

The OnTrade Preview 2016





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The publishers have taken great care to ensure the information and advice given are accurate, but cannot accept responsibility for any errors or omissions. The opinions of contributors are not necessarily those of the publisher

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The OnTrade Preview aims to provide information and inspiration to all those engaged in the business of running pubs and bars. Thanks are due to the key industry commentators, licensed trade experts and leading drinks writers who have contributed their experience, knowledge and insight into the challenges and opportunities that 2016 will bring the licensed ontrade

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*Source: CGA Strategy P02 2015 to 21/02/15

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the experience matters

Matthew Clark



Welcome to The OnTrade Preview - the OnTrade Entrepreneurs' bible

Ours is a dynamic, vibrant and resilient sector and the entrepreneurial spirit that has always defined it has never been more apparent over the course of 2015.

We have gone through nothing short of a revolution over the past decade, transforming the landscape not only of the trade but also of our high streets and consumer habits. Ten years ago, we had a third as many venues as we do today, pub chains dominated and drinking was the number one activity.

Today, food is king – and that's not just the explosion in casual dining. Over half of all pub visits now always involve food and just a quarter of drinks sold are alcoholic. Even my local community pub has a revolving pop up and street food festivals are the new clubbing.

There are all types of customers in all types of venues at all times of the day and night – and that is as much a part of the message we take to politicians and the media as the 'asks' when we go out as the sector's voice.

We are a growth champion well worth backing. Last year, we generated 7% of net new jobs, doubled our apprenticeship starts, outperformed retail and the economy as a whole with 3.5% growth for the third year in a row and invested 3% of turnover in capex. Each and every outlet ploughed back £210k GVA into its local community.

Food for thought indeed!

Kate Nicholls
CEO
ALMR

A stylized, handwritten signature in white ink that reads "Kate".

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ALMR Outlook



Industry Leader

Kate Nicholls, CEO of the ALMR, examines the trend that are having an impact on the entire licensed hospitality sector

I was speaking at a number of conferences over the past month - on property, finance and investment, casual dining and late night, as well as presenting to MPs on business rates and speaking to BBC News - and a few things struck me reviewing them all.

Firstly, such is the breadth of the ALMR's membership that we are now seen as the authoritative commentator on licensed hospitality trends across a wide range of issues. And secondly, and more importantly, the commonality of concerns across the diverse and vibrant sector we represent. The distinctions between pub, restaurant and late night business are becoming ever more blurred and ever less important as our businesses become ever more relevant to a discerning consumer.

Premiumisation

But I was particularly struck by the fact that one buzzword ran like a golden seam throughout all the presentations and discussions about the market generally: premiumisation. It comes through whether you are talking about Benchmarking KPIs, the rent and property bubble, responses to the Living Wage or the challenges and opportunities for future growth. And it looks set to be the key trend for 2015. But what does it really mean in practice?

The latest industry figures from CGA Peach show a stabilisation in the eating and drinking out market for the first time in over a decade. The total number of outlets has shown a small degree of growth - just 0.8% year on year - but when you put it in the context of a net loss of 21,000 pubs and a halving of nightclub numbers since the Licensing Act took effect, even standing still is a positive indicator. True, that growth is fuelled by restaurant and food led pub openings - over the same period, we have seen 8,600 new outlets in that market segment and we are predicting a further 2,000 this year - but it reflects the changing nature not only of the eating and drinking out universe, but the evolving offer of businesses within it. Food for Thought indeed!

Food-Led Leads the Way

The overall number of eating out venues grew by 5.4% last year, with restaurant growth particularly strong at just over 8%. In contrast, the number of wet led venues contracted by just under 3% overall - negative news, but there are also signs that the decline of wet led pubs has been arrested. There are now 3 food led openings for every 1 closure in that segment compared with 11 wet led closures for every 1 new opening.

The ALMR Benchmarking Report, produced in association with Christie + Co also shows the changing nature of the market place as operators seek to focus on the experiential to deliver a premium offer.

This year's survey showed a record proportion of turnover derived from food, at just under 30%, with wet led sales dropped dramatically to under two thirds of turnover (63%). And that is across all market segments. And despite the drop in outlet numbers, like for likes - and the crucial political measure of productivity - are up. Across the sector as a whole the ALMR Christie + Co Benchmarking Report shows like for likes at +4.2% and while this is down slightly on last year's record figures, for the first time it was consistent across the sector - with only nightclubs flat-lining. Interestingly, coaching inns and food led pubs achieved higher than average growth at 6% and 5.5% respectively - double that of casual dining operators at 3.2%, suggesting the rapid expansion at the premium end of the casual dining market is coming at a price.

A Premium Experience

What these market trends show is an overall healthy and competitive environment in which entrepreneurial operators can not only survive but thrive. There are clearly openings and closings in every trading segment and, having gone through the toughest recession and trading period in living memory, it is those with a

clear and good value offer which have come through it. Premiumisation here is about giving the customer a premium experience at all price points.

At a product level, premiumisation is about customers trading up, seeking to gain a value added experience. It is not all about price point, but the latest M&C Allegra Food Service insights on pricing show customers willing to pay that little bit extra on starters and mains for a premium experiential offer. At a drink level too, the rise of craft beer and niche or artisanal products such as hand crafted distillations and personalised matching of mixers highlights the extra margin from nudging customer perceptions and harnessing that desire for the premium in the everyday.

At a very basic level, therefore premiumisation is a sector wide phenomenon which equates to survival of the fittest - a leaner, meaner, more responsive market. As a whole we are offering a better quality experience to the consumer.

Volume Down, Value Up

But of course, this growth is not uniform. The premium end of the fast casual and pub market are seeing the highest levels of growth. Just taking the drinks market as an example, CGA Strategy figures show the market as a whole declining in terms of volume, down - 2%, but seeing an almost corresponding increase in terms of value (+1.7%). So people are buying less, but arguably when they do, they buy better. And the highest year on year increases in value are

coming at the premium end of the market - up 6-7% and it is the only segment showing real volume growth.

So, is the flip side of all this premiumisation a further decline in the value or more basic end of the market? Well no, actually.

“It is those with a clear and good value offer which have come through it. Premiumisation here is about giving the customer a premium experience at all price points”

Those CGA figures on the drinks market show value holding up at the bottom end of the market too - volumes may be in decline but value was increasing by around +0.7-1.4%. In food, the rise of the premium fast casual chains - often imports from America - show that customers are still value conscious but willing to pay that little bit extra when the quality of the food, the theatre and added value of the experience and personalised nature of the offer are not compromised by speed of service. The offer may be premium in these outlets, but the turnaround means that the price in cash and more importantly time is not.

The flip side of premiumisation is therefore polarisation - and for me, that will be the defining trend of the next year.

The ALMR Christie + Co Benchmarking Report and ALMR Liquid Profit Drinks Trends Insight is available on request from claw@almr.org.uk

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BBPA Facing Forward



Industry Leader

As I look back on 2015, there is no doubt that the third cut in beer duty in the March Budget was the highlight of another momentous year, says Brigid Simmonds OBE, Chief Executive of the BBPA

This hat-trick of tax cuts has been very significant; beer duty is now ten pence, per pint, lower than it was due to be, under the previous policy of the beer duty escalator.

With beer still accounting for around 70 per cent of alcoholic drinks sales in pubs, this matters. However, we still have some of the highest taxes on our products anywhere in the world. UK duty rates remain the second highest in the EU, and are an astonishing 13 times higher than in Germany. We therefore need to continue to keep up the pressure and beer duty will remain the number one priority for the BBPA as we approach the Budget in March 2016.

With the overall burden of taxation for pubs still so high, other specific tax issues remain a big concern. Business Rates is a key issue, and whilst they affect many businesses in the high street, pubs are particularly badly hit. In July, we published research showing that on average, pubs are paying £500 million per year more in Business Rates than they should be, which equates to an extra 13 pence per pint.

Welcome Progress

The Government has made some very welcome progress, with Small Business Rate Relief extended for 2015, and Retail Relief increased from £1,000 to £1,500, benefitting two thirds of pubs. However, there is no doubt that more action is needed. With the Government's current review, we have urged a look at how to include a wider range of businesses within the rates regime, to spread the burden more fairly.

"It cannot be right, or indeed good for employment and the economy, that a meal bought in the supermarket is not charged VAT, yet a similar meal in the pub, is"

Without broadening the tax base, to include on-line businesses for example, some pubs will see their rates bills rise after revaluation in 2017. Whilst we will continue to push for specific reliefs, these more fundamental reforms are the most effective way to ensure that in the long term, pubs do not pay more than they should.

We have also continued our calls for a review of VAT, and the way in which it disadvantages business in the on-trade. It cannot be right, or indeed good for employment and the economy, that a meal bought in the supermarket is not charged VAT, yet a similar meal in the pub, is. I hope we can make progress on this issue.

Consultation & Regulation

The system of regulation for pubs remains an area where the industry needs to continue to speak with a strong voice. As I write, we are entering the Government's consultation on the MRO option and the pub code. There have been some positive developments, for which the BBPA has called. The proposal to allow an MRO waiver in return for a significant capital investment is a welcome change. Over £200 million is invested by our members in their leased and tenanted pub estates, each year, and it is essential that this continues. The Government also appears not be proceeding with parallel rent assessments, which we always argued strongly would be too costly and complex to operate.

We recognise that the legislation is here to stay, and we must all work together as an industry, and with the Government, to ensure that it is workable in practice.

Licensing Regime

We will continue to campaign for an effective and fair licensing regime for pubs. This year, the Government decided to continue with the national setting of licensing fees, listening to industry concerns. Work also continues on opposing proposals from individual local

authorities for Late Night Levies and Early Morning Restriction Orders. Local pubs already struggling with a high tax burden do not need such extra costs. In doing so, we need to highlight, wherever we can, the benefits of partnership working when it comes to managing the night time economy – and point out how partnerships such as Business Improvement Districts, Pubwatch and Best Bar None, can be undermined by such proposals.

We can highlight our concerns on these sorts of issues, and still enjoy a highly constructive relationship with the police and local licencing authorities. To give just one example from this year, we jointly produced a guidance booklet for pubs, giving advice on how to ensure a safe and successful Rugby World Cup in pubs. The tournament was a great boost for the trade and was enjoyed by millions with the minimum of problems in venues.

Positive Agenda for Pubs

The importance of sport for pubs brings me to the task of moving pubs onto a more positive agenda. We will continue to build partnerships that put pubs right at the heart of our hospitality industry and tourism offer. We have helped to move pubs to the fore in Visit Britain's GREAT Britain campaign, for example.

Pub food has been a great success story for our sector that presents some specific challenges that can be tackled with positive campaigns. One of these is the shortage of pub chefs, which has been a key strand of work for the BBPA in 2015.

We have worked with others in the industry to highlight the issue, commissioning an engaging new film highlighting the great opportunities for young chefs in the sector. In September 2015, we followed this up with a new initiative, our Parliamentary Pub Chef of the Year competition, in partnership with the All-party Parliamentary Beer Group and Nestlé. The competition engages with local MPs, by asking them to nominate outstanding pub chefs in their constituency. The response has been phenomenal with the number of entries greatly exceeding our expectations. We will be announcing the winners at an event in the Spring.

Responsible Retailing

If we are to ease the pressures of over regulation, we must continue to demonstrate that we are responsible retailers. Brewers have led the way in removing 1.2 billion units of alcohol from the beer market, through a wide range of initiatives as part of the Government's Responsibility Deal. This has been followed by the introduction of an 'on trade pledge' to enhance this partnership approach with specific pledges, such as making lower strength choices available in pubs and bars.

To highlight our work in this area, we have published a new report Rising to the Challenge, which shows how both brewers and pub companies are promoting alcohol responsibly. As we take all these campaigns forward into 2015, we can play a key part in fostering the positive climate for investment and growth that the sector needs and deserves.

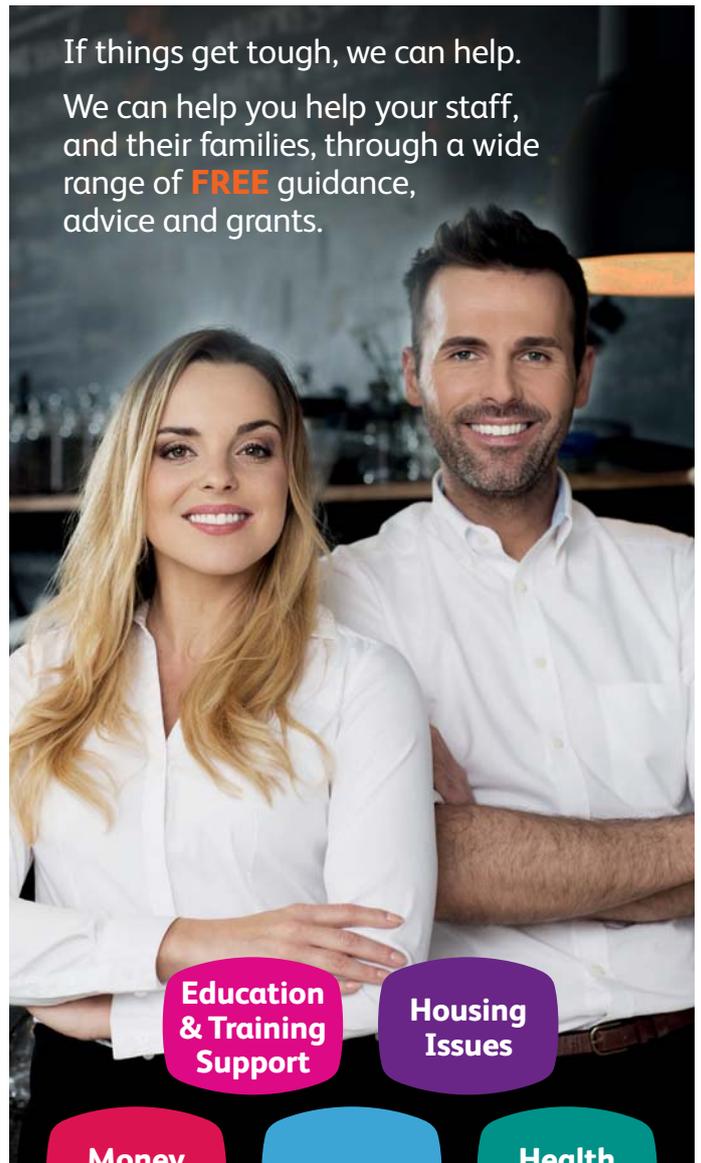


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Legal Eye View



Industry Leader

John Gaunt, Senior Partner at John Gaunt & Partners, one of the foremost Licensing Practices in the UK and the on-licensed trade legal expert, casts his eye over legal issues that arose during 2015.

The past year, since the publication of the on-trade preview 12 months ago, has yet again seen significant developments affecting all operators with no doubt more to come. This has been our standard opening paragraph for the last 4 years and every year it remains equally valid!

The licensed trade remains a perceived pariah in a number of areas including, as always, public health. The pressure on the trade, both on and off, appears to be relentless and ongoing and surfaces with alarming regularity in a number of different guises.

“Minimum Unit Pricing” (MUP) has remained in the news throughout the year with the challenge by the Scottish Whiskey Association against the proposed introduction of MUP in Scotland before the European Court of Justice.

September saw the release of an initial ruling on the legality of the proposals which indicated that a MUP system risked infringing the principle of the free movement of goods and would only be legal if it can be shown that no other mechanism was capable of achieving the desired result of protecting public health.

The Licensed Trade

Clearly, other mechanisms such as taxation exist. The formal Judgment of the ECJ should follow early next year before the case is referred back to the Court of Session in Edinburgh for final determination.

Although an apparent setback for the Scottish Government proposals, there is a clear determination on the part of the Government to see the matter through to a possible conclusion.

“Minimum Unit Pricing” (MUP) has remained in the news throughout the year with the challenge by the Scottish Whiskey Association against the proposed introduction of MUP in Scotland before the European Court of Justice.”

Meanwhile, Wales has been consulting on a 50p per unit minimum pricing law which consultation was due to expire on 11th December, 2015. The British Government position who, in May 2014, introduced the new mandatory condition prohibiting the sale of alcohol below the cost of duty and v.a.t. appears to be awaiting developments before deciding whether to pursue its own further MUP policy.

Early Morning Restriction Orders

With the rejection of the adoption of an EMRO in Blackpool back in March, 2014, there appears to be little appetite for other Councils to explore the possible introduction of these despite some possible Home Office encouragement. However, on the Late Night Levy, a number of these have been adopted with more under consultation or consideration and I think that we are likely to see an increasing and developing trend towards their introduction.

Indeed, we also hear that there are within Government on the Levy to make the possibility of their introduction more flexible, perhaps not applying throughout the whole of the licensing district and with more discretion as to how the money might be split and utilised.

The Process

The registration process for the “Alcohol Wholesaler Registration Scheme” is due to go live on 1st January. This scheme is designed to stamp out fraudulent sales of alcohol where appropriate duty has not been paid and will require, at a future date, all businesses, trading or retailing alcohol, will need to make sure that any UK wholesalers they buy from are registered with the HMRC.

Off-Licensees and pub operators should register if part of their normal business is to sell on to other businesses.

Rather like the scandal over VW and emission cheating hitting the news wires out of the blue, so operators policies on tips, service charges and the like became a hot topic in the late Summer.

The publicity clearly alerted customers to the variety of policies but also alerted us to a code of best practice on service charges and the like, apparently not widely known of or followed.

“Frequent experience suggests that customers are in a significant number of cases still offered a large (250ml) or small (175ml) measure without reference to the availability of 125ml.

October 2014 saw changes to the mandatory conditions which appear on all Licences with regard to smaller measures.

There does still appear to be a degree of wide spread ignorance or non-implementation of the requirement for still wine in a glass to be offered at the 125ml measure and customers being made aware of the availability of this.

Frequent experience suggests that customers are in a significant number of cases still offered a large (250ml) or small (175ml) measure without reference to the availability of 125ml. Trading Standards are likely to regard this as a fertile area of enforcement going forward.

A Word on Scotland

December 2014 saw the introduction of a reduction in the drink / drive limit. Trade reports suggest that this has had a very material impact on the fortunes of licensed premises with a consequence of far more “home drinking”.

An NHS report suggests that alcohol sales in Scotland increased last year whilst the Scottish Licensed Trade Association published a report in September which showed a fall in sales over the Summer, including one third of pubs in rural and tourist areas who saw sales fall by more than 10% compared with Summer 2014.

“The registration process for the “Alcohol Wholesaler Registration Scheme” is due to go live on 1st January.”

The findings extended beyond alcohol sales with 38% of outlets in Scotland’s growing food sector survey reporting a year on year decline.

Finally, one bit of good news for the majority of Personal Licence Holders in England and Wales – the requirement to renew those Licences on expiry of the 10 year period was finally scrapped, but not in time for a number of early Licensees who were caught by the old legislation.



What Is 'Public Health'?



Paul Chase

Industry Leader

Over the past 10 years, since the Licensing Act 2003 went live in 2005, I've written a lot about alcohol policy. At first the alarm expressed about the effects of the so-called 24-hour drinking Act came from police and others concerned about the impact on crime and disorder; but today the assault on 'Big Alcohol' comes predominantly from the health lobby.

'Public health' has historically been a noble cause. Its origins are in the eighteenth century, but humanitarianism was the 'big idea' of the nineteenth century and this idealism, combined with the ingenuity of Victorian engineers, contrived the delivery of clean drinking water on tap, covered sewers, municipal refuse collection and the like. The discovery of the benefits of hygiene and then, beginning in the 1940s, the mass use of penicillin and other antibiotics contributed to a huge leap forward in life expectancy and public health.

So, how should we regard today's custodians of public health, with their emphasis on lifestyle diseases and social engineering? "Alcohol has become the new tobacco" is a cliché, but no less true for that fact. And now we are increasingly seeing the assault on modern lifestyles broadened out into the realms of food, with demands made that food producers reformulate their products to reflect the latest fashionable view of 'healthy food' – from the

(as it turned out) largely red herring of concerns about cholesterol to the latest faddist concerns about sugar as an added ingredient. 'Public health' has gone a long way beyond the promotion of hygiene and the benefits of preventive medicine. How did this begin?

The rise of 'healthism'

Firstly, the new approach to public health – one that is increasingly concerned about 'lifestyle diseases' - began in the 1970s with a group of radical addiction specialists in the Nordic countries who focussed initially on the use of alcohol. Their belief that public health had to be taken beyond the limits of medicine, and had to address personal lifestyle choices, quickly became the new orthodoxy of a growing number of 'troubled persons' professionals who had a vested interest in getting this game going.

"Public health' has gone a long way beyond the promotion of hygiene and the benefits of preventive medicine. How did this begin?"

The most brilliant critic of this whole development is the late Dr. Petr Skrabanek. In his book 'The Death of Humane Medicine and the Rise of Coercive Healthism' he wrote the following: "The roads to un-freedom are many. Signposts on one of them bear the inscription "HEALTH FOR ALL." This book is about the danger posed by healthism – the ideology of the 'health of the nation' - to our right to do as we like with our lives, to our autonomy to pursue our kind of happiness."

'Healthism', as encountered in Western democracies, including our own, involves the State going beyond education and information on matters of health, and using propaganda and various forms of coercion to establish norms of a 'healthy lifestyle' for all. Human activities are divided into approved and disapproved, healthy and unhealthy, prescribed and proscribed, responsible and irresponsible.

The creation of a longevity cult

Attempts to persuade, nudge or regulate us with bans and sin taxes to drink within 'lower risk' drinking guidelines; to eat less sugar and fat; to exercise more and above all not to smoke tobacco all seem to have the same objective: longer life. Now, I have no desire to depart this mortal coil just yet, but I don't regard longevity as the main purpose of life. It does seem to me that the new public health movement is developing all the hallmarks of a cult.

The members of this 'longevity cult' seek to persuade, or increasingly to compel us not to eat or drink, or do or not do,

anything that might elevate our 'risk factors' for premature death. And like all cults they are increasingly secretive. For example, I've just been excluded from a conference on alcohol policy run by the Global Alcohol Policy Alliance (GAPC).

This outfit is supported by the NHS, the World Health Organisation and the Scottish Government, together with a clutch of temperance organisations like the UK Temperance Alliance, which these days prefers to call itself the Institute of Alcohol Studies. GAPC's terms and conditions state they will not accept bookings from "anyone affiliated to the alcohol industry". If you're not a cult member and true believer, please don't apply.

'Public health' and personal freedom

It seems to me that insofar as today's 'public health' movement tries to stop adult consumers from behaving in ways that might pose a risk to their health, such as drinking excessively and eating the 'wrong foods'; and insofar as these risks do not typically pose a risk to the health of other people, then in a free society it should be up to individuals to decide whether to take these risks or not. Public health is not simply private health writ large. Put simply: what part of "mind your own business" don't they understand?

The healthist justification for their nanny state interference is based on two false propositions: firstly, that the costs of risky consumer behaviour are substantially borne by people other than the risk-taker; and secondly, that the choice to consume products like beverage alcohol or sugary drinks is not really a free choice at all. Let's look at each of these propositions in turn:

"'Healthism', as encountered in Western democracies, including our own, involves the State going beyond education and information on matters of health, and using propaganda and various forms of coercion to establish norms of a 'healthy lifestyle' for all"

We are frequently told that the cost of alcohol to the tax payer is £21 billion a year. But when you look behind the headline numbers it is apparent that what gets wrapped up in these figures are costs that are entirely imaginary or nothing to do with the State. I recommend everyone to read Chris Snowdon's paper 'Alcohol and the Public Purse' which separates out the annual cost to the taxpayer of alcohol misuse - £3.9 billion arising out of NHS costs, costs to the police and criminal justice system and welfare costs, and then points out that alcohol duty and VAT on alcohol duty raises £10.4 billion a year. An annual bonus to the tax payer of £6.5 billion.

But are we truly free to make our own choices? Banning the advertising of alcohol has long been an ambition of the health lobby and their fantasy of corporate coercion requires us to believe that advertising possesses almost magical qualities – "otherwise why would Big Alcohol spend so much money on it" as one well-known healthist nincompoop put it to me recently. Oh dear! Listen Nanny: go away and read some books; familiarise yourself with some basic

economic concepts and read the research on advertising and the penny just might drop – advertising doesn't drive primary demand; it is a competitive tool that promotes brand switching or category switching. Really, this is not not difficult!

And at local level we see people who have been groomed by the longevity cult into embracing the most ridiculous proposals: in Brighton the Council is currently consulting on banning smoking in unenclosed public spaces – parks, public squares or outside seating areas, including smoking areas in pubs and restaurants.

But the best example yet of loony-left healthist crack-pottery is the appointment of Kerry McCarthy as Labour's Shadow Environment Secretary. Ms McCarthy is a vegan and part of her remit is to be Labour's spokesperson on farming issues. She has urged that people should be targeted with advertisements urging them to give up meat and dairy; and she has stated publicly that meat-eaters should be treated like smokers (read: lepers/pariahs).

"'Alcohol has become the new tobacco' is a cliché, but no less true for that fact. And now we are increasingly seeing the assault on modern lifestyles broadened out into the realms of food"

You heard it here first: if Labour wins the next general election we will all be forced to eat our steaks outside – except in Brighton of course, where such behaviour will get you nicked by the Food Police!

Paul Chase, Director of CPL Training, and industry commentator



Solutions 4 Evolution



Industry Leader

David Buxton, S4E, the broker of value.

With 30 years industry experience I know that understanding the value of your activity, to others, is key, as is providing something different. With a lifelong ethos of helping others and a love for the hospitality industry I have stayed true to my values.

I have always had a good understanding of the industry I love and the underlying financial need of growing businesses.

Solutions 4 Evolution

In the 90's when the market was buoyant with people wanting to bring change, and life, to the UK hospitality market I set up Solutions 4 Evolution (S4E). A service that would help fledgling businesses with their growth plans.

Start up or early established businesses don't have a need for Finance Directors/Controllers, nor can they afford it.

However, the superior support which a traditional accountant can offer is still top of the agenda when setting foot into such an established market place – and understanding your numbers is crucial. S4E bridge the gap – operating as an experienced (and qualified) team that can deliver value through strategic growth modelling, with realistic investment routes.

S4E's core purpose of modelling and sourcing funding, for growth, has developed over the years and as the industry has changed, it continues to be integral for ambitious business leaders.

"The value you bring ...is massive" – John Simms, Director Commercial Banking, Natwest

Supporting growth

It is important to note that in a recent survey, published in The Caterer, nearly 20% of respondents thought that there would be a significant increase in the number of restaurants in the UK over the next 12 months. Over half planned a traditional approach to banks whilst a third will consider VC/IE or investor. Less than 10% consider crowdfunding or floatation to be the solution.

To understand the appetite for growth you only have to look at the recent news of a three site West Country pubco securing the borrowing of £4m from Barclays some of which is refinancing existing debt.

This, I believe, is set to continue.

So, when 50% of the market follow the traditional route, why can securing investment still be so challenging?

When we recently met key members of the Natwest Leisure team in Birmingham, they said 'the single most common reason for rejecting supporting those that approached us has been the quality of management information and modelling of the future cash flow needs of the business'.

"Whether you're a start-up, early or established business, you must resist the urge to put financial modelling at the lower end of your 'To Do' list."

This is where S4E continues to bridge the gap between business leader clients and financial experts- quality management information and modelling is what we know and it's what we love to do.

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BII Outlook



Industry Leader

At a very early phase in my professional career, I was told by a very senior partner in the business where I was training, that 'change is inevitable', but importantly, it was how we embraced change that marked who we are.

I've now been in post just over two and a half years at the BII and I can say for certain that during that time, I have tried to live up to that adage of embracing change. My old boss would, I hope, be proud of me.

The hospitality sector is the fourth I've worked in as a senior leader and I will be the first to acknowledge that the exponential change in its product, offer and consumer experience is startling. I can only draw on a similar experience when working for a blue-chip Pharma who once brought a 'candidate' to market in record time and watched the explosion unfold.

I fear however, that an inevitable cul-de-sac exists, if the hospitality sector as a whole doesn't start to embrace change in the wider sense, particularly in relation to its workforce.

In starting to write an article simply on change management for the OTP, I quickly realised that the challenges now faced by the hospitality industry around skills, productivity and business performance are those which have already been embraced by other industry sectors.

Many employers (both small and large) in our sector 'get it'. Many don't. The "get it" is the notion of attracting quality people into quality jobs to deliver a quality service, and in so doing, sharpen the competitive edge of their individual business operations, and increase the performance of the industry as a whole to be considered 'best in class'

Could we compare ourselves to being "World Class" though?; in the same way that other sectors do? I fear not and for me, having spent a large portion of my life, working in Colleges and Universities, until our sector embraces real change, we will find it increasingly difficult to attract the best school leavers, college graduates and university under-graduates. Apart from small pockets, our sector is still seen as a stop-gap and how many journalists and industry gurus have written that? And disappointingly always without a solution. Too many.

"Many employers (both small and large) in our sector 'get it'. Many don't. The "get it" is the notion of attracting quality people into quality jobs to deliver a quality service"

One other fundamental lesson my old boss drummed into me is that as senior leaders, i.e., in the sense of board members, non-executive directors and chief executives, there is a duty to be brave and bold and to consider that sometimes, the decisions they take, might not be consistent with their personal ambitions and career aspirations and importantly, which might be controversial and at odds with the vision and strategic objectives of the business.

I can hear many of you shouting that infamous line from the Life of Brian...."kill the heretic"!!

I challenge you though. How many times do we get an opportunity to think, not just about our personal interests, or the aims of the business, but what is best for the industry in which we work, i.e. at a macro level. Extending that line of thinking and as a challenge to all Chairs, Non-Executive Directors and Chief Executives operating in our sector; if we were asked to collectively to devise a sector infrastructure which served all our stakeholders from government to consumers and the plethora of all those in between, would we be the architects of the untidy and unclear structure we currently have? Of course we wouldn't.

I would extend that challenge, not only to all professional bodies, trade bodies, consumer groups, lobby groups, craft bodies, guilds and others, but to those who operate within the corporate social responsibility arena as well. How confusing is that? And as the returns on investment become even tougher, I fear greater pressure on funding will automatically drive what I am suggesting.

So if we were given that opportunity for fundamental change, what would be our drivers?

From the BII's perspective, it would be about identifying ways in which the BII, together with our strategic partners could rethink the infrastructure of the industry with a view to setting professional standards; regulating the profession; introducing a Licence to Practice; creating a professional career pathway of Continuing Professional Development and establishing Chartered Status for Managers. Underpinning it all would be a clearer louder voice to Parliament.

The Challenge

When you consider the hospitality industry as a major contributor to economic growth, it is a success story and over the past 10 years it has accounted for one in six of all new jobs, directly supports 2.6 million jobs and as the UK's fourth largest employer, it contributes £106 billion of GVA, giving in excess of £38 billion to the Exchequer and accounting for 8% of total HMRC Revenue.

Over the next five years the hospitality industry will have created an additional 500,000 new jobs; however, for many years it has suffered from a number of deep rooted problems. This principally concerns poor service; high staff turnover and low productivity and if these are to be dealt with, and the future potential of the industry realised, the hospitality industry needs to address a number of challenges, not least of which involves the workforce and attracting and retaining new entrants.

There is much work to be done though and when compared with many other industries the hospitality industry's spend on training by employers is £3,625 per annum per head appears higher than the national average at £3,275 per annum, however most is spent on induction and compliance training. Worryingly, only 16% of our managers are qualified compared with 50% in other industries.

Responding to the Challenge

Many attempts have been made over the years to determine the causes of these systemic failings in the hospitably industry and for me they come down to four reasons:

- ▶ Fragmentation of the hospitality industry made up of too many bodies that on their own lack punch, power and agility;
- ▶ Alienation and a failure to establish meaningful partnerships between employers and education, particularly in the funding arena;
- ▶ A lack of professionalism because you don't really need any qualifications to enter or operate in the sector and
- ▶ Industry apathy with employers taking the view that formal qualifications don't really add value and given the success of their internal training programmes, their view "why do we need formal training"?

When I compare us to other sectors and say construction for example, the Construction Industry Training Board has successfully introduced a "Construction Skills Certification Scheme" (CSCS) to underpin a pathway of professional development and which means

that anybody working on a construction site must meet a minimum standard. It has certainly raised standards as an essential prerequisite to work.

In a similar way the CORGI Registration Scheme has increased safety and raised standards in the gas industry and in the Engineering Sector the Engineering Council was set up as an overarching body to regulate professional standards amongst some 16 separate bodies in the engineering industry, including Civil Engineers, Electrical Engineers and Mechanical Engineers. Its aims include inspiring young people to work in the sector, fostering continuing professional development and sharing best practice.

So in my view, our aim should be to bring together, and work with all partners in creating a Strategic Alliance which seeks to establish and promote a truly Professional Career Pathway for the Hospitality Industry. This is urgently needed if we are to increase professionalism, raise the status of work in the industry, and inspire, attract and retain a new generation of young, talented and highly motivated people who can take this industry forward to the next level. This could well see the BII and the IOH, as two principle professional bodies spanning the hospitality industry, working with other, smaller craft associations such as the Academy of Food and Wine Service (AFWS); the Royal Academy of Culinary Arts (RACA); the Craft Guild of Chefs (CGC); the United Kingdom Housekeepers Association (UKHA); and the Front of Office Managers Association (AICR), to provide a single point of focus for professional recognition (along the lines of The Engineering Council). Each would retain their own identify and membership, but work together to create a "Chartered Hospitality Institute" to regulate professional status in the industry. This will include setting professional standards; introducing a Voluntary Licence to Practice and developing opportunities for lifelong learning and CPD as routes to Chartered Status. This will bring us in line with the Professions in other sectors. Like the Chartered Management Institute (CMI) it will enable individuals to become chartered, rather than become a Chartered Institute itself because of restrictions imposed by the Privy Council. It would make better use of limited resources and realise the potential for shared office space, back office services and member benefits. There would also be scope to create a framework and progression route for all competitions in the hospitality industry.

As a longer term strategy, shouldn't it be our aim to establish a "Hospitality Industry Board" and bring together industry leaders to speak with one voice. This Strategic Framework will bring together and include an Alliance of Professional Bodies brought together to create a "Chartered Hospitality Institute"; a National Forum for Business and Education and a stronger Alliance of Trade Associations working in the hospitality industry.

Without naming names, my colleagues and the boards representing them know who they are and where they could sit in such a model. It just remains whether they are brave enough to consider it and to embrace the change?

The Personal Touch



Industry Leader

With MRO on the horizon Peter Wells, chair of the Family Brewers' Operations Committee, explains the benefits of working with a Family Brewer.

While it remains a challenging time for some in the pub industry, particularly with the MRO legislation looking set to dramatically impact the sector next year, the Independent Family Brewers of Britain is bucking the trend. With its members boasting a huge variety of pubs nationwide, from food-led gastropubs to community-focused wet-led sites, working with a Family Brewer remains the best route into this vibrant, historical sector for those keen to expand their estate.

There are real opportunities for entrepreneurial operators keen to be successful in the country's traditional and culturally vital pub trade. Family Brewers offer a host of different agreements, many of which are flexible to ensure that almost everyone will find something that is suitable to their requirements and The Family Brewers' recruitment microsite enables operators to quickly and easily locate vacant pubs by their ideal location.

The Family Brewers offer a range of benefits for operators, and own a wide variety of pub types - everything from community pubs and village pubs to food led pubs and hotels. With national representation, there are pubs available in almost any part of the

UK, while working with a family owned and family run business, which ensures a strong, personal relationship between the brewer and the operator.

"Family Brewers offer a host of different agreements, many of which are flexible and the recruitment microsite enables operators to quickly and easily locate vacant pubs by their ideal location"

Family Brewers positively invest in their pubs and in their people, with traditional values and a long-term outlook that is not just focused on a quick return. They are fully committed to both training and development, with each brewer running a host of courses on aspects such as cellar service, customer service and sales and marketing, with a tenants' survey in 2014 finding that 77 per cent of tenants strongly agreed that the courses were useful and helpful, and a further 77 per cent strongly agreeing the training was relevant for their business.

Family Brewers are also committed to investing in your pub and working with you to ensure it becomes the success it can be. They also boast a hands on approach and offer a comprehensive support network through the other Family Brewers.

History of the Independent Family Brewers of Britain

Founded in 1993, the Independent Family Brewers of Britain currently operates around 4,200 pubs in the UK and its members include some of the most respected brewers in Britain, such as St Austell, Charles Wells, Fuller's and Batemans.

"Family Brewers are much more engaged with you as an operator, you're not just someone who has signed a lease - they have a vested interest in your business and the way they act reflects this"

The Family Brewers represents a distinct and unique sector of the UK brewing industry; owning regional breweries and pub estates that are, in the main, private, family run businesses. Family Brewer members' currently employ around 31,600 people across their breweries and pubs, in addition to supporting many suppliers in malt, hops and filtration products. Innovation is a hallmark of these breweries with new beers constantly being brewed and many hundreds of pubs being improved with investment capital.

In a tough trading environment, Family Brewer members continue to steadily improve their properties and supply the highest quality

beers to enjoy in them, while providing added value through consistent support and valuable training courses. Indeed, many members are choosing to expand their estate further, with our research showing that 42 new pubs opened in 2014. The Family Brewers are dedicated to ensuring that Britain's pub industry remains a vivacious, crucial part of the country's culture, with partners that are as passionate as they are.

“Working with a family owned and family run business ensures a strong, personal relationship between the brewer and the operator”

Peter Wells, Commercial Director of Charles Wells and chair of the Family Brewers' Operations Committee, said: “Our industry is always changing but an operator working with a family brewer can be confident that they have the security and expertise built up over many years of operational experience behind them. Our members know that commercial success is most effective when we work together with our operators. By focusing investment on our pubs and tailoring support for our partners, the long-term benefits are significantly higher than for non-family brewer pubs. What better combination could an operator ask for when looking for their next pub, than heritage and experience matched with the progressive outlook of a family brewery?”

Case study: Steve Wilkins, Little Gems Country Dining

Steve Wilkins, owner and founder of Little Gems Country Dining, currently runs five pubs across Bedfordshire and Buckinghamshire, two of which are Charles Wells sites; The Park in Bedford and The Swan Inn in Milton Keynes. He is very happy with his relationship with the Family Brewer, and says it is often markedly different from that with other pub companies: “To me, Family Brewers are much more engaged with you as an operator, you're not just someone who has signed a lease - they have a vested interest in your business and the way they act reflects this. Their whole approach to communication and the way they work with you is much more respectful as they acknowledge that you drive their business forward.

“Of course, they are commercial at heart but their intrinsic management culture is structured around people and this makes them fantastic to work with”

“The Family Brewers work hard to make you feel you're part of something else, something bigger than just your pub. I think over the last few years there's been a very clear acknowledgment by the industry that multiple operators are key to helping them develop their leased estate. While the larger pubcos realise this too, Family Brewers were ahead of the game and recognised this some time ago, and fortunately they have the management approach to

support this. Their whole way of doing business is very people focused because of the way they were started; they're often a family business. Of course, they are commercial at heart but their intrinsic management culture is structured around people and this makes them fantastic to work with.

“They are also much more reasonable when it comes to capital investment; with a Family Brewer, they're looking after the family jewels so to speak, so they can afford to take a longer term view, and not just seek a simple return on capital which is a fundamental difference.”

To find pubs available in your preferred areas, visit:
www.familybrewers.co.uk/



A Casual Affair



Food For Thought The on-trade often agonises over defining the category into which a particular brand or format fits. But, as John Porter says, in a market where pubs sell coffee, coffee shops sell burgers, burger restaurants sell cocktails and cocktail bars sell craft beer, definitions become harder - and ironically, quite possibly irrelevant.

Kate Nicholls, ALMR chief executive, makes the point that “consumers just don’t differentiate and segment the market the way that we do. They just go out when they want to, and they include eating and drinking as part of their evening out, so those people who can offer both are in a win-win situation.”

With one in five ALMR members now a ‘pureplay’ casual dining operator, over and above food-led pub businesses, the organisation is working to encourage more operators to recognise the advantages that a united front can deliver.

Common Cause

A leadership survey conducted by CGA Peach across both pub and casual dining operators highlights the common areas of concern:

- ▶ 72% of operators cite property costs as an issue which they are ‘concerned’ or ‘very concerned’ about;
- ▶ 64% cite the related issue of demand for sites, which is driving up costs;
- ▶ 64% also single out staff costs, as legislation on workplace pensions and the living wage impacts.

There are cross-industry learnings to be made in both these areas, believes Nicholls. The ALMR has plans to launch both Chef and Manager Academies to help raise standards across the sector, and “training and recruitment, especially in the area of chef skills, is somewhere pubs can learn from casual dining. On the other hand, the casual diners can learn about scalability - nobody knows how to take a brand and roll it out nationally better than the major pub operators.”

“All face a more fundamental challenge in persuading the social media generation to rediscover the joys of being genuinely social”

A United Front

Lobbying is another key area where a united industry has much to gain. The casual dining sector found itself on the back foot during 2015 over the issue of tips, with operators struggling to find a common line. Looking ahead, as the various health lobbies on issues such as alcohol and sugar continue to gain ground, the pub trade’s well-established channels of communication with Parliament, and the place that community pubs in particular hold in the hearts of vote-conscious politicians, will be invaluable to the whole sector.

However, it is in understanding the Millennial generation of customers that many operators see benefits in working more closely together. Martin Wolstencroft, managing director of Leeds-based café bar operator Arc Inspirations, acknowledges “the competition for sites is unbelievable” with rivals, but believes all face a more fundamental challenge in persuading the social media generation to rediscover the joys of being genuinely social.

With Apps such as Deliveroo encouraging consumer to order restaurant food to eat at home, “I think the industry should tell Deliveroo where to go” says Wolstencroft, although he phrases it more bluntly. “We all want people to get out, go to bars and restaurants, and enjoy themselves. Don’t be encouraging people to stay at home and eat your food.

“The industry needs to work together to get people away from their social media, and to come out and enjoy what we’ve got to offer.”



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Smart to be Casual



Food for Thought The spectacular success of souped-up Kitchens, Diners, Smokehouses, Stables and Shacks selling Ribs, Wings, Hogs, Dogs, Tacos and Chipotles represents a major shift in Britain's eating and drinking culture. Jo Bruce looks at the growing influence of the casual dining sector across the whole of the ontrade

Casual dining operators continue to be the growth engine of the eating-out sector, with the pub sector facing both growing competition and influence from these expanding operators.

Research by M&C Allegra Foodservice's Eating Out in the UK 2015 Report shows while multiple branded pub operators are holding their own, independent pub, restaurant and hotels are feeling the squeeze, with turnover set to grow by only 1.8% this year, compared with branded operators in the new fast food segment who are predicted a turnover rate of 17.3%.

Pub food is under continuing pressure from this new breed of fast-food and street food operators who are wooing Millennials with their exciting and diverse brands which appeal to their desire for freshness, healthiness and adventurousness. Richard Morris, managing director, of 26-site fast casual operator Tortilla, says: "McDonald's provided fast food 30 years ago and the requirement for fast food has increased, but the demand around quality, freshness and provenance has moved businesses like ours ahead of the ageing fast food brands."

He adds: "To be able to offer the above at a competitive price is key and is a compelling reason why ourselves and other brands like ours, are leading to charge in growing this market. This sector will continue to grow at an unrelenting pace."

"The options and experiences available to today's restaurant-goer are endless, which means their expectations are ever higher. They will not tolerate second best"

Quality and Innovation

To stay competitive pub operators need to make sure their menus offer convenience and affordability but also stay as relevant to today's consumers as the casual dining players, with quality and innovation key.

As Steve Richards, chief executive officer of the Casual Dining Group, says: "Opportunity abounds. However, the market has never been more competitive.

The options and experiences available to today's restaurant-goer are endless, which means their expectations are ever higher. They will not tolerate second best, and venues that do not take absolute care of them do so at their peril."

The growing influence of the casual dining sector is also evidenced at the top-end of the pub market, in the launch of the more casual formats by chefs such as the two-Michelin-starred Tom Kerridge.



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He opened the Coach in Marlow last December citing JD Wetherspoon's approach to all-day dining as an inspiration for the concept, which serves quality food through the day, in a flexible environment with no bookings, casual service style and TV screens.

"Our customers want a relaxed dining experience that is informal yet still experiential, so that their food savvy sensibilities are satisfied without disrupting the primarily 'social' aim of their night out"

Street Eats

Many pub operators are increasingly taking inspiration from street food and pop-ups, with Stonegate's student concept the Common Room offering dishes such as a salt beef sub and pulled beef with gherkins and crispy onions on its Autumn menu.

London operator Partnership Pubs, which operate Enterprise pubs the Grafton and Gypsy Queen both in Kentish Town, is also embracing street food influences on its menus.

Susie Czopor, the company's director, says: "The Grafton is undeniably a wet-led site. Our customers want a relaxed dining experience that is informal yet still experiential, so that their food savvy sensibilities are satisfied without disrupting the primarily 'social' aim of their night out. Street food has influenced a broadening of Londoners' palates, with consumers well-versed in a plethora of world flavours. For this reason, we introduced

street-food style dishes to our menu, alongside some of the more traditional dishes you'd expect from a pub."

Perfect Match

Richard Johnson, founder of the British Street Food Awards, is on a mission to bring more street food to pubs in 2016.

He says: "Street food and beer - it's a better match than love and marriage. As street food grows, it makes sense for the new talent to take over the pub kitchens that are just lying empty. Everyone wins. The landlords sell more beer, and the drinkers get a meal that's a hell of a lot better than a bag of ready salted, at a destination pub that is playing its part in the evolution of a proper food culture in this wonderful country of ours. Watch this space."

"Pub and 'fine dining' are no longer an oxymoron. Pubs are at the vanguard of a shift in the gastronomic hierarchy - it's a truly exciting time"

Something Different

Some operators are offering customers two different offers at the same site to tap in to the casual dining trend. In addition to its main restaurant Anglian Country Inns' has a coffee and bagel bar at its Hermitage Rd Bar & Kitchen in Hitchin, Hertfordshire, to cater for customers looking for more casual, fast-food and the Richmond Arms in West Ashling, West Sussex, offers a Wood-fired pizza van and restaurant in addition to its more a la carte food offer.

Fine Dining

But despite the big influence of casual dining on pub food, fine dining is still as likely to be found in a pub as a restaurant.

According to research by the Waitrose Food & Drink Report 2015, 30% of people say the meals they cook for family and friends are less formal than they used to be and this is also true of social occasions out of home too, with customers still looking for a food experience but without formal service and surroundings.

As Andrew Fishwick, owner of the Truscott Arms, Maida Vale, London, which offers customers the opportunity to dine in its bar or fine dining restaurant says: "Fine dining has changed beyond all recognition. Pubs are the perfect place to achieve the excellence of food and service one associates with the genre but in an environment that welcomes, not intimidates, our guests."

He adds: "Pub and 'fine dining' are no longer an oxymoron. Pubs are at the vanguard of a shift in the gastronomic hierarchy - it's a truly exciting time."

Elizabeth Carter, consultant editor of the Waitrose Good Food Guide adds: "If fine dining in a pub means the kind of food served at the Sportsman in Seasalter - on bare wood tables, with cutlery wrapped in paper napkins and ordered at the bar - then I'm all for it. It's not a gourmet reinvention, but a recognition that eating out should be a relaxed, enjoyable experience.



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Seamless Learning Technology Driving Knowledge and Business

"Mobility, timeliness and versatility are key drivers of an individual's e or m-learning (mobile learning). Employers need to embrace the technology and platforms to enable business focused learning points that are easily accessible when and where employees need them. This requires the leveraging of new technology to provide learning support," said David Dasher, Managing Director at CPL Online.

There is no doubt that the pace of technological change is fast. The innovation and creativity that has taken place over the last decade, enabling training and development at the touch of a button or the click of a mouse, has seen employers in the hospitality industry strive to be at the forefront of providing accessible learning that supports their employee's development.

"More and more companies are embracing the technology," said David "The blend of classroom and e-learning has vastly improved the opportunity to learn. As we continue to move towards built for mobile products and services we will continue to see traditional barriers broken down."

Catherine McGuckin, HR Director at Casual Dining Group, who were one of the first companies to embrace mobile learning said, "The new learning platform is exceptional and I am very excited about the impact this will have not only on capability and performance but also employee engagement and satisfaction."

Casual Dining Group were one of the first companies to embrace mobile learning



Red Mist Leisure have experienced the benefits of embracing CPL Online course technology.



Similarly Red Mist Leisure, whose platform mimics the look and feel of the group's website and is comprised of core modules as well as soft skills courses, have experienced the benefits of embracing technology. After launching their platform, Red Mist saw impressively high completion levels across their six sites. Within the first three months, 750 courses were completed, with a 71% completion rate in its top performing site.

Not content with settling for that, Mark Robson, one of the founding directors, insists the aim is for 90%, which he sees as a realistic target. "We had some great training in some sites but wanted to be sure that level was replicated across all businesses as we expand. Our team have given us some really good feedback.

They particularly like some of the new interactive CPL Online courses. The courses make what can be dry subjects engaging. From our perspective too, CPL were keen to understand our business and replicate our culture in an online environment. The training platform is now an important cog within our Academy, thanks to CPL Online" said Mark.

"The courses make what can be dry subjects engaging. From our perspective too, CPL were keen to understand our business and replicate our culture in an online environment."

The pioneering systems developed by CPL provide employers with the opportunity to access invaluable data insights, which can be adapted to suit the needs of each business. The Big Data system, which is at the heart of all developments by CPL Online, facilitates dynamic up-to-date reporting and data analysis; features such as tracking user trends, monitoring progress and tools to highlight the best performing staff.

"Through CPL Online's software developments we can offer businesses and their employee's huge flexibility. Enabling tracking of career development pathways that are bespoke to each employee with the ability to access on the move," said David, "This means training is personalised, accessible and enables the individual to take control of their own development and progression"

Spirit Pub Company embraced the opportunity to develop a bespoke platform



Spirit embraced the opportunity to develop a bespoke platform "We wanted one encompassing area for training and job development. The passport pulls together every bit of information that an employee will need to complete as part of their job role and prepares them for the next steps in their careers," Said Mark Peters, Spirit's Head of Learning and Development. "With 14,000 team members spanning our 800 pubs across the UK, we have a lot of employee data and the passport keeps everything together in one easy to use platform, making the entire process much more efficient. Using the latest technology, we can help our teams to drive their own learning and development. "

"When we introduced the Big Data platform the goal was to create a system that could process vast amounts of data in order to spot trends and provide customers with useful analysis"

In the Autumn of 2015 CPL Online won a global award 'Innovative Use of HPCC Systems in The Community'. Bestowed on them by LexisNexis® Risk Solutions, the world's leading Big Data Analysis providers, it recognised CPL Online's pioneering development and use of its Big Data Platform. Through this innovation, CPL is able to offer its clients more complex and immediate reporting. The sophisticated system can even spot those who are trying to cheat the system.

"When we introduced the Big Data platform the goal was to create a system that could process vast amounts of data in order to spot trends and provide customers with useful analysis. Three years on and this is now possible with the volume of data we have," said David. "This level of sophisticated analysis will lead to significant changes in the way businesses recruit, train and promote their workforce."

A Good Sport



Business Builder

Televised sport has been a popular pub attraction ever since all-day opening made it possible back in 1988, and over the years the sports bar has become an accepted feature of our high streets.

Even in these hard times there are plenty of sports fans who'd rather turn a big sporting event into a night out than watch it on their own at home with a curry and a few cans, and a big-screen TV is a great way for town-centre bars to attract evening trade.

Phil Cutter is - almost literally - the perfect example. His pub, the Gardeners' Arms (known to all as the Murderers because someone once murdered someone in it), is slap in the middle of Norwich with nary a chimney pot in sight. Like a lot of city centre-pubs it has a reasonable lunchtime trade but once twilight falls, it's a job of work to fill it.

"The pub's website is continually updated with the forthcoming matches, fights, and motor-races backed up with reminders on Facebook and Twitter"

Phil has therefore turned it into one of the most successful sports bars in the country - the most successful, in fact, since it's just won the national title in its category in a trade awards scheme.

Making it Work

But success hasn't come easy or cheap - "You can't just put up a few big-screen TVs and expect people to turn up," says Phil. "You have to work for it." In the case of the Murderers, with its 14 screens, this means laying out £30,000+ a year on Sky and BT charges and keeping up a constant internet campaign. The pub's website is continually updated with the forthcoming matches, fights, and motor-races backed up with reminders on Facebook and

Twitter; and whenever there isn't a ball being kicked or a punch being thrown the screens carry Powerpoint trailers that Phil puts together himself.

It helps that the Murderers is a big pub, having swallowed up both of its next-door neighbours over the years. The rambling interior means that many of its 14 screens operate independently, so Phil can have both Barclays and Aviva Premier Leagues on at the same time, as well as Formula 1, without them all drowning each other out. There's even a bookable "VIP area" for private parties.

"The sport gives the pub much of its character and is a great traffic-builder, but we've tried to create an appealing atmosphere that brings people back not just for football or rugby"

Means to an End

But there's more to the Murderers than that. Phil's secret is that unlike some sports bar operators he sees sports as a means to an end - and the end is to keep the bars as busy as possible not just when Tyson Fury is edging past Wladimir Klitschko, but when there's no sport happening at all.

"A pub mustn't forget to be a pub," says Phil. "People come originally for the sport but it's all the other facilities that turn them into regulars. The sport gives the pub much of its character and is a great traffic-builder, but we've tried to create an appealing atmosphere that brings people back not just for football or rugby but for a decent pint or lunch out or for any of the other reasons that people go to pubs for."

He has therefore made the Murderers one of the best-known real ale pubs in Norwich, with an astonishing beer-list and an annual festival; there's a restaurant that opens for cooked breakfasts at 10 and carries on serving until 5; there's private room-hire; and there's live music on Thursdays, Fridays, and Saturdays. Pretty much the lot, in fact - even a quiet drinking area with no sport!



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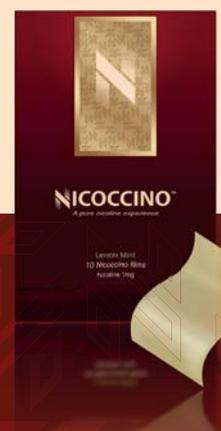
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For more info, visit purenicoccino.com



A Room at the Inn

Business Builder

Offering bed and breakfast can add an important revenue stream for pub finds Tim Hampson.

VisitEngland's head of industry development Pam Foden is on a mission: she wants more people to stay in pubs. Passionate about pubs, she wants to see more licensees become ambassadors for tourism, by offering quality bedrooms and experiences to tourists.

"England's pubs are a beacon to travellers. They offer something uniquely English, and are often identified as a major attraction for an English holiday. This desirability is highlighted by some 13 million foreign visitors every year."

And pubs that offer bedrooms are doing much more than enhancing visitors' experiences, they are making a positive contribution to their profits.

"Visitors are attracted to traditional pub accommodation as period buildings are often packed with lots of character. The informality of the pub atmosphere, especially if coupled with good food has strong appeal to UK and overseas visitors alike. And if the pub food offering is strong, rooms may also boost food and beverage revenue as customers can stay over."

Foden doesn't want to see pubs stinting on the bedrooms. Travellers want comfort and class. "The quality of the rooms should be high.

Customers expect overnight stays - whether in a pub or a boutique hotel - to be at least as good as at home, preferably better.

"Most important are comfortable beds with supportive quality mattresses, well laundered bed linen and large fluffy towels, good lighting and ensuite facilities - ideally new or newly refurbished and everything spotlessly clean. The experience needs to equate to the overnight rate," she says.

An Authentic Experience

With its semi-rural, riverside location the Flower Pot in Sunbury on Thames, close to the tourist trap of Hampton Court and only 16 miles from the centre of London, is an obvious pub to offer facilities to tourists. But quality doesn't come cheaply.

In recent years, new bedrooms have been added to the former coaching inn. Simon Bailey, director of Authentic Pub Co has recently added eight bedrooms to the pub, as part as part of a £250,000 co-investment with Brakspear, from whom he leases the pub.

"The rooms have a boutique hotel feel, which is popular with weekend visitors to the area. We're close to Kempton Park racecourse, and not far from Runnymede and Windsor, so there are visitors to the area looking for somewhere more interesting to stay than a standard room."

Just adding bedrooms is not a passport to success, however and a hard look has to be taken at the whole of a pub's offering.

Simon Bailey said: “Having rooms does bring in an extra source of revenue for a pub, but of course it also means you have additional staff costs for breakfast and other services. You also have to make sure you promote your accommodation offer to keep it busy.”

Marketing

Effective marketing is the key to success and rooms should be listed on the main online travel agent sites including TripAdvisor. There should also be space on the pub’s own website to link to the booking website and make sure it’s indexed on Google. Better still, install a booking engine on the website to make bookings easier to manage.

Look into local destination marketing opportunities with the local tourist office and destination organisation. Consider local promotion to existing customers, local businesses, tourist attractions etc. Partnership opportunities may emerge.”

Tim and Liz Hore are the licensees of the Victoria Inn, Salcombe, Devon. A few years back they converted a space above a storage area in the pub garden into two ensuite letting rooms, one double and one single.

Liz Hore said: “Salcombe is a holiday and sailing destination, and so there’s high demand for accommodation from Easter right through to October.

“In percentage terms, the revenue only counts for a small part of our turnover, but of course you also have to factor in the money that guests spend on food and drink in the pub.

“One thing it’s important for pubs to communicate is that for the most part we don’t offer a standard shape and size of room. Our accommodation is called the Hobbit House because you access it through a low door, and it’s on the first floor up an outdoor staircase in our garden. We’re not a Travelodge, we’re an award-winning pub in the heart of a seaside town.

“We make sure customers know what they’re getting, and for the most part they far prefer staying in a unique location rather than a standard identikit hotel.”

Led by Cask Marque’s Paul Nunny, a number of stakeholders who believe in the future of the British pub have invested in ‘Stay in a Pub’, a website that promotes pub accommodation across the UK.

Nunny says the business case for investing in bedrooms is compelling:

“Once the accommodation is refurbished there is little variable cost so it makes a significant profit contribution with margins at 80 per cent plus. Also remember that visitors will spend at least half as much again on food and drink. Potentially a room let at £80, assuming half as much again is spent on food and drink if let four out of seven nights, would generate a bottom line profitability of £17,472 per room for the year.”



As he points out, “A good website with photos is essential together with an online booking facility.”

Stay In A Pub will link their listing to the pub’s own websites to take online bookings. Stay in a Pub also have their own booking platform for pubs without the facility.

Nunny is also encouraging all pubs to gain a star rating with either the AA or Visit England. “The learnings are invaluable and the costs can quickly be recouped by using the rating to command a higher price per room,” he says. “Star ratings are useful as 70 per cent of customers say they are important with regard to standards and customer service.”

Nunny believes accommodation will become more and more important for country pubs as drink drive rules are tightened, but even without that additional pressure, investing in adding letting rooms - or often, bringing long-neglected letting room back into use - boosts food and drink sales, as well as adding the room rental income.

Why invest in bedrooms?

- ▶ There are nearly 1 million short breaks (one-three nights) taken as domestic holidays
- ▶ City breaks have boomed (26 per cent) more than seaside breaks
- ▶ Trips to rural areas are increasing
- ▶ Domestic growth isn’t coming from those that give up foreign travel
- ▶ 55+ is the age group who take more domestic holidays
Source: Visit England
- ▶ Stay in a Pub is an online booking website created in 2013 which now lists 1,300 pubs together with details of local attractions. www.stayinapub.co.uk
- ▶ VisitEngland will shortly be launching a new Pub scheme for pubs that only want an assessment of their food and beverage offering. www.visitengland.org

Challenges and Opportunities Ahead in 2016



OnTrade On Trends

Ashley Cairns, Director of CGA Strategy, looks forward with confidence. With over 20 years of ontrade specific experience, analysing and forecasting via in depth research into customers and trade people, pubs and beer brands, menus and food trends, suppliers and services, Government and Trade Associations, the company has an unsurpassed, comprehensive, 360° view of the ontrade world.

On the following pages I will try to forecast what's in store for the ontrade in the coming year.

This requires modelling, analysis, hypothesising - and of course some speculation. But speculation based predominantly on hard facts, strong data and knowledgeable people. At CGA Strategy we have access to all of that; we are ontrade focussed in what we do and have been doing since 1993, so we can look back over the path of our trade's journey in a depth that other commentators cannot. This allows us to look forward with a good degree of confidence - and not just into the immediate future

The Broader Economy

The coming year is said to be another year of recovery. Perhaps that's right but it feels like it will be weak and bumpy.

There are many changes in the economy's structure that have surfaced in the last few months. Large global manufacturers have had to make substantial decisions with regard to their production plans. That impacts on individuals and communities, in some instances extremely severely. The downsizing of the mass-making steel industry is a current high profile example, but there are many others, and not just in manufacturing - downsizing within the Civil Service and even at City of London firms has also been seen.

"All in all we are in the throes of substantial changes in how our economy works and that will have impact upon the ontrade in many ways"

In the retail world we still see vacancies at 12-13% of all units. Retailers are having mixed performances, the major supermarket chains are struggling as a sector against "the discounters". On-line shopping continues to show substantial increase in users and volumes. All of which puts pressure on retail multiple companies, and failure rates affect substantial numbers of people.

There is a sense of a conundrum, or is it simply a pessimistic media, as we continue to hear from Government and see in ONS data that unemployment is falling, so it may be that what we are witnessing is that the type and style of employment is beginning to shift.

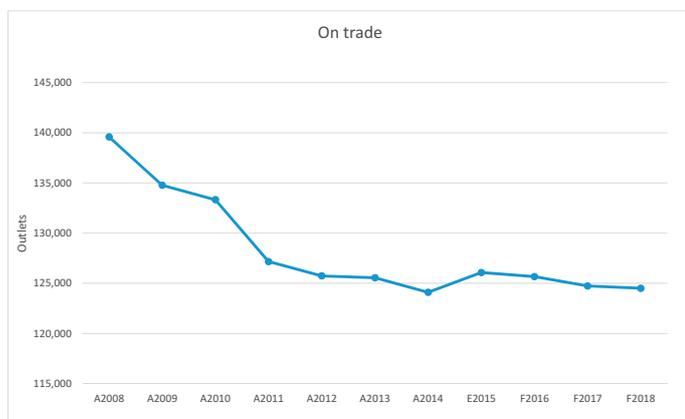
The increase in zero hour contracts is a major shift and the numbers in self-employment are growing. It is contended that we are increasingly under recording unemployment. What this indicates is that regular income may become increasingly more precarious and less certain. This will impact upon PDI but even more on confidence. These conditions do not sound conducive for increased spending.



All in all we are in the throes of substantial changes in how our economy works and that will have impact upon the ontrade in many ways.

Ontrade outlets and pubs in particular

Looking towards 2020 we think we will see a stabilisation in the ontrade universe. This follows a long-run declining trend (see below) that stretches back to the Millennium. The levelling off of the supply side has happened but it has happened only in the last two years, so it may well be a blip.



The essential facts though are that we are reaching a tipping point soon where the declining activity meets the growing activity. Here we are saying food and accommodation driven premises, which have been in growth for 15 year, are meeting the social and drink led that continue to decline.

It is that megatrend in consumer behaviour of the 21st century that has demanded more “meal occasion” opportunities with an increasingly wide variety over the simpler fare of “having a drink”.

Pubs haven't stood still, waiting Dodo-like for elimination, but have reinvented themselves. Over these last 20 years pubs with food led offers have grown from 14% to 21% of the Pub universe

In what are more recognisable channels we see that restaurants have had substantial growth, as have hotels. Contrast this with our well reported decline in pubs and traditional members clubs and the previous points are there to see.

It does need to be pointed out that the pub is a most adaptive outlet and has transformed massively within its own skin over the last 20 years.

The Reinvention of Pubs

Pubs haven't stood still, waiting Dodo-like for elimination, but have reinvented themselves. Over these last 20 years pubs with food led offers have grown from 14% to 21% of the Pub universe. That of course is not the full story as food has become an increasingly important part of a pubs' marketing mix.

20 years ago the mix may typically have been wet 80%, machines 10%, food 8% and other 2%, this is illustrative rather than hard fact, although it is based on us understanding the prevalence of food offerings across all pubs. Today wet to food sales are more like 3:1 from the 10:1 20 years ago.

The simpler hard “channel” facts are a five year weekly average

- ▶ Pubs closing at around a net 25 a week
- ▶ Restaurants net opening of 17 per week
- ▶ Hotels have increased by a net 1 per week
- ▶ Members Clubs down by 20 net per week
- ▶ All licensed premises declining by 41 on average

For the pub sector let's not be too disheartened as one needs to remember these are net figures.

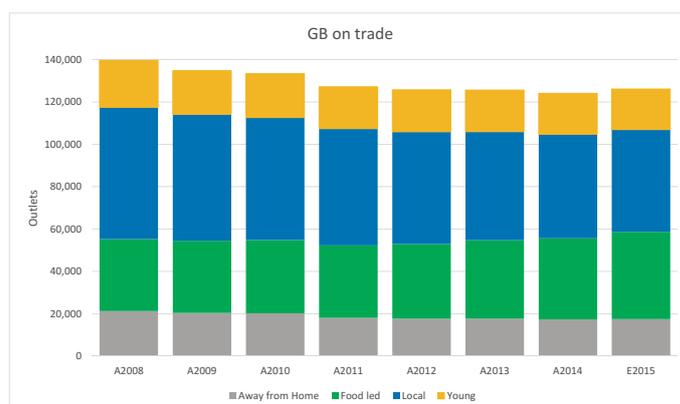
This is perhaps especially relevant when we are looking at pub numbers. To think that no pubs are opening is, of course, nonsense. The number of pubs opening each week is around 10.

This closure rate needs a little more understanding. When they close, a substantial number of pubs become other licensed premises like restaurants, members clubs, B&B - so just not pubs. As has been well reported, offtrade operators find some pubs perfect for the development of convenience stores. So a pub is lost to the ontrade, yes, but it still serves the local community as an asset.

“The essential facts though are that we are reaching a tipping point soon where the declining activity meets the growing activity”

There are a good number of pubs that will essentially lie fallow. It is perhaps perfectly natural a pub lies fallow as its local market changes - it may then re-emerge as a new opportunity presents itself. It may even be several years later.

Lastly there are those pubs that are beyond saving. Again the natural order of Darwin says that the strong will survive and thrive and the rest will pass into history. All industries have dodos, and sometimes it is not possible to save them.



The Secret of Success

To be successful, operators need to respond to consumer demand and we are seeing more growth in eating out and staying away, whilst drinking and socialising continues to perform behind.

Eating out is something that most pubs provide these days. Whatever the type of food occasion, be it high dining to simple snack fare, the pub has it covered. There are today 1.1% of all



Pubs (592) in the Michelin guide, the ultimate measure of gastronomy, and they account for 14% of all accredited premises.

The drinking occasion is where pubs not only lead in satisfying consumer demand but in the development of new consumer trends. They also provide a massive scope in terms of style of occasion or product.

OnTrade Drinks

Cocktails, real ale, connoisseur spirits, finest wines, innovative soft drink, and the rapidly developing craft beers are all found in pubs. Often they are alongside each other. That says two things.

Consumers are developing wider and more varied drink repertoires.

Pubs recognise the consumer demand and put in product to meet that initial need.

Taking a seven year view shows a number of areas where innovation and revitalisation has produced some exceptional results. It also shows how our customers have changed their habits - or is it widened their repertoire? Either way these categories have generated much needed increases in income.

Spirits & Soft Drinks

Over seven years it can be seen below that, in money terms, spirits and soft drink are the biggest gainers. A reflection of the most successful trends over this period led by "Premiumisation" and in particular the cocktail / mixed drink phenomenon in the spirits sector. The increase in food and family occasion has promoted soft

drinks consumption, the bottomless offer alongside training-led schemes to improve the presentation of soft drinks have benefited it in a standalone serve. The interdependence of the spirit mixed drink on a soft drink supplement has also pushed up the value. This is also now translating into a premium soft drink to complement the premium spirit base.

There you have it... "Premiumisation". This has been, is and will be the key to success. Premiumisation of late has spread through the trade and the ability to add an up a scale product or drink to the portfolio in your bar, restaurant, club or hotel is very simple. Create that opportunity with some stunning point of sale, a small display feature, highlight on a dining menu or develop a specialist drink menu. There in a nutshell is the key - communicate the availability.

Wine

So if spirits and soft drinks are the product growth what has happened with wine? The most visible areas of success in wine is through sub-segmentation. Sparkling wine alternatives to Champagne lead the most recent surge for a category. However the Champagne category itself retains growth opportunity. In other areas of the wine category the development of rose has topped out. There is a revival of the traditional wine growing areas of Western Europe.





Cider

Cider within LAD has undoubtedly sustained its increased share and will potentially maintain that in the year ahead. Artisan offerings have increased and whilst predominantly at their most prevalent in their local area the stretch to premium outlets is happening.

Fruit flavoured ciders are still very popular and have seen increased ideas and trial that have brought in rhubarb, elderflower and others. It is not an endless strategy but it still appears to have niche or short-run opportunities.

For the year ahead the drinks sector as a whole will see plenty of new brands, products, flavours and tastes to enhance everyone's range. Licensees will find these new offerings and customers will expect them to be well served in perfect condition in the most ambient of outlets.

People

Behind the scene pubs develop skills and training to ensure they deliver products, experiences and occasions to the best standards. The vast amount of training and accreditations are making the pub sector an exceptionally wealthy place in terms of its primary resource - people.

It is pub people that deliver the experience and occasion, and with their increased professional standards, the future is bright.

Beer

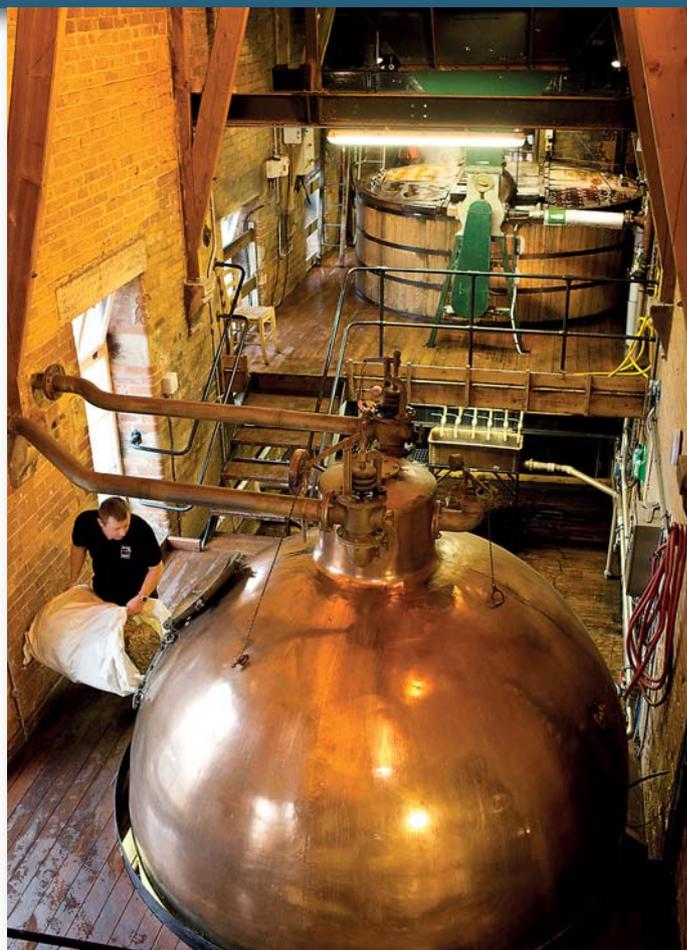
LAD is still the biggest category and there are winners and losers here. The rise of "craft beer" in its broadest and narrowest definition is a given. Perhaps we will never see agreement on what is craft beer but it is undoubtedly true that it will continue to drive volume and thrive across the ontrade. If there are some defining characteristics it is suggested that one is the introduction of challenging flavours, a second is adding some theatre and then the simple idea of provenance - be that the beer is from a small brewer in Oregon or 5 minutes down the road by a local micro cask brewery.

Stout and porter category is still dominated by the Guinness brand. There are however interesting and niche innovations that have been seen of late, and that is increasing. The bottle stout alternatives from St James' Gate itself, alongside a number of regional brewer developments in both keg and cask formats and the micro / SIBA brewers have also developed a large number of beers, as regulars or as short-run brews for beer festivals or seasonal events. It is this activity and interest which will maintain consumer interest.

Lager is still largely dominated by the global brewers. Nonetheless the innovation that is the World Lagers category, the seeking out of specialist brands or bringing in local brands from other markets will offer opportunities in the next few years. Lager is also a growing part of the craft beer movement, and there is likely to be a significant increase in the number of brands that will further stimulate the sector.



Brewery Boom or Bust



Industry Comment

How sustainable is the new brewery boom, asks Martyn Cornell, one of Britain's leading commentators on the beer and pubs sector

It is the great paradox of the British beer scene: that while pubs are closing in their tens every week, and the total beer market is in decline, down yet another 1.1% in 2014, producer numbers - the total of breweries in Britain - are soaring away.

In the 12 years from 2002, the number of brewers in the UK has leapt from around 400 to, according to the British Beer and Pubs Association, 1,700 last year. The past 12 months have seen some 200 new brewery openings, and there are now more breweries in Britain than at any time since 1927.

The boom has been powered in large part by Progressive Beer Duty, the system introduced in 2002 that lets brewers making under 60,000 hectolitres a year pay less tax, a saving that many use to sell their beer to pubs cheaper than the bigger brewers do. Brewery numbers had actually been falling in the couple of years before PBD was brought in: but they have been climbing ever since and are likely to have doubled in the five years from 2011 to the end of 2015.

Good for the Retailer

But is this sustainable? And is the plethora of new small breweries good for the industry, or does the competition keep beer prices so low they damage the whole brewing sector?

"Today's drinkers are increasingly demanding premium beers to meet a range of occasions.

Many are bored with big brands, want new experiences and are seeking out beers with 'meaning' in their provenance or because they are local"

Mark Campbell at the industry research and analysis organisation CGA says that from the retailer's point of view, "micro-brewers are highly desirable, as they help keep the price of cask ale down through passing on the duty relief they receive from HMRC." This, he says, is why a company such as JD Wetherspoon has supported microbrewers so fervently over the past five to 10 years: "Their low price point encourages the larger competitors to keep their prices down."

At SIBA, the Society of Independent Brewers, which represents more than 820 of the country's small brewers, managing director

Mike Benner sees no reason why numbers should not keep growing: “I think there is plenty of opportunity for craft breweries to increase their share further, as this is a genuine and sustained consumer boom,” he says. “Today’s drinkers are increasingly demanding premium beers to meet a range of occasions. Many are bored with big brands, want new experiences and are seeking out beers with ‘meaning’ in their provenance or because they are local.”

The Squeezed Middle

The sufferers in the new brewery boom, however, are what Stuart Bateman of the Lincolnshire family brewer George Bateman & Son calls the “squeezed middle”: those brewers too big to take full advantage of PBD and too small to get the economies of scale a large concern can achieve, and who find it, as a result, very difficult to compete with those above and below them.

There are, he says, around 40 firms caught in this trap, including his own, and while he and others are talking with the government, through SIBA and the Independent Family Brewers of Britain, to try to get the PBD rules changed to their advantage - “we’re saying, we can’t go on like this” - some, including Batemans, are deliberately cutting back on production to stay competitive by getting as much tax discount per pint as they can.

“Each outlet is now selling, on average, 3.5 cask ales at any one time, up from 2.13 cask ale taps per outlet 15 years ago. The result is that there are 2.3 times more available cask taps in the market place today than at the time of the Millennium celebrations”

“We’re a 20,000 barrels a year brewery, and we have two choices to cut our costs per pint: we can increase production to 50,000 barrels, which would be a very hard sell, or we can cut production to 7,000 or 8,000 barrels to get more tax relief,” Bateman says. “We’re now mothballing part of our brewery, hopefully ready to increase volumes again if and when the present PBD regime is addressed.”

Pub Breweries

Gavin George, chief executive of Laine Pub Company, which includes four microbreweries among its 45 pubs, believes that while the boom has been good for the industry - “the sustainability of microbreweries is key to the health of the ontrade, because of the variety, choice and creativity that they confer upon an industry whose customers demand the same” - it’s certainly tough out there: “At Laine’s four microbreweries, we are fortunate to be able to sell everything we produce through the pubs in which the breweries are located or through other pubs in the estate.

Achieving significant volumes when you are one tap on a tap wall of myriad other craft beers must be difficult enough, but getting onto that tap wall in the first place when competition for listing is so hot, must be even tougher.”

Cask Outlets Rising

However, despite falling pub numbers, the number of pubs selling cask ale in the UK has risen considerably over the past 15 years to mop up all those extra new beers being produced by the many hundreds of new brewers: according to CGA Strategy there are now just under 62,000 cask ale outlets in the UK, up 43 per cent on 2000.

At the same time each outlet is now selling, on average, 3.5 cask ales at any one time, up from 2.13 cask ale taps per outlet 15 years ago. The result is that there are 2.3 times more available cask taps in the market place today than at the time of the Millennium celebrations.

“Is the plethora of new small breweries good for the industry, or does the competition keep beer prices so low they damage the whole brewing sector?”

Fewer Taps Per Brewer

All the same, this still means quite a drop in the number of available cask taps per brewer: down in 15 years from just over 200 to around 125. Of those taps, more than half, 52.6%, are occupied by the old-established regional brewers, from St Austell to Greene King.

Take out the national brewers’ remaining cask brands and that leaves the “micro” sector with 30.2 per cent of the cask market, rather less than a million hectolitres of beer a year, about seven barrels per microbrewery per week, or around 2,000 pints.

The continuing high numbers of new brewery openings suggests there is no sign yet that Britain has reached “peak brewery”. Indeed, many small brewers continue to report growing sales, and are having to expand production to keep up. But the evidence from the “squeezed middle” is that not everybody is enjoying the boom.



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Made of London

BREWED BESIDE THE THAMES





Icons of Cask

The UK now has almost 1,500 brewers producing more than 11,000 different cask ales in every imaginable style, giving Britain's beer drinkers more choice than ever before.

While both established and new brewers are creating an abundance of innovative and experimental beers, research has shown that cask drinkers prefer to see a balanced selection of trusted classic cask ale brands alongside more exotic or seasonal varieties.

This collection of true icons, either locally or nationally, are permanently available and can be stocked with confidence in their quality and consistency - although that's doesn't mean that any not listed here are necessarily unreliable!

6X	Best	4.1%
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The classic premium ale that has made Wadworth famous. Well known and highly respected, 6X is a beacon on the bar for many ale drinkers. Full bodied and distinctive, it is one of the South's most famous beers. Look out for Swordfish which is blended with Pusser's Rum and Henry's Original IPA, as well as a series of interesting seasonal beers throughout the year.

Wadworth 01380 723361

www.wadworth.co.uk

Abbot Ale	Strong	5.0%
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Hailed by the late beer writer Michael Jackson as "one of the great characters of the beer world", Abbot Ale is brewed for quality of the highest order. Abbot is an irresistible ale with masses of fruit characters, a malty richness and superb hop balance. It is brewed longer to a unique recipe, which makes it the full-flavoured, smooth and mature beer it is today.

Greene King 0845 6001799.

www.greeneking.co.uk

Bass Ale Best 4.4%

Still brewed to an original recipe using only the finest ingredients & the experience of generations. It is brewed with two strains of yeast to produce a complex nutty, malty taste with subtle hop undertones.

AB InBev 01582 391166

www.ab-inbev.com**Betty Stogs Best 4.0%**

Skinner's best selling beer has won more awards nationally and locally than any other Cornish beer. Also available are River Cottage, an English Pale Ale, Heligan Honey and a range of seasonals include Lushingtons, a Cornish Pale Ale made with American hops.

Skinner's 01872 271885

www.skinnerbrewery.com**Black Sheep Best Bitter Session 3.8%**

A pale golden session beer brewed using the unusual Yorkshire Square fermentation system. The oldest beer in the flock, and one of the best-selling session ales in the country. Other permanent ales include Black Sheep Special and Riggwelter, which have now been joined by rock and roll session pale ale, My Generation. The addition of a 5 barrel micro brewery means there is always something new and unusual

Black Sheep 01765 689227

www.blacksheepbrewery.co.uk**Bombardier Best 4.3%**

Brewed using natural mineral water from the brewers own well, & hand sampled hops. It has a lingering soft spicy finish with sultana fruit character.

Charles Wells 01234 272766

www.charleswells Ltd.co.uk**Brain's SA Best 4.5%**

The renowned 'special ale' is copper coloured with a full premium quality flavour. A nutty richness derived from a blend of fine pale and crystal malts is balanced with a satisfying dryness from the unique use of three hops: Challenger, Goldings and Fuggles. The aroma has a hint of spirit which adds to the legendary mystique of this premium cask beer.

SA Brain 02920 334762

www.sabrain.com**Brakspear Bitter Session 3.4%**

The quintessential English ale. The quintessential Oxfordshire beer famed for its strength and depth of flavour Brewed using the original Henley Brakspear brewing plant, including the famous 'double-drop' fermentation system, the original Copper, and the Victorian fermenting vessel. Also on cask is the renowned Oxford Gold, a 4% beer with a remarkable aroma thanks to late hopping with Goldings & fermentation by the Brakspear yeast

Brakspear 01902 711811

www.marstons.co.uk**Broadside Strong 4.7%**

Originally brewed to commemorate the Battle of Sole Bay, fought over 300 years ago off the coast of Southwold. Brewed with East Anglian malted barley & First Gold hops, a dark ruby red beer, rich in fruitcake aromas, almonds & conserved fruit. The brewery's award winning flagship Southwold Bitter (3.7%) is renowned for its distinctive English hoppiness, while Ghost Ship uses American hops to create a Pale Ale. Head brewer Fergus Fitzgerald is renowned for marrying the innovative with tradition and creating a range of internationally inspired beers.

Adnams plc 01502 727200

www.adnams.co.uk**Butcombe Bitter Best 4.0%**

The West Country's favourite beer derives from pure Mendip Spring Water... notably bitter, clean tasting, refreshingly dry and distinctive. Made with 100% best Maris Otter malt (the Rolls Royce of malts), together with a blend of (never divulged) English hop varieties. Adam Henson's Rare Breed (3.8%) and a series of seasonal specials are always available on cask

Butcombe Brewery 01934 863963

www.butcombe.com**Courage Best Best 4.0%**

Pale in colour, fully balanced malty flavour & distinctive hop character, making an easy drinking session beer. Directors, (4.8%) is a premium ale from the same stable, and was originally brewed exclusively for the Directors of the Alton Brewery & not for public sale

Charles Wells 01234 272766

www.charleswells Ltd.co.uk**Doom Bar Best 4.0%**

The UK's number-one cask beer, in both volume and value. Amber in colour, fruity, bitter-sweet balance with a dry finish. The name is inspired by the treacherous sandbank at the mouth of the Camel Estuary near Sharps' home at Rock, where the cask ale is still brewed, as are Cornish Coaster and Atlantic, the award winning pale ale

Sharp's 01208 862121

www.sharpsbrewery.co.uk**Ghost Ship Best 4.5%**

Inspired by one of Adnams' most haunted pubs. Brewed with a selection of malts, Pale Ale, Rye Crystal & Cara, & a blend of American hop varieties to create some great citrus flavours

Adnams 01502 727200

www.adnams.co.uk**Greene King IPA Session 3.6%**

A perfectly balanced ale, characterised by its fresh, hoppy taste & clean, bitter finish. This hoppy taste & aroma come from two varieties of English hops -Challenger & First Gold - which are combined with pale & crystal malts

Greene King 0845 600 1799

www.greeneking.co.uk



Hobgoblin Best 4.5%

Traditionally craft brewed with Chocolate & Crystal malts & a blend of Styrian, Goldings & Fuggles hops to produce a full-bodied, Ruby beer that delivers a delicious chocolate toffee malt flavour, balanced with a rounded moderate bitterness & on overall fruity, mischievous character.

Marstons 01902 711811 www.marstons.co.uk

Hooky Session 3.5%

A multi award winning bitter; including a Gold medal at the International Brewing Awards 2015 - this is a subtly balanced, golden ale - hoppy to the nose, malty on the palate. Also available are Old Hooky, 4.6% and Lion, a 4% bronze ale, full of fruit flavours and aromas

Hook Norton 01608 737210 www.hooky.co.uk

Jennings Cumberland Ale Best 4.0%

Brewed using traditional methods & pure Lakeland water drawn from the brewery's own well. Also available are Sneck Lifter - 4.9% - an award winning strong ale, and the locally renowned Jennings Bitter, a 3.5% session ale that has been brewed for more than 100 years

Jennings 01902 711811 www.marstons.co.uk

Lancaster Bomber Best 4.4%

A double award winning chestnut coloured ale with an inviting malt aroma. Brewed using pale ale & crystal malts for a rich full-bodied bitter flavour with biscuit & fruit malt aromas.

Marstons 01902 711811 www.marstons.co.uk

Landlord Best 4.3%

A Strong Pale Ale, it has won more national awards than any other beer, including 4 times Champion at the Brewers' International Exhibition & 4 times CAMRA's beer of the year. The brewery had another CBOB in 2014 with Boltmaker - 4%.

Timothy Taylor 01535 603139 www.timothytaylor.co.uk

London Pride Best 4.1%

Brewed since the 1950s, the No 1 cask ale in London & the South. Tawny in colour, rich, smooth & wonderfully balanced, an easy-drinking beer with great body & a fruity, satisfying finish. Fullers is the only brewery to have three different beers named CAMRA's Champion Beer of Britain - London Pride, Chiswick Bitter (3.5%), and ESB (5.5%) have won five times between them. Legendary head brewer, John Keeling, presides over a remarkable line up including other permanent cask ales, Seafarers & HSB. a wide range of seasonal, bottled, keg ales, stouts and porters.

Fuller, Smith & Turner 020 8996 2000 www.fullers.co.uk

Marston's Pedigree Best 4.5%

Pedigree is unique – not only is it still brewed in oak casks, but it's the only beer left in Britain that's brewed using Burton well water. It has a distinct aroma, some spicy hops, a malt that reminds you of your Mam's home baked biscuits and a gently refreshing fruitiness. It is no wonder that beer writer Michael Jackson christened Pedigree the 'king of bitters'

Marstons 01902 711811 www.marstons.co.uk

Moorhouse's Black Cat Mild 3.4%

Dark and refreshing with distinct chocolate malt flavour and smooth hoppy finish, this multi award winning (CBOB 2000 and IBA Gold medal winner 2011. IBA Bronze 2013) beer is internationally renowned, but Premier (3.7%), the brewery's flagship ale is also a local hero. The permanent line up also includes Pride of Pendle (4.1%), Pendle Witches Brew (5.1%), Blond Witch (4.5%) and the recently added White Witch (3.9%). Alongside the regular ales is a series of seasonals

Moorhouse's 01282 422864 www.moorhouses.co.uk

Spitfire Best 4.2%

First produced in 1990 as a Battle of Britain commemorative brew, the award winning Spitfire Premium Kentish Ale is a licensed partner of the RAF & official partner of the Movember health charity. It has a full malt & hop flavour with a well balanced & lasting aftertaste. Recently joined by Spitfire Gold (4.1%) a well-balanced, light golden ale brewed to mark the 75th anniversary of the Battle of Britain. It is now a permanent in the portfolio, which also includes local hero Master Brew (3.7%), Kent's Best (4.1%), the legendary Bishop's Finger (5%), Whitstable Bay Pale Ale (3.9%) and a range of seasonals.

Shepherd Neame 01795 532206 www.shepherd-neame.co.uk

Sussex Best Best 4.0%

A balanced bitter with a prominent hop character. from the winner of the Good Pub Guide's Brewery of the year 2016. Twice winner of CAMRA's Champion Best Bitter of Britain title at the Great British Beer Festival .

Harveys 01273 480 217 www.harveys.co.uk

Theakston Old Peculier Strong 5.6%

The beer that made Masham famous - rich, dark & smooth tasting, with a character all of its own. Brewed using the traditional Fuggle hop, it's Theakston's best known beer with a large & enthusiastic following all over Britain & around the world. The brewery also produces Theakston Best Bitter (3.8%) one of the longest established session ales in Yorkshire, Black Bull (3.9%) dry and spicy with a hint of sweetness, the full-bodied XB (4.5%), and a series of seasonal cask ales.

T&R Theakston 01765 680000 www.theakstons.co.uk

Tribute Best 4.2%

The South West's favourite beer, and much sought after throughout the rest of the UK. Tribute is a real Cornish ambassador. Roger Ryman, the head brewer, is also responsible for the award winning Proper Job (4.5%) an authentic IPA with a modern twist, brewed with a blend of Cornish grown Maris Otter malt & imported hops: Cascade, Chinook & Willamette. Other permanent ales include the local legend that is HSD (5%) Trelawny (3.8%) and the recently launched session ale Cornish Best (3.5%).

St. Austell 0845 2411122 www.staustellbrewery.co.uk

Unicorn Best 4.2%

Gold Medal Winner at the Brewing Industry International Awards. A magnificent pale tart & thirst quenching bitter beer. Unicorn has a superb mouth feel of rich malt & hops & complex aromas of golding hops, malt & tart fruit. Originally called Robinsons Best Bitter it was brewed by Frederic for his father William, at the Unicorn Inn, from where the beer eventually took its name, and where the brewery still stands.

Frederic Robinson 0161 480 6571. www.frederic-robinson.co.uk

Worthington's Session 3.6%

With rich, malty and toffee notes, Worthington's is sweet and lightly hoppy with a distinct fruity aroma. It has a moderate bitterness and soft mouthfeel without the astringency typical of some beers. Owned by Molson Coors but brewed in a microbrewery at the National Brewing Centre in Burton

Molson Coors 0845 6000888 www.molsoncoors.com

Young's Bitter Session 3.7%

With 175 years of history, this bitter was the first cask beer to carry the Red Tractor logo. A refreshing ale, golden in colour, with a light, dry palate, a fresh, fruity aroma & a long, satisfying bitter finish

Charles Wells 01234 272766 www.charleswellsLtd.co.uk





The Glory Years

Great British Beer

Roger Protz says there's a close link between the fortunes of real ale and his football club, West Ham United.

Both know the Glory Years and the deep depression of the fall from grace - relegation in the case of the Hammers, declining sales where cask ale is concerned.

But while the jury is out on the future of West Ham as the club prepares to move to the Olympic Stadium next season, real ale is on the crest of the wave. It's the only British beer style to show some small signs of growth in an overall declining market while the number of new breweries is simply breathtaking.

The first edition of the CAMRA Good Beer Guide, published in 1974, listed just 40 operating breweries in Britain. Today the number stands at 1,400 and it continues to grow. It's the biggest number of breweries since the 1930s and 40s and the growth has brought with it an astonishing diversity of beer styles.

"The rise of craft beer - which for my money has to include cask ale - has sent global brewers into a spin"

Brewing with Passion

Back in 1974, most of the breweries listed produced two types of beer, mild and bitter. They survive and, in the case of bitter, thrive. But they have been joined by a vast range that includes golden ale, recreations of India Pale Ale, porter, stout and barley wine and more esoteric styles that include sour beers, beers made with the addition of herbs, spices, fruit, chocolate and coffee, and others matured in whisky, wine and Cognac casks.

The change is driven by a mix of consumer demand and the passion of a new breed of young brewers keen to kick over the traces and introduce challenging new aromas and flavours. Beer

drinkers are rejecting bland global brands and relish beers with profound hop flavours, especially the pungent citrus notes offered by "new world" hops grown in both the northern and southern hemisphere.

The End of Bland

Where beer is concerned, the second decade of the 21st century could be called "the end of the bland". The rise of craft beer - which for my money has to include cask ale - has sent global brewers into a spin and a frantic move to buy up smaller producers. In Britain, this has seen Molson Coors buy Sharp's in Cornwall and, more recently, SABMiller take over the innovative Meantime Brewery in Greenwich in south London.

"Beer drinkers are rejecting bland global brands and relish beers with profound hop flavours"

Now SABMiller has been swallowed by the world's brewing giant AB InBev and it will be enlightening - or perhaps frightening - to see what the maker of Budweiser and Stella Artois does with beers made from the finest and most expensive raw materials.

The real ale revolution seems unstoppable. Beer festivals run by CAMRA and other groups proliferate while pubs offer their own mini festivals with a sizeable range of beers. Many pubs have installed their own brewing equipment to produce beers that are the result of discussions and even votes by their customers: a new chain of brew pubs, Brewhouse & Kitchen, is growing fast and specialises in beer brewed on the premises and matched with high-class food.

West Ham's famous theme song "I'm Forever Blowing Bubbles" includes the mournful line "Fortune's always hiding, I've looked everywhere." In sharp distinction, the fortunes of real ale are not hidden from view and seem destined to enjoy Premier League status for years to come.



North to South, Cask to Craft, Light to Dark.



No-one's got it covered like Marston's

With five breweries, eight brand families, 24 permanent beers and 56 guests we produce local beers, in every style, all over the country.

We continuously innovate, deliver in casks, kegs, bottles and cans and we even own over 1,700 pubs.

When it comes to the beer industry no-one can see the bigger picture quite like us *and we can give you the words to go with it.*

Contact our press office: hello@thevitalagency.co.uk or 01926 338811





Cask - What it Can do for You

Cask Report

In the Cask Report 2015-16, Pete Brown pulled together an invaluable collection of research and analysis to inform and inspire any pub operator looking to grab their share of the cask ale action

Cask is a source of profit

Cask ale is in sustained growth, significantly outperforming the On Trade Beer Market.

Cask is forecast to hit 20% of on-trade beer by 2020 – hugely significant when beer accounts for 64% of the average pub's wet sales.

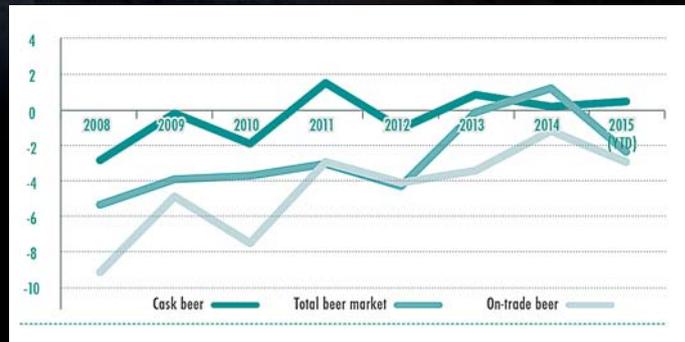
Cask ale cashes in on what people want from pubs today – a premium experience that can't be replicated at home.

Cask drinkers visit the pub twice as often as the average person, and influence the choice of pub on mixed groups.

The cask ale drinker spends £967 a year in pubs – almost double the average spend per person.

Cellar management training improves yield by at least 7%. Staff training on how to keep and serve cask ale perfectly is now available free online via Cask Beer Uncovered.

Cask Ale is in sustained volume growth



Cask outperformed on-trade total beer by 1.3% and has in 2015 increased the gap to 3.4%

This will be the fourth consecutive year of cask volume growth. Cask now represents 57% of all on-trade draught ale (versus 43% keg).

It is predicted that cask will be 20% of all beer sales in on-trade by 2020.



£967
average cask drinker's annual spend in pubs

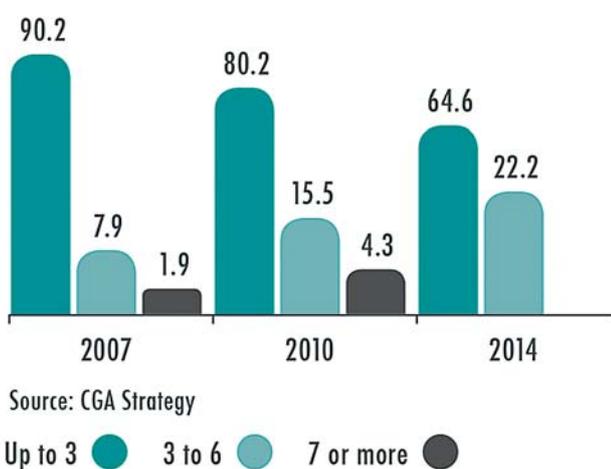
Cask ale is in sustained volume growth

20%
cask's projected share of on-trade beer by 2020

More pubs are stocking a greater number of cask ales

More pubs are stocking a greater number of cask ales

How many different cask ales do you stock over a four-week period? (% of pubs)



However:

It's important to remember that stocking too many cask ales can have an adverse effect on quality and seriously damage sales and profitability. A useful rule of thumb is not to stock an additional handpump unless existing pumps are selling a firkin (nine gallons) in three days or less.

Market Trends

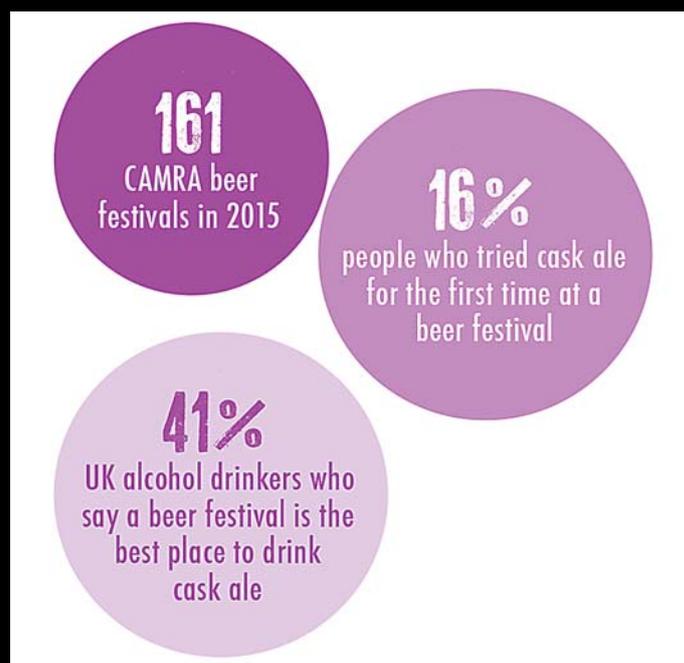
Growth of Microbreweries



The most curious aspect of the British beer boom is that overall beer volumes have fallen significantly over the last decade, while the number of breweries serving the market, and the variety and range of beers they produce, has boomed. Since Progressive Beer Duty introduced tax relief for small breweries in 2002, the number of breweries in the UK has trebled.

There are many factors driving this shift from a few big brands to many smaller ones including the preference for flavour, localness and authenticity and the backlash against the homogeneity of global corporate brands. It shows no sign of slowing down.

Growth of Beer Festivals



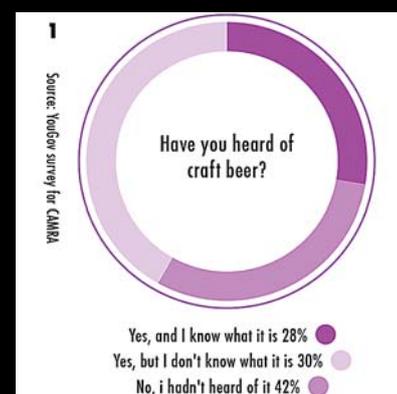
Once the preserve of die-hard real ale fans, the traditional beer festival has grown in popularity. At the same time, new formats of beer festival that strays from the established tradition are booming across the country, showcasing craft and international beers. Beer festivals have emerged as a key occasion for people trying cask ale for the first time, and therefore play a huge role in recruiting people to cask.

You will find a guide to organising a successful Beer Festival at the Business End of The OnTrade Preview

Growth of Craft Beer

There's a widespread misconception in the beer and pub industry that craft beer is (a) confusing and (b) completely different from cask ale. Neither is true.

A majority of the UK population say they have heard of craft beer, and of those, almost half are confident they know what the term means.



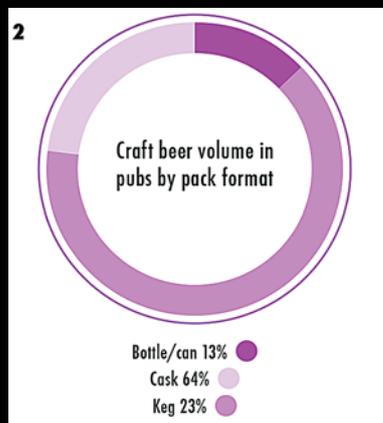


The Cask Report has always argued - with support from prominent craft brewers in the UK and US - that cask beer is in fact a perfect example of craft beer.

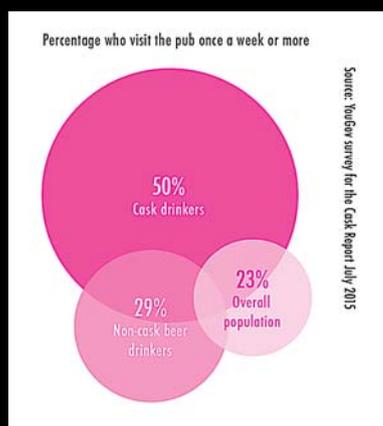
Cask and craft are not the same, but there is a significant overlap. CGA Strategy has defined craft beer not with a broad definition - which is always problematic - but by evaluating each brand individually and selecting beers from particular breweries and / or

beer styles that are new and innovative, to create a segment of the beer market that is craft. These brands can cross all dispense formats - cask, keg, bottle and can.

Cask is by far the biggest format, accounting for almost two thirds of total craft beer volume



Cask ale drinkers visit pubs far more often than other drinkers



50% go once a week or more compared with 29% of beer drinkers who don't drink cask, and just 23% of the adult population as a whole

Therefore, cask drinkers are more than twice as likely as the average person to visit the pub once a week or more.

Cask drinkers in mixed drinking groups decide what pub to go to, bringing non-cask drinkers with them

The cask ale offer varies from pub to pub more than any other drink offers do - and cask drinkers are far more likely than other drinkers to say the choice of the pub is theirs. Cask ale offers a more varied selection than other drinks, and cask drinkers, see the quality and selection of cask ales as a shorthand of the overall quality of the pub.

How to grab a share of cask growth

Cask ale drinkers want a range that has various things going on. They want:

- ▶ Novelty AND old favourites
- ▶ Permanent brands AND a rotating selection of guest ales
- ▶ Tried and trusted brands AND beers from small local brewers

Variety is about style as well as brands

A range of six cask ales that are all golden ales or pale ales between 3.8% and 4% from microbreweries may look diverse and eclectic from the pumps on display, but it doesn't offer the drinker as much choicer as it first appears.

Cask ale drinkers enjoy a broad variety of different styles, including golden ale, IPA, stout, mild and speciality beer.

Pricing

As you know cask relies on good cellar management to deliver the perfect pint. Don't undersell your skill.

The price of cask should be compatible to lager with three price brands - session, standard and premium.

Glassware

Use branded where possible and never pour a beer in the wrong branded glass. Take pride. Also people prefer small measures when trying a new beer for the first time. An attractive half pint glass could increase rate of sale of new beers and at the same time appeal to women.

Market Your Offer

In the pub:

- ▶ Chalkboard displaying – at least – the name of the beer, style, price and ABV.
- ▶ Try Before You Buy – preferably with small bespoke tasting glasses (shot glasses work for this).
- ▶ Simple tasting notes, such as those provided by the Cyclops scheme.

Outside the pub:

- ▶ Good relationships with your local CAMRA branch.
- ▶ Local press features and promotions.
- ▶ Events/relationships with other local food and drink producers eg an event matching your beer range with pies made by a local baker.
- ▶ Clear signage outside the pub.

Hold a beer festival

- ▶ Encourages trial among non cask drinkers.
- ▶ Gets rare cask drinkers into the pub, encouraging them to see the pub as the best place for cask.

- ▶ Emphasises cask's diversity and range – the key reasons people drink it.
- ▶ Gives occasional pub-goers a reason to visit more often.

Social Media

- ▶ Cask drinkers and consumers use social media. Promote your range and events. Have your pub listed on the CaskFinder app used 70,000 times a month to find Cask Marque pubs.

Invest in Staff

- ▶ Training on cask ale is available FREE via the Cask Beer Uncovered e-learning programme www.cask-marque.co.uk/cbu
- ▶ Have staff tasting – create genuine enthusiasm.
- ▶ Use cool, stylish glassware – branded if possible
- ▶ Staff to offer Try Before You Buy.
- ▶ Have a trained cellar manager to improve yields, sales and profitability.

Remember the value chain



To download copies of the Cask Report or find out more about the issues it explored visit the new Cask Matters website from Cask Marque at www.cask-marque.co.uk/cask-matters



Fat Cat Calling

British Beer Hero Do they give lifetime achievement awards to Cask Champions? If they do, Colin and Marjie Keatley of the Fat Cat in Norwich certainly deserve one.

When the Keatleys bought their first pub in the city, the White Lion, 35 years ago, they became pioneers of real ale retailing. They've been at the top ever since: December 2015 saw them celebrate their silver anniversary at the renowned Fat Cat, with the Good Pub Guide's 2016 Beer Pub of the Year Award to mark the event.

Colin was Britain's youngest landlord when he took over the New Savoy Tavern in the Strand in 1971, aged 21. To cut a long story as short as possible, he and Marjie bought the White Lion together in 1980 and spent eight years there establishing their USP by selling a wide and imaginative range of cask beers in the original real ale desert – a city notoriously dominated by keg evangelist Watneys, which had bought and closed all three local breweries.

"We were real pioneers when we started," says Colin. "There were 30% more pubs in Norwich then than now and there were only three in the whole city serving a decent choice of real ale. I'm Woodforde's longest-serving customer! But by 1988 we'd built up to 14 handpumps and I had to drive all over the place myself to get stock."

The Year of the Cat

After selling the White Lion they spent three unsatisfying years as tenants and in 1991 plunged back into the free trade by buying the New Inn – now the Fat Cat – in West End Street, a side-street well outside the city centre.

"By the '90s many other landlords had seen and sought to follow the Fat Cat's example but had gone for quantity, all too often at the expense of quality. Not an error anyone ever accused the Keatleys of making!"

The Keatleys returned to their original strategy of serving as wide a range as possible of cask beers, both on handpump and on gravity. The words "as possible" are carefully chosen: by the '90s many other landlords had seen and sought to follow the Fat Cat's example but had gone for quantity, all too often at the expense of quality. Not an error anyone ever accused the Keatleys of making!

Despite the unpromising location the punters and the plaudits poured in, responding to an offering that currently embraces 30 real ales, 56 bottled beers, 13 foreign draught beers, and 32 ciders. The current GPG Beer Pub of the Year award is their seventh; they've been CAMRA's National Pub of the Year twice, in 1998 and 2004, and local Pub of the Year too often to count.



Empire of the Cats

Getting it right has meant that the Fat Cat empire has grown to include a brewpub, the Fat Cat Brewery Tap, with 35 draught beers, and The Fat Cat & Canary, which majors on its Bullitt burger restaurant but still sells 13 draught beers. Meanwhile the number of real ale pubs that Colin would characterise as competitors has also grown to about 20 but, says Colin: "Trade has been pretty consistent over the years. The number of pubs selling a good selection of real ales has increased dramatically, but demand has increased to keep pace."

"Despite the unpromising location the punters and the plaudits poured in, responding to an offering that currently embraces 30 real ales, 56 bottled beers, 13 foreign draught beers, and 32 ciders"

"Things have got less predictable – you can have a very busy day followed by a very quiet one for no obvious reason – and every time a new boy opens he starts by taking trade from the others. But one of the side-effects of having more choice is that customers these days are much more aware of value than they used to be – I get people coming in and saying a particular beer in my pub is 20p dearer than it is down the road, which they never used to.

"That's one of the reasons I opened my own brewery – it means I can sell my own beers at £2.50 a pint!"

The Keg Revolution

Since the brewery opened in 2005, though, there has been another revolution. The Keatleys' three pubs between them regularly stock 91 draught beers in all – but an increasing number of them are keg rather than cask. And, perhaps surprisingly, it's a trend Colin is quite comfortable with.

"You could say we've been selling craft beers for 25 years because we've always had American beers, Belgian beers, fruit beers and wheat beers on tap, and they've always been under top pressure," he says. "But this idea of British craft beers under top pressure is quite new.

"I've never really differentiated, personally. I've always thought that the quality of the liquid was more important than the way it was dispensed. And customers are prepared to pay a premium for it, which must say something."

The retail price premium, he's quick to point out, gets passed on to the brewers who charge more for keg than cask. But there's something in it for the publican, too, because there's no wastage.

"And some of these new craft beers are very, very good," he adds. "BrewDog sells on the name, and our local craft brewer Redwell is very popular.

"Mind you, not all of them are. In fact, some of them aren't very good at all, so do what I do and let your customers try before you buy!"



Beer Style Guide

Great British Beer

Once, it was easy: in your grandfather's day there was mild, bitter and stout (lager was strictly for foreigners). Today a host of different beer styles jostle for room on the bartop, and confused customers are asking busy bar staff: "What is an IPA/a Porter/an American Pale Ale/an Old Ale?" Here, to help you out, is a speedy guide to modern styles of ales.

IPA

The letters stand for "India Pale Ale", and the style descends, as the name suggests, from pale beers originally exported to be drunk by British settlers in India in the 18th century. They were extra-hopped, to survive the four-month journey by ship, and the heat, but not (despite what you'll often read) especially strong. IPAs became popular back in Britain from the 1840s, but eventually the name became a synonym for "best bitter". In the United States, however, from the 1980s, craft brewers began making beers with masses of American hops in, giving masses of tropical flavours, which, because they, too, were well hopped, were called IPAs. Today, while some IPAs (eg Greene King's) are still in the British style, many, from new small brewers, are going to be the modern American version.

Porter and Stout

"What is the difference between porter and stout", you will be asked, and the answer is: "None, really, today." Porter, dark and roasty-flavoured was another beer first brewed in the 18th century, to sustain the thousands of porters in London who carried goods on and off ships and about the streets. Stout was originally the strong version of porter. By the middle of the 20th century, porter, once hugely popular, had effectively disappeared and stout had become much weaker. When porter was revived by craft brewers, it came back with a range of strengths and flavours that pretty much matched those of beers being called stouts.

American Pale Ale

A rather less in-your-face version of an American IPA, lower in alcohol and hopping levels, but still with the citrus/tropical fruits flavours US IPAs have.

Golden Ale

Introduced in the early 1980s, golden ales, designed in part to appeal to lager drinkers, are much paler than the usual run of British bitter beers, but generally more assertively hoppy, and slightly stronger, and should generally be served slightly cooler than a bitter would be.

Old Ale

Once there were ales, comparatively lightly hopped, and when they were young and fresh they were sold “mild”. When they had matured for a few weeks (or months), and picked up more mature flavours, the stronger ales were sold as “old ale”.

Mild Ale

Originally, mild ales were pale and strong, but lightly hopped. As the 20th century arrived, they became darker and, especially during and after the First World War, when taxes on beer soared, weaker, but still, generally, low in hops. Until the early 1960s, mild was Britain’s favourite beer style. Now rare, and frequently sold as “dark ale” rather than “mild”.

Burton Ale

Confusingly, although the brewers of Burton upon Trent became most famous for IPAs (India Pale Ale) and pale ales, which their gypsum-impregnated well waters were particularly suited to brewing, the first beers they brewed were strong, comparatively dark and fruity, with a slight sweetness. This style, called Burton Ale, was still popular through to the 1950s, but then almost disappeared, with Young’s Winter Warmer and Marston’s Owd Rodger two of the few survivors. A number of brewers have revived Burton Ale, though it is still too rare.

Barley Wine

The term “barley wine” is a comparatively modern expression for strong, generally aged beers of 9% or 10% alcohol by volume and above, and the name covers what are, in fact, a variety of different styles of strong beer: some well-hopped, others lower in hopping rate, some dark and others golden.

Imperial Stout

Imperial stout, or Imperial Russian Stout, is the porter/stout family’s equivalent of barley wine, strong, flavour-packed, tarry beers, exported to the court of the Tsar of Russia, hence the name. The style died out in Britain in the 1990s, but became very popular in the United States, where big flavours have a huge market, and has now been revived again in Britain.

Wheat Beer

The tax authorities in the 18th century effectively killed Britain’s native wheat beer tradition, since they wanted only (taxed) malted barley used in the mash tun, and modern wheat beers made in the UK are mostly brewed in either the South German tradition, using a yeast that gives very distinct notes of cloves and bananas, or the Belgian tradition, with additives such as coriander and bitter orange peel.

Saison

A style of Belgian farmhouse ale, originally made to satisfy farm workers, strong, complex and refreshing, often slightly cloudy, with plenty of hops – generally English ones. The style has become popular with both US and UK craft brewers.

Milk Stout

At the end of the 19th century a fashion grew up for very sweet stouts. Unfortunately these beers would lose their sweetness over time, as yeasts fermented the sugars left in them. The invention of a beer brewed with unfermentable lactic sugar, derived from milk, around 1907 saw the growth of a new style of sweet stouts, of which the best known was Mackeson. A number of craft brewers have now produced draught milk stouts.

Sour Beers

Once, most beers, if they had been aged for any time, would have had sour notes, derived from micro-organisms such as lactobacilli and Brettanomyces. Drinkers’ tastes gradually changed to want fresher, cleaner beers, but today a few craft beers are happily letting their beers go sour, inspired by the lambic brewers of Belgium, who deliberately allow wild yeasts to ferment their beers. These are not, however, beers for novices.

Barrel-aged beers

Whisky makers were always happy for their drink to pick up flavours from the casks it was aged in, but brewers worked hard to avoid getting any woody hints in their beers. Today, however, experimental brewmasters are happy to age beers in casks once used by sherry makers, whisky and Bourbon distillers, and even wine makers, for added flavours.

Martyn Cornell is a journalist and beer historian and author of Amber, Gold and Black, a history of British beer styles. He blogs at www.zythophile.wordpress.com





Wealth of Choice on Offer

Shepherd Neame

Dating back more than 400 years, Shepherd Neame is Britain's oldest brewer, based in the market town of Faversham, Kent. It has a reputation as a high-quality brewer of Kentish ales and international lagers brewed under licence.

Shepherd Neame continues to innovate beyond its core portfolio, and highlights this year include launching Spitfire Gold, a permanent addition to the Spitfire range, and introducing Angry Orchard, America's No. 1 cider, to the UK.

"Shepherd Neame beers are officially world class, after the brewery won gold, silver and bronze medals in the 2015 International Brewing Awards"

Drawing on its long history of brewing coupled with the highest modern-day standards of sustainable brewing, every beer is brewed with chalk-filtered mineral water from an artesian well deep below the brewery, and more than 95% of our ales solely use Kentish hops.

Rigorous attention to delivering the best-quality beers is married with imaginative marketing support and full technical support to ensure Shepherd Neame beers are continually focused on meeting consumer demand.

Golden era for Spitfire Ale

One of the UK's most popular beer brands, Spitfire Premium Kentish Ale, has made an exciting new addition to its range – Spitfire Gold. Spitfire Gold (4.1% abv) is a well-balanced, light golden ale. Less bitter than the original Spitfire Ale, its sweet malt base is built upon with delicate floral and pine aromas imparted by some of the more popular hops of the moment, including Centennial and Saaz.

Stand-out on the bar is assured thanks to a contemporary brushed and polished gold pump clip featuring the distinctive Spitfire profile in relief. Spitfire Gold is available year round in cask nationwide.

Branching out into an exciting new market

Angry Orchard was first introduced in the US in 2011, and its Crisp Apple style (5% abv) soon became the country's number one cider.

A combination of French bittersweet and Italian culinary apples are used in the drink, which is wood-aged during the fermentation process to add subtle spice and vanilla notes.

Crisp and refreshing, with low carbonation, Crisp Apple is amber in colour, and features a fresh apple aroma and a slightly sweet, ripe apple flavour.

With its bright red twist-off top, and bold label illustration showing the eponymous 'angry' apple tree, Crisp Apple is sure to catch the eye, and it is expected to capitalise on the surge in popularity of cider. The drink is also suitable for vegans and gluten free.

Crisp Apple is available on draught and in 500ml bottles.



From Britain's Oldest Brewer

Classic and contemporary beer styles

Shepherd Neame is best known for its traditional Kentish ales: Spitfire (4.2% abv cask and keg; 4.5% abv bottle) Master Brew (3.7% abv cask; 4.0% abv bottle) and Bishops Finger (5.0% abv cask; 5.4% abv bottle).

Alongside the brewery's core range, there is a Classic Collection featuring renowned beer styles recreated from historic recipes in its archive. These include Double Stout, India Pale Ale, 1698 and Christmas Ale. These are available in bottle and on cask as limited editions.

In addition to traditional beers, the brewery has also expanded its portfolio with the contemporary Whitstable Bay Collection, which has proved a huge success. The range includes Whitstable Bay Pale Ale (3.9% abv cask and keg; 4.0% abv bottle), Whitstable Bay Organic Ale (4.5% bottle) and Whitstable Bay Blonde Lager (4.5% abv keg and bottle).

"Shepherd Neame's portfolio also includes world-class lagers from Japan and Holland, all brewed under licence"

The distinct, refreshing beers are the perfect accompaniment for fresh seafood, such as the oysters for which Whitstable is renowned. Whitstable Bay Black Oyster Stout (4.2% draught) has also been added to the range, a silky keg stout brewed using a unique blend of four coloured malts which impart a rich, complex flavour, balanced by the finest Admiral hops, and finished with a smooth, creamy head.

Shepherd Neame has also introduced a selection of innovative limited edition beers under its No.18 Yard Brewhouse brand, using radical and experimental brewing ingredients such as chilli, chocolate, and green hops. Tapping into the current trend for artisanal beers, these offer a wealth of unique flavours and character, created using traditional brewing methods and locally sourced ingredients.

World-class lagers

Shepherd Neame beers are officially world class, after the brewery won gold, silver and bronze medals in the 2015 International Brewing Awards, dubbed the Oscars of the brewing industry.

Samuel Adams Boston Lager (4.8% ABV) won gold in the International Keg Lager category. Brewed under license by Shepherd Neame, it is the world's leading US craft beer, combining the full flavour of ale with the smoothness of lager.

Shepherd Neame continues to innovate beyond its core portfolio, and highlights this year include launching Spitfire Gold

The Whitstable Bay Collection also scored highly in the awards. Whitstable Bay Blonde (4.5% ABV) won bronze in the International Keg Lager category, and Whitstable Bay Organic Ale (4.5% ABV) won silver in the Organic Beer category.

From Japan, Asahi Super Dry (5% abv) is the sophisticated, award-winning lager of choice of top bars, hotels, restaurants and nightclubs. Voted 'Best keg lager in the world' at the 2011 Brewing Industry International Awards, Asahi Super Dry is enjoyed by discerning beer drinkers for its dry, clean and refreshing taste.



The Golden Years

The future for ale is bright - in fact it is golden

Golden ale isn't just having its moment in the sun. It has achieved what it set out to do when Exmoor Ales first brewed its pale malt beer thirty years ago: to attract lager drinkers to the ale category, introducing them to the joy of cask conditioned beer

Once a niche category dismissed by traditional bitter drinkers as a passing fad or summer special, by 2005 it was such a popular style that CAMRA had to create a new category in its Champion Beer of Britain awards. Having won over the purists, when the beer revolution ignited the interest of the UK's drinking population they offered an easy entry to real beer for those used to a refreshing looking blonde liquid and sales are soaring. In fact, industry figures show they are outselling fashionable craft ales by about 10 to one

Almost every brewery in the country now offers a golden ale, but here are ten gold stars, the ones that sparked the Gold Rush and some newcomers that are destined for future glory

Bitter & Twisted 3.8%

First brewed in 1997, and Camra's supreme Champion Beer of Britain in 2003 before they had a category for gold ales. 4 different hops, lager & crystal malts - as well as malted wheat & oats - create a well balanced beer with a malty-sweet aroma, a floral, fruity hoppiness and a zingy, zesty flavour.

Harviestoun 01259 769100

www.harviestoun.com

Brewers Gold 4.0%

Winner in Camra's first ever golden ale category in 2005, it also went on to become supreme Champion Beer of Britain two years running. This multi-award-winning beer is pale, refreshing and extravagantly hoppy with gorgeous aromas of tropical fruits.

Crouch Vale 01245 322744

www.crouchvale.co.uk

Deuchars IPA 3.8%

Another CAMRA CBOB, this is a golden coloured refreshing, hoppy session beer. Surprisingly tasty for the alcohol level.

Caledonian 0131 337 1286

www.caledonianbeer.com

Exmoor Gold 4.5%

The original Golden Ale, brewed in 1986, it celebrated its 30th birthday by winning top prize in CAMRA's SW Champion Beer in the Golden Ale category.

Exmoor Ales 01984 623798

www.exmoorales.co.uk

Hobgoblin Gold 4.2%

A combination of 6 hop varieties & an infusion of wheat & malted barley gives this golden ale from the Hobgoblin family a huge hop punch

Marstons 01902 711811

www.marstons.co.uk

Old Golden Hen 4.1%

From the same coop as Old Speckled Hen. Pale malts & the rare Galaxy hop create a light golden ale with subtle tropical fruit notes.

Greene King 0845 600 1799

www.greeneking.co.uk

Oliver's Island 3.8%

Only launched in 2015 and already Fullers' best-selling ale after London Pride. A unique blend of golden malt, real orange peel and floral and citrus hops come together in perfect harmony to create a crisp, thirst quenching beer. The name comes from a local landmark and the distinctive branding evokes rowers gliding down the Thames, past the brewery to Oliver's Island beyond.

Fullers 0208 996 2000

www.fullers.co.uk

Spitfire 4.1%

A sweeter extension to the Spitfire brand and a new, permanent addition to the Shepherd Neame portfolio. Its sweet malt base is built upon with tropical aromas imparted by some of the most popular hops of the moment, including Challenger, Centennial and Saaz.

Shepherd Neame 01795 532206

www.shepherd-neame.co.uk

Summer Lightning 5.0%

The first golden ale to be brewed year round, an extremely pleasant bitter, straw coloured beer with a terrific fresh, hoppy aroma and an excellent long, dry finish.

Hop Back 01725 510 986

www.hopback.co.uk

Wainwrights 4.1%

Awarded World's Best Golden Ale for 2013, Wainwright is inspired by the famous Lakeland writer, Alfred Wainwright

Marstons 01902 711811

www.marstons.co.uk



GO WITH THE FLOW...

INTRODUCING OLIVER'S ISLAND,
THE NEW GOLDEN ALE FROM FULLER'S.

- Taking its name from an island on the Thames, two miles away from our famous Chiswick brewery, Oliver's Island is a smooth cask ale with a crisp and refreshing citrus flavour.
- A versatile beer, Oliver's Island delivers floral and citrus notes provided by the Liberty and Golding's hops in the brew.
- In collaboration with renowned beer writer Melissa Cole, orange peel has been added as a special ingredient to create a genuine and refreshing zesty flavour.
- A premium quality golden ale that can be enjoyed all night, Oliver's Island is set to become a true companion to London's riverside drinking scene.

Aroma – Citrus and floral

Taste – Biscuity grapefruit, crisp and refreshing

Cask: 3.8% ABV Bottle: 4.5% ABV

drinkaware.co.uk for the facts

#OliversIsland



New Soaks for Old

British Beer Hero Ask any of your regulars and they'll tell you the same thing: that they dread the day you decide to pack it all in, because they know that the next licensees won't be a patch on you. Of course that's what they'll say!

But they're not just being tactful. For many regulars their local is a home from home, but they're powerless to prevent a new landlord and landlady making sweeping and unwelcome innovations. A changeover is always an anxious time, and it's a huge relief when – and if – the incomers turn out not to be such a disaster after all.

That being so, the regulars of the Surrey Oaks in Newdigate near Dorking must have been delighted when Admiral Taverns sold the pub and the buyers turned out to be Nick and Tracey Rogers. For the couple had lived in the village for 20 years and were longstanding "Soaks" regulars themselves, and as running it would be their first venture in the licensed trade (Nick was an electrical engineer and Tracey was a school administrator) they might be relied on not to do anything too radical. In fact they haven't even done much in the way of redecoration: the pub, admits Nick, is looking a wee bit scruffy, but in a comfortable sort of way; and all the money he and Tracey have spent has been where it matters: in the cellar and in the kitchen.

For the enterprise they took over in April 2014 was already thriving: landlord Ken Proctor been tenant for more than 20 years and had built up an enviable reputation for his beers. Although tied, Ken had

always made the fullest possible use of his three guest wickets and had earned the Surrey Oaks regular listings in both the Good Pub Guide and the Good Beer Guide as well as a string of CAMRA awards.

Picture Perfect

Hardly surprising, either: the Surrey Oaks is exquisitely pretty, a 16th or 17th-century tile-hung red brick building typical of the region, set in a glorious garden in a picture-postcard village in one of those pockets of bucolic bliss that separate the big gin'n'jag towns of Surrey's commuter belt. Newdigate, like Leith Hill or Box Hill, attracts trippers from urban sprawls like Dorking and Reigate in droves, some of them car-borne, some of them long-distance cyclists, some of them ramblers. They all want refreshment, and most of them want their refreshment in a traditional country pub with all the trimmings – oak beams, stone floors, roaring fires – all of which the Surrey Oaks has in spades.

"Too many cask ales means the throughput slows down and the beer starts to turn before it's sold, leaving you with a choice between customers who look as if they'd sucked a lemon or uneconomic levels of ullage"

Unfortunately, so does the competition. And while the Surrey Oaks is some way out of the village the Six Bells is bang-slap in the middle, right opposite the church. This gives the Six Bells quite an advantage; for once the trippers have gone home it is the better-located of the two to pick up the local footfall.



The Difference is Beer

That’s where the beer comes in. The reputation that Ken Proctor built up for his good choice of superbly-kept cask ales, principally from local micros, always kept the Surrey Oaks busy; and Nick and Tracey have no intention of ruining a good thing. The pub has long been a customer of Surrey Hills Brewer in nearby Shere, which supplies one of its regular session bitters, Ranmore Ale; the other, Dark Star Hophead, comes from only slightly further afield.

The other three handpumps can carry ales from very much further afield: offerings from Waen Brewery in mid-Wales and Hawkshead in Cumbria, sourced from the local microbrewers’ beer swaps rather than wholesalers, were on September 2015’s list along with brews from Wylam in the North-East and Marble in Manchester.

“We also make a point of making sure the staff know all about beer in general and our guest beers in particular so they can keep the customers informed and get a relationship going”

But isn’t five handpumps a bit on the measly side for a Beer Hero? Shouldn’t there be a veritable thicket of them? Not a bit of it! Their apparent sparseness is all part of the plan. There’s a fine balance to be maintained, as most publicans are aware, between variety and quality. Too many cask ales means the throughput slows down and the beer starts to turn before it’s sold, leaving you with a choice between customers who look as if they’d sucked a lemon or uneconomic levels of ullage.

Five, as Ken Proctor knew and as his successors have also discovered, is just right for the Surrey Oaks; and relying on beer swaps for its guest ales also introduces a pleasingly random element into the pub’s offering.

“I’ll only order my guest ales a firkin at a time and I rarely know much in advance what’s going to be available,” says Nick. “They tend not to stay around very long, either, so we do get a lot of people coming in just to find out what’s on.”

Knowledge is Key

The curiosity factor has helped Nick and Tracey maintain a strong local following, which includes a good early evening crowd of commuters who call in for a pint or two on their way home from work. “The changing ales are always a great talking point, which contributes to the pub’s friendly atmosphere,” says Nick. “We also make a point of making sure the staff know all about beer in general and our guest beers in particular so they can keep the customers informed and get a relationship going. Honestly, it’s like an extended family here!”

Beyond Cask

To add to the variety on offer and the interest it creates but without undermining the quality of the product, he’s joined the many publicans whose commitment to cask ale has become less puritanical than it might have been in the past.

“I have stronger beers and slower sellers on Key Keg, which prolongs their shelf life, and BrewDog Punk IPA and Chapel Down Curious Brew on straightforward keg. They’re great beers, and after all you don’t have to turn the gas all the way up,” he says. “People are perfectly happy with them, and a lot of my customers work in London and have got used to seeing keg beers as quality products in upmarket bars there.

“The younger generation certainly don’t have any problem with keg beers, and our attitude to them is the same as our attitude to everything we sell whether it’s food or coffee or ale. People may not always know what to expect when they come here, but they always expect it to be the best.”

St Austell's Secret

St Austell Brewery

St Austell Brewery – the Cornish beer and pub company celebrated yet another record breaking year in 2015 as it brewed 110,000 brewers barrels of beer, an impressive 31,680,000 pints, equivalent to just over one pint per second.

The continued growth in its beer sales is led by three sure-fire winning brands: Tribute, Proper Job and Korev. Tribute Pale Ale, the magnificent bronze coloured contemporary bitter, has long led the way in introducing St Austell beer to the rest of the nation. In recent years it has been joined by Proper Job, the powerfully hopped IPA which wins more awards than any other St Austell beer and offers the dry hoppiness and pine, grapefruit aroma which appeals to craft beer fans. The third leading brand is clean, crisp tasting Korev Cornish Lager, brewed to authentic Helles style methods which is now the official beer of Surfing GB and taking a leading position in the new generation of stylish British lagers. Together Tribute, Proper Job and Korev are helping to drive the phenomenal growth of this independent family brewer which has experienced over 10% increase in draught beer sales during 2015.

All St Austell beers are brewed 100% in Cornwall at the Victorian Brewery which recently underwent a £10m refurbishment and expansion to enable continued future growth and, under the leadership of Brewing Director Roger Ryman, the brewing department now operates around the clock enabling four brews each day which is a long cry from the low point before Roger joined in 1999 when St Austell Brewery brewed its beer just three times per week.

St Austell's success is even more impressive when you look at the beer market in general which is reinventing itself as many traditional brewers struggle against the continued influx of

start-up micro and craft brewers. Indeed in Cornwall alone there are now over 50 breweries operating.

At the same time, despite the innovation in craft and the proliferation of new brewers and beer brands, the overall market is finding it increasingly difficult to achieve volume growth as consumer drinking habits evolve.

So what is St Austell's secret?

Undoubtedly the bedrock of the Cornish brewer's success is its delicious and appealing beers which are brewed to rigorous standards using traditional brewing methods and top quality ingredients. Roger Ryman and his brewing team sum up the St Austell approach in their six brewing values:

- ▶ **PRODUCT:** We brew beer with individuality, character and spirit which is true to our vision of what good beer ought to be.
- ▶ **SOURCING:** We engage with our supply chain to ensure the sustainable supply of the very best quality brewing raw materials.
- ▶ **INNOVATION:** We strive for continuous improvement and ways to do things better.
- ▶ **INVESTMENT:** We invest in plant, method and procedures to do things the right way and we never cut corners.
- ▶ **PASSION:** We seek to recruit and develop a team who are proud of our beer and engage with our Company Values.
- ▶ **QUALITY:** Our beer is the first and last consideration in every decision that we make.

When you add to these values, eye-catching marketing and sponsorships, enthusiastic and dedicated sales and distribution teams plus the special magic which comes from brewing in Cornwall, we can expect to see much more from St Austell Brewery in the years ahead.

THIS IS A



TO OUR AMAZING CUSTOMERS
WHO HELPED ST AUSTELL BREWERY
BREW 110k BREWERS BARRELS
IN 2015. THANK YOU!



Call 0845 214 1122* (Direct Sales) 0845 603 5434* (National Sales)
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**Calls cost 5p per minute plus your phone company's access charge.





Cornwall in a Glass

West Country Brewing

I have a friend who undertook a journey from Penzance to Glasgow on business. It was a long journey, with delays, and the carriage was hot and overcrowded. But he knew that close to the railway terminus there was a good cask ale pub and he focused his mind on finding something refreshing and local on the bar.

He was only moderately disappointed to find the banner over the pub proclaiming 'Cornish beer festival here', as it goes to show how influential the county has become in recent years and why every drinker can probably name at least one of the brews from down here in the far west.

Chances are, one of those is Tribute.

St Austell head brewer Roger Ryman arrived in Cornwall in 1999, the year of the total eclipse. One of Roger's first tasks was to create an eclipse special beer, Daylight Robbery, but it was so successful – so very different to anything St Austell had brewed before – that it was decided to keep it in the portfolio. Of course, the name had to be changed and Tribute was born.

Last year, St Austell sold 100,000 brewers' barrels of its own brand beers for the first time ever, and while there's a lot of Tribute going out, there are other great beers too.

A personal favourite is Proper Job IPA which has a very broad appeal, full of hop flavour but very sessionable at just 4.5% ABV,

while Korev - the word is Cornish for beer - has made big inroads into the keg lager market and is a huge export success, as well.

Betty and Friends

Down the road in Truro, by the river and looking towards the famous three-spired cathedral, Steve Skinner is celebrating nearly 20 years at the helm of his eponymous brewery. Again, if you can name only one Skinner's beer, it's probably Betty Stogs, an amber session bitter with local malt and balancing citrus hop notes. Betty's part of Skinner's original portfolio, but as the brewing team has developed, new brews such as the permanent golden Porthleven (4.8%) with its zingy Cornish freshness, have attracted new drinkers.

"Last year, St Austell sold 100,000 brewers' barrels for the first time ever, and while there's a lot of Tribute going out, there are other great beers too"

At the time of writing, Pennycomequick stout is in the pubs, developed by Skinner's to work well with the oysters from the River Fal which come into season in October.

Another recent creation is an originally experimental Seven Hop beer which has now been added to the seasonal list, appearing in autumn and spring. Seven Hop (5% ABV) embraces the craft brew zeitgeist and delivers an impressive 57 IBUs of bitterness – definitely a departure from the traditional West Country style of bitter.

It's Not All Doom

Cornwall's biggest selling beer, of course, is Sharp's Doom Bar, a fixture on many pub bars up and down the country and brewed round the clock all year at the Molson Coors-owned brewer's ever-expanding site at Rock, close to Rick Stein's Padstow base.

While Doom, as it's known down here, has a high profile, Sharp's offers a great range of other permanent beers, including easy-drinking but flavourful Coaster (3.6% ABV) and premium bitter Special (5% ABV) which is a particular favourite of Cornish drinkers, especially gig rowers! The portfolio is always being updated, and notable newcomers doing well are Atlantic, a golden 4.2% ABV beer with tropical fruit notes, and red IPA Wolf Rock (4.8% ABV), available on keg, which has a deep malt profile.

“Seven Hop embraces the craft brew zeitgeist and delivers an impressive 57 IBUs of bitterness – definitely a departure from the traditional West Country style of bitter”

It wasn't so long ago, the early 1990s, that Cornwall had just three breweries operating: St Austell, Redruth (now closed, with its huge historic site soon to be redeveloped) and Blue Anchor, in Helston. The latter can trace its history back 600 years when there was said to be brewing on the site, and if you're in Cornwall the pub, with its brewery out the back, is a must-visit.

Now brewing under the name Spingo Ales, owner Simon Stone and his team produce the historic Spingo Middle and Special which typify old style West Country brown bitters, but have developed the range in recent years to include a lighter golden ale, Flora Daze, named after Helston's famous Floral Dance. Also worth seeking out is Ben's Stout (4.8% ABV), rich and fruity with a hint of lactose.

A Cornish Renaissance

From those three breweries, then, we now have 35 (at the last count – it may well have changed by the time you read this). These range from one-person-in-a-shed operations, to some players who are making a lot of noise on the national scene.

Into that latter category comes Harbour Brewing Company, operating a ten-barrel (soon to be bigger) plant a few miles outside Bodmin, and very much based on the American craft brewing concept. Beer aficionado Eddie Lofthouse leads a brewing team turning out crisp lagers and IPAs, experimenting with barrel ageing and now bottling and canning their own beers, too.

Customers such as the Craft Beer Co, Small Bar in Bristol and Hanging Bat in Edinburgh benefit from beers in all styles, from the gloriously flavoursome and sessionable Light Ale (3.7% ABV) to 18-month aged Barley Wine (14.8% ABV!).

At the other end of Bodmin Moor, what started out as Penpont Brewery seems to have been overtaken by its craft beer offshoot Firebrand Brewing Company.

Independent Cornish Brewers

Blue Anchor Brewery



One of the oldest original Inns in Britain that continues to maintain a working brewery, dating back to the 15th century,

Coastal Brewery



Set up in late 2006 on a five-barrel plant by Alan Hinde, former brewer and owner of the Borough Arms in Crewe, Cheshire

Firebrand Brewing Co



Born in January 2014 the brewery sits in a converted milking parlour at Trenarrett Farm in the heart of North Cornwall.

Harbour Brewing Company



A small craft brewery based in North Cornwall, committed to making beers that are contemporary and deliver an uncompromising taste experience.

Keltek Brewery



A family owned brewery based in Redruth in Cornwall adhering to the age old traditions of brewing by hand with care and craftsmanship.

Padstow Brewing Company



A fresh new award-winning independent micro brewery, based in one of the most popular towns in Cornwall.

Rebel Brewing



A multi-award winning, independent Cornish brewery, producing a range of top quality real ales.

St Austell Brewery



Brewing beer and real ale in Cornwall since 1851 and runs over 170 of the most popular pubs in the South West.

St Ives Brewery



Founded in 2010, this small microbrewer based in St.Ives has grown from strength to strength producing fine cornish real ales

Skinner's Brewery



An independent family owned and run brewery since July 1997. Located in the picturesque cathedral city of Truro, the capital of Cornwall.

Tintagel Brewery



This 7.5-barrel brewery was established in 2009 in a redundant milking parlour on the highest farm in Cornwall.



Penpont offers a decent range in its own right, and beers such as best bitter Beast of Bodmin Moor (5% ABV) and golden An Howl (5.6%, the name being Cornish for ‘the sun’) are hugely popular. But it’s the Firebrand name which seems to be taking off, and not without good reason. Beers such as hop bomb Graffiti IPA (5.5% ABV) and delicious, rich, yet funk and fruity Black Saison (5% ABV) are very contemporary and brilliantly branded, too.

Jewels of the Crown

Another brewery which has slowly edged from traditional styles into more adventurous arenas is Josh Dunkley’s Cornish Crown, based just outside Penzance.

“Beers such as hop bomb Graffiti IPA (5.5% ABV) and delicious, rich, yet funk and fruity Black Saison (5% ABV) are very contemporary and brilliantly branded, too”

Standard bitters and pale ales feature on the beer list, but the plaudits have been coming thick and fast for the likes of Red IPA (5.9% ABV), offering caramel notes and hints of red apple, and Madagascar Vanilla Porter, which does everything the name suggest and is smooth and creamy with lovely depth of flavour.

On a smallholding just outside Newquay, Atlantic Brewery’s Stuart Thomson is living the Good Life. With Fuggles vines growing among



fruit trees and vegetable patches (they go in his green hop beer in the autumn), his small brewhouse specialises in beers for vegetarians and vegans.

Free from finings, Stuart’s beers embrace some unusual styles, such as Lime, Chilli and Ginger Golden Ale, but other beers are more mainstream, like the excellent and very popular porter, Blue (4.8% ABV).

“Twenty-five years ago I don’t think I could have recommended a Cornish beer to anyone. Now, the rate of growth is terrific and the quality is excellent. A taste of Cornwall is a microcosm of the best of British brewing”

Coastal Going Upcountry

Cornwall isn’t the easiest county in which to sell guest beers, so many brewers make a feature of regular dray trips ‘upcountry’. Coastal Brewery’s Alan Hinde, based in Redruth, sends at least one van a week full of award-winning brews to, mainly, the Midlands and North West, where his beers, from 3.7% ABV golden session Hop Monster, to full-favoured and hoppy Poseidon Extra (4.5%) prove enormously popular.

With some Cornish freehouses among his customers, beer swaps are common, to fill the van on the journey back.

Driftwood Spars, on the north coast at St Agnes, has a great range of beers made by brewer and wood carver Peter Martin and enjoyed national success with strong ale Alfie's Revenge (6.5% ABV), CAMRA's champion winter beer of Britain in 2012. Again, if you find yourself in Cornwall, the brewery and associated hotel and bar are well worth a visit, and there's a fish and chip shop, too, with beer battered fish on offer.

"I consider myself so lucky to be writing about beer in Cornwall where the scene is so diverse and brewers so friendly (they have a Cornish Brewers Alliance which meets regularly for socials and talks)"

Close to home, current cuckoo operation St Ives Brewery will soon be homeless no more with a brewhouse overlooking the spectacular harbour under construction. Marco Amura has a small but popular range of beers with local themes, and also organises an excellent independent summer beer fest.

And There's More...

So little space, so many other fine brewers I could mention. Farmer and fencer turned expert beer maker John Heard at Tintagel Brewery, the highest brewery in Cornwall, with his own wind power and spring on site.

Keltek Brewery, in Redruth, which has award-winning strong ale Beheaded (7.5% ABV) within its very Cornish themed portfolio. Newest of new boys Verdant Brewing Co, very much going down the American craft route and already being stocked in places such as Small Bar, Bristol, and Brewbot, in Belfast.

Padstow Brewing Company, producing fine beers with brewster Caron Archer at the helm, national award winners for their design as well as for fantastic brews such as IPA (4.8%) and pale, crisp and citrusy May Day (5% ABV). And as I write the morning after the Falmouth Beer Festival opening night, Rebel Brewing Company, from Penryn, has added another trophy to the cabinet for its 80 Shillings bitter (5% ABV), although Mexi Cocoa (8.5% ABV), its intensely chocolatey stout, is firm favourite in this part of the world.

I consider myself so lucky to be writing about beer in Cornwall where the scene is so diverse and brewers so friendly (they have a Cornish Brewers Alliance which meets regularly for socials and talks). Twenty-five years ago I don't think I could have recommended a Cornish beer to anyone. Now, the rate of growth is terrific and the quality is excellent. A taste of Cornwall is a microcosm of the best of British brewing.

Darren Norbury is editor of Beer Today, www.beertoday.co.uk which focuses on British beer news as well as brewery details events and links

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*Betty
Stogs*

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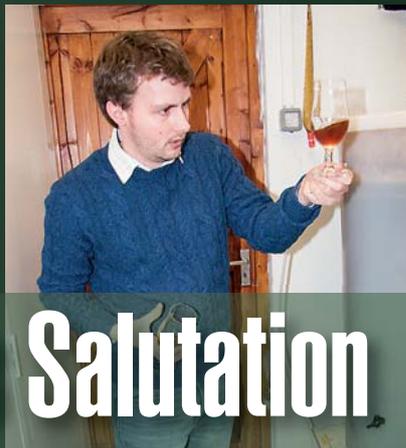
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Congratulations Salutation

British Beer Hero

It was all a big mistake when the Salutation at Ham, Gloucestershire, was announced as CAMRA's 2014 Pub of the Year only 22 months after Pete and Claire Tiley had taken it over... because they hadn't set out to run a pub at all.

They'd actually meant to start a microbrewery, and Pete had been experimenting for ages in the couple's South London flat. But when the lease of the Salutation in Pete's native Vale of Berkeley fell vacant, he scented an opportunity. The pub, in a tiny hamlet a couple of miles south of Berkeley itself, had briefly been home to the Eagles Bush Brewery and the brewery building and utilities were still intact.

"My dad rang me when the lease fell vacant and I thought we could reinstate the brewery and just put a manager in to run the pub," says Pete, who at the time was making a comfortable living as a business analyst. "But of course, things don't work like that."

The first thing the Tileys had to do, they found, was get the pub firing on all cylinders. The previous lessees had been popular and successful and had won a fair few awards in their time, but in their latter years they'd been contemplating retirement and, says Pete, the Salutation had been ticking over, but not a great deal more.

"The alternative to getting the pub going at top speed again was creeping back to London with our tails between our legs, which would have been deeply embarrassing," says Pete. But seeing that Ham itself has no more than 20 houses, making the Sally pay meant transforming it into a beacon that would shine far and wide.

Taking the Initiative

So the Tileys, newcomers to the trade, threw themselves into the task of creating a single community out of the Vale's scattered hamlets.

One initiative came from a customer whose own village no longer had a pub. For 'Village Without A Pub' nights, a village without a pub is leafleted and villagers are urged to club together, designating drivers to take the whole population to the Sally for an evening of the sort of social intercourse they might enjoy if their village weren't a village without a pub. Is there much take up for these nights? "They're packed," says Pete. On Ham From Home nights customers turn up to swap and share home produce - fruit and veg, chutney, cakes, sausage rolls, pork pies, whatever. Of course there are also more conventional events - a monthly folk night, a Christmas market and silver band carol concert - but, says Pete diplomatically: "I've always felt that the responses of experienced licensees to the problem of declining custom have often been somewhat unimaginative and unambitious."

"For Pete it was always all about the beer. Reopening the pub's brewhouse had, after all, been his original intention; and it was recognition from CAMRA that brought the Sally into the limelight"

These and other headline-grabbing initiatives - rearing pigs in a derelict walled garden nearby, for instance - soon revived the Sally's flagging fortunes; but for Pete it was always all about the beer.



All about the Beer

Reopening the pub's brewhouse had, after all, been his original intention; and it was recognition from CAMRA that brought the Sally into the limelight. At time of going to press, it's through to county pub of the year in the 2015 Pub of the Year awards.

Pete's first decision was to continue with his predecessor's choice of regular bitter, Butcombe. "Butcombe Bitter is a great favourite in the region," he says. "It's a brand people recognise, it's a good-quality beer with broad popular appeal, and it's consistent and dependable."

He also decided to stick with the existing five handpumps, adding a sixth only on Thursdays, Fridays, and Saturdays. "What I have done, though, is make sure we've always got a good balanced range," he says. "There's Butcombe, of course; then there's always one dark beer - a mild, a stout, a porter - one new-style hoppy pale ale; one maltier, sweeter, darker bitter, the sort my dad likes; and usually one stronger beer. We try to find a real wild card for the sixth pump - a saison or something that will get people talking."

Apart from the permanent Butcombe Bitter, the ales rotate firkin on firkin, so there's always something new to try - including, since February 2015, at least one beer from the pub's very own 2½-barrel brewery, Tiley's.

"It took nearly two years, but we got there in the end!" says Pete. It's very much an experimental brewery, producing short runs of all manner of styles for sale only in the pub itself. "This is not a production line," says Pete. "It's a quest to brew the very best beers that we can."

The brewery also becomes the focus of local attention during Brew Sessions, when the public are invited to come along to the ceremonial mashing-in of regular collaboration brews including a

special 5.4% ABV version of Butcombe Bitter and joint ventures with other neighbouring micros such as Severn Vale Brewing and the "gypsy brewery", Wiper & True.

"One thing his business analyst's experience does tell him is that beer is absolutely critical to the Sally's USP, all the other attractions notwithstanding"

They're Here for the Beer

All this sounds like an awful lot of fun, but let's not forget that Pete is a business analyst by trade and, while he's in many ways an idealist, there's nothing starry-eyed about him. He never forgets that almost all of his customers have to drive to get to him, and therefore has an open mind about whether the effort he and Claire pour into building footfall will ever transmute into a steady trade that doesn't take quite so much effort to maintain. "It's early days yet - we'll see," he says.

But one thing his business analyst's experience does tell him is that beer is absolutely critical to the Sally's USP, all the other attractions notwithstanding. "If we were to carry principally mainstream beers we'd lose 90% of our custom," he says flatly. "We have aficionados who travel miles because they've heard we've got a particular beer on, and they're extremely disappointed if they miss it.

"We do everything we can to involve and engage our customers in all sorts of ways because we believe that a flourishing community pub is very much a part of a happy, healthy, functioning society. Without a pub, a village isn't really a village. So we're busy, very busy, with events and promotions. But we should never forget that our bread and butter is beer."

A New Era for Butcombe

Stuart Howe



Butcombe Brewery

2015 saw a record year for Butcombe Brewery by almost all metrics. We are of course pleased about this but are probably even more pleased by the way in which a potentially tricky transition has been smoothly negotiated.

2015 saw the transition from 13 hugely enjoyable and successful years of management and ownership by a group led by Managing Director Guy Newell and his wife Becky to new ownership (The Liberation Group, based on the Channel Islands).

Stuart Howe

We weren't able to announce last year our plans to introduce former Parliamentary Brewer of the Year Stuart Howe to Butcombe as our new Director of Brewing but we were able to announce his arrival in May 2015. After many successful years at Molson Coors Stuart chose to come and join the project at Butcombe. Stuart has total control over our production and has already brewed some fabulous beers including *Chinook A.P.A.*, 4.2% and our strongest ever special, the 7.4% *Zeus*, dry-hopped with Nelson Sauvin.

New Beers

Stuart's brew calendar for 2016 features 4 new seasonal offerings (available for 1-3 months each) including *31 Hop Gold*, 4.2% in the Summer and *Simcoe*, 4.5% in the Spring. Stuart will also be continuing the success of his predecessor Clive Ham and his own *Zeus* in producing further small batches in our Limited Edition range. *Bitter*, *Gold* and *Rare Breed* will be available all year, joined by new beers as mentioned above and a cast of returning favourites, including *Mendip Spring*, our 3.8% pale bitter, *Haka*, 4.5% Nelson Sauvin-hopped bitter and 2015's standout new beer, *Moxee*, 4.8% Washington State IPA.

It's Goodbye From Me... And Hello From Him!

Becky and I have enjoyed a brilliant 13 years running Butcombe Brewery. In 2003, we bought a small brewery behind Simon and Maureen Whitmore's farmhouse in the village of Butcombe. It's been a Rock 'n' Rollercoaster ride since then:

- ▶ Built the largest new-build brewery in the UK in the last 40 years (150 barrel brew length).
- ▶ Doubled cask beer volumes
- ▶ Established a range of innovative keg beers
- ▶ Developed one of the West Country's major cider brands in the shape of Ashton Press
- ▶ Established a strong bottled beer business, now supplying all the major supermarkets
- ▶ Carefully but surely took the inherited 6-strong pub estate to 18.

The new Butcombe M.D is Geraint Williams who has 25 years of experience in the on and off trade including 10 years most recently at Carlsberg. We are leaving a fantastic team in situ, the strongest we have ever had in place and we wish all of them and Geraint every good luck for the future.

Most of all however, we would like to thank our fabulous customers for making our tenure so memorable

Goodbye for now...

Guy Newell

Managing Director, Butcombe Brewery, 2003-2015.



Guy Newell

2016

With our best ever cask line-up and brewing team, continued growth in wholesale, bottles and other areas of the business, we are excited about everything new that 2016 will bring, but moreover, we are delighted to continue to offer our customers an unrivalled service in terms of knowledge, quality of personnel and product and more. Quality, consistency, service: that has been the mantra at the heart of our consistent growth under Guy and Becky's tenure and it will remain ever thus.

Keep drinking the Butcombe!

Tom Newell



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BREWER OF THE YEAR 2014

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PRIDE IN EVERYTHING WE BREW



The Best of the West

West Country Brewing

It may be almost synonymous with cider but as Sophie Atherton explains, the West Country is home to a vibrant and varied brewing scene, featuring cutting edge craft beers alongside some of the best traditional ales you'd care to sup and stock

Luckily for the rest of the UK, many of the most exciting beers made here are also available 'up country', but the fact that some of the most ambitious South West breweries do better business outside the area shows that the craft beer phenomenon is still a bigger deal in cities than rural idylls. That's not to say you should ignore all things craft unless you have a pub in a city, but you'll need to make a bit more effort to get the best from the boost that it's given beer. But I digress.

Go Wild out West

Let's start with the cutting edge, in fact let's go wild. Wild Beer Co, near Shepton Mallet in Somerset, has only been around since 2012 but already feels like an established name. Although others are experimenting with wild yeasts (and certainly with barrel ageing) Wild Beer Co would be justified in calling it a USP not just because they do it so well but also because sour beers are central to what they do.

Sweet and Sour

If you fall into the camp of those who hear the word sour and think it won't sell, try seeing such beers as a bridge between cider and cask ale and consider the proud Belgian tradition of lambic and gueuze beers - which work incredibly well with food. Wild Beer also makes 'clean beers' with conventional yeast and says pubs stocking these often take a beer made with wild yeast at the same time to give their customers something new to try.

"Quite often we find people who dislike bitter beers or consider themselves not beer drinkers actually love the tart acidity in our sour beers."

"People's palates are always changing and we're beginning to see evidence of this as people move from having 'clean' to farmhouse [such as saisons], to sour beers," says Wild Beer Co's Andrew Cooper. "Quite often we find people who dislike bitter beers or consider themselves not beer drinkers actually love the tart acidity in our sour beers - there really is a beer for everyone."

Despite the potential barriers, Wild Beer Co is going from strength to strength. Last year's highlights included opening its first bar and restaurant, Jessop House, in Cheltenham and winning Supreme Champion for Madness IPA (6.8%) - one of their 'clean' beers - in SIBA's National Keg Beer Competition.

Kubla Kaite

Elsewhere in Somerset is a brewery which falls somewhere between the new craft beer movement and traditional craft beers as made in Britain for centuries. Kubla Brewery is headed up by Kaite Loomes. She started out late in 2012 with a tiny brewing kit on which she could make around 200 bottles a time but last year expanded her operations, making more cask and keg beer which she sells locally and also in London and the South East.

One of her more traditional brews is her Pale Ale Number One (4.2%), which drinks like a modern take on a classic English bitter; then there's Saison Number One (5%) which is at its best as a keg beer and features chamomile and lavender among its ingredients giving it a genuinely floral flavour. It's refreshing and modern but superbly drinkable. Kubla's beers are perfect for pubs that want to embrace the craft beer scene without taking the risk of alienating more conservative drinkers.

"My approach to innovation has always been about doing things people haven't done before to make beers which lots of people like to drink - brewing with woodlice excepted. That's what I want to do with Butcombe, so anyone expecting imperial coconut dunkel weisse is going to be disappointed!"

Big News at Butcombe

One of Somerset's best known brewers is Butcombe - where the big news is the arrival of former Sharp's (and latterly Molson Coors) leading light Stuart Howe who took the reins here last spring.

"At Butcombe we have iconic West Country bitters which have remained unchanged over decades of growth. I'm excited to be taking over stewardship of these as well as developing my own beers," he says - going on to explain what we should expect from him in his new role.

"My approach to innovation has always been about doing things people haven't done before to make beers which lots of people like to drink - brewing with woodlice excepted. That's what I want to do with Butcombe, so anyone expecting imperial coconut dunkel weisse is going to be disappointed!"

So, no worries for fans of Butcombe Bitter (4%) with its apparently secret blend of British Hops, and everything to look forward to in 2016. Particularly if the tragically underplayed Sharp's Connoisseurs range - some of Stuart's finest beers - is anything to go by.

Dorset Delights

In neighbouring Dorset it would be great to see Sixpenny Brewery's beers available beyond the three counties (its home, Hampshire and Wiltshire) in which it currently sells - particularly in light of the reputation of its tiny brewery tap which features in the Good Beer

SIBA South West Region Champions 2015

Standard Milds

Coastal Brewery	Merry Maidens Mild	4.0%
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Roast and toffee on the nose with plum fruit. Creamy feel on taste with malt and roast, sweetness is mixture of fruit and toffee with a moderate bitterness

Standard Bitters

Dawkins Ales	Bristol Blonde	3.8%
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Citrus aroma full of fresh lemons and spicy orange zest. A vanilla malt flavour and a long satisfying bitter finish.

Best Bitters

South Hams Brewery	Wild Blonde	4.4%
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The aroma has notes of malt. The flavour is sweet with notes of malt, lemons, and hops, leading to a dry and bitter finish.

Premium Bitters

Liberation Brewery	Liberation IPA	4.8%
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A rich golden Bitter, mashed with Maris Otter and Crystal malts. A coriander style citric hop leaves a crisp balanced finish.

Strong Bitters

Harbour Brewing Co	Pale Ale	6.0%
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American inspired Pale Ale with massive citrus and tropical fruit notes, moderate malt body, and robust yet balanced bitterness.

Premium Strong Beers

St Austell Brewery	Big Job	7.2%
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Dry as a bone and jammed full of Cornish barley and as many Citra and Centennial hops as we could get our hands on.

Porters, Strong Milds, Old Ales & Stouts

Harbour Brewing co	India Brown Ale	4.9%
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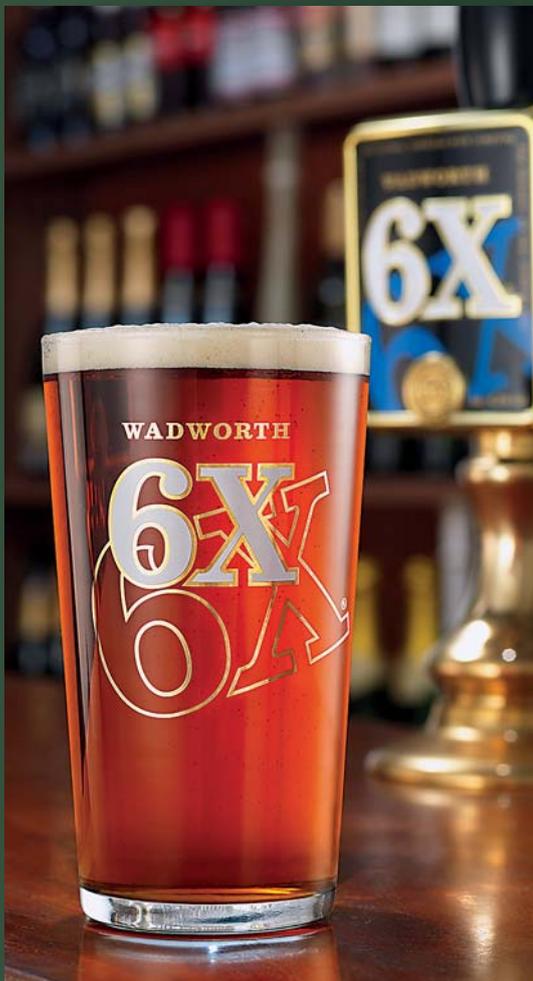
Toffee and Frazzles, patchouli and chewy cola bottle malt. And it's woody too, with a big polished pine backbone, & finish that's dry, bitter, long and lovely.

Speciality Beers

Plain Ales Brewery Ltd	Inncognito	4.8%
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Full bodied night-black ale with sweet roasted malts, aged port and robust fruits of the vine with a complex bitterness.



Guide and hosted a live TV broadcast last year! It's delicious, hoppy Sixpenny IPA (5.2%) deserves to be on many more bars far and wide and the brewery's work with local food producers, which has seen its beer used in everything from sausages to marmalade, is something from which publicans and brewers alike should take inspiration. Not least in terms of the potential offered for beer and food matching and the up-selling opportunities it may create.

"The brewery's work with local food producers, which has seen its beer used in everything from sausages to marmalade, is something from which publicans and brewers alike should take inspiration"

Across the county new kids on the block Gyle 59, proponents of unfiltered beers made without isinglass and described as 'naturally hazy', are winning fans with beers including their Toujours (4%), an authentic tasting saison which went down well with visitors to last year's PUB 15 trade event, and The Favourite (6.6%) a rich, strong porter beloved of dark beer enthusiasts. The brewery also received a SIBA South West award for its Freedom Hiker, a 3.7% amber session ale.

"It's nice to see that unfiltered beer is now becoming popular as it is usually more flavourful and can be enjoyed by vegetarians, vegans and omnivores alike," said Gyle 59 founder and head brewer, Jon Hosking.

Deepest Devon

In Devon Paignton's Bays Brewery, along with various other West Country brewers, began brewing a lager this year. Named Devon Rock (4.8%), it points to regional identity being almost as much of a selling point as buying local when it comes to beer. Other examples of this include Hunter's Brewery, also from Devon, changing the name of their Denbury Dreamer to Devon Dreamer (which is a 4.1%, relatively hoppy pale amber brew) to give it a wider appeal. (Denbury being a small village west of Newton Abbot, the name of which few outside the area will be familiar with).

Still one of my Devon favourites, Hanlons Brewery (formerly O' Hanlons) is apparently doing well under its new owners, who moved the brewery from East Devon to a farm just outside Exeter in 2013. Their Yellow Hammer (4.2%) is one of the golden ales which set the standard for the style and their renowned Port Stout (4.8%) - which yes, is a stout made with port - achieved yet another award in the shape of a bronze in the speciality category at 2015's Great British Beer Festival.

Wiltshire is Wadworthshire

Wiltshire is home to a brewery whose flagship bitter has brought me joy on too many occasions to name. Wadworth 6X (4.1%) remains at the heart of the brewery's range but it also seems to have been a good year for many of their other beers

"Our beers have been really well received this year with 6X continuing to perform," says Director Paul Sullivan.

Not Just 6X

"We've also seen some excellent growth in Swordfish - a rum blended ale - and as far as seasonals go we've had a great run on Boundary which sold out, St George and the Dragon is a perennial favourite and Dirty Rucker for the Rugby World Cup performed much better than the England team!"

"We've had a great run on Boundary which sold out, St George and the Dragon is a perennial favourite and Dirty Rucker for the Rugby World Cup performed much better than the England team!"

Dirty Rucker and Boundary will return as seasonals in 2016, for the Six Nations Rugby and cricket season respectively. A new beer named 'Optimism' will be available to coincide UEFA European Football Championship (aka Euro 2016) and Espirito de Carnaval will be on the bar in time for the Rio Olympics. In addition, Wadworth's core range of beers (including 6X, IPA, Bishop's Tipple, Horizon, Swordfish and Corvus Stout) will be getting a facelift.

"The key activity will be the change in presentation of our pump clips," explains Paul. "We've listened to our customers - and their customers - and created a more vibrant and impactful bar presence aimed at an increased rate of sale. This should be hitting bars in January."

The West Country has always attracted and inspired artists, poets and painters, and that same creativity and craftsmanship can be seen, and tasted, in some of the region's brewers and its beers. In the words of Butcombe Brewery's new brewer, Stuart Howe, "I like to think of the West Country as the Bavaria of the UK with its gentle climate and wonderful countryside. It's a healthy place to live and the natural beauty inspires you to brew naturally great beers."

Sophie Atherton, award winning beer writer and the UK's first female Beer Sommelier, blogs at <http://afemaleview.net>



SIBA Wales & Region Beer Champions 2015

Standard Milds

Cotswold Spring Brewery OSM 3.9%



Complex 7 grain mild. Initially dry with a bitter sweetness. Chocolatey notes and a long finish.

Standard Bitters

The Waen Brewery Lemon Drizzle 3.7%



Citrus and fresh hop flavours with lingering bitterness, and subtle malt balance make for a lovely session beer.

Best Bitters

Kite Brewery Jemima's Pitchfork 4.4%



A pale refreshing crisp beer brewed with citra and eldorado hops giving a brilliant undertone of citrus, pear and melon.

Premium Bitters

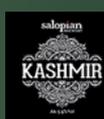
Heavy Industry Brewing Ltd 77 4.9%



A big amber IPA brewed with the finest pale and crystal malts. The flavour of dark Seville marmalade is backed up by a piney, peppery bitterness.

Strong Bitters

Salopian Brewery Kashmir 5.5%



An elegant strong Salopian version of an IPA, citrus, pines and tropical fruit engulf the palate and caress the senses.

Premium Strong Beers

Salopian Brewery Automaton 7.0%



Pine, lime & citrus leap across the palate of this bold IPA, topped with a crisp white head this refreshing golden beer delves into a long clean finish.

Porters, Strong Milds, Old Ales & Stouts

Bespoke Brewing Co Ltd Over a Barrel 5.0%



This strong rich fruity forest ale is richly coloured with generous peppery finish of goldings hops

Speciality Beers

The Celt Experience Brigid Fire 6.3%



A gripping spice backbone held by a piney bitterness. Brewed with oak smoked wheat and borrowed Biere de Garde yeast.



Wadworth - The Year Ahead

Traditionalists

Wadworth has been brewing beer for over 140 years. To some that might make us seem like old fashioned traditionalists. To us, it makes us really good brewers.

Our Victorian brewhouse holds an open copper and hop back as well as a state of the art Steinecker brewing system giving us quality control as well as versatility. Our Beer Kitchen microbrewery allows our skilled brewers to innovate on a regular basis and create new flavours and styles.

“At Wadworth we combine our innovation with our core brands especially 6X, Swordfish, Bishops Tipple, Corvus stout and Horizon”

Some beer drinkers want to seek out the latest flavours, styles and hops. Others want the reassurance that the beer they drink will be excellent quality and value for money and great for enjoying with family and friends. At Wadworth we combine our innovation with our core brands especially 6X, Swordfish, Bishops Tipple, Corvus stout and Horizon which give the drinker the reassurance that the beer they drink will always be good.

A key challenge each year is getting the seasonal offering right and 2016 presents no less a conundrum than previous years.

Dirty Rucker is back by popular demand for the 6 nations and was considerably more successful in its performance than the England team at the world cup.

We are hoping for more sporting success with the Euro2016 championships and are hoping that the country will share a pint of “Optimism” with us.

St George and the Dragon has a new suit of armour to raise a glass to St George’s Day and the essence of Rio for the Olympics is captured in a collaborative brew with a Brazilian brewer in Espirito de Carnaval.

“Our Beer Kitchen microbrewery allows our skilled brewers to innovate on a regular basis and create new flavours and styles”

So if you want hoppy, malty, dark or light, seasonal or all year round the Wadworth range has something for everyone and a reputation for quality and consistency that has stood the test of the discerning beer drinker for over 140 years. We’ll drink to that! Cheers!

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Fine Dining and the Local

Draco Pub Co

Fine food and boutique rooms are all very well, but the appeal of a real pub is as strong as ever. One small but expanding pub company has successfully tapped into the demand for top quality local pubs serving local people with local produce

A newly-qualified OAP will remember quite clearly when the phrase “local brewer” didn’t have the positive connotations it has today. By the 1960s, in far too many cases neither local breweries nor their tied pubs had seen more than a lick of paint since the temperance crisis of half-a-century previously. With a number of notable exceptions their beer was rank and their pubs even more so; and as often as not there was dancing in the street when they were finally taken over by bigger brewers with a few bob to invest.

The gradual disappearance of local breweries across the country between the 1950s and the 1970s caused little mourning in the burgeoning dining-out market, where beer of any sort was almost an afterthought. Remember Berni Inns? What mattered there was British sherry, served from the wood in massive schooners; Mateus rosé, the height of ‘70s sophistication, at the table; and after the Black Forest gâteau, of course, the signature Irish coffee or some even more exotic variant. The beer? It was Watney’s. Further upmarket, in the county town hotels and provincial coaching inns where the middle classes dined out, beer was of even less account.

Since those dark and distant ages beer has become far more prominent, for reasons we are all familiar with, even in pubs that

are essentially middle-market eateries; and regional breweries in particular have been able to satisfy the demand of coaching inns and their customers for easily recognisable, well-crafted, dependable traditional ale brands. But nothing ever stops changing, and that includes the tastes and expectations of diners. They want more than recognisable and dependable nowadays. They want local. So that’s just what the Somerset-based Draco Pub Company is giving them.

“The prominence of traditional handpumps on a traditional bar-counter is a strong signifier that customers are as welcome for a casual pint as they would be for a £45 three-course dinner”

Spotting the Potential

Draco was mainly a property company when in 2011 Punch Taverns put the Swan at Wedmore, a stone-built 18th-century posting house that was semi-derelict but had great potential, up for sale. Buying it seemed a logical next step for the company, particularly as it was already closely associated with Hugh Fearnley-Whittingstall’s flourishing River Cottage media-to-restaurants business empire.

A second opportunity quickly followed when the White Hart at Somerton came up for sale - again, a historic inn with terrific potential; again, in need of a major but sensitive investment. The third property in the chain, opened early in 2015, is Timbrell’s Yard in Bradford-on-Avon, Wiltshire. Built in the late 18th century as a private house, it later became the town’s Conservative Club, then



the HQ of the rowing club, then the Riverside Inn, which was closed for conversion into offices when Draco rescued it.

Beautiful Georgian buildings these three old inns may be, and completely at one with their surroundings; but their brand-new cool contemporary interiors must look, at least to some of the denizens of these very traditional West Country market towns, like something from another planet - and indeed, Draco's own publicity material says the Swan "would not be out of place in Notting Hill", which to some of the people of Wedmore is another planet.

"The customers really appreciate the local tag, too. They identify more and more strongly with local producers - often they know them personally! - and they expect to see local beers and ciders on the bar"

Beer Matters

But, insists Draco MD Rob Greacen, they are pubs - and that means pubs for everybody. They may be food-led, and they may have letting rooms - 32 across the whole group - but they're not restaurants, they're not hotels, they're pubs; and even if wine actually outsells beer, the prominence of traditional handpumps on a traditional bar-counter is a strong signifier that customers are as welcome for a casual pint as they would be for a £45 three-course dinner.

"We are not all that high-end," Rob insists. "Like most pubs we get different types of customer at different times of day including local people who want a drink but not necessarily a restaurant meal; so to keep the business rolling throughout the day we have to be as broad a church as possible. The emphasis is on quality but we need to be inclusive and appeal to a wide audience."

Not that Draco goes overboard with its beer. Each pub has only four handpumps which by some standards might seem positively miserly. But, says Rob: "The decider when it comes to getting the right number of pumps is speed of throughput, and as it turns out four is just right for us."

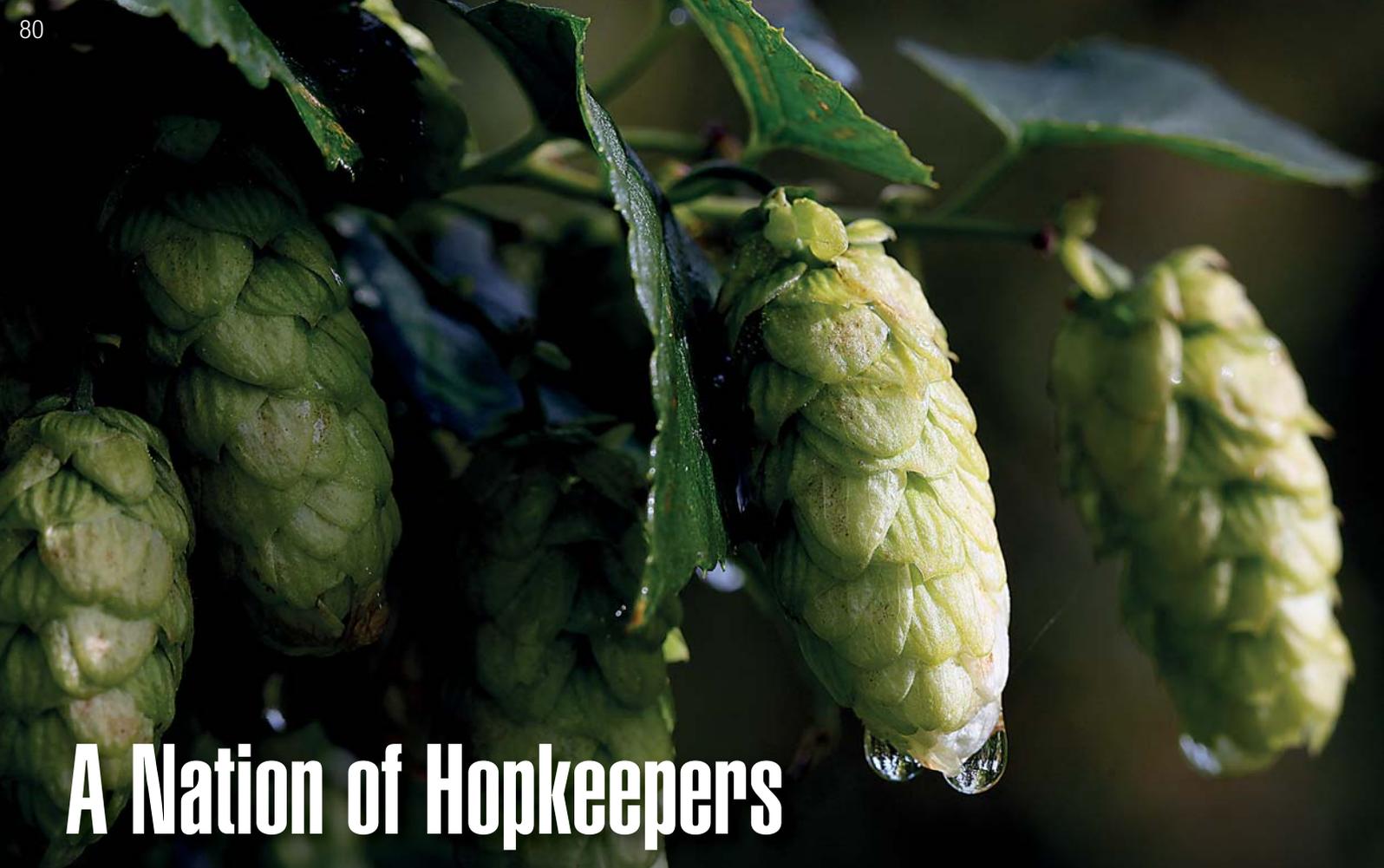
But it's not just the number of handpumps that matters; it's what's on them. The River Cottage ethos of local, traceable produce is very strong in the kitchens at Draco, whose food operation is headed by ex-River Cottage chef Tom Blake. The ethos has spread to the bars, where local breweries are the mainstays alongside local ciders such as Orchard Pig, Luscombe, Devon Orchard and Norcott.

"Our approach is the same as River Cottage's, and we've built up very close relationships with local growers and farmers," says Rob. "The customers really appreciate the local tag, too. They identify more and more strongly with local producers - often they know them personally! - and they expect to see local beers and ciders on the bar. Bath Ales in particular have built up a strong following in the area where we operate."

"Luckily," says Rob, "the breweries around here are very professional and produce beers that are not only interesting but top quality too."

This commitment to quality, with an emphasis on local produce and looking after the locals has clearly paid off for Draco.

Having recently secured further investment to the tune of £4million, these three fine inns are just the beginning for a company with ambitious expansion plans: as we went to press Rob confirmed the purchase of the iconic Kings Arms Hotel, Dorchester, a local landmark and historical gem that the company will completely overhaul and reopen in 2017



A Nation of Hopkeepers

Great British Beer

A national newspaper article late last year quoted a British brewer denouncing our native hop varieties as 'dull', 'boring' and tasting of 'earth and twigs'. Nothing could be further from the truth, argues Sophie Atherton

For proof, just look at the breweries, old and new, that are using traditional British varieties to great effect and seeing them as a selling point marking them out as different from all the brewers who appear bewitched by zesty, tropical fruit-flavoured imported hops.

A great example of a craft brewer flying the British hops flag is Kew Brewery - look out for their Botanic amber ale (3.9%) and Pagoda No. 1 pale ale (4.5%) made with British hops as are almost all their beers.

Another is The Cheshire Brewhouse headed up by brewer Shane Swindells.

"New World hops have their place and make some amazing beers, but they just don't cut it for me in English session beers and can be too in your face," he says.

"British hops are subtle but complex and can give a very wide range of flavours and aromas including fruity, citrusy, floral, grassy and even chocolate. Used in the correct quantities they balance the array of flavours we get from the fantastic British pale and speciality malts we use."

British hopped beers from The Cheshire Brewhouse include the highly hopped Govinda IPA (6.8%) - with 'masses of citrus' provided by East Kent Goldings - and Cheshire Gap (3.8%) a pale ale hopped

with Boadicea and East Kent Goldings which Shane says is popular with locally-based TV Chefs who serve it in their restaurants.

There's also Surrey's Hogs Back Brewery which this year harvested enough hops from its own 3.5 acre hop garden (the biggest owned by a UK brewery) for 25% of their beer output.

A Hop Renaissance

Brewers are not only championing traditional varieties, we're also seeing a British hop renaissance. New and rediscovered varieties of hops are becoming commercially available partly in response to brewers' excitement at being able to work with interesting homegrown flavours. Types of hop historically rejected as having flavours that were too strong are now in demand from brewers and drinkers alike. Take the variety known as OZ97a - one of the last bred by the late Professor Salmon - an internationally renowned hop developer. Test brews demonstrated its modern potential as drinkers mistook it for a big-flavour American variety and it's now beginning to be grown in larger quantities.

"British hops are subtle but complex and can give a very wide range of flavours and aromas including fruity, citrusy, floral, grassy and even chocolate"

One of the first to brew with the new crop will be Sean Ayling of the Pig & Porter in Tunbridge Wells, who was one of three brewers involved in initial trials.

"It's a really fabulous hop!" he says, "Three years is a long time in craft drinkers' terms, and you'd be forgiven for thinking things had

moved on, but if it tastes like it did in 2012 I think you're going to be pleasantly surprised."

Another British hop boasting US flavours is Bullion. Historically it was mainly used by Guinness, but crops were pulled in the 1960s as brewers complained its flavour was too strong. Appealing far more to 21st century tastes, the variety is being grown commercially once more by Hukins Hops near Tenterden, Kent.

A Glorious Past

The history surrounding hops is another talking point among beer drinkers. One hoppy conversation starter is the 150th anniversary of hop merchant Charles Faram & Co which was celebrated last year.

Founded in 1865 by Charles Shacklock Faram - who was appropriately born in a north London pub - shortly before the UK's hop heyday, some 72,000 acres were grown in the 1870s compared with around 2,500 acres today. The smaller acreage doesn't mean a smaller business for the company which now has offices in the US and Canada, as well as near Worcester where it all began.

MD Paul Corbett has his finger on the pulse of the hop industry and says that the affects of drought on the US harvest have turned out not quite as bad as was feared.

"So new British hops are not just exciting but essential, making Charles Faram's Hop Development programme all the more important"

"The main issue has been the lack of winter rain and mountain snow because that's where all the irrigation comes from," he explains. "The other problem was during a sustained hot period in the summer with temperatures higher than 100°F, but although some growers had problems, overall we think it's been a good average crop."

It's not all positive news though. The return of El Niño threatens problems for next year's US crops while hops in Germany and Eastern Europe have also been hit by very hot weather with significant shortages predicted.

"We're still very worried about the amount of available hops from Europe and of course if there are shortages from there it will mop up surpluses from other places - so it's potentially a shortage of the world crop."

So new British hops are not just exciting but essential, making Charles Faram's Hop Development programme all the more important. It's already given brewers two bigger flavoured varieties - Jester and Olicana, as well as more traditionally British-tasting new hops such as Minstrel and Archer. Four further new varieties are also currently being trialled.

Although hops can't rely on the weather one thing is certain - drinkers won't get bored with them anytime soon. The next big thing in hops? A UK-grown version of US variety Chinook, predicted to have big flavours and aroma like its American cousin. Look out for it in a beer near you soon.

Know Your Hops

Hops are associated with bitterness but there's more to them than that. Bittering hops are added early in the boiling stage of brewing (which comes after soaking malted barley to obtain the sugary water - wort - which is the base of beer). Hops added later in the brew or toward the end give more subtle flavours and/or aromas. When hops are added during or after fermentation it is called dry-hopping - this can add to both flavour and aroma to the beer and is a popular craft brewing technique.

Five Hops to look out for...

East Kent Goldings: Hugely popular British hop known to brewers as EKG. It can bring flavours of lemon and lime or orange marmalade depending on how it's used. The most popular hop in Kent Green Hop Beers from a variety of brewers.

Challenger: A spicy British variety said to have flavour and aroma of cedar or green tea. It provides traditional earthy-peppery British bitterness in Coniston Brewery's Bluebird Bitter - where it also conjures up an orange marmalade aftertaste.

Chinook: One of the most popular US varieties it has grapefruit, pine and citrus flavours and aromas. Find it in IPAs from the Kernel Brewery and St Austell's Proper Job.

Sybillia: A Polish variety said to taste and smell of lemon, pine or to be floral in character. It brings a clean, subtly flavoured bitterness to Moor Beer's Stout and allows malt flavours to shine but without denying the hop's power.

Mosaic: A US hop, daughter of Simcoe, it's only been available for about three years but is already widely used. It's said to taste of tropical fruit and blueberries - and certainly brings a pleasantly fuzzy, fruit salad character to beer. Look out for it in Adnams Jack Brand Mosaic Pale Ale.





The Magic of Malt

Great British Beer

If you ask people the main ingredient of wine, the national drink of France, 99% will no doubt correctly answer grapes. Yet if you ask them to name the main ingredient of beer and whisky, the national drinks of Britain, you'll be lucky if 15% get it right.

The answer of course is malt.

Delve a little further to ask what malt is, and even fewer folk will offer a plausible definition. Even among people working in pubs and serving beer

"Britain is the 3rd largest malt producing nation in the world," says Euan Macpherson, managing director, Crisp Malting Group. "Given the size of our country versus the size of other malt-producing countries, that's an impressive feat.

"Our malting industry is well developed because British farmers grow what is almost certainly the best malting barley, and we have a history of malting that goes back centuries - if not millennia. Plus we have a great beer industry with excellent brewers driving demand for quality malt."

So, what is Malt?

Malt is **not**, as commonly supposed, a variety of grain.

Simply put, it's grain that has been malted. It's cereal grain, usually barley, that's been through a three-step process: steeping, germinating and kilning.

"British farmers grow what is almost certainly the best malting barley, and we have a history of malting that goes back centuries - if not millennia"

The grain is steeped in water, encouraged to germinate and grow rootlets, then the sprouted grain is dried by warm air in a kiln. The flavour and colour of the malt varies according to the temperature of the kiln and length of time the grain spends in the heat. It ranges from so pale that it's barely discernible from raw barley to so dark that it's black.

This ancient, traditional and natural process changes the character of raw grains, adding taste and colour and turning the starches into fermentable sugars - essential for brewing and distilling.

Raw Materials

Maltsters buy nearly 2 million tonnes of prime malting barley plus small quantities of other grains from the country's cereal farmers every year. This produces around 1.6 million tonnes of top quality malt which is destined for brewing, distilling, food and export.

Role and Types of Malt in Beer

"Contrary to the belief of many people," says Euan, "the main ingredient of beer is not hops. It is malt. Malt provides the fermentable sugars that are turned into alcohol and carbon dioxide during the brewing process. And the kind of malt - or combination of malts - used by brewers profoundly influences the character, colour, flavour and aroma of the beer."

"The skill of the maltster remains as important now as it ever has been. The quality and variety of malt being produced is better now than ever before"

"The choice for brewers is extensive: malted barley, wheat, oats or rye; pale, crystal, chocolate, dark, black, roasted, peated, lager malts, ale malts. The world's their oyster. Each malt-type has its own special features; each one delivers particular characteristics to the brew."

- ▶ **Malted barley** provides maltose, a highly fermentable sugar, which gives beer the traditional malty sweetness, in addition to alcohol.
- ▶ **Crystal malts** give colour and sweetness.
- ▶ **Clear Choice Malt** improves shelf life and helps eliminate haze.
- ▶ **Roasted malts** contribute dry toasty notes and sharp bitter flavours.
- ▶ **Malted oats and rye** provide creamy smoothness or spicy notes.
- ▶ **Malted wheat** improves mouthfeel and, like **dextrin malt**, can increase body and aid head retention.
- ▶ **The array of malts** provides the brewer's palette: an opportunity for numerous different combinations and wonderfully divergent brews.

"The main ingredient of beer is not hops. It is malt. Malt provides the fermentable sugars that are turned into alcohol and carbon dioxide during the brewing process"

Between them, Britain's 1,700 breweries buy around 550,000 tonnes of malt from the maltsters. With this they produce a mouth-watering 7.9 billion pints of beer - of different styles, colours, flavour and strengths.

"This reflects increasingly adventurous palates and growing interest in wholesome ingredients and artisan food and drink," says Euan. "It

indicates a search for real flavour and character. Malt plays a crucial role in delivering this - as well as in providing the body of the beer."

Malting Methods

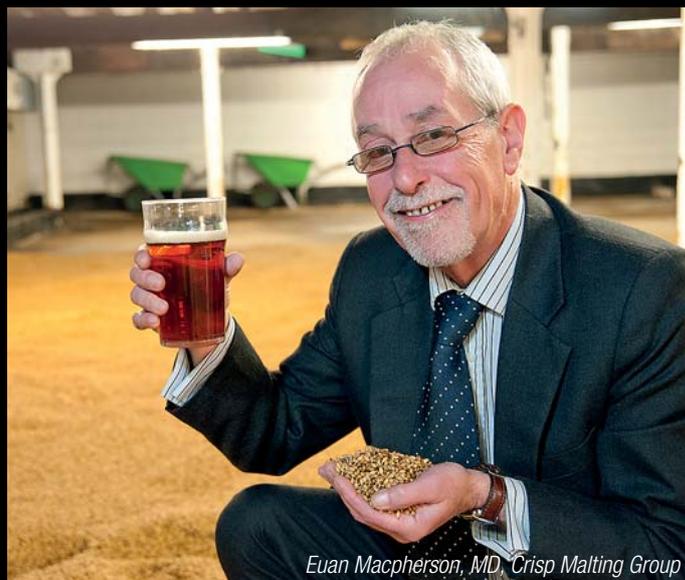
All British malt is made using the ancient 3 step process. It's the scale rather than the process that has changed - and the skill of the maltster remains as important now as it ever has been. The quality and variety of malt being produced is better now than ever before.

There are still a handful of traditional floor maltings where sprouting grain is turned by hand. Crisp Malting Group is home to one of these. Some brewers regularly make the pilgrimage to the maltings to take a turn in hand-raking their own grain (usually Maris Otter) as it germinates in the time-honoured way.

Profile of Malt

This year's 50th anniversary of the Maris Otter barley variety has helped put the spotlight on malt. "But lots more can be done to raise awareness," says Euan. "Without malt, no beer. Without beer, no pubs.

"Malt may not have a high profile, but it plays a central role in the socio-economic life of Britain. Meet you at the pub to raise a glass to that!"



Euan Macpherson, MD, Crisp Malting Group





Maris Otter Malt is known by brewers for its consistently excellent performance in the mash tun, and for the depth of flavour of the resulting beers. Many claim the beers are unmatched by those made with other malts – and from the number of championships and awards won by beers made with this long-lasting variety, it appears there may be some truth in this...

History

Maris Otter is a specialist barley variety which reached its 50th anniversary in 2015.

A low-nitrogen winter barley sown in autumn, Maris Otter was cross-bred from the Proctor and Pioneer varieties in 1965 by the Plant Breeding Institute in Cambridge. Its popularity grew quickly and it dominated the market throughout the 1970s.

However, by the late 80s it had fallen out of favour with many of the larger breweries – and was taken off the NIAB (National Institute of Agricultural Botany) recommended list in 1989. Despite the snub and the fall in volumes, a number of brewers remained loyal to the breed.

This commitment from a small group of brewers encouraged grain merchants **H Banham** and **Robin Appel** in their quest to save the variety. Between them, in 1992, the merchants bought the rights to it, cleaned it up, rebuilt its reputation – and they are still the sole owners.

The Secret Plot

That Maris Otter continues to produce fantastic malt is no accident. Grain merchants H Banham use a secret field in the wilds of North Norfolk to maintain the integrity of the variety. This “mother field” undergoes extensive checks on a regular basis to ensure the grain stays pure.

“We regularly take a 30m² patch of our special mother field and go through it manually, checking each and every ear of barley,” says H Banham director Tom Rivett. “Anything that isn’t a perfect specimen of Maris Otter is discarded. The remaining flawless grain from that patch is harvested separately and used to reseed the mother field. The mother field then supplies the top-quality seed to farmers.

“It’s a big responsibility, but as custodians of the variety, we’re utterly committed to ensuring its integrity. The cultivation procedures and all the checks we undertake are extremely rigorous. Each year’s crops are measured against control samples to see that they remain true-to-type over the generations.”

Award Winning Variety

Ten of the most recent fifteen Champion Beers of Britain having been brewed using Maris Otter malt, as have countless other regional and national award-winners. Given that Maris Otter makes up less than 6% of the brewing malt market in the UK, this success is all the more remarkable.

Exploit the 50th Anniversary in 2016!

A Maris Otter 50th anniversary festival was organised by H Banham and the Norfolk Brewhouse to celebrate the grain variety’s half century. 50 fantastic new beers were brewed specially for the occasion, each from a different brewer and different county or country.

Robin Appel also organised a number of events to celebrate the great grain variety.

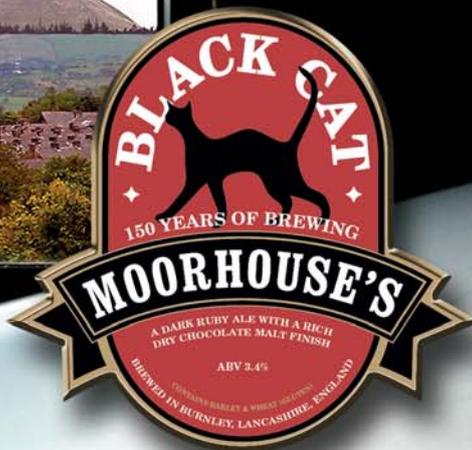
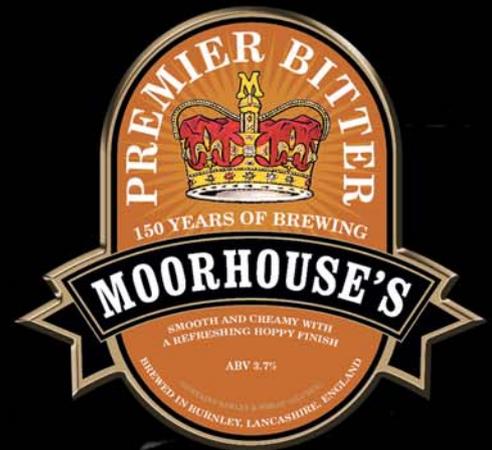
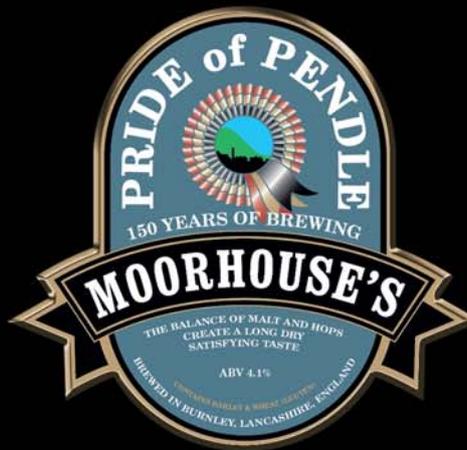
Celebrations are far from over however. Beers brewed with Maris Otter in 2016 will be using grain from the 50th harvest. This gives breweries and pubs the opportunity to build a narrative around malt in general, and the story of a very special variety of malt in particular.

In 2015 Robin Appel and Tony Banham were awarded Lifetime Achievement Award from the All Party Parliamentary Beer Group for their roles in the rescue and revival of Maris Otter



Mark Banham with David Holliday

And Now We Are Six



By popular demand we have added White Witch (3.9%abv) to our spellbinding core beer list, giving publicans even more Moorhouse's magic on the bar.

Originally a seasonal ale, this moderate strength blonde beer was never allowed to disappear - and has become our fastest growing brand.

We deliver top quality award winning ales with first class service, customer support and that crucial security of supply. What's more, we have stirred the cauldron to offer innovative seasonal ales every month; so you can ring the guest beer changes with just one order.

The Perfect Spell

The Brewery, Moorhouse Street, Accrington Road, Burnley, Lancashire, BB11 5EN
www.moorhouses.co.uk email:info@moorhouses.co.uk





Investment In New Brews, New Staff And New Branding At Moorhouse's

Moorhouse's Brewery The Pendle Witches brewer reveals spell-binding ales for 2016

Internationally acclaimed Moorhouse's has unveiled a raft of innovative seasonal brews for 2016.

The leading Lancashire brewer's talented team have investigated often little seen malts and hops to support publicans with a creative but dependable – and still sessionable – guest range alongside the six core ales, now including **White Witch (3.9%)** which proved so popular as a seasonal it has joined the regular portfolio.

The 2016 roll out launches in February with **Bohemia Dark (4.8%)** using four malts, including Bohemian pilsner, for 'depth and toasted complexity' together with Fusion and Styrian Cardinal hops to deliver 'gooseberry and spice on the nose'.

March sees the return of **Eldorado (4.4%)** taking its name from the US hop for rich full flavoured golden ale. In April golden wheat beer **White Mist (4.2%)** sweeps in while for May the always popular fruity **Pure Witch (4%)** appears.

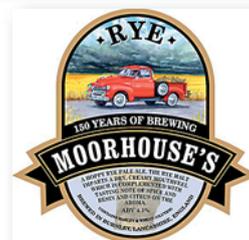
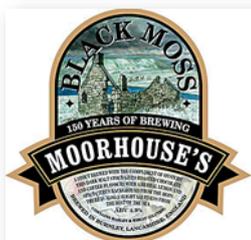
Summer is welcomed in June with two new brews: **Ninety (3.9%)** celebrating the Queen's 90th birthday and **Pitchcraft (4%)** to mark the month long UEFA Euro 2016 tournament. Both beers are golden ales brewed with Australian hop Summer and late hopped with New Zealand Nelson Sauvin for gooseberry and grapefruit notes but at different strengths.

July hails **Rye (4.1%)** – hoppy pale ale with rye malt for a creamy mouth-feel. August has **Rio (3.9%)** – golden ale with pine and floral aromas and fruity mouth-feel with a touch of spice from the Styrian Goldings and late addition of US Mount Hood hops. For September **East Lancs Steam (5%)** rolls in based on the Californian steam beer style and showcasing the Northern Brewer hop which adds a spicy herb aroma.

“Managing director David Grant said: “Our 150th anniversary was a real milestone, but certainly not a year to rest on our laurels.”

Autumn brings the rich, dark **Black Panther (4.8%)** as a Halloween special in addition to October's five strong selection of themed blended ales for the 'witching' season. **Black Moss Oyster Stout (4.9%)** follows to tackle the November chill as dark stout with roasted chocolate and coffee flavours and slight 'sea saltiness'. **Ice Witch (4.3%)** – light, golden, ale showcasing Citra hops with mango and pineapple notes – rounds off the year to deliver premium easy drinking ale for the festive season.

The programme runs alongside the successful Cask Ale Club which each month offers six guest beers from throughout the UK – meaning up to 18 different ales can be delivered on one order. It further bolsters marketing initiatives launched in 2015 during Moorhouse's milestone 150th anniversary year to ensure a sustainable future.



Consumer friendly

New branding, sales recruitment and engagement with consumer driven social media – including an ‘Unmistakably Moorhouse’s’ YouTube videos on quality, heritage and brand loyalty - were at the heart of a strategy to further build sales as turnover topped £6m.

In a bold marketing move for the anniversary, ‘consumer friendly’ branding was rolled out to give the brewery name prominence on the pumpclips and replace brewing medal images with taste profiles. The colourful clips now help adventurous cask-ale drinkers choose their tittle while strongly re-enforcing the Moorhouse’s brand. Permanent stockists were issued with sturdy brass clips featuring a magnetised inner section, easily changed without removing the clip from the pump.

Meanwhile the sales team was strengthened to ensure a top class personal service from ‘the North West’s newest regional brewer’. Experienced licensee Hamish Boyle was brought in to handle the Yorkshire Pennines and Dales while Rhys Foster took on the Lakes & Fylde and Dan Yates joined as support sales executive across the field sales team. Hamish is the ex-licensee of York’s famous Ship Inn by the River Ouse while Rhys previously held supervisory posts in the Preston hospitality industry. Dan was formerly general manager at the Shoulder of Mutton at Holcombe, Ramsbottom, Greater Manchester.

New telesales staff Karen Howarth and Antonia Price boosted regular contact with customers. Additionally, investment was made in distribution with a new dray vehicle to deal with smaller deliveries in Lancashire while successful Moorhouse’s Showcase events were held with publicans in the Enterprise and Punch pub companies to strengthen growing links with the national chains.

Key changes

In September the celebrated Burnley brewer – honoured with the Long Standing Contribution Award at the town’s 2015 business awards - raised a toast to ‘the king of brewing barleys’ with the

release of *First Cut* (4.2%). It marked the successful revival of the legendary barley in the North West through an agreement with farmers around St Helens and Preston to secure crucial sustainable supplies - a central plank of a ‘growth through quality and provenance’ strategy.

Managing director David Grant said: “Our 150th anniversary was a real milestone, but certainly not a year to rest on our laurels. We saw a number of key changes to enhance our customer service and lay the foundation to move forward.

“We rebranded with distinctive and consumer friendly pump clips. Although we are very proud of our many awards, the rebranding has replaced them on the clips with prominent taste notes. This will help both busy staff and their customers.

“We created fantastic new beers to give an even better choice in 2016. Crucially, we invested in experienced new people who will relish the challenges we face in today’s market and offer greatly enhanced support to help publicans.

“More than 20 pubs are still closing every week and people’s habits are changing. We must adapt. The pubs with the best products and services are the ones that will succeed.

“This year’s Cask Ale report once again points to cask as a sales driver and we want our customers to maximise this potential. As a substantial cask ale brewery we can help publicans to do this. Our commitment to a sustainable supply of barley from North West farmers underscores our huge confidence in cask. And we have extended our range with White Witch as permanent ale.

“Nevertheless, in our new YouTube video the message warns of the danger in changing beers too often. Research shows 76 per cent of cask ale drinkers don’t want to see beers change as often as the licensee may think. They prefer to see a familiar, quality and consistent beer they like on a return pub visit. Our offer means publicans can have top quality regular ales and variety of specials all in one order and backed with first class service.”

I LIKE A HIGH ABV BEER
WITH LOW IBUS AND A SMOOTH
MOUTHFEEL, PREFERABLY
DRY-HOPPED...

OH... I JUST
LIKE MY BEER
COLD AND
REFRESHING



Fear the Beer Elitism

Beer Trends

Annabel Smith warns that the elitism of a minority of beer aficionados could risk alienating normal beer lovers that just want to enjoy a drink

Over the past ten years we've seen a rapid growth in the number of cask breweries in the UK, and a massive rise in the number of beer brands and styles becoming available in pubs and the off trade. The headlines reflect our nation's burgeoning love affair with the beer category: More pubs stocking cask ale than ever before; the meteoric rise of the craft beer sector (listed on the Office of National Statistics index for the first time in 2015); cask achieving nearly 17% of all on trade beer sales. This is great news for the seasoned beer drinker.

But with more competition than ever before, is it sustainable, and what are the threats?

Back to Basics

Let's go back a step: why do we drink beer? We like the taste, we want to wind down and relax after a hard day's work, we want to be sociable and 'join in the round', a need to quench our thirst, and truth be told, for some, to become intoxicated. It serves a purpose to suit a variety of needs.

For most beer drinkers, their first experience of beer is a big brand. A brand they recognise and have heard about, either from advertising or from peers. The beer might not be packed full of flavour, but they dip their toe in the water and start their beer journey with something they feel confident and comfortable with. My first ever beer was a big brand lager, and I liked it because it was fizzy, fresh, cold and thirst quenching. As time went by, I started trying beers with more intense flavours, more unusual flavours, beers from all corners of the world. Much of this was based on experimentation, and recommendation from bartenders or fellow beer drinkers.

"More pubs stocking cask ale than ever before; the meteoric rise of the craft beer sector; cask achieving nearly 17% of all on trade beer sales"

Most people who say they don't like beer say that it's because their first experience of beer was poor. Either the quality of the product was sub standard, or they tried a beer which was too extreme in flavour, too bitter, too intense.

Once they've had either of these experiences, it's very difficult to get them to re-think beer as a drink of choice. It becomes harder

still if they are faced with an overwhelming unfamiliar range on a bar. And it becomes almost impossible if they experience beer ‘snobbery’ from a beer drinker or bartender.

This is a serious threat to novice beer drinkers who feel intimidated by this elitism.

“It’s irrational, it’s misguided – and it’s also a dangerous trend which may damage the beer industry in the long run”

Beer Snobbery

So who are these beer snobs? They are the people who know everything about every beer and supposedly set trends; the bartender who sneers at customers who want a session lager instead of a saison; the media articles which declare whether a beer is fashionable or not - often based on how trendy the brewery is, how niche the brand is, how limited the availability of the beer is, and not necessarily how brilliant the flavour is.

I first observed this sense of superiority in the cask ale world.

“For most beer drinkers, their first experience of beer is a big brand. A brand they recognise and have heard about, either from advertising or from peers”

Cask ale has enjoyed unprecedented growth in pubs over the past ten years – the only drinks category which has displayed such growth. As the number of breweries and brands increased, I watched seasoned beer drinkers look at the pump clips of well known brands and dismiss them outright, because of who they are brewed by.

There is an automatic assumption by this small group of ‘experts’ that anything from a familiar nationally distributed brewery is bland and inferior, yet the local micro brewer produces a far superior product. Big is bad.

This has extended even further into the world of craft beer. It’s irrational, it’s misguided – and it’s also a dangerous trend which may damage the beer industry in the long run.

“Without these large regional brewers, the public may not have embraced cask ale so fondly over the past few years, and pubs would not have been able to start stocking cask”

Of course there are mainstream beer brands because these breweries provide the equipment in the cellar, the hand pulls on the bar, the drip mats on the tables and training in many pubs. Without these large regional brewers, the public may not have embraced cask ale so fondly over the past few years, and pubs would not have been able to start stocking cask.

And of course there is still a great demand for the big cask ale brands as well as the lesser known micro ales.

The Importance of Training

So how do we address this threat?

Training staff in beer led bars can go a long way to encouraging new drinkers. If bar staff are knowledgeable and understand the flavour profile of beers, they can recommend a beer based on what a guest would normally drink, rather than whatever beer is bang on trend that week.

Offering a taster sample of a beer is a tried and trusted technique to encourage trial.

But most of all, we need to rid the beer industry of the emerging sense of superiority of a small group of beer snobs. Beer is meant to be inclusive, not exclusive.



Annabel Smith is a Beer Sommelier and founder of BeerBelle, a company specialising in beer training, events, and education.



Crafty Yorkshire Brewers

Great British Beer

Local lad, Leigh Linley, award winning author of Great Yorkshire Beer, believes there's never been a better time to be an ale drinker

Change is sweeping across the beer landscape, from the advent of canning and the general acceptance of kegged beer, to the ascendance of the independent beer festival and micropubs. Yorkshire's no exception, with many of our brewers evolving, too - from the smaller, unmistakably craft brewers to the larger, famously traditional players.

Either you evolve or you risk being left behind in beer these days.

"Either you evolve or you risk being left behind in beer these days"

T&R Theakston

At Theakston's, evolution came in the shape of Mark Slater, whose brewing pedigree includes running his own US micro-brewery and heading up St Peter's in Suffolk. Shortly after his arrival they dipped their toe into the kegged market by brewing Peculier IPA.

Generously hopped with fragrant Simcoe, Cluster and Bullion hops, Peculier IPA takes that familiar, legendary moniker and pulls it firmly into the modern beer landscape.

Hopefully we'll see more of that to come from Masham's famous brewer; last year saw a kegged stout being brewed, and if there's one style that sings on keg, it's stout.

"Generously hopped with fragrant Simcoe, Cluster and Bullion hops, Peculier IPA takes that familiar, legendary moniker and pulls it firmly into the modern beer landscape"

Black Sheep

On the other side of the village, Black Sheep are building on their new-found spirit of exploration with the release of the 'Crafted' bottle range: Pathmaker (5.6% abv Pale Ale), Glug M'Glug (6.2% Dark IPA) and Moose Jaw (5.2% Bavarian - style wheat beer). Sporting typically quirky hand-drawn artwork and bold flavour, I'm sure that this American - inspired trio will win Black Sheep some new fans in the upcoming year.

Black Sheep have also utilised their new pilot plant to good effect, too - experimenting with styles such as Ruby Bitter, IPA and Light ale in their 'Small Batch' series, not to mention the ongoing My Generation Beer Co project that Jo Theakston is involved in, bringing music and beer a little closer together. Make no mistake - Black Sheep are quietly evolving into the traditional brewer with 'something for everyone'.

WELCOME TO THE FLOCK



BLACK SHEEP

BORN AND BRED IN
MASHAM, YORKSHIRE

BEST BITTER

Alc. 3.8% Vol.

~ est. 1992 ~



BLACK SHEEP

BORN AND BRED IN
MASHAM, YORKSHIRE

SPECIAL ALE

Alc. 4.4% Vol.

~ est. 1992 ~

BORN & BRED IN MASHAM, YORKSHIRE



GOLDEN SHEEP

Alc. 3.9% Vol.

BLACK SHEEP
BREWERY

~ est. 1992 ~

BLACK



Riggwelter
Strong Yorkshire Ale

SHEEP

A.B.V. 5.9%

True to its name, Black Sheep stands out from the crowd. From the beginning, we invested in traditional brewing equipment and only the very best raw materials to ensure we could create something truly special



**BORN & BRED
IN MASHAM,
YORKSHIRE**

blacksheepbrewery.co.uk

FOLLOW US





Timothy Taylor

Changes are afoot at Timothy Taylor, too. Head brewer Peter Eells has handed the brewing reins (or should that be mash paddle?) over to Andrew Leman in preparation for his retirement. Leman has been a senior part of the brewing team at the Keighley brewer since 1987 so it's fair to say that those iconic pints of Landlord, Ram Tam and Golden Best are in safe hands!

“Change is sweeping across the beer landscape, from the advent of canning and the general acceptance of kegged beer, to the ascendance of the independent beer festival and micropubs”

Rooster's

Rooster's capped off 2015 with the cementing of their canned beers as being the best in Yorkshire. The freshly - canned format perfectly fits Rooster's trademark style; hugely fragrant, balanced pale ales and IPA's. I predict that the Knaresbrough-based brewer will only go from strength to strength in 2016 - and that's good news for Rooster's acolytes up and down the country. They have increased capacity recently and are one of the few brewers in the region who can on their own equipment rather than outsource, giving the drinker a guarantee of freshness and flavour that's hard to duplicate.

Ilkley

Another well-known Yorkshire fixture set for expansion is Ilkley Brewery. Now under the guidance and expertise of former employee Luke Raven, Ilkley's production will increase and that can lead to only more styles being brewed by Christa Sandquist and her rapidly-growing brewing team.

Magic Rock

Magic Rock (who need no introduction) expanded in a slightly different direction with their new Brewhouse and Taproom already a staple in Yorkshire's vibrant beer scene just a few months after opening. Now, as well the perfect location to enjoy modern classics such as High Wire and Cannonball, we can expect to see freshly canned beers hitting the shelves. More Magic? Yes please!

Northern Monk

Speaking of taprooms, Leeds' Northern Monk are already growing their brewing team to keep up with demand for their beer, which remains popular all over the UK. With their modern, industrially-designed taproom proving to be the perfect base, Russell Bissett and brewer Brian Dickson can look to the future with optimism. It's going to be a big year for the monks and their beery wares.

Ossett

One brewery that's finding success on multiple fronts is Ossett. They've opened two new venues in Leeds alone in the last 6

months in Candlebar and Archie's and complemented their reputation as a brewer of tasty, classic beers such as Yorkshire Blond and Silver King, and as an operator with an excellent portfolio of pubs and bars to enjoy them, no matter what your taste in beer or surroundings.

"Whether it's opening taprooms, expanding production or portfolios, Yorkshire isn't getting left behind by any means. In fact, we're setting the pace in a number of areas"

Rat

Rat Brewery - owned by Ossett - is also going from strength to strength, pushing the more extreme styles of beer into the hands of thirsty beeronauts up and down the North, as well as constantly collaborating with fellow Yorkshire brewers. Rat's beers are a moveable feast of flavour; endlessly inventive and interesting.

Acorn

Barnsley's Acorn Brewery have relaunched their well-known range with a smart rebrand. Now beers such as the award-winning Barnsley Bitter and Gorlovka Imperial Stout look smart in their chalkboard-influenced labels and clips, and the look has been received incredibly well in South Yorkshire and beyond.

Elland

Elland Brewery have also rebranded to a smarter, sleeker look that capitalises well on 1872 Porter's recent (and now seemingly annual) win of the Champion Beer of Britain award. People just can't get enough of that classic Yorkshire porter!

"Breweries in Yorkshire are shipping beer not just across the UK but abroad, too - so wherever you are, chances are you can treat your customers to a pint of modern Yorkshire beer"

Summer Wine

Summer Wine Brewery's balanced, flavourful new additions of Sucker Punch Pale Ale, Pacer Session IPA and Bohemia Pilsner are creating converts to their powerfully hopped style, and neighbours Vocation Brewery are certainly on the 'ones to watch' list with a small-but-perfectly-formed range of casked, kegged and canned beers; fresh-tasting, fruity pales ales in varying strengths, backed up with eye-catching branding.

Whether it's opening taprooms, expanding production or portfolios, Yorkshire isn't getting left behind by any means. In fact, we're setting the pace in a number of areas. Breweries in Yorkshire are shipping beer not just across the UK but abroad, too - so wherever you are, chances are you can treat your customers to a pint of modern Yorkshire beer.

Leigh Linley is the author of the award-winning Great Yorkshire Beer; he blogs at TheGoodStuff and tweets @LeighGoodStuff

SIBA North East Region Champions 2015

Standard Milds

Rudgate Brewery Ruby Mild 4.4%



A mild ale with a sweet, slightly smoky aroma of strawberries and a soft, rich, complex flavour.

Standard Bitters

Settle Brewing Co Nine Standards No4 Amber Ale 3.7%



A dark amber ale with rich hoppy flavour with hints of citrus and a spicy nose.

Best Bitters

Vocation Brewery Ltd Heart & Soul 4.4 %



A full bodied and fruity beer, with notes of passion fruit, grapefruit, gooseberry, pineapple & mango

Premium Bitters

York Brewery Otherside IPA 4.5%



Expect a host of tropical fruit notes against a background of citrus and pine from dry hopping with Motueka.

Strong Bitters

Mordue Brewery IPA 5.1%



India Pale Ale (I.P.A.) is brewed with Horizon hops from the U.S.A. giving the beer a dry bitterness, that is reminiscent of a traditional IPA of yesteryear.

Premium Strong Beers

Elland Brewery 1872 Porter 6.5%



Packed with a choice selection of some of the world's most remarkable hops, refreshingly bitter, full of citrus and tropical fruit aroma.

Porters, Strong Milds, Old Ales & Stouts

Small World Beers Ltd Thunderbridge Stout 5.2%



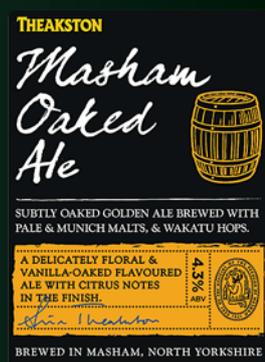
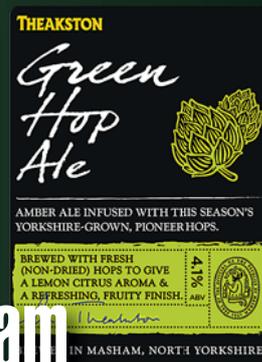
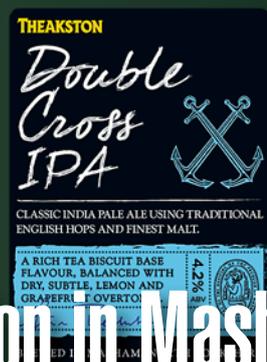
An award winning traditional dry stout brewed with Roasted Barley and balanced with Chocolate malt for slight sweetness.

Speciality Beers

Saltire Brewery Triple Chocoholic 4.8%



Chocolate malts, cocoa, chocolate essence combines to provide a strong chocolate bouquet and a rich chocolate flavour.



Innovation Meets Tradition in Masham

T&R Theakston

The rate of innovation in the UK beer market is matched only by the welter of new product development at Theakston's of Masham. 2016 promises to see no let-up in the drive to develop new styles, formats and packaging of Theakston beers for the ever-curious craft ale consumer both in the UK and increasingly overseas.

Theakston's are one of the most highly respected brewers in the country having been at the forefront of the cask ale revival, carrying on a proud brewing tradition of over 189 years. Having no tied estate to rely on, Theakston's have spent almost two centuries developing and brewing beers of the finest quality to slake the thirsts of discerning drinkers. It is the obsession for finest quality brewing that has made Theakston's a household name among consumers in pubs and clubs all over the country; a truly national icon.

As Executive Director Simon Theakston said, "Innovation is the life blood of any organisation and in this regard we have been extremely busy in the last twelve months. We have brought to the market two new craft keg ales, Peculier IPA and Barista Stout, both of which are flourishing particularly in specialist craft ale outlets. We have developed a specialist craft 330ml bottled ale, Distiller's Cask which blends the characteristics of Speyside malt whisky with a fabulous 6.5% ABV beer brewed in our old Victorian brewhouse. We have also launched two new craft cask ales, Green Hop Ale using hops freshly picked from the year's hop harvest and Masham Oaked ale, a beautiful beer infused with oak character reflecting our proud tradition of being the only brewery in the country to employ a full-time craft cooper and there are plans for plenty more new

products in the pipeline. Nearly half our current portfolio of brands did not exist ten years ago. We are living in truly exciting times."

A Tradition of Craft Brewing

Craft innovation is very much a la mode in the UK today but there is of course a significant percentage of the beer drinking population for whom the tried and tested, established beers act as an important point of reference in an ever changing beer world. On this point Theakston is unequivocal, "The key is to get the balance right between the need for new product innovation for those experimental consumers with those that are satisfied with our established brands. We are equally proud of our traditional range of beers including the world famous Old Peculier, Best Bitter, the quintessential session ale and Lightfoot, our 'Blonde' ale that started life as a seasonal but by popular demand is now a key part of our permanent range. We are hugely fortunate to have a very solid and loyal customer base for these brands."

Vital Support

For all licensees, a range of well supported ale brands is the key to success, the need to promote and advertise brands to consumers is essential and in this regard, once again Theakston is in the vanguard. "We have always supported our brands whether it be through high quality POS material, promotions or our national consumer advertising campaign. We strongly believe in supporting our customers by making available the widest range of ales all supported to drive consumer awareness and demand. We are investing heavily in news forms of media including social media and website development, both vitally important in maintaining direct links with consumers in a two-way process."

“He’d carved his pint in pine and painted it with such an accuracy that it almost deceived the eye. “Let’s compare,” I said to him, “yours with mine.” “Well,” he ventured, “mine has been hand crafted in the traditional manner.” “Mine too.” I riposted, taking a moment to admire the way the light illuminated the golden liquid. “And it was tested every twenty minutes to make sure everything is just as it should be.” “Absolutely, me

also,” insisted my companion, “how else would I get it so exact? And I kept a beady eye on the weather, just like they do at Theakston’s. Wouldn’t want my ale to warp, would I?” I took a deep and satisfying mouthful from my glass. “I admit,” he admitted enviously, “that liquidity is a bit of an issue.” I nodded to Annie behind the bar to pour a pint for my friend. After all, anyone who goes to such lengths to make a pint of Theakston’s, deserves a pint of Theakston’s. 🍷 🍷 🍷 🍷 🍷

*“And there it stood before us,
Pete’s perfect pint
of hand-crafted beer.”*



THE TALK OF THE PUB.



Get in the Grove

British Beer Hero Matt Gorecki explains how Ian Hayes, the landlord of Huddersfield's famous Grove pub, has not only put the town on the international beer map but has inspired a new generation of beer pioneers

The Grove pub occupies that enviable position in today's pub and beer market - it is a destination pub. It's not only the favourite haunt of locals and a Mecca for British beer lovers - it also brings people from all over the world to the provincial town of Huddersfield.

Huddersfield is far from a backwater and benefits greatly from being halfway between Leeds and Manchester but over the last couple of decades the town could easily have been accused of being a little down at heel. Buffeted by conflicting political motives and the decline of industry, things always felt a little bleak in Hudds and there are many pubs across the UK in a similar location.

Here for the Beer

Despite the challenging location, The Grove has become famous for beer - and Huddersfield has become famous for The Grove.

Ian Hayes has worked for around 8 years forging a reputation shared only by a handful of pubs in the UK. From the outset of his tenure, the Grove was source of inspiration for beer enthusiasts.

"The Grove was really important in my beer education," says

Richard Burhouse, MD of Huddersfield's other leading light in the beer world: Magic Rock Brewery.

"Ian brought the best beer from around the UK and the world to Huddersfield; an area fairly entrenched in what it liked, beer wise."

By making this traditional street corner pub a focal point for beer tasting and learning, Ian has built a strong business that attracts people from near and far - and keeps his tills ringing.

"By making this traditional street corner pub a focal point for beer tasting and learning, Ian has built a strong business that attracts people from near and far - and keeps his tills ringing"

Top of the Taps

The Grove's extensive tap selection is one of the keys to its success, with over 18 cask and 14 keg lines pouring beer mainly from the incredibly fertile brewing grounds of Yorkshire, UK craft beer doyens and market leaders such as Buxton, Beavertown, Marble and Thornbridge, as well as Timothy Taylors Landlord for the steady Eddies, and a line serving Fullers - a nod to Ian's formative drinking years in London.

Beers from the likes of the US and Scandinavia can be found on tap too, but it is his consistent support for local heroes and British brewers that has been most significant.

Bottle Bank

The taps may be impressive, but the bottle list is monumental, covering the greatest beers available in the UK at any one time, and usually listing beers that are genuinely hard to get hold of.

Notable for its lack of fillers or also-ran beers - one of the keys to running such a great selection is diligent curation and the Grove's list stands out from the bandwagon jumpers of recent times.

It's clear that Ian's love of beer is passed on to all of the staff and that they appreciate the choice of beer as much as anyone, sharing his passion and learning from his knowledge.

Alongside serving something to everyone there's a story behind most of the beers served too - which helps the staff no end in breaking new, often-complex beers to the punters.

"It's clear that Ian's love of beer is passed on to all of the staff and that they appreciate the choice of beer as much as anyone, sharing his passion and learning from his knowledge"

Ahead of the Curve

8 years ago, craft beer pubs were a rarity and there's a lot more competition these days. But Ian isn't concerned: "I'm just not that worried about what anyone else does," he says, flashing a winning smile.

Ian worked for a time in the lauded Fox and Goose in Hebden Bridge and caught the tide of interest in beer and breweries just as CAMRA-defined cask ale was reaching its high water mark, and flowing out towards a new younger audience.

At the time a new wave of brewers was emerging that have gone on to move beer from a primarily enthusiast audience to the market led, full-bore, trend setting dynamism that it is today.

It's easy to forget that the current resurgence of UK brewing and beer has only really been active in its current form for around the amount of time that the Grove has been run by Ian and the history of the Grove under his stewardship mirrors the rise of mainstream 'craft beer'.

A Personal Passion

Ian is wary on behalf of the UK scene and warns of a bubble inflating to bursting point. Whether or not this happens, the Grove will continue to stand out due to the relationships he has built across the country and further afield.

This is exemplified by the relationship Ian has with his most local brewery and one of the success stories in UK brewing in recent years Magic Rock.

Richard Burhouse confirms this "I know he'd regularly drive down south and to the continent to collect the beer he wanted for the pub and I think he was pretty far ahead of the curve in light of how the beer market has developed. They've been an excellent customer



for us, we had the launch night for the brewery there and they've supported us ever since"

The focus then, is on quality and relationships. Ian's dedication, working from 9am until 3am most days, ensures that his passion translates into an ever so slightly eccentric but ultimately accessible pub. In addition to this staff are knowledgeable, passionate about product and friendly to boot.

Many have gone on to further careers in the brewing and beer industry on the back of the education they received at the Grove. This will continue long into the future as the pub goes from strength to strength with plans in place after a recent bar refit, adding even more keg lines and an extension to the existing building.

The Grove will abide as one of the finest drinking establishments you'll ever have the pleasure to visit.



Tanked Up in London

Beer Trends

Will Hawkes, author of *Craft Beer London* and organiser of *London Beer City*, regularly drinks at the cutting edge of beer trends, but is particularly excited by one of the latest openings in the capital

New openings come thick and fast in London, particularly in the fevered world of craft beer. None has inspired more column inches this year, though, than a former brick warehouse in Hackney Wick, where a brewery called Howling Hops has set up home. Why the fuss? Because - and this is written on a beam in front of the tanks, in case you didn't realise - this is 'the UK's first dedicated tank bar'.

"While Howling Hops may be in a class of its own - a number of working men's clubs used to serve beer from tanks in the 1980s - albeit using a very different system"

There are 10 tanks dispensing a variety of beers, from Bohemian lager - a nod to tank beer's Czech origins - to smoked porter, all of them brewed and conditioned on site. Beer drinkers seem to love it. "The response [to the bar] has been great," says owner Pete Holt. "It's a fun idea and it's a bit different from everything else going on at the moment. I think, too, that people perceive the beer as being fresher when it's served from a tank."

British Tanks in the City

While Howling Hops may be in a class of its own - although perhaps not quite; the idea of serving beer in this way is not completely unknown, as fans of the Zerodegrees chain could tell you - tank beer is not a complete novelty for British brewers. A number of working men's clubs used to serve beer from tanks in the 1980s - albeit using a very different system - and two London breweries, Meantime and Camden, have recently dabbled.

"Tank beer, if it's done right, is the perfect system - I don't know any production brewer who doesn't think it's a fantastic idea"

Whilst the latter throws a two-day tank party at the brewery every year, when customers can drink unfiltered Hells straight from the tank, the former has installed tanks in more than 30 pubs, most of them in the capital (including Brew Wharf at Borough Market, Brooklyn Bowl at the O2 and The Crown and Shuttle in Shoreditch), since the first one in 2013. There's also the Meantime Beer Tank, which pops up at festivals across the capital during the summer.

London Lager

Known as 'Brewery Fresh,' Meantime's tank beer is their London Lager, served unfiltered and unpasteurised. "It's the ideal way to serve beer," says Alastair Hook, founder and head brewer at

Meantime, which was this year sold to SAB Miller. “There’s four things beer needs - no air, no light, no bacteria, and to be as cold as possible. These tanks have got that.”

“We thought it would be fun to have loads of them behind the bar and stick the taps straight on the tanks. It also saves us loads of keg washing and filling!”

Meantime and Howling Hops use slightly different methods. At Howling Hops, the beer is fermented and conditioned in uni-tanks, left to drop bright, carbonated and then transferred under counter pressure into the serving tanks; Meantime’s tanks hold a plastic bag into which the beer is poured, directly from the brewery, avoiding any contact with the compressed air which is a key part of the traditional keg serve, as with Czech Tankova. In both systems the beer should arrive in the glass as fresh as possible.

A Quality Issue

British tank beer’s emergence marks a shift in attitude towards quality and stability in the craft-beer scene, according to Alastair Hook. “When I started in this business, 20 years’ ago, I was concerned only about flavour. That was the preoccupation then. I remember when I was at Freedom [in Fulham], we needed to get our beer to the customer as quickly as possible because it didn’t last very long. Now stability is the focus. Tank beer, if it’s done right, is the perfect system - I don’t know any production brewer who doesn’t think it’s a fantastic idea.”

The rise of tank beer mirrors the new popularity of key kegs, which work on the same system (albeit smaller) as Meantime’s tanks. Holt

says he thinks tanks are a better solution. “I’ve seen brewery bars using key kegs, but I just don’t get it,” he says.

“We used serving tanks in the cellar at The Cock Tavern [the previous home of Howling Hops] and plumbed them into the taps on the bar above. It was so simple. We thought it would be fun to have loads of them behind the bar and stick the taps straight on the tanks. It also saves us loads of keg washing and filling!”

“Howling Hops’ arrival demonstrates that this is a trend that has legs in terms of what’s cool as well as what’s good for the beer”

A Trend for Good

Howling Hops’ arrival demonstrates that this is a trend that has legs in terms of what’s cool as well as what’s good for the beer. Holt seems to have an eye for where the market’s going; he also runs the Southampton Arms, a spit-and-sawdust Kentish Town pub that opened in late 2009 and has spawned many, many imitators across the capital.

The Howling Hops Tank Bar is as down-to-earth as the Southampton Arms; sparsely-decorated, it boasts lines of benches and trestle tables. It is Oktoberfest designed to appeal to hip young East Londoners.

So much for fashion; what about flavour? Howling Hops’ beers, which come served in dinky, fat-bottomed third-of-a-pint jugs, are very good - and Meantime’s product speaks for itself. “The product is fresher and livelier and tastes as it would if you were drinking it in the brewery - and everybody knows that’s the best place to drink beer!” says Hook.





The Future is Small & Independent

New Wave Brewing

New wave British brewers are winning the hearts and minds of consumers by focusing on flavour and quality says Matthew Curtis

By producing beer in smaller batches, brewers are able to experiment with their recipes to produce an ever-widening range of beer.

The UK is now home to a daunting 1400 breweries, so deciding what to stock can be thankless task. The key to understanding modern British beer is to taste as much as possible and this is becoming ever easier as many breweries now throw their doors open to the public. This not only educates existing beer drinkers but also brings many new ones to our fold. Here are five of the leading lights in Britain's young and fiercely independent beer industry.

Beavertown Brewery

If you'd told me 18 months ago that every Saturday several hundred people would descend on a Tottenham industrial estate to drink beer and socialise I'd have laughed out loud. In reality, North London's Beavertown have unwittingly created one of the hottest hangouts in town thanks to their forward thinking, eye catching beers.

From their humble beginnings just five years ago in the kitchen of owner/founder Logan Plant's restaurant Duke's Brew & Que, Beavertown have gone from strength to strength. Since opening they've had to expand twice and have recently increased capacity at their North London facility in order to keep up with the incredible demand for its beers. As well as having a core range Beavertown keep things interesting with seasonal and collaborative releases on a regular basis.

Look out for:

Gamma Ray American Pale Ale: 5.4% Keg/Can - Such is the demand for this juicy, citrusy American style pale ale that some London pubs sell more of this than their regular lagers and traditional ales.

Smog Rocket Smoked Porter: 5.4% Keg/Can - Originally one of Logan Plant's homebrew recipes, this smoky, chocolate rich delight makes an ideal accompaniment to smoked meats, particularly beef short ribs.

"North London's Beavertown have unwittingly created one of the hottest hangouts in town thanks to their forward thinking, eye catching beers"

Northern Monk Brewing Co.

When young entrepreneur and beer enthusiast Russell Bisset hatched plans for his brewery, Northern Monk, he didn't intend to own a brewery at all. Instead he planned to follow in the footsteps of so-called 'gypsy brewer' Mikkeller by brewing his recipes using other breweries equipment. Things didn't quite pan out this way, thanks to outside investment Northern Monk were able to establish themselves in a beautiful, grade II listed former mill on the outskirts of Leeds City Centre.

Despite being young, Northern Monk have already given Leeds the injection of modern beer culture it needed to match that of its thriving bar scene. As well as the brewery its home also contains The Refectory, a tidy, modern bar serving food and beer as well as

housing a dedicated events space. In little time at all it's become part of the tightly knit Leeds beer culture and is a must visit destination when in town.

Look out for:

New World IPA: 6.2% Keg/Can - This US influenced IPA is packed full of citrus flavours and pine needle aromas but also gives a nod to traditional Yorkshire ales with its rasping bitter finish.

Northern Star Mocha Porter: 5.9% Cask/Keg/Can - Utilising real coffee, chocolate and lactose in the brew, Northern Star is a sumptuously indulgent beer. Its caffeine kick makes it ideal with brunch.

"The key to understanding modern British beer is to taste as much as possible and this is becoming ever easier as many breweries now throw their doors open to the public"

Moor Beer Co.

Bristol has long been a cultural melting pot that's home to a wonderful arts and music scene. Now brewing wants in on the action and Moor are at the forefront of this. Originally established in 1996, Moor was taken over by Californian ex-pats Justin and Maryann Hawke in 2007, who immediately began to usher the brewery into the modern beer era.

Recently the brewery moved from its original home in the levels of Somerset to the heart of Bristol itself. This has expanded their audience dramatically and a departure from packaging in bottles to cans means that they can ship uniquely 100% can conditioned beer across the length and breadth of the UK. Somehow they've managed to translate the quality of their cask ales perfectly into 330ml cans. Try one and I guarantee you'll be an instant can convert.

Look out for:

Return of the Empire: 5.7% Cask/Keg/Can - Moor are passionate about British hops and Return of the Empire masterfully uses the new 'Jester' hop to pack this beer full with flavours of strawberry and kiwi fruit.

So'Hop: 4.1% Cask/Keg/Can - New Zealand hops are at the forefront of this sessionable ale. Super light in body and jammed with notes of passion fruit and mango, So'Hop is almost too easy to drink.

Fourpure Brewing Co.

A wise man once told me that if you're going to run a successful brewery, then you need to brew a great lager. With their deliciously crisp Pils, South London's Fourpure have most certainly taken that advice. Fourpure have been constantly expanding their brewing capacity to meet growing demand since opening their doors just two years ago.

Despite being so young it feels as though Fourpure have been a part of the London Beer scene for much longer. This is because they've put an incredibly strong focus on quality and have paired this with clean and memorable branding. There will be no stopping this brewery in 2016.

Look Out for:

Pils: 4.7% Keg/Can/Bottle – This clean, herbal and refreshingly bitter German inspired Pilsner is ideal on its own or as an accompaniment to food.

Amber 5.1% Keg/Can - Taking its lead from the popular amber ales of Colorado, USA, Fourpure's Amber packs in flavours of marmalade, grapefruit pith and caramel to this easy drinking beer.

Cloudwater Brewing Co.

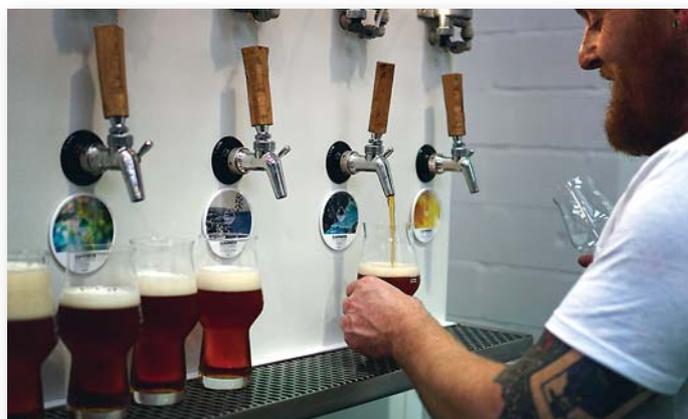
Thanks to some impressive marketing, Manchester's Cloudwater Brewing Company had set tongues wagging even before the grouting had dried on their immaculately tiled brewery floor. Manchester is perhaps home to the most exciting new breweries in the country right now and thanks to this shrewd marketing Cloudwater have positioned themselves at the forefront of this.

Cloudwater's approach to beer is unique in that they don't have a core range of beer, instead launching a brand new, completely seasonal range every three months. This allows them to use the freshest ingredients and brew beers that are seasonally appropriate. Think stouts in winter, lagers in summer and red ales in autumn.

Look out for:

Pale Ale 4.1% Cask/Keg/Bottle - Although it may change slightly from season to season, Cloudwater's Pale Ale is always a winner. Its bright and citrus led flavours present themselves best when on cask.

NZ Hopfen Weisse 6.5% Keg/Bottle - One of the most remarkable beers I've tried from Cloudwater is their Hopfen Wisse with New Zealand hops. This formed part of their autumn range and blended tropical fruit notes with the bubblegum and banana flavours of a wheat beer.



Matthew Curtis is a London based freelance beer writer, founder and editor of Total Ales and UK contributor for Good Beer Hunting <http://www.totalales.co.uk/>

Kegs on a Roll

New Wave Brewing

Adrian Tierney Jones toasts the success of new wave keg beer as it surfs a tide of creativity to blow its previous reputation out of the water

From the 1970s onwards, keg was a word that spread fear through the cask beer community. It summoned up such monsters as Watney's Red Barrel and Double Diamond; then in the 1990s it brought us the smooth-flow seduction of Caffrey's and co. Could it ever be anything else?

Cue the British beer revolution that has been evolving in the past 10 years and new wave keg beer is a much different beast. Modern keg is a more amenable and flavoursome beer that some licensees have realised can bring in a whole new constituency of beer drinkers, as well as appealing to many cask beer fans.

Providing a licensee knows which beer style to stock and how to look after keg - after all it's not totally bombproof - then it can provide another string to a pub's bow as Fuller's head brewer John Keeling observes: "Keg can help a licensee offer more variety as it lasts longer on tap than cask; the sort of pub it would go well in are those that use beers to drive interest, but it's also ideal for ones that do good food, they can offer more food/beer combinations.

"Keg is here to stay this time because the beers are being made as naturally as possible which means less stale flavours and more good ones."

Here are 20 keg beers to try

Adnams Jack Brand Mosaic Pale Ale 4.1%

Adnams' head brewer Fergus Fitzgerald sees the new wave of keg beers as 'flavoursome and interesting', which is exactly the description you can apply to this fruity, bittersweet US-style pale ale.

Adnams 01502 727200

www.adnams.co.uk

Beavertown Smog Rocket 5.4%

Inspired by the London porters of yesteryear, this is a luscious dark beer with a mellow, creamy mouth feel and plenty of chocolate, mocha coffee and gentle smoke on the palate.

Beavertown 020 8525 9884

www.beavertownbrewery.co.uk

Butcombe Brunel Atlantic IPA 4.1%

'I think IPAs and dark ales are invariably better in keg,' says Butcombe's head brewer Stuart Howe, and as if to demonstrate his claim here's the brewery's bittersweet and fruity IPA whose relatively low strength means drinkers can enjoy several pints of it.

Butcombe 01934 863963

www.butcombe.com

Buxton Axe Edge 6.8%

You want hops? Then this powerful IPA has plenty of them, including Amarillo, Citra and Nelson Sauvin. This makes for a blast of tropical fruit on the nose with more fruit on the palate and a dry and boldly bitter finish.

Buxton Brewery 01298 24420

www.buxtonbrewery.co.uk

Camden Ink Stout 4.4%

Camden Town Brewery were craft keg pioneers and are best known for their hoppy pale lagers, but this is their nitro stout, a midnight-black hued beer with plenty of roast, chocolate and ripe plum notes on the nose and palate and a smooth mouth feel.

Camden Town Brewery 020 7485 1671 www.camdentownbrewery.com

Fourpure Session IPA 4.2%

Session IPA is the bang-on-trend style of the moment, producing an easy-drinking and boldly hopped beer. London brewery Fourpure hit the nail squarely on the head with their version that has plenty of hop character but is low in alcohol.

Fourpure Brewing Co 020 3744 2141

www.fourpure.com

Fuller's London Porter 5.4%

London Porter, which was first released into the trade in 1999, is one of several craft keg beers produced by Fuller's. This is a classic modern porter with mocha coffee and chocolate on the nose, while creamy chocolate and cold coffee on the palate are kept in line by a firm but subtle bitterness.

Fullers 020 8996 2000

www.fullers.co.uk**Fuller's Montana Red 4.5%**

This is an American rye red ale style, though Fuller's have opted for the Australian hop variety Galaxy, which gives the beer a lustrous aroma of citrus and passionfruit. The palate has a delicious counterpoint of more fruit and a breadly spiciness delivered by the rye.

Fullers 020 8996 2000

www.fullers.co.uk**Hawkshead NZPA 6%**

Expect bright and vivid aromatics of ripe grapefruit leaping out of the glass, while the acrobatics continue on the palate with sparks of bitterness, a banana sweetness, more citrus and an appetising dryness.

Hawkshead 01539 822644

www.hawksheadbrewery.co.uk**Lovibond's Henley Dark 4.8%**

Henley was once home to Brakspear's, but now it's the keg classics of Lovibond's that rule the roost, especially this smoked porter, which is silky in the mouth and has a gentle smokiness and hints of mocha coffee.

Lovibonds Brewery 01491 576596

www.lovibonds.com**Magic Rock Highwire 5.5%**

West Coast USA comes to Huddersfield with this big bruiser of a pale ale that sends great big punches of hoppiness out of the glass. Think mangos, lychee and grapefruit, while elegant malt backbone provides an elegant contrast.

Magic Rock Brewing 01484 649 823 www.magicrockbrewing.com**Marston's Revisionist 4%**

'The keg category offers excitement, variety, new flavours and is seen as a "cool" (in both senses) alternative to what may be considered "mainstream", says Marston's Simon Yates, one of whose craft keg beers is a refreshing lager. Seasonals also includes Saisons, Steams, Reds and Ryes

Marstons 01902 711811

www.marstons.co.uk**Meantime Yakima Red 4.1%**

Founded at the end of the 1990s, Meantime has always championed what would become to be called craft keg. This American red ale has a tantalising interplay between orange-jelly fruitiness and the sweetness of caramalised malts.

Meantime Brewing 0208 819 7479

www.meantimebrewing.com**Redwell IPL 5.5%**

IPL? India Pale Lager that's what, a fusion of the smoothness and crispness of a lager with a fresh blast of citrus and peach thanks to the hops used.

Redwell Brewing 01603 624072

www.redwellbrewing.com**St Austell Mena Ddu 4.5%**

The nose of St Austell's new 'Cornish' stout pulsates with pleasing chocolate and mocha coffee notes, which encourages the drinker to dive into a glass of more chocolate and mocha, plus hints of vanilla, a soft roastiness and a creamy mouth feel.

St Austell's Brewery 0845 2411122

www.staustellbrewery.co.uk**Thornbridge Versa Weisse 5%**

Bavaria comes to the Peak District with Thornbridge's masterful take on Weissbier - expect plenty of clove spice, bubblegum and bananas on the nose and palate with a refreshing and vibrant mouth feel.

Thornbridge Brewery 01629 815 999 www.thornbridgebrewery.co.uk**Thwaites 13 Guns 5.5%**

Back in 2011, the then Thwaites head brewer Ian Bearpark oversaw the establishment of a small microbrewery, with one of the beers brewed being this American-style pale ale. 13 Guns grew in popularity and is now a regular on the craft keg circuit.

Thwaites 01254 686868

www.danielthwaites.co.uk**Tiny Rebel Dirty Stop Out 5%**

Even though Tiny Rebel was only founded in 2012, this South Wales-based outfit has won plenty of awards for their beers - here's another winner, a creamy smoked oat stout with chocolate, coffee, liquorice and a hint of cola on the palate.

Tiny Rebel 01633 547378

www.tinyrebel.co.uk**Titanic MAP 4.5%**

'We use both English top and American bottom fermenting strains of yeast in this beer,' says Titanic's founder and director Keith Bott. Classic British malts and US hops also join together to produce a citrusy refreshing beer. And the name? Mid Atlantic Pale.

Titanic Brewery 01782 823447

www.titanicbrewery.co.uk**Titanic Stout 4.5%**

Keith Bott first brewed this beer as an homage to bottle-conditioned Guinness, which was a favourite of his. 'It was then obvious to me to put it into keg,' he says. On the nose it has dark malt aromas while the palate delivers toffee, creamy mocha and a flurry of roast grain notes at the end.

Titanic Brewery 01782 823447

www.titanicbrewery.co.uk



Brave New World

British Beer

Jessica Boak and Ray Bailey, the authors of *Brew Britannia*, the strange rebirth of British Beer, take us on a whirlwind tour of our island's beer story

Fifty years ago, British brewing was dominated by a handful of huge, takeover-hungry concerns like Whitbread and Bass. They were focused on brewing bland keg bitters that would offend the fewest palates as they were marketed and sold nationwide.

Then, in the 1960s and 70s, a grass-roots consumer movement emerged which included what is now a national institution, the Campaign for Real Ale. Traditional breweries such as Young's and Adnams gained a new lease of life as the quirky beers they produced, for so long in danger of extinction, became cult favourites. At the same time, the first new brewing companies in decades popped into existence.

“Traditional breweries and microbreweries benefited from a growing feeling that small producers with romantic underdog stories were more appealing than firms with vast PR departments and fleets of trucks”

They were small, often operated by one or two people, and so came to be known as ‘micro-breweries’.

This movement would eventually spread worldwide. Both traditional breweries and microbreweries benefited from a growing feeling that small producers with romantic underdog stories were more appealing than firms with vast PR departments and fleets of trucks.

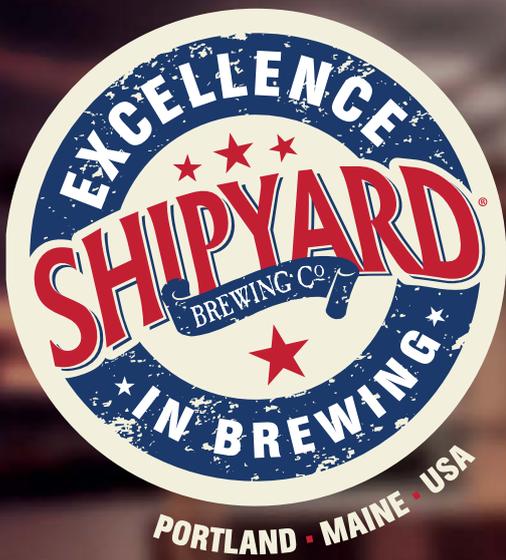
As the number of breweries began to creep slowly upward, and as the big breweries redirected their energies from keg bitter to lager, British beer's gene pool started to look healthier.

New World Order

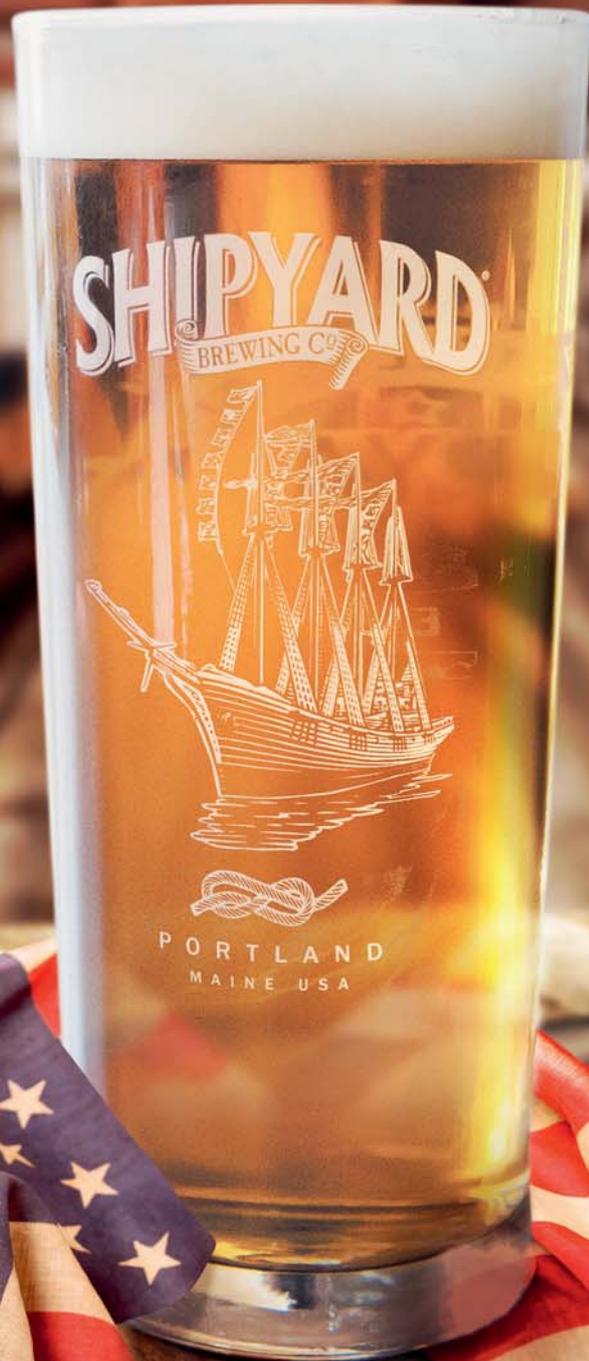
Porter was extinct for a time but was revived in 1978; Hop Back Summer Lightning kicked off a trend for golden ales from the late 1980s; and beer writers such as Michael Jackson and Roger Protz roused interest in boozy, powerfully flavoured 19th-century-style India Pale Ale (IPA). As the 1990s wore on, with British drinkers increasingly demanding novelty and variety, micro-brewers went wild. They produced straw-pale beers bursting with tropical fruit aroma and flavour derived from newly-available American and Pacific hops, added late for perfume rather than stewed for bitterness. Inspired by Continental imports, they played with exotic yeast strains, fruits, spices and even heather. Some even dabbled in ‘designer lager’.

The most recent phase has seen the emergence of a generation of micro-brewers who don't call themselves that. They identify more with the boisterous, confident American scene than they do with the breweries CAMRA championed in the 1970s. Rather than best bitters, their flagship beers are likely to be pungent IPAs or Belgian style saisons with strange ingredients. Their beers might also be (intentionally) sour or hazy, and packaged in kegs or cans - a deliberate challenge to tradition, or to dogma, depending on your point of view. BrewDog, arguably the leaders of the pack, stopped making cask-conditioned beer altogether in 2012.

But let's keep our feet on the ground: most beer drunk in Britain is still mass-produced lager or standard bitter. The interesting things going on around the edges, however, do keep established brewers on their toes, and make beer across the board seem a little bit sexier, especially to younger drinkers. In the coming years, we can expect the technical quality and consistency of ‘craft beer’ to improve, even as the boundaries are probed yet further. Meanwhile, standard bitter may finally go the way of the mild ale it usurped as, 30 years after they first appeared, seeming quite radical, golden ales become the new mainstream.



Crafted in
excellence.



Shipyard Brewing Co. began in 1992 at Federal Jacks Brew Pub in Kennebunkport Harbour, Maine, USA. Within 2 years, we expanded production to our brewery in Portland. All of our beer is hand-crafted with pride. We are committed to brewing the freshest, most flavourful, full-bodied ales available using only the finest natural ingredients.

For all enquiries please call Marston's Beer Company on 0845 605 4545



A Special Relationship

Collaboration Brewing

Collaboration has been a feature of the brewing industry ever since light met bitter, but has never been more in vogue, says John Porter.

With craft beer enthusiasts always looking for that next hop hit, the appeal of a beer created by two brewers working together is strong.

Some collaboration brews have become permanent fixtures on the bar, such as Charles Wells DNA New World IPA, created with the Dogfish Head Brewery of Delaware in the USA, and Windsor & Eton Republika, a craft lager originally brewed in collaboration with Tomas Mikulica, head brewer of Pivovarsky Dvur near Prague.

The appeal of collaborating, says Sam Calagione, founder of Dogfish Head, is that "it's about working with people we believe in and want to have fun brewing with."

He praises "the altruism and mutual support" of the vibrant craft beer culture. "We all try to help each other, and the sense of community is probably as important as the liquid itself."

Heritage Meets Innovation

There are also clear commercial drivers for such international partnerships, and Shipyard American Pale Ale is a collaborative brew between Marston's Beer Company and the USA based Shipyard Brewery. The two companies have been working together for several years and Shipyard American Pale Ale was first brewed

in 2013 following the successful launch of the first collaboration beer, Independence Pale Ale, inspired by Shipyard Head Brewer Alan Pugsley. American Pale Ale (4.5% abv) is crafted using four American hops which delivers a powerful hop aroma.

"Consumers continue to seek new flavours and interesting beers," said Chris Keating, Head of Brands Marketing at Marston's. "The explosion of USA craft beers in the UK has added another dimension to both the on and off trade experience. Our collaboration with Shipyard Brewery enables us to be part of this experience".

Founded in 1994, Shipyard Brewing Co. from Portland, Maine, is noted for its Export Ale and characterful brews such as Pumpkinhead and Monkey Fist IPA.

"To brew an American-style IPA as a cask rather than a keg beer was a challenge, and we were both very pleased with the outcome"

Fleeting Affairs

Other collaborations have more limited lifespans. Greene King has included collaborations with craft brewers in its seasonal ale programme for the past two years, with the 2015 programme including Penpont, Hop Back, Sadler's and Mauldons. The June 2015 collaboration, which saw Greene King senior brewer Craig Bennett welcome Brentwood Brewing Co head brewer Ethan Kannor to Bury St Edmunds, resulted in Golden Galaxy, which proved to be a popular golden ale.

The World's Biggest Ale Festival

The appeal of the 'get it while you can' approach is demonstrated by pub group JD Wetherspoon's annual autumn beer festival, which since 2008 has seen international brewers invited to brew at some of the UK's most respected breweries.

The 2015 festival saw brewers from New Zealand, Japan, South Africa, Australia, Canada, Holland, Norway and the United States create 10 different beers for the festival. Among them was Richard Adamson of the Young Henrys Brewery in New South Wales, Australia, who brewed Young Henrys Real Ale at Batemans Brewery in Lincolnshire. He said: "Martin Cullimore, the head brewer at Bateman's, is celebrating 40 years as a brewer, and the opportunity to work with someone who has that level of experience is great."

Cullimore added: "As brewers, we're learning all the time, and the chance to collaborate with colleagues from across the world gives us a different perspective."

Matt Cole of Fat Head's Brewery in Ohio said: "I brewed at Hook Norton in Oxfordshire, which is an historic location and an amazing place to brew."

A Two Way Street

The learnings for brewers go two ways. Simon Yates, assistant head Brewer at Marston's, worked with Gary Lohin of Central City Brewery in Canada to produce Red Racer IPA for the festival at the Banks's brewery in Wolverhampton. With amarillo, centennial, magnum and simcoe hops in the recipe, the 6.5% strong ale packed a punch.

"I had to check our hop store," said Yates. "It's more hops than we'd normally use and a higher strength beer. To brew an American-style IPA as a cask rather than a keg beer was a challenge, and we were both very pleased with the outcome."

The international brewers also see benefits from the collaboration in their home countries. Jayne Lewis of Australia's Two Birds Brewery, who brewed at Everards in Leicester, said: "We're only a small brewery, and so there was real interest back home the first time we brewed for the festival, both from the media and from our customers."

Richard Chennels of the Zululand Brewery in South Africa said: "I first brewed for Wetherspoon in 2010, when we were voted best beer of the festival. That's a great story to take back to our team and our customers."

However, the festival is far from just a networking opportunity for brewers. The two weeks each autumn, across the 900-plus Wetherspoon pub estate, is billed as the world's biggest real ale festival.

For 2015, the 10 collaboration beers were the centrepiece of a line-up of 50 beers available across the festival, with not every beer available at all times or in all pubs, encouraging customers to seek out those they particularly want to try.

Festival organiser Rob Davies said "The festival is a way for real ale enthusiasts to enjoy a range of excellent beers from overseas brewers, as well as giving them an opportunity to support brewers throughout the UK."

Closer to Home

John Keeling, head brewer at Fuller's, has collaborated with craft brewers including Steel City Brewing of Sheffield and Marble Brewing of Manchester.

He says: "I only generally like to do collaborations with people I know, rather than where sales or marketing tell me there's a commercial reason. I feel that's the wrong way to go about it, because you're trying to force something to happen."

"Steel City has a definite view on how to make beer, massively bitter and full of hops, and Fullers don't make those kind of beers. The interest was the clash of cultures."

Keeling and Marble Brewing head brewer James Campbell planned their collaboration when they met while judging at a beer festival. With Campbell's favourite beer being Fuller's ESB, and Keeling a native of Manchester, "there was clearly a connection – and that's what I'm looking for."

"These collaborations give all of our brewers more opportunities to experiment with new ingredients, like hop varieties, and to learn from each other"

During 2015, Fuller's launched Oliver's Island, a gold cask ale brewed by Keeling in collaboration with beer writer Melissa Cole, which has orange peel added to create a zesty flavour. "Melissa is very good at finding unusual flavours and ingredients, and that's what being a brewer is about today," says Keeling.

"The world of beer flavour is exploding, and experimenting is now part of the job. If a collaboration doesn't work, at least you've both learnt something."





Refreshingly Different

Craft Lager

Sometimes, if you just let yourself float amidst the spindrift of social media, you'd think that the current beer revolution was all about IPAs (and their variants), saisons and sours.

However, look closer and you will see that all manner of breweries, large and small, well established and newly arrived, are taking British lager in a flavoursome direction.

It's not a new journey: Meantime was founded in 2000, while Cotswold Brewing Company took the lager route in 2005.

“Consumers are starting to look for more flavour, quality production and more variety than before; and that's starting to translate into lager”

However, the founding fathers of British craft lager have to be Freedom Brewery, originally set up in London in the 1990s (with Meantime creator Alastair Hook as brewmaster). Two decades and several owners later, it is now based in Abbots Bromley, close to Burton-on-Trent, and still continues to produce an exemplary selection of lagers including Freedom Four and Organic Helles. Recently, the whole brewery has undergone a re-branding, and

introduced a couple of new beers, whose names - East India Pale and Boston Beech - suggest a movement away from lager.

Not so, says Marketing Manager Emma Harris, 'Both East India Pale and Boston Beech are considered "lagers" as the beer is bottom fermented for two weeks and lagered for four. Our rationale was simple - we wanted to push the boundaries of lager and change perception.

'I think consumers are getting bored of mainstream lagers that offer a very similar, industry standard profile and small brewers are fighting back! That's why the UK is a fantastic place for beer at the moment. The thriving craft beer category has meant that consumers are starting to look for more flavour, quality production and more variety than before; and that's starting to translate into lager.'

Savour the Flavour

Flavour. That's the word most often used when talking to those involved in this new wave of lagers - the lager has to have flavour, has to have character, be more than a thirst-quencher but also avoid veering off into the wilder fringes of flavour (Sour Helles, anyone? I thought not).

A growing number of consumers want taste, whether it's beef that's been hung for a month, cave-aged cheese or lovingly crafted beer.



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Changing Perceptions

This was not always the way with British lagers. After its appearance on bar-tops from the 1960s onwards, British-made lager suffered from an image problem, even though sales soared. We had lagers with fake Germanic names, continental brands brewed under licence and sold as if they were works of art and, of course, an unsavoury reputation with the identification of 'lager louts' starting in the 1980s.

British craft lager brewers have had to work hard against public misconceptions. Yet this is a challenge many have risen to.

A Golden Star

Take St Austell's Korev, for instance, which was first released in 2011 (though head brewer Roger Ryman had conducted various trials brews for the annual Celtic Beer Festival at the brewery). Getting straight to the heart of the matter, Korev has been a big success and is now 10% of the brewery's output, having grown 40% year on year.

According to Ryman, 'it's a brand that we see as key to our future. I think its success was a case of the right product, at the right time, in the right place, but also I personally think we get the balance of the beer right. We haven't overcomplicated it - our ambition was to attract premium lager drinkers and we have.

'To my mind lager drinkers are the hardest to satisfy, while lager brewing is in my opinion the most difficult style of beer to brew. The beer needs to be technically perfect with no hiding place for faults. I have described it as "running naked down the beach" - no place to hide!'

"People are open to changing and rotating beers in keg now and they want to experiment with something new or interesting, something that is not mainstream or sold everywhere"

Inspiration

Could it be that the success of Korev has inspired other family brewers to produce their own lagers?

Fuller's last launched a lager in 1986 called K2, which lasted until 1992. Frontier, first brewed in 2013, is a very different beast, using US hops and ale yeast and lagered for a long time: it's golden in the glass with effusive fruity notes on the nose; the palate is clean and refreshing with a brush of tropical fruit before finishing dry.

Down in Kent, we find Shepherd Neame, which has many years of lager brewing experience (producing brands such as Boston Lager, Oranjeboom and Hürlimann under licence).

Going Blonde

With all this knowledge, according to head brewer Richard Frost, 'we thought the time was right to brew our own lager which made the most of the hop characteristics being sought by the consumer. So we came up with Whitstable Bay Blonde, which appeals to a very broad mix of people and it's a great match with a good range of food too.

'Being flavoursome, it's enjoyed by ale drinkers in the warmer months, while also crossover lager drinkers. These are exciting times and it's great to see innovation in the lager category being driven by the domestic market.'

In The Right Place

Of course, even if the beer is good, it still has to find an outlet. Operators have to know which brand will suit their customer base. It's no good getting a Helles dry-hopped with Citra if Carlsberg or Stella are the mainstay of the bar.

Marston's Revisionist Craft Lager has an advantage in that the company has a lot of pubs, but even then, according to Simon Yates, assistant head brewer with Marston's Beer Company, you have to think carefully where it will sell.

"Revisionist Craft Lager obviously appears in our own pubs,' he says, 'but they would be more the bar-styles ones such as Pitcher & Piano and Revere. We also sell it in craft specialist bars, free houses with an extensive craft offer and 'eateries', such as bistros and wine bars.

"Lager brewing is the most difficult style of beer to brew. The beer needs to be technically perfect... I've described it as "running naked down the beach" - no place to hide!"

'In terms of appeal, it attracts consumers looking for something a little different, not only in terms of flavour but also in a Stand-Out-From-The-Crowd way. It's a beer that specifically isn't mass-marketed, has greater provenance and perhaps credence as a result. So yes, whilst the big brands are still huge, there's a growing trend to look for something a little more interesting, which Revisionist Lager (as well as our other Revisionist brands) certainly fulfils.'

A New Direction

Marston's, Fullers, St Austell and Shepherd Neame all share a past with experience in lager brewing, but for family brewery Adnams, creating one was a new departure - the Suffolk company had never brewed one before, not even in the 1970s.

So when it came to creating a lager, their head brewer Fergus Fitzgerald didn't want to take too familiar a route.

"We were playing around with different beer styles,2 he says, "for instance we had made a Kölsch and that worked well. So we thought we would give lager a go but didn't want to copy what was out there, you know the beers we liked such as Budvar."

Jack Brand

So he kept with the malt tradition (pale and a pinch of Vienna) but went for New World hops, Galaxy from Australia and a couple of American ones for bittering.

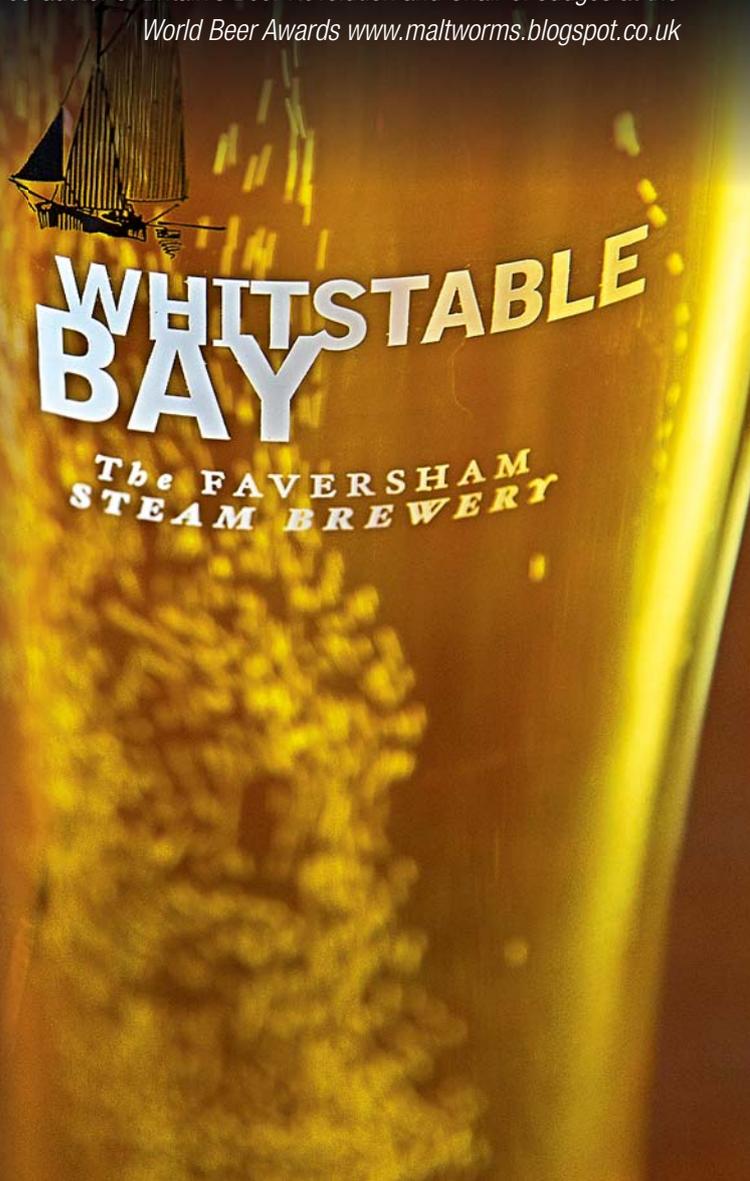
The result was Dry Hopped Lager, a crisp and refreshing gold-coloured lager whose nose pulsates with ripe tropical fruit notes. It's been a great success, especially in London, with Fitzgerald noting that 'people are open to changing and rotating beers in keg now and they want to experiment with something new or interesting, something that is not mainstream or sold everywhere. They are interested in more nuances in their flavour.'

He is also keen to produce more lagers, but will have to wait until more tanks are fitted in the brewery in 2016.

For the Love of Lager

As Roger Ryman says, there is no hiding place when brewing lager. It's a beer, whether Helles, Pilsner, Dunkel or Schwarz, that needs to show off the glories of its malt and hops without the accompanying deep fruitiness that are found in ales (hence the idea of clean flavours in lager). It's also a beer that at its best demonstrates that there can be subtlety in taste; it is also versatile, whether drunk as a thirst-quencher or matched with various dishes.

Adrian Tierney Jones is an award winning beer writer, co-author of Britain's Beer Revolution and Chair of Judges at the World Beer Awards www.maltworms.blogspot.co.uk





Great British Lager

Andwells Pilsner Hop

4.8%

Andwell's full bodied regular pilsner - now available on draught- is fermented slowly and conditioned for at least 6 weeks to produce a well balanced beer, then dry hopped with the Japanese hop Sorachi Ace for a blast of soft citrus aroma.

Andwells 01256 761044

www.andwells.com

Bearface Pils

4.4%

An award winning lager from Glasgow's award winning fledgling brewer - heavy on the hops, light on the tongue. Clean and crisp citrus hints.

Drygate 0141 212 8815

www.drygate.com

Bedlam Pils

4.4%

Classic pilsner-style lager brewed with Saaz hops to give a refreshing citrus aroma and flavour. With soft vanilla notes, gently toasted graininess and a dry and briskly bitter finish.

Bedlam 01273 978015

www.bedlambrewery.co.uk

Calvors Lagers

3.8-5%

Brewed in small batches on a family farm in Suffolk, there are four varieties, 3Point8, Premium, Amber and Dark, although the last two are not currently available on draught.

Calvors Brewery 01449 711055

www.calvors.co.uk

Camden Hells

4.6%

Highly regarded range of lagers, including an unfiltered version hazy version that is smoother and more full-bodied thanks to the remaining yeast

Camden Town 020 7485 1671

www.camdentownbrewery.com

Cotswold

3.8-5.5%

A range of unpasteurised styles from one of the earliest brewers of British craft lager. Created in the traditions of Bohemia & Bavaria, including a luscious draught Dark lager

Cotswold Brewing 01451 824488 www.cotswoldbrewingcompany.co.uk

Curious Brew

4.7%

Produced by Chapel Down winery, it is re-fermented using Champagne yeast before adding a "dosage" of the rare and fragrant Nelson Sauvignon hop. Cold filtered and unpasteurised. Gold medal winner at the International Beer Challenge 2012

Chapel Down 01580 763033

www.chapeldown.com

Fourpure Pils

4.7%

The exciting Bermondsey brewers take on a traditional German Pilsner. Generously hopped with a blend of Hallertauer and Saaz and fermented with a classic Bavarian yeast

Fourpure 020 3744 2141

www.fourpure.com

Freedom

4-5.5%

The pioneering British craft lager brewer's range includes the award winning Organic pale Helles, Liberty Pils, King Koln - a homage to Kolsch - East India Pale and Boston Beech an American Red beer inspired by Munich Dunkel.

Freedom Brewery 01283 840721

www.freedombrewery.com

Frontier

4.5%

Crafted for 42 days, a unique combination of new-world hops and old-world brewing techniques produces a beer that pours a bright golden colour and immediately offers up delicious fruit flavours - delivering distinctive notes of citrus, passion fruit and melon.

Fullers Brewery 020 8996 2000

www.fullers.co.uk

<p>Hogstar 4.5%</p> <p>Brewed in small batches with special lager malts, 5 different hops and a secret recipe of botanical extracts. Cold matured for a minimum of 28 days and never pasteurised, giving it a great depth of flavour and aroma.</p> <p>Hogsback 01252 783000 www.hogsback.co.uk</p>	<p>Revisionist 4.0%</p> <p>Crafted with Lager Malt and a hop blend of German Hallertau Magnum & Tradition, Slovenian Styrian & then dry hopped with British Admiral & Boadicea varieties to release more aroma and flavour</p> <p>Marstons 01902 711811 www.marstons.co.uk</p>
<p>Jack Brand's Dry Hopped 4.2%</p> <p>Part of Fergus Fitzgerald's line-up of innovative beers, this is a dry hopped lager made with with Australian Galaxy hops, which gives a more intense hop flavour and aroma. A light, golden beer with refreshing citrus and tropical fruit notes</p> <p>Adnams Brewery 01502 727200 www.adnams.co.uk</p>	<p>Schiehallion 4.8%</p> <p>Pronounced "She-hal-i-on", this beer has been winning awards since 1999, when it took the crown as CAMRA's Speciality Beer. Aromas of mango and passionfruit with a taste of honeyed citrus flavour, it is brewed using a blend of 4 hops and both lager and wheat malt, giving it a remarkably smooth but full bodied mouth feel. Available in cask as well as keg</p> <p>Harviestoun Brewery 01259 769100 www.harviestounbrewery.co.uk</p>
<p>Korev 4.8%</p> <p>Pronounced Kor-eff, this is the traditional Cornish word for beer. It took St Austell nearly 160 years to create a lager, and they wanted to make sure it was uniquely Cornish. Crafted by Roger Ryman using the finest lager malt from barley grown in Cornwall, and a trio of hops including Saaz, Korev has a wonderful pale colour, a clean, crisp taste and a delicate, almost honeyed aroma.</p> <p>St. Austell Brewery 0845 2411122 www.staustellbrewery.co.uk</p>	<p>Sharp's Cornish Pilsner 5.2%</p> <p>Fermented with a genuine Czech yeast & lagered on a bed of Saaz hops to create stunning, zesty herbal notes & a delicious clean, citrus flavour. Clear, refreshing & satisfying, a pale straw colour with a herbal lemon aroma.</p> <p>Sharps Brewing 01208 862121 www.sharpsbrewery.co.uk</p>
<p>Mad Squirrel 4.9%</p> <p>This slightly mad Czech Pilsner has been dry hopped to bring increased aromatics. Showing the clean freshness of a high quality pilsner, but with a twist that brings a greater intensity of flavour, showing lemon zest, pineapple and tropical fruits</p> <p>Red Squirrel 01442 256970 www.redsquirrelbrewingco.com</p>	<p>This.Is.Lager 4.7%</p> <p>Brewed with 100% malt and 10x the hops of most industrial lagers. Aged for 5 weeks before bottling like a real lager should be, and fermented with a genuine German lager yeast.</p> <p>BrewDog plc 01358 724 924 www.brewdog.com</p>
<p>Little Vienna 5.0%</p> <p>A highly drinkable biscuit-coloured Vienna lager, that breaks the style rulebook by using Nelson Sauvin hops to produce a ravishing amber-toned bittersweet, biscuity beer</p> <p>Little Beer Company 01483 497201 www.littlebeer.co.uk</p>	<p>Thornbridge 4.8-5%</p> <p>The award winning brewer of ales has also produced some stunning lagers, like the Vienna style malty "Kill Your Darlings"; Tzara, which is a hybrid Koln style beer, fermented like an ale but matured like a lager; Bayern, a classic Bavarian Pilsner with a distinct noble hop aroma lagered for 10 weeks</p> <p>Thornbridge Brewery 01629 641 000 www.thornbridgebrewery.co.uk</p>
<p>Noble English Craft Lager 5.0%</p> <p>English Craft Lager showcasing the qualities of the Tettnang hop variety. Crisp, light, aromatic & refreshing</p> <p>Greene King 01284 763222 www.greeneking.co.uk</p>	<p>West 4-4.9%</p> <p>A range of German style lagers brewed to German Purity laws, by a German woman...in Glasgow! A core range, comprising West 4, a premium session lager, and St Mungo, Munich Red and Dunkel all at 4.9%, is complemented by regular seasonal beers</p> <p>West Brewing Company 01415 500 135 www.westbeer.com</p>
<p>Republika 4.8%</p> <p>Brewed with Pilsner malt and Saaz hops and fermented for 3 weeks using yeast brought over from Prague. It is then 'lagered' (stored at below 2C) for a full 6 weeks. The resulting beer is a well-balanced Pilsner style lager with a fresh, clean, crisp, full flavour</p> <p>Windsor & Eton Brewery 01753 854075 www.webrew.co.uk</p>	<p>Whitstable Bay Blonde 4.5%</p> <p>A light, floral, golden lager named after the vibrant coastal town of Whitstable, which is renowned for its culture, seafood and beaches. Featuring an intricate taste profile, distinguished by its unique hop character. Gaining its name from the golden hue of the beer, it offers an enhanced drinking experience through the floral aroma, Brewed with a blend of Kentish, American and Czech hops.</p> <p>Shepherd Neame 01795 532206 www.whitstable-bay.co.uk</p>



Get a Lot of Bottle

Bottled Beer

The easiest way to cash in on the craft beer revolution is to offer a range of speciality beers. But with so much choice available, how do you decide which ones to stock? Tim Hampson asks the experts

The successful selling of bottled beers is all about giving customers more choice says SIBA's Tony Jerome.

"Offering a range of bottled beers allows a pub to cater for all of its beer loving customers. For example, you may only have a few locals who love stout. Putting it on cask doesn't work as you don't sell enough of it, so bottles are a great solution and you keep your regulars happy, whatever they drink"

"Cellar space and tap space can be limited, so bottles give the flexibility to stock a wider range of beer styles. And it's an easy way to trial innovative beers. Stocking just a few bottles means the pub doesn't have to commit too much investment and can see if there is a demand for this style of beer."

Bottled beer also offers a great opportunity for any licensee wanting to push beer and food matching.

"Increasingly more pubs are offering bottled beers with food. A pub can suggest different styles of beer to match the different dishes they have planned. Many brewers are bringing out larger format bottles so consumers can share different beers at the dinner table.

It's Your Shout

Stocking bottled beers also gives licensees an ideal opportunity to talk to customers about what they want. It is worth sounding out the regulars to see what they would like you to feature, and perhaps place a recommendation box on the bar.

"A general rule of thumb would be to make sure you offer a variety of styles, colours and strengths." He advises. "Have a few from local breweries to show what delights they can offer. And perhaps once you have built up your interest in local bottled beers, try stocking other award winning bottles from small breweries around the UK."

"Customers are interested in the true story behind the beer and the people who make them and are increasingly wary of mass marketed beers"

Most pubs could and should make more noise about which beers they've got in the fridge.

"If you are going to offer beers that sit in fridges, then it is paramount that you market their availability around the pub as people won't know they're on the bottle shelf," says Jerome.

"If you've got space, a nice display of the bottles on the bar or on the back shelves will create some focus and interest."

Talk About Bottle

He is also an advocate of p-o-s promotions and social media, and wants to see pubs using beer menus on the tables and at the bar as they would offer a wine menu.

“Chalk boards also work - tell the customer some basic information such as where it’s brewed, strength, colour and general tasting notes.

“Also use social media to update your followers on what you have on sale and make sure you keep the likes of Facebook and twitter up to date. Many pubs that are good at marketing create a weekly e-newsletter and email their regulars with which cask ales they have on sale that week - why not tell about the customers the bottles you plan of getting in.”

“If you’re going to offer beers that sit in fridges, then it is paramount that you market their availability around the pub as people won’t know they’re on the bottle shelf”

Budweiser Budvar sales director Simon George wants to see more licensees making a feature of bottles.

“Recent consumer trends show greater interest in a number of beer styles from across the globe - renowned world beers from Belgium, Czech Republic and Spain, American Craft beers with stronger hopped styles and UK craft is performing well with fantastic beers from energetic brewers like Tiny Rebel in Wales or Purity in Warwickshire, and London brewers such as Camden and Beavertown. As a result there has never been a better time to work with wholesalers to supply a wide range of interesting, beautiful beers from all over the world in your bar.

“Consumers are increasingly focused on the provenance of their food and drink, so we’d advocate focusing on these attributes, whether that is use of whole Saaz hops in Budvar Original, or handmade small batches such as Cwtch by Tiny Rebel. Customers are interested in the true story behind the beer and the people who make them and are increasingly wary of mass marketed beers.”

Get it right and it should be good news for a pub’s bottom line.

“By definition beers that source premium ingredients and take more time to brew will cost more to produce than the high speed brewing processes applied to more mainstream beers. At Budweiser Budvar, for example, we brew and condition our beer for 102 days to ensure we preserve our uniqueness to maintain quality and our unmatched taste,” said Simon George.

Presentation in the Glass

Good glass presentation is key to the success of a bottle range says Brewers Association craft beer ambassador Sylvia Kopp

She said: “First and foremost the glass must be very clean, no fingerprints, lipstick or fat - fat kills the foam and makes the beer appear flat.

“The glass should be cool so that the cooled beer comes upon an equally tempered medium. The reason for this is the temperature difference: if it is too high the carbonation breaks loose and leaves a flat liquid behind. A good way to avoid too warm glasses is to rinse them in cold water before pouring the beer.

“Apart from the cleanliness and coolness of the glassware it is important that the beer is served at the proper temperature and poured with a nice creamy head of foam with some head space to allow the aroma to develop.”

Clearly selling bottled beer is about much more than just pouring it into a glass, but get it right and it’ll help fill the tills too.





An Education in Beer

Beer Knowledge

I'm sitting in Drygate, a brewpub attached to the Tennent's brewery in Glasgow. In front of me there's a sampler tray featuring four beers: a German-style helles lager, a rye IPA, an Oktoberfest beer and a Mosaic IPA.

All these beers are brewed to my right in a modern microbrewery that I can see through large windows. Meanwhile, next door in the giant beer factory, they're turning out absurd quantities of cooking lager. It's a mind-boggling juxtaposition that graphically illustrates just how far the beer world has turned.

"Any publican who is not yet on the same wavelength needs to tune in quickly"

Drygate is a joint venture between the owners of Tennent's and Williams Bros Brewing. Such an enterprise would have been unthinkable only a few years ago but it shows that even producers of mass-market lager understand that times have moved on and that customers want more than just a pint of the ordinary. Any publican who is not yet on the same wavelength needs to tune in quickly.

Unless publicans comprehend the remarkable changes that are taking place in beer retailing, they cannot turn it to their advantage. They also need to understand beer itself. It has always been the case that the beer-literate licensee pulls the strings of a successful public house.

In the past, those that took care of their beer reaped the rewards in terms of consistent custom. Things are a bit more complicated today. It's not just a question of keeping good beer: now you need to know about beer styles and how beer is made, and you need to be able to talk with confidence about beer.

"It's not just a question of keeping good beer: now you need to know about beer styles and how beer is made, and you need to be able to talk with confidence about beer"

Beer Talk

The new generation of drinkers - the ones that are sitting around me here in Glasgow - know their stuff. If they see a Mosaic IPA on the bar, they'll probably understand that it is flavoured with the Mosaic hop from America. If they don't, they'll have no qualms about asking for information. Could you give a helpful reply?

What about some other beer questions? Do you know the difference between an ale and a lager? What exactly is a wheat beer? What's the story behind a saison?

Today's beer lovers - often big-spending and usually dictating where their drinking chums head next - are increasingly well informed and, if you can't match their knowledge, or at least enthusiasm, your establishment can quickly slip off their radar. Keeping ahead of the game, though, is really not that difficult and is likely to repay any investment many fold, even when this is extended to the education of your whole team - how much more is there to be gained from having staff members who are fully at ease chatting through beer details rather than blankly offering nothing whenever a customer wants to know a little more?

“Do you know the difference between an ale and a lager? What exactly is a wheat beer? What's the story behind a saison?”

Such education basically boils down to an option of formal learning - back to school, in the most pleasurable sense - or more relaxed self-instruction with the aid of books and the internet.

The Beer Academy

The most visible purveyor of structured beer knowledge is The Beer Academy. Set up in 2003, it offers a variety of educational options from a basic Foundation Course to an Advanced Course, via Beer & Food Matching and How to Judge Beer. The Beer Academy is also behind the Beer Sommelier scheme, which accredits suitably knowledgeable candidates, something that says a great deal about a person's commitment to the subject. A cheaper option is the Academy's online Beer Steward course, which covers the essentials any committed staff member should know. Accreditation can also be provided by the well-respected Cicerone Certification Program, an American scheme designed 'to elevate the beer experience for consumers'.

“Keeping ahead of the game, though, is really not that difficult and is likely to repay any investment many fold, even when this is extended to the education of your whole team”

Cask Marque

But there is no imperative to invest big money in training. There is plenty of free or low-cost guidance available online. Cask Marque, the industry-funded body that seeks to raise the standards of beer service, has a number of options. Cask Beer Uncovered is its free e-learning programme that explains in five short films all about cask. It is designed particularly for staff members, who can view the films whenever convenient. For a modest cost (considering the potential return), Cask Marque also offers on-site training courses for publicans and their teams.

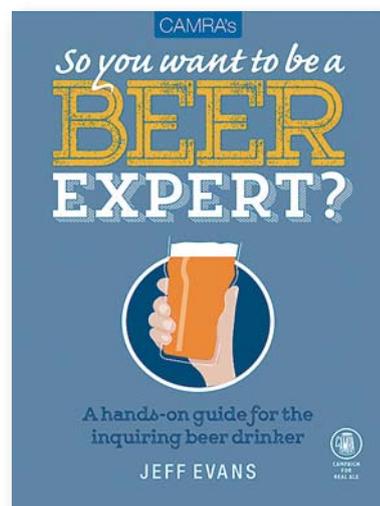
Go By the Book

The huge interest in beer at the moment is reflected, too, in the number of books on the subject now in circulation, many of them engaging reads packed with information. Some writers are also happy to get out on the road and host beer-tasting evenings in pubs and bars. These fun events help raise knowledge levels among customers as well as educating publicans and their staff. They also underscore the commitment of a venue to serving quality beer and have the added benefit of bringing in business on a quiet night of the week. Breweries, too, are often happy to get involved, if you are - or have the potential to be - a regular retailer of their beers. They may send along information and promotional material for you to host an event - perhaps even free samples - or go a step further and arrange a meet-the-brewer evening. Taking the lead to expand your customers' knowledge in this way sends out a very positive statement at the same time as helping you learn more.

“Many have realised the error of their ways and are fighting back in the information war, helping to create a beer world that is bigger and brighter and potentially more profitable than any of us alive have ever known”

Terms of Engagement

For decades, wine producers have been very smart. They have focused on education as a means of customer engagement, providing details on labels about provenance, grape varieties and food pairings, with the result that wine drinkers now often think of their tittle as something sophisticated and themselves as minor experts. Meanwhile, brewers have been cracking self-deprecating jokes, obfuscating about ingredients and slashing prices to win business. Happily, many have realised the error of their ways and are fighting back in the information war, helping to create a beer world that is bigger and brighter and potentially more profitable than any of us alive have ever known. Today's beer drinkers are as knowledgeable as wine drinkers - in many cases more so - and are prepared to put that knowledge to good use in the pub. That presents a real opportunity for those who trade in beer and are prepared to acquire some of that knowledge themselves.



Jeff Evans is author of So You Want to Be a Beer Expert?, published by CAMRA Books at £12.99.

<https://shop.camra.org.uk/books/so-you-want-to-be-a-beer-expert.html>

More of his work can be found at www.insidebeer.com.

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500 Years of Pure Beers

Genuine Germans John Porter looks forward to 2016 - a year for celebrating the 500th anniversary of the world's oldest food quality regulation, and a refreshing reminder of the purity of German Beer

As craft beer fever continues to rage, the opportunity for British beer drinkers to party like it's 1516 and mark the quincentenary of the Reinheitsgebot is one that German beer brands and brewers will seize - along with the chance to remind the Shoreditch set that the Germans made both beer and beards fashionable first.

The actual anniversary of the passing of the purity laws falls on April 23, already widely celebrated by the ontrade, in England at least, as St George's Day, so rivalries dating back at least as far as 1966 can be expected to resurface.

Oktoberfest Opportunity

The celebrations should hit a second peak in the autumn, when the annual Oktoberfest is now established as an opportunity to promote the joys of German beer.

As Des Gallagher of Marston's - UK distributor for both Warsteiner and Kaltenberg - says "Oktoberfest is a celebration of both drink and food, providing an occasion that really shows off the sociability of the German drinking culture"

Adnams - importer of several German brands including Bitburger and Köstritzer - will be arranging trips to some of the brewers it works with for trade customers, as well as linking the celebrations with Oktoberfest.

"Authentic German beers deliver the style and substance which beer drinkers are looking for. A mix of provenance and style helps retailers build a pricing ladder within their lager range to provide an aspirational appeal"

Maxwell Bond, Adnams sales director, agrees: "We definitely see a spike in ontrade demand for German beers during September and October. An increasing number of pubs and bars are creating Oktoberfest events to attract customers. Many are listing a range of our beers, such as Bitburger, König, Benediktiner Weissbier and Köstritzer Schwarzbier, and linking the beer styles with food."



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The Craft of Quality

It might sometimes feel like some traditional benchmarks of beer quality, such as authentic German beers, are becoming less relevant at the hipster end of the market.

“In our experience authentic imported German beers sit perfectly in specialist beer bars and pubs, as people look to enjoy interesting beer styles from around the world”

Far from it, German beers offer a dual advantage for the ontrade, believes Bond. For the growing breed of craft beer enthusiasts, “in our experience authentic imported German beers sit perfectly in specialist beer bars and pubs, as people look to enjoy interesting beer styles from around the world. They provide classic styles of excellent quality and with long and extremely proud brewing heritage.”

However, it’s also worth remembering that mainstream lager still dominates beer sales. Bond adds: “We see an increasing number of pubs and bars looking to introduce a more diverse range of draught and packaged beers.

An authentic imported pilsner can play an important role in bringing new customers into more mainstream pubs and bars.”

Gallagher agrees that authentic lagers are a good fit with both a craft beer range as well as in outlets selling more mainstream lagers: “Research we’ve undertaken shows Germany is seen as the home of the best lagers in the world, providing drinkers with great flavour and taste, and a sign of quality. Whilst some newer breweries produce some very innovative beers, the dependability of the classic German lager is greatly appreciated.”

In the mainstream, “authentic German beers deliver the style and substance which beer drinkers are looking for. A mix of provenance and style helps retailers build a pricing ladder within their lager range to provide an aspirational appeal.” Offering the opportunity to step up from standard to authentic brands “can build the beer reputation of an outlet and drive footfall.”

German Beer facts

Germany has around 1350 breweries;

The country has seen beer production decline slightly over recent years, from 99.9m hl in 2008 to 93.5m hl in 2013. This is still more than double the UK production of 42m hl;

The average German drinks 107 litres of beer annually, compared to 66 litres for the average Brit;

Just over 15m hl of German beer is exported annually.

(source: The Brewers of Europe)

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Beyond the Bland

Colin Gilhespy, MD of beer importer Cave Direct, makes the point that “the craft beer boom is part of a wider movement towards better provenance and flavour that goes well beyond beer, so certainly includes more traditional styles like hell and weissbier. We’ve seen really strong growth in Paulaner and Hacker-Pschorr in the last two years as more pubs realise that a bland lager offering isn’t acceptable. German beers are simply some of the best lagers in the world, and happily people are now looking for exactly that.”

“Consumers are out there searching for an array of hop-filled IPAs, pale ales, red ales, saisons and stouts but lager is still the nation’s favourite beer style by quite some volume”

Stephan Kofler, director, sales and marketing for Krombacher in the UK & Italy, says: “Germany’s beer making heritage and reputation for brewing quality has been built over the last 500 years and remains undiminished - even with the increased excitement around craft. I actually think the craft boom has helped quality-led German brands such as Krombacher, as it has meant an increased number of consumers taking an interest in unique brands with interesting stories, who put beer quality above all else.

Wheat beer

“Wheat Beer stands firmly in the speciality sector of the UK beer market, and is generally considered a craft beer,” says Rob Hole of importer RHBL, UK sales agent for the Erdinger range.

“All the beers are brewed in strict accordance with the purity law of 1516, and we also traditionally mature in the bottle and keg, like champagne!”

Many people in UK think that Erdinger is a lager, as it is served chilled, but is of course it is a top fermented beer, which appeals to both ale and lager drinkers alike - I suppose you could say we span the great divide.”

“Yes, a large proportion of consumers are out there searching for an array of hop-filled IPAs, pale ales, red ales, saisons and stouts but lager is still the nation’s favourite beer style by quite some volume and I don’t think there are any craft lagers out there that can compete with the quality and back-story of a German pilsner.”

Along with Oktoberfest, Kofler points to the popularity in the UK of other German cultural events such as Christmas markets, and the inaugural Dubtoberfest in 2015. This festival for VW camper vans and enthusiasts, held near Worcester, saw nearly 4000 pints of Krombacher consumed over three days.

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Time to Celebrate

Krombacher will ramp up its focus on the German approach to having a good time during 2016. “We’ll be running a campaign to get the UK ontrade involved in the celebrations, with a series of German-themed celebrations in outlets across the country. While April 23rd is the big day for the 500 year celebrations and will be celebrated with great fanfare, we will be using the whole year to use the celebrations to drive awareness and growth of Krombacher.”

“More pubs are realising that a bland lager offering isn’t acceptable. German beers are simply some of the best lagers in the world, and happily people are now looking for exactly that”

Peter Karsten, managing director at importer World Beers Ltd, says: “Undoubtedly, Oktoberfest has to be the most well-known beer festival in the world so it’s always a great opportunity to drive awareness and sales of our German brands DAB and Schöfferhofer Hefeweizen. Many ontrade venues run German-themed events and there are more and more German themed bars opening around the UK so the German opportunity is getting bigger every year.

“2016’s 500-year celebration has to be the most exciting time for German beer brands, so we will definitely be looking to take advantage. I think German lagers are viewed very differently than the mainstream lager brands. German breweries put taste



and flavour first and I think consumers realise this. As UK consumers continue to search out the best of beer, German brands can continue to take market share, especially as the celebrations kick off.”

Neil Kitching, Sales Director of Cave Direct sums up: “British breweries are starting to brew these styles and drinkers are finding it a welcome variation and session option. Since Germany brews some of the best lagers in the world, we’re seeing lots of interest and strong growth in Paulaner and Hacker-Pschorr—which has had a knock-on effect of getting people interested in German weissbiers too.

“The quality of beer on the bar throughout the UK is improving, and traditional German beers have an important place in that.”

Ale Caesar!

Going back even further than the Reinheitsgebot, it was the Romans who gave us the first written record of the Germans’ love of beer. At around the same time that Julius Caesar was attempting, somewhat robustly, to recruit the tribes into the Empire, the historian Tacitus noted that the German warriors were afflicted with a raging thirst, which they slaked with “a liquor of barley or acquired grain that was fermented into a corrupt resemblance of wine.” This, if nothing else, confirms that beer is an acquired taste, since a few decades later Bavarian-brewed beer was prized across the Roman world.

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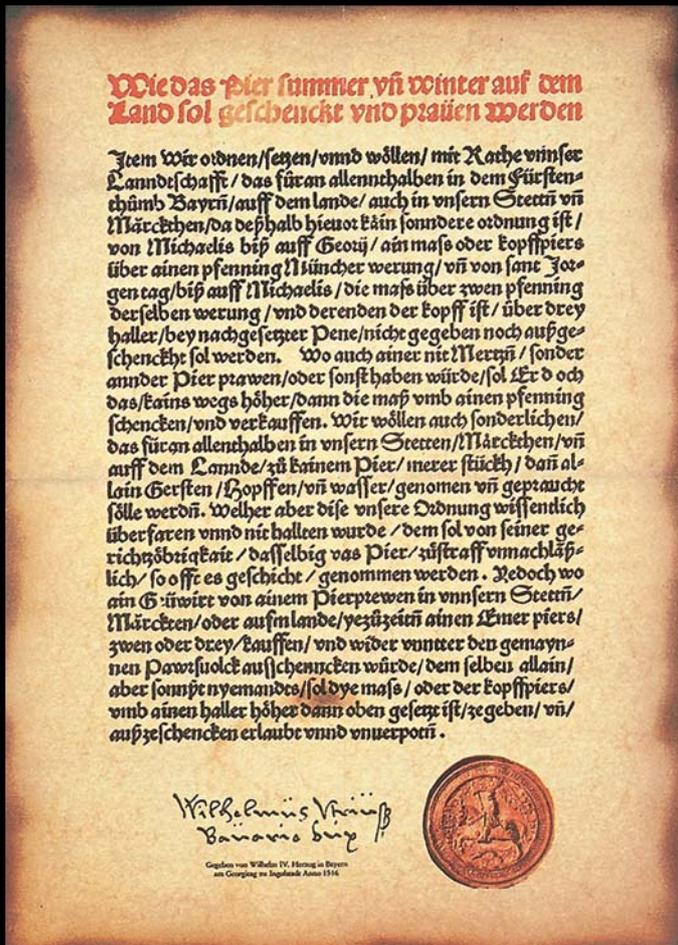


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The Roots of Reinheitsgebot



Genuine Germans

The more senior family brewers of Britain may sometimes be described at the Beerage, but if there's such a thing as genuine beer royalty, it's Prince Luitpold von Bayern of Bavaria, CEO of the Kaltenberg brewery.

Among the Prince's ancestors are not only Duke Wilhelm, who passed the Reinheitsgebot 500 years ago, but also King Ludwig I, whose marriage in 1810 prompted the first Oktoberfest celebrations.

Back in 1516, the Duchy of Bavaria proclaimed the Reinheitsgebot, or purity decree, which meant that the only ingredients that could be used in the production of beer were water, barley and hops. Although there had been previous versions of the purity rules that applied to cities or regions, Bavaria under the rule of Duke Wilhelm IV became the first to impose the rule across the whole state.

The Reinheitsgebot didn't originally specify the use of yeast, for the very good reason that it would be another 300-plus years before the role that microorganisms play in the fermentation process was understood. As brewers have known for thousands of years, though, the Bavarians understood that something very clever was happening, and were adept at helping it on its way. Later versions of the rules have incorporated the use of yeast.

Party Time

Des Gallagher, marketing manager for Kaltenberg at UK distributor Marston's, says: "The 500th anniversary of the Reinheitsgebot is a cause for celebration which we'll be supporting with several events. The beer remains as pure and classically brewed as it always has been, and we'll be working hard to provide awareness of the quality of the ingredients and help educate drinkers and bars across the country what the Reinheitsgebot is and has delivered to the quality of lager for 500 years."

Beer Rules

There are few things the powers-that-be enjoy more than having a bit of a meddle in the innocent enjoyment of a pint.

The UK's Defence of the Realm Act imposed restrictions on opening hours that still make some of us shout "one more pint please" in a Pavlovian response every time we hear a bell ring, while across the pond Prohibition opened a door for mobsters such as Al Capone that the US authorities are still trying to shut.

"The Reinheitsgebot is one piece of legislative intervention in the business of beer that is acknowledged as having a positive impact, not only in terms of consumer protection, but also in shaping the way that we think about beer"

The Reinheitsgebot is, however, one piece of legislative intervention in the business of beer that is more-or-less universally acknowledged as having a positive impact, not only in terms of consumer protection, but also in shaping the way that we think about beer.

It's the Beer Talking

In the spirit of promoting a good bar-room debate, it's worth suggesting at this point that the Duke's motives may not have been entirely altruistic. By reserving barley for beer, he ensured that there was wheat and other grain available to make bread. Breadless peasants have a nasty habit of marching on the palace with flaming torches and mounting royal heads on pikestaffs - especially if they're hung-over after drinking contaminated beer on an empty stomach.

Prost

As the beer world gears up to mark 500 years of the Reinheitsgebot, drinkers from Copenhagen to Cairo and Beijing to Buenos Aires will be raising a glass of beer brewed to the centuries-old rule.

Beer and brewing may be more diverse than at any time in history, but the Reinheitsgebot still rocks.

DISCOVER THE GENUINE LAGER OF THE REINHEITSGEBOT

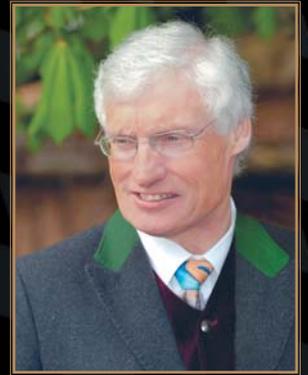


“I would like to invite you to a journey through the history of beer and through a journey of the history of my family which ruled Bavaria for almost 800 years. During that time we had lots of influence on the German brewing industry. Bavarian beer was always a very sensitive product, a very sensitive area. The Purity Law ensured equality and it defined what beer is. My ancestor Duke Wilhelm IV issued that law 500 years ago, let’s celebrate that together this year.”

HRH Prinz Luitpold von Bayern



Seal of Duke Wilhelm IV -
the originator of the Reinheitsgebot.



Bier von königlicher Hoheit

Available exclusively from Marston’s
Contact Marston’s on 0800 5870773



Know Your Germans

Genuine Germans

Most German beer in the UK is lager, but there are several other styles that are gaining in popularity with beer connoisseurs and the beer curious.

Although you don't need to be an expert to appreciate their purity and style, or to profit from their popularity, knowledge is a useful tool when it comes to increasing sales.

All beers are broadly divided into two categories - bottom fermented or top fermented. This simply means the yeast either works at the top, or works from the bottom before removal, reuse, or storage. While the British are renowned for their top fermented ales, most German beers are bottom fermented.

Alt 4.5-4.7%

The closest German beer comes to British ale. Top fermented, these beers are amber in colour, have a good firm malt character and are well hopped. It is quite dry, but smooth and well balanced.

Bockbier 6%+

Bottom fermented, smooth and malty and similar to British barley wines. Rich and heavy, these are winter beers made to be sipped and savoured.

Doppelbock 7-8%

Literally a double bock, it used to help fasting monks survive the period of lent. Smooth and devilishly alcoholic, Doppelbock is well aged and complex and can be light or dark in colour.

Dunkel 4.8-5.4%

Pronounced 'doon-kel', also known as Schwarz, black or dark lager. Brewed using aromatic malts. Tawny to black in colour, it has a gentle malt spiciness and full-bodied flavour that is refreshing, yet full of character.

Hell or Helles 4.9%

The name means pale or light and these beers have a mild hop character with a touch of malt sweetness.

Kellerbier 5-5.5%

Literally "cellar beer," this is an unfiltered aged lager, usually strongly flavoured with aromatic hops. Often a deep amber colour, perhaps with a reddish tinge, thanks to the addition of slightly caramelized malt, known as Munich malt

Kölsch < 5%

Pronounced 'kerlsch'. The German equivalent of a pale ale, only brewed in Köln, or Cologne. One of the few beer styles with a regional appellation, it is unique in that, despite being an ale it is lagered for up to two months before being tapped

Marzenbier 5.3-5.8%

Pronounced 'maer-tzen'. Also known as Festbier, it is traditionally associated with Munich's famous Oktoberfest event, it has a golden, bronze or amber appearance and full flavour with a delicate malt sweetness.

Pilsner 4.8-5%

Originally from Bohemia, this is the most familiar style in the UK. Light-coloured it has a strong hoppy taste and aroma with a long dry finish. In the Bavarian region, Southern Germany, Pilsner is slightly stronger and has a more distinctive malty flavour.

Rauchbier 4.8-6.5%

Pronounced 'rowch-beer'. Literally smoke beer, this is a local specialty from Bamberg in Franconia. Made either partially or exclusively from smoked malts, darkish-amber and opaque, most Rauchbiers are barley-based lagers.

Weissbier/Wheat beer 6.5-8%

Brewed from malted wheat and malted barley it is available in two varieties - Hefe (cloudy) for which the yeast is retained and Kristall (clear) when the yeast is removed. Both are full flavoured with a refreshing zest, spicy and complex taste.

Weizenbock 6.5-9%

Pronounced 'v-eye-tz-en-bock', literally strong wheat beer, this is a very complex, strong winter-brew. Combining malt and fruit flavours, with a long refreshing acidity. An excellent digestive, it complements heavy and rich foods.

Köstritzer

KELLERBIER

ALC 5.4% VOL.

AN UNFILTERED AND CELLAR AGED BEER TRADITIONALLY BREWED IN BAD KÖSTRITZ, GERMANY. BREWED USING ONLY THE HIGHEST QUALITY ROASTED MALTS, KÖSTRITZER KELLERBIER IS THEN AGED TO CREATE A FULL-BODIED BEER WITH A LIGHT SPICY FLAVOUR.



TO FIND OUT MORE ABOUT KOSTRITZER KELLERBIER OR TO ENQUIRE ABOUT STOCKING PLEASE CALL 01502 727272 OR EMAIL INFO@ADNAMS.CO.UK

Your challenge. Your reward.



*Lucy Gossage,
triathlete*

ERDINGER Alkoholfrei's bright blue finishing arches, master tents and beach flags have welcomed finishers across the line at various sporting events in the UK. Update yourself on the latest events here: www.erdinger-alkoholfrei.co.uk

Lucy Gossage was the first UK athlete to join Team ERDINGER Alkoholfrei in the summer of 2013. The medical graduate is in top form this season: at the Ironman UK in Bolton Lucy won with more than half-an hour lead over the runner-up and finished the Ironman World Championship in Kona (Hawaii) in tenth place.

ERDINGER
ALKOHOLFREI



ERDINGER Alkoholfrei is the refreshing isotonic recovery drink. It provides the body with essential vitamins such as folic acid and vitamin B12 which help reduce fatigue, promote energy-yielding metabolism and support the immune system.

ERDINGER Alkoholfrei contains less than 0.5% alcohol by volume.

Now also available in the 0.5l can!



ISOTONIC | VITAMIN-RICH
REDUCED CALORIES

The refreshing isotonic recovery drink.

ERDINGER Alkoholfrei is brewed under the strict Bavarian Purity Law, which means it is made from only highest quality, natural ingredients. Not alcohol free for the purpose of UK Food Law.

www.erdinger-alkoholfrei.co.uk





Genuine Germans

Augustiner Munich Helles 5.2%

Since 1328 Augustiner beer had been brewed within the monastery of the Augustinian Brotherhood near the cathedral of Munich. The Helles is the classic Munich beer, a light lager style beer, very crisp and soft with notes of citrus and hops with a slightly sweet finish.

Cave Direct 01622 710339

www.cavedirect.com

Beck's Pilsner 4.8%

Beck's Pils, a 4.8% ABV pils lager is brewed in accordance with the Reinheitsgebot. Beck's has a long, rich history of independent thinking. From 1874 when it was the first German brewery to use green bottles instead of the standard brown to the Beck's Art Labels launched 25 years ago.

AB InBev 01582 391166

www.ab-inbev.com

Benediktiner Wheat Beer 5.4%

An amber-coloured wheat beer which boasts a unique fruity tingly character with a balanced hoppy bitterness.

Adnams 01502 727200

www.adnams.co.uk

Bitburger Pilsner 4.8%

Germany's number one draught lager, brewed exclusively in the German town of Bitburg, in accordance with Germany's ancient beer purity laws, using only four ingredients; barley, finest, dry Bavarian hops, pure, clean Eifel mountain water and yeast from their own pure culture sources.

Adnams 01502 727200

www.adnams.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

DAB Dortmund Lager 5.0%

A full flavoured, smooth Dortmund lager with a firm, rounded palate. Winner in World Beer Awards 2007. Exported to over 50 countries worldwide.

James Clay 01422 377560

www.jamesclay.co.uk

Dortmunder Union Pilsner 5.0%

Pronounced "dort-moon-der", this was first brewed in 1873, in the city of Dortmund in Germany's industrial Ruhr Valley, this is a pale golden Pils style lager.

LWC Drinks 0845 402 5125

www.dortmunder.co.uk

Eichbaum Range 4-5.3%

One of the leading brewers of Baden Württemberg in Southern Germany, where lagers are traditionally less strongly hopped and taste a little sweeter than those from other regions. Also available are wheat beers in both golden and dunkel, and Apostel Bräu, a malty pilsner

Morgenrot Group 0845 070 4310

www.morgenrot.co.uk**Erdinger Weiss Wheat Beer 5.3-7.3%**

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants available in the U.K. - Hefe (5.3%) Draught & Packaged, Dunkel (5.3%) Draught & Packaged, Urweisse (4.9%) Draught & Packaged, Kristall (5.3%) Packaged, Pikantus (7.3%) Packaged, Champ (4.7%) Packaged, Alkohol-Frei (0.4%) Packaged, also imported are seasonal beers Oktoberfest, Schneeweisse and Bavarian Speciality - Fischer's Helles Bier (5.5%) draught.

James Clay & Sons 01422 377560

www.jamesclay.co.uk

Charles Wells 01234 272766

www.charleswells.co.uk

Nectar Imports 01747 840100

www.nectar.net**Flensburger Gold/Lager/Pilsner 4-4.8%**

Germany's most northerly brewery, located on the shores of the Baltic near the Danish border. The world's biggest user of flip top bottles, their advertising strap line is 'Plop'. The 4% draught Lager is produced solely for export.

James Clay 01422 377560

www.jamesclay.co.uk**Fruh Kolsch 4.8%**

A dangerously drinkable beer with an unsurpassed balance in Kölsch beer of malt and soft delicate hops. Pale gold in colour with a good lasting head, the hoppy, dry finish is from using Hallertau and Tettnang hops.

James Clay 01422 377560

www.jamesclay.co.uk**Furstenberg Helles 5%**

Brewed in the Black Forest, this is a deep gold in colour with hints of fruit in a big malty body and with a crisp, dry finish.

Branded Drinks 0870 066 0947

www.brandeddrinks.co.uk

Matthew Clark 01275 891 400

www.matthewclark.co.uk**Hacker-Pschorr Munich Gold Helles 5.5%**

In Bavaria, this beer is recognized as the benchmark of the lager style and the Hacker-Pschorr Brewery is known as Bavaria's Heaven - Munich Gold represents the real thing from one of the oldest breweries in Munich.

Cave Direct 01622 710339

www.cavedirect.com**Hacker-Pschorr Original Märzen 5.8%**

An Oktoberfest beer that is so popular it's brewed all year round. Golden amber in colour, with sweet caramel and malt aromas from the German barley and a crisp finish from a light hoppiness. A taste sensation for any beer connoisseur.

Cave Direct 01622 710339

www.cavedirect.com**Hacker-Pschorr Weiss Wheat Beer 5.5%**

This creamy, golden beer topped off with a compact and creamy head of froth is a truly magnificent sight. Special malt, wheat and yeast come together to produce the aroma of sweet bubblegum and banana, and the sweet honeyed flavour melts away to reveal a slight acidity and citrus.

Cave Direct 01622 710339

www.cavedirect.com**Hofbräu Helles 5.1%**

More than any other, Hofbräu Original embodies the special atmosphere of the beer-making capital of Munich. Exported to the four corners of the globe, its refreshing, bitter flavour has become famous worldwide.

James Clay 01422 377560

www.jamesclay.co.uk**Hopf Wheat Beer 5.3%**

A concentrated Wheat Bock Beer with sweet, fruit flavours of pineapple and coconut and a slightly spicy coriander essence

Cave Direct 01622 710339

www.cavedirect.com**Jever Pilsner 4.9%**

One of the most bitter, hoppy beers in the world, this classic extra dry pilsener is lagered for 90 days. The small brewery was founded in the 1840's, and the very dry style is typical of beers from Friesland. Available on draught and in bottles

James Clay 01422 377560

www.jamesclay.co.uk**Kloster Andechs Range 5.5%**

The brewery's infrastructure at the Holy Mountain ("Heiliger Berg") is not aligned to profit maximisation, but to preserving the monastic identity. The monastery beers brewed in Andechs are the culmination of centuries old Benedictine brewing tradition and ultra modern brewing technology.

Cave Direct 01622 710339

www.cavedirect.com**König Pilsner 4.9%**

König is German for 'King', and this is one of Germany's most popular pilseners, and is also one of its oldest. Pale gold in colour, it has a light, refreshing taste and distinctive hop aroma.

Adnams plc 01502 727200

www.adnams.co.uk**Kaltenberg Hell 4.1%**

Brewed using only the finest ingredients: 2 row summer barley, the finest hop varieties and Kaltenberg's own pure culture yeast strain. The result is literally a beer 'fit for a King' - the brewery is still owned by Prinz Luitpold of the Royal family of Bavaria whose ancestor, Duke Wilhem IV decreed the Reinheitsgebot in 1516.

Marstons 01902 711811

www.marstons.co.uk


Köstritzer Kellerbier 5.4%

Unfiltered and cellar-aged beer from one of Germany's oldest breweries in Bad Köstritz, which dates back to 1543. Traditionally brewed using only the highest quality roasted malts, then aged to create a full-bodied beer with a light spicy flavour.

Adnams 01502 727200 www.adnams.co.uk

Köstritzer Schwarzbier 4.8%

A characterful, smooth, full-bodied dark lager from one of Germany's oldest breweries in Bad Köstritz, which dates back to 1543. Interesting and unique and much more complex than a standard lager, with subtle tones of malt and chocolate.

Adnams 01502 727200 www.adnams.co.uk

Krombacher Dark Dark Lager 4.7%

From the largest privately owned brewery in Germany, Krombacher Dark is deeply coloured and full bodied with a moderate bitterness and rich high roasted malt.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Hell Helles 5.0%

The new golden Krombacher Hell is ideal for those preferring a full-bodied beer. It's the subtle touch of hops and the special malt varieties that make Krombacher Hell so special and ensure that it is less bitter and has a pleasant maltiness.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Today's Group 01302 249909 www.todays.co.uk

Krombacher Pils Pils 4.8%

Germany's best selling pilsener from the Krombacher Brauerei founded in 1803. Traditionally brewed using Hallertau hops and summer barley malts, it is well balanced with a slight bitterness and a wonderful crisp finish.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Radler 2.5%

Radler is the most popular beer mix in Germany. Made with a lemonade developed by Krombacher and mixed in equal parts with the Pils beer this great product has a very refreshing taste and full-flavoured aroma.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Weizen Wheat Beer 5.3%

From the Siegerland Hills surrounding the small town of Krombach, emerges Germany's most exciting wheat beer. It delivers a full bodied texture with tangy and fruity flavours and superb grassy aromas.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Kuppers Kolsch Kolsch 4.8%

A delicate golden colour with a lovely white head and a honeyed hoppy aroma.

James Clay 01422 377560 www.jamesclay.co.uk

Licher Weizen Wheat Beer 5.4%

Pronounced "Lee-sheer-Vit-tsen", this distinctive golden wheat beer with a bittersweet taste is made from the Licher brewery. Founded in 1854 and based in central Germany.

Adnams 01502 727200 www.adnams.co.uk

Lowenbrau Munich Helles 5.0%

Brewed since 1383, Löwenbräu is still produced in Munich according to the German Reinheitsgebot (purity law) that dates back to 1516. A genuine import, Löwenbräu is available exclusively on draught in the UK. A refreshing yet characteristic beer, slightly dry, spicy, with a trace of malt and delicately bitter.

AB InBev 01582 391166 www.ab-inbev.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Maisel's Wheat Beer 5.2%

Ranked among the best of the Bavarian Wheat beers, and available in both Hell and Dunkel varieties.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Paulaner Hefe Weiss Wheat Beer 5.5%

Unfiltered, cloudy wheat beer in both golden and Dunkel variants. Full of typical weiss beer fruit flavours, the classic cold fermentation method & long maturation in the world's deepest beer cellar guarantees the beer quality & character. Available in 33/50cl bottles & 30-l kegs

Cave Direct 01622 710339

www.cavedirect.com**Paulaner Münchner Dunkel Dark Lager 4.9%**

Despite what you may think, this was the original Bavarian lager, and until the 1930s this was Bavaria's only beer. Mahogany brown, with a gorgeous roasted malt aroma and a hint of dark cocoa, followed by sweet hints of chocolate and liquorice before a lighter, crisp finish. Up until the end of the 19th century, the Dunkel was considered to be the most noble beer of all. And, being experts on the subject, the people of Munich drank no other.

Cave Direct 01622 710339

www.cavedirect.com**Paulaner Original Munich Helles 4.9%**

The true symbol of Munich. A true classic and an essential part of Munich culture. Clear and bright gold in the glass, crowned by a pure white head, it is combines mild, elegant malts with a hint of sweetness and a soft lemony hops in the background. Despite being one of the world's first helles lagers, its recipe for success remains the same - local, quality ingredients used to create a perfect balance of malty character and the light bitterness of the hops.

Cave Direct 01622 710339

www.cavedirect.com**Paulaner Salvator Doppelbock 7.9%**

Paulaner's brewing history begins with this beer and the Paulaner monks, who invented this bottom-fermenting double bock to keep them "healthy" during the Lent fast. They have been brewing the Salvator for over 375 years - always according to the original recipe. Chestnut brown in colour it has a sweet, nutty aroma with hints of caramel, chocolate and alcohol that follows through to the taste to make for an intense and complex beer

Cave Direct 01622 710339

www.cavedirect.com**Schlenkerla Rauchbier 5.1%**

This classic smoked beer from Bamberg has a distinct aroma through its palate to a clean, dry finish - a very unusual beer that goes exceptionally well with barbequed meats. Two varieties are available in the UK, a Martzen and a Wheat

James Clay 01422 377560

www.jamesclay.co.uk**Schneider Weisse Wheat Beer 5.2-8.0%**

Schneider Blondes at 5.2% (renamed from Weizenhell) has a light honey-colouring and a clove-like aroma, and is available on draught. The Original Weisse is 5.4%, while the more exclusive Aventinus at 8% is sweeter with a taste of chocolate

James Clay 01422 377560

www.jamesclay.co.uk**Schöfferhofer Hefeweizen Wheat Beer 5.0% ABV**

The biggest-selling wheat beer in Germany outside Bavaria and known as the "champagne among wheat beers" due to its sleek appearance, elegant character and smooth palatability. Amber in colour with a distinct wheat malt flavour and a strong hint of cloves & lemon making it more sessionable & differentiating it from the typical Bavarian wheat beers

World Beers 01279 600044

www.world-beers.co.uk**Thurn & Taxis Roggen Beer Rye Beer 5.3%**

This warm dark rye beer is an incomparable taste experience, a unique speciality, spicy with a slight hint of pumpernickel.

Cave Direct 01622 710339

www.cavedirect.com**Veltins Pilsner 4.8%**

One of the finest examples of German Pilsner. Veltins Pilsner is brewed using natural spring water from its own mountain. It has a delicate dry and clean palate, fine carbonated body, slight bitterness and a light citrus finish.

Westside Drinks 020 8996 2000

www.westsidedrinks.co.uk**Warsteiner Pilsner 4.8%**

Brewed with passion since 1753, WARSTEINER Premium Verum is a Pilsener-style beer with a perfectly-balanced taste, and a mild, crisp hop finish. Carefully selected premium ingredients, like the finest noble Hallertau hops and extraordinary drinkable, soft water, give WARSTEINER Premium Verum its truly unique character and remarkably golden color.

Marstons 01902 711811

www.marstons.co.uk

Madison Drinks London 02085949900

www.madisondrinks.co.uk**Weihenstephan Wheat Beer 5.4%**

An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available on draught and in bottles in both Hefe and Dunkel versions

Branded Drinks 01594 810261

www.brandeddrinks.co.uk

No Short Cuts

Budweiser Budvar

Budweiser Budvar are undoubtedly experts in the brewing process and in 2015 celebrated 120 years of brewing tradition.

Let's take a step back in time to 7th October 1895, when the first batch was brewed at the Czech Joint Stock Brewery. Fast forward to today and much remains the same; the traditional values continue and ingredients remain exquisite. The first-class cones from locally grown Saaz hops, the natural soft water from ice age lakes underneath the brewery and carefully selected grains of unique Moravian barley all work together like a finely tuned symphony. It takes 102 days to brew and condition Budweiser Budvar, around 7 times longer than most beers; it's the only way to preserve the unique and unmatched taste.

And Here's The Beers:

- ▶ **Budweiser Budvar B:ORIGINAL (5%)**
102 days in the making and no short cuts. Savour the perfectly synchronised sweet bitter equation.
- ▶ **Budweiser Budvar B:DARK (4.7%)**
Full flavoured bohemian black lager united with roasted coffee and chocolate tones.
- ▶ **Budweiser Budvar B:KRAUSENED NATURALLY HAZY CZECH LAGER (4%)**
Unfiltered, unpasteurised and secondary fermented. Beer as it should be.
- ▶ **Budweiser Budvar B:STRONG CZECH IMPERIAL LAGER (7.5%)**
Bigger, bolder, stronger. A beer brewed out of tradition and matured for 200 days.
- ▶ **Budweiser Budvar B:CHERRY (4.4%)**
A fusion of dark lager and local cherry juice.
- ▶ **Budweiser Budvar B:FREE (0.5%)**
A golden pour and thick head made with Moravian barley plus Saaz hops but minus the alcohol.

Budweiser Budvar Tankové Pivo

Budweiser Budvar Tankové Pivo brings the brewery cellar to you and they take bringing it you as seriously as they do brewing it.

To experience the exquisite taste of Budweiser Budvar in its most amplified form is to taste it from the brewery cellars. The flavours are louder because it is unpasteurised and it remains fresh because it is delivered in temperature-controlled tanks. It's smooth as the tanks are airtight and no air touches the beer.

In fact the only thing that is missing is the smell of the Moravian malt from the Brewhouse and you don't even have to leave the bar to taste it. Sample brewing at its finest just as the master brewer intended.

Budweiser Budvar's Tank Beer, or Tankové Pivo as the locals in the Czech Republic call it launched two sites in 2015 at the following locations:

- ▶ **Zigfrid von Underbelly, Hoxton Square, London**
- ▶ **MEATliquor, Upper Street, N1**

102-summer campaign

In July 2015 Budweiser Budvar launched its 102-summer campaign, raising a glass to the 120th anniversary year, honouring the history and heritage of the iconic brewery. To celebrate their long-standing traditions a two-month summer campaign took place up and down the country, in 102 pubs and bars.

The campaign highlighted the 102-day brewing tradition, giving away 102 free samples to 102 customers in 102 locations across the country including Edinburgh, Glasgow, London, Bath, Manchester, Oxford and Sheffield to name a few.

Keep up to date with all the latest news:

www.budweiserbudvar.co.uk

 [Twitter.com/BudvarUK](https://twitter.com/BudvarUK)

 [Facebook.com/BudvarUK](https://facebook.com/BudvarUK)

 [Instagram.com/budvaruk](https://instagram.com/budvaruk)

*Budweiser
Budvar*



YOU CAN'T RUSH PERFECTION...



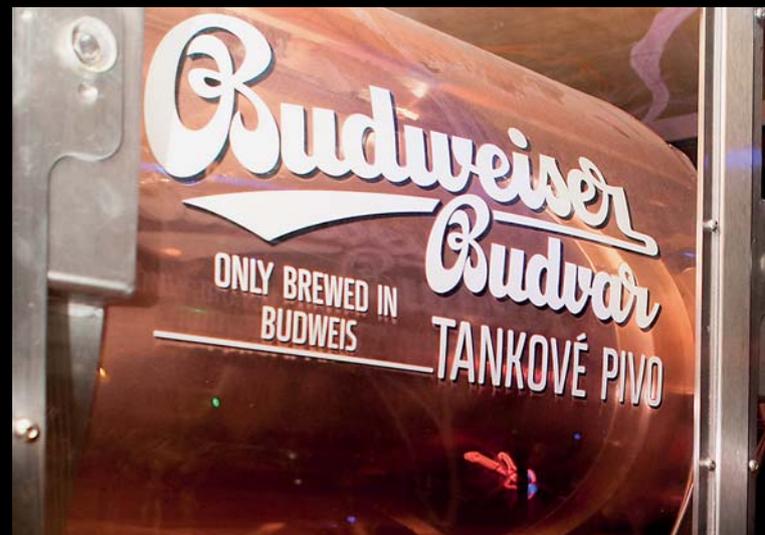
That's why we take 102 days to brew and condition Budweiser Budvar. About 7 times longer than most other beers. It's the only way to preserve our uniqueness so we maintain our quality and unmatched taste.

Only ever brewed in Budweis, Czech Republic.

No Short Cuts

It's also our 120th birthday this year and if you want to find out more of the story then please contact Simon Warren on **020 7554 8810** or email simon.warren@budvaruk.com

www.budweiserbudvar.co.uk



Roll Out the Tanks

Czech Beers The Czechs are leading the charge as Tankové Pivo has polished up the craft beer halos of venerable brands that are rolling out the big tanks. Award-winning beer writer Will Hawkes, the man who put craft beer at the fingertips of London's beer lovers with his Craft Beer London app, discovers the joy of Czechs

For a taste of the zeitgeist, head for Islington. MEATliquor, which can be found in an otherwise nondescript yard just off Upper Street, is the latest venue in a family of burger restaurants that have transformed youthful London's eating habits. While the food is pure Americana (huge burgers, wings, fat and salt in plentiful supply), the venue is more Gilbert-and-George meets industrial chic, all exposed pipes and slightly disconcerting decoration.

Oh, and then there's the beer, which is stored in four tanks above the bar: Budvar.

Budvar? This Czech pale lager has been a staple of higher-end British pubs for a number of years but in the era of American hops and Bermondsey railway arches, might it seem to be a little passé?

Not a bit of it. The folks behind MEATliquor are clearly delighted to have the beer on offer, given the chalk-scrawled come-and-

get-me on the front of the bar: 'Budweiser Budvar Tankové Pivo,' it reads. "Delivered direct from the Czech Republic to your glass. No short cuts."

"This, of course, is no ordinary Budvar - it's Tankové Pivo, or unpasteurised tank beer; another sign declares that the next delivery is coming in nine days"

This, of course, is no ordinary Budvar - it's Tankové Pivo, or unpasteurised tank beer; another sign declares that the next delivery is coming in nine days. The beer is delivered by truck from the Czech Republic and stored in sterile plastic bags inside the tanks. The young, smartly-dressed customers are immediately fascinated, according to restaurant manager Boyd Collins. "When people see the four tanks on top of the bar, they're 'oh, you brew your own beer'. You put them straight but you're immediately into a conversation about it," says Collins. "It's a very good talking point."

Tanks for Pubs and Bars

Budvar, though is not the only Czech beer available in this form in the UK. In fact, they were beaten to it by Pilsner Urquell, which is now served in seven different pubs around the UK, plus one in



Dublin, and Krusovice. The diversity of the venues now serving Czech tank beer is worthy of note. There's the White Horse, a long-term beer shrine in Parsons Green, which was the first place in the UK to have tank Pilsner Urquell in the summer of 2013; The Duck and Rice, restaurateur Alan Yau's Chinese gastropub in Soho, which also serves PU; KuPP, a Scandinavian style diner in Paddington and Neighbourhood, a new and fairly down-to-earth pub in Stratford, both of which sell Krusovice; and then there's Albert's Schloss, a Bohemian/Bavarian-themed pub in Manchester which is currently getting through one 500-litre tank of PU every day (that's 888 pints, a daily rate that is apparently higher than anywhere else outside the Czech Republic).

"When people see the four tanks on top of the bar, they're 'oh, you brew your own beer'. You put them straight but you're immediately into a conversation about it"

At MEATliquor, Budvar sells at £4.90 a pint (or £14.50 for a three-pint jug). It might not sound cheap but compared to some of the prices charged for beer in the capital these days, it's not too bad, especially given this is a restaurant. Not only is the beer stored in tanks, but it's served in weighty, straight glass mugs, giving the

experience a level of theatre wholly divorced from a pint of lager in a chipped nonic. Pilsner Urquell's tank beer, meanwhile, is served in fat-bottomed glass mugs emblazoned with the name of the place you're drinking.

No-one is investing in tank beer more than Krusovice. There are currently five sites in the UK serving their tank beer (from West London's KuPP, and East London's Neighbourhood, to The Tank in Edinburgh) with three more imminent: Cottonopolis Manchester, Tank Newcastle Upon Tyne and Neighbourhood Southampton. The tanks themselves are discreetly branded with the Royal R & Krusovice banner. "We are planning several more sites in the very near future; we're keen to get this experience to as many customers as possible," says spokesman Des Gallagher. "Feedback so far has been fantastic."

Savour the Flavour

All of this helps to explain tank beer's new popularity, but the key factor, in the age of craft beer, remains flavour. Perhaps the easiest way to describe it is by saying it's as if the flavours have been turned up a few notches; so Pilsner Urquell has far more spicy bitterness from the Saaz hops used and a touch more caramel, while Budvar still has that classic balance of sweet and hoppy, but more so. It's fresh, clean, soft and rounded.



"If people are used to drinking normal keg lager, it's like nothing they've had before," says Collins. "It's a lot clearer, crisper, a fresher taste. It's really good stuff." Pilsner Urquell brewmaster Vaclav Berka, meanwhile, says that drinking tank beer is like "drinking the same beer the brewmasters drink." It's a clever line that clearly appeals to customers who are increasingly aware that fresh beer is the best beer, and who are looking for a closer relationship with the products they consume. Beer, after all, is tiptoeing gingerly down a path already well-trodden by the likes of wine, cheese, coffee and so many other foodstuffs before.

"Beer, after all, is tiptoeing gingerly down a path already well-trodden by the likes of wine, cheese, coffee and so many other foodstuffs before"

Keeping It Fresh

But if tank beer is increasingly big in the UK, it's become commonplace in the Czech Republic. There are many pubs serving the stuff over there. Generally, those pubs only serve one or two beers, so turnover is high and the beer remains fresh.

For all of the benefits - in terms of flavour and customer engagement - there are drawbacks with tank beer. It needs to sell fast (once opened, the beer only really survives for five days, at the most; unopened, for 21 days) and if it doesn't, staleness sets in.

It also requires tanks to be installed in a pub; whilst they're very cleverly fitted at Meatliquor, on top of the bar, elsewhere they're more intrusive. Some might say too intrusive in some cases, such as at The Strongroom in East London, a small bar where space is at a premium.

Even at The Duck & Rice, there have been complaints. Writing in the Evening Standard, Fay Maschler complained that she had been "elbowed into a corner by huge copper tanks holding unpasteurised Pilsner Urquell beer delivered weekly from the Czech Republic", although she did enjoy the beer ("I appreciate the clarity and lightness of touch of the Pilsner Urquell," she wrote).

Tanks of the Future

It could be that as tank beer becomes more well-known, the tanks themselves become less of a feature; relegating them to the cellar - where beer is supposed to be kept, of course - would be good news in the long-term.

Whatever the future holds, the current demand for quality beer of all kinds - from microbrewed IPA to tank-stored pilsner - shows no sign of abating.

And with tank beer's move into higher end venues like The Duck & Rice and fashionable spots like MEATliquor, perhaps a new frontier is being opened up.

The enthusiasm of the youthful punters at the latter seems to suggest it might be a fruitful one.



KRUŠOVICE

1581



ROYAL CZECH BEER SINCE 1581



In 1581 King Rudolph II, Holy Roman Emperor and King of Bohemia, acquired his very own brewery in the village of Krušovice near Prague, in what is now the Czech Republic. He is the only king ever to have owned his own commercial brewery.

IMPORTED FROM KRUŠOVICE

The Royal brewery of Krušovice is the only place in the world where Krušovice is brewed according to the traditional recipe and prides itself on existing in the same location in Central Bohemia since 1581.

KRUŠOVICE IMPERIAL

An award winning and premium golden beer – this very accessible and most refreshing golden pilsner uses Bohemian malt, Czech Saaz hops and local spring water giving it a tasty bitterness and crisp after taste (5% ABV).

According to premium lager drinkers, Krušovice has the fullest, most in-depth flavour profile and is the preferred Czech lager.

For more information on Krušovice or stocking enquiries, please contact Marston's on

0800 587 0773

Czech List



Bernard

Bottle/Keg 0.5 - 5.8%

One of the most respected breweries in the Czech Republic, all of the beers are unpasteurised. Most are brewed for consumption in the Czech market but 5 draught varieties are imported into the UK: Pilsner 4.7%, Light or Svetle 3.8%, Dark or Cerne 5.1%, the extremely rare Unfiltered (Nefiltravano) 5.1% and even rarer Special OX at 5.8%. Several versions are also available in bottles, including the alcohol free Amber

Pivovar UK 017963 913589

www.pivovar.co.uk

Bohemia Regent

Keg 5.0%

Bohemia is well known for its brewing tradition and the Regent brewery in Trebon is the oldest in the Czech Republic, established in 1379, and is still part of the ancient heart of the town. Now owned and managed by the Stasek family, the brewery's range is broad, however, it is their flagship Premium 5% lager that JW Lees brings across. A premium beer with a hoppy taste and medium bitterness,

JW Lees 0161 643 2487

www.jwlees.co.uk

Budweiser Budvar B:Cherry

Bottle 4.0%

It's our dark lager but with a twist. Brewed from the base of Budweiser Budvar Dark and blended with juice from local cherries. Born from an expert understanding of bringing complex flavours and ingredients together with expert brewing and an artisan eye for detail. An easy drinking bitter dark chocolate palate wedded to a distinct cherry profile that gives you a sharp yet decadent finish.

Budweiser Budvar UK 020 7554 8810

www.budweiserbudvar.co.uk

Budweiser Budvar B:Dark

Bottle/Keg 4.7%

A complex dark lager beer with roasted malt character balanced by good hop bitterness, brewed in Budweis by the legendary Budvar company. Reproducing, as closely as possible, Bohemian and Bavarian lagers until the 19th century, it is fermented for at least 90 days. The delicious roasted flavour comes from the use of three types of malt: Munich, caramel and roast. Available on draught and in 500ml bottles it is now also on sale here in a 330ml bottle.

Budweiser Budvar UK 020 7554 8810

www.budweiserbudvar.co.uk

Budweiser Budvar B:Original Bottle/Keg 5.0%

The number one imported Czech lager and one of the UK's best selling premium brands. A perfect blend of magnificent local ingredients combined with a fermentation period of not less than 90 days gives this beer its soft malty nose, bittersweet palate and fruity finish. Only ever brewed in Budweis using natural ingredients, this beer is a legend among lovers of fine beer !

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Budweiser Budvar B:Krausened Keg 4.0%

The unpasteurised version of Original it is brewed in exactly the same way using the same top notch local ingredients in a 100 day brewing cycle. Extra yeast cells are added by hand at the last stage of the brewing process to produce a brew of almost other worldly freshness and purity.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Budweiser Budvar B: Strong Bottle 7.5%

We've taken our world class original lager, rich in specially selected Moravian barley and locally grown Saaz hops, and revived the age old tradition of brewing a special batch of lager at the onset of winter that was to be celebrated at the start of spring. Bud B:Strong, Czech Imperial Lager is matured for a minimum of 200 days which allows the beer to evolve into a striking, honeyed, spiced and more effervescent lager with a snappy palate and dry finish. This is why it won world's best strong lager in the 2013 World Beer Awards.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Budweiser Budvar Free Bottle 0.5%

Brewed since 1992 in the Czech Republic, this is an award winning NA beer. Established amongst Czech drinkers as one of the leading products of its kind, the secret of its success is that it is brewed very much like Budvar Original using the same Saaz hops and Moravian barley malt, but with an ABV of 0.4%.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Celia Gluten Free Bottle 4.5%

Award winning gluten free beer which still packs the punch of a world class Czech lager, boasting such beautiful characteristics as its golden color, pleasant malty aroma, flavour harmony and refreshing consistency

Nectar Imports 01747 827030 www.celialager.co.uk

Hobo Can 5.1%

A crisp and classic golden Bohemian Pilsner brewed with patience and principles. Laid on a bed of biscuity Moravian malt and spiced with citrusy Saaz hops, it's floral, brisk in bitterness with a gentle rounded sweetness. Deftly balanced; characterful yet quenching; it's kept in a can because, that way, it retains its freshness for longer.

CASK Liquid Marketing 07944 835356 www.hobobeerandco.co.uk

Kozel Keg 4.0%

Brewed in the small Czech village of Velke Popovice (pronounced Velce-pope-viche) since 1874. It is an easy to drink, flavoursome beer with low bitterness, full body and creamy head. The most widely exported Czech lager and is now available in the UK, exclusive to the ontrade on draught.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Krušovice Imperial Bottle/Keg 5.0%

Pronounced kru-sho-vi-tse. An award winning premium golden beer brewed in the same location in the Czech Republic since 1581. A pale gold lager brewed with Bohemian malt, Czech Saaz hops, and spring water it is more full-bodied, more refreshing and has a smoother, crisper after taste than competitors.

Marstons 01902 711811 www.marstons.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Krušovice Cerné Bottle/Keg 3.8%

Pronounced kru-sho-vi-tse chair-knee. Although a lower abv, Cerné does not compromise on quality, offering an accessible beer with a smooth, full-flavour, and a slight caramel sweetness balanced by a delicate hop bitterness.

Marstons 01902 711811 www.marstons.co.uk

Pilsner Urquell Bottle/Keg 4.4%

In 1842, revolutionary brewmaster Josef Groll created the world's first golden beer, Pilsner Urquell, in the town of Pilsen in Czech Republic. The beer is still brewed in Pilsen using the same brewing process and ingredients: finest Saaz hops, barley and soft local water as it did when it was first created. Intensely hoppy with a balance of subtle sweetness and velvety bitterness, wrapped in a gloriously crisp body.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Primator Bottle/Keg 4-10.5%

Award winning brewery with an international reputation for both top and bottom fermented brews, including a stout, an English Pale Ale, an IPA and most notably the 4.8% Weizenbier, a pale unfiltered wheat beer with pleasant clove-like aroma and a strong intense flavor of zesty wheat with hints of banana.

Pivovar UK 017963 913589 www.pivovar.co.uk

Staropramen Bottle/Keg 5.0%

The name literally translates as 'Old Spring' and this Czech lager, first brewed in Prague in 1869 is now the best-selling Czech lager in the UK on-trade. Best served with a 'Prague head' which is created using the bespoke tap on the Staropramen tap font, This gives a tight foam head designed to maintain flavour and carbonation all the way to the bottom of the glass

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk



Riding the Mexican Wave

South American Beer

South American food is hip, hot and getting hotter, so bring out the burritos, make time for some tacos...or at least lay on a helping of nachos.

These brightly coloured and vibrantly spicy dishes are usually accompanied by glasses of the ever-popular ice cold Sol, Corona or Brahma (lime wedged in bottle neck optional), which have been familiar sights on British bar-tops for some years. But the stellar popularity of South American dishes and the mouth-watering prospect of the Rio Olympics in 2016, has generated interest in a new generation of beers from way down south.

Begin in Brazil

South American beer (especially in Brazil) is currently undergoing its own craft beer revolution with breweries such as DUM Cervejaria, Wäls, Colorado and Eisenbahn making waves.

Sadly, many of their beers have not yet crossed the Atlantic, though we've seen a couple of collaborations between Adnams and Bodebrown, who brew near Sao Paulo.

There is however a trickle of Brazilian beers becoming available for the discerning drinker on this side of the ocean.

Take the brace of beers from Cervejaria Amazonia, which began brewing in 2000 at Belem, a town at the mouth of the Amazon. The duo began to appear in the UK from 2014 onwards, with one being

the German-style Forest Pilsener; the other is Forest Bacuri, which is brewed with the addition of a wild citrus fruit.

Peter Karsten of importer World Beers says: "Hailing from one of the country's leading craft breweries, the beers are unique in that they utilise handpicked, indigenous fruit from the rainforest. Offering a totally unique flavour profile, packaging and back-story, these beers can't help but impress consumers and set a venue apart.

"The Amazon Pilsener and Bacuri both starred in the International Beer Challenge with gold and bronze awards respectively and have seen incredible interest, with the beers selling well in the Cabana group and Floripa. Furthermore the beers have shown they can perform in a range of non-South American themed ontrade venues whether it be a craft beer bar, food-led pub or leading restaurants."

"Hailing from one of the country's leading craft breweries, the beers are unique in that they utilise handpicked, indigenous fruit from the rainforest"

While we're still in Brazil, a couple of other brands available are the light lager Palma Louca and Xingu. The latter is a dark lager that comes with an allegedly true story of how it was originally brewed deep in the Amazon forest in the 16th century, using roasted corn or manioc roots. In its current state this silky dark lager has eschewed its original ingredients, but it's still a refreshing beer.



Food for Thought

There's another aspect to this growing influx of beers from the southern part of the Atlantic that licensees might like to note: these beers are ideal matches for dishes from the area, as Graham Archibald explains.

"Staff play the biggest role in driving food and drink matching and training is essential. It's not necessarily about being an expert but if staff can explain that Quilmes is great to cut through a classic chimichurri sauce or to complement some fried calamari or seafood, I guarantee that licensees will see the benefit in the till.

"We work with our customers to produce specific beer and food menus and have also produced freestanding chalkboards and other POS to increase visibility of the matches and help educate the consumer. Specials boards should also be utilised to highlight food and drink matches as it's a great way of getting consumers to experiment during different seasons with different beer styles and food." His views are echoed by Peter Karsten

"With continued interest in South America and the Brazil Olympics on the horizon next year, we believe that Amazon beer's quality and food matching credentials will make the brand well placed for growth. The beers have great shelf stand out and taste-quality but to maximise sales, licensees have to promote their offering.

"With Amazon, special boards and cross-promotions have worked extremely well and we have also run several Brazilian themed nights featuring an authentic menu matched to the beers. These events help venues attract footfall, are great content for social media and are the perfect way of getting consumers to try something new and spend a little extra."

The most visible of these have been the Day of the Dead beers but US beer importers, Heathwick are also hoping to capitalise on the Mexican wave, by bringing in beers from two breweries.

Firstly there's Cerveceria de Baja California, whose beers are sold under the brand name of Cucapá. Three beers are available: Cucapá Clisica, a blonde beer that is fruity and softly sweet; Cucapá Honey is an amber ale with honey in the mix; finally there is Cucapá Chupacabras, the brewery's American Pale Ale.

"Events help venues attract footfall, are great content for social media and are the perfect way of getting consumers to try something new and spend a little extra"

The second brewery is Cinco De Mayo, which was founded in 2012. C5 Saga is fresh and fruity blonde ale, which thanks to the addition of dried orange peel and coriander has a delicious flurry of citrus and spice on the palate.

For lovers of world beers on the hunt for something new, these Mexican beers have a definite cachet.

ONE OF THE MOST EXCITING BEERS FROM SOUTH AMERICA IS THE DAY OF THE DEAD RANGE. ONLY LAUNCHED IN 2013, THEIR STAND-OUT LABELS HAVE CAPTURED THE IMAGINATION OF BEER DRINKERS IN CRAFT BEER BARS AND MAINSTREAM PUBS.

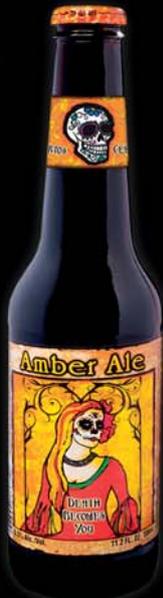
FOR 3000 YEARS THE AZTECS HONOURED THE UNIQUE CHARACTER OF THE DECEASED INDIVIDUALS IN AN ANNUAL CELEBRATION. CEREMONIES INCLUDED USING PARTS OF THE SKELETON, MOST COMMONLY THE SKULL. RELATIVES PLACED NATIVE MARIGOLDS IN THE EYE SOCKETS TO REFLECT THE LIFE THAT ONCE WAS. THE AROMATIC FLOWERS ADORNED ALTARS, SAID TO INVITE THE SPIRITS TO RETURN ON THIS DAY. TODAY THIS FESTIVE HOLIDAY IS A CELEBRATION OF LIFE. MODERN CELEBRANTS DECORATE THEMSELVES IN THE JOYFUL COLOURS OF MEXICAN ROOTS, PAINTING FACES AND SINGING TO WAKE THE DEAD.

DAY OF THE DEAD BEERS INCLUDE BLONDE ALE, AMBER ALE, PALE ALE, IPA, PORTER, HEFEWEIZEN AND CHOCOLATE STOUT.

THE SAME BREWERY ALSO PRODUCES ITS FLAGSHIP LAGER MEXICALI, RED PIG ALE AND THE VERY PECULIAR CHILI BEER, A SPICY AND VERY MEXICAN BEER THAT INCLUDES CHILLI NOT ONLY IN THE RECIPE, BUT ALSO INSIDE EACH BOTTLE.

"Day of the Dead" Beer

Premium Mexican Craft Beer



Cerveza de los Muertos

www.dayofthedeadbeer.com

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THE ITALIAN JOB

THE UK'S FIRST ITALIAN CRAFT BEER PUB



The Italian Job

Italian Craft Beer Italian beer? In the UK? It's not all Peroni, Piretti and Moretti! Beyond these three, Adrian Tierney Jones discovers a cauldron of artisanal breweries in the homeland of Verdi, Dante and Michelangelo - and some of them are starting to jostle for space in UK bars and pubs.

Italy has nearly 600 breweries, many of them in the north - though there are quite a few in the south and one in Sardinia - an area that has always balanced a love of wine with that of beer, thanks to its proximity to the old Austro-Hungarian Empire.

Cities such as Rome, Venice, Bologna and Milan are all home to several craft beer bars, brewpubs, beer stores and even restaurants that cook and match dishes with beer.

There is even a beer celebrity: Le Baladin's Teo Musso - known as the 'Jim Morrison of beer' - oversees an often wild oeuvre of beers, some of which spend years aging in barrels (wine, whisky, gin, pinot noire, you name it), while others have spices, herbs, fruits and different yeasts involved in their manufacture. At one stage Musso used to play music to his fermenting beers, on the same principle that expectant mothers played Mozart to the child they are carrying.

Home from Home

Let's start in West London where you'll find The Italian Job, the UK's first bar or pub to deal exclusively with beers from Italy - craft beer bars also dabble, while restaurants such as Carluccio's and Prezzo include beers from Birrifico Del Borgo and Birradamare, but the Italian Job is unique.

"Back in Italy, it's an incredibly creative scene with breweries producing all manner of beers, some of which are blended with either fruit, spices, flowers, grape must or honey"

The bar opened in March 2015 with Birrifico del Ducato as a partner. Inevitably Ducato's beers take centre stage on draft, such as the elegant and floral Pils Via Emilia; their beers are equally well represented on the comprehensive bottle list - if you feel like something special try a bottle of the Chilli Imperial Stout Verdi aged in whisky barrels.

There are also guest beers from other Italian breweries such as Lambrate, Toccalmatto, BrewFist and Le Baladin - the brewery's complex 13.5% barley wine Xyauyù is often available.

A Passion for Beer

The Italian Job's licensees are Laura Casula and Giacomo Pelizza, who are both young and passionate about beer, but also have a background in beer and pubs. This mixture of passion and experience has helped to make the establishment a great success.

"Since opening," says Pelizza, "we have attracted a varied crowd of drinkers, from young professionals to families. We have regular local customers but we also get a lot of first time visitors from far away (some even from outside London) that come with the intent of learning more about Italian beer."

"We have regular local customers but we also get a lot of first time visitors from far away that come with the intent of learning more about Italian beer"

Speciality of the Day

There is certainly a lot to learn. Back in Italy, it's an incredibly creative scene with breweries producing all manner of beers, some of which are blended with either fruit, spices, flowers, grape must or honey (from personal experience of an artichoke beer I can say they don't always work). Other beers are fermented with different yeast strains and there's a small group of beers that are left to mature in terracotta vessels.

These are very much specialist beers, but Italian breweries, especially ones that have started up in the last five years, are also producing exemplary IPAs, porters, Belgian-style Dubbels and Tripels and even bitters. Excellent examples of these often seen in the UK include BrewFist's Spaceman IPA and Birra del Borgo's ReAle.

Come Dine with Me

Given the culinary aspect of Italian culture, it's not surprising that many of the beers are also excellent with a variety of dishes, something a licensee looking to go for an Italian might want to consider.

Birradamare is one of the breweries that make beers designed to be matched with food. Peter Karsten, MD at speciality beer importer World Beers, explains:

"When it comes to flavour profile, the beers are made with quality at the forefront so only the finest ingredients are used for maximum taste quality - and these beers love their food!

"We have the exclusive rights to distribute beers from acclaimed brewery Birradamare, and we've started with the Czech Pilsner-influenced lager Na Biretta Chiara and IPA Dammenipa."

Karsten has several tips for getting customers interested in the beers.

"The food menu can be a great tool with daily beer and food matching recommendations highlighted on the special boards and by staff."

THE BEER MADE WITH THE HEART



**ITALIAN
CRAFT
BEER**



birradamare.it

IMPORTED BY WORLD BEERS LTD
01279 600044 T
SALES@WORLD-BEERS.CO.UK

“The unique and stylish packaging of the beers also makes the job of selling them a lot easier for the licensees and staff. The bottle design is an Italian masterpiece and along with the creative labels, the beers ooze class before a drop of the liquid has hit your lips. It’s a waste of time hiding these types of beers at the bottom of the fridge.

Any beer offering, and especially new lines, should be promoted properly not just on blackboards and menus but also online and via social media, as beer has become key in attracting customers.’

Food for Thought

The gastronomic potential of Italian beers is confirmed by Leeds-based independent craft beer consultant Matt Gorecki

“The first thing that comes to mind when we think of Italy is the food, and of course Italian beer works brilliantly with Italian food.

Pretty much any bar these days can hook up with a local street food provider or quality pizza chef to run an event matching a series of beers with small plates, snack food or a full meal.

“Smaller bars can try offering charcuterie and cheese platters alongside third-pint taster flights of beers. Restaurants and licensees with larger food offerings can consider matching existing dishes with beers or creating a standalone beer list to go alongside the usual wine list.”

Not Just for Dinner

Some licensees, although they feel adventurous and have customers to match, may consider some of these beers a glass too far.

For them there are plenty of beers that are ideal for the conviviality and simple drinking pleasure of the pub. One of the most popular Italian beers in this category is Tipopils, made near Lake Como by Birrifico Italiano. Founded in the 1990s by self-confessed Pils fanatic Agostino Arioli, the brewery produces a variety of intriguing beers as well as Tipopils.

“The ‘Jim Morrison of beer’ oversees an often wild oeuvre of beers, some of which spend years aging in barrels while others have spices, herbs, fruits and different yeasts involved in their manufacture”

Tipopils is a gorgeous Pils, which is both big and bold on the nose and palate with a crisp and refreshing mouth feel and a dry and bitter finish. According to ex-licensee Jeffrey Bell, who sold the beer at his former pub the Finborough Arms in Earls Court, “I think it’s one of the best Pils style beers in the world - the use of lots of Perle hops to deliver a distinctive aroma is what sets it apart. It sold well, and initially we were going through about a palette a month.”

Birra Roma	Lager	5.2%
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One of 17 beers from the award-winning Birradamare artisan brewery, this is a delicate, blond beer with all the characteristics of a classic lager but with extra body, depth and aroma.

World Beers Ltd 01279 600044 www.world-beers.co.uk

Cortigiana	Saison	5.0%
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A bewitchingly fresh aromatic saison, brilliant with all sorts of food, in particular fried dishes and pizza. With a hazy gold colouring and a dense white creamy foam, that is both fine and persistent to the nose and offers hints of ripe fruit and apricot running through it.

Vertical Brands www.birradelborgo.it

Dammenipa	IPA	5.0%
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Brewed in reverence to the English IPA, this Italian Pale Ale is packed with flavour and beautifully balanced. It offers a feisty, floral and fruit-filled nose and a positive tenor of bitterness, balanced flawlessly by malted tones.

World Beers Ltd 01279 600044 www.world-beers.co.uk

Low Gravity	Saison	5.0%
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A classic dry saison made with 30% emmer wheat, grown locally to the brewery in Codogno. Pale blond in appearance a spritzy white head along with a pineapple, white pepper and lemon zest nose, this bright and dry beer leaves you with a grassy citrus, dry finish.

Vertical Brands www.brewfist.com

My Antonia	Pilsner	7.5%
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One of the most famous collaboration beers ever to have been made - was first brewed back in 2008 at the Birra del Borgo brewery in Italy as a collaboration between Dogfish Head Brewery founder Sam Calagione and Leonardo di Vincenzo from Italian Craft Beer Brewery Birra del Borgo. Bright gold in colour with a hoppy haze, this well-balanced beer similarly blends its ingredients.

Vertical Brands www.birradelborgo.it

Na Biretta Chiara	Pilsner	4.9%
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Birradamare was set up in Ostia, on the coast outside Rome in 2004 by two friends and beer lovers Elio Miceli and Massimo Salvatori. Their aim was simple – to produce beers from the heart. Na Biretta Chiara – now the craft beer of choice in Prezzo, this perfectly balanced lager has been inspired by the famous Czech Pils offering a full taste, subtle hop aromas and bitterness plus that crisp, clean taste.

World Beers Ltd 01279 600044 www.world-beers.co.uk

Nigredo	Dark Ale	6.5%
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A unique black beer produced with noble hops of Saxony partly roasted as part of a truly experimental dark ale. Firm, dry and bittersweet with a roasty nose of soy sauce and caramel provides a creamy, dry, firm finish.

Vertical Brands www.birrifico.it

Bright Future for Italian Craft

Back at the Italian Job, Pelizza is very positive for the future of Italian artisanal beer in the licensed trade.

“I do believe that there’s a market in the UK for Italian beer. There is evidence for this in the rising numbers of Italian beer exports to the UK.

“Pretty much any bar these days can hook up with a local street food provider or quality pizza chef to run an event “

“I recommend licensees go for Italian beers with a solid background, do some research about them when choosing. Presence on the international market or awards won may also be a good indicator. However of paramount importance is that you should try it and then make a choice based on your senses - quality will speak for itself.

“Finally, I would recommend selling them as a premium product. It is important that staff have knowledge about the beer and can explain what is premium about it. They should also be able to explain the product’s peculiarities - why it’s special, what the unusual ingredients do or any innovative production methods.”

He pauses and takes a sip from his glass: “We are definitely going to see more Italian beers in the UK!”



Raaf Smoke Rauch Beer/Smoked 5.0%

Characterized by the subtle smoky flavour which comes from the use of malts which have been dried on beech wood, this crafty rauch-style beer created by Birradamare’s head brewer Ioan Bratuleanu offers bags of flavour, has a hypnotic copper-coloured body and works wonderfully with grilled meats, cold cuts and cheese.

World Beers Ltd 01279 600044 www.world-beers.co.uk

ReAle IPA 6.4%

ReAle is the flagship of Birra del Borgo and the beer that got the Italian craft beer industry going! Inspired by historical English IPA’s but with plenty of American hops, brilliant with spicy food and cheese.

Vertical Brands www.birradelborgo.it

ReHop Pale Ale 5.0%

A strong hoppy pilsner based pale ale uniting the German and US brewing traditions. This strongly perfumed beer has a complex nose with flower notes combined with spicy, fruity, yeasty elements.

Vertical Brands www.birratoccalmatto.com

Space Frontier Grape IPA 6.5%

A cloudy yellow appearance, with a frothy white head, this Italian beer has a complex pine, citrus and grape nose. A chewy sweetness lingers in the background alongside some white grape presence with a tangy mildly bitter finish.

Vertical Brands www.brewfist.com

Spaceman IPA 7.0%

Spaceman is a flagship Brewfist beer, a very west coast American IPA! Hazy amber in colour, the Citra, Columbus, and Simcoe hops used in the boil gives fantastic notes of citrus, lemon, peach, pine and resin.

Vertical Brands www.brewfist.com

Spaghetti Western Imperial Stout 8.7%

Black as pitch with a bubbly tan head, brewed with coffee and cocoa nibs. The addition of spaghetti and pasta water lends a uniquely smooth mouth feel with a strong, smooth, and creamy coffee flavor. Think chocolate, coffee ice cream with a boozy finish.

Vertical Brands www.brewfist.com

Tipopils Pilsner 5.3%

One of the world’s classic pilsners and a masterpiece of Italian brewing, Hazy pale yellow with an exuberant white head, this craft beer is dry, hoppy and deliciously refreshing but balanced with inviting aromas of chamomile and dandelion.

Vertical Brands www.birrifficio.it

Zona Cesarini IPA 6.6%

The flagship IPA of Toccalmatto – a truly pacific IPA with hops from Japan, New Zealand and the US. Golden with a frothy white head the intense notes of pineapple, mango and passion fruit offers a tropical, fruity experience.

Vertical Brands www.birratoccalmatto.com

From The Midnight Sun



Nordic Beers Long dark evenings, taciturn companions, impenetrable dialogue requiring subtitles and an ever-present, subliminal threat of violence. Frankly, we've all had nights at the pub like that, but if Scandinavian drama is to be believed, it's a way of life in the land of the midnight sun.

From *The Killing* to *The Girl with the Dragon Tattoo*, the downbeat Nordic Noir culture has been on an upward trend for some time. Many consumers flaunting their style credentials with Scandinavian culture and fashion are also reappraising the region's beers.

The contribution of Carlsberg founder JC Jacobsen to beer and brewing is hard to over-emphasise. It includes pioneering modern brewery production methods and funding scientific understanding of the role of yeast in brewing. While Carlsberg Group's flagship lager brands still dominate the region, there is far more to Scandinavian beer than just Carlsberg and Tuborg.

Nordic Craft

One of the Nordic region's most acclaimed brewers is Lervig of Norway, offering a wide range of styles including an IPA/Saison cross created as a collaboration with Magic Rock of Huddersfield. The Lervig range is available through Cave Direct, whose marketing manager Jonny Garrett says: "The Swedish and Norwegian beer

markets are much more developed than people think. Drinkers have a healthy appetite for good beer, but strict laws on the advertising and sale of alcohol make for a difficult local market with high prices and tight control.

"One of the Nordic region's most acclaimed brewers is Lervig of Norway, offering a wide range of styles including an IPA/Saison cross created as a collaboration with Magic Rock of Huddersfield"

"Happily for us, this just encourages brewers to export. As a result we've seen some fantastic new craft beers coming from the region, particularly from Lervig as well as Nøgne Ø and Omnipollo. The reputation of these brewers is growing fast because the quality and innovation is already there." Norway's Nøgne Ø is distributed by James Clay, while Swedish brand Omnipollo is imported by online retailer Beer Gonzo.

In 2015 Adnams invited another innovative Swede, Patrick Holmqvist of the renowned Nils Oscar micro brewery to Southwold to brew a special collaboration beer for Wetherspoon's. Best known for God (good) Lager, the joint effort was an intriguing British-style ale brewed with Pilsner, Münich, crystal and cara malts.

And Iceland's highly regarded brewer is Einstok, continues to pick up accolades; its Pale Ale, Toasted Porter and Doppelbock have all won medals at various international competitions.



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LET'S TALK BEER.



The godfather of Nordic craft beer, however, is Denmark's Mikkel Borg Bjergsø, who began home brewing in 2006 and a decade later imports his Mikkeller beers to 40 countries. Famously a gypsy brewery, Mikkeller has no brewery of its own, but collaborates with brewers around the world to create a constantly changing range of beer styles and flavours.

Regular Mikkeller collaborator Brewdog has the distribution rights in the UK, selling the beers in its own bars, directly to consumers online, and to the trade via its wholesale operation. "Mikkel is someone we've worked with for years," says Brewdog e-commerce manager Luke Kulchstein.

"We were importing so much for our own bars, it became an obvious next step to help Mikkeller get more established in the UK market." Mikkeller brews some exclusives for Brewdog, along with a core range of Mikkeller brands such as Green Gold IPA and Peter Pale & Mary pale ale kept in stock as far as possible, and other beers when available.

"Famously a gypsy brewery, Mikkeller has no brewery of its own, but collaborates with brewers around the world to create a constantly changing range of beer styles and flavours"

Kulchstein adds: "The gypsy brewing idea really captivates people, with the freedom that gives Mikkel to work with breweries around the world - sour beer in one place, stout in another, and big hoppy IPAs somewhere else again. Secondly, he's as much a gastronome as he is a brewer. He's fascinated by new ingredients and flavour combinations, and there's not many people doing that to anything like the same extent."

Nordic Noir

It's not just craft beers that are landing in the UK, and one mainstream brand is tapping directly into Nordic Noir to appeal to stylish lager drinkers looking for a classy alternative to mainstream megabrews.

Einstok Iceland 5.2-6.7%

The Einstok Brewery is located just 60 miles south of the Arctic Circle, delivering the purest water and the perfect foundation for brewing deliciously refreshing craft ales which include White Ale, Pale Ale, Toasted Porter, Arctic Berry in the summer and Doppelbock for the winter

Love Drinks 020 7501 9630 www.lovedrinks.co.uk

Jacobsen Denmark 5.9-7.1%

From Carlsberg brewery's historic Jacobsen Brewhouse in Copenhagen, Jacobsen Saaz Blonde brewed according to Belgian traditions using Czech Saaz hops, which contribute to a fruity aroma and dry notes of angelica root, clove and coriander, while Jacobsen Velvet is a light golden ale that is soft, bubbly and sweet, without bitterness and with a vinous aroma and fruity notes.

Carlsberg UK 01604 668866 www.carlsberguk.co.uk

Kolson Export Denmark 5.0%

A traditional Nordic lager, the heritage of the brew dates back over 100 years, reformed to accommodate today's more sophisticated palate, making it a Super Premium lager with a smooth low carbonation, sweet vanilla middle and the crispest dry finish to give the drinker the most pleasant drinking experience with no compromise.

Cellar Trends 01283 217703 www.cellartrends.co.uk

Lervig Norway Various %

Craft brewer with a reputation for top quality, exciting beers, each one held up as a fine example of its style. These include ales such as Lucky Jack, an American Pale, Hoppy Joe, an American Red, and the chocolatey Betty Brown, and you can also find a Belgian style Wit and a lemony sour Berliner Weiss (4%), as well as the delicious crisp and refreshing Lervig Pilsner.

Cave Direct 01622 710339 www.cavedirect.com

Mikkeller Denmark Various %

The award winning 'gypsy' brewer travels the world collaborating with other breweries to create a wide range of experimental beers.

BrewDog 01358 724 924 www.brewdog.com

Nogne Ø Norway Various %

Literally translated as 'naked island', Norway's largest craft brewery, founded in 2002 by two home brewers, makes a wide variety of top-fermented and bottle conditioned beers.

James Clay 01422 377 560 www.jamesclay.co.uk

Omnipollo Sweden Various %

Founded in 2010 and known for brewing beers with fearless experimentation, focussing on big, bold flavours and new interpretations of classic styles.

Beer Gonzo 024 7671 2498 www.beergonzo.co.uk

Having previously held sales and marketing roles with companies including Cross Bay Brewery, Pennine Brewery, and Ireland's Red River Brewery, Stewart Rowley bought a majority stake in Danish brewer Kolson in 2014.

The flagship Kolson Export beer is a clean-tasting 5% premium lager said to be 'taken from an ancient Nordic recipe', and lightly carbonated to make it easier drinking. The brand, available on draught as well as bottles and cans, is emphasizing both its accessibility to mainstream drinkers and its Danish provenance. Kolson's Nordic Noir marketing campaign links the lager with cultural activity such as music, including sponsorship of the launch of Newton Faulkner's latest album in November, as well as film nights in pubs and bars.

Managing director Rowley makes the point that much of the style adopted by hipster craft beer drinkers – "the quiffs, the beards, the tight jeans" – is based on "Nordic Copenhagen style from the 1950s", but he also sees a gap in the mainstream lager market for a genuine imported Scandinavian pilsner.

He says: "The craft market is saturated - both by good beer and bad beer - all with very similar branding. People really enjoy that, but Kolson is a different proposition." Rowley makes the point that not even Carlsberg emphasises its Danish heritage over here anymore - "You go in the bar and there are three lions on the pump clip, because they support English football.

Danish Pils

"The Danes were the second nation to specialise in pilsner, after Germany, so the Nordic heritage is huge. We don't want to compete against Jaipur or Punk IPA, we aim to be a volume lager brand. We're looking for beer drinkers who want to relax, and are looking for consistency from a beer, but who also want to look as though they've got style and identity. That's why we've associated ourselves with Nordic Noir.

"We've seen some fantastic new craft beers coming from the region, particularly from Lervig as well as Nøgne Ø and Omnipollo. The reputation of these brewers is growing fast because the quality and innovation is already there."

"Seventy per cent of the beer market is still owned by the global lager brands, and almost every one of them is brewed in the UK under licence. Lots of mainstream pub and bar operators have seen the growth of craft and want to put something with more credibility on the bar for those lager-drinking customers. Kolson is a point of difference."

From craft beers to session lagers, from collaborators to gypsies, it seems that a millennium after the Vikings last came calling, the Scandinavian invasion is very much back on.

Kolson Export
The taste of Nordic Noir

for the facts drinkaware.co.uk

Dare to be different

www.kolson.co.uk



What's so special about it?

Belgian Beer

We have always been a bit odd in Britain. We like to invent great things and then ignore them – allowing others to claim the glory and make the profits.

Take the global beer revolution for instance. The UK kicked it off through CAMRA and the real ale thing back in the 1970s, and then we stopped, as if cask-conditioned light ale was as good as it gets. Today's beer lovers are different – they know more and they are developing more sophisticated tastes – which is why it helps to know a bit about Belgian beers.

The Back Story

By 1975 there were just four countries left that could claim still to have a proper beer culture with true heritage beers. Britain had its unique 'real ales'; West Germany its only-malt-and-hop beers (not called lager) brewed to the Reinheitsgebot purity law; Czechoslovakia its three months' cool-conditioned, soft blond and brown beers (not called Pilsener); and Belgium its astonishing variety of bottled ales created in all manner of different, time-tested styles.

In the rest of the world brewers were making beers that looked and tasted like they followed the flow, while Belgian brewers made theirs

to stand above the tide, often employing variants they had used for centuries but which were often unknown elsewhere.

The theory goes that having your lands invaded over forty times in a thousand years, including twice in the 20th century, has something to do with it. Making beers like the ones the other side likes can be costly. Best be yourself.

The Beer Revolution

What Belgium brought to the global beer revolution was proof that beer does not have to be same-old-same-old. It can have bigger tastes and disregard boundaries.

"The theory goes that having your lands invaded over forty times in a thousand years, including twice in the 20th century, has something to do with it"

Forty years on, as industrial lager brands fall steadily in popularity in all of the world's traditional beer-drinking nations, "special beers" are rapidly on the rise, gaining substantial markets not just across the whole of Europe and the Americas, but along the Pacific Rim from Japan to Australasia, and even in parts of the Middle East and sub-Saharan Africa.



SERIOUSLY BELGIAN BEER



BEER BREWED CAREFULLY, TO BE CONSUMED WITH CARE.



At the latest count over 65 countries had visibly advancing local brewing industries, mostly making beers in distinctive, older styles taken from Victorian Britain, 20th century Germany, the 21st century US or timeless Belgian traditions.

National Pride

Belgium is to craft beer what France is to fine wine. It is the mother ship.

The US may create the beer equivalents of New World wines but the whole bunch of creations that are stacked up behind those, for when the appeal of the simpler stuff wears off, owes its origins to Belgium - where many of the classics come from, some in styles many UK drinkers will find challenging.

Tips for regular pubs

- ▶ There are nearly 2000 Belgian beers on the market in 80+ different styles
- ▶ You might only need six, so choose great beers that you understand
- ▶ Six cases containing impressive beers that keep for a year and stack neatly in the cellar are a low risk investment
- ▶ Proper storage and serving is an important part of the sales pitch

In Britain, while cask ales are increasingly popular in the pub sector, it is so-called 'craft' beers and the better imports that are grabbing the imagination of younger drinkers intent on exploring what beer can be, and less obsessed with the price provided the taste is good enough.

"As industrial lager brands fall steadily in popularity in all of the world's traditional beer-drinking nations, "special beers" are rapidly on the rise"

Baldrick Beers

British beer has yet to recover from the First World War, since when it has been among the weakest in the world. This is why, in an era when relatively few people get up a sweat at work, we still serve it in pints. In comparison most Belgian beers seem massively strong, though they are designed for sipping from stemmed chalices holding 25 or 33 cl.

Some are frankly acidic, many have distinctive aromas, some feature intense earthy or rustic flavours while others are strong on caramel, deeply matured or just plain alcoholic. And yes, a few do have whole cherries steeped in them, stones and all, for months on end, though these extraordinary beers are far out-numbered by those made like lager and lime by adding fruit syrup to dull beers with predictable results. Belgium is sometimes a pastiche of itself.

The Basics

The best Belgian beers are bottled. Belgium is not traditionally a draught beer culture and it does not create great lagers either, unlike Germany, Austria and the Czech Republic.

For better beers, 6.5% ABV is considered a typical strength and 9% is not thought excessive. Anything under 4.5% is felt better suited to novices and British tourists.

Most are conditioned in the bottle by live yeast that drop to form a sediment. Stronger, darker beers often improve over time, some for five years and more.

Serving Belgian bottled ales - the bare essentials

- ▶ Serve between 8°C and 12°C – no colder
- ▶ Store those with yeast sediment upright for two weeks before pouring
- ▶ Pour 90% of the contents into the glass in one go – leaving 1 cm in the bottle
- ▶ Serving in thick-stemmed glasses looks way better than mugs or jugs
- ▶ Offer 75 cl bottles for sharing among 2, 3 or 4 people via a single pour
- ▶ Badged glasses are available from suppliers as marketing tools

The Details

Six of Belgium's 170 or so breweries are based in Trappist abbeys, approved by the Vatican to brew beers that are named Achel, Chimay, Orval, Rochefort, Westmalle and Westvleteren, mostly after nearby towns.

“So-called ‘craft’ beers and the better imports are grabbing the imagination of younger drinkers intent on exploring what beer can be, and less obsessed with the price provided the taste is good enough”

Longer-established secular brands that go down well include Achouffe, Duvel, Gouden Carolus, Kapittel, St. Bernardus, St. Feuillien, Straffe Hendrik, Valeir and Witkap, among others.

Top-rate newer breweries making beers that are in high demand (so can be difficult to source) include Bastogne, Belgoo, Blaugies, Cazeau, De Ranke, Dochter van de Korenaar, Dolle Brouwers, Glazen Toren, Jandrain-Jandrenouille (JBJ), Rulles, Senne and Struise.

And then there are the lambic brewers – whose authentic, sour beers, fermented as a wine or traditional cider, are something completely different, not for discussion here.

Beyond that, if you want expertise you will have to buy it in. Take a properly researched staff-incentivizing overnighter or two to lovely old Bruges, subtly underplayed Brussels, upwardly trending Ghent or gritty übercool Antwerp, taking in a beer store on the way back, to stack the boot with a few dozen samplers.

Call it research. Get it against tax.

Most of all, enjoy.

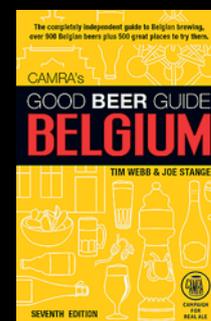
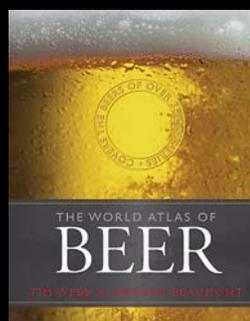
Some of the major styles

- ▶ **White beer:** soft, sweetish, hazy, often spiced (typically 4.5-5.5% ABV)
- ▶ **Saison:** earthy, rustic pale ales from the French-speaking south (5.5-6.5%)
- ▶ **Gueuze:** tart to sour, pungent and cidery lambics from near Brussels (4.5-7%)
- ▶ **Oaked-aged ale:** tangy, sharp brown ales from the Dutch-speaking south, aged in oak casks for 18 months (5.5-7%)
- ▶ **Dubbel:** with double the malt as in old English strong brown ale (6-7.5%)
- ▶ **Scotch:** strong, brown and sweet, based on Scottish ‘wee heavy’ (7.5-8.5%)
- ▶ **Tripel:** strong and fulsome but balanced and usually blond (7.5-9.5%)



Tips for specialist bars

- ▶ Restaurants that specialize in French wines read independent reviews and visit France to get context
- ▶ Over 50 pubs in the UK now stock 80 or more Belgian ales
- ▶ Investigate direct importing from the growing number of Belgian suppliers
- ▶ Get to know *Good Beer Guide Belgium*



Tim Webb has been writing Good Beer Guide Belgium for CAMRA since 1991 and has a clutch of international awards to show for it. The seventh edition is available from booksaboutbeer.com and CAMRA Books. In 2011 he wrote The World Atlas of Beer with Canadian beer writer Stephen Beaumont. It has appeared in eleven editions and nine languages. The second Atlas comes out in Autumn 2016



Chimay Trappist Beers And Cheeses

Trappist Beers

Brewed In The Abbey Since 1862

In 1850, the usually peaceful Scourmont plateau, near the town of Chimay in Belgium, was transformed into a hive of activity. In fact, the Trappist monks began building a Cistercian abbey and working and living off the land. In 1862, they brewed their own beer for the first time in accordance with the ancient monastic tradition. They used the natural fresh water from their land and a natural process involving top-fermentation followed by refermentation in the bottle.

Chimay is an authentic Trappist beer which means that it is brewed in a Trappist monastery under the control and responsibility of the monastic community and where the majority of the revenues are dedicated to providing social assistance. Only ten beers in the world, six of which are in Belgium, are entitled to carry the "Trappist" label. You can find more information on www.trappist.com.

- ▶ **CHIMAY GOLD – 4.8%:** New on the market This fresh beer previously reserved for the monastic community, their guests and their colleagues, is now yours to savour, with its refreshing aromas of hops and spices.
- ▶ **CHIMAY RED – 7%:** The Chimay Red, labelled "Première" in 75 cl bottles, is the oldest of the Chimay beers. Its coppery colour and fruity taste makes this dark beer particularly tasty.
- ▶ **CHIMAY TRIPLE – 8%:** The Chimay, labelled "Cinq Cents" in 75 cl bottles, is golden in colour, and succeeds remarkably in blending mellowness and bitterness.
- ▶ **CHIMAY BLUE – 9%:** The famous Chimay Blue, labelled "Grande Resreve" in 75 cl bottles, is a dark beer with a powerful aroma, a complex taste and ages very well.

Chimay Trappist Cheeses:

A Tradition Dating Back To 1876

In 1876, the Trappist monks of Scourmont discovered the secrets of making this semi-soft cheese using their farm's fine milk and aged in the vaulted cellars of the Abbey.

Each cheese is made from carefully selected milk produced within a radius of around thirty kilometres. Thanks to the tender grass from these pure pastures, the region's farms produce milk of an incredibly high quality.

Chimay Trappist Beers And Cheeses:

A Perfect Match

For more than 150 years, Chimay's expertise has been introducing you to authentic, quality products. Today, Chimay brings you its "Twinning" experience to help you appreciate its products like never before - the opportunity to enjoy beers accompanied by cheeses for the perfect combination of flavours.

Chimay Beers And Cheeses

Route Charlemagne 8 et 3 – B-6464 Chimay

Tel.: +32 (0)60.21 03 11 (Beers) / +32 (0)60.21 04 50 (Cheeses)

Fax: +32 (0)60.21 34 22 - Email: marketing@chimay.com

www.chimay.com

*For U.K inquiries please contact
Stephen Benton
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S.Benton@chimay.com*



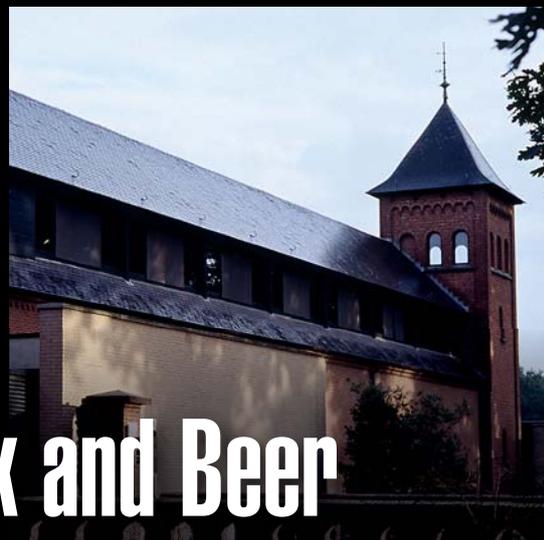
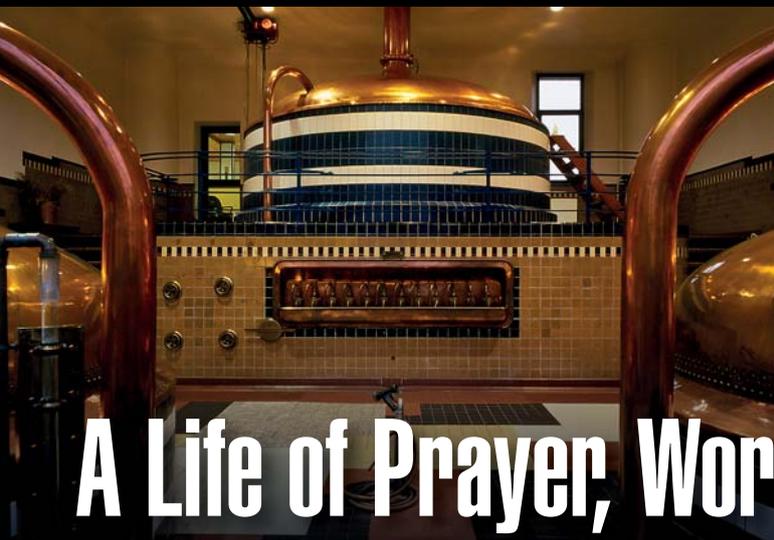
In 1862, the monks of Chimay began to brew their first beer according to the monastic traditions of natural brewing and top fermentation followed by refermentation in the bottle. Later on, having acquired 50 pure bred Friesian cows, the monks began making butter. In 1876, Brother Benedict went to France to learn how to make a semi-soft cheese: the Chimay “trappist” cheese was born!

www.chimay.com



A true trappist product bears this label
BEER BREWED CAREFULLY TO BE CONSUMED WITH CARE





A Life of Prayer, Work and Beer

Westmalle Brewery

Adrian Tierney Jones is entranced by the taste of true Trappist beer

Would you like a Trappist beer, served in a goblet, immaculately presented, with an aroma and taste that even the most hardened atheist would swear was heavenly?

Of course you would. But then there's the eternal problem: which one?

After all, there are six Trappist breweries in Belgium and 5 elsewhere - two in the Netherlands, one each in the USA, Austria and Italy, all of them brewing fine beer - so where to start?

However, for the connoisseur and the seeker of good things in a beery life, the first Trappist beer to choose will be Westmalle, whose Abbey and brewery can be found a few miles north of Antwerp in the middle of flat Flemish countryside, a place where lines of trees march alongside roads that cut across the fertile fields and farmland.

There's been a brewery on the site since 1836, though Cistercian monks first settled here even earlier in 1794, when fleeing the French Revolution.

In the beginning the beer was brewed solely for personal consumption. Twenty years later, some of it would escape to the outside world via sales at the gatehouse, but it wasn't until 1921 that Westmalle's beers became available to the general public.

It was highly sought after and as demand increased, a beautiful art-deco brew house was built in the 1930s.

A Tradition of Modernity

The monks may have dedicated themselves to a traditional cloistered lifestyle of silence and prayer, but they have always been resolutely up-to-date when it comes to brewing.

For instance, they oversaw the installation of a computer controlled brewing process at the start of the 1990s.

Meanwhile walkers taking the path that circles the abbey will note a big open field with cows on the brewery side. So far, so pastoral. What the walkers don't know is that below this field there is a specially built cellar where the bottled beers ripen before emerging into the world.

These days the monks aren't busy at the brewing floor anymore. But, in order to be a certified Trappist brewery, it must operate under the supervision of the monks. So while they may have departed from the brewing room, they are still responsible for the overall running of the operation - as Manu Pauwels, head of marketing for Westmalle, explains..

'The monks stopped brewing in the brewery two decades ago and handed over the daily management to laymen, so every month we present our plans to them for approval. There is also a charter on how they would like us to organise the brewery.'

Pauwels also points out that the monks have a paternal regard for the workforce: 'We only brew four days a week, from 7.30 in the morning to five in the afternoon; the monks like the workers to spend time with their families. We are also at maximum capacity; there are no plans to keep growing.'

Westmalle's Beers

Westmalle's most famous and illustrious beer is its 9.5% Tripel, which is regarded as a benchmark for this Belgium style. It is a beer that has been brewed since the 1930s, but it only began to win friends and fans from the 1950s onwards when a brewer called Father Thomas perfected the hopping.

Corn gold in colour and blessed with a saintly halo of billowing snow-white foam, the Tripel has lemon, barley sugar and sweet orange on the nose, while it's champagne-like on the palate with rich orange, malt sweetness and a delightful hop tingle on the finish. Served in its distinctive branded goblet glass it is an ideal beer to present to customers who want something special or celebratory.

It's also ideal with food especially cheese, something else the monks have a hand in at Westmalle Abbey. With their own working dairy farm, they also produce the milk to make a traditional unprocessed, unpasteurised cheese.

This cheese is soft, creamy, slightly salty and an ideal snack with beer; it is also used to make the delicious cheese croquettes that are served at the popular Café Trappisten, across the road from the abbey.

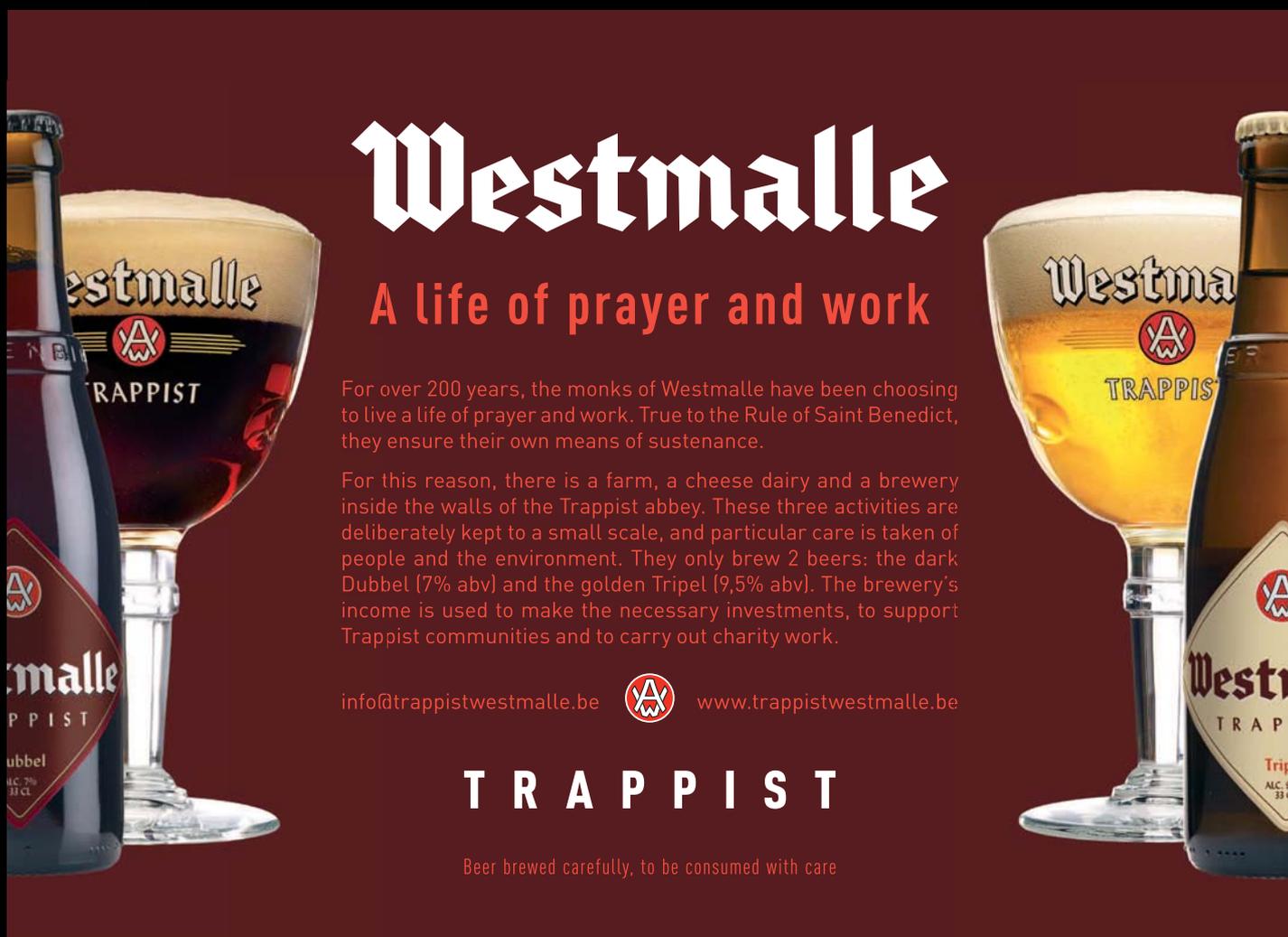
Two other beers are brewed at Westmalle. There is the Dubbel, an aromatic, slightly herbal chestnut brown 7% beer with hints of chocolate, raisins and dandelion & burdock on the palate

before its bittersweet finish - it's equally marvellous as an ingredient for a classic beef stew. Then there is the monks' daily beer, Extra, a refreshing, clean-tasting 4.8% beer that can only be found at Café Trappisten.

"Corn gold in colour and blessed with a saintly halo of billowing snow-white foam, the Tripel has lemon, barley sugar and sweet orange on the nose, while it's champagne-like on the palate with rich orange, malt sweetness and a delightful hop tingle on the finish"

Sadly, as it is located within the walls of the abbey no public trips are allowed around the brewery. This would be incompatible with the monks' main role, which is 'Ora et labora' (prayer and work). Their days are therefore devoted to reflection and contemplation - as well as to the manual work necessary to fulfil their obligation to be responsible for their own livelihood. And the pressure of time that hands-on brewing brought was the main reason they handed over the daily running of the brewery to secular workers.

However, you can still get a sense of their holy dedication by drinking a glass of the Dubbel or the Tripel - after all, Trappist brewing is the ultimate collaboration beer, a pact between the secular world of making and selling beer and the ethereal and spiritual world of the monks.



Westmalle

A life of prayer and work

For over 200 years, the monks of Westmalle have been choosing to live a life of prayer and work. True to the Rule of Saint Benedict, they ensure their own means of sustenance.

For this reason, there is a farm, a cheese dairy and a brewery inside the walls of the Trappist abbey. These three activities are deliberately kept to a small scale, and particular care is taken of people and the environment. They only brew 2 beers: the dark Dubbel (7% abv) and the golden Tripel (9,5% abv). The brewery's income is used to make the necessary investments, to support Trappist communities and to carry out charity work.

info@trappistwestmalle.be  www.trappistwestmalle.be

TRAPPIST

Beer brewed carefully, to be consumed with care



Belgian Beauties

Achel **Trappist** **8%**

Launched in 2001, Achel Blonde has rekindled this Trappist monastery's proud brewing heritage, which had been dormant for some 75 years. Pours golden orange with a slight yeast haze. Overall, more akin to a saison than a traditional Trappist golden triple.

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.com
www.jamesclay.co.uk

Affligem Abbey **Abbey** **7-9%**

An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.

Morgenrot Group 0845 070 4310

www.morgenrot.com

Averbode **Abbey** **7.5%**

Brewed in collaboration with the Abbey at Averbode, this Belgian strong ale from the respected Huyghe brewery is a delicious blonde beer with a spicy and citrusy nose and a real fizz on the tongue. It has a bitter hop finish to it that dries out the sweeter malts, making it refreshing and drinkable even at the high ABV.

Cave Direct 01622 710339

www.cavedirect.com

Bacchus **Fruit** **5-5.8%**

Brewed by Van Honesbrouck in Belgium. Light and refreshing with a spritzy tartness, these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560

www.jamesclay.co.uk

Barbar **Strong Ale** **8%**

Brewed by Van Honesbrouck in Belgium. Light and refreshing with a spritzy tartness, these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560

www.jamesclay.co.uk

Belgoo **Various** **6.4-8.1%**

A range of bottle conditioned ales from a new artisan brewery. Award winning beers include Magus and Luppoo as well as organic beers Biolo Amber and Blond.

Cave Direct 01622 710339

www.cavedirect.com

Blanche de Brussels **Witbier** **4.5%**

Definitive example of a Belgian Wit Beer. Unfiltered and with wheat forming 40% of the grist, the beer has a mellow, hazy light yellow appearance set off by a luxuriant snow white head. Coriander & orange peel are prevelant in both the aroma & taste, lending the beer a spicy, zesty edge.

Cave Direct 01622 710339

www.cavedirect.com

James Clay 01422 377560

www.jamesclay.co.uk

Blanche de Namur **Witbier** **4.5%**

Blanche of Namur was the daughter of John, Count of Namur. In memory of her beauty, her sweetness and her delicacy, the Brasserie Du Bocq dedicated a wheat beer to her: The "Blanche de Namur". Cloudy, smooth and mellow, the Blanche de Namur is a very high-quality wheat beer. Blanche de Namur Rose has the same unique flavour with the addition of pure raspberry.

Pierhead 01322 662377

www.pierhead.uk.com

Boon Oude Geuze	Geuze	7-8%
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From a Belgian brewery in Lembeek, the village that gave Lambic its name. A blend of young and old lambic beers which is then matured for up to another year. Secondary fermentation occurs in the bottle (where it becomes a geuze). The characteristic champagne sparkle is accompanied by fruity grapefruit and ginger flavours.

PALM UK 07538 714747	www.palmbreweries.com
Cave Direct 01622 710339	www.cavedirect.com

Boon Framboise/Kriek	Fruit Lambic	4-5%
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World classic lambic fruit beers, macerated with 300g/litre of cherries (Kriek) or raspberries (Framboise) to create beers renowned for their huge bouquet and dry finish.

PALM UK 07538 714747	www.palmbreweries.com
Cave Direct 01622 710339	www.cavedirect.com
James Clay 01422 377560	www.jamesclay.co.uk

Brugse Zot	Blonde	6.0%
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Translated as Bruges Fool. A Flemish golden beer, produced by brewing four different types of malt and two varieties of hop. The only beer that is brewed and lagered in Bruges, it is refermented in the bottle. Available in bottles and 30l kegs

Cave Direct 01622 710339	www.cavedirect.com
James Clay 01422 377560	www.jamesclay.co.uk

Brugse Zot	Brune	7.5%
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A deep russet brown body contrasts with a firm creamy head. Upfront full malt sweetness is accented with bitter chocolate and dark fruits, with a rewarding bitter hop finish. If you want a high quality Belgian dark beer, you need look no further.

Cave Direct 01622 710339	www.cavedirect.com
James Clay 01422 377560	www.jamesclay.co.uk

Cantillon	Fruit/Gueuze	5.0%
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Traditional family brewer noted for authentic lambic and gueuze beers; sour, tart and highly respected by connoisseurs.

James Clay 01422 377560	www.jamesclay.co.uk
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Celis	Witbier	5.0%
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A white wheat top-fermented beer with a touch of fruit and herbs. Ideally served cold, it gets a blurred white appearance and a surprising light taste.

James Clay 01422 377560	www.jamesclay.co.uk
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Chimay Blue	Trappist	9.0%
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The Chimay Blue, which when sold in 75 cl bottles has the name of "Grande Réserve", is a dark beer with a powerful aroma, a complex taste and ages very well. Ideally served at cellar temperature. Bottle 33cl or 75cl

Cave Direct 01622 710339	www.cavedirect.com
Fullers Brewery 0208 996 2190	www.fullers.co.uk
James Clay 01422 377560	www.jamesclay.co.uk
Matthew Clark 01275 891 400	www.matthewclark.co.uk

Chimay Gold	Trappist	4.8%
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Previously reserved for the monastic community, their guests and their colleagues, Chimay Gold is a highly fermented Trappist beer whose touch of hops and spicy aromas never fails to delight all who taste it. Ideally served chilled. Bottle 33cl -Keg 20L

Fullers Brewery 0208 996 2190	www.fullers.co.uk
James Clay 01422 377560	www.jamesclay.co.uk
Matthew Clark 01275 891 400	www.matthewclark.co.uk

Chimay Red	Trappist	7.0%
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The Chimay Red which, when sold in 75 cl bottles, is named "Première", is the original Chimay beer. It has a wonderful copper colour and a very fruity, mellow taste. Ideally served at cellar temperature. Bottle 33cl or 75cl - Keg 20L

Fullers Brewery 0208 996 2190	www.fullers.co.uk
Cave Direct 01622 710339	www.cavedirect.com
James Clay 01422 377560	www.jamesclay.co.uk

Chimay Triple	Trappist	8.0%
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The Chimay Triple, which is the brewery's most recent creation, is labelled "Cinq Cents" in 75cl bottles. It is golden in colour, and succeeds remarkably in blending mellowness and bitterness. Ideally served chilled. Bottle 33cl or 75cl -Keg 20L

Fullers Brewery 0208 996 2190	www.fullers.co.uk
Cave Direct 01622 710339	www.cavedirect.com
James Clay 01422 377560	www.jamesclay.co.uk

Cristal Pilsner	Pils	4.8%
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A light and easy drinking, Belgian Pils with a well-balanced malty flavour and light hoppy finish. Available on keg or bottled.

Cave Direct 01622 710339	www.cavedirect.com
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De Koninck	Ale	5.2%
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One of the world's great draught beers produced in Antwerp De Koninck is a sparkling, spicier tasting and velvety smooth counterpart to a British bitter. The glass in which De Koninck is served is called a Bolleke, although this term is most colloquially used to refer to a glass filled with the beer itself. Available on draught and bottle

Duvel Moortgat 020 3740 8479	www.dekoninck.com
Cave Direct 01622 710339	www.cavedirect.com

Delirium Tremens	Various Ales	8.5-9%
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The main variety is a strong golden ale whose eye catching bottles and glasses have pictures of pink elephants and green crocodiles.Nocturnum is a dark triple fermentated ale, while Red is a dark red colour with a light pink head

Cave Direct 01622 710339	www.cavedirect.com
James Clay 01422 377560	www.jamesclay.co.uk



Deus Brut des Flandres **Strong Ale** **11.5%**

An exquisite beer brewed with barley in Belgium but re-fermented in the bottle, followed by traditional 'remuage' and 'degorgement' in the champagne region of France, 'Brut des Flandres' is the beer equivalent of champagne.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Duchesse de Bourgogne **Flanders Red** **6.2%**

A slightly tart and sour Flanders Red ale, brewed in honour of Mary of Burgundy, daughter of Charles the Bold

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Duvel **Strong Ale** **8.5%**

A bottle conditioned, Golden Ale, Duvel is drunk through its thick, creamy head and provides a rich, complex, yet silky smooth palate. Duvel is a designated "Love Mark" brand and has achieved iconic status for its unique presentation (look out for the 'tornado' in the glass) as well as its superb taste. A perfect accompaniment to food or on its own for a "winding down" drinking occasion.

Duvel Moortgat 020 3740 8479 www.duvel.be
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Duvel Single Fermented **Strong Ale** **6.8%**

With the refreshment and drinkability of a fine lager and the flavour and aroma of a fine ale. Brewed exactly like the Duvel bottle conditioned beer, but with no second fermentation. Dry but elegantly hopped with a very refreshing and crispy taste. Always served in its own tulip-shaped ½ Pint glass. The huge, white fine head (a Belgian tradition) fills the glass to the rim and leaves a delicate 'Belgian lace'.

Duvel Moortgat 020 3740 8479 www.duvel.be
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Estaminet Pils **Pilsner** **5.2%**

The latest example of PALM Breweries' craftsmanship. A thirst-quenching, refreshing golden-yellow pilsner with a subtle hop aroma, low alcohol content and distinct fruity flavour.

PALM UK 07538 714747 www.palmbreweries.com

Floris **Fruit** **3.5-4.5%**

A wide range of wheat beers blended with other flavours such as fruit juices. Varieties include Apple 3.5%, Chocolat 4.2%, Framboise 3.6%, Girottes 3.6%, Mango 3.6%, Ninkeberry 3.6%, Passion 3.6%, Strawberry 3.6%, Raspberry 3.6%, Honey 4.5%

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Fruli Strawberry **Fruit** **4.1%**

High quality Belgian fruit beer. It is a unique blend of white beer and strawberry juice. The juice complements the zestiness of the wheat beer and the result is a balanced and refreshing beer that is packed with strawberry fruit flavour

Cave Direct 01622 710339 www.cavedirect.com

Karmeliet Tripel **Abbey** **8.4%**

Belgian Abbey Tripel from the Bosteels Brewery, very refined and complex with hints of vanilla mixed with citrus aromas. It has the lightness and freshness of wheat, the creaminess of oats together with a spicy lemon dryness

James Clay 01422 377560 www.jamesclay.co.uk

Kasteel **Various** **4.5-11%**

A range of beers from the famous van Honsebrouck brewery named after the castle bought by the brewery and whose cellars are now used to mature their beers. The brewery is still owned and operated by the seventh generation of the van Honsebrouck family and produces Blonde, Brune and Triple beers as well as Brigand and St Louis kriek beer.

James Clay 01422 377560 www.jamesclay.co.uk

Kwak Strong Ale 8.4%

A strong dark connoisseur's beer, with a hint of liquorice. Inspired by a coachman it is served in probably the most unusual glass in the world, in the shape of a stirrup.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

La Chouffe Strong Ale 8.0%

A top fermenting, hazy, yellow-gold beer with a touch of coriander and hops, this is the main brand from the highly acclaimed Achouffe micro brewery which also includes McChouffe and Houblon Chouffe (Belgian IPA)

Duvel Moortgat 020 3740 8479 www.achouffe.be/en
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Leffe Abbey 6.5-9.0%

The leading Abbey beer in the UK, the brand is available in 5 varieties: Blonde, Brune, Triple and Radieuse/Vieille Cuvée and 9. Each of these unique brews is made by craftsmen who rely on hundreds of years of brewing competence and tradition. A dry, fruity, lightly spiced beer, full and creamy

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Liefmans Cuvee Brut Fruit 6.0%

Based on 'oud bruin' beer this exceptional beer is macerated with fresh whole cherries, matured for a year then blended with both Oud Bruin and Goudenband to produce a well-balanced, sour and sweet Kriek of great complexity.

Duvel Moortgat 020 3740 8479 www.liefmans.be
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Liefmans Fruitesse Fruit 4.2%

A unique fresh fruit beer maturing on cherries for 18 months and then blended with natural fruit juices for a pleasantly sweet, sparkling refreshing beer. It retains these delicious flavours whilst served over ice "Liefmans on the rocks".

Duvel Moortgat 020 3740 8479 www.liefmans.be
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Liefmans Goudenband Strong Ale 8.0%

A brown beer of high fermentation, brewed with special malts. A dry complex matiness with fruity caramel notes

Duvel Moortgat 020 3740 8479 www.liefmans.be

Lindemans Lambic/Fruit 2.5-5.0%

A range of Lambic beers or spontaneously fermented beers, are among the world's rarest. Produced in a similar way to champagne, and matured in oak for nearly two years

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

**Maredsous Abbey 6-10%**

The authentic abbey beer of the Benedictine monks of the Abbey of Maredsous in the Belgian Ardennes, still brewed to the original recipe and under close supervision of the Abbeys community. The three styles of this fine Abbey beer (Blonde, Brune and Triple) provide excellent accompaniments to food. Available on draught and bottle

Duvel Moortgat 020 3740 8479 www.duvel.deXXX
Cave Direct 01622 710339 www.cavedirect.com

Mongozo Fruit/Pils 3.5%

Easy drinking Fair Trade white fruit beer in Banana, Mango and Coconut flavours, as well as a gluten free, organic pilsner

Cave Direct 01622 710339 www.cavedirect.com

Mort Subite Lambic Fruit/Gueze 4.5%

Lambic Kriek and Gueze beers, Bottles have corks and wired tops to illustrate the beer's champagne qualities

Morgenrot Group 0845 070 4310 www.morgenrot.co

Orval Trappist 6.2%

A very dry, herby beer which is ideal as an aperitif and characterised by a bouquet of fresh hops, with a fruity note and pronounced bitterness - a genuine Trappist ale, distinctive in it's skittle shaped bottle.

Cave Direct 01622 710339 www.cavedirect.com

Oud Beersel Framboise Fruit Lambic 5%

Made by adding fresh raspberries to a young lambic beer, Oud Beersel Framboise has the acidity of Champagne, the bouquet and delicate flavour of raspberries, and a touch of sweetness balanced with almondy dryness.

Cave Direct 01622 710339 www.cavedirect.com



Oud Beersel Oude Gueze Vielle Lambic 6%

A traditional gueuze made from blending different ages of lambic beer, which is beer fermented with wild yeasts and barrel aged. Oude Geuze has all the classic cider and white wine-like aromas and flavours, along with fruity nose and surprisingly hoppy flavour.

Cave Direct 01622 710339 www.cavedirect.com

Oud Beersel Oude Kriek Vielle Fruit Lambic 6%

One of the world's best cherry beers, Oud Beersel Kriek is made by adding whole cherries to oak barrels filled with the unique, slightly hoppy Beersel lambic. It is then absorbed into the beer adding a deep, bakewell like flavour to the sweet cider and dry Champagne like beer.

Cave Direct 01622 710339 www.cavedirect.com

PALM Ale 4.8-6%

The best selling ale in Belgium, from a family run brewery that dates back to at least 1686. Ale in style, amber in colour, PALM beers are well-balanced and easily-drinking beer that is full flavoured up front, but with a nice clean finish. The PALM malts determine its honey-like mellowness. PALM's own selected yeasts give it a fruity yeast aroma. Fine aroma hops from Kent result in subtle harmony. "Speciale Belge" is the quality Belgian beer of the early 20th century

PALM UK 07538 714747 www.palmbreweries.com
Cave Direct 01622 710339 www.cavedirect.com

Poperinges Hommelbier Strong Ale 7.5%

Brewed by the independent van Eecke family brewery from Watou, West Flanders, Hommel is brewed only a stone's throw from France. The intense bitter taste comes from the local hops - this area is Belgium's biggest hop growing area.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Rochefort Trappist 7.5-11.3%

Top-fermented, bottle-conditioned beers brewed at the Abbaye Notre Dame de Saint Remy in Rochefort, Belgium.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Rodenbach Flanders Red 4-7%

The definitive example of a Flanders red beer. Aged in oak barrels to give the beer its sour, tart taste & unusual red colour. Also available is a Grand Cru version which consists of 1/3 of young beer & 2/3 of beer that has aged in oak for two years. The result is a complex beer similar to a Grand Cru wine. "Exclusive limited editions like RODENBACH Vintage and RODENBACH Caractère Rouge are occasionally available"

PALM UK 07538 714747 www.palmbreweries.com
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Seef Strong Ale 6.5%

Revival of an ancient Antwerpen beer style that disappeared when breweries were closed for the WWI war effort. Technically a wheat beer, it has a citrus aroma and malt body reminiscent of fresh bread with noticeable tartness.

James Clay 01422 377560 www.jamesclay.co.uk

St Bernadus Abbey 6.7-10%

A range of traditional abbey ales, brewed in the classic style of Belgium's Trappist monks.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

St Stefanus Blonde/Grand Cru Abbey 10%

With roots dating back to 1295, it's brewed with three different yeasts and matured for at least three months.

Miller Brands 01483 264100 www.st-stefanus.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Saison Dupont Saison 6.5%

Considered as the classic among the Belgian saison beers, coppery blond with fine aromas and a strong bitterness transform this beer into a thirst-quenchener with no equal. Refermentation in the bottle results into a complex and particular aromatic beer.

James Clay 01422 377560 www.jamesclay.co.uk

Steenbrugge Abbey 5.0-8.7%

STEENBRUGGE Abbey beers are authentic abbey beers originating from the historic Abbey of STEENBRUGGE, dating back to 1084. There are four varieties of STEENBRUGGE Abbey beer: Wit, Blond, Dubbel Bruin and Tripel. Each and every one of them is a quality beer with top-fermentation, undergoing a secondary fermentation in the bottle. Available either bottle conditioned or on draught.

PALM UK 07538 714747 www.palmbreweries.com

Straffe Hendrik Triple Strong Ale 9%

The last authentic Tripel Style Beer brewed in Bruges. Revived in 2008 it is being brewed according to the original recipe with a combination of 6 different kinds of malt creating a rich bitter ale

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Timmermans Lambic/Fruit 4-5.5%

These Lambic beers are available in Framboise, Gueuze, Kriek, Blanche, Peche and Strawberry varieties

James Clay 01422 377560 www.jamesclay.co.uk

Troubadour Strong Ale 5.7-9%

Created in 2004 by four freshly graduated young brewers, Troubadour is fast growing a reputation as one of Belgium's most innovative new school of breweries, with a range of 3 exceptional ales and a stunning stout.

Cave Direct 01622 710339 www.cavedirect.com

Vedett Extra Blond Pils 5.2%

The anarchic, alternative and trendy blonde beer is a light; well hopped imported premium pilsner. Vedett is a huge success in Belgium - what followed was a UK launch and an imaginative and creative marketing campaign that captures the essence of the brand and its unique proposition of the back label - everyone has the ability to be a star. The bottle has a quirky, retro style front label but it is the back label that the brands core message can be found. Vedett translates literally as "Star" in both Flemish and French and every back label features an image that has been uploaded to Vedett.com. Available on draught and bottle.

Duvel Moortgat 020 3740 8479 www.vedett.comXXX
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Vedett Extra IPA IPA 5.5%

This beer's delightful aroma is very clearly linked to the use of different hop varieties and hop extracts. This is predominantly manifested in the harmonious marriage of fruity notes of subtropical citrus on the one hand and more floral, green and fresh aromas on the other. The taste has a pronounced but mild bitterness which increases in intensity,

revealing hints of grapefruit in the finish. This gives the beer an unparalleled drinkability and thirst-quenching character, fuelled by velvety, malty undertones, before giving rise to sweeter caramel notes. Vedett IPA has a superb finish with a long-lasting, dry aftertaste that continues to tantalise the taste buds. The beer's pure, fresh character in terms of both taste and aroma make it a truly divine beer!

Duvel Moortgat 020 3740 8479 www.vedett.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Vedett Extra White Witbier 4.7%

A unique beer refermented in the bottle and keg for one week. It has a delicious refreshing taste, surprisingly crisp, punctuated with a citrus like zest, rounded with a mildly bitter taste and dry finish. Available on draught and bottle

Duvel Moortgat 020 3740 8479 www.vedett.com
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Westmalle Trappist 7.0-9.5%

The Trappist Abbey of Westmalle, near Antwerp, has been brewing beer for over 150 years and is regarded as being responsible for the increasing popularity of Trappist beers. They make only two beers for commercial purposes: Dubbel (7%) a dark, reddish-brown beer with a creamy, fragrant head. The flavour is rich and complex, herby and fruity with a fresh-bitter finish brewed with natural ingredients. And Tripel (9.5%) a clear, golden yellow beer with a fruity aroma & nuanced hop scent; an exceptional beer with finesse and elegance.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Witcap Stimulo Strong Ale 6.0%

A golden Blond Abbey ale with a dense head and palate, and sweet dry, hoppy aroma's

Cave Direct 01622 710339 www.cavedirect.com





Cherchez La Bière

French Brewing

Adrian Tierney Jones finds that many people look surprised when told that France has a thriving beer scene.

Surely, they ask, France is wine? Its beer consists of nothing but corporate faceless lager brands ideal as a thirst-quencher on a summer's day? The more knowledgeable might have heard of the *bière de garde* of northern France, the speciality beers of Brittany and the lagers of Alsace-Lorraine - Eric Cantona's advert for Kronenbourg, which hails the role of the hop-farmer in the east, probably helps with this - but that's it surely?

Think again.

French Renaissance

Brewing certainly isn't new to France - at the end of the 19th century there were 2800 breweries, but by 1975 just 23 remained. Luckily for the French, that decline has been reversed and although France might have some way to go before becoming as beer-centric as neighbours Belgium and Germany, there are now over 500 breweries operating throughout the country, from the coasts of northern France to the ski-happy country of the Alps right down to the Mediterranean.

For instance, La Blanche from Brasserie du Mont-Blanc in the Savoy city of Chambéry is a light and refreshing Belgian-style witbier that wouldn't be out of place in Flanders, while its amber beer La Rousse is a sleek and elegant beast. Both are award-winners and any beer importer with sense would look to bringing them in.

Northern Quarters

Naturally the north and the east are the areas with the historical precedence. In the north we find the so-called *bières de garde*, which were originally malt-forward, farmhouse beers that underwent a maturation time (or 'garding') to mellow and smooth out their flavours. The most famous of this style was (and is) Jenlain from Brasserie Duyck, which found its fame with students in nearby Lille in the early 1970s and has continued to fly the standard for the beer style. The Heineken-owned Pelforth Brewery, which is based in a Lille suburb, also produces a refreshing range of beers including a blonde, brune and Christmas special.

Other new beers in the region have emerged, with one particular favourite being Page 24 Blonde from Brasserie Saint-Germain, which is based just outside the city of Lens. In keeping with current trends in brewing this is a much more hoppier *bière de garde* than usual, but it is the brewery's bestseller and won many awards. Amongst its portfolio of beers, Saint-Germain also makes a Rhub'IPA. Yes, that is an IPA made with rhubarb.

Eastern Promise

In the eastern provinces of Alsace and Lorraine, which from 1871 to 1945 swung backwards and forwards between France and Germany, we find a powerful tradition of lagers, many of which include the locally grown hop variety Strisselspalt. The big player in the area is Kronenbourg, whose 1664 Millesime recently won Best Lager in the World at the World Beer Awards.

Family Brewers

But if you're looking for an independent, here's Meteor from Alsace, France's oldest independent family brewery. Its award-winning beers include *Bière de Noël* (France's top-selling Christmas beer), the Belgian-influenced Wendelinus brand and the crisp Pilsner, Classic 27. First brewed in 1927 (hence the name), the latter was officially the first Pilsner to be made in France, after the Czech authorities gave Meteor permission to use the word. Bar owners keen to investigate beers for matching with French food could also look at Wendelinus, which has more of a Belgian influence.

Finally, let us not forget the island of Corsica, birthplace of both Napoleon and Pietra - a 6% amber Ale that uses chestnut flour in the brewing process.

France might still be known throughout the world for its wine, but its beer is fighting back.

French Craft Brewers www.frenchcraftbrewers.com includes 9 independent family breweries: Brasserie Bourganel, (Vals les Bains, Ardèche), Brasserie de Bretagne (Trégunc, Bretagne), Brasserie Castelain (Bénifontaine, Nord Pas de Calais), Brasserie Duyck (Jenlain, Nord Pas de Calais), Brasserie Meteor (Hochfelden, Alsace www.casajulia.co.uk), Brasserie du Mont Blanc (Chambéry, Alps), Brasserie Pietra (Biguglia, Corsica www.beersofeurope.co.uk), Brasserie Saint Sylvestre (Saint Sylvestre, Nord Pas de Calais), Brasserie Saint Germain (Aix-Noulette, Nord Pas de Calais www.cavedirect.com)



Brasserie Meteor is steeped in local brewing history, brewing since 1640 in the picturesque village of Hochfelden in the Alsace region of France.

This family owned and operated brewery draws on skill, craft and know how handed down from generation to generation. Brasserie Meteor have recently welcomed Edouard Haag as the 8th generation brewer who under the guidance of his father Michel is now ready to pick up the mantle and oversee the future success of the brewery.

Remaining faithful to the traditional values of their brewing heritage and their place within the local community Brasserie Meteor are devoted to the production of high quality beers, brewed using local hops grown in the rich soil of Alsace combined with the pure water of the Vosges mountains, every beer reflects the character and passion of this celebrated brewery.

It's this devotion to quality which allows Brasserie Meteor to embrace brewing a selection of different beer styles in keeping with expectations for individuality, they are renowned for their seasonal brews "Printemps" and "Biere de Noel" and the signature "Classic 27" Pils uses a recipe developed in 1927 by Louis Haag and his son Frederic, an authentic Pilsner skilfully combining hops from the Czech Republic (Saaz) and from Alsace (Strisselspalt).

The Wendelinus range has grown to include "Rossa" (fruit enriched beer) and "Tenebris" (rich and intense dark beer) and perhaps their most recognised beer "Blonde" continues to grow in popularity in export markets across the globe as well as domestically.

"At Brasserie Meteor we are proud of our past, our present and our future, we are independent and innovative, we are passionate and driven, we are "La Biere" since 1640" – Michel Haag – 7th generation brewer . . .

For further information and to register your interest for stock please contact our UK Importer Casa Julia Plc.

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www.brasserie-meteor.fr

Michel Haag
7th generation brewer





A Princess Reborn

Craft Beer Hero With pubs still closing at an alarming rate, it's lucky that there are so many entrepreneurs who don't regard dead locals as mere carcasses but as vessels for their own ideas.

Entrepreneurs like Mark and Kieran Lynch who have breathed new life into the Princess Alexandra, an old-style street-corner local in an area of Victorian terraced cottages just outside Northampton town centre.

The pub had been closed for a year when the Lynch brothers bought it. Mark has a long track record in the pub trade both as a hands-on licensee and in the higher echelons of a large multiple, while Kieran is a builder with a flair for design. Between them they transformed it into a modern, funky "craft beer and ale house", showing loads of bare brick and industrial-looking distressed-pine cladding to contrast with the very high-design furniture, and converting the landlord's flat into a large, open, trading space.

They remade it, in fact, as everything the old Alex wasn't.

The Beer's the Star

But that was far from the end of it. Despite its diminutive dimensions - and it really is tiny - the new-look Princess Alexandra was going to be a narrowly focused Aladdin's Cave of

beer. There would be a modest but very appropriate food offering of pizzas (the pizza-oven is the only kind of cooker on the premises) and a selection of cold cuts, modishly served on bits of breadboard and roof-tile, along with high-end snacks such as crisps with their skins on. There would be live music on a Thursday - only acoustic because of the neighbours. But the main lure would be a huge selection of diverse beers because these days, that's what pulls in the crowds.

"Most of our customers are in their late 20s and 30s and come out far less frequently; but when they do come out they want the whole experience to be really special - and beer is the key"

Even five years ago it would have been unthinkable that beer bars would have been seen as the ultimate in chic, not to say sophistication. But in that time the entire trade has watched, with varying degrees of bemusement, as craft beers arrived from the USA and colonised not just inner London but the cooler quarters of towns and cities across the UK. And a large provincial town like Northampton has easily enough young(ish), reasonably affluent (or at any rate, pre-kids) and style-conscious beer-lovers to fill the pub several times a week.

Full House

“We have seating for about 100 on both floors and we can easily fill the place four nights a week,” says manager Craig Johnson.

“But our customers today have very different habits from the mainstays of the past. This is a working-class area and 10 or 20 years ago street-corner pubs like this would have had groups of regulars, mostly male, mostly in their 40s and 50s, who came out several times a week and drank three or four pints on each visit.

“We still have a handful of customers from those days who are very interested in our beers but prefer Monday or Tuesday nights when the place is quieter. But most of our customers are in their late 20s and 30s and come out far less frequently; but when they do come out they want the whole experience to be really special – and beer is the key.”

Keg is the Key

But for Craig, a varied offering doesn't mean a dozen handpumps on the bar and another dozen firkins on stillages in the old kitchen. Today's beer-lovers are not wedded to cask ale, and the Princess Alexandra only has five handpumps – but a dozen keg taps and anything from 40 to 50 bottled beers from all over the world in the fridge.

“Our location has been a big help,” says Craig. “We're close enough to the town centre and its public transport to be accessible to beer enthusiasts from all over town and beyond, but not quite close enough to be on the Friday and Saturday night circuit. We're also on the ale trail, with quite a lot of good real ale favourites within walking distance.

“The Princess Alexandra only has five handpumps – but a dozen keg taps and anything from 40 to 50 bottled beers from all over the world in the fridge”

“It's a slightly different crowd from the real ale fans, though. For a start, our drinkers are less price-conscious. Bottled beers are more expensive than cask, there's no denying it: we have a top price-point of £4.95 but a mid-strength beer will cost £3.80 to £4.50, depending on what we've paid for it ourselves. Our customers seem happy with our pricing: they want something special and they know it costs!”

A happy side-effect of that, he says, is that although the pub's customers are comparatively big spenders, they're not big drinkers.

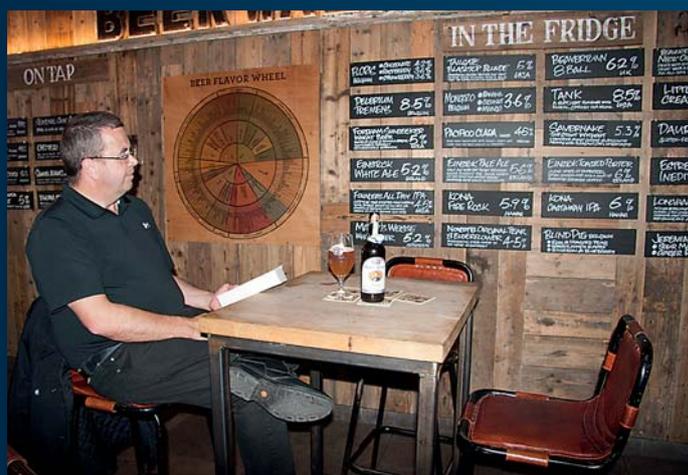
“The hospital is literally at the end of the street and a lot of our customers are health workers who are on a budget,” he says.

“They'll drink two or three bottles – and don't forget, these are 330ml bottles – so we get almost no problems with drunkenness. Even though the fridge is open, so customers choose their bottle and take it to the bar to pay for it, we've had none of the pilfering you'd expect if people were drunk. One or two breakages maybe, but no thefts that I know of.”

The American

A final encouraging word from Craig for other publicans looking at world beer: it's easy nowadays to find a big selection in the wholesale trade. “We tend to major on American beers which are more popular with our age-group than Belgians and Germans, but there are so many wholesalers in the market today that we can vary our range seasonally and stock beers from anywhere in the world more or less at will,” he says. “One of our current specials is from Estonia!”

Competing wholesalers are also carrying more and more imports in keg, he says, and they're proving a big hit with customers. Kona Longboard lager proved such a hit it's become a regular – “It's a rather different drinking culture than we're used to in Northampton!” says Craig.





American Beer Over Here

US Craft Brewing

American beer is well and truly over here: pouring in high street bars and back street pubs, filling our glasses with hoppy creations, and stealing the hearts of the UK's beer lovers. Will Hawkes talks to some of the key players that are bringing American craft beer to the people

The message about American beer appears, at last, to have got through. "You don't have to tell people the American craft beer story anymore," says James Clay, business manager director at the import and distribution company of the same name. "You don't get people saying: 'What's this? I thought it was just Budweiser over there.' That's all gone."

You only have to spend a little time in beer-focused pubs - or, indeed, supermarkets - to see how right he is. The UK is now chockful of American beer brands, from craft behemoths like Sierra Nevada and Lagunitas to smaller, super-hip concerns such as Stillwater Artisanal Ales and North Coast Brewing. Driven by the potency of American hops and the skill of American brewers, Stateside suds are now driving interest in beer on this side of the Atlantic.

And no brewery more than Brooklyn, which James Clay imports. The New York brewery, famous for its Brooklyn Lager, has never been more popular in the UK. "We've had high double-digit growth [in Brooklyn imports] for about five years now," says Clay. "While Brooklyn Lager is still the driver I think in five years' time you'll see a much more balanced portfolio."

A Question of Strength

The reason for that, Clay surmises, is that American brewers like Brooklyn are increasingly producing the session-strength beers that go down well with British drinkers - like Brooklyn's ½ Ale (3.4 per cent ABV, available in Marks and Spencer) and the new American Ale (4.5 per cent). "The strength of the beer doesn't matter so much in the US because they don't have a progressive tax rate," says Clay. "We do, so these more moderate beers are more suitable for us."

"People lap it up when we've got it on, perhaps because it's not something that's around so much. It might be expensive but people are prepared to stretch for that one beer"

Another session-strength beer that is benefitting from this British desire for sessionability is Kona's Big Wave, a 4.4 per cent, fragrantly hoppy ale produced by the Craft Brew Alliance (which also makes Widmer and Redhook) in the US. It's brought into the UK by Cave Direct and outsells not only all of their other American imports but all other beers on beermerchants.com, according to Cave's Jonny Garrett.

"People are amazed by Big Wave," he says. "Firstly because it comes from Hawaii, secondly that Hawaii is part of the US and thirdly because it has so much flavour for a 4.4 per cent beer. It's by far the biggest seller on beermerchants.com. We're now bringing

it in in keg and I'd be surprised if it wasn't soon our biggest seller there too, alongside Paulaner."

This desire for moderate-strength beer extends beyond obvious craft brands like Brooklyn and Kona. Even a more classically-inclined American beer like Huber - a 4.8 per cent golden lager, brewed in Wisconsin - is finding a ready market over here.

"It's real retro America, right out of the 1950s," says Peter Karsten of importer World Beers. "It's a quality craft beer but it's slightly different. American craft beers can be very bitter - they seem to be trying to produce the hoppiest beer they can over there! - which is all very well, but they're too hoppy for me. It's an alternative for the consumer who doesn't want the really hoppy beers."

The beer has gone down well with places that serve American-style food, from Sticky Fingers in Kensington to Joe's Southern Kitchen. "It seems to work really well in those upper-end American-style restaurants," says Karsten.

Those who are keen to know what might be coming next would be well-advised to head for one of the UK's growing breed of beer-focused bars and pubs, such as The Hanging Bat in Edinburgh. American beer is popular with customers there, says general manager Joe Dick. "People lap it up when we've got it on, perhaps because it's not something that's around so much," says Dick. "It might be expensive but people are prepared to stretch for that one beer."

"The UK is now chockful of American beer brands, from craft behemoths like Sierra Nevada and Lagunitas to smaller, super-hip concerns such as Stillwater Artisanal Ales and North Coast Brewing"

Which brands are particularly popular? Not all American beers work that well, Dick adds. "Sometimes you feel: was it really worth importing that?" he says. "But it can be really rewarding. We've got a really good relationship with Lagunitas, who seem to be treating the UK almost as if it were another American state. We're getting some of their specials as fresh as a daisy, and that really works because they've put a lot of effort into it. It's not being imported just because it's American."

Being American, then, is only half the battle: quality and the condition the beer turns up in (and cold-chain storage is increasingly common, a vital factor for hoppy American ales) is still crucial.

So what's next? More beer but also more brands establishing themselves, says Clay. "You're seeing an increase in the number of British brands who have that proper brand space - like Brewdog, Camden and increasingly Beavertown. You'll see the same from the import brands; there'll be more like Anchor and Brooklyn, which have already broken through. We're going to see a lot more American craft beer and maybe a few more who establish themselves beyond that level."

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What's Hot in American Craft Beer

US Craft Brewing

As American craft beer continues its inexorable momentum, the Brewers Association Craft Beer Ambassador, Sylvia Kopp, takes a look at hot new trends for 2016 and suggests popular beer styles to help see your sales soar.

"The States are widely regarded as pioneers of the global craft beer revolution and quality, flavour and diversity are watchwords of the new movement. The use of big bold flavours and innovative brewing techniques has spawned many imitators and one thing is for certain – new breweries will continue to sprout in 2016 and beyond. The U.S is approaching its historical high of 4,173 craft breweries last reached in 1873 and U.S craft beer sales account for 11% by volume of all beer sales and the figure is expected to reach 20% by 2020.

"New innovations in the IPA world will come to the fore such as new hop varieties and products like hop oils. There will be more variations of the style such as session IPAs, barrel-aged IPAs and single hop variants"

While the UK craft beer sector is growing rapidly it still has a long way to go before it catches up with its U.S. counterparts. However, the thirst for flavour is showing no signs of abating on either side of the Atlantic and here I predict what craft beer drinkers can expect in 2016:

IPAs

IPAs are the rock stars of the craft beer scene and have a secure place in the hearts and minds of the craft beer lover as well as on their palates. In the US alone sales of IPAs account for 27.4% of the overall craft beer market and are increasing rapidly. But despite their unassailable position, new innovations in the IPA world will come to the fore such as new hop varieties and products like hop oils. There will be more variations of the style such as session IPAs, barrel-aged IPAs and single hop variants.

"Enrich your menu with a selection of malty styles like brown ales, moderately sour beers like a Berliner Weisse, or fruity and spicy styles like a wheat bock"

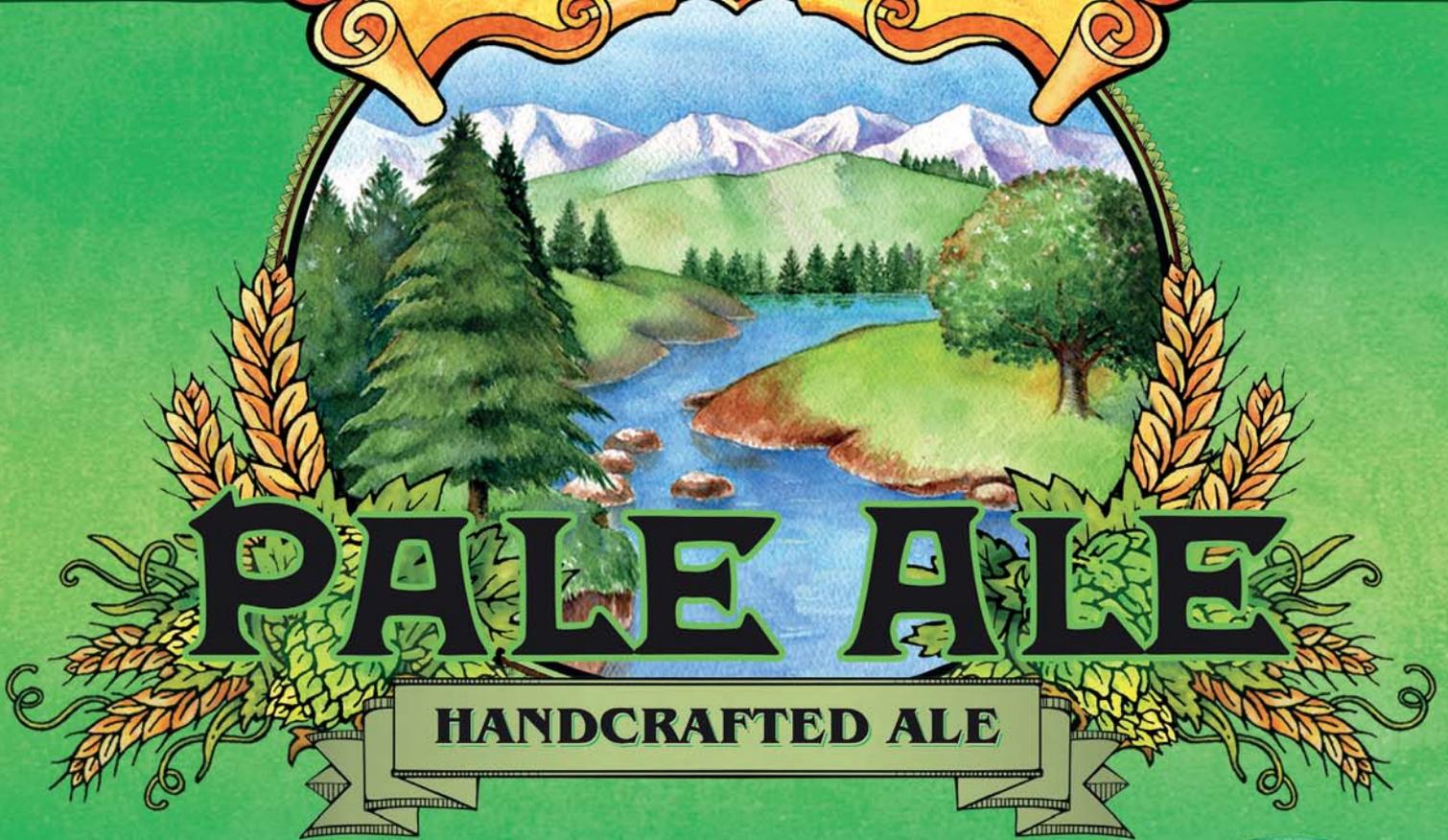
Lighter Tasting Ales

The trend towards lighter beers and the renaissance of lager is taking hold more steadily and this includes session IPAs, cream ales, pilsners and lagers. Brewers are turning to new cooling devices and investing in capacities for long cold lagering and conditioning. Brewing a good pilsner is one of the hardest styles to achieve and brewers should be commended for producing quality pilsners. Blonde, Kölsch and golden ales are also up, and because these styles are lighter tasting, they serve as a stepping stone from mainstream beers and lagers. They often have lower alcohol levels providing a good entry style for new craft beer drinkers.

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Sour Beers

Sour beer particularly in the States, has been growing for a while. One thing is for sure, the interest in fermentation in general is increasing. Brewers are now experimenting with wild yeasts, lactobacteria and other sour mediums as well as wine yeasts and barrel ageing. American craft brewers are re-discovering historical styles like Gose and Berliner Weisse from Germany and lambic and gueuze beers from Belgium. Sours beers are temperamental to brew and are more likely to be one-offs than national favourites but they are highly appreciated by discerning craft beer drinkers.

Barrel-Ageing

We're familiar with bourbon barrel aged beer but the trend is on the way up - expect to see gin, tequila and even wine barrel aged beers in the future. Another interesting idea taking hold is ageing beer in barrels together with fruit or spices in various style categories.

And finally, the latest emerging trend amongst brewers is the use of herbs and roots instead of hops and alternative cereals such as rice, rye and spelt.

What to Stock

With the plethora of beer styles and brands on the market choosing the right mix for your outlet can sometimes be overwhelming. When developing your craft beer offering stock a diverse range of different

beer styles, ABVs, flavours and origins to suit the beer drinkers' varying palates. Craft beer is a perishable product and is best stored cold and consumed as fresh as possible. There are only a few types of brands that benefit from cellaring.

“American craft brewers are re-discovering historical styles like Gose and Berliner Weisse from Germany and lambic and gueuze beers from Belgium”

Having classic examples of popular beer styles in stock like Sierra Nevada Pale Ale or Lagunitas IPA will stand you in good stead.

Seasonality and Diversity

Seasonality and diversity play a major role in the sale of craft beer with seasonal beers in the U.S. being the second most sold beer style behind American IPA. Make sure you not only offer hoppy IPAs, but their dark and toasty counterpart, a stout as well. Enrich your menu with a selection of malty styles like brown ales, moderately sour beers like a Berliner Weisse, or fruity and spicy styles like a wheat bock. You might want to serve darker and stronger beers like American Imperial Stout or Scotch Ale/Wee Heavy in the colder months and freshen up you menu with crisp but flavour-forward lagers and lower alcohol session ales in the summer. Playing around with a versatile selection is a good way to surprise and enthuse your customers.



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Dark Beers

Stouts and porters are very popular for the colder months yet many examples remain sessionable and moderate in alcohol. Dark colour beers does not mean a beer is heavy in alcohol or body. Stouts and porters complement specific food dishes perfectly, especially grilled, roasted and smoked meat, and should be listed on the food menu as alternative, or even superior, to wine. Stouts and porters tend to have a very loyal following and will make your pub a destination outlet of choice.

Formats

Whether you stock keg, bottle or can depends on the nature of your pub and consumer profile of your clientele. Kegs make a greater impact on the bar but cans are easier and more cost-efficient to transport offering greater profit potential than bottles or kegs. Once regarded as 'naff' cans are now growing in popularity and shaking off their inferior image.

“Blonde, Kölsch and golden ales are also up, and because these styles are lighter tasting, they serve as a stepping stone from mainstream beers and lagers”

They can in fact be seen as the ideal packaging - cans keep light and oxygen away from the precious liquid inside so the beer does not get oxidised or light-struck. All in all, can beers stay fresher for longer, cans chill down more quickly, they are easier and more cost-efficient to transport, they don't shatter and, just like bottles, they are recyclable. The Brewers Association predicts that cans will continue to grow due to their many advantages and currently 9% of today's U.S. craft brewers package in cans.

Quality Control

The Brewers Association seeks to ensure that beer is dated appropriately and kept in a climate controlled environment from the moment it leaves the brewery to the moment it reaches the beer drinker. A key focus of the Brewers Association's education is on quality beer and ensuring international trade partners understand proper storage and handling techniques, shelf life and the importance of delivering high quality beer to the beer lover.

“Kegs make a greater impact on the bar but cans are easier and more cost-efficient to transport offering greater profit potential than bottles or kegs”

The craft beer revolution is being driven by the beer drinker, not the brewer or the importer, and it is absolutely imperative that he/she enjoys a positive drinking experience every time he/she purchases a craft beer. We have developed three guides:

- ▶ i) Best Practices Guide to Quality Craft Beer - to help retailers pour great beer and preserve profits through industry accepted best practices
- ▶ ii) Draught Beer Quality Manual - how to improve the quality of draught beer
- ▶ iii) Draught Beer Quality for Retailers - to educate the trade on proper storage and handling.

All three are available to download from <http://www.brewersassociation.org>. An additional resource tied to beer pairing and presentation is the Craftbeer.com Beer & Food Course available at <http://www.CraftBeer.com/culinary>.



All American Heroes

Anchor Brewery B C D

America's first craft brewery with its roots in California's Gold Rush, the Anchor Brewery is an American icon, and a pioneer in the UK. Their signature beer, Anchor Steam, is one of San Francisco's most famous exports. The word "steam" once denoted any beer brewed on the West Coast of America under primitive conditions and without ice, but is now a trademark of Anchor. Other beers include Liberty Ale, the first modern American IPA brewed since prohibition, Brekles Brown, California Lager and a truly remarkable Porter which uses specially roasted malts, a top-fermenting yeast and fresh whole hops.

James Clay 01422 377560 www.anchorbrewing.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Blue Moon Brewing Company B D

Founded in 1995 in Denver, Colorado by Keith Villa, who had studied brewing in Belgium and wanted to recreate the Wit beers he had enjoyed there. The Belgian-style Wheat Ale, originally brewed as Bellyslide Belgian White, is the only one of the brewery's beers available in the UK. This unfiltered beer has a distinctive slightly sweet orange taste and is made from a combination of malted barley, white wheat, and oats. Recommended to be served with a slice of orange to enhance the orange flavour - and catch the eye

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Molson Coors 0845 600 0888 www.molsoncoors.com

Boulevard Brewery B C D

Founded in 1989 in Kansas City by John McDonald, the brewery has grown from a production of less than 2,112 hl in 1990 to 240,000 hl in 2014. In January 2014, Boulevard joined the Duvel Moortgat family, making the combined US operations the 8th largest craft brewing company in the nation. Tank 7 (8.5%) is a strong, yet crisp and refreshing beer that combines the best of American hops with the classic fermentation aromas and flavors of Belgian Saisons - a citrusy, spicy hop aroma and flavour, a soft, sweet malt flavour and a prominent hop bitterness. 2014 also saw the release of 15 new beers & special releases using 56 different malts & hops - with one of the largest barrel ageing programs in the country.

Duvel Moortgat 020 3740 8479 www.boulevard.com

Bronx Brewery B C D

Founded in 2010 by Chris Galland, Damian Brown and Kirk Voltz, with a big mission: to craft the absolute best pale ales on the east coast. Bronx Brewery, is just one of three micro-brew operations in the borough. They are manically focused on brewing this one style of beer. No nonsense, no pretense, no silly names - they simply strive to make great beer for people that love great beer. Available in the UK are Bronx Session IPA (5%) and a Bronx Rye Pale Ale (6.3%).

Euro Boozer 01923 263 335 www.euroboozer.co.uk



Brooklyn Brewery

B C D

A brewery that retains its craft credentials despite being a global phenomenon. Brewmaster is Garrett Oliver, author of the Oxford Companion to Beer and one of the world's leading brewing experts. The best known beer is the award winning Brooklyn Lager, which is dry hopped and has a superb balance of sweet malt and crisp bitter hops. Also available in the UK are a choice of IPA's (6.9-8.4%) and a Brown Ale (5.6%), as well as the luscious Black Chocolate Stout (10%), and a variety of other specials.

Matthew Clark 01275 891 400
James Clay 01422 377560

www.matthewclark.co.uk
www.brooklynbrewery.com

Butternuts

B C

Chuck Williamson took his hard-earned expertise from a kitchen in Queens to a farmstead brewery in the heart of upstate New York, where Butternuts Beer & Ale has grown national recognition. From a converted dairy farm outside of Cooperstown, Butternuts aims to create approachable craft beer that appeals to the common man and connoisseur alike. Available in the UK are Porkslap Pale Ale (4.3%) and Moo Thunder Stout (4.9%).

Euro Boozer 01923 263 335

www.euroboozer.co.uk

Captain Lawrence Brewing

B D

Scott Vaccaro grew up on Captain Lawrence Drive in South Salem and he founded Captain Lawrence brewery in Elmsford, north of New York City after he earned a degree in fermentation science at the University of California. One of the first beers he brewed was a pale ale and he has not looked back since. Captain Lawrence Pale Ale (5.5%) and Captain Lawrence IPA (6.5%) are now available across the UK.

Euro Boozer 01923 263 335

www.euroboozer.co.uk

Dominion Brewing Company

B D 4.5-10%

Part of the Coastal Brewing Co, which incorporates sister brewery Fordham, Dominion Beers are the craft beer lover's Holy Grail. Imported to the UK since late 2011, most beers are available in both bottle and keg. Hop Mountain (6%) is available all year, and seasonals include Oak Barrel Stout with vanilla and oak chip influences (6%), Beach House Pilsner (5%), Cherry Blossom Lager (5%), Gigi Farmhouse Ale (7.2%), and Octoberfest Maerzen Lager (5.7%). Perfect for food pairing, these superior beers also come with decorative tap handles for draft, stemmed glassware and Heathwick's American Craft Beer Experience campaign.

Heathwick 0207 938 3991

www.fordhamanddominion.com

Flying Dog Brewery

B C D

Founded in 1990 this Colorado brewery has links with Hunter S Thompson and labels designed by Ralph Steadman. As well as having cult status they are also renowned for their beers.. Snake Dog IPA (7.1%) with its intense citrus fruit aroma, is the brewery's hop monster. Also: Easy IPA (4.7%); Doggie Style (5.5%) a classic American pale ale, Gonzo Imperial Porter (9.2%) and the 20th anniversary brew Raging Bitch (8.3%) - an American IPA brewed with Belgian yeast.

Matthew Clark 01275 891 400
James Clay 01422 377560

www.matthewclark.co.uk
www.flyingdogbrewery.com

Fordham Brewing Company

B D 4.5-7.5%

Part of the Coastal Brewing Co, which incorporates sister brewery Dominion, Fordham has a distinctive brand style that resembles tattoo art & offers a diverse range of craft brews. Imported to the UK since late 2011, beers are available in both bottle & keg. Range includes: Gypsy Lager (5%), Copperhead Amber Ale (5%), Route 1 Session IPA (4.5%), Sunseeker (5%), an unfiltered wheat beer and West Coast style IPA Rams Head (7.5%). Seasonals include Spiced Harvest (pumpkin) Ale (6.5%) Renowned for their complex yet balanced flavours, these superior beers are supported by artistic bottle labels with food pairing suggestions, unique tap handles for draft, stemmed glassware & Heathwick's American Craft Beer Experience campaign

Heathwick 0207 938 3991

www.fordhamanddominion.com

Founders Brewery**B D 4.7-8.5%**

Founders Brewery is group of passionate beer enthusiasts whose beers include the robust yet silky black Founders Porter (6.5%); All Day IPA (4.7%) brewed with a complex array of malts, grains and hops - balanced for optimal aromatics and a clean finish; Dirty Bastard (8.5%)- so good it's almost wrong - brewed with seven varieties of imported malts, a big smoky beer that lives up to its name.

James Clay 0142 237 7560
Matthew Clark 01275 891 400

www.foundersbrewing.com
www.matthewclark.co.uk

Goose Island**B.D 4.2-7%**

American craft brewer producing a range of bottled ales and wheat beers, both permanent and seasonal. They are probably best known for Goose Island IPA (5.9%) which is quite simply a hop lover's dream, but the range available in the UK also includes the award winning 312 Urban Wheat (4.2%) and Goose Island Honkers (4.3%). Inspired by visits to English country pubs, Honker's Ale combines a fruity hop aroma with a rich malt middle to create a perfectly balanced beer.

Greene King 0845 600 1799
Matthew Clark 01275 891 400

www.gooseisland.com
www.matthewclark.co.uk

Harpoon Brewery**B D**

Founded in 1986 by Dan Kenary, Rich Doyle, and George Ligeti. They were three friends who loved beer and loved drinking beer together but found the beer choices at the time to be limited. Traveling through Europe and experiencing the rich traditions of European brewing and beer drinking enhanced their love of beer and opened their eyes to the rich beer culture they wanted back home. They decided to build a brewery so that they could brew the beers that they wanted to drink, and invite their friends to the brewery to drink it with them. Now available in the UK Harpoon IPA (5.9%) and Harpoon UFO (4.8%).

Euro Boozer 01923 263 335

www.euroboozer.co.uk

Huber Brewery**B 4.8-5.5%**

Based in Monroe in the Midwest, Huber was founded in 1845 by German and Swiss immigrants who specialised in brewing European style beers using traditional German techniques and principles. Huber Premium is a high class lager available in classic American designed 330ml bottles and 355ml cans. It is still brewed in the same time honoured tradition using the finest malted barley from crops grown locally and combined with the finest Pacific hops. This meticulous selection accounts for the fresh, clean taste of this thirst quenching beer. It has a mild, malty aroma with some floral hoppy notes and, unusually for an American beer, a fruity finish. Huber is proud to be the only brewery in the US to have produced a Bock continuously since 1899 (not including prohibition). One of Huber's most acclaimed and revered



beers, the Bock offers hints of coffee and cocoa on the palate and robust roasted malt flavours with a silky mouth-feel and a creamy rich finish. Silver medallist World Beer Awards 2014

World Beers 01279 600044

www.huberbeer.co.uk

Kona Brewery**B D 4.4-6%**

Home to the fantastic golden ale Big Wave, which is now available on draught, Kona has been brewing on Hawaii since 1994. Starting life as a humble brewpub it has grown to be celebrated all over the world for its drinkable but very hoppy beers. Their Longboard lager is as refreshing and crisp as they come, while the Fire Rock pale and Castaway IPA satisfy the hop heads. Big Wave strikes it in between the two, and is loved by any beer nerds and casual drinker who tries it.

Cave Direct 01622 710339

www.konabrewingco.com

Lagunitas**B D 6.2%**

One of America's fastest growing brewers, Lagunitas (pronounced lah-goo-KNEE-tuss) started life in a kitchen 20 years ago. The renowned IPA which is the brewery's main product, started life as a seasonal beer but is now a huge seller in the USA, leading the brewer to set up a second brewhouse. This extra capacity means it is now available in the UK, initially just the IPA and a seasonal brew, but a second permanent one is planned for the future.

Adnams 01502 727200

www.lagunitas.com



Left Hand Brewing

B D 4.7-8.5%

The Left Hand way is a healthy dose of all things balanced, keeping your right brain feeling good and the left brain knowing it's all good. They believe the same to be true with craft beer, everyday striving for that perfect balance between malt and hops, from their lightest to their darkest beers, allowing a unique flavour experience in every bottle and every keg. The range includes a thick creamy Milk Stout (6.0%), available on draft as well as bottles; Left Hand Polestar (5.5%) - a zesty German-style pilsner, and Left Hand Black Jack Porter (6.8%) with a slight malt sweetness.

James Clay 01422 377560

www.lefthandbrewing.com

Minhas Craft Brewery

B 5%

Set up in 2006, and owned by the Minhas family who are 1st generation Canadians, initially originating from India. The brewery produces over 12 beer brands and believes that a beer style is not exclusive to a certain country. To this end, the brewery produces beers often in homage to famous styles or periods. Lazy Mutt farmhouse ale is one example. Launched in the UK in September 2014 and created to honour the soldiers who fought in WW1 in the Flanders area of Belgium. Lazy Mutt (5%) is an unfiltered light wheat ale - traditionally made by farmers for their field hands. A sweet & sourness makes this beer an excellent stand-alone craft wheat ale as well as proving a popular combination with meat dishes highlighted at its successful launch at Meatopia in 2014

World Beers 01279 600044

www.minhasbrewery.com

Odell

B 4.8-7.0%

Founded in 1989, Odell Brewing was started by Doug Odell, his wife Wynne, and his sister Corkie. Today, the culture of family and collaboration still thrives, fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted, innovative brews, as dedicated today as they were when they started out brewing in Doug Odell's kitchen, still sharing a passion for delicious beer, they are known for a selection of pale ales and porters, including their flagship 90 Shilling - a refreshing and irresistibly smooth and delicious medium-bodied amber ale.

Vertical Drinks 0113 345 8835

www.odellbrewing.com

Point

B 4.73-5.65%

The Stevens Point Brewery is steeped in a history that has transcended the trials of the Civil War, the Great Depression and Prohibition. More than 150 years later, the Stevens Point Brewery continues to successfully brew quality beer, just as the brewery's founders, Frank Wahle and George Ruder, did in 1857. Today the range includes a Vienna-style Amber Lager (4.7%), copper in colour with a pleasant hop aroma. Hand-crafted using a blend of caramel and two-row malted barley, it is perfectly balanced with authentic German hops, smooth and refreshing with a crisp clean finish. Also available is the bold hoppy IPA (5.6%), fresh and fruity with a golden-orange colour. Dry-hopped using a complex blend of Magnum, Perle, and Cascade hops. Point, well made.

Matthew Clark 01275 891 400

www.pointbeer.com

Redhook Brewery

B D C 6.2%

Redhook was born out of the energy & spirit of the early 80's in the heart of Seattle. While the term didn't exist at the time, Redhook became one of America's first "craft" breweries. From a modest start in a former transmission shop in the Seattle neighbourhood of Ballard, to the current breweries in Woodinville, Washington and Portsmouth, New Hampshire, Redhook has become one of America's most recognized craft breweries. Longhammer IPA 6.2%, the signature IPA from Redhook, is a full on multi dimensional, well rounded IPA. A beer with great drinkability keeping you reaching for more every time.

Cave Direct 01622 710339

www.redhook.com

Samuel Adams

B D 4.9%

Samuel Adams Boston Lager helped lead the American beer revolution, reviving a passion for full-bodied brews that are robust and rich with character. Since 1984, Samuel Adams Boston Lager has used only the finest hand-selected ingredients to create this perfectly balanced, complex and full-bodied original brew.

Matthew Clark 01275 891 400

www.samueladams.com

Shepherd Neame 01795 597 070

www.shepherdneame.co.uk

Saugatuck Brewing Company**B D 4.5-5.5%**

Keep an eye out for this one! Newly imported to the UK, Saugatuck is an award winning American craft brewery that produces one of the world's most magical milk stouts – the Neapolitan (6%) available in keg and bottle on a seasonal basis. Delivering exactly what the name promises - individual flavours of chocolate, vanilla and strawberry that blows the mind. Year round, and currently available in bottle, Backyard, (4.5%) a Session IPA, nutty ESB Amber Ale (5.5%) and balanced Oval Beach Blonde Ale (5%) which makes a great alternative to conventional lager and convincing converter. Saugatuck forms part of the importer's, Heathwick, American Craft Beer Experience.

Heathwick 0207 938 3991

www.saugatuckbrewing.com**Sierra Nevada Brewing Company****B D 5.6%**

Internationally recognised for its fragrant yet spicy Pale Ale, the beer that sparked the American craft brewing revolution. Since then many different types of brews have been produced to expert standards by the pioneering brewer. Hop usage is the key feature of this brewery - the year round beer Torpedo even draws its name from the steel device used to introduce its Magnum, Crystal and Citra hops into the brew. Having started as a Californian homebrew outfit in the 1970s, demand for the beers has continued to grow, and in 2015 Sierra Nevada added a new brewery in North Carolina. Despite the global success, the brewery's commitment to innovation remains, and the regular beers are joined by specialities and a series of seasonal brews

Matthew Clark 01275 891 400

www.sierranevada.com

Vertical Drinks 0113 345 8835

www.verticaldrinks.com

Westside Drinks 020 8996 2000

www.westsidedrinks.co.uk**Tailgate Beers****C 5.0%**

Newly imported to the UK, Tailgate beer is the official beer for tailgating - which, in case you are wondering, is the American pastime of barbecuing and generally partying from the back of a truck at sports or music events. And like all things American, it's catching on in the UK. These award winning and easy drinking craft beers in a can are brewed with fun in mind and ideal for outside or indoor drinking. The Blacktop Blonde is their flagship American blonde ale (4.7%) and is complemented by their more hoppy Session IPA (4.7%). Imported by Heathwick, Tailgate also forms part of the Heathwick American Craft Beer Experience.

Heathwick 0207 938 3991

www.tailgatebeer.com**Widmer Brothers Brewery****B 5.8 - 7.0%**

Founded in 1984 in Portland, Oregon, Widmer still retain a strong brewing tradition. One of the 1st craft brewers in a state now renowned for having many craft breweries and some of the best in the world. They've grown to be a leader in the craft beer scene and are known for their forward thinking recipes and collaborations. Alchemy hops are a blend of choice hops from the Pacific Northwest, hand-selected by their brewers each year. This secret blend is the backbone of all the Widmer beers. The artful, complex Upheaval IPA 7.0% has grassy hops giving way to a massive tropical burst of flavours. The perfectly balanced, perfectly hopped ale, Alchemy Pale Ale 5.8% has a bright, distinct hop character balanced with hints of caramel and a remarkably smooth finish.

Cave Direct 01622 710339

www.widmerbrothers.com

What's Up from Down Under?



Antipodean Beer

For those in the know, the idea that all Aussie and Kiwi beer is served ice-cold with no discernible flavour is outdated. Adrian Tierney Jones discovers a brave new world of craft beer from down under

When we think about beers from Australia and New Zealand, chances are that frosted pints of Antarctic-cold lager spring to mind, propelled to the bar-top by a series of larrikin-like TV ads. However, these stereotypes are old hat as both these Southern Hemisphere countries are in the grip of an exciting and energetic beer revolution, and some of their brews are starting to appear in British bars and pubs.

Given the contemporary beer-drinker's interest in authentic global beers with a sense of character and plenty of flavour, it would profit the adventurous licensee to look down under, especially as recent research has shown that craft beer sells for 75-90p more per pint than the UK average of £3.23 - and drinkers are willing to pay this premium.

Impressive Aussies

According to James Hickson, who last year founded We Brought Beer, a bar and bottle shop hybrid in south London, "People still think that Aussie beer is cold and fizzy, as represented by Foster's,

but I have visited the country several times and there's a huge craft beer range, some of which is now on sale here. We stock Little Creatures Pale Ale plus Coopers Sparkling Ale, Pale Ale and Stout. However, I've also been impressed by beers from McLaren Vale Brewery, who brew their beers in the wine region of the same name. We've had their IPA, Pale Ale and Lager."

According to Hickson those that buy Australian beers (he also stocks several exciting New Zealand beers) are a mixture of expats looking for a taste of back home and local beer fans on the prowl for something new. "There may not be too many Australian beers coming over," adds Hickson, "but they are pretty good quality."

Coopers

One Australian brewery whose beers have long been on the radar of the thinking drinker is Coopers of Adelaide.

Originally founded in 1862 by Yorkshireman Thomas Cooper, it's remained a beacon of independent brewing with members of the original family still involved (a takeover bid by Lion Nathan was resisted in 2005).

Its Sparkling Ale is the brewery's standout brand, a fruity, effervescent and bracing beer that is also bottle-conditioned. Coopers Stout is equally exceptional and in some pubs in Adelaide it outsells a certain Irish dark stout.



Stone & Wood

Stone & Wood's luscious Pacific Ale, whose fresh, fragrant nose is reminiscent of a bowl of ripe tropical fruit, is another joyful beer to look out for. The brewery is based in Byron Bay, a laid-back beachside town near Sydney, best known for its surfer community. It is often brought into the UK by Camden Town Brewery - the grandfather of founder Jasper Cuppaidge owned a brewery in Australia, which makes for a nice historical symmetry

People still think that Aussie beer is cold and fizzy, as represented by Foster's, but I have visited the country several times and there's a huge craft beer range"

Crafty Kiwis

Now let's cross the Southern Ocean to the home of the All-Blacks and the Haka, where the beer scene is equally exciting, with breweries like Epic, Tuatara and brewpub Fork & Brewer - where former Thornbridge brewer Kelly Ryan is in charge of the mash - making new friends with their great beers.

Many of the new wave of beers produced by the above and other breweries, have big tropical fruit flavours, thanks to the use of native

What's Up from Down Under

8 Wired

New Zealand



Inspired by the legendary Kiwi can-do mentality, Superconductor IIPA and Saison Sauvinis are real standouts.

Coopers

Australia



A family owned brewery, with an international reputation with Coopers Sparkling Ale, Pale Ale and Stout being sold across the UK.

Epic Beer

Australia



The Auckland brewery has developed a reputation in NZ's budding craft beer sector for producing beers which are big on flavour and aroma.

Little Creatures

Australia



Born out of the love of great beer shared by a few good mates, this little brewery began on the water's edge in Fremantle.

Monteith's Brewery

New Zealand



The oldest craft brewery in New Zealand, they now have four of their craft beers in the UK: Summer Ale, Pilsner Beer, Southern Pale Ale & India Pale Ale

Renaissance Brewery

New Zealand



An award winning craft beer producer committed to using local ingredients and are one of the pioneers of craft brewing in New Zealand.

Stone and Wood Brewing

Australia



Brewed using all Australian barley, wheat and Galaxy hops, often brought into the UK by Camden Town Brewery

Three Boys Brewery

New Zealand



All Three Boys Brewery beers are not filtered or pasteurised - just as nature intended.

Tuatara Brewing

New Zealand



They brew true to style, and go direct to the source and use the ingredients that have made them famous across the world.

Vale Brewing

Australia



Brewed in the wine region of McLaren Vale. Their IPA, Pale Ale and Lager are available across the UK.

Yeastie Boys

New Zealand



Made at opposite ends of the earth, New Zealand and the UK, Pot Kettle Black, and Gunnamatta, are available in bottle and keg.



hops such as Nelson Sauvín. There is also the influence of the home-brewing community, which means that brewers are unafraid of experimenting.

Up until now however, the chances of trying these vibrant beers has been limited to beer festivals, where they've made guest appearances, or just hopping on a plane. But a recent initiative has changed all that.

Collective Action

In February 2015, the New Zealand Craft Beer Collective was formed, with the idea of bringing some of the country's best beers to the UK. British drinkers can now get a taste of selected beers from a quintet of New Zealand breweries. The five are Wellington based Yeastie Boys and Tuatara, Renaissance from Blenheim, Christchurch's Three Boys Brewery and 8 Wired from Warkworth.

The collective's Head of Business Development, Todd Nicolson said "In less than a year we've brought over 50 different beers ranging in styles from the five breweries, bringing a number of speciality and seasonal offerings including green hopped beers, along with a core range of 10 mainstays.

Next year we're planning to bring even more exciting beers over, as we explore expanding the portfolio to bring a greater variety of styles and breweries over as part of the collective.

Tom Cadden is Group Manager for Craft Beer Co, which has an estate of seven pubs in London and Brighton, and he has his favourites: "8 Wired is a really solid brewery that makes good use of the local hop varieties. Superconductor Double IPA is a particular standout, while Saison Sauvín is also fantastic."

Another member of the Collective, the Yeastie Boys, has gone a step further. As well as making beer back home, it takes part in a spot of 'cuckoo brewing' here. 'Head Boy' Stu McKinlay is based in the UK and brews two brands up at BrewDog - Pot Kettle Black, which he calls a South Pacific Porter, and Gunnamatta, an Earl Grey IPA. The latter is their biggest selling beer in the UK. At the moment the beers are available in bottle and keg.

A Tradition of Craft

One of the most venerable New Zealand breweries is Monteith's. Believed to be the oldest craft brewery in New Zealand, its heritage goes back almost 150 years to 1868, when it was founded by Stewart Monteith to quench the thirst of local gold miners in the west coast town of Greymouth.

The brewery is now owned by DB Breweries, and its regular beers are produced in Auckland and Timaru as well as Greymouth, but all of Monteith's craft beers are still brewed in the original brewery.

Four of their craft beers are now available in the UK: Summer Ale, Pilsner Beer, Southern Pale Ale and India Pale Ale. All Monteith's beers are naturally brewed without artificial additives or preservatives - the only additives are ingredients such as a touch of rata honey in the Summer Ale.

Meanwhile future plans include a 'Tasting-Flight' concept to be rolled out in 2016. This features two bottles of Monteith's and four glasses, so that two drinkers can experience and share the beer.

At the time of the launch of the quartet of Monteith's beers, Pedro Cruz, who is Export Manager for Western Europe at Heineken, said, "the combination of great flavour, unique heritage and a natural affinity with food makes Monteith's an exciting and appealing new option for UK restaurants and bars to offer to their customers".

Much has been made of the Southern Hemisphere's domination during the recent Rugby World Cup. Could their brewers be about to do the same in British pubs and bars?



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Mix It with Beer

Beer Cocktails Jonny Garrett believes licensees are missing an opportunity if they don't get mixed up with beer cocktails

Someone once told me that beer cocktails are a waste of good beer. When I pointed out that a gin distiller could feel the same way, but never does, he had no reply. Beer and spirits are wonderful friends, until the morning after of course.

The beer cocktail is no trendy flash in the pan. Grog, a mixture of lime, rum and "small water" - otherwise known as beer - has kept sailors scurvy free for centuries, while the Dog's Nose, a gin, nutmeg and porter drink that warmed London labourers during the industrial revolution, is written about by Charles Dickens himself. In fact, his friend blames the concoction for the loss of feeling in his right hand.

"Really we need to move away from the idea of a beer cocktail, and just treat them like damned cocktails"

The problem is that many pubs and bars treat beer cocktails as something new - a gimmick, in fact. Really we need to move away from the idea of a beer cocktail, and just treat them like damned cocktails. At least on the recipe side of things.

Beer at the Heart

For the same reason that beer makes a fantastic companion to food, beer is also brilliant with other drinks. The sheer amount of flavours in one glass of beer creates endless opportunities for an excitable barman. I seem to say it to someone every day, but no other liquid in the world offers the variation that beer does.

The key to a great beer cocktail is to escape the idea of using the beer as a mixer. Instead, let it take the place of the spirit, and design the recipe around that instead. Starting from here is the best way to accentuate or complement beer's characteristics and assemble a product that stands up against traditional recipes.

"Malty beers are fantastic with dark rums, hops brilliant with earthy tequila, while saisons often have a botanical or two in common with gin"

You could use citrus juices to bring out tropical hop notes, spices to beef up yeast esters, or syrups to round out bitterness. You reduce beers down to syrups, whip them into foams or mull them with herbs. Malty beers are fantastic with dark rums, hops brilliant with earthy tequila, while saisons often have a botanical or two in common with gin. The possibilities just spiral out of control when you sit and think about them.

Twist the Classics

Another way to have a lot of fun with beer cocktails is to take classic cocktails and twist them. We've done a smoked beer Bloody Mary on the Craft Beer Channel, which added a fantastic crispy bacon-like savouriness to the drink, as well as reclaiming the much-maligned lagerita by adding some triple sec and sherry.

“For the same reason that beer makes a fantastic companion to food, beer is also brilliant with other drinks. The sheer amount of flavours in one glass of beer creates endless opportunities”

Beer cocktails can belong anywhere. They are a great way to mix up a customer's evening or add variation to a beer list, but the thing they are best at is introducing people to new styles or even beer in general.

Finding new ways into more complicated beers is a vital way to attract new fans. We've hooked people on sours with lambic cocktails, and convinced people dark beers are nothing to fear.

Craft beer isn't just about pushing boundaries, and never about complicating things. Beer cocktails may seem like a step to far, or just plain trashy.

But it's about flavour, and introducing people to them in the hope of showing them a fuller, more exciting drinking culture. Beer cocktails are wonderful way of doing that.

Jonny Garrett of the Craft Beer Channel, a YouTube channel entertaining lovers of craft beer and cider from around the world

www.youtube.com/user/TheCraftBeerChannel

Hodge (a very fine cat indeed)

Courtesy of the London Bar Consultants with the Craft Beer Channel

20ml gingerbread syrup

40ml Old Tom Gin

Sweet or milk stout

Spices of your choice

You can buy the gingerbread syrup online, or better make it at home by making a sugar syrup with added clove, cinnamon, nutmeg and ground ginger. Add the syrup to a shaker along with the old tom gin. Shake with a few cubes of ice then tip it all into a mug or handled glass. Top with around 40ml of beer. Next, whisk another 40ml of beer in a glass until really light and heady. Pour over the top to create a thick foam then dust with some seasonal spices.

To serve hot, strain the ice and stick an iron poker from the fire straight into the middle. Or don't use ice and heat gently like mulled wine.



The Ultimate Lagerita

Courtesy of Max Chater with the Craft Beer Channel

½ a lime

25ml tequila

12ml fino sherry

12ml triple sec or Cointreau

Dash Orange bitters

Hoppy lager

Juice the lime into a shaker then add the tequila, sherry and triple sec. Shake over ice then add to a stemmed beer glass filled with ice. Top up with hoppy lager and instead of a salt rim, serve with salt and vinegar crisps.



Get The Beers In

Beer Pioneers

Pubs and bars in the vanguard of the beer revolution are enticing their customers to try exciting new brews, and improving their bottom line in the process. Melissa Cole asks some of the trade's beer pioneers for their tips on tapping into the thirst for better beer

Beer is back and it's booming. Whether it's for a special event or for everyday drinking, make sure you maximise your beer sales by planning ahead for 2016.

If you're not sure where to start there are plenty of experts ready and willing to offer advice and practical help. Here's some solid advice from a few of those in the know.

Superbowl Countdown

There's no doubt that big sporting occasions offer the possibility of excellent profit, as Peter Karsten of World Beers points out:

"There are certainly plenty of things happening in 2016 to provide some great themes for the ontrade. With US sports becoming more and more popular - plus the country's cuisine a core trend - the Superbowl in February is the first big event which provides fantastic opportunities for bars, pubs and casual dining outlets.

"Our Huber beers have had a sterling year with strong growth in the ontrade and while Thanksgiving always gives us a boost, it's the Superbowl where venues are always really creative with their drink and food offerings plus promotions."

Road to Rio

Later in the year there are other events that are worth well worth planning for, but the big one is of course the Olympics in Brazil. This is a great opportunity to get into the spirit of Latin America, already one of the hottest food trends.

Karsten certainly thinks so "As summer hits, with the Rio Olympics kicking off, we are excited about our Amazon brand, which was launched before the Brazil football World Cup. The beers have grown a good base of ontrade stockists and with Latin and South American flair and food set to take centre stage this summer, we have high hopes for it."

"The big one is of course the Olympics in Brazil. This is a great opportunity to get into the spirit of Latin America, already one of the hottest food trends"

Pure Chance

Graham Archibald of Morgenrot, also highlights the importance of capitalising on big events. However, as he points out, it doesn't just have to be sports-focused.

"For me 2016 is all about celebration of the German brewing laws, after all, 500 years doesn't come round very often. To take advantage of the event, our Krombacher brand has already signed up as sponsor of the popular Dubtoberfest in July but we will also be running in-outlet events around the country."

Plan Ahead

But all of this great beer being available and having ideas about how to profit from the big events is no use if you don't plan in advance says Karsten.

"Speak to suppliers early about your plans and select beers that offer quality and something a bit unique. We love to be creative and work with venues to help them run events, promote their offerings and maximise the opportunities.

"Whether it is beer and food menus, displays, training or tastings, choosing the right quality brands and promoting them effectively can be the best way of attracting new customers and putting more pounds in the till."

"Whether it is beer and food menus, displays, training or tastings, choosing the right quality brands and promoting them effectively can be the best way of attracting new customers and putting more pounds in the till"

Early Bird Gets the Brewer

Getting in early is a mantra that Chris Mair at New Wave Distribution in Scotland is pretty passionate about. The company has a huge portfolio of artisan beers from some of the most cutting edge breweries:

"We drive most of the events, like 'meet the brewers' or 'tap takeovers', and those folk who want to do something different tend to come to us and ask us to help well in advance of any event."

And Archibald adds that it's important to look to your suppliers to complete the look and feel of your events: "Whether it is steins, long tables or traditional German clothing, we have lots of experience of helping venues look the part and see success."

Everyday Trends

Of course, it doesn't take a big event for quality beer to get your tills ringing says Karsten.

"The main trend at the moment is variety and quality. Venues are looking to offer it in their beer range and consumers are searching out the unique and different. I think there has been a surge in interest for quality lager that is brewed by a small producer."

Archibald's take on what's hot is more specific: "The trend for tapas is not going away, with new Spanish restaurants and bars popping up all over the UK. Furthermore, tapas is now becoming popular for pubs, often used as bar snack menus - and this has meant Spanish beers and wines in particular are bang on trend."

Trends at the Craft End

Chris Mair has some interesting observations about the 'craft' end of the market and what's happening there: "The magpie market is slowing. People are tired of new beers that don't cut it. We're seeing

driving sales in Camden, Beavertown, Lagunitas, Thornbridge and the like, breweries you can rely on for quality and consistency."

Interestingly, Sanj Deveraj, purchasing manager for Utobeer in London is seeing a similar trend. "We have seen a slight downturn in US beers. I think people are cottoning on to a lot of the US stuff being expensive and can sometimes have short or bad dates" he explains. But he has also identified another format of sale as being important: "Cans are starting to outsell 330ml bottles."

"Beer has had a huge role to play. By building a reputation as having knowledgeable staff and great products, we gain the customer's trust which helps enormously when we recommend trying something different"

On the Front Line

But what is beer bringing to the party for venues?

Caroline Mair, general manager of the multi award-winning Friends of Ham in Leeds, says "It's core to the success of the business, which started off as a small bar selling great beer and some charcuterie and cheese to now more resembling a true tapas bar, albeit with UK produce.

Her advice to other operators is to make sure they've got it as part of the mix too.

"Beer has had a huge role to play. By building a reputation as having knowledgeable staff and great products, we gain the customer's trust which helps enormously when we recommend trying something different.

"Our customers are then more likely to branch out into experimenting - whether it's trying new beers from new breweries or sampling interesting wines, sherries or food! The fact that we make suggestions on food pairings helps customers to see us more as a place to come and have a meal, rather than just a bar."

Mair also suggests building relationships with suppliers and the people who produce the products you sell.

"Encourage interaction with customers. Getting people talking is the best part of any event."

"The magpie market is slowing. People are tired of new beers that don't cut it. We're seeing driving sales in Camden, Beavertown, Lagunitas, Thornbridge and the like, breweries you can rely on for quality and consistency"

No City Limits

Craft beer is not just for city folk. From the remarkable Anderson in the Highlands, to Falmouth's famous HAND, pubs on back street corners and rural backwaters all over the UK are converting their customers into beer connoisseurs.



Craig Johnson, manager of the award-winning Princess Alexandra in Northampton has some advice for licensees wanting to go down the same route

“Well branded marketing campaigns and detailed staff training will dramatically improve customer understanding and experience, and can also help make your business more recognisable to passing trade”

“It is crucial to consider the balance and variety of products stocked; too many beers with a high ABV or of a similar style will slow sales of certain products, and can leave you with a surplus that can be difficult to shift”

He agrees that events are a great way to raise awareness of your beer offering, but offers some words of caution

“It is crucial to consider the balance and variety of products stocked; too many beers with a high ABV or of a similar style will slow sales of certain products, and can leave you with a surplus that can be difficult to shift. That said there will always be a space for a showcase item that encourages customers to part from their comfortable drinking patterns, and often it is the most innovative brew that sells the quickest.”

“Pairing your selections with themed food specials can also be an effective way of giving the customer a more thorough experience, and can also encourage them to stay for one more drink. Similarly liaising with breweries and suppliers to arrange sampling sessions and ‘meet the brewer’ nights will help raise awareness of the products stocked, and encourage people to step away from their safe choice and fully indulge in the festivities.”

Something for Everyone

“It’s important to remember that even with a balanced selection of craft beers and ales, excellently paired food, and a strong marketing campaign some people will still want to stick to their usual tittle. Ensure that not too many of your stock products are removed; catering for all tastes will ensure those in the group that want to stick to a traditional lager are happy to stay whilst the more adventurous in the group are able to work their way through the tasting sheets at their leisure. “In short, make it enjoyable for everyone!”

And the knock on effect of a successful event is clear: “We consistently see an increase in trade during the weeks following an event, as people drop in to see what else we have in the pipeline.

Added Value

Beer doesn’t have to be the central concept of your business to be a big money maker, as Emma Reynolds of the feted Tonkotsu chain of ramen restaurants points out:

“My business partner, Kensuke, and I love beer and it goes very well with the type of Japanese food we do - fried chicken and ramen. Japan has a long history of brewing and over the last few years has been producing some very god quality craft beer like Hitachino Nest too, in addition to the old, but fine, crisp lagers like Sapporo.

“Beer makes sense to us and is the perfect thing to drink alongside our food, not to mention that we sell more beer than anything else.”

So, hopefully, you’ve not been left in any doubt that beer could be part of the mix and, remember, speak to suppliers early, plan well, train staff and, most of all, make it fun!

Hot Picks for 2016

Craig Johnson believes that as craft beer becomes more established as an essential offering it will be more important to offer a wider selection - and not just of ‘extreme’ beers.

“Lower ABV session pale ales packed full of intense American hop flavours are becoming as integral a fixture on our bar as a traditional lager.” We’ve also seen a higher demand for red and ruby keg products, with a maltier profile”

As he explains, “People are less inclined to stick to one type of drink, liberating their palate to explore a wider range of styles and flavours. It has become normal to seek something different, and savour the joy of discovery”

Peter Karsten, World Beers thinks that, in addition to the Latin American connection, Italian beers will come into their own in 2016: watch out for Na Biretta Chiara. The Germans get Graham Archibald’s vote - especially Morgenrot’s lead brand, Krombacher Pils.

Chris Mair, of New Wave Distribution is backing Lagunitas as his one to watch, while Utobeer’s Sanj Deveraj is plumping for Titanic’s Plum Porter

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www.belgianbeerimport.org.uk

Cave Direct

Unit B10 Larkfield Trading Estate,
New Hythe Lane, Larkfield,
ME20 6SW

01622 710 339
www.cavedirect.com

Cave Direct

75 Northwestern Street, Ardwick,
Manchester, M12 6DY

01612 727 856
www.cavedirect.com

Euroboozer

Bedmond Road, Abbots Langley,
Hertfordshire, WD5 0GX

01923 263335
www.euroboozer.co.uk

German Beer Co

33 Great Guildford Street, London,
SE1 0FA

0207 159 3539
www.buygermanbeer.co.uk

Heathwick

25a Holland Street, London,
W8 4NA

0207 938 3991
www.heathwick.com

James Clay

Unit 1, Grove Mills, Elland,
West Yorkshire, HX5 9DZ

01422 377560
www.jamesclay.co.uk

Left Coast Distribution

Unit 12 Ashling Court, Ashling Street,
Nottingham,
NG2 3JA

0115 986 6333
www.leftcoast.co.uk

Madison Drinks

Unit 2 Thames Road Industrial Estate,
Silvertown, London,
E16 2EZ

0207 511 7671
www.madisondrinks.co.uk

Matthew Clark Wholesale

Whitchurch Lane, Whitchurch, Bristol,
Avon, BS14 0JZ

01275 891400
www.matthewclark.co.uk

Morgenrot Group plc

Unit 2, Canary Way, Swinton, Manchester,
M27 8AW

0845 070 4310
www.morgenrot.co.uk

Nectar Imports

The Old Hatcheries, Bells Lane, Zeal,
BA12 6LY

01747 840100
www.nectar.net

Pierhead Purchasing Ltd

Unit 1 & 2, The Paddocks Wood Street
Swanley Village BR8 7PA

01322 662377
www.pierhead.uk.com

Pivovar

Unit G10C, Elvington Ind Estate, Elvington,
YO41 4AR

01904 607197
www.pivovar.co.uk

Utobeer

14 Winchester Walk, London, SE1 9AG

020 7378 9461
www.utobeer.co.uk

Venus plc

Unit 3, 62 Garman Road, London,
N17 0UT

020 8801 001
www.venusplc.com

Vertical Drinks

Unit 6 Canal Wharf, Leeds, LS5 3BY

0113 267 0565
www.verticaldrinks.com

Westside Drinks

126 Newgate Street, London, EC1A 7AA

020 8996 2000
www.westsidedrinks.co.uk

World Beers

The Maltings, Station Road,
Sawbridgeworth, Herts CM21 9JX

01279 600044
www.world-beers.co.uk

World Class Beers

Alhambra Spain B/D 0.7-7.2%

The Alhambra brewery was founded in Granada in 1925 and is named after the city's magnificent Alhambra Palace. Alhambra Premium Lager (4.6%) is the brewery's largest volume brand and carries the characteristic stamp of Alhambra beer. Alhambra Especial (4.8%) is a Pilsner-style Lager while Alhambra Reserva (6.4%) is regarded as a connoisseur's lager. Speciality beers are Alhambra Negra (5.4%) a Dark Lager, and Mezquita (7.2%) which is a full bodied Abbey style beer. Alhambra Sin is a Low Alcohol (0.7%) version

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Amazon Bacuri Brazil 4.1%

Voted Best Craft Brewery in Brazil 2013, Amazon's Forest Bacuri is a fruit beer, brewed with Bacuri – a wild citrus fruit unique to the Amazon Rainforest. The beer was a gold medallist in the Brazil Beer Championships in 2013 and offers a vibrant, slightly herbal aroma on the nose with a flavour profile filled with refreshing lemon and lime notes. The beer won a bronze at the 2014 International Beer Challenge.

World Beers 01279 600044 www.world-beers.co.uk

Amazon Pilsen Brazil 4.1%

Founded in 2000 in Belem on the mouth of the Amazon River, the Amazon Brewery has built a reputation for producing unique, high quality beers, many of which are made with exotic

fruits hand-picked from the banks of the famous river and surrounding rainforest. The Forest Pilsen is brewed adhering to German brewing principles and utilises Mount Hood and Tettnanger hops to offer a distinctively smooth, full-bodied beer with a typical Germanic hopped-finish. The beer won a gold at the 2014 International Beer Challenge.

World Beers 01279 600044 www.world-beers.co.uk

Bellerose France B/D 6.5%

This award winning beer is a hybrid of a French 'Bière de Garde' and an IPA. With distinctive citrus and lychee aromas, it has a hoppy, but refreshing aftertaste.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Birra Moretti Italy B/D 4.6/4.8%

Italian import with a golden colour produced from the top quality malt that has been used in the brewing process for 150 years.

Heineken 08457 101010 www.heineken.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Birra Poretti Italy B 4.8%

A floral, fruity flavoured lager brewed in Italy it has a cleaner, less grainy flavour than other Italian beers making it the perfect accompaniment to traditional Italian food.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk



Casablanca	Morocco	B 5.0%
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The leading domestic and export brand of the Brasseries du Maroc and Morocco, a smooth rich lager with a perfect balance of malt sweetness and a clean finish. Matured for 35 days before bottling. Ideal accompaniment to North African cuisine.

Pierhead 01322 662377 www.pierhead.uk.com

Chili Beer	Mexico	B 4.2%
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In 1989 Crazy Ed Chilleen started brewing his own beer. The beer was so good city folk started to come from all around to try it. Ed knew something had to be done to protect their precious beer, so whenever someone whined for a wedge of lime, Ed tossed in a hot Serrano chilli pepper instead, and Chili Beer was born. Chili beer is brewed in Tecate, Mexico and is Hot Hot Hot. Strange sensation, very hot & very cold, mind blowing!

Pierhead 01322 662377 www.pierhead.uk.com

Coopers Ales	Australia	B 4.5-5.8%
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A fiercely independent family brewer and the only major Australian brewery still owned by Australians, Coopers enjoys an international reputation as a brewer of distinction. Bottle conditioned ales available in the UK are the fruity and floral Pale (4.5%) and the iconic full bodied Sparkling (5.8)

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Corona Extra	Mexico	B 4.5%
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First brewed in 1925, this Mexican best seller is a pale amber pilsener type beer. Served with a wedge of lime or lemon in the bottle neck it is a refreshing taste of summer.

AB InBev 01582 391166 www.coronaextra.co.uk

Crocodile	Sweden	B 5.2%
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Kronleins Brewery has been a family business since 1836 and is today the oldest beer brewing family in Sweden. Using Pilsner malt, Perle & Tettnanger hops, corn and barley this hoppy and lightly malted beer is a perfect thirst quencher.

Pierhead 01322 662377 www.pierhead.uk.com

Cruzcampo	Spain	B 4.8%
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Spain's number one authentic lager dating back to 1904 and one of the biggest volume Spanish brands in the UK. Proudly brewed at source in Seville, Cruzcampo is golden in colour, with a malty aroma and a clean, refreshingly crisp finish, which leaves you wanting more.

Heineken 08457 101010 www.heineken.co.uk

Cubanero Fuerte	Cuba	B 5.4%
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Brewed by Cerveceria Bucanero this strong and full-flavoured, beer is made from the most natural and freshest ingredients, with superior malt and blended with just a touch of Cuba's finest sugars. 100% original Cuban beer. Full flavoured with subtle malt undertones whilst maintaining refreshing sweet notes.

Pierhead 01322 662377 www.pierhead.uk.com

Cusquena	Peru	5.0%
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(CUS-KEN-YA) Brewed using the finest natural ingredients, including 100% malt, Saaz hops & pure glacial melt water from 18,000 ft high in the Peruvian Andes. Genuinely brewed at source for nearly a century, in accordance with German purity laws, this exceptional award winning lager is intensely crisp with a rich, yet clean refreshing aftertaste.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Day of the Dead	Mexico	B 5.5%
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Brewed to celebrate life and honor the traditions of this great Mexican holiday. Seven beers make up the portfolio: Blonde Ale (5.3%) Amber Ale (5.5%) Pale Ale (4.7%) IPA (6.8%) Porter (4.6%) Hefeweizen (5.4%) and a Chocolate Stout (5%)

Pierhead 01322 662377 www.pierhead.uk.com

Eggenberger	Austria	B 5-14%
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A famous Austrian brewery on the site of an old Benedictine monastery, where commercial brewing existed at least as far back as 1681. An eclectic mix of beers are produced, such as MacQueen's Nessie (made with Scottish whisky malt), Urbock 23 and Samichlaus (one of the rarest beers in the world) and the brewery's pils, Hopfenkonig, which is lagered for 12 weeks

James Clay 01422 377560 www.jamesclay.co.uk

Estrella Damm	Spain	B/D 4.6%
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Estrella means star in Spanish, and is associated with good times, like Barcelona itself, where the beer is brewed - cosmopolitan and passionate, relaxed, festive and welcoming. A pilsner style beer, it has been brewed in Barcelona since 1876 and is the flagship beer of S.A. Damm, which also brews a gluten-free beer - Daura - and a craft beer - Inedit Damm, created by El Bulli chef, Ferran Adria.

Wells & Youngs 01234 279298 www.wellsandyoungs.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Estrella Galicia	Spain	B 4.7%
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From the fourth generation family owned brewery in La Coruna, northern Spain, this is a refreshing beer with a characteristic flavour, crafted using traditional methods.

Instil Drinks 020 7449 1685 www.instildrinks.co.uk

Hitachino Nest Japan B 5.5-7.5%

A range of craft beers renowned in Japan and in the last few years becoming known and respected worldwide. Recognised by their signature 'owl' logo, the beers combine European beer-making technology with traditional Japanese brewing techniques; a wide range of craft beers are available: White Ale, Amber Ale, an IPA and a Red Rice Ale.

James Clay 01422 377560 www.jamesclay.co.uk

Kirin Ichiban Japan B/D 5.0%

This super-premium beer is brewed under license in the UK by Wells & Young, according to the legendary and demanding Shibori process - the world's most expensive brewing method, using only the sweet, flavoursome liquid from a single pressing of the finest ingredients

Wells & Youngs 01234 279298 www.wellsandyoungs.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

La Trappe Holland B 5.5-10%

Trappist brewery founded in 1880 by monks seeking refuge from France. 100 years later the friars regained control of the brewery and today brew a range of beers. Dubbel (7%) a deep red-brown colour with a soft aromatic, caramel-like character; Triple (8%) a remarkably strong beer that owes its notably spicy character to the coriander undertones; Quadruple (10%) spends extra time fermenting in the cellars in oak barrels which is where it takes on the unique scent and flavour that is comparable to wood aged red wine. Tand Witte (5.5%) the first and only Trappist white beer in the world. Unfiltered & brewed with very aromatic varieties of hops and mainly wheat malt

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Lindeboom Holland B 5.0%

Since 1870 Lindeboom, one of the few still fully independent family breweries in the Netherlands, brews beer in the traditional way with attention to the flavour of each single brew. A mostly bitter mix of herbal hops and malt with a nose of sweetcorn. This is a high quality, very drinkable fruity beer with a dry, lime-like hoppiness to finish

James Clay 01422 377560 www.jamesclay.co.uk

Lion Sri Lanka B 4.8%

Lion Brewery was established by Scottish explorer Samuel Baker in 1849. The brand dominates its home market with 85% share and uses age-old recipes and crystal clear spring water to produce the finest brews which are the perfect accompaniment to spicy foods. The Lion lager is crisp, smooth with floral notes and offers a refreshing, lingering finish.

World Beers 01279 600044 www.world-beers.co.uk

Lion Stout Sri Lanka ABV 8.8%

A multi-award winner, most recently Gold at the World Beer Awards 2014, 99% rating on Ratebeer and one of Michael Jackson – the Beer Hunter's favourites. Deep, dense and dark with hints of chocolate, bittersweet coffee, liquorice, and a burnt caramel tang, this a conversation stopper.

World Beers 01279 600044 www.world-beers.co.uk

Mahou Spain B/D 5.5%

Authentic Spanish lager, imported from Madrid, the official beer of Real Madrid.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Meteor Blonde France B 4.6% D 5.0%

A traditional blond Biere d'Alsace. Discover a rich foam, golden colour and lightly hopped Blond Beer. Delicate on the palate with a fresh, clean and crisp taste to finish.

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Mexicali Premium Lager Mexico B 5.0%

Available in Golden - with aromas of sweet malt, lightly floral and hoppy - and Dark - a real beauty! The color is bright, clear and dark brown. The aroma is lightly sweet, pleasant toasted malt, with a slight coffee background. This medium bodied dark beer has great carbonation and finishes with strength.

Pierhead 01322 662377 www.pierhead.uk.com

Monteiths New Zealand B 4-5.2%

Since 1868 the Monteiths brewery has been producing its family of beers to exacting standards, using only the best raw materials. All Monteiths beers are batch brewed and slavishly adhere to the quirks and characteristics of original styles. Pacific Pale Ale (4.6%) a blend of US and New Zealand hops, filtered to give it a clear straw appearance. Beginning with a zesty citrus aroma, this pale ale has a full malt flavour and crisp finish; IPA (5.5%), Cascade and New Zealand hops combine to create an IPA with a Kiwi twist, a fruity aroma with a dose of bitterness to drive home the hop flavour; Bohemian Pilsner (5.0%) a crisp Eastern European style lager with thick hop bitterness and smooth malty character; Summer Ale (5.0%) a refreshing spiced, bright gold beer with a real flavoursome zest

Heineken International 077831 644320 www.heineken.com

Moritz Spain B 5.4%

The true beer of Barcelona, Moritz isn't even sold in the rest of the country. Thankfully we get it here. Made with local water and only saaz hops, the world's most famous and best lager hops, it is light, zesty, crisp and easy drinking. With a proud heritage dating back over 150 years and sporting its iconic stylish branding, Moritz captures the vibrancy of this great Catalan city.

Cave Direct 01622 710339 www.cavedirect.com

Palma Cristal Cuba B 4.9%

The authentic Cuban beer, brewed with the highest quality ingredients. Its personality and truly refreshing taste has made it the favourite and most popular beer in Cuba. Each bottle is stamped with the Royal Palm tree, the national tree, which symbolizes the authenticity of this fine beer. Brewed with top quality malt & natural water from a deep spring source making it crisp, light and refreshing with a revitalizing light hop flavour.

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pelforth France B 5.8%

Established in 1914 in Northern France, the brewery's flagship brand, Pelforth Blonde, is a lager-styled beer with a clean, malty, thirst quenching taste that belies its strength.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Peroni Gran Riserva Italy B 6.6%

A full flavoured lager brewed from Saaz hops and Prisma barley malt.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Peroni Nastro Azzurro Italy B 5.1%

The number one premium Italian imported lager in the UK; a crisp & refreshing beer with an unmistakable Italian taste. It is brewed using the creativity & flair of Italians, blending the finest hops with two row spring-planted barley & Italian maize.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Quilmes Argentina B 4.8-6.3%

A cult classic, dominating the South American market since 1888, Quilmes is brewed using the finest Patagonian hops, barley and using the purest, crystal clear water. Quilmes has a golden hue, expansive character on the palate with fruity undertones and a rich texture. Also available is a strong (6.3%) Bock and a cream Stout (4.8%)

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Red Pig Mexico B 5.0%

This craft brew is bright, deep red copper in color, aromatic, intensely floral - hoppy, lightly sweet and malty. Full bodied with a pleasant bitterness, smooth sweet malt character, creamy head, good carbonation, and a bitter sweet finish.

Pierhead 01322 662377 www.pierhead.uk.com

Sagres Portugal B D 5.0%

Brewed using traditional methods with water, malt, cereals that have not been malted and the finest hops. No additives or preservatives are used in its brewing. Light and golden in colour, moderately rich with a dry and pleasant refreshing taste. The Sagres brand was born in 1940 as a prestige beer, to represent Sociedade Central de Cervejas at the Portuguese World Exhibition inaugurated in May 1940.

Heineken International 0791 956 6100 www.heineken.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Sleemans Canada B C D 4.8-5%

Canada's foremost craft brewery. Family-run with over 200 years of brewing expertise. Beers include Pale Ale, IPA and Honey Brown Ale as well as the famous Cream Ale (5%) which combines the easy drinking nature of a lager and the rich fruity character of an ale.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Tsingtao China B 4.7%

Pronounced Ching Dow, and brewed using yeast brought to China from Germany by the brewery's founder in 1903.

Halewood 0151 480 8800 www.halewood-int.com

Viru Estonia 5%

A fresh easy - drinking brew that is both pleasant and well balanced with a light hoppy flavour and a gentle note of vanilla. Crisp and clean with consistent maltiness. Viru's award winning, unique octahedral bottle is based on the medieval towers found in the centre of Tallinn and the colours of the label are those of the Estonian flag

Matthew Clark 01275 891400 www.matthewclark.co.uk

Wendelinus France 6.8%

Brewed to a recipe introduced to Brasserie Meteor originating from the 9th Century. Take time to savour this rich, Amber beer, with finely balanced bitterness, hints of caramel and fruit resulting in a sweet long finish to taste

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Windhoek Namibia 4%

Brewed by Namibia Breweries using hops imported from Germany's Hallertau region, Windhoek is a pure beer from a dry country and is made in adherence to the Reinheitsgebot Law. It is slightly more bitter than other lagers and has a beautiful foamy head to add to its distinctiveness.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Xingu Brazil B 4.6%

Light and Dark, smooth as Silk. The UK's only authentic Brazilian black beer. The name Xingu (pronounced 'shin-goo') comes from the name of a tributary of the Amazon River.

Instil Drinks 020 7449 1685 www.instildrinks.co.uk



Cider Still Going Strong

Cider Preview

Cider has been on the rise for more than a decade, and while the pace of growth may have slowed since the boom years, the category still has legs - and it's premium draught and fruit cider that are making all the running. Nigel Huddleston reviews the wealth of NPD that is keeping regular cider drinkers interested and attracting new ones

The key players in the category have had a busy 12 months keeping the interest going and the cider flowing.

The UK's no.1 cider producer, Heineken, added a Zesty Blood Orange flavour to the Bulmers range and launched Strongbow Cloudy Apple in bottles and on draught; Heineken also expanded the Old Mout range to include a Pomegranate & Strawberry variant, and introduced the quirky Blind Pig range to enter the new 'spider' category, while Magners added a dash of Irish Whiskey to join the party; Carlsberg's Somersby joined the fruit cider gang with Apple Burst, Cranberry and Blackberry; Rekorderlig, pioneers of the fruit category, brought out Dry Äpple; Thatchers came in with Red apple as well as Somerset Haze, another cloudy cider; Brothers tapped into the coconut water craze with Coconut & Lime and Weston's led the charge down the craft canned cider route with the launch of Caple Rd.

The Premium Factor

For several years now, cider has been the buzz category of the on-trade, and while overall volumes may have taken a bit of a hit over the last couple of summers, the premium factor is still driving healthy growth, especially in the heritage and craft sectors as well as fruit flavours.

"Cider is now an important and established part of consumers' repertoires, and there's a lot to be gained from having two different styles of draught cider on the bar instead of five or six lagers which are essentially all the same"

Emma Sherwood Smith, Brands Director of Ciders at Heineken UK, says that premium cider is on the up and adds: "With world cider now commanding a 17.1% share of the cider category and niche cider a further 13% it's clear that consumer preferences are shifting, with more demand for varied and premium products."

Geoff Bradman, Westons' Commercial Director, agrees that cider consumers are looking to drink better products, even if they aren't drinking such large volumes, and this has driven the launch of brands such as Westons' own Mortimer's Orchard and Caple Rd.

"Premiumisation has been a major trend within the cider category during the past year and will definitely continue throughout 2016.

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for the facts

Source: 1 CGA 52 w/e 01/12/14 2 TNS Heineken UK research 2014





Consumers are increasingly discerning and becoming used to better quality products and experiences. We're finding that the more premium outlets and products are thriving to the detriment of their more mainstream equivalents."

Bradman says Stowford Press saw distribution gains of 3.4% over the year to August with its super-premium 100% juice Mortimer's Orchard up 50% year-on-year. It's also seen its craft canned Caple Rd cider listed by pub groups including Greene King, City Pubs, Wells & Youngs and The Speratus Group.

"For several years now cider has been the buzz category of the on-trade, and the premium factor is still driving healthy growth, especially in the heritage and craft sector"

Terrific Draughts

With growth at 3.8%, draught is a significant category for pubs and bars, and Bradman advises operators to draw a distinction between their draught and package offerings.

"Cider is now an important and established part of consumers' repertoires all year round, and there's a lot to be gained from having two different styles of draught cider on the bar instead of five or six lagers which are essentially all the same," he says.

"Licensees should look at their total draught offering and make sure it provides a broad spectrum across beer and cider, and one that suits their customers. Draught products should complement the packaged products in the fridge and not just repeat them."

Martin Thatcher, managing director of Thatchers agrees that draught cider continues to be the focal point within the category, and the company has been notching up market share points with its Gold brand.

Cloudy Prospect

Thatchers introduced Somerset Haze into the emerging cloudy cider sub-category.

"This has been the focus for new style ciders entering the market, moving away from the dominance of fruit and flavoured in NPD that we've witnessed over recent years," says Thatcher.

"Pubs that first stocked Somerset Haze in bottles quickly traded up to draught due to the massive consumer demand. People have a genuine interest in where their cider comes from and how it is made - they want to know it is the real thing. That's why we expect the demand for Somerset Haze to grow during 2016 as customers further explore the apple cider category."

"With world cider now commanding a 17.1% share of the cider category and niche cider a further 13% it's clear that consumer preferences are shifting, with more demand for varied and premium products."

The other significant entry into the draught cloudy market was the more high profile Strongbow Cloudy Apple launch from Heineken.

Heineken's Sherwood says Cloudy Apple "delivers the brand's signature cut-through refreshment in a sparkling cloudy cider."

The launch was supported by high-quality point-of-sale which aimed to increase visibility and consumers' awareness of Strongbow Cloudy Apple as a "mature, contemporary cider, appealing to those looking for a premium drinking experience."

Bradman says premium ciders are doing better than mainstream brands in draught.

"We're seeing draught cider performing very well, although within that the mainstream ciders are finding it tough going," he says.

"Draught apple cider is one of the growing sub-categories of the on-trade. We're seeing more premium products such as Stowford Press and Thatchers Gold faring very well and at the top end of the market, with the super-premium ciders, there is exceptionally strong growth."

Aspall partner Henry Chevalier Guild said his company is among those doing well in draught, "Some new lines, particularly Harry Sparrow and Temple Moon, have engaged with consumers who looked to expand their cider repertoire." The company also has a "calendar-specific" plan for premium releases in 2016.

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Westons: Premium & Craft Ciders to suit all tastes

Westons Cider has had a very good year: it has just reported a record year of sales, which in the on-trade market was driven by the continued strong growth of its traditional premium brands, a successful mulled cider season and a phenomenal first year for both its Mortimer's Orchard super-premium cider and its Caple Rd Cider, the UK's first craft cider in a can.

Westons has a long heritage in traditional English cider-making and is run by the fourth generation of the Weston family, which has been producing cider in the Herefordshire village of Much Marcle since 1880. Today, the company makes a broad range of premium ciders with its key brands including Henry Westons, Stowford Press, Wyld Wood Old Rosie, the UK's favourite cloudy cider, as well as Mortimer's Orchard and Caple Rd Cider.

Despite the breadth of its range, its family ownership and ethos remain key to all activity at Westons, with three family members sitting on the board of directors. The recently launched Caple Rd Cider was the brainchild of Guy Lawrence, fifth generation of the Weston family, and now one of the cider making team at Westons. Guy learnt his craft while working for a cider maker in New Zealand almost 10 years ago and brought this expertise back to Herefordshire to give an extra dimension to Westons long-established cider-making here.

During the last year Westons has continued to invest heavily into the business. Westons will be investing £10.5m into both its brands and the site during the next year, to include two new presses and improving fruit handling capacity to cope with demand.

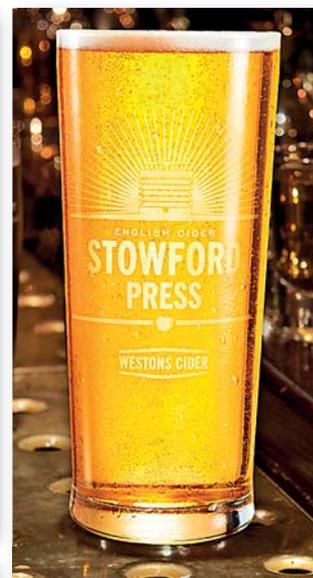
All of Westons brands have been rebranded in the last 18 months with new font badges and glassware across the range which has undoubtedly helped increase sales.

"Westons will be investing £10.5m into both its brands and the site during the next year, to include two new presses and improving fruit handling capacity to cope with demand."

Stowford Press: the No. 3 draught on-trade cider brand

Westons produces brand-leading ciders in the traditional premium sector & Stowford Press is now the No. 3 draught on-trade cider brand. Stowford Press suits a wide range of outlets due to its taste profile. At 4.5% abv it is an easy-drinking refreshing cider, which is slowly matured for six months to give it a little extra character and deliver excellent taste and refreshment to distinguish it from other brands.

Stowford Press has also benefitted from heavyweight advertising and sponsorship deals including TV advertising, sponsorship of



England Cricket and Gloucester Rugby. Recognition is therefore high with customers actively seeking out the brand as they trade up from more mainstream cider brands.

“Stowford Press is now the No. 3 draught on-trade cider brand”

Westons traditional range: delivering on heritage, authenticity and taste

Westons also produces a market leading range of nine traditional ciders to satisfy a growing consumer interest in premium English ciders which are authentic and maintain traditional cider making techniques. These include Wyld Wood, Old Rosie, Rosie's Pig, Henry Westons Family Reserve and Henry Westons Country Perry plus four additional seasonal ciders, Old Rosie Cloudy Cider with: Rhubarb, Elderflower, and Cloudy Lemonade, and Henry Westons Mulled Cider. These traditional ciders resonate with consumers' continued interest in heritage brands and also deliver exceptional taste and quality.

Newer additions to the range: Mortimer's Orchard and Capple Rd Cider

Premium brands are undoubtedly the driving force behind the cider market, with 72 of the 92 ciders launched into the on-trade last year being premium brands, and 51% of all cider serves now premium. Mortimer's Orchard was launched for the top end of the on-trade market and is the most super-premium cider available.

It is made from 100% fresh English apple juice and has an abv of 5%. The cider is supported with super-premium glassware and point-of-sale material.

Capple Rd Cider taps into the trend for all things 'craft' and follows Westons category insight which showed a gap in the market for such a product. It is named after the road which approaches Westons site in the Herefordshire village of Much Marcle. The 5.2% abv sparkling cider uses fresh English apple juice and is matured for up to 18 months to give a refined, full-bodied, amber-coloured cider. Capple Rd is produced in small batches to ensure consistent quality and its unique craft characteristics.

“Mortimer's Orchard was launched for the top end of the on-trade market and is the most super-premium cider available. It is made with 100% fresh English apple juice”

To find out which Westons brands could benefit you, get in touch with our Sales Support Team on 015312 660100. With a brand for all premium tastes and occasions it's more than likely we can provide what your customers are looking for and help you make the most of the category.

 @westonscidemill

 fb.com/westonscidemill

www.westons-cider.co.uk Tel-01531 660233

email-enquiries@westons-cider.co.uk



The Fruits of Success

Cider Preview

The juiciest success story remains fruit cider, racking up growth in volume as well as value, as established brands continue to innovate and new brands come on to the market

“Flavoured ciders such as Strongbow Dark Fruit and Bulmers variants have driven the majority of the cider category growth, creating interest and recruiting new drinkers,” says Heineken’s Emma Sherwood. “The cider category is becoming increasingly diversified, as is the consumer. The younger consumer, for example, tends to find the sweeter notes of the flavoured variants more accessible.”

Bulmers had a strong year in 2015, continuing to connect with the millennial target audience through its Live Colourful campaign and with the launch of a new variant, Zesty Blood Orange.

World of Fruit

Heineken also added Pomegranate & Strawberry to their Old Mout range, which was only introduced to the UK market in 2014 and sold over 12 million bottles in its first year

“This world brand encourages drinkers to try less typical fruit flavour combinations and has been a driving force in growing the world cider sub-category,” says Sherwood.

The company also launched Blind Pig, a range of fruit and spirit flavoured super-premium ciders in bottles with brown paper wrapping, which evokes the Prohibition era of speakeasies and cocktails.

It’s been another strong year for Rekorderlig. Recent figures show that the core range - Strawberry-Lime, Passionfruit, Mango and Raspberry, and Wild Berries - saw average volume growth of 22% last year with the latest addition to the range, Passionfruit, at 30% - showing that people are looking for something different.

Linsey Adams - Rekorderlig’s Customer Marketing Manager, says “Performance was boosted by the launch of the brand’s biggest

marketing campaign to date in the form of Silver Skaters, a creative that embodied the lead message: ‘Beautiful Over Ice’, and authentically conveyed what it is to be Beautifully Swedish.”

Rekorderlig has been at the forefront of de-seasonalising cider within its category leading approach to NPd, attracting new customers by extending the typical cider consumption occasions. Last year Rekorderlig Winter Cider, which can be served both hot and cold, was reintroduced. In the flavoured cider market, consumers are driven by premiumisation and innovation, which is at the heart of what Rekorderlig stands for. Cider has been reborn in the UK and cider consumers have changed. They are gender neutral, experimental, like to try new things and seek quality.

“The cider category is becoming increasingly diversified, as is the consumer. The younger consumer, for example, tends to find the sweeter notes of the flavoured variants more accessible”

Fruit on Tap

Within fruit cider, draught is an area of significant growth. Rekorderlig hero’s Strawberry-Lime is doing particularly well on draught, and is poured through elegant, contemporary wooden or stainless steel fonts

Westons also innovated in this sector in 2015, launching limited edition bag-in-boxes of Old Rosie Cloudy in three flavours: Rhubarb, Elderflower and Lemonade.

Despite this upward curve, there are some who say that fruit cider is running out of steam and expect a swing back to traditional tastes.

But Rekorderlig’s Adams definitely doesn’t agree:

“Given the success of fruit SKUs in recent years, it would be surprising if this trend slowed dramatically - cider lovers have happily welcomed new and innovative variants, so we’d expect more strong growth in this sub-sector.”

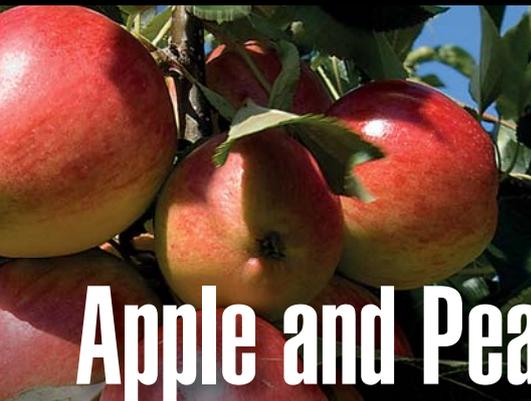
REKORDERLIG CIDER

BEAUTIFULLY SWEDISH



BEAUTIFUL OVER ICE

Made using the purest spring water from Vimmerby in Sweden, Rekorderlig is a premium cider available in a range of innovative flavours



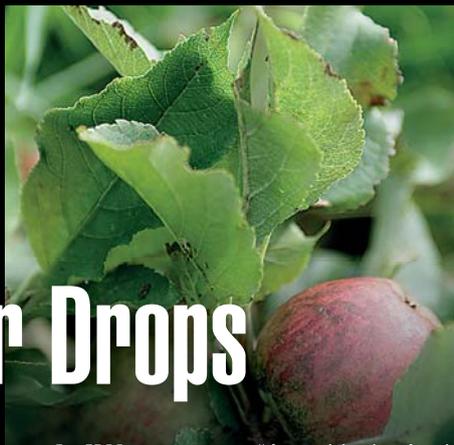
Apple and Pear Drops

Cider Preview

Despite the excitement around different flavours, Apple is still by far the biggest fruit, accounting for 72% of the category

Packaged fruit cider continues to grow - up by 7% to August 2015 - while packaged apple and pear ciders have seen a volume decline of double-digit figures over the same period.

But, as Rekorderlig's Linsey Adams points out, the draught apple sector is showing value growth, perhaps also benefiting from a shift towards premiumisation.



"Arguably the Apple and Pear subcategories have been neglected of innovation over the past few years as the surge of the Fruit category has taken the limelight," she says. "However, Apple still represents the largest proportion of the total category and brands are seeing opportunities to reinvigorate the category."

And the launch of Rekorderlig Dry Äpple, a modern take on the much-loved classic apple flavour, is a good example of this reinvigoration.

"With a crisp, clean finish it will occupy a unique position in the apple cider sector as the only truly modern, premium dry apple



Given the popularity of cocktails generally, it's not surprising that the most innovative cider brands are getting mixed up with the trend

Linsey Adams says that cider cocktails are a relatively new innovation, but one that Rekorderlig is at the heart of.

"This year we've launched Rekorderlig Jam Sessions - collaborative events that remove the competition element from cocktail creation and create communities of bartenders with a great understanding of how cider can be used in unique ways."

Rekorderlig's global brand ambassador, Joel Persson, has masterminded perfect serve recipes for their range of ciders, and also conducts masterclasses with licensees to show them how they can dream up their own cocktails using cider.

"We believe that bartenders shouldn't just confine flavoured cider to a glass with ice, and instead they should take advantage of the innovative serves the flavours offer."

cider. This true innovation helped breathe fresh life into apple cider by offering a variant that appealed to young adults, is cool to be seen drinking and that is light in taste.”

“Apple still represents the largest proportion of the total category and brands are seeing opportunities to reinvigorate the category”

Thatchers Red Cider is another new apple cider which joined the Somerset company’s portfolio this year. As its name suggests, it is made with red apples - the only one of its kind in the category - and is designed to appeal to consumers who’ve discovered cider through sweeter fruit and flavoured drinks but who now want to experience the depth of apple cider.

What’s in Store for Cider?

A Mintel report published in 2015 forecasts continued growth with the market set to hit £3.7 billion by 2019. The same report suggests that six out of 10 British adults now drink cider at some point

While there is some disagreement among the key players about the factors that are affecting the cider category’s performance, as well as the long term trends that will determine its future direction, they are all agreed that innovation and premiumisation are key to success

Increased Innovation

Maintaining excitement and interest in cider when faced with competition from revitalised craft beer and spirits categories is essential

“Increased innovation has led to a change in consumer perceptions of the cider category, opening up the opportunities for further growth and exciting developments for brand,” says David Scott, director of brands and insight at Somersby supplier Carlsberg UK.

“Flavour really does sit at the heart of experimentation, and we expect to see many new and exciting flavour and taste combinations in 2016.”

“Consumers will continue to be increasingly discerning in their choice of cider, helping to boost margins for pubs that stock premium variants, whether packaged or draught”

Premiumisation

Geoff Bradman at Westons says he hopes that consumers will continue to be increasingly discerning in their choice of cider, helping to boost margins for pubs that stock premium variants, whether packaged or draught.

“We expect to see trends such as premiumisation continuing

PERFECTLY PICKED CIDERS

It’s not just a perfectly picked range, it’s a collection of ciders with provenance and heritage.

The **On-Trade cider market** has continued to grow in the last 12 months up **1.6%** in value MAT* and is now recognised as a premium product with craft and traditional ciders leading the way. With so much excitement and variety available, now is a great time to review your range and offer your customers something new and different.

Home grown ciders with provenance and heritage have captured the imagination of the modern cider drinker, and this has been reflected in our range with the introduction of Hoxton Cidersmiths, Curious Apple from Chapel Down winery and two new varieties from Thatchers.

Along with bottled and draught ciders, consumers are also keen to try more traditional formats like bag in box which is easy to use without the need for an installation, plus more modern formats such as 330ml cans. *Source: CGA Strategy P02 2015 to 21/02/15

To talk to us about how we can support your business, **please call 0344 822 3901** and one of our team will be happy to help.

Keep in touch

0344 822 3901 or visit www.matthewclark.co.uk for more information.

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the experience matters

Matthew Clark



throughout 2016 as these are long-term consumer trends, with, for example, strong growth at the premium end of the draught category," he says.

More Apple

"Mainstream apple is likely to remain the biggest segment in the category, while we also anticipate continued growth for flavoured ciders," says Carlsberg's Scott.

"Ciders with great taste, quality and a story to tell about the brand are those that will draw in the consumer"

Martin Thatcher also bangs the drum for a return to apple cider as a major trend of the future and thinks authenticity will win out over fashion.

"Consumer focus continues to be on apple ciders that demonstrate heritage and authenticity," he says, "and this will continue throughout 2016 as mainstream ciders steadily lose their appeal and the consumer tires of me-toos.

"Ciders with great taste, quality and a story to tell about the brand are those that will draw in the consumer."

Worrying Signs

Behind all the positive noise there are worries from some quarters that more competition in a slowing market has dragged the market towards discount deals which could provide a short-term win for licensees but ultimately damage the category.

In cider, one of the major developments of the recent past has been a rush of launches from big brewers - cider versions of Stella Artois from AB-InBev and Carling from Molson Coors, as well as Somersby from Carlsberg have all joined Heineken's Strongbow and Bulmers-led stable in the market.

Chevallier Guild at Aspull thinks the road ahead is going to be rocky and thinks the big brewers entering the cider market may not have the category's best interests at heart, using cheap cider to drive portfolio sales.

"The cider category is set for a challenging two to three years which we have begun to see the start of in 2015," he says.

Price Wars

"After nearly 15 years of steady investment and growth in the category, we are now seeing a massive erosion in the category's ability to tell an authentic story as brands and deals proliferate in the market that are focused more on selling beer than they are about growing the cider category.

"We have seen plenty of advertising but we are also increasingly seeing many of these brands appear on the bar as part of a deal.

"While on the surface the outcome of this strategy would appear to be positive - the last 18 months seeing a greater awareness of the category coupled with a large increase in terms of penetration - the truth is somewhat more prosaic."

He adds: "Despite the increase in awareness and penetration, apple cider sales for the last 12 months in the on trade have actually dropped by 1% according to CGA data, on top of a slide in apple cider sales over the last three years of up to 20% across on and off premise.

"This suggests that consumers are increasingly facing a cider offer they do not want and so they drink something else - often in a different category altogether."

His views aren't shared by most producers and brand owners, however, including Heineken, whose long-term involvement in the market and ownership of Strongbow, the UK's biggest cider brand, gives it an important leadership role in the sector.

"We have invested heavily in growing the cider category through innovation with a good degree of success," Emma Sherwood argues, "and we are committed to helping our customers grow the category further in the years to come, focusing on innovation and quality."

With the market fragmenting into new niches and innovation strands, the world of cider looks set for another interesting year ahead - and beyond.



The Cider Decider

Addlestones

B D 5.0%

A naturally cloudy, premium cider, rich & mellow in character, with bittersweet apple fruit flavours & a smooth, rounded finish. Made using a unique recipe of locally sourced genuine bittersweet cider apples from Somerset

Shepton Mallet Cider Mill 0845 601 5959 www.sheptoncider.co.uk

Angry Orchard

B D 5.0%

The best-selling cider in the US, uses a combination of French bittersweet and Italian culinary apples which is wood-aged during the fermentation process to add subtle spice and vanilla notes. Crisp and refreshing, with low carbonation, Crisp Apple is amber in colour, and features a fresh apple aroma and a slightly sweet, ripe apple flavour.

Shepherd Neame 01795 532 206 www.shepherd-neame.com

Ashton Press/Still

B D 4.8/4.9%

Ashton Press is made from English apples, pressed locally & conditioned in oak vats, producing a medium dry, strong, golden cider of superb quality. Ashton Still is cloudy, golden straw coloured, robust & dry, with a slight bite. Light & refreshing, it may be slightly carbonated through natural conditioning!

Butcombe Brewery 01934 863 963 www.butcombe.com

Aspall Cyder

B D 5.5%

Established in 1728 by Clement Chevallier who planted the orchards at Aspall Hall in Suffolk. The Chevallier family still live and work among Clement's orchards and today Aspall is run by the eighth generation of the family. Although Aspall's production methods have moved with the times, the cyder is still pressed, fermented, blended and bottled on site. The range includes Aspall Draught (5.5%), Clement's Four (4%), Cyderkyn Suffolk (3.8%), Mulled (4.7%), Harry Sparrow (4.6%), Imperial Vintage (8.2%), Isabel's Berry (3.8%), Organic (7%), Perronelle's Blush (4%), Premier Cru (7%), Temple Moon (5.8%), and the Waddlegoose range.

Aspall 01728 860 510

www.aspall.co.uk

Avalon

B 5.5%

Produced by Spanish cider makers Trabanco - now in their 4th generation, a brilliant pale yellow Sidra (Spanish Cider) with a smooth style and a slow release of fine, slow bubbles forming an attractive and a persistent lacy head. The clean aromas of green apple shine through with hints of balsam. The fruit has a wonderful balance between crispness and sweetness that makes it refreshingly cool.

Morgenrot 0845 070 4310

www.morgenrot.co.uk

Blind Pig B 4%

Taking inspiration from the 1920's, this range of premium ciders blended with fruit and spirit flavours to produce a unique taste, designed to invoke the atmosphere of American speakeasies and Prohibition. Available in Bourbon & Blueberry, Rum & Poached Pear and Whiskey Honey and Apple

Heineken 08457 101010 www.heineken.co.uk

Bolee D'Armorique B 5.0%

An authentic traditional cidre, Breton made with 100% apples. Orchard aromas are in abundance from opening, lightly sparkling with a clean, refreshing & subtle dry finish.

Casa Julia 01376 320269 www.casajulia.co.uk

Brothers B D 4-7%

The distinctive font dispenses pear cider, with syrups added to create Strawberry, Toffee Apple & Wild Fruit flavours. The range also includes all 4 flavours in bottles, as well cloudy Lemon, Festival Pear, Strawberry & Kiwi and Coconut & Lime.

Brothers 01749 333456 www.brotherscider.co.uk

Bulmers B 2.8-4.5%

A modern 'serve over ice' medium sweet cider in 1 pint bottles: Bulmer's Original, Bulmers Pear, Black Cherry, Crushed Red berries & Lime, Pressed Red Grape. Low alcohol (2.8%) Indian Summer, Five Fruit Harvest and zesty blood orange are also available.

Heineken 08457 101010 www.heineken.co.uk

Carling British Cider B 4.5%

From the brewers of the No 1 British lager, this offers a refreshingly crisp taste with just a hint of sweetness. Also available in a Cherry flavoured variant

Molson Coors 01283 511 000 www.carling.com/cider

Caple Rd C 5.2%

The UK's first craft cider in a can was launched in 2015. This sparkling cider uses fresh English apple juice and is matured for up to 18 months in oak to give a refined, full-bodied, amber-coloured cider. It is being produced in small batches to ensure consistent quality and its unique craft characteristics.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Chaplin & Cork B 5.2-6.8%

Initially made for secret personal use, master cider makers Bob Chaplin and Bob Cork had a simple passion, to make a cider to surpass all others. Using only fresh juice from the finest quality English apples, they crafted an exquisite range of ciders, and disguised them as Batch 417. Somerset Gold is a medium cider, intense yet well balanced with a bitter sweet character and Somerset Reserve is a medium dry cider, clear and bright, with a rich and well rounded taste.

Shepton Mallet Cider Mill 0845 6015959 www.sheptoncider.co.uk

Cornish Orchard B D 4-7.2%

An award-winning portfolio which includes Gold, Blush, Pear, Heritage, Vintage and Farmhouse Cider, all made from fresh cider and dessert apples, and pressed and blended at Westnorth Manor Farm in Cornwall. Now available in Red and Somerset Haze.

Westside Drinks 020 8996 2000 www.cornishorchards.co.uk

Friels 4.9%

Friels is made with 100% pressed apples and no artificial colours or sweeteners. The 1950's "pin up" girl beautifully illustrated on the label is a reflection of more innocent times, which goes hand in hand with the purity and care that goes into every bottle of Friel's cider.

Aston Manor Cider 0121 328 4336 www.astonmanor.co.uk

Gaymer's B 4-4.5%

Their Crisp Apple Cider, (4.5%) is made from English apples and cold filtered for a clean, refreshing taste, retaining its distinctive qualities when served ice cold. Also available are: Juicy Pear Cider (4.5%), Raspberry (4%), Cherry & Apple (4%).

Gaymers 020 7784 2060 www.gaymers.co.uk

GL B 4.0%

Much loved bright amber, medium sweet cider of three counties (Herefordshire, Worcestershire, and Gloucestershire) its popularity is spreading quickly across the UK.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Hazy Hog B 5.0%

Full flavoured and made traditionally by adding back the bittersweet apple juice at the end of the oak barrel fermentation, which creates the Cidre Doux in the style of Brittany/Normandy.

Hogs Back Brewery 01252 783000 www.hogsback.co.uk

Henry Westons B 4.5-8.2%

Henry Westons ciders are made using Herefordshire's finest apples, and faithful to the art of cider making established by Henry Weston himself back in 1880. Traditional and steeped in heritage, this range of 500ml bottled ciders includes Henry Westons Medium Sweet (4.5%) - light-bodied with characteristic fruity sweetness, Henry Westons Medium Dry (6.5%) - mellow in taste with oak character, Henry Westons Vintage Perry (7.4%) - sparkling perry with subtle fruit flavours, and Henry Westons Vintage (8.2%) - a distinguished special reserve, medium-dry sparkling cider, Henry Westons Mulled Cider (4%), a still cider infused with mulling spices, delicious served warm.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Jacques**B 5.5%**

Sparkling fruit cider available in 750ml & 440 ml bottles. Served over ice, Jacques has become a firm favourite with wine drinkers looking for a stylish drink with lighter & more refreshing qualities.

Heineken 08457 101010

www.heineken.co.uk**Kingstone Press****B 4-4.3%**

Classic Apple Cider is crafted with a juice blend of the finest Dabinet & Michelin bittersweet apple varieties together with refreshing dessert apples - giving it a perfectly balanced, refreshing taste. Available in 3 flavours Press Apple, Press Pear and Press Wild Berry.

Aston Manor Cider 0121 328 4336

www.astonmanor.co.uk**Kopparberg****B 4-4.5%**

Fermented using an original Swedish recipe that dates back to 1930, using naturally occurring soft water sourced close to our town & the finest quality pears. Flavours include Elderflower & Lime, Mixed Fruit, Nordic Berry, Raspberry, Strawberry & Lime as well as Naked Apple which is less sweet. Alcohol free versions of Mixed Fruit, Pear and Strawberry & Lime are also available

Kopparberg 028 90 668901

www.kopparberg.co.uk**Lazy Jacks****B 4.7%**

This American style cloudy cider is made with only the finest apple juice and naturally fermented, with no over-processing and absolutely none of the really good stuff taken out. All that lovely cloudiness makes for a drink that's bursting with enough apples to quench even the most sun-baked of thirsts.

Halewood International 0151 480 8800

www.lazyjackscider.com**Magners Original Irish****B D 4.5%**

The Original pint bottle cider, a premium, traditional br Irish cider, also available in Pear & Orchard Berries and the recently released Irish Whiskey. Golden Draught is made using a higher proportion of the smaller, harder Dabinett & Michelin apples. This produces a crisper, less sweet taste which is perfect for draught cider. Served extra cold so there's no need for ice

Magners GB 0141-552 655

www.magners.co.uk**Mortimer's Orchard****D 5%**

A cider of noble lineage with an ancient and pure pedigree, that exudes authenticity. The care and precision taken over the craft of Mortimer's Orchard is reflected in its crisp, rich and refreshing flavour. An expertly balanced, premium English cider presented in a confident contemporary style.

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk**Old Mout****B 4%**

A unique flavoured cider, born in the little country with the big attitude. Old Mout (rhymes with fruit) was dreamed up in New Zealand's Moutere Valley, over 65 years ago, but only landed in the UK in 2014. The fruit cider with Kiwi spirit is available in 4 flavours: Kiwi & Lime, Passionfruit & Apple, Summer Berries and Pomegranate & Strawberry.

Heineken 08457 101010

www.heineken.co.uk**Old Rosie Cloudy Cider****D 7.3%**

Award winning Old Rosie, allowed to settle out naturally after fermentation resulting in a traditional, full flavoured, appley, cloudy, scrumpy. Well balanced medium dry character

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk**Orchard Pig****B D 4-7.4%**

A range of Somerset ciders including draught Reveller, 20 boxes of Maverick (Ginger & Chilli) and the Hogfather (7.4%).

Orchard Pig 01458 851222

www.orchardpig.co.uk**Orpens****B 5.3%**

A single vintage Irish cider made from carefully selected Irish apples, fermented as separate batches and blended together to create the signature style. The result is a layered cider with medium intensity, clean, crisp finish.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Rekorderlig****B D 4-4.5%**

Rekorderlig has been at the forefront of de-seasonalising cider, introducing the concept of Winter Cider with a cinnamon and vanilla infused variety that can be served hot or cold. Strawberry-Lime, Wild Berries, Passionfruit and Mango-Raspberry are the core flavours, but limited editions and seasonal releases keep the brand fresh and innovative

Rekorderlig UK 01283 511 000

www.rekorderlig.com**Rosies Pig****B4.8%**

An easy drinking traditional, cloudy, medium-dry cider blended to give a fresh apple flavour with hints of citrus & spice

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk**Savanna****B 6.0%**

Premium dry bottled cider from South Africa made with Granny Smith Apples. Generally served in the bottle, often with a lemon wedge in the neck.

Babco 0871 222 0127

www.babco.co.uk**Scrumpy Jack****D 5.2% B 6.0%**

Available on draught & in bottles, Scrumpy Jack is a premium dry cider that perfectly complements the Bulmer's cider range.

Heineken 08457 101010

www.heineken.co.uk


Symonds Founders Reserve D 4.5%

A premium cider with a rich heritage dating back to 1727 & the golden age of traditional Hereford cider making. Pressed & blended from the finest Herefordshire bittersweet cider apples including Dabinett & Michelin varieties the result is a characteristically fresh, crisp, fruity cider, with a high degree of complexity & depth of character.

Heineken 08457 101010

www.heineken.co.uk

Thatchers B D 4-7.4%

In 1904 William Thatcher first began cider-making at the family farm in Somerset, and 110 years later it is still a family business, making a range of well respected crafted premium ciders, both on draught and in bottles. Thatchers Gold (4.8%) is the flagship brand and is available on draught - as are several other varieties: Heritage (4.9%), Cheddar Valley, Green Goblin (both 6%). Cheddar Valley and Heritage are also supplied in 20l 'bag in box' format, alongside Big Apple (6.4%). Bottled ciders include a high strength Vintage, Katy, Red and Somerset Haze, a cloudy cider (4.5%).

Thatchers Cider Co 01934 822862

www.thatcherscider.co.uk

Waddle Goose Lane Range D 2.8 -7.4%

A four bag-in-box range of ciders all named in the Suffolk dialect after birds found in the lane. Includes Woodsprite (5.8% abv) a medium-dry cyder, with a clean, light, appley aroma and floral overtones, slightly sweet, with a tangy dry finish. The other three in the range are Hayjack (2.8% abv), Spadger (4.5% abv), and King Harry (7.4% abv) all available in printed 20ltr BIB's.

Aspall 01728 860510

www.aspall.co.uk

Woodchuck Amber B 5.0%

Amber was the first cider crafted in Woodchuck's Vermont garage back in 1991. The recipe remains the same today as that first hand-filled bottle. A medium body, golden hue, and refreshing clean apple finish.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Wyld Wood Organic Cider B D 6.0%

A traditional premium cider, produced from fruit sourced in Herefordshire's organic orchards, and matured in old oak vats. The result is an easy to drink cider with a ripe apple aroma & a refreshing well balanced taste. Available in 500ml bottles and 20l boxes.

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk

Woodpecker D 4.0% B 3.5%

The UK's no 1 sweet cider offers 'refreshing enjoyment' on draught & in bottles.

Heineken 08457 101010

www.heineken.co.uk

Somerset Snuffler D 4.8%

Made using the best apples from the county, this is a bright and golden amber cider with a full fruity character.

Shepton Mallet Cider Mill 0845 601 5959

www.sheptoncider.co.uk

Somersby Cold Filtered B D 4.5%

A well balanced medium cider made with no artificial sweeteners or flavours. Now available in Apple, Blackberry and Cranberry- all with a refreshing, crisp natural taste.

Carlsberg 01604 668866

www.somersbycider.co.uk

Stella Artois Cidre B C 4.5%

A premium Belgium cider, with a distinctive, crisp & refreshing taste. Available in Apple, Pear, Peach, Raspberry and Elderflower flavours.

InBev 01582 391166

www.ab-inbev.com

Stowford Press B-D 4.5%

The leading brand from Weston Cider is an authentic and traditional tasting cider, made using only the finest bittersweet apples from a truly medium dry cider taste. The cider proudly maintains its Herefordshire roots, and it is the coupling of the traditional approach with contemporary modern techniques that make Stowford Press so popular. Recently described by Pete Brown as 'the best of the mainstream ciders' at the International Cider Challenge Awards, where it won a bronze medal.

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk

Strongbow D B 4-4 8%

The unrivalled consumers' favourite, Strongbow accounts for more than 3 in every 5 pints of draught cider sold in the UK every day. Strongbow Extra Cold fuelled draught sales to new heights & helped the brand to tap into the buoyant 'cold sector'. The range now includes Pear, Dark fruit, Citrus Edge and the most recent addition, sparkling Cloudy Apple.

Heineken 08457 101010

www.heineken.co.uk

Cider Makers

Berkshire

Ciderniks

Kintbury RG17 9TJ
07885 296789
www.ciderniks.com

Tutts Clump

Bradfield RG7 6JH
0118 974 4649
www.tuttsclumpcider.co.uk

Buckinghamshire

Virtual Orchard

Milton Keynes MK12 5PA
07901 800182
www.virtualorchard.co.uk

Cambridgeshire

Cassels

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In High Spirits

Spirits Preview

The ontrade is in high spirits as successful operators raise the bar, proving their guests are prepared to pay a premium for a premium drinking experience.

The rise and rise of premiums continues according to CGA Strategy's annual figures to October 2015 and the year ahead promises further gains for those that get into the spirit. Volumes are still falling slightly, but an increase in value of almost 5% shows that customers are splashing out on premium spirits, and they're being enjoyed straight up, simply mixed and in straightforward and sophisticated cocktails. Spirit drinks are seen as an affordable luxury that adds to the overall experience of a night out.

It may be a made-up marketing buzzword, but nowhere does the trend of premiumisation apply in alcohol as much as in the spirits market, says Nigel Huddleston. Customers may be drinking fewer shots, but they're prepared to spend more when they do so.

The total ontrade spirits market was ahead by 4.9% in value to just over £5.7 billion over that period and the average price per litre spent in the ontrade rose 5%.

Spirits sales are worth more to pubs than those of wine and cider combined and growth is outstripping that of all alcohol in the ontrade.

Pernod Ricard UK - whose portfolio includes Absolut, Havana Club, Martell and Beefeater - has been banging the drum for premium spirits for longer than most.

Ian Peart, ontrade channel director for spirits at the company, says: "Consumers are choosing quality over quantity. The ranges of premium spirits are improving and the majority of new products are premium especially in gin, golden rum and tequila.

"Within those categories - and malt whisky - consumers have a wide range of styles and flavours to choose from. Gin is a perfect example of this, with new products ranging from light and floral, to spicy and intense."

"The premium trade-ups may not necessarily be the strongest in terms of rate-of-sale but they give the back bar credibility and drive engagement."

Getting the Balance

Henry John, senior category and customer marketing manager at William Grant & Sons UK, says there has to be a balance within ranges despite the rise of premium brands.

"In every range there will be the volume drivers - mainstream brands - and then there are premium or craft products," he says.

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“The premium trade-ups may not necessarily be the strongest in terms of rate-of-sale but they give the back bar credibility and drive engagement.”

John argues that the whole experience of drinking spirits has to be premium, and not just the contents of the glass.

“Consumers are visiting the ontrade less frequently but when they do go out, they are willing to spend more in order to get the most out of their experience.

“This coupled with the fact that outlet numbers are on the up, means that the need to provide a memorable customer experience has never been more important.”

“Consumers are choosing quality over quantity. The ranges of premium spirits are improving and the majority of new products are premium especially in gin, golden rum and tequila”

Consumer Driven

The premium trend is also impacting whole categories as well as individual brands, claims John.

“The smaller sub-categories are doing well while mainstream ones are struggling.

“Consumer behaviour is driving these trends as they are looking to move away from what they would traditionally drink and want to upweight their experiences by buying into brand stories and heritage.”

Jim Grierson, ontrade sales director at Jim Beam and Courvoisier supplier Maxxium UK, agrees that “premiumisation continues to be a major trend”.

He adds: “Consumers continue to drink better by treating themselves to premium spirits and cocktails.

“They are increasingly interested in knowing about a brand’s provenance and educating themselves within their favourite spirits categories.

“As consumers explore, they are branching out and experimenting with different categories that they might not have tried before or trading up to a more premium expression within the portfolio of a trusted brand.

“This challenges bars to raise their knowledge and understanding, making training increasingly important.”

“Consumers continue to drink better by treating themselves to premium spirits and cocktails. They are increasingly interested in knowing about a brand’s provenance and educating themselves within their favourite spirits categories”

2016 Trends

John says at William Grant expects the general prevailing trends to continue into 2016.

“The spirits market overall will stabilise with niche and premium categories continuing to rise,” he says. “Spirits like spiced rum which haven’t completely saturated the market, have room to mature and will keep growing.

“Craft and niche spirits also continue to gain traction. Within the gin category for example, craft gin has been a key contributor to its growth and has encouraged a greater consumer desire to experiment with and trial new gins.”

The Year of Tequila

Apart from gin, tequila is the main bright spark in spirits, though its value growth of 19% is off a much smaller base.

Peart at Pernod Ricard thinks 2016 could be “the year of tequila, with the majority of premium brands enjoying growth from a small base”.

Peart adds: “Consumers recognise that tequila can be sipped and enjoyed rather than consumed as a shot, highlighting a strong opportunity for growth.

“Tequila cocktails benefit from being well known and easy for operators to twist, and there are many different styles which can drive high engagement within the category.”

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A spirit drink of spiced Caribbean Rum blended with natural spices.



Rum Strikes Gold

After gin and tequila, rum is the only segment of the spirits market in volume growth, with the number of shots served up 1%, and the premiumisation trend seen across the whole category bringing value growth of 7%.

This was driven by golden rum (+18%) and dark rum (+9%) with white rum down 4%.

John at Sailor Jerry and Wood's 100 supplier William Grant says: "Over 69,000 outlets now stock flavoured or spiced rum, an increase of over 5,000 outlets in the last year."

He says the popularity of cocktails is a key driver in growth of rum, a category that is championed by many bartenders. "Rum remains a key ingredient in cocktails due to its versatility and availability," says John.

"Craft and niche spirits also continue to gain traction. Within the gin category for example, craft gin has been a key contributor to its growth and has encouraged a greater consumer desire to experiment with and trial new gins"

Luxury Liqueurs

The value of liqueur sales was flat, but volume was down by 3% suggesting that, although the move to premium brands is taking less of a grip here than elsewhere in spirits, luxury brands are still benefitting from the overall trend.



One brand that has enjoyed tremendous growth (+33%) is premium French black raspberry liqueur, Chambord. To raise awareness and drive trial of its core serve, Chambord Royale - sparkling wine topped with Chambord - brand owner Bacardi Brown-Forman Brands launched 'Follow the Flamingo' in 2015. The campaign tapped into the 'Because No Reason' TV advert, with striking, new flamingo-inspired champagne coupette glasses, and social media engagement to encourage consumers to upload photos of their Chambord Royale in the new branded glass.

"The liqueurs and speciality category is the second largest spirits category and is stocked in 113,500 outlets [William Grant & Son Market Report 2015]," says John at William Grant, whose UK portfolio includes Disaronno and Warninks. "They remain a key ingredient in cocktails with almost half of all cocktail serves including a speciality spirit, and a third including a non-cream liqueur."

Vodka Values

Ontrade vodka sales were up 1% by value in the year to July 2015, according to CGA, and although volumes dropped by 4% it still easily outscores the rest of the spirits market, its easy mixability and neutral flavour netting sales of just under £1.8 billion annually.

Plain vodka accounts for just over 95% of that but sales were flat over the year, with growth being driven by flavoured vodka, up 5% by value.

John at William Grant notes that premium vodka was up while mainstream vodka is in decline, reflecting wider trends in the drinks market and the rest of spirits.

“Although it’s one of the biggest sectors in spirits, vodka has little point of difference to consumers who are now less concerned about price and are looking for something different and exciting,” he says.

New looks and flavours for Diageo’s Smirnoff and Pernod Ricard’s Absolut may go some way to boosting vodka’s position in 2016.

“Providing a memorable customer experience has never been more important, everything from the quality of the liquid, to the bartender hospitality, to the glassware, to the theatre of the serve. Providing tangible points of difference can make that experience feel more special”

Winning Serves

Overall, Peart at Pernod Ricard believes that in the months ahead “innovation in the spirits category is likely to come in the form of cocktail serves rather than brand innovation”.

Weird and wonderful serving vessels have been making their mark in recent years, helping to drive sales through in-pub theatre.

Peart says: “Vessel innovation continues to develop and is vital to keep consumers excited, in order to entice them to try something new. With 75% of consumers interested in trying something new in the on-trade, this highlights a massive opportunity for outlets to upsell.

“Outlets should always ensure there is a visible range of premium spirits. From experience, far too many outlets do not show off the total range and miss out on sales.” Grierson at Maxxium agrees that customisation in cocktails is a trend, in the drinks themselves as well as the vessels they come in.

Classic

“Classic serves have been popular this year as bartenders add their own twists,” says Grierson. “Serves such as the Sidecar and the Sherry Cobbler are seeing a resurgence.

“Made with a few ingredients, today’s bartender is taking these classic cocktails to next level with elaborate garnishes or homemade ingredients to offer consumers something special on their night out.

“This is one of the ways bars are bringing that premium element to the consumers.”

John also notes the rise of “classic cocktails with a twist, bartenders putting their own stamp on well-loved cocktails, reimagining them with premium spirits, unique ingredients and their own style.”

Memorable Moments

John adds: “Providing a memorable customer experience has never been more important, everything from the quality of the liquid, to the bartender hospitality, to the glassware, to the theatre of the serve. Providing tangible points of difference can make that experience feel more special.”

He also thinks changing eating trends in the ontrade are making a contribution.

“Casual dining is on the rise, and cocktails play a key part in its offering,” he says. “Nearly half of consumers now choose a cocktail to start the night, which fits in with the casual dining occasion.

“With the complete ontrade experience growing in importance in the minds of consumers, cocktails have a large role to play with 23.1% of outlets now stocking cocktails.”

“Strong visibility at the bar, a witty comment on a chalk board and a beautifully crafted drinks menu can go a long way to encourage customers to try something new”

Sending the Right Message

John also believes that the way spirits are marketed within venues is important to their success.

“Strong visibility at the bar, a witty comment on a chalk board and a beautifully crafted drinks menu can go a long way to encourage customers to try something new,” he says.

“Bartenders have a huge role to play in engaging customers and offering free small measure samples of new drinks in the same way as operators might do with a new addition to their food menus, is a simple but effective way to drive trial.”

And social media has a part to play in getting a venue’s offering out into the world. “We are awash in food and drink imagery on social media,” says John. “Social sharing has become an essential element to the overall cocktail experience with consumers looking for picture perfect, innovative creations to act as social currency within their networks.”





Keith Marsden



Mixing it up in Moseley

Inspirational Spirit

A man and a woman walk into a bar. He has a pint of Stella. She has a rum and coke with a wedge of lime and plenty of ice, which makes it a Cuba Libre. The licensee charges them £4 each. That means he's made £2 GP or thereabouts on the beer but more than £3 on the cocktail. Put it like that and you wonder why pubs bother to sell beer at all - especially if they're tied tenancies that have to pay top dollar.

That was half of Keith Marsden's thinking when he took over the tenancy of the Spirit-owned Prince of Wales, a small three-room Victorian pub in the Birmingham suburb of Moseley. "Like any good retailer I want to maximise the sale of high margin lines because of their better gross profit," he says. "And cocktails have very high margins."

"The whole cocktail operation creates a vibe that people can't get enough of, and it's not the cocktail that counts: it's the vibe"

But that's only half of Keith's thinking.

"As a retailer you want to focus on high margins, but it's also about creating a great experience for your customers, and the creation of great cocktails is a fantastic experience," he says. "A team of skilled mixologists rattling cocktail shakers and using dry ice and molecular mixology to create all the different aromas and textures and flavours is incredibly theatrical."

A Great Experience

That philosophy - that if the pub is to remain relevant to modern consumers, then a trip out has to be an event, an experience, and not just part of the everyday - underpins the enormous amount of work and energy that Keith has put into transforming the Prince of Wales from a pleasant enough old-school local into the three-ring circus it is today. Everywhere you look there's something going on; something customers might not have expected but definitely want to try again.

It's not a particularly big pub. The three rooms start with a public bar, traditional but smart, with a range of cask and bottled beers as wide as a Spirit tie and SIBA Direct Delivery allow, a big-screen TV, and a collection of 40-odd single malts. "The malts are more about positioning than anything else," says Keith. "Some of them don't sell very much at all, but they do position you very strongly so it doesn't matter that they don't sell."

"In fact I tell the staff to give away free sips, even of the malts that are £50 a shot. It's well worth it in terms of word of mouth: someone who's been given two or three free samples of really expensive malt has had an awesome experience they're going to talk about for months."

Cocktail Culture

Then there's a rather posher snug, all highly-varnished panelling and House of Lords-red leather upholstery; and finally there's a very grand saloon bar, now the Cocktail Lounge. Here some of the Prince's corps of enthusiastic mixologists build cocktail classics - Manhattans, Sidecars, Old Fashions, Whisky Sours, that sort of thing. "It's a really lovely room with a very traditional and

sophisticated atmosphere,” says Keith. “It’s not the Ritz, but it’s the nearest thing in Moseley to the Ritz.”

But, as in many pubs since the smoking ban came into force, it’s the garden where most of the imagination and innovation has been lavished. The Prince of Wales is blessed with an unusually large garden and stableyard, which was one of the attributes that Keith was originally attracted by. The old outbuildings are home to a boutique wine merchants and a cigar bar, where customers buying fine cigars are allowed to “sample” their purchases. The heated smoking shelter is a 200-seater marquee where there’s acoustic live music; a smaller one, the Bothy, has just been completed. There’s also a hot-dog stand - the Prince of Wales, perhaps amazingly, doesn’t do food.

Mo-Tiki Magic

But the star of the show here is Mo-Tiki, a Californian-style rum bar transplanted from a Pacific beach to sun-drenched Birmingham. Mo-Tiki is as different from the Cocktail lounge as it’s possible to be: all they have in common is that they serve cocktails. The concept was a product of the 1950s - a hybrid of laid-back Polynesian and Caribbean island culture where the main fare was rum and anything that would go with it: Mo-Tiki has more than 100 rums of every hue and every age, and every mixer known to man. Polynesian-style masks, raffia-palm screens, and 10 tons of sand brought all the way from Cheshire create that authentic atmosphere in which half a dozen of Keith’s battery of mixologists toil away from Thursday to Sunday every week. It’s not what you expect to find in Moseley, necessarily; but, says Keith: “More and more consumers are looking for that level of experience and the retailer simply has to provide it.”

“If the pub is to remain relevant to modern consumers, then a trip out has to be an event, an experience, and not just part of the everyday”

Keep Your Staff Happy

But if the livin’ at Mo-Tiki appears to be easy, creating it certainly isn’t; and the key element, says Keith, is the staff.

“I think most licensees already know that it isn’t easy or cheap to recruit and retain good staff,” he says. “It takes a lot of investment both in time and money to train them up even to basic standards. Teaching them all about cocktails takes even more.

“After that, you have to retain them; and that means creating a place that’s as good for the staff as it is for the customers. If you don’t pay as much attention to your staff as you do to your customers you end up with a very expensive revolving door. You have to have staff who really want to stay, and that way you get value out of them.

“It all pays off, though: Mo-Tiki is so much fun that it’s always packed out whatever the weather and in fact, it takes more in four days than the entire pub used to in a week.”

The Vibe is Right

To Keith, it’s not so much that the very different spirit offerings have value in themselves - even the enhanced GP is matched by the higher staff costs - it’s what they contribute to the culture that matters. A pub - any pub - is rightly called a “third place” that is neither home nor work, and the further it takes people from the mundane the more successful it will be. The whole cocktail operation creates a vibe that people can’t get enough of, and it’s not the cocktail that counts: it’s the vibe.

“Like any good retailer I want to maximise the sale of high margin lines because of their better gross profit. And cocktails have very high margins”

“Whenever we create a cocktail recipe, somebody else will copy it,” says Keith. “But they’ve never managed to copy our culture.

“Because it’s not what you drink... it’s how you feel while you’re drinking it.”



Remarkable Rums

Rum is on a roll, and is the spirit that rocks the world of many of today's most popular cocktails like Mojitos, Mai Tais and Daiquiris.

But there's more to rum than cocktails - top quality spiced, golden and dark brands are inspiring excitement and interest in exploring the dark side of spirits

The world of rum offers a cornucopia of styles from all corners of the Caribbean, Central and South America. Each region has its own distinct accent, and whether it is made from molasses or fresh sugar cane juice, also influences the taste.

Appletons Jamaica 40-45%

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Bacardi Puerto Rico 40%

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Bacardi Brown-Forman Brands www.bacardi.com

Brugal Rums Dominican Republic 40%

You know the Anejo, but for something extra special try the double distilled 1888 Gran Reserva Familiar.

Maxxium UK www.brugal-rum.com

Chairman's Reserve St Lucia 40%

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Emporia Brands www.emporiabrands.com

Diplomático Venezuela 40-47%

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The Duppy Share Barbados/Jamaica 40%

Caribbean legend has it that dark duppy spirits swoop between the islands stealing the best share of the rum. Skilled in the fine art of blending, the duppies take only the best. This is the duppy share.

Westbourne Drinks Co www.theduppyshare.com

El Dorado Guyana 40%

Multi award winning range of genuine Demerara rums with true age statements.

Love Drinks www.theeldoradorum.com

Different yeasts add even further variation, as does the length of fermentation - either in column or pot stills. And then there's the time that it's matured, and in what sort of barrel.

With such incredible variety, and the growing confidence of consumers looking for a sense of discovery and adventure, it's no surprise that rum is enjoying its moment in the sun

If you're looking to deepen your rum experience and spice up your drinks offer, check out the list below for some rum characters worth getting to know - and on the opposite page we recommend three of our current favourites.

Gosling's Black Seal Bermuda 40%

The main ingredient in the trademarked Dark 'n Stormy cocktail, this award-winning rum was first produced in 1806 and is still made according to the original family recipe.

Love Drinks www.goslingsrum.com

Havana Club Cuba 40%

The spirit of Cuba, the range includes a 3 year old white rum, 5, 7 and 15 yr old variants and Máximo Extra Añejo.

Pernod Ricard UK www.havana-club.co.uk

The Kraken Caribbean 40%

Black Spiced Rum with a cult following, named after mythical Norwegian sea monsters.

Proximo Spirits www.krakenrum.com

Penny Blue Mauritius 43.3%

Award winning rums created in small batches, each one with its own personality, although there is continuity in overall style to retain the rich, smooth, fruity complexity

Berry Bros. & Rudd www.pinkpigeonrum.com

Pink Pigeon Mauritius 40%

Vanilla spiced rum, distilled five times to create a light, elegant rum, using handpicked vanilla from the rainforest canopy of nearby Madagascar

Berry Bros. & Rudd www.pinkpigeonrum.com

Pirates Grog Roatán 37.5%

An award winning golden rum, aged for 5 years in white American oak barrels, giving it a rich golden colour and deliciously smooth finish, to be sipped neat or used in premium cocktails

Pirate's Grog www.piratesgrogum.com

Wray & Nephew White Overproof Jamaica 62.8%

The world's top-selling white overproof rum, a legend in its Jamaican homeland.

J Wray & Nephew www.jwrayandnephew.co.uk



Pirate's Grog

Pirate's Grog hails from Roatán, a Caribbean island situated 60km off the coast of Honduras. This 5 year aged rum is matured in American oak barrels, producing a beautiful golden colour with flavours of raisin and vanilla. Pirate's Grog is known for being exceptionally smooth and can be enjoyed neat or in premium cocktails.

December 2015 marks the launch of their latest product, Pirate's Grog No.13, an exquisite blend of single cask 13 year aged Central American rum with a splash of the original Pirate's Grog recipe. It's rich and full bodied with flavours of chocolate and butterscotch. Housed in their award winning bottle, Pirate's Grog No.13, is already grabbing the attention of rum enthusiasts around the world.

Based in Hackney Wick, this boutique rum company is headed up by Gaz & Beth. After discovering the rum in 2012 whilst living on Roatán, they brought it home and began bottling and distribution in the UK, as well as developing the brand to include new products such as the Pirate's Grog Gift Chest and by curating one of the UK's first dedicated rum and music festivals.



The Pink Pigeon

From the Indian Ocean island of Mauritius, comes the world's finest vanilla spiced rum with lively hints of citrus and sweet orchid petals.

Distilled at Medine Distillery, the oldest working distillery in Mauritius, the molasses based rum is infused with natural Bourbon Vanilla handpicked from Reunion and Madagascar, lively and invigorating hints of spicy orange peel, and floral orchid petals.

Used for centuries by Mauritians to spice their rums, Bourbon Vanilla is the Indian Ocean's most renowned ingredient. Infused with the rum for six months, this 'black gold' gives Pink Pigeon its rich and creamy mouth feel.

Bottled at the distillery in the heart of the sugar-cane estate, The Pink Pigeon is an authentic Mauritian Single Estate rum. Each bottle is hand-dipped with its distinctive wax seal.

The Pink Pigeon Rum is named after the iconic and endangered Pink Pigeon bird, extremely rare and indigenous to the island of Mauritius. To support the preservation of this treasured species, donations are made to the Mauritian Wildlife Foundation.



El Dorado

Voted best in the world, El Dorado offers a unique range of outstanding rums with true age statements and represents the flavours, history and culture of the country of Guyana.

This legendary company dates back to 1670 and the standards and methods of this age-old industry have been maintained, and the original heritage stills and equipment have been preserved in working order to operate in tandem with the most up to date production technology

Demerara Distillers operate the last remaining wooden Coffey still in the world as well as the only wooden pot stills - both of which contribute to the distinctive flavour profiles of the rums in the El Dorado stable. All El Dorado Rums are produced strictly from local Demerara sugar cane, and aged in small American oak casks before blending to perfection by the master distiller. The rums are left to marry for at least 3 months ensuring a rich development of flavours and impressive complexity



Waking the Giant

Whiskies While the rest of the spirits category innovated and reinvented itself, the giant that is whiskies seemed to be slumbering, but the recent wave of innovation has changed that

Combined Scotch and imported whiskey sales have taken the category past the £1 billion mark. The rise of 4% in imported whiskey means value sales are now more than those of blended Scotch, while Malts are just over the £150 million mark with growth of 20% over the year.

“Malt brands have led the way in innovation as they have launched single cask or limited edition higher styles over the last few years,” says Jim Grierson at Maxxium, whose portfolio includes Laphroaig and the Macallan.

“Imported whisky is a category that could make it big in 2016”

The Love of the Irish

Pernod Ricard’s Ian Peart forecasts that “Imported whisky is a category that could make it big in 2016, with a massive global interest in Irish whiskey as well as premium bourbon. Jameson, is enjoying strong growth and this is supported by the growth of smaller, more niche Irish whiskey brands.”

Henry John at Tullamore Dew supplier William Grant agrees, adding: “The drinks-led pubs segment is the largest for Irish whiskey accounting for 22.3% of value sales. The most popular serve for Irish whiskey is neat.”

A new entry into this sector is The Pogues: the Irish folk/punk band famous for ‘The Fairytale of New York’ has teamed up with West Cork Distillers to launch a whiskey for a new generation

The American Spirit

But it’s the Americans that have really rocked the world of whiskies.

Grierson says bourbon flavour innovation - where Maxxium has bought honey, maple, cherry and, in 2015, apple versions of Jim Beam to the market - is a key factor in bourbon’s success.

“Flavoured bourbons have proved to be an excellent way of encouraging consumers into the category as they are approachable and work well in cocktails,” he says. “At the same time, they can be combined with a simple mixer to create a refreshing long drink.”

Jack Daniel’s has set this sector of the market alight too, quite literally with its latest launch - Fire, a new fiery cinnamon variant.

Sandra Brunet, Head of American Whiskey UK at Brown-Forman comments “We’re delighted to be adding Jack Daniel’s Tennessee Fire to the Jack Daniel’s family. The huge success we’ve experienced with Jack Daniel’s Tennessee Honey in the last few years is evidence that UK consumers are open to new flavours and taste experiences”

Tennessee Honey is the fastest growing spirit brand of the last five years, and despite only launching in 2012, it is now the No 2 American whiskey in the UK.

The sector is now worth over £540m and is growing rapidly, but it’s not just the flavours that have caught the imagination of the drinking population; the trend towards premiumisation has led to increased interest in the craft of US distillers.

In response, Bacardi Brown-Forman Brands have launched their American Whiskey Vision. This explains how to maximise sales by ensuring a range includes a good balance of styles and flavour profiles, offering guidance on how to display, merchandise and serve American Whiskey to encourage consumers to explore the category further.

IT TAKES FIRE TO MAKE JACK. AND JACK TO MAKE FIRE.



Jack Daniel's Tennessee Fire is the ultimate combination of red hot cinnamon liqueur with the authentic taste of Jack Daniel's Old No. 7 for a classic spirit with an enticing, fiery finish.

With 42% of spirit drinkers drinking shots, Jack Fire is a must stock for this Winter season.*

For POS support please contact your Bacardi Brown-Forman sales representative or call our POS hotline on 01962 762450.

#JACKFIRE

DON'T GET BURNED. DRINK RESPONSIBLY.

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for the facts drinkaware.co.uk

*Nielsen Off Trade data to 28th February 2015; CGA On Trade data to 29th November 2014



Inspirational Spirits

Raising Spirits

What do you expect to be greeted by when you throw open the door of a community pub? Dartboard? Big charity bottle on the bar? Open fire? Big-screen TV? Horse brasses and sporting prints? Pub dog, even?

Well, Chaplin's in the balmy Bournemouth suburb of Boscombe has none of these things.

Instead you're coaxed ever deeper in to a cosy space that constantly surprises, a fascinating mash-up of quirks and curiosities on every wall, around every corner... and there are many corners in this deceptive maze. There is always something new to look at thanks to the wild imagination and vivid murals of Vivien Hoffman, partner in the business with Harry Secombe. But there's no darts, no pool, no TV. What there is - get this! - is the community, or a fair chunk of it at any rate.

That's why Chaplin's won the PMA award for Community Pub of the Year, and that's the ingredient that so many supposedly community pubs lack. For it's not a random assemblage of artefacts that makes a pub a community pub: it's a random assemblage of people.

A Local's Local

Builder's merchant Harry was living in Boscombe a decade ago when the lease of his local, The Cellar Bar, came on the market. Boscombe is not a wealthy suburb; it had a mixed working class and artsy population and a handful of old-school pubs that Harry categorises as "rough"; a Wetherspoon's and a Harvester; and the

Cellar Bar, which was decorated with odds and ends that Harry describes as "reclaimed and recycled". With a slightly boho wine bar/bistro vibe, it was really the only hub for the district's creative crowd. As a bonus, on the ground floor was a long-deserted restaurant that could be part of the lease, giving the site some growth potential.

Getting Creative

Harry liked it; Harry took it. He started doing up the ground floor in the same vein as the Cellar Bar, using a lot of reclaimed material including seating, mirrors, and a counter rescued from a leisure centre that was being demolished. The whole thing cost £500. It took its name from a Charlie Chaplin promotional mannequin found by chance among the debris. Vivien moved in to paint a couple of murals. She never left and hasn't finished yet.

"It's not a random assemblage of artefacts that makes a pub a community pub: it's a random assemblage of people"

It's the kind of controlled chaos that Harry reckoned would prove appealing to Boscombe's creative crowd not because he'd consciously done much in the way of market research but because he knew the area, knew many of the people who lived there, and knew what provision there was for them. So he wasn't surprised when Chaplin's started to attract not just the "artists and musos" he had set his cap at, but a cohort that previously hadn't used local pubs at all.

Constantly Evolving

One essential feature of a community pub is that it has to do a bit of everything, because specialising drives away more people than it attracts. But it also has to be responsive. It can't be a fixed "concept". There has to be a guiding intelligence perceiving developing trends and moving in fruitful, if sometimes unexpected, directions. Chaplin's ticks all those boxes.

"It's always crowded, and always with all sorts of people from all walks of life wanting all sorts of different things," says Harry. "We have live music, solstice and equinox beer festivals, seven real ales, local cider, a menu sourced as locally as possible, a good wine list.

"And the place is always evolving. It's not as if we'd worked to a conscious design and then left it. The beer offering has evolved, the menu has evolved, the decor has evolved - in fact Vivien spends half her life up a ladder with a paintbrush in her hand!"

Getting into the Spirit

The unexpected but fruitful direction in which Chaplin's is moving is south-west, towards the Caribbean. A great spread of spirits, including rums, whiskies, gins and even a whey vodka from a Dorset craft distiller, proved a big hit with Boscombe's locals. Driven by customer demand it soon morphed into a full-blown cocktail operation, even employing a resident mixologist.

"Driven by customer demand it soon morphed into a full-blown cocktail operation, even employing a resident mixologist"

In keeping with the feather-light Charlie Chaplin theming, the menu concentrates on 1920s classics like the Old-Fashioned, the Manhattan, the Margarita and the Negroni; but there are proprietary twists on old favourites - the Espresso Martini and the Black Depths Mojito, for example - original recipes including Harry the Bastard, the Bramble, and Aviation - and alcohol free "mocktails" such as the Tim Slim Jim and the Cranberetto.

Their regulars' enthusiasm for spirits and cocktails chimed, as it happened, with Harry and Vivien's own taste for rum and a professional interest in its mixological potential. "We noticed that rums were very popular and Viv came up with the idea of displaying them in old sweet jars," says Harry. "Sort of Charlie and the Rum Factory. It's very colourful and very appealing."

This in turn is leading organically to the next development. The trouble with mixing, as any licensee who has tried it will confirm, is that it's very labour-intensive. Everybody would love to exploit the fantastic GP that spirits and mixers command to the hilt, but a proper cocktail takes time and expertise to build; so to get a cocktail operation working profitably takes investment.

"The problem we had was the time customers have to wait," says Harry. "So we thought: if we're going to do this, let's do it properly."

So for Chaplin's, the next step will be the Rum Garden. The pub's garden shed has so far served as the bar for beer festivals but will

soon become a full-time rum bar - a lively and unexpected development for a suburb like Boscombe - but one which, it turns out, the community really wants.

"The pub's garden shed will soon become a full-time rum bar - a lively and unexpected development but one which, it turns out, the community really wants"

The next step could be more ambitious yet. Harry's fascinated with the idea of flavoured rums - kiwi, chocolate, banana - and is working on what might well be a world's first: a hybrid still that will treat rum as if it were gin. The idea is to buy rum in bulk and rectify it with flavourings in exactly the same way ethanol is rectified with botanicals to make gin.

But, says Harry, the idea's main appeal is more about the people than the product. "It's the fact that, like a lot of the stuff we do, it creates enthusiasm that's infectious," he says. "And that brings people together."





A Thing About Gin

GinGenius

We seem to be afloat on a lake of gin these days. A decade ago there were four or five nationally-distributed pouring brands, two or three premium brands, and a handful of really specialist brands that only aficionados even knew existed. Since then there's been a tsunami of juniper; and for many licensees the question is: how can I exploit this opportunity?

“Every pub with any aspiration to quality these days has to be able to show off a range of at least half a dozen gins, and to be willing to at least have a crack at a Tom Collins or Negroni”

Gin, though universally known, is not widely understood. Until boutique distilling took off there were few outside the industry who even knew how the stuff was made. And for many licensees gin is still something of a closed book even 10 years into the craft distilling boom, its complexities of process and ingredients as little known to the mainstream on-trade as beer styles and grape varieties were in the mid-1970s. Yet it seems that every pub with any aspiration to quality these days has to be able to show off a range of at least half a dozen gins, and to be willing to at least have a crack at a Tom Collins or Negroni. But how do you make a go of it?

For the Love of Gin

For Charles Walker and Tiggi Wood of the Vine Tree at Norton near Malmesbury, gin's rise to prominence was a natural and unforced process. Charles is something of a wine connoisseur - the Vine Tree was Good Pub Guide Wine Pub of the Year 2008 - and his appreciation and knowledge of fine spirits grew alongside his love of fine wine. The pub has always stocked a large and lovingly-chosen portfolio of single malts and fine Cognacs but in recent years gin's popularity has surged to the point where there are now approaching 40 brands with their own dedicated “Gin Corner”.

Like Charles, Sarah Mapey is very much the connoisseur and when she and husband Chris took over the Angel at Woodbridge, Suffolk, eight years ago, one of the decisions they took was to stock only premium branded spirits and to carry a good - although not ridiculous - range of gins (her tittle) and American whiskeys (his).

“It just grew from there,” says Sarah. “We kept coming back from our travels with unfamiliar types for customers to try, and in time they started bringing different ones in as well, or suggesting brands that they'd tried and liked; and it just expanded.” The range today stands at 250(ish), supported by 15 types of tonic and 17 brands of bitters (and you thought Angostura was the only one!). The gin menu is made intelligible by being sub-divided into styles: there's Dutch gin, London Dry gin, Navy gin, Old Tom gin, Plymouth gin, New Western gin and fruit gin.

THE BEST GIN IN THE WORLD*



Voted 'Best Gin in the World' for a 3rd time

Awarded by experts, discover for yourself the character of our London Dry Gin.

3 fruits & 3 spices perfectly balanced and distilled in copper pot stills.

www.no3gin.com

*ISC Gold Award 2015 / 2014 / 2013 / 2012
and ISC Trophy 2015 / 2013 / 2012



Record Breakers

For Philip Whiteman of the Old Bell Inn in Delph, near Oldham, though, the path to gin superstardom was rather more deliberate. It started four years ago when he read a magazine article about the Xoriguer gin distillery in Minorca and, in particular, its very impressive tasting room.

“I just thought to myself what a fantastic experience that would be,” he says. “At the time we were only stocking three or four gins like any other pub, but we set aside a space which we called the gin emporium and slowly we started finding new gins to put in it.”

“Woodbridge, Malmesbury and Delph are country towns and the customers at all three pubs are mostly locals who got turned on to gin by talking about it, tasting it, and discovering a point of common interest”

Then a staff member heard there was a Guinness-certified world record holder who stocked 161 brands, (the Feathers Hotel in Woodstock) and Philip decided to mount a challenge. It took some effort to track down new brands and, says Philip, it became almost an obsession; but in April 2014 the Old Bell Inn was officially declared the new record holder with 404 gins. At time of going to press the figure had almost hit 600.

Who's on the Gin?

So who's drinking all these various nectars that Sarah and Philip supply? Well, given that the current gin craze occurred when craft

distillers with a fascination for playing with their botanicals collided with young experimenters for whom even the finest vodkas that could be put before them were becoming old hat, you'd think that gin's new fan-base was composed entirely of the jaded habitués of metropolitan style bars.

“Given that today's gin-fanciers aren't fashion pioneers but ordinary people, you don't have to be anything like that extreme to build incremental sales around an expanded offering of craft and super-premium gins”

Originally, maybe. When the gin craze started nearly all the on-traders who got behind it were high-end restaurants and cocktail bars; but that was a decade ago. Since then it has spread via gastropubs and on-trend chains such as Geronimo and Revolution into the mainstream. Now look at those postcodes. Woodbridge, Malmesbury and Delph are country towns and the customers at all three pubs are mostly locals who got turned on to gin by talking about it, tasting it, and discovering a point of common interest.

Creating a Buzz

Both the Vine Tree and the Bell run regular promotions - at the Vine Tree it's a free mixer with every double; at the Bell it's monthly masterclasses; but essentially it's word of mouth, public interest, and the product's inherent quality that does the trick. “I get groups of ladies of a certain age who might otherwise have gone to a wine-

IF $\frac{3}{4}$ OF A GIN & TONIC
IS TONIC, USE THE **BEST**[™]



FEVER-TREE

PREMIUM NATURAL MIXERS

**NAMED TONIC OF CHOICE BY THE
WORLD'S TOP BARS AND RESTAURANTS***

*Fever-Tree was recently named tonic of choice by the majority of the world's top bars and restaurants interviewed. Leslie Henry Research 2015. [™]FeverTree Ltd.



bar, and I'll serve them each a different gin and they'll try each others' and next time have something different," says Sarah. "And they come back."

Philip has found much the same thing. His adventure into gin has engaged his customers too, with oddities like Anty Gin, flavoured with formic acid extracted from red ants, not selling a great deal (at £65 a shot!), but they keep the buzz going. Indeed most of the gins in Philip's collections move with the speed of a glacier; but, he says, the sales are all incremental and there's no evidence that gin is merely cannibalising other lines.

"We advise not just on our own product but on the most suitable range of styles and expressions of gin and appropriate levels of stocking for the outlet."

It's also important that at all three pubs the gin collections are only part of rounded and high-class offerings that include locally renowned kitchens, good selections of local cask ales, noteworthy wine-lists... today's gin-lovers, in a nutshell, are affluent and the pubs that sell them gin have to match all their other expectations too.

Specialist Subject

You could, of course, go even further down the specialist route and turn your pub into a gin-themed bar like City of London Distillery in central London or the Gin Parlour at Jekyll & Hyde in central Birmingham. Neither of these actually stocks anything like as wide a range as the Angel, let alone the Bell, but they are both more narrowly focused on gin.

The Gin Parlour has cocktail masterclasses at £25 a head every Saturday afternoon and a "gin and food fusion menu", while CoLD actually makes the stuff before the customers' very eyes and runs distillery tours gin from a £10 basic butcher's to the £125 Gin Lab Experience.

But given that today's gin-fanciers aren't fashion pioneers but ordinary people, you don't have to be anything like that extreme to build incremental sales around an expanded offering of craft and super-premium gins. You do, however, need some product knowledge and some familiarity with the category, first to avoid wasting £100+ on a range of near-identical liquids, and second to enable you and your staff to engage your customers confidently and knowledgeably.

Fortunately, help is at hand in the form of Luke Benson.

A Tonic for Gin

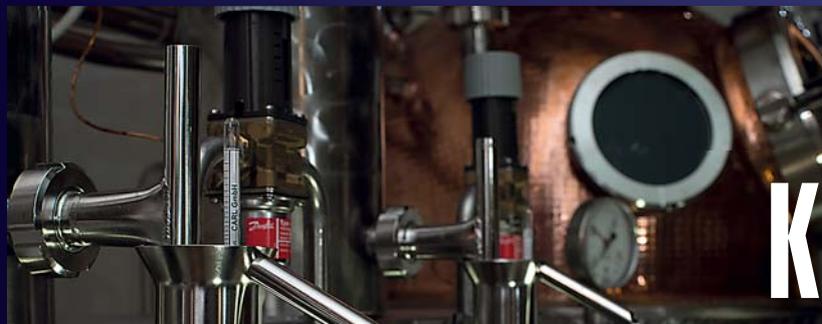
Luke is the UK ontrade marketing manager for premium mixer range Fever-Tree, so while his primary aim is to sell his company's incredibly diverse range (rosemary and thyme tonic, anyone?), he has to be a gin expert too (it helps that he used to work for an agency that worked on Hendrick's). And more than that, he's a completely disinterested expert because his recommended pairings are intended to sell the tonic, not the gin.

"Different gins go with different tonics and different garnishes," he says. "For instance, lemon tonic works particularly well with sloe gin. But there are 340 UK-made gins on my database already and new distilleries keep popping up. So we advise not just on our own product but on the most suitable range of styles and expressions of gin and appropriate levels of stocking for the outlet."

On The Menu

Luke and his team will put together a bespoke gin and tonic menu complete with pairing recommendations and tasting notes for individual outlets, which he says helps staff upsell without the need for extensive training (although the team does provide some training alongside the menus). He is also full of useful advice on practical issues such as making fairly elaborate simple-build drinks that staff can manage without having to become full-blown mixologists.

"Success is a question of balance," he says. "Customers want to feel comfortable with something as new and unfamiliar as, say, rhubarb gin. They want to be able to read the back-label. They want to know the story. They want ownership. That's not possible if you've gone from two or three gins to 20 or 30 overnight. Start with five or six, get the conversations going, and build from there."



Keep Still

Craft Distilling

Pssst... want to know how to make a gross profit of £1,000+ a week on a capital investment of £7,000? It's easy! Buy a still!

Well, that's the theory. At time of going to press Hamish Lothian and Nancy Robinson, whose Fat Pig chain includes four pubs and a microbrewery in Exeter, were about to find out whether it translates into fact as their HMRC licence to distill was (supposedly) in the post.

Distilling has always been a fascination for Hamish, who worked for many years in hotels and catering before buying the Fat Pig in 2012. The brewery followed in 2013 and preparations for the distillery started immediately after that.

"Hamish believes it's a sound investment and points out that even if he's wrong, he won't exactly take a bath"

After much research Hamish bought a Hillbilly Still, an amazingly flexible piece of kit made in Kentucky that can be taken apart and reassembled in almost any configuration to produce whatever spirit he wants. It only cost £7,000 plus freight and can produce six litres of pure alcohol per run, which equates to 600 single measures at 40% abv. The costs (including duty at £27.66 per LPA) should come to £400; so a retail price of £3 a shot should yield a GP of £1,200 or thereabouts.

Should... Well, many a slip. Nevertheless, Hamish believes it's a sound investment and points out that even if he's wrong, he won't exactly take a bath. And his direct access to retail reduces the risk dramatically.

"Whatever I produce – and I aim to produce everything from rye whisky to vodka – I'll only sell through my pubs, and I'll only produce as much as they can sell," he says. "I won't even have to bottle it!"

Red Tape

Craft distilling is certainly a very compelling opportunity for any small brewer, cidemaker, or publican who can construct a cast-iron business plan, says Hamish. But putting together a plan and getting HMRC to approve it are two different things.

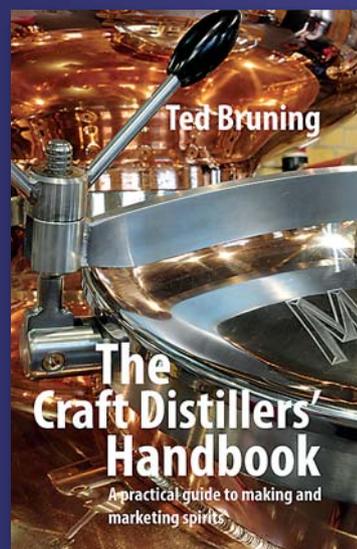
"They've come to realise that their historic objection to small stills is out of date, but they're still very conscious of safety and security," he says. "With duty at over £27 a litre spirits are pretty high-value stuff and HMRC doesn't want to risk seeing either your still going up in flames or your business going down the drain!"

But while he doesn't object to HMRC's caution, he does object to the time they take to do anything and would like to see a considerable streamlining in its procedures.

"You register, and two or three months later you get a visit and a pretty tough interview about your business plan, and they leave you some complicated forms which you fill in and send back. You don't hear anything for another two months and then they get back with some queries about your answers, and so it goes on," he says.

"My advice? Get a consultant. Be fully prepared and get everything right first time – it'll save you months!"

If the potential of distilling your own spirits appeals to you and you want the full low-down on both the advantages and the drawbacks, *The Craft Distillers' Handbook* is for you. It covers everything from equipment to finances to regulations – price £9.95 from www.posthousepublishing.com



These are a Few of My Favourite Gins

Adnams Copper House Suffolk 40%

Adnam's distillery only opened in 2010 and immediately starting winning awards for its crafted spirits. First Rate lives up to its name, and Copper House won the Gin trophy and an Outstanding Gold award at the IWSC 2013.

Adnams www.adnams.co.uk

Bathtub Tunbridge Wells 43.3%

Quirky packaging sometimes hides an inferior product, but this award winning gin proves it's not always the case.

Maverick Drinks www.maverickdrinks.com

Bloom London Dry England 40%

Created by the world's first female master gin distiller, a delicate, floral gin with a unique slightly sweet taste thanks to a blend of 3 botanicals: honeysuckle, chamomile and pomelo

Quintessential Brands www.quintessentialbrands.com

Boodles England 40%

Created by the Boodles Gentlemen's Club in 1845 so rumoured to be Churchill's gin of choice. Understated juniper notes & no citrus, the botanicals angelica, caraway, coriander, nutmeg, rosemary & sage give it a unique aroma and taste.

Proximo www.boodlesgin.com

Botanist Scotland 46%

A small-batch, artisanal gin from the Hebridean island of Islay, renowned for its fine whiskies. The nine classic gin botanicals are combined with 22 locally foraged plants. The result is a silky smooth liquid with subtle juniper but a distinct, and distinctly unusual taste of the Scottish isles.

Bruichladdich www.bruichladdich.com

Caorunn Scotland 41.8%

Pronounced ka-roon, and made with eleven botanicals including five locally foraged such as rowan berry, big myrtle, heather and dandelion.

Caorunn www.caorungin.com

Chase Hereford 40-48%

A range of gins including Williams Elegant, Williams GB and Seville Orange. Uniquely distilled from cider, bring out the delicate apple notes with a slice of apple as garnish.

Chase www.chasedistillery.co.uk

Gin Mare Spain 42.7%

Pronounced 'Mar-Ray' this super premium Spanish gin is created from typically Mediterranean botanicals such as olives, basil, rosemary and thyme, as well as the more usual juniper, coriander, cardamom and citrus. This gives it a smooth almost oily texture and an unusual flavour profile, dominated by rosemary and thyme.

Global Premium Brands www.ginmare.es

Hayman's Old Tom England 40%

Old Tom gin delivers a more rounded and softer profile than the London Dry style. This quintessentially English gin was the gin of choice in 19th century Victorian England and used in classic gin cocktails such as the Tom Collins

Love Drinks www.haymansgin.com

Ish London Dry London 41%

5 times distilled in a traditional pot still using twelve botanicals this pink bottle will stand out on any back bar

Poshmakers www.ishgin.com



No.3 Gin

A London Dry Gin with juniper at its heart, No.3 unashamedly celebrates the integrity and character of traditional London Dry Gin.

Three fruits: Juniper, from Italy, not only gives gin its name, but also the unmistakable gin taste of pine and lavender. Sweet Spanish orange peel gives freshness in the form of clean, crisp citrus, and Grapefruit peel to give an extra lift of citrus.

Three spices: Angelica root adds an earthy quality and helps to make the gin dry. Moroccan coriander seed releases a lemon flavour during distilling as well as adding a spicy, slightly peppery finish to a well-made gin. And cardamom pods which add a spicy, aromatic, yet warm bite.

Three Gold Medals: Voted Best Gin by the experts at the International Spirits Challenge

No.3 is distilled in traditional copper pot stills for Berry Bros & Rudd by a family-owned company who have been distilling in Schiedam, Holland for over 300 years.

Martin Miller's **England** **40-45.2%**

There are two separate distillations for the juniper & earthier botanicals that are then blended with a second separate distillation of Seville orange, lemon and lime peel.

Reformed Spirits www.millersgin.com

Monkey 47 **Germany** **47%**

An unusual gin from the Black Forest that gets its name from the 47 botanicals that go into making this splendid gin, which include ginger, rose hips and jasmine

Spirit Cartel www.monkey47.com

No 3 **Holland** **46%**

An exquisite gin that will delight connoisseurs and juniper lovers. Developed with the help of a panel of gin lovers, writers and experts, led by Dr David Clutton, one of the world's leading distillation authorities.

Berry Bros. & Rudd www.no3gin.com

Opihr Oriental Spiced **England** **40%**

Pronounced 'o-peer' this is an unusual gin made with oriental spices like Cubeb berries from Indonesia, Black Pepper from India and Coriander from Morocco.

Quintessential Brands www.quintessentialbrands.com

Portobello Rd No 171 **London** **42%**

A gin with plenty of Juniper from the guys at the Ginstitute, using just 9 botanicals to create an old-style London Dry.

The Ginstitute www.portobelloroadgin.com

Rock Rose **Scotland** **41.5%**

A zesty gin from an award winning small batch distiller, the botanicals used include locally harvested Rhodiola Rosea, Rowan Berries, Sea Buckthorn, Blaeberry, Verbena, Coriander Seed, Cardamom

Dunnet Bay www.dunnetbaydistillers.co.uk

Sacred Pink Grapefruit **London** **43.8%**

From Highgate's award winning craft distillery comes this unique gin made with entire grapefruits, including the pips. If you like gin, and you like pink grapefruit, this is the gin for you

Sacred www.sacredspiritscompany.com

Saffron **France** **40%**

Distilled in Dijon, famous for mustard, but this tawny gold gin gets its unique colour from the addition of saffron.

Gabriel Boudier www.sacredspiritscompany.com

Silent Pool **Surrey** **43%**

A stunning bottle containing a very special gin from Surrey. 24 botanicals, including kaffir lime, chamomile, honey and lavender give it a subtly sweet flavour.

Silent Pool www.silentpooldistillers.com

Sipsmith V.J.O.P **London** **57.7%**

From the creators of one of the first artisan gins, this Very Junipery Over Proof is for juniper lovers only, and juniper lovers will love it. Not for the faint hearted.

Sipsmith www.sipsmith.com

Star of Bombay **Hampshire** **47.5%**

A super premium gin from the brand that started the premium gin revolution, and its distinctive blue bottle is just as eye-catching on the back bar.

Bacardi Brown-Forman www.bombaysapphire.com

Tanqueray Bloomsbury **England** **47.3%**

Inspired by a Tanqueray family recipe from the 1880s, this limited edition gin has prominent notes of Tuscan juniper, and is blended with additional botanicals such as coriander, angelica, winter savoury and cassia bark.

Diageo www.tanqueray.com



STAR OF BOMBAY

From the newly restored distillery at Laverstoke Mill, home of Bombay Sapphire, a future star is born.

Star of Bombay, a single batch distillation using the eight botanicals at the heart of BOMBAY, and adding gently dried bergamot orange peel, from the mountains of Calabria, Southern Italy and beautifully aromatic ambrette seed, from Ecuador, South America

"The single batch distillation method is very much a craft process," explains Master Distiller, Nik Fordham. "It requires more hands-on control and monitoring to create a gin of extraordinary complexity. The result is an exceptional smoothness and supple character, making it feel more like an aged spirit in the mouth"

Smooth enough to be drunk neat over ice, it also makes an intense gin and tonic, perfect when served with a garnish of orange zest

A BRAND FOR OCCASION



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Talking Soft

Soft Drinks Preview **Premiumisation. Craft. Innovation. Not just marketing words, but the key trends driving growth across the on-trade and they're as important to soft drinks as they are to beers and spirits as John Porter reports.**

Soft drinks are undergoing a renaissance in the on-trade. The trend towards low or no alcohol consumption, and the continued development of all-day trading and food-friendly concepts has created scope for a new, more premium, breed of soft drinks.

Putting the significance of the market in context, CGA figures show that annual soft drink sales were worth £4.4bn across the on-trade to Oct 15, a value increase of 4.7%. This compared to a volume fall of -2.2% %, showing that customers are spending more for better soft drinks. Other trends highlighted in the Britvic Soft Drinks Review include:

- ▶ Strong soft drinks sales in food-led outlets, up 5% to £2.2bn;
- ▶ Value growth of 13% in wine bars and 12.1% in restaurants;
- ▶ Cola remains the most popular on-trade soft drink with value sales of £1.7bn and growth of 2.8%;
- ▶ The largest growth was seen in water, which jumped in value by 26.8% to become the fifth most purchased soft drink;
- ▶ Packaged formats dominate with value sales of £2.2bn, a 4.3% increase, with draught sales worth £2.1bn, growth of 2.9%.

Sparkling Success

Spring 2015 saw Britvic getting creative with their successful juice drink, launching J O Spritz in three flavours: Pear & Raspberry,



Apple & Watermelon and Peach & Apricot. Designed to be served chilled in a Champagne flute, putting them firmly in adult territory.

Jonathan Gatward, GB marketing director, Britvic Soft Drinks, said: "Research shows there's a lack of excitement and choice around the adult soft drinks category. Consumers are becoming more adventurous with flavours and are seeking soft drinks which meet a variety of needs"

J O Spritz is targeted at 25-35-year-olds looking for something a little different, more special than the everyday, and are prepared to pay more for it.

CCE have also added some sparkle to their portfolio, with the Schweppes Sparkling Juice Drinks range, "which gives licensees a fresh new adult soft drinks option which appeals to a younger audience," says Cater. "The variants include Grapefruit & Blood Orange and Lemon & Elderflower in 275ml bottles, with a calorie count of just 20kcal per 100ml - the lowest within the adult special sector - helping to appeal to a more health conscious consumer."

CCE also offers an Apple and Pomegranate Appletiser variant, "in response to research which showed that consumers are demanding products with exciting and varied flavours."

Into the Light

Caroline Cater, director of operational marketing at Coca-Cola Enterprises (CCE), says: "People are increasingly looking for choice when they go out for a drink, so light variants are now an essential part of the soft drinks offering in pubs and bars." The past year has seen the launch of Coca-Cola Life into the on-trade, "as a result of the demand for lower or zero calorie options." Sweetened with a blend of sugar and stevia leaf extract, "It will help licensees appeal to 35-55 year old consumers by offering a lower calorie cola which features sweetness from natural sources only."



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Source: *Public Health England study 2015. Britvic Soft Drinks, Breakspeare Park, Breakspeare Way, Hemel Hempstead HP2 4TZ

BRV3181_06_15



In the Mix

Booming sales of cocktails and craft spirits have created opportunities for suppliers of mixers and syrups as consumers seek more interesting drinks.

With a focus on this market, Britvic rolled out its Teisseire (pronounced to rhyme with flair) range of syrups, the leading brand in France, to the UK market. The range is divided into Teisseire Barman, offering cocktail-friendly flavours including Elderflower, Peach and Passion Fruit as well as Mojito and Blue Curaçao specialities, and Teisseire Barista which includes flavours to be added to hot drinks, such as amaretto, gingerbread and hazelnut.

“Like other drinks categories, our guests are much more interested in the quality of the soft drink they’re ordering and are more than willing to pay more for a better tasting drink”

Nigel Paine, Out of Home Commercial Director at Britvic, says: “This extensive range of syrups allows baristas and bartenders to create exciting flavour combinations, not just for cocktails and coffee but for long drinks, spirits, soft drinks, beer and cider. This will not only give consumers a wider choice of exciting drinks but also allows outlet managers to offer more varied menus and create value opportunities.”

Britvic also promotes its JO juice drink, including the limited editions, like the recent Midnight Amber, as the base for mocktails and cocktails as well as a standalone adult soft drink.

The Gin Thing

The continuing gin boom, as well as the popularity of pop-up and mobile bars, has prompted Fever-Tree to offer its Indian and Naturally Light tonic waters in cans, complementing the established



bottled range. Luke Benson, on trade marketing manager for Fever Tree, says: “A good tonic is absolutely essential to a good G&T. Since launching in 2005 we have pioneered a whole new mixer category and now tonic and mixers are no longer seen as an afterthought but as a principal ingredient in their own right.”

Added support for the on-trade from Fever-Tree comes in the form of bespoke gin and tonic pairing menus. “These have been hugely popular and help bars to move premium gins off the back bar,” says Benson. “Some bars have reported an 80% increase in premium gin sales since using them. We also work closely with bars to provide tonic pairings to their wide gin selections, which enable them to maintain a wider variety of options.

“The gin & tonic trend is set to continue and we’ve seen a lot more bars take on our Mediterranean and Elderflower options which shows the desire for variety is building in the on-trade.”

Jaala Pickering, event marketing manager at Fentimans, says their mixer range has also benefitted from this trend

“We’ve definitely noticed a growth in our mixers in line with the growth of craft spirits. People are understandably choosing to spend more on a quality mixer when ordering a quality spirit. When selling in to bars we always suggest keeping their pouring spirit, but offer a premium spirit to give their customers the choice, and we have found that most will spend the extra to enhance their drinking experience.

Premium Growth

CGA director Ashley Cairns points to the trend over the past three years in the on-trade for soft drinks value to outpace volume, indicating “a substantial increase in the presence of premium, craft and artisan soft drinks. The trend is illustrative of very strong growth, significantly ahead of the general soft drinks market.”

Among the operators giving a higher profile to premium soft drinks is Charles Wells. Brands including Luscombe, Fever-Tree, and Belu water feature prominently in the 'Cellar Book' drinks menu at the family brewer's managed Apostrophe Pubs group, alongside draught and bottled beer, wine and hot drinks.

Craig Mayes, Director, says: "Apostrophe pubs are all about offering guests something different to the norm; more premium, fresh, distinctive and interesting flavours and this absolutely extends to our soft drinks options.

"We want to offer our guests soft drinks which complement their meal and so opt mainly for bottled drinks which are not only less carbonated, but also have a much more interesting story of the provenance and heritage. This gives our team the opportunity to connect with our guests so we can promote the quality of our product.

"Like other drinks categories, our guests are much more interested in the quality of the soft drink they're ordering and are more than willing to pay more for a better tasting drink with organic ingredients, premium credentials and identity, and one which they can really savour."

Jaala Pickering agrees, "We see the growth of premium brands in the industry as being due to people being more experience-driven since the recession. They tend to go out a little less but spend more when they do, and prefer to spend more on food and drink rather than material possessions.

"We market our range as 'adult soft drinks' and they are suggested to be enjoyed as a treat or as an alternative to alcohol. Customers don't seem to mind paying more for a special treat, and that's what our soft drinks offer - a nostalgic experience from a drink that is botanically brewed using the finest ingredients."

Traditional Style

Another key consumer trend is retro, and Fentimans' authentic and natural drinks made using their time-honoured botanical brewing process have over a century of tradition to tap into

"We always try to give people a nostalgic taste experience with our drinks, taking them back to a childhood memory or a place from their past," says Eldon Robson, Managing Director and great grandson of the founder, Thomas Fentiman.

"We achieved this very well with the introduction of Rose Lemonade, and I believe we've done it again with our new Cherry Cola"

Rose Lemonade grew by 53% last year and Wild English Elderflower has also been a great success since its recent launch, suggesting a shift towards a lighter floral range of drinks.

Andrew Jackson, Head of Marketing, adds "Looking to the future, Fentimans will continue to innovate to meet consumer needs. A key area of focus is exploring drinks which will act as tasty alternatives to alcoholic drinks, but with a taste profile and quirky British feel that people have come to expect from Fentimans"

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Genuine Juice

The juice category is an essential part of any soft drink range, and in supermarkets there is a vast selection of not-from-concentrate options but pubs and bars have been slow to pick up on this trend.

One of the leading companies in the sector is Frobishers. According to sales and marketing director Steve Carter, "The premium soft drinks market is evolving. No longer happy to tolerate mainstream quality and run-of-the-mill flavours, consumers are seeking a premium soft drink that offers them choice, variety of flavour and brand heritage."

The company rebranded and repackaged its popular juice drink, Fusion in 2015, promising 'nothing added, nothing taken away'. Carter explains that "with growing consumer interest for healthy, no added sugar, natural juice drinks, Frobishers Fusion is ripe to tap into the expanding premium soft-drinks sector." Made with 75% pure fruit juice and fruit purée topped up with natural spring water and nothing else. "It is this kind of reassurance people are after," says Carter

Premium Innovation

Frobishers extended its range with the launch of Frobishers Classics, a range of delicately carbonated juice drinks made with pure fruit juices and spring water. Exclusive to the on-trade, Frobishers Classics come in four flavours - Sparkling Raspberry, St Clements Orange & Lemon, and Apple, Pear & Elderflower and the latest addition Sparkling Ginger.

Carter says, "We wanted to create a new, premium product range using quality ingredients to appeal to the growing number of consumers looking for a stylish soft drink that is lower in calories. New Classics are an elegant addition to the soft drink sector. We hope to help expand the choice of soft drinks available to consumers, while offering greater profit margin potential to operators through its premium positioning."

Belvoir Fruit Farms launched a sparkling Cox Apple Pressé which contains no added sugar, creating a balanced drink without being overly sweet. With an eye to the winter market, autumn 2015 saw Belvoir add Spiced Ginger Punch to its range of drinks designed to be enjoyed warm. Made with cooked fresh ginger, orange and lemon juices, and spices for a finishing warmth, the Punch can be heated in a pan or the microwave to be drunk 'neat', enlivened with a splash of whisky, or mixed with white wine for a lighter, mulled punch.

Devon-based Luscombe Drinks added three new drinks, its first launches in six years. The new drinks are Passionate Ginger Beer, Damascene Rose Bubbly and Madagascar Vanilla Soda, and bring the Luscombe range to 23 lines including juices, ginger beers, bubblys and soft drinks.

Food for Thought

Food led outlets account for more than half of soft drink sales in the ontrade, and the rise in casual dining has meant increased demand for a more interesting choice of soft drinks at the table.

The trend for smoked and barbecue food, which not every customer wants to pair with a craft beer or bourbon, has also prompted an increase in popularity for authentic US-style sodas. The Dominion range, imported by Heathwick, includes Root Beer, Black Cherry Soda, Creamy Orange Soda and Ginger Ale.

Thomas Kiss, operations director at the Chicago Rib Shack, says: "Dominion Root Beer is very popular in our outlets, because it is exciting and different. It provides a natural alternative to other soft drinks because it is made with cane sugar and pure honey and this proves appealing to families and mothers looking for a natural choice for their children as well as non-drinkers and drivers. We also use it in floats and sodas and these are very popular too."

Back to Basics

Amidst the innovation, it's important for operators not to neglect the basics. Alan Hay, on-trade controller at AG Barr, supplier of brands including the Barr Originals carbonates range, Simply Fruit child-friendly drinks, Snapple and Strathmore water, says: "We advise operators to display soft drinks prominently to let customers

see the full range they stock, and always include soft drinks on any menus. Make use of POS from suppliers as it is proven to have a significant impact on sales.

“Taking advantage of food is important. In outlets where food is served, consumption of soft drinks is higher, particularly as a result of family dining. Stocking family-friendly drinks can help you take advantage of the occasion. Consider offering meal deals or discounts on drinks when food is purchased.

“Staff training is also important as it can lead to increased up-selling and link purchasing. For example when customers buy wine, suggesting still or sparkling bottled water to accompany it can increase sales.”

*“The premium soft drinks market is evolving
...consumers are seeking a premium
soft drink that offers them choice,
variety of flavour and brand heritage.”*

Perfect serve

“The way a drink is presented can have a real impact on whether consumers make a repeat soft drinks purchase in pubs and bars,” say Caroline Cater at CCE “That’s why we’ve launched a new online training programme for licensees encouraging ‘the perfect serve’, which can be accessed at www.cokeperfectserve.net.

“The first part of this training programme looks at how bar staff can enhance the presentation of soft drinks, while the next module will look at the ‘second serve’ opportunity. The course aims to give pub and bar staff the tools to encourage consumers to order more than one drink and is freely available online.”

The Soft Sell

- ▶ Over 20% -that’s one fifth - of the population are teetotal, and many more prefer not to drink alcohol every time they go out. This is a huge opportunity for any outlet that stocks an inspiring range of soft options, promotes the offer and serves them right
- ▶ Soft Options - Offer a range of simple and sophisticated brands that will appeal to both adults and children
- ▶ High Vis - Make your full range easy to see, if customers don’t come to the bar, or have to lean over to peer into the fridge, they will probably default to a standard choice.
- ▶ Display - Create a back bar display, and use chalk boards, posters and menus.
- ▶ Get Creative - Design a couple of ‘Specials’ that offer something a bit different, make it unique to your venue or tap into a special occasion, whether it’s Mother’s Day, Wimbledon or the Tour de France
- ▶ Staff - Encourage staff to get involved, get them to come up with new ideas, and make sure that they know what’s available and can offer suggestions, especially when taking table orders

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KEY SECTIONS

- ▶ **Business Structure**
- ▶ **Accounting**
- ▶ **Basic Rules**
- ▶ **Employees / PAYE**
- ▶ **Value Added Tax**
- ▶ **Sundry Matters**
- ▶ **Taxation**
- ▶ **Disclaimer**

 These items will make you more money, help your cash flow or save you tax.

Keeping your financial affairs in order is the key to running a successful operation, whether you own one outlet, or several.

It is essential to choose a reputable qualified firm of accountants that has experience in the Licensed Trade, but it also pays to understand the basics of how the taxation and VAT system is operated by HM Revenues and Customs (HMRC)

This article is intended as a reference guide only and should not be considered to replace the need for a Trade Accountant.

BUSINESS STRUCTURE

If you only operate one outlet the first thing to decide is what type of business you want to run. There are various advantages and disadvantages to be considered when taking a decision whether to

operate your business as a limited company or as an unincorporated entity (sole trader or partnership). This is an area in which advice from an accountant is particularly essential since it will form the basis for future years' trading and a wrong decision at the outset could prove very costly. **In the current economic**

 **climate it has become more important to consider trading as a limited company to protect personal assets.**

ACCOUNTING

Your Licensed Trade Accountant will introduce you to a simple Weekly Statement of Business (WSOB) and then prepare all the necessary records and up-to-date financial information. It is in your own interest to obtain and retain invoices and receipts. They will form the proof needed to reclaim VAT.

Records must be kept for six years. It is essential at the outset to adopt a close control over takings and stock consumption. This can be achieved by either a simple computerised till supported by manual stocktaking or a fully integrated system linked to the till which would control both takings and stock. There are many

 systems which aim to eliminate pilferage and increase profits but **employing a stock taker is essential** in achieving this.

There is no definitive list in tax law of what records have to be kept; the law merely states that you have to keep records which enable an accurate return to be submitted. You have to record all amounts received and expended and retain supporting documents. These supporting documents can include accounts, books, deeds, contracts, vouchers and receipts.



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BASIC RULES

Takings

You should record the cash taken (not the till reading) on your cash record sheet as this is the amount on which tax must be levied for both VAT and income tax purposes. If the till-roll figure is different from the cash taken then explanations as to the difference should be recorded against the Z reading on the till roll itself. VAT is still due if cash takings have been stolen.

Catering

If you are providing catering facilities for your customers and neither you nor your family are consuming any of the food, you should retain your private bills for food for say 3-4 months. This would prove that you are not consuming any of the food purchased for the business, and that no tax adjustment should be made.

Funds Introduced

If you introduce money into the business you must be able to prove the source of the funds. It is, therefore, essential that you have proper weekly cash-balancing procedures in place using your WSOB provided by your Trade Accountant.

Entertainers

Full details of payments to entertainers should be kept. A proper, signed, receipt with the name and address of the artiste should be obtained on each occasion. Resident entertainers e.g. DJ's, need to use their own equipment if PAYE charges are to be avoided.

Cash Payments

Wherever goods and services are paid for by cash and no invoice is given you should obtain a signed receipt. Recording the name and addresses of the person you have paid is essential.

Year End Stock

You should arrange for your regular stock taker to provide a stock valuation certificate at the year end. If you calculate the value yourself you must retain the list of all stock items and containers at cost.

Till Rolls and Restaurant Slips

There is no legal requirement for you to retain till rolls. You do however need to retain supporting evidence of your takings in order to justify the amount entered on returns. HMRC regard till rolls as prime records, but they have no legal grounds to demand that they should be retained. Your z readings are acceptable as supporting documentation as they summarise the till rolls.

HMRC cannot demand that restaurant slips be retained but you must be able to justify your food takings e.g. z readings.

HMRC can however impose a maximum fine of £3,000 if they can prove that records have been deliberately destroyed. It is therefore important to retain z readings as a minimum in order to avoid any such claims by HMRC.

Business Documents

HMRC regard till rolls, business diaries and restaurant slips as prime records and they often state business records are not complete if these are not retained. It is advisable that a diary is kept, which will help justify ullages, breakages, weather conditions as well as recording bookings.

The official guide, issued by HMRC suggests that 'Whatever records you keep it is sensible to organise and retain them in an orderly fashion'. When you appreciate that HMRC can impose a fine of up to £3,000 for documents and records which are not kept, it is in your best interest to set up a system of storage for future reference.

Try to avoid using private bank or building society accounts to deposit takings or to pay suppliers directly. If these accounts are used, HMRC can demand to see them, as they form part of the business records. You may then be asked to explain all other deposits into these accounts as HMRC will contend that all unexplained amounts are further business takings.

Wastage

You should keep a daily record of ullage, breakages, wastage and drinks given away, e.g. quiz prizes, staff drinks, team drinks etc. You should record the value of stock lost through pump cleaning and also wines, liqueurs, cider and stout used for catering purposes.

Stock

Keep a record, whether in a business diary or in some other form, of goods which are not sold at the normal retail price or are given away. Giving drinks away affects profit and a simple explanation will not satisfy the HMRC. In the case of a random tax enquiry you could face additional tax liabilities. HMRC would be quite justified in insisting that without a proper daily record such goods were taken for own consumption. To **set an example**  to staff and customers you should always be seen to pay for your own drinks.

Business Diaries

These should be retained for inspection by tax authorities if needed. Business diaries can provide supportive confirmation of trade activities, for example, bookings, events, bad weather etc.

Car Log

 If you are a **Sole Trader or Partnership** you should claim **all your car expenses** but you need to establish the business element of your motoring costs and the best way to do this would be to keep a car log over a number of months to establish average usage. In the case of an enquiry into your business affairs the HMRC could disallow any claims for business use unless you can provide them with such a daily record.

 If you operate as a **Limited Company** there are tax consequences if you claim all motoring expense, instead you should record your business miles in your car log.

It is advisable to make sure procedures are in place to avoid any action by the HMRC. If you are unsure about tips etc., it is best to seek the professional help of an accountant or tax consultant.

Investigations

Checking the payments you make to employees is a popular area of verification by HMRC (and the Department of Work and Pensions (DWP) regarding minimum wage payments) and mistakes can prove extremely costly. For example if you should have deducted Income Tax from a wage but did not do so, you (and not the employee) must pay the tax to HMRC. (If this is the case you will also be charged interest on the tax "paid late", after the due date, and face hefty penalties).

Wage records

It is a legal requirement that you keep details of wages paid to each employee on a weekly basis, in electronic format. Your Trade Accountant will provide a payroll service for you.

Employee Starter Checklist (ESC)

New employees must be asked to complete an ESC certifying that they have no other employment.

If they do so and their wages remain below £155 for tax year 2015/16 (for National Insurance credits), then you should record individual weekly payments in a wages book but not operate PAYE. You must give them a payslip, and best practice is to ask them to sign for cash received.

If you have staff who have another job or are paid above this limit you will need a PAYE scheme which must include every member of staff.

Casual staff

 Names, addresses and National Insurance numbers of casual staff should be recorded together with dates and amounts of wages paid; **Basic Rate Income Tax must be deducted** from the earnings of staff whose main employment is elsewhere since personal tax allowances cannot be given twice; regular 'part-timers' are entitled to proportionate holiday pay and to have the correct notice procedure applied.

Students should be asked to sign Form P38 (s) confirming that their employment is only temporary. This declaration allows you not to deduct tax from their earnings but NI will apply if their pay is sufficiently high.

Real Time Information (R.T.I.)

From 6th April 2013 all payroll has to be completed electronically and submitted to the HMRC using the Real Time Information (RTI) system. Under this system information has to be submitted electronically to HMRC every time a payment is made to an employee. This will be 52 reports for weekly paid staff instead of 1!!

HMRC will verify the employee's information **before** a submission can be made. So it's vital that new employees provide you with a

P45 or an ESC, otherwise you will not be able to submit payment details for any employee. Any delay in providing this information will make the RTI submission late and you will be charged a penalty!

Under RTI, HMRC will know the precise amount of PAYE and NI contributions you have deducted from staff wages. If you're late paying this over to HMRC, you will be charged a penalty and interest.

Universal Credit

Universal Credit was to be introduced at the same time as RTI and was to replace a number of benefits including Working Tax Credit and Child Tax Credit. This new benefit will be administered by the Department of Works & Pensions (DWP). There have been a number of problems in bringing this new benefit into force and it has been delayed until 2017.

You should seek advice from your Trade Accountant to keep up to date with the proposed implementation of Universal Credit

Redundancy

Employees have the right to a redundancy payment if they have continuously worked for your employer for at least two years.

For each complete year of continuous service up to the age of 21, you will receive half a week's pay.

For each complete year of continuous service between the ages of 22 and 40, you will receive one week's pay.

For each complete year of continuous service between the age of 41 and 61, you will receive 1½ weeks' pay.

For employees age 61 and over, the payment remains the same as for age 61.

Disciplinary Procedures / Dismissal

 Every employer, no matter how small, must have a system for dealing with disciplinary matters. These procedures must be written down and available to all employees. Failure to do so could result in compensation being increased by 50% if an employee takes a case to a tribunal.

Free guidance on procedures is available from ACAS (Tel 0300 123 1100).

The ACAS code of practice can be downloaded from www.gov.uk/taking-disciplinary-action

Other free advice is available from www.employeradvice.org.uk.

You should **always** commence your relationship with a new member of staff with a **probationary contract** (which you could extend if you are not entirely satisfied). Once this period has been

 completed if you are to discipline a member of staff you must follow a **3 stage process**:

- ▶ 1 Statement of grounds for action and invitation to a meeting.
- ▶ 2 The meeting.
- ▶ 3 The appeal.

do An employee with under one years' service has **no right of appeal** to a tribunal for unfair dismissal, unless there is discrimination, or you have not followed the 3 Stage Process.

It is important to utilise the free advice but if you are still unsure you should seek specialist legal advice.

VALUE ADDED TAX

do It is **imperative that VAT returns are submitted promptly** within one month (on a working day!) of the relevant quarter-end otherwise penalties are charged. If you pay your VAT by Bank Giro Credit you are allowed a 7 day extension of the "due date" and 10 days if you agree to pay by Direct debit (D.D.) (which could be invaluable to cash flow if you have to cope with other D.D. payments near this time).

The Finance Act 1986 included legislation to combat avoidance of VAT through the artificial splitting of a single business to avoid registration. Publican's wives running 'separate business' catering operations have been cited as an example.

If you have a gaming machine you could be obliged to open it and count the takings if asked to do so by a visiting VAT officer.

Registration

From 1st April 2015, the annual registration limit has increased from £81,000 to £82,000.

do Advice from your Trade Accountant is essential **if you are not taking over a "going concern"**.

The limit for deregistration has increased from £79,000 to £80,000.

Rate

Standard rate is 20%

Liability to VAT

As a registered trader you must charge VAT on everything you sell, even when it is not a normal sale. For example if you sell a few optics to a customer or dispose of some old pictures hanging in the bar.

VAT should always be charged on the sale of a commercial vehicle.

You do not need to issue a VAT invoice unless your customer asks for one. But if the sale (including VAT) is £150 or less, the invoice is less detailed.

Reclaiming VAT

do Remember that **VAT cannot be reclaimed** unless you obtain a **detailed VAT invoice** including your name and Pub or Bar address.

Petrol receipts and other invoices which only give limited details (up to a maximum value fixed by legislation currently £200) and cash and carry till roll receipts are acceptable by concession only.

YOU DRIVE A HARD LINE
AGAINST TAX EVASION. ...



Accounting for VAT

As a VAT-registered 'Trader' you are an unpaid Collector of Taxes. VAT is reclaimable on most purchases made, providing proper invoices are to hand but invariably you will be paying a cheque to HM Customs & Excise, or filing online, on a quarterly basis, because you collect much more VAT than you can reclaim.

do As a rough guide, you may assume that approximately **8% of your wet takings** will equate to your quarterly VAT payments to HM Customs & Excise. This increases in the case of catering or accommodation income, and could be much more dependant upon sales mix.

do It is sensible to **save say 12% of your total weekly take into a separate bank account** to cover for future taxation....your Trade Accountant will guide you.

VAT Registration

do VAT registration documents should be received by Customs & Excise **within 30 days** of the commencement of trade. Penalties for late registration maybe issued if the documents are not received on time. It is rarely necessary to register before you start trading.

Penalties are calculated as a percentage of the VAT outstanding when the VAT registration is finally received as follows:

- ▶ 30% for failure to notify.
- ▶ 70% for deliberate but not concealed default.
- ▶ 100% for deliberate and concealed default..

There is a minimum penalty of £50.

Catering And Accommodation

As there will be very little VAT to reclaim from catering and accommodation activities, the quarterly liability will be on all the VAT collected. Your VAT liability at current VAT rate is equal to approximately 16.6% of turnover.

Free Drinks

 If you give away drinks to team members, other customers or for “prizes”, **a record must be made** when this takes place. You don't have to pay VAT on the sale price of free drinks, (as no transaction has taken place). But you are **not allowed to reclaim the VAT** charged to you on the delivery of such stock items. However you can claim all the VAT on **staff drinks** (so you must keep a record of these too). The record you keep of “give a ways” is also essential for your stocktaker.

Despatching the Return

All businesses, whatever their turnover, must file their VAT returns online and pay electronically.

You can register to file online at www.hmrc.gov.uk

All businesses newly registering for VAT since 1st April 2010, whatever their turnover, must file their VAT returns online and pay electronically.

Acceptable payment methods for online submissions are:

- ▶ Direct Debit
- ▶ BACS
- ▶ CHAPS
- ▶ Bank Giro Credit
- ▶ Cheque - **only** if you have a Bank Giro Credit Book issued by HMRC specifically for your VAT registration number. Write the VAT registration number on the back of the cheque.

Different procedures apply to traders operating the Annual Accounting Scheme and/or Flat Rate Scheme.

Surcharges and penalties

 If you don't submit your VAT return, HMRC will make as “assessment” of the VAT due. **Your return and payment must be received by the due date** otherwise you could be “fined”.

Should a return be submitted after the due date (one month and seven days after the end of the return period) a ‘surcharge’ (or fine) will be levied. The surcharge is calculated as a percentage of the VAT that is unpaid at the due date.

The declaration which you sign on the VAT return makes you ultimately responsible for conducting your own affairs within the law.

The surcharge due is (the greater of £30 and) a specified percentage, depending on the number of defaults as follows:-

No. OF LATE RETURNS	SURCHARGE LEVEL
1st late return	2% of the tax paid late
2nd late return	5% of the tax paid late
3rd late return	10% of the tax paid late
4th late return	15% of the tax paid late
Further late returns	15% of the tax paid late

If your annual turnover is less than £150,000 the penalty for the first late return is NIL with 5% for the second late submission, 10% for the 3rd and 15% for the 4th and subsequent returns.

You will be sent a ‘Surcharge Liability Notice Extension’ for an additional 12 months **each** time you do not send your return or pay your VAT on time. So to remove yourself from the penalty regime you must submit the next four quarterly returns on time.

If you keep failing to submit VAT returns HMRC may increase the estimated amount of VAT you owe them and base the increased penalties on that amount.

This surcharge system is to be replaced by a new stricter penalty regime, where separate penalties will be charged for late returns and late payments. The start date for these new penalties has yet to be announced.

The ANNUAL ACCOUNTING Scheme (AA)

The AA Scheme allows you to account for VAT by submitting one return at the end of the year. Monthly D.D. payments are made in the interim, based on the previous twelve months liability..

The balance of VAT payable is due two months after the end of the AA year.

 The scheme has **positive cash flow advantages**. Paying VAT as you go helps to spread the burden and will have a less dramatic effect on your bank balance. The worry over submitting quarterly returns within one month disappears.

The danger is that the monthly payment remains the same so if your turnover increases during the AA year (or you take on another business) you could have a large debt at the AA year end. Please seek advice from your Trade Accountant before entering the scheme.

Who can use the scheme?

- ▶ Businesses whose annual turnover (excluding VAT) is not expected to exceed £1,350,000; (£30,500pw).
- ▶ **Businesses whose returns and payments are up-to-date.**
- ▶ Businesses using the scheme may continue to use it until their annual turnover (excluding VAT) reaches £1,600,000.

The FLAT RATE Scheme

The Flat Rate Scheme offers you an alternative to the normal transaction based method of VAT accounting. It enables eligible Pubs and Bars to calculate VAT payable as a percentage of total turnover (but **will only be worthwhile** if you then pay less VAT per quarter).

Who can use the scheme?

Your turnover including VAT at 20% must be less than £3,462 per week, (£150,000 per annum ex VAT) to join the scheme. Once you have joined you can stay in until your total business income exceeds more than £230,000, (£5,308 inc.20% VAT per week).

 **The Flat Rate Scheme can reduce the VAT payable for Free Traders** especially if they have catering and/or accommodation income.

The same applies to Tenancies, but usually only when the Landlord's rent is not set at a high level. Care must be taken should HMRC classify the "Public House" as a "Restaurant" in which case you would pay more rather than less VAT.

How does it work?

Under the normal VAT rules you have to identify the VAT on each sale you make, record the value and VAT separately and pay the VAT as OUTPUT TAX.

Similarly under the normal rules you have to identify the VAT included in the things your business buys, record the value and the VAT separately and claim the VAT back (on purchases) as INPUT TAX.

Under the Flat Rate scheme you do not have to identify the VAT on your sales and purchases to calculate the VAT owed. Your Trade Accountant simply applies the scheme percentage to your quarterly Turnover and that is the VAT payable, (you make no separate claim for Input tax).

Despite the simplicity of the calculation all business records must be maintained in the same way as if the business was registered normally.

The flat rate percentages are:

- ▶ 6.5% Public Houses
- ▶ 10.5% Hotels or accommodation

If you apply for the Flat Rate scheme when registering for VAT, you will get an extra 1% off for the first year. E.g. Public Houses would be 5.5% the first year then 6.5% thereafter.

CASH Accounting

Under the cash accounting scheme you account for VAT on the basis of payments you receive and make.

Often this scheme will benefit a business that gives credit on sales made, but this is not the case in your industry.

Who can use the scheme?

If your annual turnover (excluding VAT) does not exceed £1,350,000 you will be able to join the VAT Cash Accounting Scheme. Pubs or Bars already using the scheme will be able to continue to use it until their annual taxable turnover reaches £1,600,000.

Fuel Scale Charge

For Sole traders and partnerships using the fuel scale charge is a way of accounting for output tax on road fuel bought by a business that is then put to private use. Inevitably operating Public House does not involve high car mileage and very little private use.

For this reason it is never a saving to apply this scheme and far better to claim Income Tax on the VAT payable on business mileage.

The scale charge for a particular vehicle is determined by its CO2 emissions figure. For cars which are too old to have a CO2 emissions figure HMRC have prescribed a level of emissions by reference to the vehicles engine capacity (cc).

If the Public House trade is operated as a Limited Company different rules apply. Your Trade Accountant will advise you.

Visits to trading premises by HMRC Officers

'Control' visits occur to establish whether returns have been made correctly. Visits are becoming less frequent and could ultimately occur only when HMRC suspect irregularities.

Please remember that all your business documents and bookkeeping records will be required for a detailed inspection. HMRC can levy a penalty of £3,000 for any records which have been deliberately destroyed.

You should ask for the name of the officer who telephones you, the local VAT office from where he/she operates, and **inform your Trade Accountant before you agree** to a date for the control visit. Always ask to see the Customs Officer's identity card.

Now that VAT and other business taxes are all dealt with by one body (HMRC) visits by officers will be dealt with more than 1 tax e.g. VAT & PAYE.

Tax Investigation Insurance will cover your professional fees for dealing with these visits.

SUNDRY MATTERS

Pensions

The current retirement pension for a single person is £115.95 It is, therefore, clear that such an amount is totally inadequate to live on without drawing on and possibly exhausting your savings.

Alternative pension arrangements should be made sooner rather than later whether you are young or nearing retirement age. Making pensions contributions is a "No1" tax saving tip but you should seek advice from an Independent Financial Advisor (I.F.A), so ask your Trade Accountant to recommend one.

Insurance

The importance of adequate insurance cannot be over-emphasised and indeed you may well be covered in areas such as buildings, contents, consequential loss insurance, etc. However other issues are all too often ignored through either lack of awareness or simply an over-optimistic outlook at one's future health and fortune:

- ▶ 1. Income protection;
- ▶ 2. Family insurance;
- ▶ 3. Sickness and accident — permanent health;
- ▶ 4. Hospitalisation cover.
- ▶ 5. Tax Investigation Insurance.

Your Trade Accountant should be able to make an independent recommendation

Donating to Charity

Individuals, sole traders or partners can donate through Payroll Giving, Gift Aid, SA Donate and Gifts of land, buildings, shares or securities. Businesses can also donate through Gift Aid, Gifts of land, buildings, certain shares and securities and Giving business assets. The latter is also available to sole traders and partnerships. Detailed information about the above can be found on the HMRC website; click Charities and Donors.

TAXATION

Self Assessment

Self assessment is a system for collecting tax which places the responsibility for declaring income and expenditure on the taxpayer.

Tax Returns

All relevant information for the year ended 5 April 2016 must be entered on the annual self-assessment tax return. Paper returns must be submitted before 1 November 2016 but submissions on  line can be made up to 31 January 2017. **A fine of £100** is levied for late submission **whether or not tax is payable**.

A fine of £100 is levied on each partner if partnership returns are submitted late.

Returns that are more than 3 months late will be charged a penalty of £10 per day up to a maximum of £900. If the return is 6 months late a further 5% of the tax due up to a maximum of £300 is charged. For a return which is 6 months late, therefore, the penalty due can be £1,300. (The unsuspecting taxpayer could become a cash cow for the Government).

Fines/Late Payment

Interest is added to tax paid after the due date (31 January or 31 July) and, if tax is not paid within one month of the due date, a penalty of 5% is added. A second 5% is charged on tax outstanding for 6 months and a third 5% for tax paid 12 months late.

HMRC Enquiries

HMRC conducts enquiries into taxpayers' affairs. These may be random and do not necessarily mean that irregularities are suspected. HMRC need not give reasons for their enquiry and **you should not contact them** before speaking to your  accountant.

HMRC can make an enquiry in one of the following ways:

- ▶ **A compliance review.** This will normally be into a previous years return and concern a specific entry which is suspected to be incorrect. HMRC would usually have evidence to support the enquiry. There is no time limit regarding these enquiries.
- ▶ **A full enquiry.** HMRC have to start these enquiries within 12 months of the date that particular return was submitted e.g. a 2015 return submitted on 30th September 2015 could only be opened for an enquiry by the HMRC before 29th September 2016.

Tax Investigation Insurance can be taken out to cover professional fees in dealing with HMRC enquires.

Tax Rates and Allowances

From 5th April 2015 the tax free personal allowance is £10,600. This allowance is due on income less than £100,000 per annum. This personal allowance is gradually reduced to nil at a rate of £1 for each £2 over £100,000.

The rates of tax applied to income above the tax free allowances are:

▶ £0 - £31,795	20%
▶ £31,796 - £150,000	40%
▶ Over £150,000	45%

Capital Gains Tax

The exempt band is £11,000 in 2015/16. The rates payable are:

- ▶ 18% if you are not a higher rate tax payer. The amount of the gain is added to other income (as long as this total is less than £31,785 this rate applies).
- ▶ 28% if you are a higher rate tax payer. If only part of the gain exceeds the threshold then only the excess is charged at this rate (with the rest liable at 18%).
- ▶ 10% for gains qualifying for Entrepreneur's relief. This relief is subject to a lifetime limit of £10 million. Entrepreneurs' relief is available on sale of qualifying business assets.

Inheritance Tax

This is a tax on the value of a person's estate on death and on certain lifetime gifts. The first £325,000 (nil rate band) is free of tax, but changes made in the Finance Act 2006 have significantly affected the way that Inheritance Tax is charge on trusts, lifetime gifts and some pensions. Unused nil rate band can be transferred to surviving spouses.

Business and agricultural relief reduces the value of business assets and farmland for inheritance tax. On all unquoted businesses the relief is given at 100% and at 50% on assets owned privately but used in the business (e.g. freehold property).

It is advisable to seek legal advice if you are unsure whether this tax is due. More information can be found on the HMRC website www.hmrc.gov.uk

Corporation Tax

"Pay and File"

A corporation tax return must be filed at the HMRC no later than twelve months after the end of the accounting period. Payment must be made no later than nine months and one day after the end of the accounting period. Care must be taken for periods of over a year as returns can only be made for 12 months. Two returns are therefore needed and the time limit applies separately to each of these. Penalties are charged for late filing.

A signed copy of the company's accounts **must be delivered to Companies House** within 9 months of the company's accounting date. (A copy of the accounts and the tax computation must be sent to the HMRC with the corporation tax return.

Corporation tax rates

The small companies rate of tax is currently 20%..

Marginal relief applies for small companies with taxable profits between £300,000 and £1,500,000. Above this the main rate of corporation tax is 24%.

Capital gains tax

In calculating the chargeable gain, an indexation allowance is deductible, based on the increase in the retail price index between the month of acquisition (or March 1982, if later) and the month of disposal. (For Companies only).

Capital Allowances

Plant and Machinery

Annual Investment Allowance (AIA) is due on new or used assets purchased by a business. The allowance enables 100% of the cost to be reclaimed. The allowance is due on the first £500,000 of equipment purchased before 31st December 2015 and the first £200,000 after 1st January 2016.

Accounting periods that straddle 31st December 2015 will have a time apportioned calculation to do in order to determine the maximum relief due. Any expenditure not qualifying for AIA will qualify for Writing Down Allowance (WDA) or Special Rate Allowance.

WDA allowance is 18% and the special rate asset allowance is 8%.

Enhanced Capital Allowance (ECA) is due on expenditure on equipment which is energy efficient and incorporates water saving technologies. ECA is due at 100% and is additional to AIA claims.

The allowable equipment including central heating boilers and toilets can be seen at www.etl.decc.gov.uk.

There are also special rules for short life assets, where the expected life span is not greater than 8 years. You need to discuss these rules with your Licensed Trade Accountant.

Cars

Expenditure for cars is not available for AIA. 100% allowance is due on new vehicles with CO² emissions less than 75g/km after 5 April 2015.

WDA available on cars depends upon whether the business is a Limited Company or not.

For Companies, cars with CO² emissions between 111g/km and 130g/km will be treated as part of the plant machinery pool and attract WDA at 18%.

There will therefore be no balancing allowance due on disposal. Cars with CO² emissions above 160g/km will be in a special rate pool where WDA is 8%. The 160g/km emission rate is to reduce to 130g/km in 2013.

For sole traders and partnerships, a private use pool of either 18% or 8% (dependant on whether the CO² emission are higher or lower than 130g/km) are maintained, thus making balancing allowances available on disposal. The 160g/km is reducing to 130g/km in April 2013.

If you are planning substantial expenditure you should discuss this with your Trade Accountant to ensure you understand how the new rules will affect your tax bills.

DISCLAIMER

Whilst every care has been taken in compiling this Annual report David Jones Accountants Limited cannot be held responsible for any errors or omissions.

Any action you take as a consequence of reading this report should only occur after taking independent advice from your own Licensed Trade Accountant.

For client advice please contact:-

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www.drjaccountants.co.uk



REMINDE ME WHY I
WENT TO LAW SCHOOL?



Licensing Developments over 10 years

Legal Update

John Gaunt & Partners is recognised as being one of the foremost licensing practices in Great Britain, operating throughout England, Wales and (unusually also) Scotland. All of the Partners of the firm are recognised as being experts in the field.

Normally, this review touches on some of the notable developments that have affected or will affect the on trade during the past year, some of which were covered in our Legal Eye View earlier in this publication.

"My first personal comment would be that licensing now is much less "social" than it was prior to 2005!"

10th Anniversary of Licensing Act

As it is the 10 year anniversary of the implementation of the Licensing Act 2003 (and incidentally the 6th anniversary of the change in law in Scotland) and indeed our own 20 year anniversary, I thought that I would let you have some thoughts about the changes that have taken place over this period.

My first personal comment would be that licensing now is much less "social" than it was prior to 2005! Established licensed

practitioners used to traipse around the country attending before Magistrates at their Transfer or Brewster Sessions at which in most cases, with good humour and a degree of innate knowledge, a significant number of cases, some contentious, many uncontentious in the course of a morning or a day they got through.

Birmingham Magistrates had their quirks. The Manchester Licensing Committee were notable for the whole team sitting there in adjudication. Before them a range of licensing "good" (and not so good) and the "great" (and not so great) who followed each other around the country from hearing to hearing occasionally acting in opposition to each other.

"Despite frequent changes or tweaks which seem endless and ongoing, the system has undoubtedly settled down with increasing confidence within Councils on the processes involved"

Now, somewhat lonely, we will turn up before Licensing Committees of the Local Authority (not infrequently at an evening hearing) where there is only one matter to be determined, usually before 3 Councillors (possibly with one in reserve), a Committee Clerk, Legal Advisor, Democratic Officer, one or probably two Licensing Officers and various other officials. Rarely at such hearings will I ever see another Licensing Lawyer in private practice.

The Paperwork is far Greater

The job is far more administrative. The paperwork is far greater. Umpteen page applications with supporting documentation being sent to the Licensing Authority and eight Responsible Authorities.

Despite frequent changes or tweaks which seem endless and ongoing, the system has undoubtedly settled down with increasing confidence within Councils on the processes involved. However, we recently appeared before a Licensing Committee in rural Wales who were the following month to hold their first (yes, their first) licensing Review ever.

Changes

What is, however, a source of frustration for all is the fact that in almost every year, if not every year, there have been changes introduced to the law. Whether it is changes to the mandatory conditions (irresponsible promotions introduced in 2010 and amended in 2014), changes to the live music regime (more often a de-regulation rather than increased regulation which is good) and the powers to close licensed premises which a year ago were changed with the intention to make it easier for Police and Local Authorities to require licensed premises to close with immediate effect and to restrict access to those premises.

“What is, however, a source of frustration for all is the fact that in almost every year, if not every year, there have been changes introduced to the law”

And then there is the Guidance published by the Home Office under Section 182 of the Licensing Act. I have lost count as to which version we are now on but of late we have had revisions published in June, 2014, October, 2014 and most recently March, 2015 with more imminently on offer!

At least now we usually get a synopsis of the changes, a welcome development for a document which currently runs to some 122 pages.

Licensing Practitioner in Scotland

So much for England and Wales, spare a moment of pity for the poor licensing practitioner in Scotland (of which we count ourselves to be one). Here, the new licensing regime went live in September, 2009 and (I believe) every year since there has been a piece of primary legislation which has changed (usually restrictively) and to no insignificant extent the law as it operates for licensed premises in Scotland.

Quoting Stephen McGowan – “the sheer volume of legislation, and proposed legislation surrounding alcohol now beggars belief. I once described licensing law at some conference as akin to a Morbius script But now perhaps it might be better to view the Scottish Licensing Laws as akin to the expanding universe theorem – continuous growth in infinite directions”.

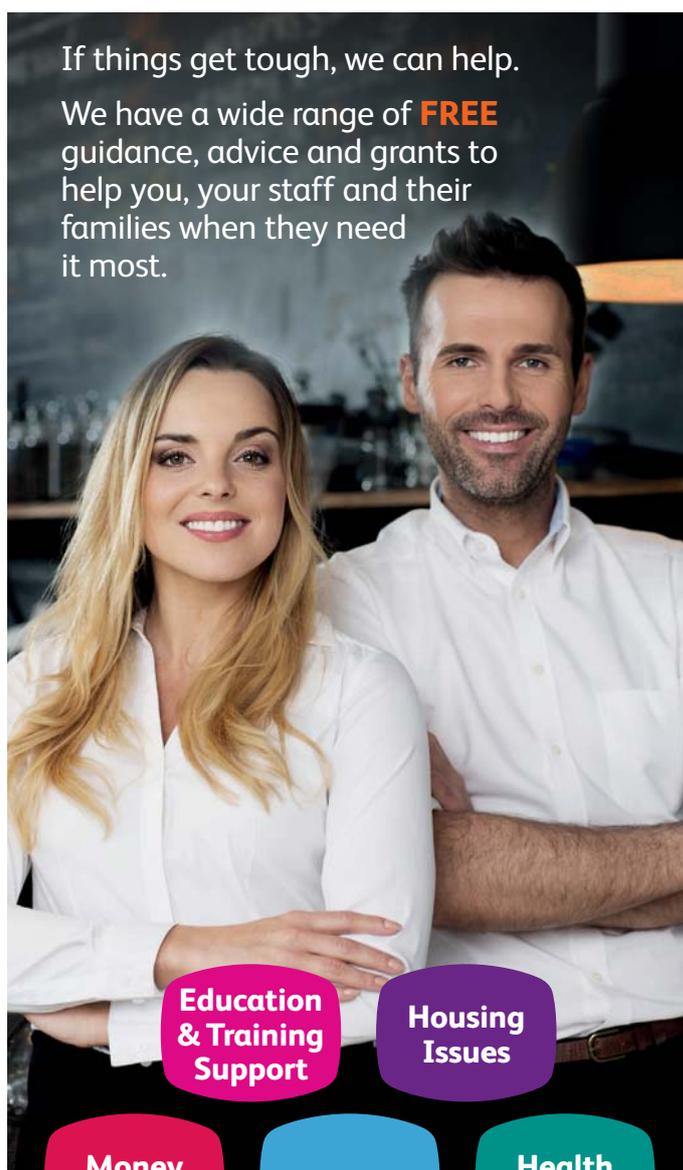


Real life. Real help.

SUPPORT FOR PEOPLE WORKING IN PUBS & BARS

If things get tough, we can help.

We have a wide range of **FREE** guidance, advice and grants to help you, your staff and their families when they need it most.



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Support

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Issues

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Health & Safety Regulations

The OnTrade Preview presents a basic guide to the current Health & Safety Regulations as they apply to public houses Registration Requirements

All public houses have to be registered with the local Environmental Health Department at least 28 days before opening. If you have more than one premises, you need to register them all. Additionally, food premises operators must ensure the Local Authority is informed of any significant changes such as change of food business proprietor or the nature and style of the business and closure for a period of time. From 1 January 2006 a number of new food hygiene regulations came into force. If your business was already registered and you have just reopened after alterations such as a kitchen refit or a complete refurbishment or a completed extension you won't need to register with them again. Registration allows the Environmental Health Officers (EHOs) to keep an up-to-date list of all those premises in their area so that inspections can take place as and when required. The frequency of inspections depends on the type of business you are running. Health and safety in catering premises can be broken down into four main areas:

1 Premises:

The building, the bar, the kitchen, the store, the cellar, the toilets, the patio and gardens.

2 Preparation:

Food, drink and everything you use to store, prepare and serve it!

3 People:

Employees, Delivery Personnel and Customers.

4 Protection:

Everyone and everything!

Hygiene

Poor food hygiene controls may well lose you business, which is bad enough, but it could also cost you a pretty packet in any legal actions brought against you. Under the Regulation (EC) No 853/2004 on the hygiene of foodstuffs and the Food Hygiene (England) regulations 2006 (and equivalent regulations in Scotland, Wales and Northern Ireland) each step of the food-handling ladder from delivery to kitchen to plate to table should have written systems and procedures set in place, and carried out, that prevent anything going wrong. You are now required to provide some simple written evidence of your procedures to ensure food safety has been thought through carefully and are being properly applied. Many of the requirements in the new regulations are the same as the regulations they replace. In order to comply you may follow a simple toolkit issued by the Food Standards Agency – 'Safer Food Better Business' ('SFBB') which will guide you through how to comply and provide the necessary documentation. This very well produced fold-out file is provided free of charge from the Food Standards Agency and you would be well advised to get a copy via your local Environmental Health Officer or call 0845 606 0667 for your free copy. HACCPs (Hazard Analysis of the Critical Control Points) to ascertain the risks involved with the delivery, storage, preparation, cooking, storing, reheating and serving with additional storage after of all foods you are going to serve to your customers must be undertaken to compliment the use of the SFBB packs.

Allergy Labelling Legislation

On 13 December 2014, all food businesses (eg restaurants, takeaways, bakeries and delicatessens) must declare any of 14 identified allergenic ingredients which are used in non-prepacked or loose foods that are sold or provided.

Food Reception and Storage

All deliveries should be checked immediately upon receipt. Anything wrong should be recorded and reported (and, if necessary, the delivery refused). For example, 'use by' dates must not have passed (and should allow adequate time for use), frozen food must show no signs of having thawed during transport and evidence of damaged packaging that could hasten deterioration of the product.

Make sure you have adequate refrigerators and freezers for all fresh, chilled and frozen food. Raw meat, fish and vegetables should be stored separately from cooked or prepared food. Refrigerators should be capable of maintaining food at or below 4°C; Freezers at or below -18°C. Temperatures should be regularly checked and a record kept on a daily basis and dependent on your level or trade, 2 or even 3 times per day.

Preparation

Cleaning Premises and Equipment

Cleanliness of premises and equipment is of the highest priority. This applies to storage areas as well as preparation and serving areas.

Dry food stores must be thoroughly cleaned weekly and a thorough clean at frequent intervals and fridges and freezers once per week and monthly respectively. It is important that the structure and equipment in bars and other food rooms are maintained in good repair and in a clean condition to comply with food hygiene legislation. Damaged or dirty surfaces are indicative of a lack of commitment to food hygiene and can easily lead to cross contamination.

Bars, bar counters and under-bar shelving must be kept clean and free from unnecessary equipment, ornaments and fittings and should again be cleaned at least weekly. For kitchens and food-serving areas, the cleaning programme should include routine daily cleaning and periodic, high level cleaning with cleaning rotas in evidence that state what gets cleaned when, with what, by whom and with what frequency. Suppliers very often have their own colour-coded charts with the necessary spaces left blank for easy completion by management.

Care should be taken to store cleaning chemicals in a suitably labelled and lockable cupboard so as to prevent any risk of contamination or tainting of foods, with the minimum of materials actually stored in the kitchen and other food preparation areas.

Sinks and glass-washing machines

If the double sink method is used for washing crockery and/or cookware, one sink should be used to wash in detergent or preferably sanitiser solution and the other sink should be filled with hot rinse water only. It is important to change the solution and water regularly; 'topping up' is not good practice.

Wherever possible, items should be allowed to air dry. Glasses may be polished with a clean, dry cloth or paper towel. It is easier to ensure that the rinse aid and machine detergent are correctly

adjusted to the particular glasswasher requirements and that the salt supply or water softener is working properly. Glass-washing machines must be thoroughly cleaned at regular intervals and maintained in a hygienic condition and in efficient working order. Operating temperatures should be carefully checked - glasses should air dry in a few seconds.

Detergent and disinfectant or sanitiser should be maintained in a convenient place for sinks and glass-washing machines. Spare stocks should be stored safely in a marked cupboard or an allocated store to avoid contamination of glasses or drinks, beer pumps and optics.

Beer-dispensing equipment and optics must be cleaned in accordance with breweries' or suppliers instructions. The use of personal protective equipment, ie gloves and goggles, is essential when handling beer line-cleaning chemicals.

Glasses

Any overspill from pouring both draught and keg beers should be disposed of regularly and should not be used for topping up glasses. Clean, dry glasses should be used for serving drinks. The practice of 'topping up' or re-using glasses without washing permits risk of contamination.

Hygiene and People

Good Hygiene Practices:

You should ensure all staff have training as part of their induction before they are permitted to handle food:

Reporting illness

Staff must inform you or their supervisor before starting work if they have any skin, nose, stomach, bowel trouble or an infected cut or wound. If anyone in their household is sick or has diarrhoea, you must also be informed.

Protective clothing

All food handlers should have special clothes for work in the kitchen and this does NOT include the clothes in which they have come to work. They must wear suitable, clean, protective clothing plus head covering ie a hat. Table servers may have their ordinary clothes but must have a suitable overall, tabard, or apron as well.

Jewellery must not be worn except for a plain gold wedding ring and/or sleeper earrings while handling food. First Aid must include covering any minor lesions or cuts with highly visible blue waterproof dressings. Smoking now being confined to external areas only means that smoking may only take place totally out of doors. If this is permitted, then washing of hands afterwards is essential before handling food again.

Food Handling

Unnecessary handling should be avoided, food should only be prepared when needed and not too far in advance, perishable foods should be kept either in the fridge or about 7°C and keep all cooked and uncooked foods separate and stored separately.

Hand Washing

Hands should be washed frequently using an anti-bactericidal soap and dried with a paper towel or a hot air dryer. This must happen after using the toilet, entering a food preparation room before actually handling, before and after cleaning operations, after touching your mouth, nose and hair, after handling raw food and after every break.

Generally

Clean as you go and keep all equipment and surfaces clean and sterilized as necessary. If you see something wrong, make sure you tell your supervisor or boss!

Temperature Control

Poor and inadequate temperature control of food is the main cause of food poisoning. Bacteria that cause food poisoning need warmth to multiply and therefore correct use of temperature control is vital to prevent food poisoning by providing an environment which either destroy or dramatically reduces the growth of bacteria. Keeping food either above 75°C or below 4°C is ideal.

Food on display must be effectively protected and maintained under suitable temperature control where necessary to protect from atmospheric contamination and handling by customers: 1°C to 5°C is ideal. Refrigerated food must be stored at a temperature of 8°C or lower. Ice containers must be clean, and ice for drinks must only be handled with tongs or spoons.

Food temperature

In general, foods that are particularly susceptible to the growth of harmful bacteria and are more likely to cause food poisoning like cooked meats, poultry, cooked rice etc, must be maintained below 4°C or, if cooked, at a core temperature above 75°C. To allow foods to be served or displayed, the law allows high-risk chilled foods to be held at 8°C for up to four hours, and hot foods above 63°C, preferably at 75°C for a period of two hours. Only one tolerance period is allowed. After these times foods must be refrigerated at 4°C or below until final use, or discarded immediately

Personal hygiene

Personnel working in the bar and other food rooms are food handlers and are therefore subject to the requirements of the Food Hygiene (England) Regulations 2006. Staff who handle food must receive written or verbal instruction in the Essentials of Food Hygiene.

Ask yourself the following questions: Do you ensure that adequate facilities are available for staff to maintain a high degree of personal cleanliness? Have your staff been trained in good personal hygiene practices? Do you monitor and audit staff to ensure they are implementing safe personal hygiene methods?

Animals

No animals of any type should be allowed behind the bar, cellar, food preparation or storage areas and of course, in kitchens.

Safety at your Premises

Accidents and emergencies

The Health and Safety (First Aid) Regulations 1981 require you to provide adequate and appropriate equipment, facilities and personnel to enable first aid to be given to your staff if they are injured or become ill at work. For 50 or more full time and part time employees, an appointed person is required. For the vast majority of catering outlets of all types, someone designated to be able to take charge in an emergency and to look after the first aid boxes and to maintain the correct contents of each box should be in place.

They should also keep a record of any first aid given via the Accident Book where the details are detached after entry and kept confidentially and to put up notices telling employees where they can find first aid equipment and names of First Aiders if over 50 employees are on the payroll.

The HSE suggests that for lower risk workplaces one appointed person is required for less than 50 people. For medium risk, (eg food processing) one appointed person is required for less than 20 people.

You are advised to prepare a procedure to be followed in the event of an emergency. An 'appointed person' should be responsible for overseeing injured persons and contacting the emergency services. It is wise to send one or more employees on a recognised workplace first aid training course, to ensure effective first aid to injured staff or customers. You must report certain accidents and injuries (including any which keeps an employee off work for more than three days) to the Environmental Health Department. Keep a record of all accidents, even minor ones.

The keeping of an Incident Book is also recommended should someone stumble, trip, fall or have any other 'mishap' where no actual injury is perceived other than perhaps a bruise but where there could be a potential for a bogus claim sometime in the future. This would be used as proof of the degree of severity or injury sustained should such a claim be made.

Bars

Bar counters and shelving for the storage of glassware should be smooth, impervious and capable of being readily cleaned. All glasses should be placed face down on plastic, latticed matting to allow air to circulate beneath. A wash hand basin with an adequate supply of hot and cold water, soap and towels (preferably paper disposable type) should be readily accessible by bar staff. Glass-washing facilities should comprise either a double sink and drainer unit, together with a constant supply of hot and cold water with the correct glass wash detergent, or preferably a glass-washing machine and at least one sink and drainer unit together with a constant supply of hot and cold water.

The use of the correct rinse aid and machine detergent should be connected to the unit for automatic dispense and the machine maintained on a regular basis. Particular attention needs to be paid to the cleanliness of the interior of the machine and the door

recesses. A washable or disposable receptacle for waste paper, bottle tops and other debris should be provided behind each bar together with a lidded metal container for safe disposal of broken glass

Cleaning

The kitchens and food rooms should have non-slip floors, with wall/floor junctions to make thorough cleaning as easy as possible and preferably curved and not right angled. Walls should be smooth, impervious and capable of effective cleaning and, where necessary, disinfection. Ceilings should be easy to clean and kept in good repair with sealant to any joints for instance where the air extraction canopy is fitted flush to the ceiling.

Wall tiles must be grouted and not cracked. Wall cladding where fitted must be sealed at joints to ensure that they are impervious. Slips and trips can cause a lot of accidents! Spillages should be dealt with immediately and any worn areas should be replaced as soon as possible.

Down in the cellars and stores a floor drainage sump and pump unit should be provided, where necessary, to dispose of sink waste and floor wash water. Cellar floors must be debris free, totally hygienic, washed daily and any drain covers in place to prevent any chance of trips. A risk of gas asphyxiation monitor should also be in place along with the Pressure Dispense Guarantee Card currently in date to ensure safety compliance.

Carrying loads

The licensed trade is notorious for heavy lifting work often in inconvenient places. It is the duty of management to ensure that Manual Handling risk assessments are in place for all staff carrying out duties in the cellar that include lifting and moving barrels, kegs and gas cylinders. You must try to avoid lifting and carrying work that might cause injury. Where such tasks cannot be avoided, you are required to assess the risks and ways of reducing them. There may be cases where mechanical devices are practical and not excessively costly.

Heavy loads should have their weight marked on them and ideally be no more than 25kg with 32kg being a maximum recommended weight for one person to lift. Irregular loads should have an indication of the heaviest side.

Safety training for staff should include training in the correct way to lift and carry loads which may include other items such as cases of wine, beer, and other miscellany that is stored in cellars.

Cellars and Storage Areas

One large sink and drainer unit should be provided in, or immediately adjacent to the cellar, together with a constant supply of hot and cold water for washing equipment.

A wash hand basin with antibactericidal soap and a supply of paper towels must also be in place since beers are counted as food and thus affected by the food hygiene requirements. Gas cylinders should be handled and operated strictly in accordance with

instructions issued by the brewer or supplier. Cylinders should be suitably chained, caged in a storage rack or laid flat on the floor and chocked.

Storage of empty/used or new cylinders must always be in a cool, ambient area, away from any heat sources, boilers, direct sunlight or out in the rain. You should consider providing CO2 monitors if you use gas cylinders in any place where you have any doubt whether the ventilation is sufficient, for example in underground cellars.

All hoists must be constructed and guarded in accordance with the Lifting Operations and Lifting Equipment (LOLER) Regulations 1998 and maintained in good order with an up-to-date record of inspections in the prescribed form.

Examples of equipment subject to these regulations include passenger and goods lifts, dumb waiters, cellar hoists, bath and guest hoists, vehicle tail lifts, and others also. Shelving and storage units within the cellar should be of non-absorbent material, capable of being easily cleaned and if wooden, sealed.

Electrical Safety

All electrical equipment should be suitable for its intended purpose. It is important that the wiring installation and portable appliances are annually Portable Appliance Tested ('PAT') with records kept of all such appliance testing and a sticker duly affixed to each unit by a qualified electrician to ensure electrical safety.

Power points must not be overloaded and electrical cables should not be used if at all possible and if it cannot be avoided only as a very short term period and not be coiled, or allowed to tangle or trail (especially across footways). Switches, plugs and sockets must be situated away from water and other liquids and anywhere that spillage is likely to occur or anywhere near a heat source, such as next to a quartz lit heated food display unit.

Check microwave ovens annually via PAT for possible leakage. Make sure door seals are clean and in good condition, hinges and catches are working properly and that the appliance is always clean and is generally in a good state of maintenance. Pay particular attention to the roofs of such units where heat may have buckled or broken them and replace immediately.





Heavy duty equipment

All cookers open top and solid top, deep fat fryers, combination ovens, convection ovens and other heavy duty equipment should be cleaned in accordance with the manufacturer's instructions daily for 'working debris', weekly for general cleaning and if possible, a 'deep clean' via a contractor every three months. Air extraction canopies, trunking to the outside and to the fan should be undertaken every 3 months if possible also. Grease filters should be cleaned every week and if possible, a spare set provided for use when the other set is being cleaned. The use of a 'decarbonizer' commercial caustic cleaning tank would be a useful addition to help this side of cleaning.

Falls

Adequate precautions should be taken to prevent people tripping or falling and to prevent people being injured by falling objects via a risk assessment for all areas of the establishment

It is essential that hatchways and cellar flaps are suitably guarded when in use, and flaps must be properly secured when the hatchway is in use. In cellars where a slide is in use, adequate steps must be taken to ensure safety of personnel when deliveries are being made and staircases must have handrails or handgrips properly positioned and firmly fixed. Low beams, ceilings or other low objects (a ceiling mounted cellar cooler for instance) must be suitably marked and a notice drawing people's attention to these facts should be put on the door leading to such areas.

Information and training

You are required to provide all staff with relevant information on the risk to their health and safety and on necessary precautions that must be taken. This would normally be provided within a 'Policy and Overview Document' or similar where a brief summary of

Management Responsibilities would be displayed, details of the organisation needed to achieve the H&S policy and the arrangements within the premises for carrying this policy out. You must provide training for staff when they start work via an Induction Training schedule and also when their duties change in a way which may expose them to new or increased risks. It is essential that training needs are reviewed periodically.

Various statutory notices must be provided such as the large H&S Statutory Notice that gives details of employees rights and obligation under the law together with details of their local EHO, detail of the Appointed Person responsible for the premises and the nearest Emergency Medical Advisory Service all of which must be completed with relevant information. Other notices highly recommended are Work place first aid, Safe Manual Handling, Fire safety, Preventing slips, trips and falls, Emergency resuscitation and dealing with Electric shock.

Lighting

All areas should have adequate artificial lighting so that staff can work without eyestrain. Lighting should be of a type and in a position that does not cause danger (dust and vapour-proof lighting may be preferable in cellars).

Recommended lighting levels are:

- ▶ 400 lux. In working areas behind bars, over sinks, glass washing machines etc.
- ▶ 200 lux. In cellars, stores and staircases - it is important that the whole staircase is lit.
- ▶ 100 lux. As background lighting - or more if necessary for safety.

Automatic emergency lighting, powered by an independent source, should be provided where sudden loss of light would create a risk.

Maintenance and cleaning

The premises and equipment in them must be kept well maintained where this affects health or safety. Premises, furniture, furnishings and fittings must be kept sufficiently clean for health and safety purposes.

Cellars and storage areas must be kept clean, well organised and free from accumulations of old equipment, disused articles and refuse. Floors and sumps should be cleaned at frequent intervals and not less than once a week. Sumps pumps should be maintained and the sump area totally free of debris and not smell of stale beer etc. Waste materials and refuse must be removed and not allowed to accumulate. Empty barrels should be sealed after use with appropriate corks. Broken glass and bottles must be removed promptly and stored safely for collection and disposal. The provision of a 'sharps box' for broken glass within the bar area should be provided. There must be regular checks for vermin infestation, and effective eradication measures used if necessary. It may be best to have a regular contract with a pest control company.

Equipment, including beer pipes and associated equipment, should be cleaned and maintained in accordance with the breweries' or manufacturers' instructions.

Noise

Employers in the music and entertainment sectors have now to comply with the Noise at Work Regulations 2005. If employees are subject to high noise levels, you are required to assess the level of exposure and, where necessary, take precautions to limit exposure under these new regulations. These regulations bring in a lower and upper exposure action values and exposure limit values.

In short, when noise levels from for instance, music via a live band, exceed 85dBA, then management must see whether the noise level could be reduced, give the staff the opportunity to wear ear protectors, ear plugs or similar. This is a requirement and compliance is necessary by staff to eliminate any possibility of being sued in due course. You will need to purchase a noise monitoring device, very much like a mobile telephone and then a Noise Monitor sheet should be completed which details location of where the test was done, meter level reading, time, by whom, action taken. Health surveillance of staff should be undertaken via visits to a medical centre for hearing tests every 3 months and records kept with details of any remedial action taken.

- ▶ The lower exposure action values are (a) a daily or weekly personal noise exposure of 80 dB (A); and (b) a peak sound pressure of 135 dB (C).
- ▶ The upper exposure action values are (a) a daily or weekly personal noise exposure of 85 dB (A); and (b) a peak sound pressure of 137 dB (C)
- ▶ The exposure limit values are (a) a daily or weekly personal noise exposure of 87 dB (A); and (b) a peak sound pressure of 140 dB (C).

Noise can provoke complaints from neighbours and the police. If a statutory nuisance can be established the local authority may restrict noisy activities or the times at which they take place.

Refuse areas

There should be a separate refuse storage area that provides a solid base, such as concrete hard standing for dustbins and other waste containers.

It should be possible to clean the refuse area and a slight slope to a waste gully will make washing down easier. A hose pipe connected to the mains water supply would be an added advantage.

There should be an adequate number of dustbins or suitable bulk storage containers, which should have properly fitting lids to prevent insects and vermin from getting at the contents. If you use plastic, or other sacks for rubbish that are not in containers, you should take other steps to make sure pests can't gain entry! The area should preferably be within its own compound and not be at the end of the car park or similar such place.

Refuse collection

If your refuse is not collected by your local council, you must ensure it is only collected by a company which has a waste management licence or is registered for the transport of waste.

Risk Assessment

You are required to carry out an assessment of the risks to your employees and others caused by your business. If you have five or more employees, you must record the results of the assessment in writing. Your assessment should be reviewed if there have been changes in your business which mean it may no longer be valid.

This would include all areas that you, your staff and your customers have access to and would include the cellar, kitchen, bars, functions rooms, gardens and patios should include the hazards identified, those affected, the likelihood of harm, the severity of harm and risk priority. This then leads to corrective action required as well as highlighted where the potential for an accident is possible.

Some regulations require the assessment and control of specific risks. These include dangerous substances (under the 'COSHH' Regulations), personal protective equipment, exposure to noise over the exposure limit values, (see Noise above), risks from lifting and carrying loads, and risks from the use of display-screen equipment.

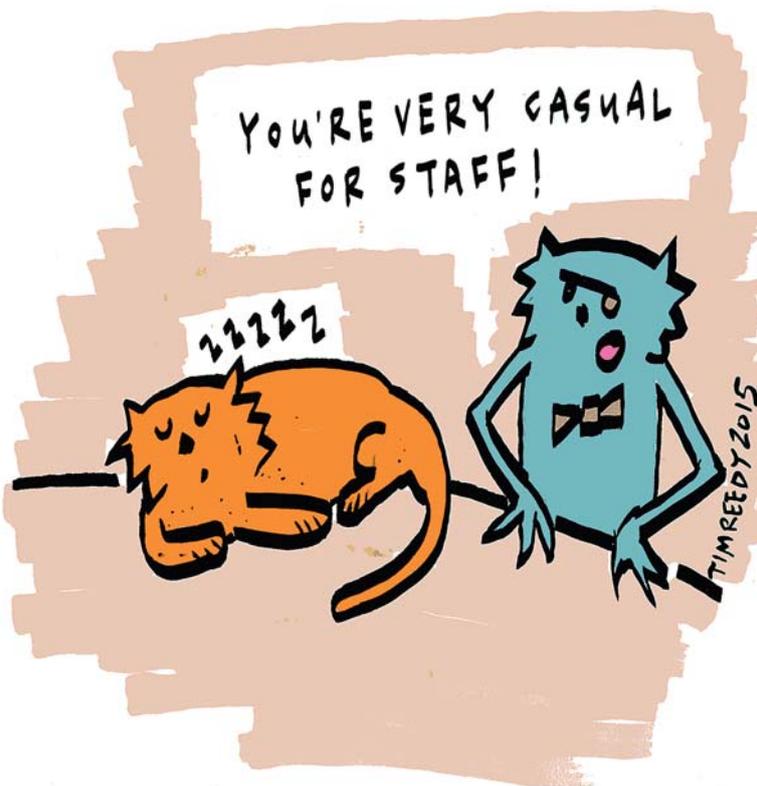
You should be able to combine some of these assessments with your general risk assessment; you do not have to do the same thing twice. None of the requirements for risk assessments are intended to force you to go to unreasonable trouble - e.g. employing specialist consultants - where the risks and precautions are well known.

As far as the 'COSHH' Regulations are concerned, always read and follow the instructions and warnings on cleaning and other chemicals you use. If you follow instructions, avoid unusual uses for chemicals and take sensible precautions, you should have little difficulty complying with the regulations. All cleaning materials including heavy duty detergents, rinse aids, degreasers etc must be listed and put up on the door or wall of a separate store together with details of Safety precautions to take and first aid steps in case of an accident. In the case of a more serious incident, details of action to be taken at the time and the reporting of such accidents must also be in place via RIDDOR. A separate file must be to hand containing Hazard Data Sheets referring specifically to the cleaning materials in use must also be available.

The regulations on display-screen equipment do not apply to calculators, cash registers or equipment intended mainly for public operation - such as video game consoles or quiz machines.

The main problems with such equipment are things like eyestrain from poor lighting and backache from poor seating. The Health and Safety Executive advises that you do not need to take special precautions against radiation from computer screens.

However, computers in the office and work stations where staff are employed or have access to must be risk assessed as well. The final areas for consideration are the assessment of risk within the



4 licensing objectives with particular reference to your premises again stating the risks you have identified and what action you propose to take to reduce these risks.

For example, with the licensing objective the prevention of crime and disorder, where factors that could impact on this could be drunkenness on the premises or antisocial behaviour or even underage drinking would need to be assessed and appropriate control measures put in place such as effective and responsible management of the premises, training and supervision of staff and similar such policies and procedures. Note that the Licensing Authorities from 2010 are starting to make 'annual inspections' where they may well ask for evidence of such risk assessments together with a request to look at what staff training has taken place.

Safety and People

General Duties and Risk Assessment

The Health and Safety at Work etc Act 1974 places a duty on employers to protect the health, safety and welfare of employees and others exposed to workplace activities, including contractors and, of course, customers.

These requirements are qualified by the phrase 'so far as is reasonably practicable'. This does allow you to take some account of cost so that you do not have to take measures where the cost is totally out of proportion to any reduction in risk. It does also mean other things:

It makes it very difficult to lay down uniform rules that apply to all premises and businesses - even in the same industry.

Where (as is often) standards have not been clarified by court cases, local EHOs have wide discretion to ask for what they think is required; and it makes it very important that you work out for yourself what you need to do in your own circumstances.

Safety Management

The law requires you to make arrangements, appropriate for the size of your business, for the effective planning, organisation, control, monitoring and review of your arrangements for health and safety.

This means that active management for the purposes of health and safety has a more clear part in the law. EHOs who inspect for health and safety are more likely to ask about such matters as procedures, management and training than they may have done in the past.

If you have five or more employees you must have a written statement of health and safety policy.

If you do not have the necessary knowledge and experience to deal with health and safety matters yourself, you should request a competent person to assist you in complying with requirements of health and safety laws.

Servery Areas

Equipment in servery areas should be in good repair and readily cleanable. Wooden utensils should be avoided. The layout should be such as to minimise any risk of cross-contamination of food during handling or display.

Uncovered foods on display should be protected from contamination by means of suitable enclosures or screening, and raw and cooked foods must be separated. Utensils for handling raw and cooked foods should be separated and preferably colour-coded to minimise risks.

High-risk foods are required to be maintained above 63°C or below 8° to prevent the growth of food-poisoning bacteria. Those high-risk foods for service or display can be maintained at ambient temperature for a maximum of four hours in any one period, and must then be consumed or held at below 8°C or above 63°C, 75C preferably.

A wash hand basin must be provided together with a constant supply of hot and cold water wherever food is handled, i.e. where serving, plating, topping up etc.

Space

Work areas should have sufficient floor area, height and space that are not taken up by equipment to ensure health and safety.

Ceilings, especially in cellars and stores, should be high enough to avoid accidents or have warning signs clearly displayed.

Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

Staff Toilets and Washing Facilities

Wherever possible, staff toilets and sanitary facilities should be separate from those used by the public, particularly in the case of food handlers.

Ideally, separate facilities should be provided for male and female staff, but facilities may be shared by both sexes if the room is provided with all necessary facilities and is capable of being locked from the inside to assure the privacy of the occupant when in use.

Washing facilities should have hot and cold running water, soap and towels or other means of drying. Sinks used for food preparation or for cleaning glasses or equipment should not also be used as washbasins.

Structure

The building must be structurally sound.

Ventilation

Workplaces need to be adequately ventilated. Fresh, clean air should be drawn from a source outside the workplace, uncontaminated by discharges from flues, chimneys or other process outlets, and be circulated through the workrooms.

In cellars, ventilation is essential to ensure sufficient air changes in the cellar to eliminate mould growth and to maintain a suitable temperature level.

Boiler rooms located in beer cellars should be insulated, well ventilated to the open air, and effectively disconnected from beer storage areas.

Ventilation in bars and public areas is essential to ensure the adequate removal of stale air, food and other odours and for the circulation of fresh air throughout the bars, lounges and dining rooms.

A minimum of 8 to 10 air changes per hour is recommended.

Fire Precautions

The main causes of fire in licensed premises are: electrical equipment malfunction, gas fired equipment and heating appliances in general, heat from kitchen appliances and a lack of maintenance over a period of time. A simple monthly audit by management to check on the state of various pieces of equipment is a simple way to help alert management to the possibility of fire by simple checking and identifying potential sources of danger on a regular basis and keeping a note of such findings.

Fire Risk Assessment

It is now a legal requirement after its introduction on 1 October 2005 and this requires a formal risk assessment to have been completed to demonstrate due diligence and that the premises is safe for the public and staff to enter.

This will give a fire risk rating and actions you need to take to comply with the law. You should also have a Fire Safety Log in which to record all bell and alarm testing, emergency lighting and smoking detector testing and other areas of compliance duly detailed. You will need a Fire Safety Policy to indicate what the policy of the premises is, the staff training carried out and details of evacuation procedures. This will also highlight the overall Responsible Person, the Competent Person and if a large premises, those delegated to specific duties in an emergency and known as fire 'marshals'.

General fire precautions

You can summarise the above requirements by the following: Make sure your staff knows the location and purpose of all fire extinguishers. Water is suitable for fires of wood, paper and furnishings but not on

electrical fires or flammable liquids (e.g. burning fat or oil). Carbon dioxide extinguishers can be used on electrical fires. Dry powder extinguishers are also safe to use on flammable liquids and electrical fires involving ordinary household voltage.

Fire extinguishers usually recommended for pubs, hotels and restaurants are CO₂ water for combustible materials such as furnishings, tables etc, CO₂ Carbon dioxide for electrical equipment in the kitchen and cellar and as fire blanket for the kitchen as well.

There are other recommendations and you may find certain Fire & Rescue services suggest other types and you are advised to take advice from your local team if in doubt.

Staff should be trained in the use of fire extinguishers and in drills for evacuating the premises, calling the fire brigade and ensure that notices detailing the routes for escape are visible around trading areas, in letting room bedrooms and that escape routes are not blocked, locked or otherwise hidden.

Make sure that all fire extinguishers are accessible, on their hooks 300 mms off the ground, are in place and not 'gone missing' and regularly examined by a competent person or contractor on an annual basis and duly marked and dated as serviced.

Waste paper and rubbish

Remove rubbish frequently and at least after each work period. Rubbish should be stored outside the building in suitable bins with close-fitting lids. Inflammable rubbish like cartons and other packaging material should be stored in a safe place.

From 1 January 2015, waste collection authorities must collect waste paper, metal, plastic and glass separately. It also imposes a duty on waste collection authorities, from that date, when making arrangements for the collection of such waste, to ensure that those arrangements are by way of separate collection.

Electrical equipment

Check electrical equipment regularly to ensure that it is still in good order. For example, wires should be checked regularly for signs of fraying, light bulbs should not touch shades or get so close as to heat furnishings excessively. Do not allow sockets to be overloaded. Switch off appliances after use.

Gas fired equipment

Check that any pilot lights on gas appliances are clean and working properly. Grease can cause pilot lights to become deflected away from the main burners. Check that the main burners of ovens come on when they should. Keep cookers clean and have them checked and serviced regularly. An annual certificate of maintenance may be required for insurance purposes as well.

Heating appliances

Portable heaters may start a fire if knocked over so should not be placed where they are likely to be knocked. They should not be placed near to combustible material (such as curtains, chairs and tables etc).

Books and papers should not be put on heaters. Take care that loose papers and decorations cannot fall onto open fires or heaters (including night storage heaters).

Portable paraffin or oil heaters must be out and cold before being refilled. They should be refilled out of doors. Any such appliances would need to be maintained annually and a record kept, and a risk assessment carried out if such equipment is used.

The likelihood of potential problems is high with all portable heating equipment and if at all possible, they should only be used if really necessary and then only under constant surveillance by a member of staff for instance, bar or waiting staff who are aware of the potential for danger.

Open fires should not be overloaded with fuel so that logs or coal can fall onto the hearth. Do not carry live coals from a fire.

Have chimneys swept regularly at the end of the winter or beginning of the next and may well be an insurance requirement. With older buildings there is the potential for leaks into adjoining areas including roof spaces for example.

Means of escape

Make sure that you have adequate means of escape in case of fire. Escape routes must not be allowed to become obstructed and it must be possible to open emergency exit doors easily from inside. If security is a problem, it may be possible to put alarms on fire exits - not to lock them.

There should be a notice in the bar and all letting rooms stating the route for escape and staff need to be aware of their responsibilities to ensure the safe exit of all those on the premises. If there are live in staff and if any letting rooms are occupied, then there must be some member of staff appointed to be responsible for these people in the event of an emergency.

This person would need a 'guest list' or 'rooms occupied' list of those residing on the premises each and every night so as to be able to prove that all persons were accounted for should there be an emergency. This list would need to be given to the attending senior fire officer from the Fire & Rescue Service.

All internal fire doors should be closed, should open outwards in the direction of escape and not be propped open with a wedge or fire extinguisher ever. Older doors that open inwards must always be secured open during times when the premises is open for licensable activities and open for members of the public to enter and when staff are working.

Action if a fire is discovered:

- ▶ Sound the alarm;
- ▶ Call the Fire Brigade (dial 999);
- ▶ Fight the fire if it is safe to do so. Do not put yourself at risk;
- ▶ If you are trapped by a fire: go into a room, close the door, put a blanket or carpet against the door to stop smoke and draught, go to the window and call for help.

Enforcement

Environmental Health Officers enforce the Health and Safety at Work etc Act 1974, Workplace Regulations 1992, Management of H&S Regulations 1999 and the Food Safety Act 1990 and Food Hygiene Regulations (England) 2006 and (EC)852/2004. This applies to hotels, restaurants, public houses as well as other legislations and regulations pertinent to the drinks industry.

The legislation provides officers with power of entry to examine premises, practices and documentation in order to assess compliance with the law.

If they have any particular concerns, EHOs can seize dangerous equipment, detain and remove foods that may not be suitable for consumption, and request information under caution if they are satisfied that an offence has been committed. Under normal circumstances, EHOs will send an informal written warning if any contraventions are found in the course of an inspection. They can, however, serve Improvement Notices requiring landlords to remedy problems.

If a health and safety defect poses an imminent risk of injury to health, a Prohibition Notice may be served, preventing a particular practice or use of equipment until specified works have been completed. In the case of serious risk of food poisoning, an Emergency Prohibition Notice may be served. This could involve the closure of the food business.

Failure to comply with a notice constitutes an offence and the risk of prosecution.

The use of the above formal powers is a last resort when things have gone seriously wrong, but if you take time to get things right initially and manage risks effectively, you should find compliance with the law relatively straightforward. The EHO is there to help rather than hinder your business.

Various new laws, acts, legislation, regulations and statutory instruments have come into place since the advent of the Health and Safety at Work Act 1974, including the Health Act 2006 covering smoking in public places.

Inevitably it won't be the last piece of legislation governing what you can and can't do in a public house, or how you should or shouldn't do it! It's a grin and bear it situation, but keeping abreast of anything new that is going to change the way you run your premises may give you a head start!

Although this information has been prepared for the OnTrade Review with the utmost care, it is no substitute for the complete rules and regulations set down by the individual authorities, and is meant only as a guide. In order to comply with all the various requirements, it is a good idea to always get advice and your local EHO, H&S officers and fire officers will always be available to provide help and assistance. If in doubt, always ask first!!



A Safer Cellar

Accidents can happen anywhere but the cellar is the scene of more than its fair share.

The general regulations are covered in the overall Health Safety & Hygiene Regulations on the preceding pages. If you make sure staff are aware of the dangers and take a few basic precautions the majority of accidents can be easily avoided and you will ensure that you stay within the law.

A simple check list could be pinned up somewhere as a constant reminder - a few guidelines could include:

General

- ▶ No smoking. No animals allowed
- ▶ No unauthorised or untrained staff in the cellar
- ▶ Ensure cellar is lit and ventilated to minimum legal standards.

Access

- ▶ Plan a route around the cellar allowing easy access to pipes, barrels and equipment
- ▶ Never block access
- ▶ Never block ventilation
- ▶ Store equipment not in use safely
- ▶ Replace any item moved
- ▶ Clear away all rubbish including crates, packaging, and wrappings immediately
- ▶ Clear up spillages and broken glass immediately
- ▶ Never use cellar as an 'overflow' stockroom.

Drinks

Food can affect the flavour of beer - never store in cellar. Be aware that strong chemicals such as disinfectants can also affect the flavour of beer.

Hygiene

- ▶ Follow safety and hygiene procedures properly
- ▶ Clear spillages and breakages immediately
- ▶ Clean and properly store equipment after use
- ▶ Keep access clear
- ▶ Wear appropriate protective clothing

Regular maintenance

- ▶ Clean and seal walls and ceilings with a suitable material at least once a year
- ▶ Clear away mould and similar growths, if they reoccur locate the cause
- ▶ Follow recommended maintenance schedules for all equipment
- ▶ Use contractors and engineers recommended by the brewery or equipment manufacturer.
- ▶ Check all lights are working and spare bulbs are in easy reach
- ▶ Check ventilation system is working properly
- ▶ Check cellar temperature is kept at correct levels

Gas safety

CO2 gas is stored in liquid form at high pressure. Gas cylinders can be dangerous if not handled properly. To comply with the law you must display a CO2 safety warning. Always follow the correct procedures.

Handling and storage

Store cylinders securely until they are ready to be used. If possible they should be wedged horizontally. When in use cylinders should be secured in an upright position. Gas safety is paramount in the management of a cellar - observe the advice and you can be sure you'll be safe in the cellar.

Good Gas, Good Business



Cellar Safety

Admittedly, not a sexy discussion point BUT an extremely important one and one that is so often overlooked in the quest for profit, says Ruth Evans Chief Executive of BFBi.

BE AWARE: the importance of using the correct food grade, beverage gas mix to ensure beer quality; the ability to form a stable head of foam and flavour characteristics of beer are important factors in determining the consumer's judgement of beer quality and ensuring they order another pint.

Cheap gas is not necessarily a cost saving and, if gas is not food grade quality, supplied to the correct mix according to the Brand Owners' requirements, **WILL** affect flavour, taste, after-taste, foaming and haze, as well as potentially risking health & safety to the consumer.

The use of quality, food grade beverage gas is required by law. To ensure your gas is of the right quality and **SAFE** always use a supplier you can trust. As part of an industry drive to ensure the highest standards of quality and good safety, an important advice leaflet "Profit Through Quality – Good Gas, Good Business" is now available as a free download from the BFBi (Brewing, Food & Beverage Industry Suppliers Association) the BBPA (British Beer & Pub Association) and BCGA (British Compressed Gases Association) web sites detailed at the end of this article.

Pressures of Profit

The need to make a profit has driven some licensees to look at alternative gas suppliers. However, do not be tempted at seemingly attractive offers as the consequences of this are severe:-

- ▶ One standard cylinder of gas can dispense up to 10 x 11gal kegs of beer, that's a potential for 880 pints of poor quality beer down the drain.
- ▶ You will lose customers through poor quality of your beer.
- ▶ Your beer supplier will refuse to pay compensation for loss of beer caused by the use of non-food grade dispense gas.
- ▶ You will be at risk of prosecution for being in breach of several laws:
 - ▶ 1/ Health and Safety at Work Act
 - ▶ 2/ Food Regulations
 - ▶ 3/ Carriage of Dangerous Goods (CDG) Regulations.
- ▶ Last but by no means least – you may kill yourself or one of your staff

Good dispense gas

Good gas is essential in serving the drinks in the way the producer intended. It will be supplied in a cylinder that is in test and in good condition, filled with food grade gas only and correctly labelled ensuring it meets all legislation and safety requirements.

Top quality starts in the cellar

With Sureserve from BOC managing your dispensing needs you can be confident you've got the right gas, at the right price, delivered right on time so your customers can always enjoy the perfect pint.

BOC offers a comprehensive package of dispensing products and services developed specifically for the hospitality market.

Call **08457 302 302** or visit www.BOCOnline.co.uk/sureserve to find out how our expertise can help you to ensure your beer is dispensed right for a top quality product.

Bad dispense gas

bad dispense gas may be supplied by rogue traders, often in stolen gas cylinders, in poor condition, not tested, without any formal labelling and most likely filled with industrial grade gas of poor quality and potentially contaminated.

Making the right choice

Cylinders like the ones pictured here have exploded in cellars causing immense damage and personal injury. Short of that, these cylinders are also more likely to leak causing an increase in the level of CO₂ in the cellar creating a non-breathable atmosphere, Carbon Dioxide is odourless and without colour but is a lethal killer when released into a confined space.



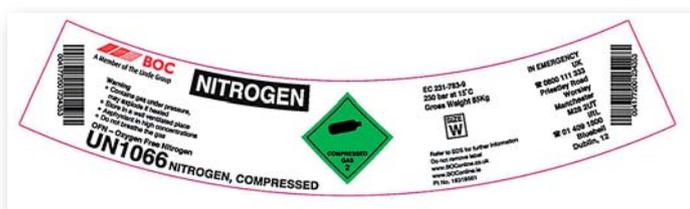
Spotting a good dispense gas cylinder

Product label:

By law, all dispense gas cylinders must clearly display a label covering the following information:

- ▶ Product identity – what gas it is
- ▶ Emergency contact telephone number
- ▶ Risk and Safety phrases – such as compressed
- ▶ Suppliers name
- ▶ Hazard warning diamond

An example is given below



Food traceability Label

By law, all gas cylinders supplied for the drinks trade must have a product traceability label on the gas cylinder, valve or valve guard. This is typically a small label added to the cylinder with a series of numbers and letters, some even barcode the cylinder. This label is a means to be able to trace the cylinder and its contents in event of any quality issues. These labels are changed at every fill. You must not use any drinks dispense gas that does not have a traceability label or product label.

2007	2008	2009	2010	2011	2012
2013	2014	2015	2016	2017	2018
2019	2020	2021	2022	2023	2024

Test date rings

By law, all gas cylinders are subjected to regular test and inspection to ensure the integrity of the gas cylinder. That is to make sure the cylinder is safe to be used at the required pressure. To be able to identify when a gas cylinder is due for retest a plastic ring is fitted around the neck of the valve and has a specific colour and shape that designates when that particular cylinder is due for inspection.

Rogue traders and Illicit operators

Rogue traders and illicitly filled drinks dispense cylinders will

- ▶ **NOT** display the correct labelling and safety information.
- ▶ **NOT** use food traceability labels as they don't want you to know where the gas cylinder and its contents have come from.
- ▶ **NOT** have been tested and therefore are highly likely to be missing the test date rings, this makes your gas cylinder a potentially dangerous item to have in your cellar, a time bomb waiting to happen.

Dispense gas checklist

An answer of "NO" to any of the questions below may indicate that the cylinder may be unsafe to use and should not be accepted.

- ▶ Are the cylinder contents clearly identified on the cylinder label?
- ▶ Is the product traceability label visible?
- ▶ Is there a current coloured plastic test date ring between the valve and the cylinder?
- ▶ Have you been supplied with separate product safety data sheets?
- ▶ Is the cylinder valve sealed when delivered?
- ▶ Does the cylinder look in good condition? i.e. No excessive rust, dents, gouges, bulges, or defacing of any kind

Further advice

Bad dispense gas will cost you money and, possibly, put your business at risk. If you see or have been offered bad dispense gas then you should contact the BFBi Drinks Gas Hotline on +44 (0)1902 795743.

Further information is available from the following websites
www.bfbi.org.uk, www.beerandpub.com/press and
www.bcbg.co.uk



More Fizz, Fewer Headaches

We know that busy outlets bring many different challenges for operators, which is why we're here to help.

Air Products CryoEase® service is an intelligent gas supply option ensuring continual dispense gas supply and optimal customer service.

By installing a CryoEase® system at your site, you can eliminate all interaction and manual handling of high pressure cylinders in the cellar so your staff can focus on front-of-house and serving customers.

The service includes bespoke design/installation, proactive and reactive maintenance, CO₂ monitoring and managed order fulfilment matched to your outlets trading pattern.

If improved safety, more time for customers, reduced carbon footprint and cost savings are important to you, please contact us.

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AIR
PRODUCTS 

Drinks Dispense Gases with Quality and Safety Assured

Air Liquide UK Limited is a company with a long and proud tradition of supplying high quality beverage gases to all areas of the licensed trade allowing you to dispense beers, lagers, ciders and postmix in their optimum condition. Our comprehensive product range can be tailored to suit the operational needs of all beverage gas users. Safety is paramount to Air Liquide - our products, cylinders and Resellers are carefully managed and selected to ensure they meet all regulatory and legislative requirements. All Air Liquide Resellers have passed our stringent checks on safe handling, storage and transportation of gas products to ensure the safety of our customers.

To guarantee that our customers receive a consistent, perfect beverage every time our gases receive stringent quality checks throughout our production and supply chain. Not only are our gases checked but also the safety and quality of our cylinders is constantly monitored. Only by using companies such as Air Liquide UK Limited who employ these high quality and safety standards can you be assured that the cylinder gases you use for you dispense requirements come from an accredited source and will match customer expectations.

To ensure all our customers receive a high level of service all our products are delivered via our resellers which have been specifically chosen for their high levels of service for the leisure and hospitality sectors.



All cylinders detailing the markings shown below belong to Air Liquide UK Limited. The various different markings relate to various periods of ownership under different names and/or acquisition of cylinder fleets.

Cylinders belonging to Air Liquide UK Limited should only be supplied by Air Liquide UK Limited or an authorised reseller of Air Liquide UK Limited as detailed within this advertisement. If you are unsure if the cylinders have been supplied by a bona fide reseller please feel free to contact us.



For information on your local reseller contact:

Call us on **0800 637737**, fax us on **01675 467022**

email us on **genenq.ALUK@airliquide.com**, visit our website **www.uk.airliquide.com**

Drinks Dispense Gases Approved Resellers

We have a comprehensive network of resellers whom have passed all Air Liquide's stringent checks. To locate a reseller near you see the list below.

424 Enterprises Ltd, Oxford	LWC Merseyside, Fieldgate
ABV South East, Essex	LWC Newton Abbot, Newton Abbot
AIMS Refreshments Ltd, Bristol	LWC, Slough
Alestorm Ltd, Lapford	M Davies Ltd, Daventry
All Liquid Drinks Dispense Ltd (ALDD), Salisbury	Mc Mullen & Sons Ltd, Hertford
Bablake Wines Ltd, Bristol	Narang, Bradford
Bablake Wines Ltd, Coventry	North West Drinks Ltd, Duckinfield
Bablake Wines Ltd, Gloucester	P J Camping, St Albans
Brisco Williams Gas Ltd, Swansea	Robinson & Young, Wem
Canal Cellars Ltd, Salford	Russell of Edinburgh Ltd, Sighthill
Cascade Drinks Ltd, Melksham	Russell of Larbert Ltd, Larbert
Cellar Supplies Cheltenham Ltd, Cheltenham	S Aspris & Son Ltd, London
Charles E Eaton & Son Ltd, Grantham	Same Day Beers (Fylde) Ltd, Blackpool
Dawsons Wales Ltd, Portmadog	Same Day Beers (Manchester) Ltd, Stockport
Dayla Ltd, Aylesbury	Same Day Beers (Stoke) Ltd, Stoke on Trent
Edwards Holmes Gas Services, St Albans	Same Day Beers (Wirral) Ltd, Bromborough
Express Fuels Ltd, Glasgow	Same Day Beers (Yorkshire Ltd), Mexborough
Express Gas, Liverpool	Sedgemoor Drinks Ltd, Bridgwater
Free Trade Beer & Minerals Ltd, Barking	Southampton Calor Centre, Southampton
G&G Gallo Enterprises Ltd, Braintree	Spoors Ltd, Bishop Auckland
Gas & Hire Ltd, Chesterfield	T O Enterprises Ltd, London
Gas On Ltd, Newport	Temple Wines Ltd, London
H&W Wholesale Ltd, Leyton	The Beer Trading Co, Middlewich
Hills Prospect, Romford	The Beer Warehouse (Maidenhead) Ltd, Maidenhead
Innergy LPG Ltd, Leeds	The Wigan Beer Co, Wigan
Inn Express, Haselor	Towler & Staines Ltd, Keighley
Island Ales, Millbrook	Towler & Staines Ltd, Bradford
John Stayte Services, Stonehouse	Tygas Ltd, Bury
John Stayte Services, Weston Super Mare	West Highland Gas Ltd, Sandbank
Kater 4 Ltd, Loughborough	West Highland Gas Ltd, Argyll
Kosangas, St Peters Port	West Highland Gas Ltd, Fort William
LWC, Manchester	Williamson Group Ltd, Inverness
LWC Birmingham, West Bromwich	Wilds, Oldham
LWC Central Drinks, Kidsgrove	Worldwide Ltd, London
LWC Hereford, Leominster	Wrights, Farnham
LWC Lancashire, Preston	Young's Beers, Wines & Spirits Ltd, Nelson
LWC Leeds, Leeds	

For all your drinks dispense requirements and information on your local reseller contact:
Call us on **0800 637737**, fax us on **01675 467022**
email us on genenq.ALUK@airliquide.com, visit our website www.uk.airliquide.com



Cellar Management - The key to a Great Pint

IMNSERVE LTD

Imnserve are passionate about drinks dispense quality. A great cellar environment at the correct temperature with great hygiene standards and well trained staff will all help deliver a great customer experience and repeat business from satisfied customers.

The key elements to serving consistent great quality draught products to your Customers.

Cellar temperature

Cellar temperature is critical and keeping and serving great drinks and should always be in the range of eleven to thirteen degrees centigrade. Cask Ales are a living product that undergoes a final preparation or "conditioning" in the cellar and this is delivered via the correct temperature in the cellar, all keg products are equally temperature sensitive, the temperature being too low can have an equally negative effect as if it is too high. Always make sure your cellar cooling unit is serviced on a regular basis and the fans are kept clear from blockages.

Dispense Gas

Dispense Gas Good dispense gas is essential to the dispense of good quality keg products. Dispense gas should be supplied in a

cylinder that has the correct test date and is in good condition. It should be correctly labelled and of food grade. A good gas supplier should be registered with your local authority. Safety is paramount when handling gas cylinders, it is vital that gas cylinders are secured correctly by recommended methods, for example chained to a wall.

Stock Control

Stock Control is key to offering great draught products. All draught products have a shelf life and a best before date; make sure you are using the containers in the correct order. Container size should also be considered with the following guidelines, Kegs should only be on sale for five days and casks no more than three. When new stock is received it should be allowed 48 hours to acclimatise to the cellar temperature before it is put on serve.

Line Cleaning

Line Cleaning is essential to ensure good quality dispense. Lines that are not cleaned properly or regularly will suffer from flat or fobbing dispense as well as off tastes and aromas. Incorrect line cleaning is the biggest reason for wastage in beer dispense.

Line should be cleaned every seven days. You must always use the required protective clothing for the chemicals used. Always use a recommended Brewery line cleaner and don't use a garden hose

in the cellar to fill your cleaning bottle, this type of pipe is not food grade and can cause flavour taints to your Beer lines. Always think of safety when line cleaning and put signs in the bar to let everybody know that line cleaning is in progress.

- ▶ First steps are to flush the lines with clean water to remove product in the lines, then refill your cleaning bottle with more fresh water and add the correct dose of detergent, as the manufacturer's instructions, using too much or too little detergent will make the line clean ineffective.
- ▶ Pull the detergent through to the dispense tap in the bar and leave to soak, after ten minutes pull through enough solution to replace all solution in the lines, repeat at ten minute intervals to give a total soak time of thirty minutes.
- ▶ Empty the cleaning bottle and thoroughly flush out and fill with clean water.
- ▶ Flush out the lines of all detergent plus a minimum of a further five litres per line to make sure all the detergent is removed
- ▶ While the clean is in progress clear the cellar of all empties and rubbish and clean the whole area. In the bar clean the tap nozzles in hot water, rinse and air dry before reconnecting.
- ▶ When the clean has been completed, re connect and pull through the beer and check for clarity, smell and taste.

Glassware

Glassware is essential for quality dispense and customer satisfaction. Nothing puts a customer off more than being served with a dirty glass. Dirty glassware can cause fobbing beer flat beer and poor head retention; don't underestimate the importance of having clean glassware.

Always make sure you glass washer is serviced regularly and operating at the correct temperature and is supported by good quality detergent and rinse aid. All glasses, both new and used ones should be renovated on a regular basis, following the guidelines.

Perfect serve

Perfect serve the final link in the quality chain is the serve, always use a clean cool glass, branded glasses have been shown to enhance presentation, avoid refilling glasses as this can lead to contamination, hold the glass at a forty five degree angle just below the tap spout and ensure the spout does not touch the glass, with the tap open fully allow the beer to flow down the side of the glass and straighten as it fills ensuring the spout remains above the surface of the head. Do not swirl the glass. When the pour is complete, present to the Customer with the branding facing forward.

The above hints and tips are designed to help serve great beer, for more comprehensive guides, please visit www.innserveld.co.uk and download our free guides.

Fitting in with your requirements...



We have a unique set of services and support structures, each of which is aligned with our commitment to providing quality service to the UK hospitality industry.

We have developed these through partnership with our diverse customer base and over the course of 3 million visits to pubs, cafes, bars, hotels and restaurants in the 10 years since our inception.

Our co-operative attitude, expertise in driving efficiency, and absolute focus on quality has allowed us to increase value for our customers and help them exceed their objectives.

-  SUPPLY CHAIN
-  CUSTOMER SERVICE CENTRE
-  RESEARCH & DEVELOPMENT
-  EVENTS SOLUTIONS
-  SYSTEMS & REPORTING
-  FIELD TECHNICIANS
-  ASSET MANAGEMENT
-  CUSTOMER PARTNERING



Dispense solutions passionately delivered

www.innserveld.co.uk

Cellar Art and Craft



Award winning licensee Mark Dorber, one of the leading authorities on cellarkeeping, sets out the general principles for the successful management of cask-conditioned ales

An avaricious brewer may define cellarmanSHIP as the art of serving a continuous supply of saleable beer with the least financial loss. Here, compromises will be made on quality in order to fulfil the primary requirement of profit maximisation.

My view on the primary goal of cellarmanSHIP, which, incidentally has not changed since August 1981, is the following:

To promote the most beauty in each cask of beer by developing the most interesting range of sound aromas and flavours; by nurturing wherever possible high levels of natural carbonation consistent with each beer style and, moreover, by serving each beer in a manner and at a temperature that enhances its aroma and flavour profile and creates an appropriate mouthfeel.

The above must follow the disciplines of good husbandry, continuity of supply and speedy turnover in order to keep the beer in each broached cask as fresh as possible.

The Techniques of CellarmanSHIP

1. Setting a Stillage

Securing a cask of beer: A stillage is the name given to any solid object that enables a cask of beer to be laid down and prevented from moving by means of the insertion of wooden wedges (also known as scotches or chocks).

It is important that casks be set horizontally with the shive pointing straight at the ceiling. If a cask is stillaged with a forward tilt, sediment will fall to the front of the cask and be concentrated at the tap, leading to fouling of the tap and the need to draw off three or four pints of beer before the clarity and quality of the cask's contents can be judged accurately. If the cask is tilted backward, problems of unstable yeast and finings slurry slipping forward may arise when the cask is tilted in order to decant the final few gallons.

“Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used”

2. Conditioning

The purpose of conditioning is to reduce the level of carbon dioxide in the cask to enable a good finings action to occur and then to build up the level of carbonation appropriate to the style of beer.



Venting excess CO₂ is achieved by inserting/hammering a porous peg ("soft peg" made of soft wood, usually bamboo cane) into the sealed shive tut causing a sudden escape of gas and the immediate emergence of fobbing beer. This procedure should be carried out in a controlled way; i.e., the contents of each cask should be chilled to 11-13°C in order that a relatively calm and nonexplosive purging of excess CO₂ can take place

"The rule on the amount of time to soft peg beer is that there is no rule. It is entirely dependent upon the yeast fining regime adopted"

The object of soft pegging is to reduce the amount of CO₂ to the point at which the finings will prove effective.

It is also important that upon soft spilling, the cask should have an even distribution of finings and yeast. It is sensible to roll each cask vigorously before stillaging, securing and venting. The time taken for the beer to "work" through the soft peg will vary according to each yeast strain, the concentration of yeast cells per millilitre, and the yeast's general friskiness, along with the amount of residual sugar/primings in the cask and the temperature/state of agitation of the cask.

In the case of exceptionally lively beers, it may be necessary to replace the soft peg every hour for a day or more. The pegs sometimes become blocked with yeast and, occasionally a plug of dry hops may form underneath the soft peg, preventing the release of gas.

The rule on the amount of time to soft peg beer is that there is no rule. It is entirely dependent upon the yeast fining regime adopted. The object of soft pegging is to reduce the amount of CO₂ to the point at which the finings will prove effective.

















Need any cask equipment in the cellar or for your beer festival?

Please contact us on
01308 426982
sales@acask.com www.acask.com



But do not over vent. You are preparing the yeast for a marathon journey not a short sprint, hence the need to vent at low temperatures and avoid exhausting the supply of sugars. The tension to be observed is the need to produce clear beer and the imperative to stimulate good to high levels of CO₂ in solution.

Flat, clear beer is the norm in Britain. We drink with our eyes and then jazz up flat beer by forcing it through a tight sparkler. We cannot put our well-conditioned pale ales through a sparkler at the The Anchor without substantial wastage due to the relatively high level of CO₂ in solution.

Hard pegging should occur when a cask has “worked” to the point where it takes 3 to 10 seconds for the fob to re-form on top of the soft spile after being wiped clean, again depending upon the style and strength of the beer, the yeast/finings regime, and when the beer is required for dispense.

The soft peg should be replaced with a nonporous hard spile to prevent the escape of any more CO₂ and to slow down yeast activity.

“Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used”

Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used, but I have found that taking the ambient cellar temperature from 11-12°C up to 14-15°C for about 8 to 12 hours produces consistently bright, polished results across the range of ale yeasts used in Britain today.

Dropping bright times from hard pegging vary from four hours to four to five days.

Carbonating should now take place after a spell of warm conditioning at 14-15°C. It is important to chill back down to 11-13°C depending upon the temperature that your yeast is happy with. The lower the temperature tolerated by the yeast, the greater the level of carbonation possible.

Bass yeast remains one of the liveliest and most tolerant of yeast strains in Britain and will work happily at 10°C. After a four-week maturation period in the cellar at 10-11°C our pale ale has the most glorious, mouth caressing effervescence that one could wish for.

3. Maturation

This part of the process of cellaring beers, sadly, is seldom given much attention in practice. However, aging beers not only allows the appropriate level of carbonation to be generated but also allows the beer to dry out the effects of krausen or priming additions, thus taking away any insipid qualities from the palate of the beer.

The fresh kiss of yeast, the hallmark of cask-conditioned ale or unfiltered lager, develops further impact and complexity during the process of maturation, be it in a lagering tank or in a cask.

Aging also enables the effects of dry hopping to achieve maximum impact after two weeks or so in cask, developing its own particular grace and delicacy of aroma.

For beers such as low-gravity dark milds, we would expect to put the beer on dispense in the shortest time possible, perhaps only four or five days after racking, in order to promote the slightly sweet, fresh malt character of this supremely quaffable style.

We cellar ordinary 1040 original gravity pale ales for two weeks in order to extract the succulent malt characteristics and earthy Sussex hop flavours, but stop before the dual strain, spicy, clove-like yeast imprint becomes dominant. A period of two weeks also enables us to build up good levels of carbonation to provide the complementary mouthfeel so sought after.

I have successfully cellared Old ales for months; two months for Highgate Old (1050 og.) to a year in the case of Traquair House Ale and Adnam's Tally-Ho (1075 og.).

4. Dispense

The key areas to get right here are: Temperature, ideally 10-13°C, depending upon the style of beer and the ambient temperature.

Please don't excessively chill a rich, biscuity, malty Scotch ale or an ester-laden, vinous barley wine. Therefore, pay attention to insulated beer lines (and beer engines) carrying beer from your cellar or chill cabinet behind the bar to the customers' glass.

Use either tap-fed gravity dispense or beer engines. If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head. Stouts and dark milds can be enhanced by the use of sparklers, but think carefully and experiment before you connect a carefully crafted IPA to an 'Angram Pip'.

"If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head"

Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used. It is not just a question of oxidation and acetification setting in, but the loss of CO₂. In all but the most carefully prepared casks, such loss will result in a notable loss of freshness and vitality, which matter a great deal to me.

For those of you who are preparing pale ales for cask-conditioned dispense, the following quote from the head brewer of Marston's in 1899 provides a rare insight into his perception of quality and indicates just how far brewing techniques had advanced from the 16th century:

"An ideal glass of ale should evidence stability, "star" brilliancy, absence of deposit or floating particles, a foaming, tenacious, creamy head, with beads of carbonic acid gas adhering to the sides of the glass; the ale when first poured out being as cloudy as milk, subsequently slowly clearing as the gas in solution rises to the surface of the liquid, forming the close head already mentioned, the flavour also being that suited for the district where it is to be consumed."

To paraphrase the late, great Bill Shankly, pioneering manager of Liverpool Football Club:

"Cask-conditioned ale is not a matter of life and death - it's much more important than that."

Top Tips to decrease wastage, improve beer quality and increase profit

Reduce the amount of taps on the bar	This lowers the amount of beer disposed of during a line clean
Stock brands and container sizes which can be sold without quality being compromised	Cask sold within 3 days and kegs sold within 5 days will be at their best. After this time, they can begin to deteriorate. Kegs on sale for more than 5 days 'gas' up and start to fob, and casks on sale for more than 3 days become stale and acetic. Selling within these timescales can reduce customer returns and wasted beer.
Clean lines at least every seven days	Lines cleaned infrequently or incorrectly result in fobbing and foul tasting beer. Pubs which clean lines correctly every seven days will see increased beer quality. Analysis shows that if beer lines are not cleaned for 14 days yields drop by 4% (Vianet 2014)
Check the cellar temperature daily. Cellar temperature should be between 11°C to 13°C	If the cellar is too warm cask beer will go off more quickly and pick up adverse flavours. Kegs may fob up and increase waste. If the cellar is too cold most beers will dispense 'flat', flavours will be affected and cask beers will take longer to 'condition' and increase waste. Currently 32% of cellars are too warm – above 13°C (Vianet2014) Regularly maintain your cellar cooling equipment
Turn the gas off between sessions	If gas is left switched on overnight keg beers will gas up and result in wastage due to fobbing beer
Train staff how to pour beer correctly	Training may reduce beer overspill into the drip trays
Put a hard peg in all casks between trading sessions	If cask beers are not hard pegged overnight they lose their 'condition', taste flat and shelf life is reduced
Invest in 'auto tilts' for casks – they are proven to increase yields and save time	Auto tilts help get the maximum amount of cask beer out of the container. Manually tilting can cause the sediment to be disturbed causing wasted beer. With good cellar management only 2 pints will be left in a cask at the end of a barrel. Poor stillages can double this wastage
Check the clarity, aroma and taste of each cask beer in the cellar before pulling the product through to the bar	If beer is not completely clear or conditioned properly, all the cask beer in the line will have to be disposed of
Check glassware is free-rinsing and fit to use	Poor glasswashing standards can lead to the head on beer collapsing and adverse flavours / aromas.



Make your Beer Festival work for you

Beer Festival Guide

So you want to run a beer festival? Whether it's your first time or you're a seasoned organiser, follow these few simple steps to make sure you get the most out of it

Firstly, remember... running a beer festival is all about the fun; it's about sharing the passion for cask beer with one another and a great way to introduce new customers to cask beer. But if you plan it right, running a beer festival can also be very beneficial for your business!

► **WHEN will you be holding your beer festival and HOW long will it last?**

Look through the calendar; it may be beneficial to run your beer festival on a significant date such as: Cask Ale Week, Christmas, Halloween, Bank Holidays and other public holidays where people will be looking for events to go to and things to do!

Be careful, check to make sure your event isn't going to clash with anything else going on around your community!

Give yourself plenty of time to organise the event (at least 6-8 weeks).

► **WHERE will you be holding your event?**

Is it easily accessible? Is there shelter if it rains or will you need a marquee? Are there public facilities nearby or will you have to provide them?

The number of visitors you will be expecting will determine the size of your location and what is required for your event.

If you are hosting your first event, we advise you to start off small. Once you have hosted a successful event, through word of mouth and other media resources your events will expand, along with your confidence!

► **HOW much equipment will you need? What will you do if...?**

It's really important to tackle all potential challenges that may arise so that you are well prepared.

Will you need more than one serving counter, if so how many employees will you need?

Are you serving keg beer and lager as well as cask. Have you the necessary equipment and power.

What additional equipment will you need...? Cooling equipment, Taps, Jackets, Drip trays, Hand pumps.

Will you provide a printed programme listing the beers with tasting notes?

How many chairs and tables will you need?

Plan to receive your casks at least 3 days before your festival commences, but check that you have a safe location to store these!

Will you be serving direct from the cask, if so you will need barrel ends advertising the beer?



▶ **WITH? What will you have to offer with your beer?**

Perhaps a BBQ, buffet or hog roast?

Will you have some form of entertainment, perhaps a live band? Karaoke? Games?

Will you be entertaining families or adults only? If you are doing a family event you may want to think about having some sort of activity for children, i.e. Bouncy Castle, Face painting etc.

Can you involve any of the local clubs or organizations?

▶ **ADVERTISING. To make the most out of your events, make sure you advertise well in advance**

You may want to think about selling tickets, this will help your preparation plans, Perhaps a discount for buying tickets in advance as opposed to 'on the door'.

The local radio is also a good way to advertise your event, be as creative as you can, reaching out to non regulars as well as your regular customers!

Distribute flyers throughout the surrounding area

Don't forget social media, your website, Twitter and Facebook.

▶ **BEER SELECTION at beer festivals is very important, choosing the right mix of beer helps towards the success of your event.**

Think carefully about how many beers you'll need, but remember that although you want an interesting range, your overall profits will be harmed if you're left with lots of unsold beer.

Offer a range of beer styles & strengths, both national & local favourites.

Think about what other drinks you will offer, both soft and alcoholic. Wines, ciders, lagers, craft keg beer etc. . .

Ensure your beer is well looked after & served in peak condition. This will increase sales and ultimately increase profits and your reputation.

A-Cask can supply you with all the equipment needed for a Beer Festival.

We have full kits available for purchase or hire, as well as all the individual 'bits and pieces' you might need.

Our in house specialists can offer tips and advice for your event, so please don't hesitate to give us a call on:

01308 426982

Email: sales@acask.com

Web: www.acask.com



Today's On-Trade Membership

Improves Choice, Range And Service For Customers

Today's Group is the largest independent wholesale buying group in the UK with purchasing power in excess of £5.7 billion.

Established in 2013, the on trade division of the Group now has a membership comprising of 26 independent wholesalers specialising in supplying licensed products and services to the on trade sector nationally.

Today's on trade division has a collective buying power of over £550 million and is the largest on trade buying consortium in the sector, regularly supplying all types of on trade outlets including pubs, restaurants, hotels and clubs with a composite range of products.

During 2014, the UK on trade sector experienced a slow-down in the significant declines that it had previously encountered with CGA data reporting a decrease of -1.7% in volume, whilst on trade still held the 'lion's share' of the licensed sector in terms of value, with 60% of the market.

In March 2015, Francesca Sabin was appointed Head of On Trade for the Today's Group and is responsible for working with members and suppliers to drive forward the on trade division.

With 25% of the total on trade market still independently owned, Today's membership regularly delivers to over 19,000 of the 124,000 outlets classified as on trade.

The scale, disciplines and National reach of the Today's on trade membership has ensured recognition in the marketplace, working closely with supplier partners to create a strong and sustainable infrastructure to ensure we drive the business forward.

In order to further support our members and their customers we provide a strong promotional platform in "Headlines", our bi-monthly on trade focused deals brochure. Over the past 6 months we have taken the opportunity to refresh and further enhance the brochure to create even greater impact in the sector.

With growth areas such as Cask Ale being improved with clearer, more informative features and the introduction of a "Featured Brewer" and "Star Guest" promotion in each edition.



Francesca Sabin, Head of On-Trade Division for Today's Group

Working in partnership with our suppliers we will also support our member's outlets, with the launch of the new "Cheers" section within Take Stock our foodservice magazine that has really begun to gain traction and engagement. This publication is delivered to 25,000 end users through a number of our on trade and foodservice members and serves to provide a source of information to a variety of personnel within outlets, including bar managers, chefs, hotel, restaurant and bar owners.

Exciting developments for our members



Exclusive Craft Beers

Birmingham-based member Swallow Drinks was awarded the exclusive supply rights to Peaky Blinder Gold, a craft beer named after the popular BBC crime drama. First launched in April 2014, Peaky Blinder was crafted by Sadler's Ales Brewery with the new Gold variant launched twelve months later in partnership with Swallow to appeal to a wider audience.

Swallow began selling nine-gallon kegs in April this year and following its popularity, has now introduced 500ml glass bottles. The next step is to offer the drink in plastic bottles for stadium events and festivals. Both variants are available exclusively via the on-trade division of Today's.

Great Deals and Promotions

Oldham-based member Wilds Premier Drinks Distributor celebrated its 21st anniversary this year with a new logo and a line-up of unique deals for pubs, bar, restaurants and retailers.

Managing director of Wilds, Steven Wild, one of two brothers that jointly own the business, said: "This is our way of saying thank you to our customers who have helped us to enjoy year-on-year growth since opening 21 years ago. They have been loyal to us throughout."

The business has endured significant change in the pub sector over the past two decades. "Running a pub is harder than it's ever been - the back street boozier is long gone. Today, a successful pub means having a great food offer with a quality drinks menu to match."

Award-Winning Products

The Kite Brewery in Wales, part of Glamorgan Beer Company, won three awards – Gold, Silver and Bronze – at the Society of Independent Brewers Association (SIBA) Awards 2015.

The independent distributor of cask ale scooped Gold in the Best Bitters and Pale Ales category for Jemima's Pitchfork, a pale, refreshing crisp beer, ABV 4.4%, which went on to compete with 260 other lines to pick up Silver in the Overall Champion of the Competition category. Jemima's Pitchfork, which picked up two of the three awards, was originally introduced as a seasonal beer for three months and after being successfully received, has been added to the core range and will be made available all-year-round.

Find your nearest on-trade member- take a look at the Today's on-trade directory opposite >



ABV Wholesale

Unit 1-2 Pitt Street
Keighley
West Yorkshire
BD21 4PE

01535 669 966

www.abvwholesale.com



Champers (Wholesale) Limited

263 Water Road
Abbeylea Industrial Estate
Wembley
HAO 1HX

0208 961 2889

www.htdrinks.co.uk



Dayla Limited

Unit 2, 50 Aylesbury Road
Aston Clinton, Aylesbury
Buckinghamshire
HP22 5AH

01296 630 013

www.dayladrinks.co.uk



D.B Ramsden & Co Limited

Adam Smith Street
Grimsby
South Humberside
DN31 1SJ

01472 313 200

www.deebee.co.uk



Edwards Beers & Wine Supplies

Unit 5 Grovebury Place
Grovebury Road
Leighton Buzzard
LU7 4SH

01525 372 290

www.edwardsdrinks.com



Glamorgan Beer Co Limited

Unit B Llanrisant Business Park
Llanrisant
Rhondda Cynon Taff
CF72 8LF

01443 406 080

www.glamorganbrewingco.com



Global Foods Limited

Stadium Close
Cardiff
South Glamorgan
CF11 8TS

02920 384 835

www.globalfoods.co.uk



Grapevine Wine Service

Threlkeld Business Park
Threlkeld, Keswick
Cumbria
CA12 4SU

01768 776 100

www.grapevinewineservices.co.uk



Hills Prospect PLC

Consolidated House
Faringdon Avenue
Romford, Essex
RM3 8SP

01708 335 050

www.hillsprospect.com



H.T. White & Co Limited

15 Alder Close
Eastbourne
East Sussex
BN23 6QF

01323 720 161

www.htwhite.com



I.M. Wines

Unit 8-10 Vulcan Business Centre
Vulcan Way,
New Addington, Croydon
CRO 9UG

01689 841 800

www.imwines.co.uk



Island Ales

Dinglers Farm
Yarmouth Road, Shafleet
Newport, Isle of Wight
PO30 4LZ

01983 821 731

www.islandales.co.uk



Jack Sullivan Limited

Millbrook Estate
Llandore
Swansea, Glamorgan
SA1 2NU

01792 776 398

www.jacksullivan.co.uk



Libra Drinks

Unit 2 Finch Close
Lenton Lane Industrial Estate
Nottingham
NG7 2NN

0845 130 1623

www.libradrinks.co.uk



Maison Maurice Limited

K1-K5 Northfleet Industrial Estate
Lower Road Northfleet
Kent
DA11 9BL

01474 361 200

www.maisonmaurice.co.uk



Middleton Wholesale Limited

Tyne Road
Weedon Road Industrial Estate
Northampton
NN5 5AF

01604 750 040

www.middletonwholesale.com



Ooberstock

9 Queens Square
Ascot Business Park
Ascot, Berkshire
SL5 9FE

0844 493 0000

www.ooberstock.com



One Way Wholesale Limited

Unit C 11-17 Fowler Road
Hainault, Ilford
Essex
IG6 3UJ

0208 500 1600

www.onewaywholesale.co.uk



Small Beer Limited

Unit 1 Churchill Business Park
Sleaford Road, Bracebridge Heath
Lincoln
LN4 2FF

01522 540 431

www.smallbeerwholesale.co.uk



Swallow Drinks Limited

Stonehouse Lane
Bartley Green
Birmingham
B32 3AH

0121 428 6850

www.swallow.uk.com



Tanners Wines Limited

26 Wyle Cop
Shrewsbury
Shropshire
SY1 1XD

01743 234 500

www.tanners-wines.co.uk



Tate Smith Limited

Sundella House
Castlegate, Malton
North Yorkshire
YO17 7EE

01616 261 990

www.derventiowines.co.uk



Temple Wines

472 Church Lane
Kingsbury
London
NW9 8UA

02089 059 484

www.templewines.co.uk



Tolchards Limited

Western House, Silverhills Road
Decoy Industrial Estate, Newton Abbot
Devon
TQ12 5ND

01626 333 426

www.tolchards.com



Wild's of Oldham

Westwood Industrial Estate
Arkwright Street, Oldham
Lancashire
OL9 9LZ

0161 626 1990

www.wildsofoldham.co.uk



Young's Beers, Wines & Spirits

Unit 20, Churchill Way
Lomeshaye Industrial Estate
Nelson, Lancashire
BB9 6RT

01282 617 775

www.youngsbeerswinespiritltd.co.uk

Wholesale Suppliers

434 Enterprises

Unit 2, South Kingston Bus Park, Kingston
Bagpuize, Oxon, Oxfordshire
OX13 5AS
01865 823333
www.434enterprises.co.uk

ABV Wholesale

Unit 1-2, Pitt Street Keighley
West Yorkshire
BD21 4PE
01535 669966
www.abvwholesale.com

AF Blakemore

Long Acres Industrial Estate
Rose Hill Willenhall West Midlands
WV13 2JP
01902 366066
www.afblakemore.com

Ale & Beer Supplies

Units 9-11 East Side Ind Estate
St Helens Merseyside
WA9 3AS
01744 22023
www.aleandbeers.co.uk

Amathus Drinks Plc,

309 Elveden Road Park Royal
London
NW10 7ST
0208 951 9840
www.amathusdrinks.com

Ample Ontrade

Unit 1 Bridge Works Woodhead Road
Honley Holmfirth W Yorkshire
HD9 6PW
01484 667560

ASD

Brookside Way Huthwaite
Nottinghamshire
NG17 2NL
01623 441427
www.asdwholesale.co.uk

Atlas Brands

Mabgate Business Centre
Leeds
LS9 7DRL
0113 4564564
www.atlas-brands.com

AVS Wines and Beers

Unit 7/8 Canal Road
Gravesend Kent
DA12 2PA
01474 537767
www.avscaskbeers.co.uk

Bablake Wines

Bablake House Kingfield Road
Coventry West Midlands
CV1 4LD
02476 228272
www.bablakewines.co.uk

Bacchus Wine

38 Market Place Olney Bucks
MK46 4AJ
01234 711140
www.bacchus.co.uk

Battlefield Beers

Unit 2b/2c Archers Way
Battlefield Enterprise Park Shrewsbury
Shropshire
SY1 3AB
01743 467163
www.battlefieldbeers.co.uk

Beer Boutique

134 Upper Richmond Road
London
SW15 2SP
0208 7803168
www.thebeerboutique.co.uk

Beer Direct

10 Ferndale Close Werrington
Stoke-on-Trent Staffordshire
ST9 0PW
01782 303823
www.beer-direct.co.uk

Beer My Guest

Glensyl Way Burton on Trent
Staffordshire
DE14 1PZ
01283 561330
www.beermystguest.co.uk

Beers of Europe

Garage Lane Setchey
King's Lynn Norfolk
PE33 0BE
01553 812000
www.beersofeurope.co.uk

Beer Hawk

Burley Bank Road Harrogate
HG3 2BX
01423 525750
www.beerhawk.co.uk

Beer Paradise

Unit 20 Centre Park
Marston Moor Business Park
Tockwith York
YO26 7QF
01423 359533
www.beerparadise.co.uk

Beer Trading Company

Unit T Sheriff House Industrial Estate
Nantwich Road Cheshire
CW10 0LH
01606 841467
www.beertrading.co.uk

Belgian Beer Import

Meadows Morton Road
Woking
GU21 4TN
01483 740984
www.belgianbeerimport.org.uk

Beverage Express

Unit B6 Warhurst Road
Lowfields Business Park Elland
West Yorkshire
HX5 9DF
01422 310 311
www.beverageexpress.co.uk

Bidvest Foodservice

Buckingham Court Kingsmead Business Park
London Road High Wycombe
Bucks
HP11 1JU
01494 555 900
www.bidvest.co.uk

Biercraft Ltd

53 Coopersale Road
Hackney
E9 6AU
07818 685060
www.biercraft.co.uk/

Bookers

Equity House, Irthlingborough Road
Wellingborough
Northamptonshire
NN8 1LT
01933 371000
www.booker.co.uk

Brewers Wholesale

Unit 2b Gainsborough Trading Estate
Rufford Rd Stourbridge
West Midlands
DY9 7ND
01384 374050
www.thebrewerswholesale.co.uk

Carlsberg UK

Jacobsen House
140 Bridge Street
Northampton
NN1 1PZ
01604 66 88 66
www.carlsberg.co.uk

Casa Julia

11 Springwood Drive
Braintree Essex
CM7 2YN
01376 320269
www.casajulia.co.uk

Cascade Drinks

5 Merlin Way Bowerhill Melksham
Wiltshire
SN12 6TJ
01225 708842
www.molesbrewery.com

Cave Direct Ltd

Unit B10 Larkfield Trading Estate
New Hythe Lane, Larkfield Kent
ME20 6SW
01622 710 339
www.cavedirect.com

Champers Wholesale Ltd

46 Gorst Road Park Royal
London
NW10 6LD
0208 961 2889
www.champerswholesale.com

City Beer Ltd

Unit 2 Everitt Close Wellingborough
Northamptonshire
NN8 2QE
01933 223368

C.O.D Beers

3, Moulsecomb Way
Brighton East Sussex
BN2 4PB
01273 626604
www.cod-beers.co.uk

Coe Vintners

53 Redbridge Lane East
Ilford Essex
IG4 5EY
020 8551 4966
www.coevintners.com

Colemans ABC Ltd

The Old Tram Depot 161 Bexhill Road
Hastings E Sussex
TN38 8BG
01424 717777
www.colemansabc.co.uk

Dayla Ltd

Unit 2 50 Aylesbury Road
Aston Clinton Aylesbury Buckinghamshire
HP22 5AH
01296 630013
www.dayladrinks.co.uk

DeeBee Wholesale

Adam Smith Street
Grimsby North East Lincs
DN31 1SJ
01472 313 200
www.deebec.co.uk

Edwards Beers and Minerals

Unit 5 Grovebury Place Grovebury Road
Leighton Buzzard Beds
LU7 4SH
01525 370784
www.edwardsdrinks.com

Euroboozer

Notley Farm Bedmond Road
Abbots Langley Hertfordshire
WD5 0GX
01923 263335
www.euroboozer.com

Euroglobe

Unit 11 Buzzard Creek Industrial Estate
River Road Barking Essex
IG11 0EL
020 8594 1163
www.euroglobedistributors.co.uk

Flying Firkin

Unit 3 Holker Mill Burnley Rd
Colne Lancs
BB8 8JN
01282 865923
www.flyingfirkin.co.uk

Free Trade Beers & Minerals

Gascoigne Road, Barking,
IG11 7LL
020 8477 4650
www.freetradebeers.co.uk

Gala Drinks Co Ltd

Unit C1-6 Vitruvius Way
Meridian Business Park, Leicester
Leicestershire
LE19 1WA
0116 289 0111

Gandhi Imbibe

Units 22/23 The io Centre
River Road Barking
IG11 0DR
020 8591-9001
www.imbibe-drinks.com

German Beer Co

33 Great Guildford Street
London
ISE1 0FA
0207 159 3539
www.buygermanbeer.co.uk

Glamorgan Beer Co Ltd

Unit B Llantrisant Business Park
Llantrisant Rhondda Cynon Taff
CF72 8LF
01443 406080
www.glamorganbeer.co.uk

Global Foods Ltd

Stadium Close
Cardiff
CF11 8TS
07747 633306
www.globalfoods.co.uk

Grapevine The Wineservice Co

Embleton Cockermouth
Cumbria
CA13 9YA
017687 76100
www.grapevinewineservices.co.uk

Halls Drinks

Unit 6 Underwood Business Park
Crewe
CW1 3SA
01270 586294
www.hallsdrinks.co.uk

Heathwick

25a Holland Street
London
W8 4NW
0207 938 3991
www.heathwick.com

Heron & Brearley

Distribution Centre Old Castletown Rd
Kewauque Douglas Isle of Man
IM2 1QG
01624 699400
www.hb.im

Hills Prospect PLC

Consolidated House Faringdon Avenue
Harold Hill, Romford Essex
RM3 8SP
01708 335050
www.hillsprospect.com

HT & Co. (Drinks) Limited

31-37 Park Royal Road
Park Royal London
NW10 7LQ
0870 050 1240
www.htdrinks.co.uk

High Spirits Ltd

High Spirits UK Ltd 32 College Street
Kempston Bedford
MK42 8LU
01234 365526
www.highspiritsuk.net.

H.T. White & Co

15 Alder Close Eastbourne
East Sussex
BN23 6QF
01323 720161
www.htwhite.com

I.M. Wines

Unit 9 Vulcan Business Centre
Vulcan Way New Addington Croydon
CR0 9UG
01689 841800
www.imwines.co.uk

Inn Express

Unit 3 Lower Barn Buildings
Haselor, Alcester, Warwickshire,
B49 6LX
01789 488008
www.inn-express.com

Ipswich Wines & Beers

Unit 12 & 16, Foxtail Rd,
Ransomes Euro Park,
Ipswich,
Suffolk IP3 9RT
01473 715125
www.ipswichwines.co.uk

Island Ales

Dinglers Farm Yarmouth Road
Shalfleet Newport
Isle of Wight
PO30 4LZ
01983 821731
www.islandales.co.uk

J & A Drinks

NR Castlepoint Shopping Centre
Throop, Bournemouth,
Dorset
BH8 0DL
01202 539494
www.jandadrinks.co.uk

Jack Sullivan

Millbrook Estate Llandore
Swansea
Glamorgan
SA1 2NU
01792 776398
www.jacksullivan.co.uk

James Clay

Unit 1 Grove Mills Elland
West Yorkshire
HX5 9DZ
01422 377560
www.jamesclay.co.uk

Jolly Good Beer

7 Church Street
Willingham
CB24 5HS
07473 910 735
www.jollygoodbeer.co.uk

Joseph Keegan & Sons

Centenary Buildings
Cleveland Ave Holyhead
Isle of Anglesey
LL65 2LB
01407 762333
www.josephkeegan.co.uk

JV Trading

Unit 4A Dales Manor Business Park
Grove road
Cambridge
CB22 3TJ
01223 844240
www.jvtrading.co.uk

Last Orders

Unit 1 Parkhouse Works
Bacon Lane Sheffield
S9 3NH
0114 275 1119
www.lastorders2001.com

Left Coast Distribution

Unit 12 Ashling Court
Ashling Street
Nottingham
NG2 3JA
0115 086 6333
www.leftcoast.co.uk

Libra Drinks Wholesale

Unit 2 Finch Close
Lenton Lane Industrial Estate
Nottingham
Nottinghamshire
NG7 2NN
0845 1301623
www.libradrinks.com

Liquid Services

Unit 35, Bloomfield Park
Bloomfield Road, Tipton,
West Midlands
DY4 9AH
0121 520 8899
www.liquidservices.co.uk

LWC

Unit 3 Stainburn Road,
Openshaw, Manchester,
M11 2DN
0161 438 4060
www.lwc-drinks.co.uk

Madison Drinks

Unit 2 Thames Road Industrial Estate
Silvertown
London
E16 2EZ
0207 511 7671
www.madisondrinks.co.uk

Maison Maurice Ltd

K1 – K5 North Fleet Industrial Estate
Lower Road North Fleet
Kent
DA11 9BL
01474 361200
www.maisonmaurice.com

Matthew Clark Wholesale

Whitchurch Lane Whitchurch
Bristol Avon
BS14 0JZ
01275 891400
www.matthewclark.co.uk

Middleton Wholesale

Tyne Road Weedon Road Industrial Estate
Northampton
NN5 5AF
01604 750040
www.middletonwholesale.com

Molson Coors

137 High Street Burton upon Trent
Staffordshire
DE14 1JZ
01283 511 000
www.molsoncoors.co.uk

Morecambe Bay Wines & Spirits

Newgate Whitelund Ind Estate
Morecambe
Lancs
LA3 3PT
01524 39481
www.baywines.co.uk

Morgenrot Group plc

Unit 2 Canary Way Swinton
Manchester
M27 8AW
0845 070 4310
www.morgenrot.co.uk

Nectar Imports

Cold Berwick Hill Berwick Street
Leonard Wilts
SP3 5SN
01747 827030
www.nectar.net

Ooberstock

Wyndmere House Ashwell Road
Steeple Morden,
Royston
Hertfordshire
SG8 0NZ
0844 493 0000
www.oberstock.com

One Way Wholesale Ltd

Unit C 11-17 Fowler Road
Hainault Essex
IG6 3UJ
020 8500 1600
www.onewaywholesale.co.uk

Page and Sons

49-51 Hopes Lane
Ramsgate Thanet,
East Kent
CT12 6UW
01843 591214
www.pageandsons.co.uk

Pierhead Purchasing Ltd

Unit 1 & 2 The Paddocks
Wood Street
Swanley Village Kent
BR8 7PA
01322 662377
www.pierhead.uk.com

Pigs Ears Beer Trade & Wholesale

Units 5/6 Ridge Farm
Rowhook
Surrey
RH12 3QB
01306 627779
www.pigs-ears.co.uk

Real Ale Limited

371 Richmond Road
Twickenham
Middlesex
TW1 2EF
0208 892 3710
www.realale.com

Real Beer Company

7 Dragoon Close
Heathfield Industrial Estate
Newton Abbot
TQ12 6TU
01392 439535
www.therealbeercompany.co.uk

Same Day Beers

Corrie Way Bredbury
Park Industrial Estate
Bredbury Stockport
Cheshire
SK6 2ST
0161 406 0606
www.samedaybeers.co.uk

St Austell Brewery Co Ltd

63 Trevarthian Road
St Austell
Cornwall
PL25 4BY
0845 2411122
www.staustellbrewery.co.uk

Sedgemoor Drinks

Units 7 & 8 Barhams Close
Bridgwater
Somerset
TA6 4DS
08450526720
www.sedgemoordrinks.co.uk

Small Beer Ltd

Unit 1, Churchill Business Park
Sleaford Road Bracebridge Heath
Lincoln
LN4 2NL
01522 540431
www.smallbeerwholesale.co.uk

Spencers Wholesale

2 Sanders Road Bromsgrove
Worcs
B61 7AR
01527 831070
www.bromsgrove-ltd.co.uk

Staffordshire Beers

Bark House Farm Hulme Lane
Hulme
Stoke on Trent Staffs
ST3 5BH
01782 303800

Swallow Drinks Ltd

Stonehouse Lane Bartley Green
Birmingham
B32 3AH
0121 428 6850
www.swallow.uk.com

Tanners Wines Ltd

26 Wyle Cop Shrewsbury
Shropshire
SY1 1XD
01743 234500
www.tanners-wines.co.uk

Tate Smith

Sundella House Castlegate
Malton
North Yorkshire
YO17 7EE
01653 693193
www.derventiowines.co.uk

Telford Wines

Arcall House Stafford Park 1
Telford Shropshire
TF3 3BD
01952 291129
www.telfordwines.co.uk

Temple Wines Limited

NDK House 472 Church Lane,
Kingsbury
London
NW9 8UA
020 8905 9484
www.templewines.co.uk

Thorne Licenced Wholesale Ltd

Kings Court Business Park
King Edward Road
Thorne Doncaster
DN8 4EA
01405 740004
www.tlwholesaleltd.co.uk

Tolchards Ltd

Western House, Silverhills Road
Decoy Industrial Estate
Newton Abbot Devon
TQ12 5ND
01626 333426
www.tolchards.com

TotalServe Wholesale Ltd

Unit 2A Arbour Court
Arbour Lane Knowsley
Liverpool
L33 7XE
0151 549 0151
www.jeroboam-and-schott.co.uk

Turner & Wrights

Vine House Lynstock Way
Lostock Bolton
BL6 4TW
01204 673010
www.turnerandwrights.co.uk

Utobeer

14 Winchester Walk,
Borough Market,
London,
SE1 9AG
020 7378 9461
www.utobeer.co.uk

VC Vintners Ltd

Unit 1 Marine Park, Gapton Hall Road,
Great Yarmouth,
Norfolk,
NR31 0NL
01493 667586
www.vcvintners.co.uk

Venus Plc

Venus House Unit 3
62 Garman Road
London
N17 0UT
020 8801 0011
www.venusplc.com

Vertical Drinks Ltd

Unit 6 Canal Wharf
Leeds
West Yorkshire
LS5 3BT
01132 670565
www.verticaldrinks.com

Warwickshire Beer Co

Bakehouse Brewery Queen Street
Cubbington
Warwickshire
CV32 7NA
01926 450747
www.warwickshirebeer.co.uk

Westside Drinks

126 Newgate Street
London
EC1A 7AA
0208 996 2000
www.westsidedrinks.co.uk

The Wigan Beer Company

Unit 13-14 Victoria Trading Estate
Miry Lane Wigan
Lancashire
WN3 4BW
01942 821711
www.wiganbeer.co.uk

Wines of Interest

46 Burlington Road
Ipswich
Suffolk IP1 2HS
01473 215752
winesofinterest.co.uk

WJ Armstrong

12 London Road,
East Grinstead,
West Sussex
RH19 1AG
01342 321478
www.wjarmstrong.com

Wild's of Oldham

Westwood Industrial Estate
Arkwright Street Oldham
Lancashire
OL9 9LZ
0161 626 1990
www.wildsofoldham.co.uk

Young's Beers Wines & Spirits

Unit 20, Churchill Way
Lomeshaye Industrial Estate
Nelson Lancashire
BB9 6RT
01282 617775
www.youngsbeerswinespiritsltd.co.uk

ALMR Suppliers Members

A-Cask

Unit 6A, St Andrews Trading Estate Bridport,
Dorset DT6 3EX

01308 426 982
www.acask.com

Accolade Wines

Thomas Hardy House 2 Heath Road, Weybridge
Surrey KT13 8TB

01932 428 600
www.accolade-wines.com

Adnams

Sole Bay Brewery
East Green Southwold IP18 6JW

01502 727 200
www.adnams.co.uk

Anglo Drinks

Unit 6A, Wakes Hall Business Centre,
Colchester Rd, Wakes Colne,
Colchester CO6 2DY

01787 222 888
www.anglodrinks.co.uk

Aspall Cyder

Aspall Hall Debenham
Stowmarket Suffolk IP14 6PD

01728 860 510
www.aspall.co.uk

Bacardi Brown Forman Brands

Kings Worthy Winchester
Hampshire SO23 7TW

01962 762 200
www.bacardi.com

Baker Tilly

25 Farringdon Street, London EC4A 4AB

020 3201 8000
www.bakertilly.co.uk

Barclays Corp. Hosp. & Leisure

Level 27, 1 Churchill Place London E14 5HP

0207 116 7641
www.barclays.com

BarZone

Cloisters House, 8 Battersea Park Road
London SW8 4BG

0870 728 8001
www.barzone.co.uk

Bibendum Wine

113 Regents Park Road London NW1 8UR

0207 449 4120
www.bibendum-wine.co.uk

BII

Infor House, 1 Lakeside Rd,
Farnborough GU14 6XP

01276 684 449
www.bii.org

Black Sheep Brewery

Wellgarth Masham Nr Ripon
North Yorkshire HG4 4EN

01765 689 227
www.blacksheepbrewery.com

BNP Paribas Real Estate

5 Aldermanbury Square, Wood Street
London EC2V 7BP

0207 338 4000
www.realestate.bnpparibas.co.uk

BOC Sureserve

Wardley Ind Est, Priestley Road
Worsley, Manchester M28 2UT

0800 111 333
www.boconline.co.uk

Branding Boutique

Wilson Business Park 1 Queen Elizabeth
Avenue Glasgow G52 4NQ

0141 561 8262
www.brandingboutique.com

Brewfitt

International House Penistone Road
Fenay Bridge Huddersfield HD8 0LE

01484 340 800
www.brewfitt.com

British Sky Broadcasting

Sky Business Grant Way Isleworth TW7 5QD

0207 032 3467
www.bskyb.com

Britvic Soft Drinks

Breakspear Park Breakspear Way
Hemel Hempstead Hertfordshire HP2 4TZ

0121 711 1102
www.britvic.co.uk

BT Sport

81 Newgate Street London EC1A 7AJ

0207 356 5000
www.btsport.com

Budweiser Budvar UK

2nd Floor, Hamilton House
Mabledon Place London WC1H 9BB

0207 554 8810
www.budweiserbudvar.co.uk

Butterfield Signs

174 Sunbridge Road Bradford
West Yorkshire BD1 2RZ

01274 722 244
www.butterfieldsigns.co.uk

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CACI House, Kensington Village
London W14 8TS

020 7605 6023
www.caci.co.uk

C&C Group

Tennent Caledonian Breweries UK Ltd
Wellpark Brewery, 161 Duke Street
Glasgow G31 1JD

0141 552 6552
www.candcgroupplc.com

Carlsberg UK

Jacobsen House
140 Bridge Street
Northampton NN1 1PZ

01604 668 866
www.carlsberg.com

Casio Electronics Co.

Unit 6 1000 North Circular Road
London NW2 7JD

0208 450 9131
www.casio.co.uk

Cask Marque Trust

Seedbed Centre Severalls Park
Colchester

Essex CO4 9HT
07768 614065
www.cask-marque.co.uk

CGA Peach

20 Lancaster Road Birkdale
Southport PR8 2LE

01704 550 383
www.cgapeach.co.uk

CGA Strategy

Waterloo Place Watson Square
Stockport SK1 3AZ

0161 476 8330
www.cgastrategy.co.uk

Charles Wells

The Brewery, Havelock Street
Bedford
MK40 4LU

01234 272 766
www.charleswells.co.uk

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Kirkby in Ashfield,
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www.charnwood.co.uk

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Space, Bishop's Stortford, Hertfordshire
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London EC4Y 0BS
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www.christie.com

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01895 231313
www.cokecce.co.uk

Compufix Computer Services

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Godstone Road
Whyteleafe Surrey CR3 0ED
01942 820 882
www.compu-fix.com

Control Energy Costs

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Coulson CR5 1BN
01737 556631
www.cec.uk.com

Cott Beverages

Citrus Grove Side Ley
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0151 650 6910
www.cpltraining.co.uk

Crown Outdoor

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www.crown-awnings.com

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Chester House
81-83, Fulham High Street
London SW6 3JA
0203 713 938
www.checkyourdrink.co.uk

Diageo GB

Lakeside Drive Park Royal
London NW10 7HQ
020 8978 6000
www.diageo.com

Elliotts Agency

Carina House Sunrise Parkway
Linford Wood
Milton Keynes MK14 6NJ
01296 714 745
www.elliottsagency.com

Enotria World Wine

4-8 Chandos Park Estate
Chandos Road London
NW10 6NF
0208 961 5161
www.enotria.co.uk

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Broadfields Clanver End
Saffron Walden CB11 4UL
01223 370 055
www.everardcole.co.uk

Falcon Foodservice Equipment

Wallace View Hillfoots Road
Stirling FK9 5PY
01786 455 200
www.falconfoodservice.com

Fleet Street Communications

Enterpris House 1-2 Hatfields
London SE1 9PG
0203 5675800
www.fsc.uk.com

Fourth Hospitality

90 Long Acre London
WC2E 9RA
0207 534 3720
www.fourthhospitality.com

Freeths LLP

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Knowhill Milton Keynes MK5 8PA
01908 350 243
www.kimbellspubs.com

Frobishers

The Juice House 1 Leigham Business Park
Silverton Road Exeter
Devon EX2 8HY
01392 825 333
www.frobishers.com

Global Brands

5th Floor Casa Lockoford Lane
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S41 7JB
01246 216 042
www.clubuk.com

GS Systems

119/121 Buxton Road
Stockport Cheshire
SK2 6LR
0800 655 6264
www.gs-systems.co.uk

H. Weston & Sons

The Bounds Much Marcle Ledbury
Herefordshire HR8 2NQ
01531 660233
www.westons-cider.co.uk

Halewood International

The Sovereign Distillery Wilson Road
Huyton Business Park
Liverpool L36 6AD
0151 480 8800
www.halewood-int.com

Heineken UK

Elsley Court, 20-22 Great Titchfield Street
London
W1W 8BE
01432 352 000
www.heineken.co.uk

Hill Dickinson LLP

No 1 St Paul's Square Old Hall Street
Liverpool L3 9JS
0151 600 8000
www.hilldickinson.com

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24A Cecil Pashley Way Shoreham Airport
BN43 5FF
0800 0935892
www.hittraining.co.uk

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Winston House 2 Dollis Park
London N3 1HT
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CT12 6EE
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Burton On Trent Staffs DE14 2WT
0845 301 0099
www.iTradeNetwork.com

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Seven Stars House 4-5 Avon Building
Lower Bristol Road Bath BA2 1ES
01225 789343
www.jamesbaker.co.uk

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Waverley House 7/12 Noel Street
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0207 339 7000
www.jrglaw.com

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0207 580 5721
www.joelsonwilson.com

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Omega Court 372/374 Cemetery Road
Sheffield S11 8FT
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www.kobas.co.uk

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0560 118 5623
www.kopparberg.co.uk

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10 Upper Bank Street
London E14 5GH
0207 694 4879
www.kpmg.co.uk

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3 St Mary's Parsonage
Manchester M3 2RD
0161 838 7888
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50 Regent Street Rugby CV21 2PU
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www.havealic.com

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0203 272 240
www.lrsuntory.com

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0203 189 9500
www.jaegermeister.co.uk

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Whitchurch Lane
Bristol BS14 0JZ
01275 836 100
www.matthewclark.co.uk

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Welken House, 10-11 Charterhouse Square
London EC1M 6EH
020 7788 2880
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Metropolitan Park Bristol Road
Greenford UB6 8UP
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www.monsterenergy.com

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www.nestle.co.uk

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www.ontrade.co.uk

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London SW4 6OH
www.onefromme.com

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Ascot, Berkshire SL5 9FE
www.ooberstock.com

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6 The Grove, Slough SL1 1QP
01753 536 969
www.micros.com

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Marble Arch Tower 10th Floor
East 55 Bryanston Street
London W1H 7AA
www.orderella.co.uk

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www.paypal.com

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No 1 Navigation Court
Calder Park
Wakefield WF2 7BJ
01924 229160
www.pdsdesign-build.co.uk

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Ash House Tanshire Park
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www.pelicanbuying.co.uk

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Building 12, Chiswick Park
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London W4 5AN
0208 538 4484
www.pernod-ricard.com

Pettywood & Co

Livingstone Road Walworth Business Park
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01264 345 500
www.pettywood.co.uk

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Brigg DN20 0SP
01652 686 960
www.piperscrisps.com

Polaris

Hi Point House Thomas Street
Taunton Somerset TA2 6HB
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Poppleston Allen

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Nottingham NG1 1LS
01159 538 500
www.popall.co.uk

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London EC2N 4AY
0207 849 3319
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Ipswich IP7 6RJ
0870 446 4201
www.praxis42.com

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Lower Beeding West Sussex
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01444 810 306
www.propelinfo.com

Punch Taverns

Jubilee House Second Avenue
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DE14 2WF
01283 501 600
www.punchtaverns.com

Punter Southall Health & Protection

Butterfield Park, Otley Road, Baildon
West Yorkshire
BD17 7HE
01274 588 862
www.puntersouthall.com

Red Beetle

46 Cowper Road Boxmoor
Hertfordshire
HP1 1PE
01442 870 010
www.redbeetle.co

Reynolds

Britannia Rd, Waltham Cross
Hertfordshire EN8 7RQ
0845 310 6200
www.reynolds-cs.com

Salty Dog Brands

Salty Tower PO Box 766
Chesham HP3 3YD
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www.saltydog-grrr.com

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42-44 Grosvenor Gardens
London SW1W 0EB
0203 440 2330
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Southfield Road
Dunstable LU6 3EJ
01582 677 400
www.sca.com

Shield Consultancy Services UK

10 Kilburn House Manchester Science
Park Lloyd Street North Manchester M15 6SE
0845 643 7225
www.shieldyourself.co.uk

SHS Sales & Marketing

Manderson House 5230 Valiant Court
Delta Way, Brockworth Gloucester GL3 4FE
01452 378 500
www.shs-sales.co.uk

Steelite International

Orme Street Stoke on Trent Staffordshire
ST6 3RB
01782 829 000
www.steelite.com

Street PR

11 The Ivories 6/18 Northampton Street
London N1 2HY
01782 829 000
www.streetpr.co.uk

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Hemel Hempstead HP2 7DX
01442 211 122
www.tahola.co.uk

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Unit 2 Anchorage Point
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www.tavernsnacks.com

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www.TLTsolicitors.com

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Towergate House The Embankment
Heaton Mersey Stockport SK4 3GN
0161 443 0700
www.towergateinsurance.co.uk

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London EC1A 2AL
0207 295 3000
www.traverssmith.co.uk

Treasury Wine Estates

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Twickenham TW1 3QS
0208 843 8400
www.tweglobal.com

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Astra Centre Essex House
Edinburgh Way
Harlow CM20 2BN
01279 620 820
www.venners.co.uk

Vianet

One Surtees Way Surtees Business Park
Stockton-on-Tees TS18 3HR
01642 867 957
www.vianetplc.com

Wellers

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London SW1P 2PN
0207 630 6665
www.wellersaccountants.co.uk

William Reed Business Media

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West Sussex RH11 9RT
01293 610 200
www.morningadvertiser.co.uk

Williams Refrigeration

Bryggen Road North Lynn Industrial Estate
King's Lynn
Norfolk PE30 2HZ
01553 817 000
www.williams-refrigeration.co.uk

Woods Whur

Devonshire House
38 York Place,
Leeds LS1 2ED
0131 477 8200
www.woodswhur.co.uk

Zenith Hygiene Group

A1(M) Business Centre Dixons Hill Road
Welham Green
Hertfordshire AL9 7JE
01707 270 260
www.zhgplc.com

Zonal Retail Data Systems

Sales Office 115 Milton Park
Abingdon Oxfordshire OX14 4RZ
0131 477 8200
www.zonal.co.uk

Brewers by Region

Bedfordshire

B&T

Shefford SG17 5DZ
01462 815080
www.banksandtaylor.com

Charles Wells

Potton SG19 2SP
01767 261042
www.pottonbrewery.co.uk

Leighton Buzzard

Leighton Buzzard LU7 4FF
07538 903753
www.leightonbuzzardbrewing.co.uk

Potton Brewery Co

Potton SG19 2SP
01767 261042
www.potton-brewery.co.uk

Wells & Young's

Bedford MK40 4LU
01234 272766
www.wellsandyoungs.co.uk

White Park Brewery

Cranfield MK40 4LU
01234 272766
www.whiteparkbrewery.co.uk

Berkshire

Bingham's

Ruscombe RG10 9NJ
0118 934 4376
www.binghams.co.uk

Butts

Great Shefford RG17 7BY
01488 648133
www.buttsbrewery.com

Dickens Brewery

Reading RG1 4PS
0118 9503925
www.greatexpectations.relaxinnz.co.uk

Hop King

Reading RG1 5SF
www.hopkingbrewco.co.uk

Two Cocks Brewery

Newbury RG20 0HB
01635 202968
www.wbbrew.co.uk

West Berkshire

Thatcham RG18 0UE
01635 202968
www.wbbrew.co.uk

Windsor & Eton

Windsor SL4 1SE
01753 854075
www.webrew.co.uk

Zerodegrees

Berkshire RG1 2LR
0118 959 7959
www.zerodegrees.co.uk

Bristol

Arbor Ales

Kingswood BS16 1DB
07823 335392
www.arborales.co.uk

Ashley Down

St Andrews BS6 5BY
0117 983 6567

Bath Ales

Warmley BS30 8XN
0117 947 4797
www.bathales.co.uk

Bristol Beer Factory

Bristol BS3 2AW
0117 902 6317
www.bristolbeerfactory.co.uk

Butcombe

Bristol BS40 5PA
01934 863963
www.butcombe.com

Dawkins

Bristol BA2 0HQ
01761 472242
www.matthewsbrewing.co.uk

Great Western

Cotterell BS16 1RF
0117 957 2842

Zerodegrees

Bristol BS1 5BA
0117 925 2706
www.zerodegrees.co.uk

Buckinghamshire

Aylesbury Brewhouse

Aylesbury HP19 9AZ
01844 239237
www.aylesburybrewhouse.co.uk

Britannia Brewery

Forty Green HP9 1XS
01296 613647
www.rsoc.co.uk

Chiltern

Aylesbury HP17 0TQ
01494 673382
www.chilternbrewery.co.uk

Concrete Cow

Bradwell Abbey MK13 9HB
01908 316794
www.concretecowbrewery.co.uk

Old Luxters

Henley-on-Thames
RG9 6JW
01491 638330

Oxfordshire Ales

Marsh Gibbon OX27 0GB
01869 278765
www.oxfordshireales.com

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Marlow Bottom SL7 3LT
01628 476594
www.rebellionbeer.co.uk

Vale

Brill HP18 9TY
01844 239237
www.valebrewery.co.uk

XT Brewing Company

Long Crendon
HP18 9ER
01844 208310
www.xtbrewing.com

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BlackBar Brewery

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01223 872131
www.blackbar.co.uk

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www.moonshinebrewery.co.uk

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01733 380337
www.castorales.co.uk

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01480 812404
www.draycottbrewery.co.uk

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01945 583160
www.elgoods-brewery.co.uk

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01954 250262
www.fellowsbrewery.co.uk

Kilderkin Brewery

Impington
CB24 9PE
www.kilderkin.co.uk

Lord Conrad's

Bar Hill CB23 8SA
www.lordconradsbrewery.co.uk

Milton

Milton CB24 6AT
01223 226198
www.miltonbrewery.co.uk

Oakham

Peterborough PE2 7JB
01733 370500
www.oakhamales.com

Red Brewery Co

Great Staughton
PE19 5BE
07827 294229
www.redbrewery.com

Son of Sid

Little Gransden
SG19 3DW
01767 677348
www.sonofsid.co.uk

Tinshed

Kimbolton PE28 0JW
075855 51499
www.tinshedbrewery.com

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Wisbech PE13 5NE
01945 871020
www.tyddsteam.co.uk

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Jersey JE2 7WF
01534 508151

Pocket Brewery

St Ouen JE3 2HA
07797 771931

Randalls

Guernsey
GY1 3JG
01481 720134

Cheshire

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Warrington WA4 6AT
07917 730184
www.4tsbrewery.co.uk

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01260 299964
www.beartownbrewery.co.uk

Beer Refinery

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07939 875308
www.thebeerrefinery.co.uk

Blue Ball

Runcorn WA7 4UA
01928 238442
www.blueballbrewery.com

Bollington Brewing Co

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07795 550072
www.bollingtonbrewing.co.uk

Borough Arms

Crewe CW1 2BG
01270 254999

Burtonwood

Burtonwood WA5 4PJ
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www.thomashardybrewery.co.uk

Coach House

Warrington, WA1 2DQ
01925 232800
www.coach-house-brewing.co.uk

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01928 787917
www.frodshambrewery.co.uk

Front Row Brewing

Congleton CW12 4TR
07861 718673
www.frontrowbrewing.co.uk

Goodall's

Alsager ST7 2JA
01270 873669

Happy Valley Brewery

Bollington
SK10 5QT
07758 512080

Merlin Arclid, CW11 2UD 01477 500893 www.merlinbrewing.co.uk	Blue Anchor Helston TR13 8EL 01326 562821 www.spingoales.com	Rebel Brewing Co Penryn TR10 8RT 01326 378517	Coniston Coniston LA21 8HL 015394 41133 www.conistonbrewery.com	Kendal Brewing Co Kendal LA9 4DH 01539 733803
Mobberley Fine Ales Mobberley WA16 6JN 07879 771209 www.mobberleyfineales.co.uk	Chough Helston TR12 7AZ 01326 241555	Roseland Truro TR2 5NB 01872 580254	Croglin Kirkby Stephen CA17 4SY 01768 371389 www.croglinbrewery.co.uk	Keswick Keswick CA12 5BY 01768 780700 www.keswickbrewery.co.uk
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Offbeat Crewe CW1 2BD 07530 770311 www.offbeatbrewery.com	Cornish Crown Brewery Penzance TR20 8XE 07870 998986 www.cornishcrown.co.uk	St Austell St Austell PL25 4BY 01726 74444 www.staustellbrewery.co.uk	Dent Dent LA10 5TQ 01539 625326 www.dentbrewery.co.uk	Strands Nether Wasdale CA20 1ET 01946 726237 www.strandshotel.com
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Spitting Feathers Chester CH3 7QT 01244 332052 www.spittingfeathers.org	Hogswood St Agnes TR5 0QE 01872 554224 www.hogswood.com	Cumbria	Great Gable Wasdale CA20 1EX 019467 26229 www.greatgablebrewing.com	Ulverston Ulverston LA12 0LA 01229 584280 www.ulverstonbrewing.co.uk
Storm Macclesfield SK11 7HJ 01625 431234	Keltek Redruth TR15 1SS 01209 313620 www.keltekbrewery.co.uk	Appleby Cumbria CA16 6HX 01768 353846 www.applebybrewery.co.uk	Greenodd Cumbria LA12 7QZ 07882 655294	Watermill Kendall LA8 9PY 01539 821309 www.watermillinn.co.uk
Weetwood Ales Tarpорley CW6 0NQ 01829 752377 www.weetwoodales.co.uk	Lizard Ales St Keverne TR12 6PE 01326 281135	Barnegates Ambleside LA22 0NG 015394 36575 www.barnegatesbrewery.co.uk	Hardknott Eskdale CA19 1TH 019467 23230 www.woolpack.co.uk	Yates Wigton CA7 3NX 01697 321081 www.yatesbrewery.co.uk
Woodlands Wrenbury CW5 8EX 01270 620101 www.woodlandsbrewery.co.uk	Longhill Brewery Whitstone EX22 6UG 01288 341466	Beckstones Millom LA18 5HL 01229 775294	Hawkshead Kendal LA8 9LR 015394 822 644 www.hawksheadbrewery.co.uk	Whitehaven Brewing Co Ennerdale CA23 3AT 01946 861755 www.twbcl.co.uk
Cornwall	Paradise Hayle TR27 4HY 01736 753974	Blackbeck Egremont CA22 2NY 01946 841661 www.blackbeckbrewery.co.uk	Hesket Newmarket Hesket Newmarket CA7 8JG 016974 78066 www.hesketbrewery.co.uk	Winster Valley Winster LA23 3NR 01539 443443 www.thebrownhorseinn.co.uk
Ales of Scilly St Mary's TR21 0JY 01720 423233	Penpont Launceston PL15 7SY 01566 86069 www.penpontbrewery.co.uk	Bitter End Cockermouth CA13 9PJ 01900 828993 www.bitterend.co.uk	Jennings Cockermouth CA13 9NE 0845 1297185 www.jenningsbrewery.co.uk	
Atlantic Newquay TR8 4DX 0870 042 1714 www.atlanticbrewery.com	Penzance Brewing Penzance TR20 8DX 01736 740375	Bowness Bay Brewing Winster LA23 3NL 07768 116794 www.bownessbaybrewing.co.uk		

Derbyshire**Amber**

Ripley DE5 4AP
01773 512864
www.amberales.co.uk

Ashover

Chesterfield S45 OEW
01246 590888
www.ashoverbrewery.co.uk

Barlow

Barlow S18 7TR
0114 289 1767
www.barlowbrewery.co.uk

Black Iris Brewery

Derby DE1 3DZ
www.blackirisbrewery.co.uk

Bottle Brook Brewery

Belper DE56 0LU
01332 880051

Brampton Brewery Ltd

Brampton S40 2AR
07794 288504
www.bramptonbrewery.co.uk

Brunswick

Derby DE1 2RU
01332 290677
www.brunswickinn.co.uk

Buxton

Staden Grange SK17 9RZ
01298 72208
www.buxtonrealale.co.uk

Coppice Side

Heanor DE75 7SW
07790 305682
www.coppicesidebrewery.com

Dancing Duck

Derby DE21 6AQ
07887 556788
www.derbybrewing.co.uk

Derby

Derby DE22 3AZ
07581 122122
www.dancingduckbrewery.com

Derventio

Ashbourne DE6 5JP
07816 878129
www.derventioibrewery.co.uk

Falstaff

Derby DE23 6UH
01332 342902
www.falstaffbrewery.co.uk

Funfair

Ilkeston DE7 4LH
07971 540186
www.funfairbrewingcompany.co.uk

Globe

Glossop SK13 8HJ
01457 852417

Hartshorns Brewery

Derby DE21 4ED
07830 367125
www.hartshornsbrewery.com

Haywood Bad Ram

Ashbourne DE6 2AQ
07974 948427
www.callowtop.co.uk

Howard Town

Old Glossop SK13 8PT
01457 869800
www.howardtownbrewery.co.uk

Leadmill

Denby DE5 8PX
01332 883577
www.leadmillbrewery.co.uk

Leatherbritches

Ashbourne DE6 1LF
01335 864492

Marlpool

Heanor DE75 7NJ
www.marlpoolbrewing.co.uk

Middle Earth Brewing

Derby DE22 3LL
07905 604230
www.mebrewco.com

Mr Grundys

Derby DE1 3SL
01332 349806
www.georgianhousehotel.info

Muirhouse

Long Eaton NG10 4FZ
07916 590525
www.muirhousebrewery.co.uk

North Star Brewing Co

Ilkeston DE7 5EP
07521 961881
www.northstarbeers.co.uk

Nutbrook

Ilkeston DE7 6LA
0800 458 2460
www.nutbrookbrewery.com

Peak Ales

Bakewell DE45 1EX
01246 583737
www.peakales.co.uk

Raw

Staveley S43 3LJ
01246 475445
www.rawbrew.com

Rowditch

Derby DE22 3LL
01332 343123

Shottle Farm Brewery

Shottle DE56 2DS
01773 550056
www.shottlefarmbrewery.co.uk

Spire

Staveley S43 3JT
01246 410005
www.spirebrewery.co.uk

John Thompson

Ingleby DE73 7HW
01332 852469

Thornbridge Hall

Bakewell DE45 1NZ
01629 641000
www.thornbridgebrewery.co.uk

Tollgate

Woodville DE11 7EH
01283 229194

Townes

Chesterfield S43 3TT
01246 472252

Wentwell Brewery

Derby DE21 4PW
07900 475755
www.wentwellbrewery.com

Whim Ales

Nr Buxton SK17 0AX
01298 84991

Wild Walker

Derby DE24 8ZF
01332 766195
www.wildwalker.co.uk

Wirksworth Brewery

Wirksworth DE4 4DR
07967 134180
www.wirksworthbrewery.co.uk

Devon**Barum**

Barnstaple EX31 1PD
01271 329994
www.barumbrewery.co.uk

Bays Brewery Ltd

Paignton TQ4 7QR
01803 554936
www.baysbrewery.co.uk

Beer Engine

Exeter EX5 5AX
01392 851282
www.thebeerengine.co.uk

Branscombe Vale

Seaton EX12 3DP
01297 680511

Bridgetown Brewery

Totnes TQ9 5AD
01803 863214

Clearwater

Torrington EX38 7HP
01805 625242

Country Life

Bideford EX39 5AP
01237 420808
www.countrylifebrewery.co.uk

Dartmoor

Princetown PL20 6QX
01822 890789
www.princetownbreweries.co.uk

Devon Brewing Co

Yelland EX31 3EN
07976 724243
www.devonbeer.co.uk

Devon Earth Brewery

Paignton TQ3 2AQ
07927 397871
www.number7.co.uk

Exeter

Exminster EX6 8DZ
01392 823013
www.exeterbrewery.co.uk

Exe Valley

Silverton EX5 4HF
01392 860406

Forge

Hartland EX39 6EE
01237 440015
www.forgebrewery.co.uk

Heddon Valley Ales

Heddon Valley EX31 4PY
01598 763230
www.thehuntersinn.net

Holsworthy

Holsworthy EX22 6RR
01566 783678
www.holsworthyales.co.uk

Hunter's

Ipplepen TQ12 5UE
07530 891862
www.huntersbrewery.co.uk

Isca

Dawlish EX7 0JT
07773 444501

Jollyboat

Bideford EX39 2AU
01237 424343

O'Hanlon's

Whimple EX5 2NY
01404 822412
www.ohanlons.co.uk

Otter

Honiton EX14 4SA
01404 891285
www.otterbrewery.com

Plymouth Beer Co

Plymouth PL1 3HQ
01752 660837
www.plymouthbeercompany.co.uk

Quercus Brewery Ltd

Churchstow TQ7 3QH
01548 854888
www.quercusbrewery.com

Red Rock

Bishopsteignton TQ14 9TD
07894 035094
www.redrockbrewery.co.uk

South Hams

Kingsbridge TQ7 2SE
01548 581151
www.southhamsbrewery.co.uk

Summerskills

Billacombe PL9 7BG
01752 481283
www.summerskills.co.uk

Teignworthy

Devon TQ12 4AA
01626 332066

Topsham Ales

Topsham EX3 0HR
01392 873471
www.topsham-ales.co.uk

Wizard

Ilfracombe EX34 8PY
www.wizardales.co.uk

Dorset**Art Brew**

North Chideock DT6 6JY
07881 783626
www.artbrew.co.uk

Blackmore Ales

Stourton Caundle DT10 2JW
01963 362405

Corfe Castle Brewery

Wareham BH20 9BP
01929 480730

Dorset

Weymouth DT4 8TR
01305 777515
www.dbcales.com

Dorset Piddle Brewery

Piddlehinton DT2 7UA
01305 849336
www.dorsetpiddlebrewery.co.uk

DT Ales

Upwey DT3 5LA
01305 812558
www.theroyalstandardupwey.co.uk

Hall & Woodhouse

Blandford St Mary DT11 9LS
01258 452141
www.hall-woodhouse.co.uk

Isle of Purbeck

Studland BH19 3AU
01929 450227

Mighty Hop

Lyme Regis DT7 3AD
01297 445358
www.mightyhoppbrewery.co.uk

Palmers

Dorset DT6 4JA
01308 422396
www.palmersbrewery.com

Sherborne

Bridport DT9 3EH
01935 812094
www.sherbornebrewery.co.uk

Small Paul's Brewery

Gillingham SP8 4SS
01747 823574

Sunny Republic Brewing

Winterborne Kingston
DT11 9AT
01929 471600
www.sunnyrepublic.com

Town Mill

Lyme Regis DT7 3PU
01297 444354
www.townmillbrewery.com

Wayland's Sixpenny

Sixpenny Handley SP5 5NU
01725 762006
www.sixpennybrewery.co.uk

Dumfriesshire**Andrews Ales**

Cumertrees DG12 5QG
01461 700387

Durham**Black Paw**

Bishop Auckland DL14 7AX
01388 602144
www.blackpawbrewery.co.uk

Camerons

Hartlepool TS24 7QS
01429 266666
www.cameronsbrewery.com

Consett Ale Works

Consett DH8 6NE
01207 502585
www.thegreyhorse.co.uk

Durham

Bowburn DH6 5PF
0191 377 1991
www.durham-brewery.co.uk

Gambling Man Brewing

Willington DL15 0BG
07545 464968
www.gamblingmanbrewco.com

Hill Island

Durham DH1 3RA
01207 288750
beamish-www.hall.co.uk/stables

Just A Minute Brewery

Spennymoor DL16 7RS
07586 896091
www.justaminutebrewery.co.uk

Leamside Ale Co Ltd

Leamside DH4 6QQ
0191 5842394
www.threehorseshoesleamside.co.uk

Schoolhouse

Darlington DL1 2PB
01325 461812
www.schoolhousebrewery.co.uk

Sonnet 43 Brew House

Durham DH6 4HX
0191 377 3039
www.sonnet43.com

Stables

Beamish DH9 0YB
07740 932584

Stockton

Stockton on Tees DH6 4HX
01642 678334
www.stocktonbrewingcompany.co.uk

Weard'Ale

Beamish DH9 0YB
07740 932584

Windlestone

Stillington TS21 1FD
www.windlestonebrewery.co.uk

Yard of Ale Brewing Co

Ferryhill DL17 0DH
01740 655724
www.thesurteesarms.co.uk

Edinburgh & The Lothians**Alechemy Brewing Ltd**

Livingston EH54 9BX
07748 156973
www.alechemybrewing.com

Andrew Usher

Edinburgh EH8 9DD
0131 662 1757
www.andrewushers.co.uk

Barney's Beer Ltd

Edinburgh EH9 1PL
07512 253660
www.barneysbeer.com

Bellfield Brewery

Edinburgh EH7 4HG
www.bellfieldbrewery.com

Carbon Smith Brewery

Edinburgh
07512 253660
www.carbonsmith.co.uk

Edinbrew

Livingston EH54 8RA
01506 442136
www.edinbrew.beer

Krafty Brew

Edinburgh EH6 5RQ
0131 555 7189
www.kraftybrew.com

Essex**Billericay**

Billericay CM12 9LS
01277 500121
www.billericaybrewing.co.uk

Bishop Nick Ltd

Felsted CM6 3ET
01371 822814
www.bishopnick.com

Brentwood

Brentwood CM15 9JH
01277 375760
www.brentwoodbrewing.co.uk

Colchester Brewery Ltd

Wakes Colne C06 2DY
01787 829422
www.colchesterbrewery.com

Crouch Vale

Chelmsford CM3 5ZA
01245 322744
www.crouch-vale.co.uk

Deverells Brewery

Grays M17 6ST
07843 627791

Famous Railway

Colchester C07 0DT
01206 302581

Farmer's Ales

Maldon CM9 4QE
01621 851000
www.maldonbrewing.co.uk

Felstar

Felsted CM6 3JT
01245 361504
www.felstarbrewery.co.uk

The Hart of Stebbing

Stebbing CM6 3SQ
01371 856383

Harwich Town

Harwich CO12 3NA
01255 551155
www.harwichtown.co.uk

Hop Monster

Great Wakering SS3 0AG
07771 871255
www.hopmonster.co.uk

Indian Summer

Saffron Walden CB10 2NH
07986 637826
www.bombayblonde.co.uk

Mersea Island

Colchester C05 8SX
01206 385900
www.mersea.wine.com

Mighty Oak Brewing

Maldon CM9 6TW
01621 843713
www.mightyoakbrewery.co.uk

Mr Majolica

Maidstone RM17 6NF
07834 539761
www.mrmajolica.co.uk

Nethergate

Pentlow C010 7JJ
01787 283220
www.nethergatebrewery.co.uk

Pitfield

Colchester C06 4AJ
0845 833 1492
www.pitfieldbeershop.co.uk

Red Fox

Coggeshall C06 1RY
01376 563123
www.redfoxbrewery.co.uk

Shalford

Essex CM7 5EY
01371 850952
www.shalfordbrewery.co.uk

Sticklegs

Great Bromley C07 7TL
07962 012906
www.sticklegs.co.uk

Vens Brewing Co Ltd

Rawreth SS11 8SY
01268 574477
www.vensbrewing.co.uk

Wibblers Brewery Ltd

Chelmsford CM6 3EP
01621 74155

Glamorgan**Gower Brewery Co Ltd**

Oldwalls SA3 1HA
07967 484356
www.gowerbrewery.com

Grey Trees Brewery

Llwydcoed CF44 0YE
01685 873924

Violet Cottage Brewery

Gwaelod-y-Garth
CF15 9HH
02920 810408

Gloucestershire**Battledown**

Cheltenham GL52 6EJ
01242 693409
www.battledownbrewery.com

Bespoke Brewing Co

Mitcheldean GL17 0DD
01594 546557
www.bespokebrewery.co.uk

Cotswold

Lower Slaughter GL54 2HN
07760 889100
www.cotswoldlager.com

Cotswold Lion Brewery

Coberley GL53 9QY
01242 870164
www.cotswoldlionbrewery.co.uk

Cotswold Spring

Chipping Sodbury
BS37 6RX
01454 323088
www.cotswoldbrewery.com

Donnington

Stow on the Wold GL54 1EP
01451 830603

Freeminer

Cinderford GL14 3JA
01594 827989
www.freeminer.com

Gloucester Brewery Ltd

Gloucester GL1 2EH
01452 690541
www.gloucesterbrewery.co.uk

Goff's

Winchcombe GL54 5NS
01242 603383
www.goffsbrewery.com

May Hill Brewery

Longhope GL17 ONG
01452 830222
www.mayhillbrewery.com

Nailsworth

Nailsworth GL6 OHH
01453 839343
www.nailsworth-brewery.co.uk

Prescott

Cheltenham GL51 8HE
07526 934866
www.prescottales.co.uk

Severn Vale

Dursley GL11 5HS
01453 547550
www.severnvalereading.co.uk

Stanway

Cheltenham GL54 5PQ
01386 584320
www.stanwaybrewery.co.uk

Stroud

Stroud GL5 2BU
07891 995878
www.stroudbrewery.co.uk

Towles' Fine Ales Ltd

Bristol BS5 0DB
0117 3213188
www.towlesfineales.co.uk

Uley

Uley GL11 5TB
01453 860120
www.uleybrewery.com

Whittington's

Newent GL18 1LS
01531 890223
www.whittingtonsbrewery.co.uk

Wickwar

Wickwar GL12 8NB
0870 7775671
www.wickwarbrewing.co.uk

Greater Manchester**All Gates**

Wigan WN1 1JU
01942 234976
www.allgatesbrewery.com

Bank Top

Bolton BL1 8RA
01204 595800
www.banktopbrewery.com

Bazens'

Salford M7 2BL
0161 708 0247
www.bazensbrewery.co.uk

Blackedge Brewing Co

Horwich BL6 7JH
07719 438587
www.blackedgebrewery.co.uk

Boggart Hole Clough

Moston M9 4FP
0161 277 9666
www.boggart-brewery.co.uk

Bootleg

Horse & Jockey M21 9HS
0161 860 7794
www.horseandjockeychoriton.com

Brewhouse

Bolton BL7 7LG
01204 301372

Brightside

Bury BL8 1NW
07870 207442
www.brightsidebrewing.co.uk

Dunham Massey Brewing Co

Dunham Massey WA14 4TY
0161 929 0663
www.dunhammasseybrewing.co.uk

Greenfield

Saddleworth OL3 7NH
01457 879789
www.greenfieldrealale.co.uk

Green Mill Brewery

Rochdale OL11 2LS
07896 702328

Holt

Cheetham M3 1JD
0161 834 3285
www.joseph-holt.com

Hornbeam

Denton M34 3RU
0161 320 5627

Hydes

Manchester M15 5PH
0161 226 1317
www.hydesbrewery.com

Irwell Works

Bury
BL0 9AZ
www.irwellworksbrewery.co.uk

JW Lees

Middleton Junction M24 2AX
0161 643 2487
www.jwlees.co.uk

Leyden

Bury BL9 6SP
0161 764 6680

Marble

Manchester M4 4HY
0161 819 2694
www.marblebeers.co.uk

Mayflower

Wigan WN1 1XL
01257 400605
www.mayflowerbrewery.co.uk

Millstone

Mossley OL5 9JL
01457 835835
www.millstonebrewery.co.uk

Outstanding

Bury BL9 6AW
0161 764 7723
www.outstandingbeers.com

Phoenix

Heywood OL10 2EP
01706 627009

Pictish

Rochdale OL16 5LB
01706 522227
www.pictish-brewing.co.uk

Prospect Brewery

Standish WN6 0AY
01257 421329
www.prospectbrewery.com

Saddleworth

Oldham OL3 6LW
01457 820902

Shaws

Duckinfield SK16 5LX
0161 330 5471
0161 4773333

Wilson Potter Brewery

Middleton M24 2QZ
0161 6546446
www.wilsonpotterbrewery.co.uk

Gwent**Tiny Rebel Brewery**

Newport NP20 2NN
07980 798268
www.tinyrebel.co.uk

Tudor Brewery

Abergavenny NP7 7RZ
01873 851696
www.tudor-brewery.co.uk

Hampshire**Andwell**

Warnborough RG29 1HA
01256 704412
www.andwells.com

Batch Brew

Winchester SO23 8TG
07917 035625
www.batchbrew.com

Botley

Botley SO30 2EA
01794 518918

Bowman

Droxford SO32 3QY
01489 878110
www.bowman-ales.com

Dancing Man Brewery

Southampton SO14 2NY
023 80337232
www.dancingmanbrewery.com

Emsworth Brewery

Emsworth O10 7DY
07717 510294

Flack Manor

Romsey SO51 0HR
01794 518520
www.flackmanor.co.uk

Flowerpots

Alresford SO24 0QQ
01962 771534
www.flowerpots-inn.co.uk

Fullood Arms Brewery

Winchester SO22 5EF
01962 842996

Havant

Waterlooville PO8 8HT
023 9225 2118
www.thehavantbrewery.co.uk

Hensting

Owlesbury SO21 1LE
www.henstingbrewery.org.uk

Itchen Valley

New Alresford SO24 9QF
01962 735111
www.itchenvalley.com

Irving & Co Brewers Ltd

Portsmouth PO6 1TQ
023 9238 9988
www.irvingbrewers.co.uk

Longdog Brewery

Basingstoke RG22 6NQ
01256 324286
www.longdogbrewery.co.uk

Oakleaf

Gosport PO12 1AJ
02392 513222
www.oakleafbrewing.co.uk

Red Shoot

Ringwood BH24 3QT
01425 475792

Ringwood

Ringwood BH24 3SP
01425 471177
www.ringwoodbrewery.co.uk

Sherfield

Sherfield-on-Loddon RG27 0EL
07906 060429
www.sherfieldvillagebrewery.co.uk

Triple fff

Alton GU34 5HN
01420 561422
www.triplefff.com

Upham

Upham SO32 1FL
01489 861383
www.uphambrewery.co.uk

Vibrant Forest Brewery

Totton SO40 9FR
02380 669204
www.vibrantforest.co.uk

Herefordshire**Arrow Brewery**

Kington HR5 3BJ
01544 230685

Brew On

Whitbourne WR6 5SH
01584 711031
www.brew-on.co.uk

Hereford

Hereford HR1 2QD
01432 342125

Mayfields

Leominster WR6 5AS
01531 640015

Saxon City

Hereford HR1 4HG
01432 890602
www.herefordcasks.co.uk

Shoes

Hereford HR4 7BH
01544 318375

Wye Valley

Stoke Lacy HR7 4HG
01885 490505
www.wyevallybrewery.co.uk

Hertfordshire**Buntingford**

Royston SG8 9NW
01763 250749
www.buntingford-brewery.co.uk

Green Tye

Much Hadham SG10 6JP
01279 841041
www.gtbrewery.co.uk

McMullen

Hertford SG14 1RD
01992 584911
www.mcmullens.co.uk

Old Cross

Hertford SG14 1JA
01992 583133

Red Squirrel

Hertford SG14 1NN
01992 501100
www.redsquirellbrewery.co.uk

Sawbridgeworth

Sawbridgeworth CM21 9JJ
01279 722313
www.the-gate-pub.co.uk

Tring

Tring HP23 6AF
01442 890721
www.tringbrewery.com

Verulam

St Albans AL1 1PQ
01727 860535
www.farmersboy.net

Isle of Man**Bushy's**

Braddan IM4 1JE
01624 661244
www.bushy's.com

Hooded Ram

Douglas IM1 5EB
01624 612464
www.hoodedram.com

Okells

Douglas IM2 1QG
01624 699400
www.okells.co.uk

Old Laxey

Laxey IM4 7DA
01624 863214

Isles of Scilly**Ales Of Scilly**

St Mary's TR21 0NS
01720 423233

Isle of Wight**Goddards**

Ryde PO33 1QF
01983 611011
www.goddards-brewery.co.uk

Island

Newport PO30 4LZ
01983 821731
www.isleofwightbrewery.com

Yates'

Ventnor PO38 1XG
01983 731731
www.yates-brewery.co.uk

Kent**Black Cat**

Groombridge TN3 9NJ
07948 387718
www.blackcat-brewery.com

Canterbury Ales

Canterbury CT4 7HF
01227 732541
www.canterbury-ales.co.uk

Canterbury Brewers

Canterbury CT1 2RU
01227 455899
www.thefoundrycanterbury.co.uk

Goody Ales Ltd

Herne CT6 7NP
01227 361555
www.goodyales.co.uk

Goacher's

Maidstone ME15 6TA
01622 682112
www.goachers.com

Hopdaemon

Newnham ME9 0NA
01795 892078
www.hopdaemon.com

Hop Fuzz Brewery

West Hythe CT21 4NB
01303 230304
www.hopfuzz.co.uk

Kent

Birling ME19 5JN
01634 780037
www.kentbrewery.com

Larkins

Edenbridge TN8 7BB
01892 870328

Millis

Dartford DA4 9LB
01322 866233

Nelson

Chatham ME4 4TE
01634 832838
www.nelsonbrewingcompany.co.uk

Old Dairy

Rolvenden TN17 4JD
01580 243185
www.olddairybrewery.com

Ramsgate

Isle of Thanet CT10 2YD
01843 580037
www.ramsgatebrewery.com

Ripple Steam Brewery

Sutton CT15 5DH
07917 037611
www.ripplesteambrewery.co.uk

Rockin Robin Brewery

Maidstone ME15 9RS
07779 986087

Shepherd Neame

Faversham ME13 7AX
01795 532206
www.shepherdneame.co.uk

Swan on the Green

Maidstone ME18 5JW
01622 812271
www.swan-on-the-green.co.uk

Tir Dha Ghlas Brewing

Dover CT17 9BY
01304 211666
www.cullinsyard.co.uk

Tonbridge

Tudeley TN11 0NW
01732 366770
www.tonbridgebrewery.co.uk

Wantsum

Hersden CT3 4AL
0845 0405980
www.wantsumbrewery.co.uk

Westerham

Edenbridge TN8 6SA
01732 864427
www.westerhambrewery.co.uk

Whitstable

Whitstable ME17 2AY
01622 851007
www.whitstablebrewery.info

Lancashire**Arkwright's**

Preston PR1 6DQ
01772 201591
www.realaleshop.net

Bowland

Clitheroe BB7 3LQ
07952 639465
www.bowlandbrewery.com

Burscough

Burscough L40 4BY
01704 893799
www.burscoughbrewery.co.uk

Cross Bay

Morecambe LA3 3PT
01524 39481
www.crossbaybrewery.co.uk

Edenfield

Edenfield BL0 0JZ
01706 821756

Fuzzy Duck

Poulton le Fylde FY6 8JY
07904 343729
www.fuzzyduckbrewery.co.uk

Garthela

Blackburn BB2 7AT
07919 847214
www.garthelabrewhouse.co.uk

Hart

Little Eccleston PR3 0YP
01995 671686

Hopstar

Darwen BB3 2AF
01254 873040

Lancaster

Lancaster LA1 3PQ
01524 848537
www.lancasterbrewery.co.uk

Lytham Brewery Ltd

Lytham St Annes
01253 737707

Moonstone

Burnley BB11 1TQ
01282 830909
www.moonstonebrewery.co.uk

Moorhouses

Burnley BB1 5EN
01282 422864
www.moorhouses.co.uk

Reedley Hallows

Burnley BB11 5SS
07749 414513
www.reedley-hallows-brewery.co.uk

Rossendale

Haslingden BB4 5AF
01706 214021
www.rossendalebrewery.co.uk

Three B's

Blackburn BB2 5JR
01254 207686
www.threebsbrewery.co.uk

Thwaites

Blackburn BB1 5BU
01254 686868
www.thwaites.co.uk

Worsthorne

Burnley BB1 5BU
07815 708289
www.worsthornebrewingcompany.co.uk

Leicestershire**Barrowden**

Oakham LE15 8EQ
01572 747247
www.exeterarms.com

Belvoir

Old Dalby LE14 3LX
01664 823455
www.belvoirbrewery.co.uk

Charnwood

Loughborough LE11 5XA
01509 218666
www.charnwoodbrewery.co.uk

Dow Bridge

Catthorpe LE17 6DA
01788 869121

Everards

Narborough LE19 1BY
0116 201 4100
www.everards.co.uk

Golden Duck Brewery

Appleby Magna DE12 7AH
07846 295179
www.goldenduckbrewery.com

Grainstore

Oakham LE15 6RE
01572 770065
www.grainstorebrewery.com

Langton Brewery

Market Harborough LE16 7TU
07840 532826

Long Lane

Coalville LE67 3PN
01530 813800
www.matchlesshomebrewing.co.uk

Parish

Somerby LE14 2JQ
01664 454801

Q

Queniborough LE7 3DL
07762 300240
www.qbrewery.co.uk

Shardlow

Shardlow DE72 2HL
01332 799188

Lincolnshire**8 Sail**

Heckington NG34 9JW
07866 183479

Axholme Brewing Co

Luddington DN17 4QT
07551 910040
www.axholmebrewing.co.uk

Bacchus

Sutton-on-Sea LN12 2EY
01507 441204
www.bacchushotel.co.uk

Bateman

Wainfleet PE24 4JE
01754 880317
www.bateman.co.uk

Blue Bell

Holbeach St Marks PE12 8EX
01406 701000
www.bluebellbrewery.co.uk

Blue Cow

South Witham NG33 5QB
01572 768432
www.thebluecowinn.co.uk

Brewster's

Grantham NG31 7XU
01476 566000
www.brewsters.co.uk

Cathedral Ales

Lincoln LN2 5DH
01636 822255

Cathedral Heights

Lincoln LN4 2UO
07545 090318
www.chbrewery.co.uk

Cheeky Imp

Waddington LN5 9QT
07884 022236

Darktribe

Scunthorpe DN17 3AJ
01724 782324
www.darktribe.co.uk

Fulstow

Louth LN11 0XH
01507 363642
www.fulstowbrewery.co.uk

Grafters Brewery

Willingham-by-Stow DN21 5JZ
01427 788340
www.graftersmoonlight.co.uk

Highwood/Tom Wood

Grimsby DN31 2SG
01472 255500
www.tom-wood.com

Hopshackle

Market Deeping PE6 8LD
01778 348542
www.hopshacklebrewery.co.uk

Leila Cottage Brewery

Skegness PE25 1ND
01754 872268

Melbourn

Lincolnshire PE9 2PA
01780 752186
www.melbournbrothers.co.uk

Newby Wyke

Little Bytham NG33 4RA
01780 411119
www.newbywyke.co.uk

Oldershaw

Grantham NG13 9HB
01476 572135
www.oldershawbrewery.com

Poachers

North Hykeham LN6 9SP
01522 807404
www.poachersbrewery.co.uk

Riverside

Skegness PE24 4BY
01754 881 288

Sleaford

Sleaford NG34 8GL
07854 829718
www.hopmeup.co.uk

Willy's

Cleethorpes DN35 8RQ
01472 602145

London**Beavertown Brewery**

London N1 5AA
020 30060794
www.beavertownbrewery.com

Brew Wharf

Stoney Street SE1 9AD
www.brewwharf.com

Brodie's

Leyton E10 6AE
07828 498733
www.brodiesbeers.com

By The Horns

London SW17 0BQ
020 34177338
www.bythehorns.co.uk

Camden

Camden Town NW5 3NN
020 7485 1671
www.camdentownbrewery.com

East London

Lammas Road E10 7QB
07900 288873
www.eastlondonbrewing.com

The Florence Brewhouse

Dulwich SE24 0NG
020 7326 4987

Fuller's

Chiswick W4 2QB
0208 996 2000
www.fullers.co.uk

Hackney Brewery Ltd

London E2 8BB
020 34899595
www.hackneybrewery.co.uk

Ha'penny

Ilford IG2 7TD
020 8262 9712
www.hapenny-brewing.co.uk

Kernel

Druid St SE1 2HQ
07757 552636
www.thekernalbrewery.com

Little Brew

London NW1 0HT
07817 001376
www.littlebrew.co.uk

London Brewing Co

London N6 4AB
020 83410510
www.londonbrewing.com

London Fields

London Fields E8 3SB
020 7254 7174
www.londonfieldsbrewery.co.uk

Meantime

Greenwich SE7 8RX
020 8293 1111
www.meantimebrewing.com

Moncada Brewery

London W10 5AS
020 89640829
www.moncadabrewery.co.uk

Redchurch

Poyser St E2 9RF
07968 173097
www.theredchurchbrewery.com

Redemption

Tottenham N17 0XL
020 8885 5227
www.redemptionbrewing.co.uk

Sambrook's

Battersea SW11 3QG
020 7228 0598
www.sambrooksbrewery.co.uk

Tap East Pub & Brewery

Stratford E20 1EE
020 85554467
www.tapeast.co.uk

Twickenham

Twickenham TW2 6SP
020 8241 1825
www.twickenham-fine-ales.co.uk

Zerodegrees

Blackheath SE3 0TJ
020 8852 5619

Merseyside**Brimstage Brewing Co**

Brimstage CH63 6HY
0151 3421181

George Wright

St Helens WA11 8LU
01744 886686
www.georgewrightbrewing.co.uk

Liverpool Craft

Merseyside L3 7DD
07948 918740
www.liverpoolcraftbeer.co.uk

Liverpool Organic

Merseyside L20 8HL
0151 9339660
www.liverpoolorganicbrewery.com

Peerless

Birkenhead CH41 3NL
0151 647 7688
www.peerlessbrewing.co.uk

Southport

Southport PR9 7RF
07748 387652

Wapping

Liverpool L1 8DQ
0151 707 2242

Norfolk**Beeston**

Beeston PE32 2LZ
01328 700844
www.beestonbrewery.co.uk

Blackfriars Brewery

Great Yarmouth NR30 3NZ
01493 850578
www.blackfriars-brewery.co.uk

Brancaster

Brancaster Staithe PE31 8BJ
01485 210314
www.jollysailors.co.uk

Buffy's

Norwich NR15 2DD
01379 676523
www.buffys.co.uk

Chalkhill

Norwich NR1 4DA
01603 477078

Elmtree

Snetterton NR126 2LK
07939 549241
www.elmtreebeers.co.uk

Fakir Brewing Co Ltd

Norwich NR1 3AY
07713 789085
www.fakirbrewery.com

Fat Cat

Norwich NR3 4LF
01603 788508
www.fatcatbrewery.co.uk

Fox

Heacham PE31 7EX
01485 570345
www.foxbrewery.co.uk

Golden Triangle

Norwich NR4 7QX
01603 492600
www.goldentrianglebrewery.co.uk

Grain

Harleston IP20 0BS
01986 788884
www.grainbrewery.co.uk

Humpty Dumpty

Reedham NR13 3TZ
01493 701818
www.humptydumptybrewery.co.uk

Iceni

Thetford IP26 5HB
01842 878922
www.icenibrewery.co.uk

Norfolk Brewhouse

Hindringham NR21 0PW
01328 878495
www.norfolkbrewhouse.co.uk

Norfolk Square Brewery

Great Yarmouth NR30 4JQ
01493 854484
www.norfolksquarebrewery.co.uk

Opa Hay's

Aldeby NR34 0DA
01502 679144
www.engelfineales.com

Panther

Reepham NR10 4SW
07766 558215
www.pantherbrewery.co.uk

Tipples

Acle NR13 3DJ
01493 741007
www.tipplesbrewery.com
www.unclestuartsbrewery.com

Wagtail

Old Buckenham NR17 1PF
01953 887133
www.wagtailbrewery.com

Waveney

Bungay NR35 2TS
01986 892623

Why Not

Dussindale NR7 0TE
01603 300786
www.thewhynotbrewery.co.uk

Winter's

Norwich NR6 6QZ
01603 787820
www.wintersbrewery.com

Wissey Valley

Wretton PE33 9SW
01366 500767
www.wisseyvalleybrewery.com

Wolf

Besthorpe NR17 2LD
01953 457775
www.wolfbrewery.com

Woodforde's

Norwich NR13 6SW
01603 720353
www.woodfordes.co.uk

Yetman's

Holt NR25 6SA
07774 809016
www.yetmans.net

Northhamptonshire**Cherwell Valley Brewery**

Brackley NN13 7UG
01280 706888
www.cherwellvalleybrewery.com

Dare

Whittlebury
NN12 8XS
07812 366369

Digfield

Peterborough PE8 5RJ
01832 293248
www.digfield-ales.co.uk

Frog Island

Westbridge NN5 5HS
01604 587772
www.frogislandbrewery.co.uk

Great Oakley

Corby NN18 8HG
01536 744888
www.greatoakleybrewery.co.uk

Gun Dog Ales

Woodford Halse NN11 3PZ
01327 264095
www.gundogales.co.uk

Hoggleys

Litchborough NN12 8JB
01604 831762
www.hoggleysbrewery.co.uk

Hunsbury Craft Brewery

Northampton NN4 0SA
01604 766228

Julian Church

Kettering
NN16 0BU

Nene Valley Brewery

Oundle PE8 4DB
07950 234497
www.nenevalleybrewery.com

Nobby's

Kettering NN15 6GR
01536 521 868
www.nobbysbrewery.co.uk

Potbelly

Kettering NN16 0JA
01536 410818
www.potbelly-brewery.co.uk

Rockingham

Elton PE8 6RZ
01832 280722
www.rockinghamales.co.uk

Silverstone

Syresham NN13 5TH
01280 850629
www.silverstonebrewingcompany.com

Northumberland**Allendale**

Hexham NE47 9EQ
01434 618686
www.allendalebrewco.co.uk

Brew Star Brewery

Morpeth NE61 6AW
01670 789755
www.brew-star.co.uk

Gundog Brewery Ltd

North Seaton NE63 0XL
07707 703182

Hexhamshire

Hexham NE46 1SX
01434 606577

High House Farm

Newcastle upon Tyne
NE20 0RG
01661 886192
www.highhousefarmbrewery.co.uk

Northumberland

Bedlington NE22 7AP
01670 833112
www.northumberlandbrewery.co.uk

Ship Inn Brewery

Newton-by-the-Sea NE66 3EW
01665 576262
www.shipinnnewton.co.uk

VIP Brewery

Lesbury NE66 3PG
07545 885352
www.thevillageinnpub.co.uk

Wylam

Heddon on the Wall NE15 0EZ
01661 853377
www.wylambrew.co.uk

Nottinghamshire**Alcazar**

Langley Mill NG6 0GA
0115 978 5155
www.alcazarbrewery.co.uk

Blue Monkey

Giltbrook NG16 2UZ
0800 028 0329
www.blumonkeybrewery.com

Castle Rock

Nottingham NG2 1NB
0115 985 1615
www.castlerockbrewery.co.uk

Caythorpe

Hoveringham, NG14 7ED
0115 966 4933

Copthorne

Sutton-on-Trent NG23 6QJ
07523 340989

Double Top

Worksop S81 7AG
07973 521824

Flipside

Colwick NG4 2JR
0115 987 7500
www.flipsidebrewery.co.uk

Full Mash

Nottingham NG9 8EW
0115 949 9262

Grafton

Worksop DN22 6LJ
01909 476121

Handley's Brewery

Barnby in the Willows
NG24 2SA
01636 629003
www.willowtreebarnby.co.uk

Idle

West Stockwith DN10 4EY
01427 753226
www.theidlebrewery.co.uk

Lincoln Green Brewing

Hucknall NG15 7SZ
0115 9634233
www.lincolngreenbrewing.co.uk

Maggie

Nottingham NG2 3JA
07738 762897
www.maggiebrewery.com

Mallard

Nottingham NG4 3NR
0115 9521289
www.mallard-brewery.co.uk

Maypole

Eakring NG22 0AN
07971 277598
www.maypolebrewery.co.uk

Medieval Beers

Nottingham NG3 2DG
07552 798027

Milestone

Newark NG23 6JE
01636 822255
www.milestonebrewery.co.uk

Naked

Westwood NG16 5HY
01773 608904

Navigation Brewery

Nottingham NG2 3HS
0115 9869877
www.navigationbrewery.com

Nottingham

Nottingham NG7 3EN
0115 942 2649
www.nottinghambrewery.com

Pheasantry Brewery

East Markham NG22 0SN
01777 872728
www.pheasantrybrewery.co.uk

Reality

Beeston NG9 4AA
07801 539523

Springhead

Newark NG23 6QS
01636 821000
www.springhead.co.uk

Welbeck Abbey

Welbeck S80 3LR
0114 249 4804
www.schoolofartisanfood.org

Oxfordshire**Adkin Brewery**

Wantage
07709 086149
www.adkinbrewery.co.uk

Appleford

Appleford-on-Thames
OX10 0QX
01235 848055
www.applefordbrewery.co.uk

Bellinger's

Grove OX12 0DH
01235 772255
www.bellingersbrewery.co.uk

Brakspear

Henley on Thames OX28 4DP
01993 890800
www.brakspear-beers.co.uk
www.cotswoldbrewingcompany.com

Faringdon Brewery

Faringdon SN7 7BP
01367 241480
www.faringdonbrewerytap.co.uk

Hen House Brewery

Whitchurch-on-Thames
RG8 7EP
07845 929197
www.henhousebrewery.co.uk

Hook Norton

Banbury OX15 5NY
01608 737210
www.hooky.co.uk

Loddon

Dunsden RG4 9QD
01189 481111
www.loddonbrewery.co.uk

Loose Cannon

Abingdon OX 14 5JX
01235 531141
www.lcbeers.co.uk

Lovibonds

Henley on Thames
RG9 2AA
07761 543987
www.lovibonds.com

Old Bog

Headington OX3 8LH
01865 764579
www.masonsquarry.co.uk

Old Forge

Coleshill SN6 7PR
01793 861575
www.oldforgebrewery.co.uk

Ridgeway

South Stoke RG8 0JW
01491 873474

Shotover

Horspath OX33 1SD
01865 876770
www.shotoverbrewing.com

Thame

Thame OX9 3HP
01844 218202
www.thamebrewery.co.uk

White Horse

Stanford in the Vale
SN7 8NY
01367 718700
www.whitehorsebrewery.com

Wychwood

Witney OX28 4DP
01993 890800
www.wychwood.co.uk

Scotland**Angus**

Carnoustie DD7 7NP
07708 011649
www.angus-ales.co.uk

An Teallach

Garve IV23 2QT
01854 633306

Arran Brew Ltd

Brodick KA27 8DE
01770 302353
www.arranbrewery.com

Ayr

Ayr KA7 2DG
01292 263891

Black Isle

Munlochy IV8 8NZ
01463 811871
www.blackislebrewery.com

Bellhaven

East Lothian EH42 1RS
01368 862734
www.bellhaven.co.uk

Bottle Cap

Aberdeen AB10 1FF
01224 478080

Brewdog

Fraserburgh AB43 8RQ
01346 519009
www.brewdog.com

Brewmeister

Kincardine O'Neil
AB34 5AE
0791763263
www.brewmeister.co.uk

Broughton Ales Ltd

Biggar ML12 6HQ
01899 830345
www.broughtonales.co.uk

Burnside

Laurencekirk AB30 1EY
01561 377316
www.brewmet.com

Bute Brewery

Isle of Bute PA20 0DN
01700 504206
www.butebrewco.co.uk

Cairngorm Brewery Co

Aviemore PH22 1PY
01479 812222
www.cairngormbrewery.com

Caledonian

Edinburgh EH11 1PH
0131 337 1286
www.caledonian-brewery.co.uk

Clockwork

Glasgow G42 9HB
0141 649 0184
www.maclay.com

Cromarty Brewing Co

Cromarty IV11 8XD
01381 600440
www.cromartybrewing.co.uk

Cuillin Brewery Ltd

Isle Of Skye IV47 8SW
01478 650204
www.cuillinbrewery.co.uk

Deeside

Aboyne AB34 5RD
01339 883536
www.deesidebrewery.co.uk

Devon

Sauchie FK10 3JR
01259 722020
www.devonales.com

Freewheelin'

Peebles EH45 9ED
07802 175 826
www.freewheelinbrewery.co.uk

Fyfe Brewing Co

Kirkcaldy KY1 2SN
01592 646211
www.fyfebrewery.co.uk

Fyne Ales

Cairndow PA26 8BJ
01499 600238
www.fyneales.com

Glenfinnan

Sruth A Mhuilinn PH37 4LT
01397 704309
www.glenfinnanbrewery.co.uk

Harviestoun Brewery Ltd

Alva FK12 5DQ
01259 769100
www.harviestoun.com

Hebridean Brewing

Stornoway HS1 2RA
01851 700123
www.hebridean-brewery.co.uk

Highland Brewing Co

Birsay KW17 2NP
01856 721700
www.highlandbrewingcompany.co.uk

Houston Brewing Co

Houston PA6 7EN
01505 612620
www.houston-brewing.co.uk

Inveralmond Brewery

Perth PH1 3UQ
01738 449448
www.inveralmond-brewery.co.uk

Islay Ales Company Ltd

Bridgend PA44 7NZ
01496 810014
www.islayales.com

Isle Of Mull Brewing Co

Tobermory PA75 6NR
01688 302830

Isle Of Skye Brewing

Uig IV51 9XP
01470 542477
www.skyebrewery.co.uk

Kelburn Brewing Co Ltd

Glasgow G78 1QB
0141 881 2138
www.kelburnbrewery.com

Kinneil Brew Hoose LLP

Bo'ness EH51 0AS
01506 824574
www.kinneilbrew.co.uk

Loch Lomond Brewery

Alexandria G83 0TL
01389 755698
www.lochlomondbrewery.com

Loch Ness

Drumadrochit IV63 6UH
01456 450080
www.lochnessbrewery.com

Lola Rose Brewery

Wanlockhead
ML12 6UZ
www.lola-rose-brewery.co.uk

Luckie

Fife KY14 7ES
01333 352801
www.luckie-ales.com

Madcap

Annan DG12 6ER
01461 203495
www.madcapbrewery.com

Moulin

Pitlochry PH16 5EL
01796 472196
www.moulinhotel.co.uk

Oban

Kilmelford PA34 4XA
01852 200731
www.obanales.co.uk

Oban Bay

Argyll PA34 5DS
01631 565078

Old Inn

Gairloch IV21 2BD
01445 712006
www.theoldinn.net

Orkney

Stromness KW16 3LT
01667 404555
www.orkneybrewery.co.uk

Plockton Brewery

Plockton IV52 8TP
01599 544276
www.theplocktonbrewery.com

Portpatrick

Portpatrick DG9 9EF
0782 654 2149
www.portpatrick-brewery.co.uk

Prestonpans

East Lothian EH32 9BE
01875 819922
www.prestoungrange.org

River Leven Ales

Kinlochleven PH50 4SG
07901 873273
www.riverlevenaless.co.uk

St Andrews Brewing Co

Glenrothes KY6 2RU
07879 399441
www.standrewsbrewingcompany.com

Scottish Borders

Jedburgh TD8 6ST
01835 830673
www.scottishbordersbrewery.com

Spey Valley Brewery

Keith
AB55 6YH
www.speyvalleybrewery.co.uk

Stewart Brewing Ltd

Loanhead EH20 9LZ
0131 4402442
www.stewartbrewing.co.uk

Strathaven Ales

Strathaven ML10 6HD
01357 520419
www.strathavenales.co.uk

Sulwath Brewers Ltd

Castle Douglas
DG7 1DT
01556 504525
www.sulwathbrewers.co.uk

Tempest

Kelso TD5 7DT
01573 229664

Tinpot

Stirlingshire FK9 4NY
01840 213371
www.tinpotbrewery.co.uk

Traditional Scottish Ales

Throsk FK7 7NP
01786 817000
www.traditionalscottishales.co.uk

Traquair House Brewery

Innerleithen EH44 6PW
01896 830323
www.traquair.co.uk

Tryst Brewery

Larbert FK5 4AT
01324 554000
www.trystbrewery.co.uk

Valhalla

Shetland ZE2 9DX
01957 711658
www.valhallabrewery.co.uk

Williams

Kelliebank FK10 1NT
01259 725511
www.heatherales.co.uk

Shropshire**Clun**

Clun SY7 8JA
01588 640305
www.whi-clun.co.uk

Corvedale

Corfton SY7 9DF
01584 861239
www.suninncorfton.co.uk

Dickensian

Shrewsbury SY1 2EZ
07752 331633
www.dickensianbrewery.co.uk

Hobsons

Cleobury Mortimer
DY14 8RD
01299 270837
www.hobsons-brewery.co.uk

Hop & Stagger Brewery

Bridgnorth WV16 4AB
01746 763962
www.hopandstagger.com

Ironbridge Brewery Ltd

Telford TF8 7NJ
01952 433910
www.ironbridgebrewery.co.uk

Joules

Market Drayton TF9 1JP
01630 654400
www.joulesbrewery.co.uk

Lion's Tail

Market Drayton TF9 2RS
01630 661234

Ludlow

Ludlow SY8 1DJ
01584 873291
www.theludlowbrewery.co.uk

Offa's Dyke

Oswestry SY10 9DX
01691 831680
www.offasydykebrewery.com

Rowton

Telford TF6 6QX
07746 290995

Salopian

Shrewsbury SY3 8UJ
01743 248414
www.salopianbrewery.co.uk

Six Bells

Bishops Castle SY9 5AA
01588 638930
www.bishops-castle.co.uk

Stonehouse

Oswestry SY10 9ES
01691 676457
www.stonehousebrewery.co.uk

Three Tuns

Bishops Castle
SY9 5BN
01588 638392

Wood

Wistanstow SY7 8DG
01588 672523
www.woodbrewery.co.uk

Somerset**Abbey Ales Ltd**

Bath BA1 5LB
01225 444437
www.abbeyales.co.uk

Blindmans

Leighton BA11 4PN
01749 880038
www.blindmansbrewery.co.uk

Cheddar Ales

Cheddar BS27 3RP
01934 744193
www.cheddarales.co.uk

Cotleigh

Wiveliscombe TA4 2RE
01984 624086
www.cotleighbrewery.co.uk

Cottage

Lovington BA7 7PS
01963 240551
www.cottagebrewing.co.uk

Exmoor

Wiveliscombe TA4 2NY
01984 623798
www.exmoorales.co.uk

Glastonbury Ales

Somerton TA11 6SB
01458 272244
www.glastonburyales.myshopify.com

Isle of Avalon

Ashcott TA7 9QW
01458 210050
www.avalonwholesaleandbrewing.co.uk

Masters Brewery

Greenham TA21 0LR
01823 674444
www.mastersbrewery.co.uk

Milk Street

Frome BA11 3DB
01373 467766
www.milkstreet.5u.com

Moor

Bridgewater TA7 9QW
01458 210050
www.moorbeer.co.uk

North Curry Brewery

North Curry TA3 6LH
01823 490170
www.thenorthcurrybrewery.co.uk

Odcombe

Yeovil BA22 8TX
01935 862591
www.masonsarmsodcombe.co.uk

Quantock Brewery

Wellington TA21 9ND
01823 662669
www.quantockbrewery.co.uk

RCH

Weston Super Mare
BS24 6RR
01934 834447
www.rchbrewery.com

Stowey

Nether Stowey TA5 1LN
01278 732228
www.stoweybrewery.co.uk

Taunton Vale

Bagborough TA4 3AF
01823 432352
www.newinnhalse.com

Windy Brewery

Seavington St Michael
TA19 0QE
01460 240126
www.thevolly.co.uk

Yeovil Ales

Yeovil BA22 8YH
01935 414888
www.yeovilales.co.uk

Staffordshire**Beowulf**

Brownhills WS8 7NL
01543 454067

Black Hole

Burton on Trent DE14 2AU
01283 834069
www.blackholebrewery.co.uk

Blythe

Hamstall Ridware WS15 3QQ
07773 747724
www.blythbrewery.co.uk

Burton Bridge

Burton Upon Trent, DE14 1SY
01283 510573
www.burtonbridgebrewery.co.uk

Burton Old Cottage

Burton On Trent DE14 1PT
07909 931250
www.oldcottagebeer.co.uk

Enville

Stourbridge DY7 5LG
01384 873728
www.envilleales.com

Gates Burton Brewery

Burton on Trent DE14 2BP
01283 532567
www.gatesburtonbrewery.co.uk

Kinver

Stourbridge DY7 6EW
07715 842679
www.kinverbrewery.co.uk

Leek

Leek ST13 7EF
01538 361919

Limestone Brewery

Stone ST15 8LL
01785 817796

Marstons

Burton Upon Trent WV1 4JT
01902 711811
www.marstons.co.uk

Morton

Wolverhampton WV11 2BH
07988 069647

Peakstones Rock

Stoke On Trent ST10 4DH
07891 350908
www.peakstonesrockbrewery.co.uk

Quartz

Kings Bromley DE13 7HW
01543 473965
www.quartzbrewing.co.uk

Shugborough

Stafford ST17 0XB
01782 823447
www.shugborough.org.uk

Slater's

Stafford ST16 3DR
01785 257976
www.slattersales.co.uk

Titanic

Stoke on Trent ST6 1JL
01782 823447
www.titanicbrewery.co.uk

Tower

Burton on Trent DE14 1LX
01283 530695
www.towerbrewery.co.uk

Townhouse

Stoke on Trent ST7 8JQ
07976 209437

Wincle

Rushton Spencer SK11 ORD
01260 226166
www.winclebeer.co.uk

Suffolk**Adnams**

Southwold IP18 6JW
01502 727200
www.adnams.co.uk

Barrell & Sellers

St Cross South Elmham IP20
ONZ
01986 783902
www.barrellandsellers.co.uk

Bartrams

Bury St Edmunds IP31 9LZ
01449 737655
www.bartramsbrewery.co.uk

Brandon

Bury St Edmunds IP27 0AU
01842 878496
www.brandonbrewery.co.uk

Brewshed Brewery

Bury St Edmunds IP32 6BH
01284 848066
www.brewshedbrewery.co.uk

Cliff Quay

Ipswich IP3 OBS
01473 225501
www.cliffquay.co.uk

Dove Street

Ipswich IP4 2LA
01473 211270
www.dovestreetbrewery.co.uk

Earl Soham

Woodbridge IP13 7RT
01728 684097
www.earlsohambrewery.co.uk

Elveden

Thetford IP24 3TA
01842 878922

Green Dragon

Bungay NR35 1EF
01986 892681

Green Jack

Lowestoft NR32 1QA
01502 582711
www.greenjackbrewery.co.uk

Greene King

Bury St Edmunds IP33 1QT
01284 763222
www.greeneking.co.uk

Hellhound

Hadleigh IP7 6RL
07850 076202
www.hellhoundbrewery.co.uk

Kings Head

Bildeston IP7 7ED
01449 741434
www.bildestonkingshead.co.uk

Mauldon's

Sudbury CO10 2YA
01787 311055
www.mauldons.co.uk

Mill Green

Sudbury CO10 5PX
01787 211118
www.millgreenbrewery.co.uk

Old Cannon

Bury St Edmunds
IP33 1JR
01284 768769
www.oldcannonbrewery.co.uk

Old Chimneys

Diss IP22 2NX
01359 221411
www.oldchimneysbrewery.com

Station 119

Eye IP21 5LF
07766 701440
www.station119.co.uk

St Peter's

Bungay NR35 1NQ
01986 782322
www.stpetersbrewery.co.uk

Trinity

Gisleham NR33 8DS
01502 743121
www.trinityales.co.uk

Uffa Brewery

Lower Ufford IP13 6DW
01394 460770
www.uffordwhitelion.co.uk

Surrey**Ascot Ales Ltd**

Camberley
GU15 3DX
0845 257 5575
www.ascot-ales.co.uk

Crafty Brewing

Dunsfold GU8 4BW
01483 271814
www.craftybrewing.co.uk

Dorking

Station Rd RH4 1HF
01306 877988
www.dorkingbrewery.com

Farnham

Farnham GU9 0PB
01252 735278

Hog's Back

Tongham GU10 1DE
01252 783000
www.hogsback.co.uk

Leith Hill

Coldharbour RH5 6HD
01306 711793
www.ploughinn.com

Pilgrim

Reigate RH2 9BL
01737 222651
www.pilgrim.co.uk

Surrey Hills

Guildford GU5 9TE
01483 212812
www.surreyhills.co.uk

Tillingbourne Brewery

Shere GU5 9TE
01483 222228
www.tillybeer.co.uk

Sussex**1648**

East Hoathly BN8 6QB
01825 840830
www.1648brewing.co.uk

Adur Brewery Ltd

Shoreham By Sea
BN43 5EG
01273 467527
www.adurbrewery.com

Anchor Springs

Wick BN17 7EH
01903 719842

Arundel

Arundel BN18 0HY
01903 733111
www.arundelbreweryltd.co.uk

Ballards

Petersfield GU31 5HA
01730 821301
www.ballardsbrewery.org.uk

Bartleby's

Brighton BN1 7HB
01273 275012
www.bartlebybrewery.com

Baseline Brewing Ltd

Small Dole BN5 9XH
01903 879111
www.baselinebreweing.co.uk

Beachy Head

Eastbourne BN20 0AA
01323 423906
www.beachyhead.org.uk

Beer Me

Eastbourne BN21 3YN
01323 729967
www.beermebrewery.com

Brick House

Patcham BN1 8QH
07708384604
www.brickhousebrewingco.com

Brighton Bier

Brighton BN2 5RU
01273 567374
www.brightonbier.com

Burning Sky

Firle BN8 6LP
01273 858080
www.burningskybeer.com

Dark Star

Partridge Green RH17 5AH
01444 412311
www.darkstarbrewing.co.uk

Downlands Brewery

South Dole BN5 9XE
01273 495596
www.downlandsbrewery.com

Filo

Hastings TN34 3EY
01424 425079
www.thefilo.co.uk

Franklin's

Bexhill-on-Sea TN40 2RZ
01424 731066
www.franklinsbrewery.co.uk

Gribble

Oving PO20 6BP
07813 321795
www.gribblebrewery.co.uk

Hammerpot Brewery

Poling BN18 9PY
01903 883338
www.hammerpot-brewery.co.uk

Harveys

Lewes BN7 2AH
01273 480209
www.harveys.org.uk

Hastings

Hastings TN34 1HL
07708 259342
www.hastingsbrewery.co.uk

Hepworth

Horsham RH12 2NW
01403 269696
www.hepworthbrewery.co.uk

Hop Yard

Forest Row RH18 5AA
07769 313410
www.hopyardbrewing.co.uk

Isfield Brewing Co Ltd

Isfield TN22 5UJ
01825 750633
www.isfieldbrewing.co.uk

Kemptown

Kemptown BN2 1JN
01273 699595
www.kemptownbrewery.co.uk

King

Horsham RH13 5UE
01403 272102
www.kingfamilybrewers.co.uk

Kissingate

Crawley RH10 7HF
01293 882198
www.kissingate.co.uk

Langham

Lodsworth GU28 9BU
01798 860861
www.langhambrewery.co.uk

Long Man Brewery

Litlington BN26 5RA
01323 871850
www.longmanbrewery.com

PinUpBeers

Brighton BN42 4NH
01273 411127
www.pinupbeers.com

Rectory Ales

Streat Hill BN6 8RP
01273 890570

Rother Valley

Rye TN31 6QT
01797 253535
www.rothervalleybrewery.co.uk

Turners Brewery

Ringmer BN8 5AR
07896 598172
www.turnersbrewery.com

Welton's

Horsham RH13 5PX
01403 242901
www.weltons.co.uk

Tyne & Wear**Big Lamp**

Newburn NE15 8NL
0191 267 1689
www.biglampbrewers.co.uk

Cullercoats Brewery Ltd

North Shields NE30 4PH
0191 2528765
www.cullercoatsbrewery.co.uk

Darwin

South Tyneside SR1 2QE
0191 514 4746
www.darwinbrewery.com

Delavals

Whitley Bay NE26 3BG
0844 417 2545
www.delavals.com

Hadrian & Border

Newcastle Upon Tyne NE6 1AS
0191 276 5302
www.hadrian-border-brewery.co.uk

Jarrow

Jarrow NE32 5UB
0191 483 6792
www.jarrowbrewing.co.uk

Mordue

North Shields NE29 7XJ
0191 296 1879
www.morduebrewery.com

Old Tree

Brighton BN1 4AN
07413 064346
www.oldtreebrewery.com

Ouseburn Valley

Gosforth NE3 1XX
0191 285 0937
www.ouseburnvalleybrewery.co.uk

Three Kings Brewery

North Shields NE30 1DX
07580 004565
www.threekingsbrewery.co.uk

Three Legs

Brede TN31 6BX
07783 973161
www.thethreelegs.co.uk

Tyne Bank Brewery

Newcastle upon Tyne
NE6 1AS
0191 265 2828
www.tynebankbrewery.co.uk

Unbarred

Hove BN3 5HQ
07850 070471
www.unbarredbrewery.com

Wales**Artisan**

Cardiff CF11 9DF
07505 401939
www.artisanbeer.co.uk

Big Bog Brewing Co

Wauwafur LL55 4AQ
07769 110791
www.bigbog.co.uk

Borough

Neath SA11 1PH
01639 644902
www.boroughbreweryneath.com

Boss

Llansamlet SA7 9FD
07825 525 735
www.bossbrewing.co.uk

Bragdy'r Bwthyn

Llanbadrig LL26 0UF
07723 036862

Brains

Cardiff CF10 1SP
029 2040 2060
www.sabrain.com

Brecon

Powys LD3 8BT
01874 620800
www.breconbrewing.co.uk

Bryncelyn

Ystradgynlais SA9 1BS
01639 841900
www.bryncelynbrewery.org.uk

Bullmastiff Brewery

Cardiff CF11 8DI
02920 665292
www.bullmastiffbrewery.co.uk

Celt Experience

Caerphilly CF83 3HU
02920 867707
www.theceltexperience.co.uk

Cerddin

Maesteg CF34 9LB
01656 732476
www.cerddinbrewery.co.uk

Coles

Cardiff SA32 8NT
01267 275395
www.thebestpubinwales.co.uk

Conwy Brewery

Parc Caer Seion LL32 8FA
01492 585287
www.conwybrewery.co.uk

Cwm Rhondda

Rhondda Cynon Taf CF42 6TF
01443 777491
www.conwybrewery.co.uk

Dare Brewery Ltd

Aberdare CF44 6LU
07812 366369
www.darebrewery.co.uk

Evan - Evans

Llandeilo SA19 6LU
01558 824455
www.evan-evans.com

Facer's

Flint CH6 5YL
07713 566370
www.facers.co.uk

Felinfoel Brewery Co

Llanelli SA14 8LB
01554 773357
www.felinfoel-brewery.com

Friends Arms Brewery

Johnstown SA31 3HH
01267 234073
www.thefriendsarms.co.uk

Great Orme Brewery

Colwyn Bay LL28 5PP
01492 580548
www.greatormebrewery.co.uk

Gwaun Valley

Fishguard SA65 9TP
01348 881304

Hafod Brewing Co Ltd

Gwernaffield CH7 5ES
07901 386638
www.welshbeer.com

Heart of Wales

Llanwrtyd Wells LD5 4RD
01591 610236
www.heartofwalesbrewery.co.uk

Jacobi Brewing

Llanwrda SA19 8RR
01558 650605
www.jacobibrewery.co.uk

Kingstone

Tintern NP16 7NX
01291 680111
www.kingstonebrewery.co.uk

Kite

Gorslas SA14 7HU
01269 842300
www.thekitebrewery.com

Mad Dog

Penperlleni NP4 0AL
07703 731197
www.maddogbrew.co.uk

McGivern Ales

Wrexham LL13 7AS
01978 354232

Monty's

Montgomery SY15 6HA
01686 668933
www.montysbrewery.co.uk

Nant

Llanrwst LL26 0UA
07723 036862
www.cwrwnant.co.uk

Neath

Baglan
SA12 8PT
www.neathales.co.uk

Newmans Brewery

Caerphilly CF83 3HU
08708 033876
www.newmansbrewery.com

North Wales Brewery

Abergele LL22 9RF
01745 832966
www.paradisebrewery.net

Old Market

Caernarfon LL551RR
07964965947
www.+oldmarketbrewery.co.uk

Otley Brewing Co

Pontypridd CF37 4NX
01443 480555
www.otleybrewing.co.uk

Pembrokeshire Brewery

Pembrokeshire SA69 9JU
01834 813574
www.pembrokeshirebrewingco.co.uk

Penlon Cottage Brewery

Penlow SA3 4EL
01545 580022
www.penlon.biz

Pilot

Swansea SA47 0QN
07897 895511
www.thepilotofmumbles.co.uk

Plassey Brewery

Wrexham LL13 0SP
01978 781111
www.plasseybrewery.co.uk

Preseli

Tenby SA70 8EQ
07824 512103
www.preseli-brewery.co.uk

Purple Moose

Porthmadog LL49 9DB
01766 515571
www.purplemoose.co.uk

Rhymney Brewery

Merthyr Tydfil CF48 2SR
01685 722253
www.rhymneybreweryltd.com

Sandstone

Wrexham LL13 9JT
07851 001118
www.sandstonebrewery.co.uk

Snowdonia Brewery

Caernarfon LL55 4AQ
01286 650218

Surfing Monkey

Cardiff CF5 2JN
07412 365789
www.surfingmonkeybrewery.com

Swansea Brewing Co

Swansea SA2 0LY
01792 290197

Tomos Watkin

Tudor Brewery
Abergavenny NP7 5AA

Vale Of Glamorgan

Barry CF62 6SZ
01446 742571
www.vogbrewery.co.uk

Waen

Penstrowed SY17 5SG
01686 627042
www.thewaenbrewery.co.uk

Warcop

Wentlooge NP10 8SE
01633 680058
www.warcopales.com

Zerodegrees

Cardiff CF10 1DD
029 2022 9494
www.zerodegrees.co.uk

Warwickshire**Atomic**

Rugby CV21 2SL
01788 542170
www.atomicbrewery.com

Church End

Nuneaton CV10 0RD
01827 713080
01675 463809
www.churchendbrewery.co.uk

Griffin Inn Brewery

Shustoke B46 2LB
01675 481208

Merry Miner

Grendon CV9 3DT
07811 932721
www.merryminerbrewery.com

North Cotswold

Moreton in the Marsh
GL56 9RD
01608 663947
www.northcotswoldbrewery.co.uk

Patriot

Shipston-on-Stour CV36 5PE
01608 684621

Old Pie Factory Brewery

Warwick CV34 5LW
01926 402100

Purity

Alcester B49 6JF
01789 488007
www.puritybrewing.com

Rock & Roll Brewhouse

Warwick CV34 5LW
07922 554181
www.rockandrollbrewery.com

Slaughterhouse

Warwick CV34 5PD
01926 490986
www.slaughterhousebrewery.com

Sperrin Brewery Ltd

Ansley CV10 9PQ
02476 392305
www.sperrinbrewery.co.uk

Tunnel

Ansley CV10 9PQ
02476 394888
www.tunnelbrewery.co.uk

Warwickshire

Leamington Spa CV32 7NA
01926 450747
www.warwickshirebeer.co.uk

Wetheroak Hill

Coach & Horses B48 7EA
01564 823386

Willey

Willey CV23 0SL
01788 833908

West Midlands**Angel**

Halesowen B63 2TA
07847 300350
www.angelaes.co.uk

Backyard Brewhouse

Walsall WS8 6JZ
07591 923370
www.thebackyardbrewhouse.com

Banks's & Hansons

Wolverhampton WV1 4NY
01902 711811
www.marstons.co.uk

Batham

Dudley DY5 2TN
01384 772229
www.bathams.com

Black Country

Pensnett DY3 2NU
01384 231616
www.blackcountryales.co.uk

Broughs

Netherton DY2 9PY
01384 253075

Byatt's

Coventry CV6 6FL
02476 637996
www.byattsbrewery.co.uk

Craddocks

Stourbridge DY8 1EP
01384 440202

Holden's

Dudley DY1 4LW
01902 880051
www.holdensbrewery.co.uk

Marston's Plc

Wolverhampton WV1 4JT
01902 711811
www.marstons.co.uk

Olde Swan

Dudley DY2 9PY
01384 253075

Sadler's

Stourbridge DY9 7DG
02476 402888
www.sadlersales.co.uk

Sarah Hughes

Dudley DY3 1JE
01902 883381

Silhill

Solihull B93 3FW
0845 519 5101
www.silhillbrewery.co.uk

Toll End

Tipton DY4 0ET
07903 725574

Two Towers

Birmingham B19 3HE
07540 574032
www.twotowersbrewery.co.uk

Whitworth Brewing Co

Shirley B90 2HR
0121 3476450
www.whitworthbrewing.co.uk

Wiltshire**Arkell's**

Upper Stratton SN2 7RU
01793 823026
www.arkells.co.uk

Box Steam

Colerne SN14 8AR
01225 858383
www.boxsteambrewery.com

Braydon

Chippenham SN15 4DX
01249 892900
www.braydonales.co.uk

Downton

Downton SP5 3HU
01722 322890
www.downtonbrewery.com

Hidden

Dinton SP3 5EU
01722 716440
www.thehiddenbrewery.com

Hop Back

Salisbury SP5 3HU
01725 510986
www.hopback.co.uk

Hop Kettle Brewing Co

Cricklade SN6 6DD
01793 750776
www.theredlioncricklade.co.uk

Keystone

Salisbury SP3 5SN
01747 820426
www.keystonebrewery.co.uk

Moles

Melksham SN12 6TJ
01225 704734
www.molesbrewery.com

Plain Ales

Warminster BA12 0LG
01985 851105
www.plainales.co.uk

Ramsbury

Marlborough SN8 2HA
01672 541407
www.ramsburybrewery.com

Stonehenge Ales

Netheravon SP4 9QB
01980 670631
www.stonehengeales.co.uk

Three Castles

Pewsey SN9 5PZ
01672 564433

Wadworth

Devizes SN10 1JW
01380 723361
www.wadworth.co.uk

Weighbridge Brewery

Swindon SN5 7JL
01793 881500
www.weighbridgebrewhouse.co.uk

West Country

Dinton SP3 5EU
01722 716440
www.westcountrybrewery.com

World's End

Pewsey SN9 5EL
01672 562653
www.thecrownatpewsey.com

Wessex

Warminster BA12 7DE
01985 844532

Willy Good

Winsley BA15 2JB
01225 862480

Worcestershire**Attwood Ales Ltd**

Hartlebury DY11 7YJ
01384 220046
www.attwoodales.com

Bewdley Brewery

Bewdley DY12 2DZ
01299 405148
www.bewdleybrewery.co.uk

Birds

Bromsgrove B60 1PH
01430 432166

Brandy Cask

Evesham WR11 7QE
01386 831173
www.bucklestreetbrewery.co.uk

Cannon Royall

Droitwich WR9 0JW
01905 621161
www.cannonroyall.co.uk

Firefly Brewing

Worcester WR1 2SE
01905 616996

Joseph Herbert Smith

Tenbury Wells DY10 3SA
01886 853189

Malvern Hills

Malvern WR14 4ND
01684 560165
www.malvernhillsbrewery.co.uk

St George's

Worcester R2 4TF
01905 831316

Teme Valley

Knightwick WR6 5PH
01886 821235
www.temevalleybrewery.co.uk

Weatheroak Hill

Weatheroak Hill B48 7EA
01564 823386

Wyre Piddle

Pershore WR10 2LF
01905 841853

Yorkshire**Abbeydale**

Sheffield S8 0YX
0114 281 2712
www.abbeydalebrewery.co.uk

Acorn

Wombwell S73 8HR
01226 270734
www.acornbrewery.net

Anglo Dutch

Dewsbury WF12 9AF
01924 457772
www.anglo-dutch-brewery.co.uk

Barkston Brewery

Barkston Ash LS24 9JU
07764 750959
www.barkstonbrewery.com

Barley Bottom Brewery

Silsden BD20 0HJ
01535 656797
www.barleytrading.co.uk

Barearts

Todmorden OL14 7LP
01706 839305
www.barearts.com

Big River Brewery

Brough HU15 1AA
07737 820922
www.bigriverbrewery.co.uk

Bird Brain

Howden DN14 7SL
01430 432166
www.birdbrainbrewery.myfreesites.net

Black Sheep

Ripon HG4 4EN
01765 689227
www.blacksheepbrewery.com

Blue Bee

Sheffield S3 8AB
07791 662484
www.bluebeebrewery.co.uk

Bob's

Ossett WF5 9NQ
07789 693597

Bradfield

Sheffield S6 6LG
0114 285 1118
www.bradfieldbrewery.com

Brew Company

Sheffield S4 7QN
0782 5151497

Brewery Tap

Leeds LS1 5DL
0113 243 4414
www.brewerytapleeds.co.uk

Bridestones

Hebden Bridge,
HX7 7JB
01422 847104

Bridgehouse

Keighley BD21 4PE
07970 038667
www.bridgehousebrewery.co.uk

Briscoe's

Otley LS21 3EL
01943 466515

Brown Cow

Yorkshire YO8 8EH.
01757 618947
www.browncowbrewery.co.uk

Cap House Brewery

Batley WF17 5LW
01924 479909
www.caphousebrewery.co.uk

Captain Cook

Stokesley TS9 5BL
01642 710263
www.thecaptaincookbrewery.co.uk

Clark's

Wakefield WF2 9SW
01924 373328
www.hbclark.co.uk

Concertina

Mexborough, S64 9AZ
01709 580841

Copper Dragon

Skipton BD23 2QR
01756 702130
www.copperdragon.uk.com

Cropton

Pickering YO18 8HH
01751 417330
www.croptonbrewery.com

Crown

Sheffield S6 2UB
0114 232 2100
www.crownbrewery.co.uk

Daleside

Harrogate HG1 4PT
01423 880022
www.dalesidebrewery.co.uk

Dark Horse Brewery

Skipton BD23 6LY
01756 730555
www.darkhorsebrewery.co.uk

Eastwood

Huddersfield HX5 9HP
07949 148476

Elland

Elland HX5 9AE
01422 377677
www.eandsbrewery.co.uk

Empire Huddersfield HD7 7HA 01484 847343 www.empirebrewing.com	Junction York YO26 4XH 01904 633449 www.junctionbrewhouse.co.uk	North Riding Scarborough YO12 7HU 01723 370004 www.northridingbrewpub.com	Rudgate Tockwith YO26 7QF 01423 358382 www.rudgate-beers.co.uk	Tigertops Wakefield WF2 9LN 01229 716238
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Geeves Brewery Barnsley S71 5AS 07859 039259 www.geevesbrewery.co.uk	Leeds Brewery Leeds LS11 9RU 0113 244 5866 www.leedsbrewery.co.uk	Old Mill Snaith DN14 9HU 01405 861813 www.oldmillbrewery.co.uk	Samuel Smith Tadcaster LS24 9SB 01937 832225	Wall's Northallerton DL2 2YB 01609 258226
Glentworth Doncaster DN6 8PL 01302 725555	Linfit Huddersfield HD7 5SG 01484 842370	Old Spot Bradford BD13 5HN 01535 691144 www.oldspotbrewery.co.uk	Sheffield York YO60 6PP 01653 648416 www.thestorytellerbrewery.co.uk	Wensleydale Leyburn DL8 5QH 01969 622327 www.wensleydalebrewery.com
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Goose Eye Keighley BD21 5AX 01535 605807 www.goose-eye.co.uk	Little Valley Hebden Bridge HX7 5TT 01422 883888 www.littlevalleybrewery.co.uk	Owenshaw Mill Sowerby Bridge HX6 2AJ 01422 839010 www.owenshawmillbrewery.co.uk	Slightly Foxed Brewing Charlestown HX7 6PS 07412 008221 www.slightlyfoxedbrewery.co.uk	Wharfebank Pool in Wharfedale LS21 1EG 0113 284 2392 www.wharfebankbrewery.com
Great Heck Great Heck DN14 0BQ 01977 661430	Magic Rock Huddersfield HD3 4YP 01484 649823 www.magicrockbrewing.com	Rat Brewery Huddersfield HD1 3EB 01484 542400	Sportsman Huddersfield HD1 5AY 01484 421929	White Rose Sheffield S35 1QL 0114 297 6150
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Haworth Steam Haworth BD22 0HB 01535 646212 www.haworthsteambrewery.co.uk	Mithril Richmond DL11 7TL 01325 374817 www.mithrilales.co.uk	Ridgeside Leeds LS7 2AW 07595 380568 www.ridgesidebrewery.co.uk	The Hop Studio Elvington YO41 4AR 01904 608029 www.thehopstudio.com	Yorkshire Dales Askrigg DL8 3HG 01969 622027 www.yorkshiredalesbrewery.com
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www.almr.org.uk

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Aldermanbury Square,
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020 7627 9191
www.beerandpub.com

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Farnborough,
GU14 6XP
01276 684 449
www.bii.org

Beer Academy

44A Curlew Street,
Butler's Wharf,
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SE1 2ND
0207 499 8144
www.beeracademy.org

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Wolverhampton
West Midlands
WV1 4JT
01902 422303
www.bfbi.org.uk

Beer Writers Guild

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01398 324314
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Hertfordshire
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01727 867 201
www.camra.org.uk

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Colchester, Essex
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01206 752212
www.cask-marque.co.uk

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Birkenhead
Wirral,
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0151 540 6910
www.cpltraining.co.uk

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01409 267 971
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0208 520 5090
www.fsb.org.uk

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YO10 3DW
01904 415469
www.flva.co.uk

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Carina House,
Sunrise Parkway,
Linford Wood,
Milton Keynes,
MK14 6NJ
www.familybrewers.co.uk

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Contact Jade Craig via email
jade@inntegra.co.uk
07587 165 328
www.inntegra.co.uk

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372-374 Cemetery Road
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0114 266 8664
www.john-gaunt.co.uk

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Ascot
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01344 884 440
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HG4 5WW.
08453 379 158
www.siba.co.uk

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www.nationalbrewerycentre.co.uk

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www.aqua-restaurant.com

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www.cotswold-inns-hotels.co.uk

County Estate Pubs

Angel Mill Edward Street
Westbury
BA13 3DR
Tel: 01373 828 700
www.countyestatepubs.co.uk

Craft Beer Company

6 Charlwood St
London
SW1V 2EE
0207 242 1879
www.thecraftbeerco.com

Craft Union Pub Company

4a South Preston Office Village
Cuerden Way Bamber Bridge
Preston
PR5 6BL
0121 256 3328
www.craftunionpubs.com

D & D London

16 Kirby Street
London
EC1N 8TS
0207 716 0716
www.danddlondon.com

Daniel Batham & Son

Delph Road Brierley Hill
Dudley West Midlands
DY5 2TN
0138 477 229
www.bathams.co.uk

Daniel Thwaites

Penny Street
Blackburn Lancashire
BB1 6HL
01254 686 868
www.thwaites.co.uk

Dark Star Brewing Co

22 Star Road Partridge Green
West Sussex
RH13 8RA
01403 713 085
www.darkstarbrewing.co.uk

Davy's

161-165 Greenwich High Road
London
SE10 8JA
0207 407 9670
www.davy.co.uk

Dawkins Ales

The Now Thus Brewery
Unit 7 Timsbury Workshop Estate
Bath
BA2 0HQ
01761 472 242
www.dawkins-ales.co.uk

Deben Inns

Cliff Road Waldringfield
Woodbridge Suffolk
IP12 4QL
01473 736 215
www.debeninns.co.uk

Deckers Group

Unit F Royal Pennine Trading
Estate Lynroyle Way
Rochdale
OL11 3EX
01706 522 262
www.thedeckersgroup.com

Del'Aziz

24-32 Vanston Place,
London
SW6 1AX
0207 386 0086
www.delaziz.co.uk

Derby Brewing Co

Masons Place Business Park
Derwent Street
Derby
DE21 6AQ
01332 242 888
www.derbybrewing.co.uk

DHP Group

The Wallace Building
Plumtre Place Nottingham
NG1 1LW
01159 415 840
www.dhpgroup.co.uk

Di Maggio's

11 Royal Exchange Square
Glasgow
G1 3AJ
0141 248 2111
www.dimaggios.co.uk

Dirty Burger

72-74 Dean Street
London
W1D 3SG
0203 006 0076
www.eatdirtyburger.com

Donnington Brewery

Donnington Stow on the Wold
Gloucestershire
GL54 1EP
01451 830 603
www.donnington-brewery.com

Dorbiere

3 Stainburn Road Openshaw
Manchester
M11 2DN
0161 438 4060
www.dorbiere.co.uk

Draft House

74-76 Battersea Bridge Rd
London
SW11 3AG
02920 521 239
www.draffhouse.co.uk

Draco Pubs

The Manor Pilton
Somerset
BA4 4BE
0203 002 4733
www.dracopub.com

Dragon Inns

5c Beulah Road Rhiwbina
Cardiff
CF14 6LT
02920 521 528
www.dragoninns.com

Drake & Morgan

Suite 199 3rd Floor
Temple Chambers Temple Avenue
London
EC4Y 0HP
020 7583 3446
www.drakeandmorgan.co.uk

Drinkwell Bars

Drinkwell Bars 60 London End
Beaconsfield
HP9 2JD
01494 673 800
www.drinkwellbars.com

Earl Soham Brewery

Unit 1A Meadow Works
Debenham
Suffolk
IP14 6RP
01728 861213
www.earlsohambrewery.co.uk

East Anglia Pub Co

659 Southchurch Road
Southend on Sea
SS1 2PW
01702 447 071
www.eastangliapubs.com

Eclectic Bars

36 Drury Lane
London
WC2B 5RR
020 7376 6300
www.eclecticbars.co.uk

Ed's Easy Diner

The Piazza
London
NW1 2DY
0207 388 6967
www.edseasydiner.com

Elgood & Sons

North Brink Brewery
North Brink Wisbech Cambs
PE13 1LW
01945 583160
www.elgoods-brewery.co.uk

Elite Pubs

The Great House Gills Green
Hawkhurst Kent
TN18 5EJ

01580 753 119
www.elitepubs.com

Enterprise Inns

3, Monkspath Hall Rd Solihull
West Midlands
B90 4SJ

0121 733 7700
www.enterpriseinns.com

Epic Pub Company

6 Sandy Lane
Aspley Heath
Milton Keynes
MK17 8TT

0207 015 2150
www.epicpubs.com

Erasmus Inns

Wye Valley Brewery
Stoke Lacy
Herefordshire
HR7 4HG

01885 490 505
www.wyevalleybrewery.co.uk

ETM Group

The Hat & Tun
3 Hatton Wall
London
EC1N 88X

0207 242 9122
www.etmgroup.co.uk

Ever So Sensible Bars

9 Byard Lane
Nottingham
NG1 2GJ

0115 988 6833
www.eversosensible.com

Everards Brewery

Castle Acres Narborough
Leicester
LE19 1BY

0116 201 4100
www.everards.co.uk

Faucet Inn Pub Co

88-90 George Street London
W1U 8PA

0207 486 5175
www.faucetinn.com

Felinfoel Brewery Co

Farmers Row Felinfoel Llanelli
Carmarthenshire
SA14 8LB

01554 773357
www.felinfoel-brewery.com

Five Guys

146 Freston Road
London
W10 6TR

0800 0833 005
www.fiveguys.co.uk

Flatcappers

The Castle Inn Mount Pleasant
Bradford on Avon
BA15 1SJ

01225 865 657
www.flatcappers.co.uk

Flying Kiwi Inns

The Buttlands
Wells-next-the-Sea
Norfolk
NR23 1EX

01328 710 209
www.flyingkiwiinns.co.uk

Food & Fuel

6 Camera Place Chelsea
London
SW10 0BH

020 7352 6465
www.foodandfuelpubs.co.uk

Forum Cafe Bars

127-129 Devonshire Street
Sheffield
S3 7SB

0114 272 0569
www.forumcafebars.co.uk

Foundation Inns

59 Longlands Lane Findern
Derbyshire
DE65 6AH

0207 036 9400
www.foundationinns.com

Frederic Robinson

Unicorn Brewery
Lower Hillgate
Stockport Cheshire
SK1 1JJ

0161 612 4061
www.robinsonsbrewery.com

Fuller Smith & Turner

Griffin Brewery
Chiswick Lane South
London
W4 2QB

020 8996 2000
www.fullers.co.uk

Fuller Thomson

13 Browns Street Dundee
DD1 5EG

01382 205052
www.fullerthomson.com

G1 Group

70 Hamilton Drive
Glasgow Scotland
G12 8DR

0141 581 2400
www.g1group.co.uk

GC Mallen

61 Bexley High Street
Bexley Kent
DA1 5AA

01322 550 830
www.barlorca.com

Gaucha

7-9 Swallow Street
London
W1B 4DE

0207 432 9615
www.gauchorestaurants.co.uk

George Bateman & Son

Salem Bridge Brewery Wainfleet
Lincolnshire
PE24 4JE

01754 880317
www.bateman.co.uk

Giggling Squid

Access House, Stephenson Way
Crawley
RH10 1TN

01293 530 455
www.gigglingssquid.com

Gingerman Group

21a Norfolk Square
Brighton
BN1 2PD

01273 326 688
www.gingermanrestaurants.com

Glendola Leisure

364 High Street Harlington
Middlesex
UB3 5LF

0208 607 5100
www.glendolaleisure.co.uk

Global Star PLC

Empire House
New St Smethwick
Birmingham
B66 2AJ

0121 555 7001
www.clubdv8.co.uk

Golden Lion Group

C/O Hove Place
35-37 First Avenue
Hove
BN3 2FH

01273 776622
www.goldenliongroup.co.uk

Gordon Ramsey Holdings

1 Catherine Place
London
SW1E 6DX

0207 592 1360
www.gordonramsay.com

Grand Union Bars

111 Kennington Rd
London
SE11 6SF

0207 226 3303
www.grandunionbars.com

Gray & Sons

Rignals Lane Galleywood
Essex
CM2 8RE

01245 475 181
www.grayandsons.co.uk

Great Little Pub Company

30 Denmark Street Wokingham
Berkshire
RG40 2BB

01189 780 455
www.greatlittlepub.co.uk

Great Northern Inns

The Trent Navigation Meadow
Lane Nottingham
NG2 3HS

0115 986 2754
www.greatnortherninns.co.uk

Green Jack Brewing Co

Argyle Place Love Road
Lowestoft
NR32 2NZ

01502 562 863
www.green-jack.com

Greene King Pub Partners

Westgate Brewery
Bury St Edmunds
Suffolk
IP33 1QT

01284 763 222
www.greeneking.co.uk

Gresham Inns

44-46 Cranbourn Street
London
WC2H

0207 734 7807,
www.greshaminns.co.uk

Hache Burger

Wedderburn House
1 Wedderburn Road
London
NW3 5QR

01258 452 141
www.hacheburgers.com

Hall & Woodhouse

The Brewery Blandford St Mary
Dorset
DT11 9LS
01258 452 141
www.hall-woodhouse.co.uk

Handmade Burger Co

18 Vittoria Street,
Victoria Works
Birmingham
B1 3PE
020 8902 7857
www.handmadeburger.co.uk

Handmade Pubs

162 Tuffnell Park Road
Tuffnell Park
London
N7 0EE
020 355 63919
www.handmadepubs.com

Harewood Group

2 Kings Road
Harrogate
HG1 1BT
01423 525 862
mokoharrogate.com

Harvey & Son (Lewes)

Bridge Wharf Brewery 6 Cliffe High
St Lewes East Sussex
BN7 2AH
01273 480 209
www.harveys.org.uk

Hawthorn Leisure

Angel Mill Edward Street
Westbury
BA13 3DR
01373 828 719
www.hawthornleisure.com

HB Clark & Co

136 Westgate Wakefield
West Yorkshire
WF2 9SW
01924 373 328
www.hbclark.co.uk

Head of Steam

Manesty Leazes Lane Hexham
Northumberland
NE46 3AE
01434 607 393
www.theheadofsteam.co.uk

Heartstone Inns

PO Box 1111 Cheltenham
Gloucester
GL50 9PN
01452 812 113
www.heartstoneinns.co.uk

Heavitree

Trood Lane Matford
Exeter Devon
EX2 8YP
01392 217 733
www.heavitreebrewery.co.uk

Heron and Brearley

Old Castletown Rd Kewaigue
Douglas Isle of Man
IM2 1QG
01624 699 400
www.heronandbrearley.com

Hix Restaurants

Old Barn House 2 Wannions Close
Botley Chesham
Buckingham
HP5 1YA
0845 055 5551
www.hixrestaurants.com

Holdens Brewery

George Street Woodsetton
Dudley W Midlands
DY1 4LN
01902 880 051
www.holdensbrewery.co.uk

Home Counties Pubs

The Refectory Coach House
Portsmouth Road Godalming
GU8 5HJ
01483 411 840
www.homecountiespubs.co.uk

Honest Burgers

60 Southwark Bridge Road
London
SE1 0AS
0203 302 2040
www.honestburgers.co.uk

Hook Norton Brewery

Brewery Lane Hook Norton
Banbury
OX15 5NY
01608 737210
www.hooky.co.uk

Hopback Brewery

Unit 22-24
Batten Road Industrial Estate
Downton Salisbury
SP5 3HU
01725 510986
www.hopback.co.uk

Hydes' Brewery

46 Moss Lane West
Manchester
M15 5PH
0161 226 1317
www.hydesbrewery.co.uk

Ignite Group

15a Ives Street
London
SW3 2ND
020 7589 1200
www.ignite-group.com

Illustrious Pub Company

The George and Dragon
41 Boxworth Road Elsworth
CB3 8JQ
01954 267236
www.illustriouspubcompany.co.uk

Inc Group

17 Nelson Road
Greenwich
SE10 9JB
020 8305 3091
www.incgroup.co.uk

Inception Group

66 Wilton Road
London
SW1V 1DE
0207 095 0377
www.inception-group.com

Indigo Pub Co

63 Western Road
Hove
BN3 1JD
01273 321 400
www.indigopubco.com

Individual Inns

Elslack Skipton
Yorkshire
BD23 3AY
01282 842 450
www.individualinns.co.uk

Individual Pubs

Pegasus House Pembroke Avenue
Waterbeach
CB25 9PY
01223 862 067
www.individualpubs.co.uk

Individual Restaurants

Ridgefield House, 4th Floor
14 John Dalton Street
Manchester
M2 6JR
0161 839 5511
www.individualrestaurants.com

Inglenook Inns & Taverns

Unit 22 Time Technology Park
Blackburn Road Simonstone
Burnley
BB12 7TW
0844 8486 118
www.inglenookinns.co.uk

Inn Brighton

146 Springfield Road
Brighton and Hove
Brighton
BN1 6BZ
01273 550 000
www.drinkinbrighton.com

Inn Excess Inns

The Squire Inn 67 Broad Street
Chipping Sodbury
BS37 6AD
01454 312 121
www.thesquireinn.co.uk

InnFront Pubs

The Cairns 2 Winstone Close
Chesham
HP6 5PJ
01386 881 532
www.thebeckford.com

Innovation Pubs

Unit 4, Basepoint Anderson's Road
Southampton
SO14 5FE
07966 434276
www.innovationpubs.co.uk

Innventure

The Broadway Hotel
The Broadway Letchworth
SG6 3NZ
01462 480111
www.innventure.co.uk

INTERTAIN

Rowley House Elstree Way
Borehamwood
WD6 1JH
0208 327 2540
www.intertainuk.com

Intrepid Pub Co

PO Box 4795
Henley-on-Thames
Oxon
RG9 9FU
www.intrepidpubs.co.uk

Inventive Leisure

21 Old Street
Ashton under Lyne
Tameside
OL6 6LA
0161 330 3876
www.revolution-bars.co.uk

Itsu

3rd Floor Parker Street
Holborn
London
WC2B 5PT
www.itsu.com

Jamie's Italian

2 Gay Street
Bath
BA1 2PH
0208 090 9070
www.jamieoliver.com

Jarrow Brewery

54B Bede Industrial Estate
Aidan Ct Jarrow
Tyne and Wear
NE32 3EF
0191 483 6792
www.jarrowbrewery.co.uk

JRC Global Buffet

Kings House, 1a Kings Road
Wimbledon
SW19 8PL
0208 543 5988
www.jrc-globalbuffet.com

JD Wetherspoon

Wetherspoon House
Central Park Reeds Cres
Watford
WD24 4QL
01923 477777
www.jdwetherspoon.co.uk

Jinnah Restaurant Group

A64 Malton Road,
Flaxton
YO60 7SQ
01904 468202
www.jinnahs.co.uk

The Jones Group

164 Town St Horsforth
Leeds
West Yorkshire
LS18 4AQ
0113 322 9919
www.jonesbargroup.com

Joseph Holt

The Brewery Empire Street
Cheetham Manchester
M3 1JD
0161 834 3285
www.joseph-holt.com

Joules Brewery

The Brewery Great Hales St
Market Drayton
TF9 1JP
01630 654400
www.joulesbrewery.co.uk

JW Bassett

The Queens Vaults
29 Westgate St Cardiff
CF10 1EH
www.jwbassettpubs.com

JW Lees & Co

Greengate Brewery Middleton
Junction Manchester
M24 2AX
0161 643 2487
www.jwlees.co.uk

K10 Restaurants

3 Appold Street
London
EC2A 2AF
020 7539 9209
www.k10.com

Karlton and Barlow

The Dog
Wellbank Lane Bramhall
Over Peover Knutsford
WA16 8UP
01625 861421
www.kaltonandbarlow.co.uk

Kent Inns of Distinction

The Blazing Donkey Hay Hill
Sandwich Kent
CT14 0ED
01304 617 362
www.kentinns.com

Kingdom Taverns

Dean House 191 Nicol Street
Kirkcaldy Fife
KY1 1PF
01592 200 033
www.kingdomtaverns.co.uk

King Henry's Taverns

1 Green Lane
Church Lawford
Rugby
CV23 9EF
0247 6542333
www.king-henrys-taverns.co.uk

Knead Pubs

Office 1 32 North Street
Bourne
PE10 9AB
01778 422190
www.kneadpubs.co.uk

Kornicis

195-197 Kings Rd
Chelsea London
SW3 5ED
020 7349 4440
www.kornicis.co.uk

Kro Bars

110 Heaton Moor Road
Heaton Moor Stockport
SK4 4NZ
0161 432 2374
www.kro.co.uk

Ladhar Leisure

15-16 Stockholm Close
North Shields Tyne & Wear
NE29 7SF
0191 340 5137
www.ptmy-newcastle.co.uk

The Laine Pub Company

PO Box 85
Brighton East Sussex
BN1 6YT
01273 550000
www.drinkinbrighton.com

La Porchette

84-86 Rosebery Avenue
London
EC1R 4QY
020 7837 6060
www.laporchetta.net

La Tasca Restaurants

County House Glyme Court
Langford Lane,
Kidlington
OX5 1LQ
01865 595 490
www.latasca.com

Large Bars

8 Filmer Mews 75 Filmer Road
Fulham
SW6 7JF
020 7731 4422
www.largebars.com

Le Bistro Pierre

13-17 Milton St,
Nottingham
NG1 3EN
0115 941 2850
www.lebistrotpierre.co.uk

Leeds Brewery

3 Sydenham Road
Leeds
LS11 9RU
0113 244 5866
www.leedsbrewery.co.uk

Leelex

33 Call Lane Leeds
West Yorkshire
LS1 7BT
0113 243 4008
www.leelex.co.uk

Leon Restaurants Ltd

4th Floor St Margarets House
Southwark Street
London
SE1 1TJ
0207 089 7070
www.leonrestaurants.co.uk

Leopard Leisure Leased Ltd

2 Stowell Street
Newcastle upon Tyne
NE1 4XQ
0191 230 5251
www.leopardleisure.com

Levenshulme Pub Co

908 Stockport Road Levenshulme
Manchester
M19 3AD
0161 257 2484
www.levenshulmepubcompany.co.uk

Lewis Partnership

"The Moat House"
Lower Penkrigde Road
Acton Trussel Staffordshire
ST17 0RJ
01785 712217
www.thelewispartnership.co.uk

Lifestyle Hospitality Group

2nd Floor Offices Harbour Point
Victoria Parade Torquay Devon
TQ1 2BD
01803 201197
www.thelifestylegroup.co.uk

Little Britain Pubs

79 Brook Street Wymeswold
Loughborough Leicestershire
LE12 6TT
01509 881 313
www.littlebritainpubs.co.uk

Little Gems Country Dining

Upstairs at the Swan Inn
Broughton Road
Milton Keynes Village Bucks
MK10 9AH
01908 803 198
www.littlegemscountrydining.co.uk

Livelyhood Pubs

231 Putney Bridge Road Putney
London
SW15 2PU
0208 877 9467
www.livelyhood.co.uk

Living Ventures

4-6 Princess Street Knutsford
Cheshire
WA16 6DD
01565 631 234
www.livingventures.com

London Village Inns

The Wrestlers 98 North Road
Highgate
N6 4AA
0208 340 4297
www.londonvillageinns.co.uk

Lounge Leisure

1 Bridge Street
Stafford
ST16 2HJ
01785 226966
www.casastafford.co.uk

Loungers

2nd & 3rd Floors
14 St Thomas St
Bristol
BS1 6JJ
0117 930 9971
www.thelounges.co.uk

Lovely Pubs

Warwick Road Chadwick End
West Midlands
B93 0BN
01564 785364
www.lovelypubs.co.uk

LT Pub Management

31 Haverscroft Industrial Estate
New Road
Attleborough
NR17 1YE
01953 450000
www.ltpubmanagement.com

Lucky Voice

52 Poland Street
London
W1F 7NQ
020 7439 3660
www.luckyvoice.com

Luminar Group

Luminar House Deltic Avenue
Rooksley Milton Keynes
MK13 8LW
01908 544 100
www.luminar.co.uk

Maclay Inns

Unit 2/4, The E-Centre Coopers
Way Business Village Alloa
FK10 3LP
01259 272087
www.maclay.com

Marco Pierre White Group

207 Regent Street 3rd Floor
London
W1B 3HH
0207 247 5050
www.mpwrestaurants.co.uk

Market Town Taverns

4a Mercury Court Manse Lane
Knaresborough
HG5 8LF
01423 866 100
www.marketowntaverns.co.uk

Maroush Restaurants

21 Edgware Road
London
W2 2JE
0207 723 0773
www.maroush.com

Marston's Inns and Taverns

Marston's House
Brewery Rd
Wolverhampton
WV1 4JT
01902 711 811
www.marstonstaverns.co.uk

Marylebone Leisure Group

93 Marylebone High St
London
W1U 4RE
020 7486 3905
www.miglondon.com

Marston's Pub Company

The Brewery Shobnall Road
Burton Upon Trent
Staffs
DE14 2BG
0844 848 3236
www.marstonspubcompany.co.uk

McLean Inns

2 Thorney Lane South Richings
Park Iver Bucks
SLO 9AE
07801 988 492
www.mclean-inns.com

McGowan Irish Bars

225-227 Edgware Road
Colindale London
NW9 6LU
0208 200 5256
www.irishbars.co.uk

McManus Pub Co

Barratts Club Kingsthorpe Road
Northampton
NN2 6HT
01604 713 601
www.mcmanuspub.co.uk

McMullen & Sons

The Hertford Brewery 26
Old Cross Hertford Herts
SG14 1RD
01992 584911
www.mcmullens.co.uk

Mentor Inns

Kemp House 152 City road
London
EC1V 2NX
0800 583 9501
www.mentorinns.co.uk

The Meredith Group

51 Upper Berkeley Street
London
W1H 7QW
0203 195 3011
www.themeredithgroup.co.uk

Merlin Inns

84 Smithbrook Kilns
Cranleigh Surrey
GU6 8JJ
01483 278172

Milk Street Brewery

The Griffin 25 Milk Street
Frome
BA11 3DB
01373 467766
www.milkstreetbrewery.co.uk

Miller's Collection

The Bothy The Peat Spade Inn
Longstock Stockbridge
SA20 6DR
01264 810612
www.millerscollection.co.uk

Mint Group

Mint House 191 Stonehouse St
Clapham
London
SW4 6BB
020 7498 5615
www.mintgroup.co.uk

Mission Burrito

99 Park Drive,
Milton Park
Oxfordshire
OX14 4RY
www.missionburrito.co.uk

Mitchells & Butlers

27 Fleet Street
Birmingham
West Midlands
B3 1JP
0121 498 4000
www.mbplc.com

Mitchells Hotels & Inns

11 Moor Lane
Lancaster
LA1 1QB
01524 596 000
www.mitchellsolancaster.com

Mojo Bars

18 Merrion St
Leeds
LS1 6PQ
0844 549 9090
www.mojobar.co.uk

Moleface Pub Company

63 Friar Gate Derby
Derbyshire
DE1 1DJ
0115 933 5659
www.molefacepubcompany.co.uk

Montpeliers

29 Queensferry Street
Edinburgh Scotland
EH2 4QS
0131 226 1370
www.montpeliers.co.uk

Morton-Scott Pub Co

The Marquis
51-52 Chandos Place London
WC2N 4HS
020 7379 0367
www.mspubs.co.uk

Nandos

St Marys House,
42 Vicarage Crescent London
SW11 3LD
0207 738 1120
www.nandos.co.uk

New Forest Pub Company

The Rising Sun Bashley
Common Road Wootton
New Milton
BH25 5SF
01425 610360
www.newforestpubcompany.co.uk

The New Moon Pub Co

Old Sessions House 43 Princess
Street Knutsford Cheshire
WA16 6BW
01565 631567
www.newmoonpubco.com

The New Pub Co

The Chambers 14 Coombe Road
New Malden Surrey
KT3 4QE
0208 942 4650
www.newpubco.com

Nexum Operations

4 Bank Court Weldon Road
Loughborough Leicestershire
LE11 5RF
08451 277 7041
www.nexumleisure.co.uk

Noble Inns

The Princess of Shoreditch
76-78 Paul Street
London
EC2A 4NE
020 7729 9270
www.nobleinns.co.uk

Novus Leisure

Clareville House
26-27 Oxendon Street
London
SW1Y 4EL
0207 968 2400
www.novusleisure.com

Number Works Pub Co

The Booth Hall East Street
Hereford
HR4 9HR
01432 264 888
www.thenumberworkspubs.co.uk

Oak Taverns

8a Buttermarket Thame
Oxfordshire
OX9 3EW
01844 213 867
www.oaktaverns.co.uk

Oakham Ales

2 Maxwell Road Woodston
Peterborough
PE2 7JB
01733 370 500
www.oakhamales.com

Oakman Inns & Restaurants

81-82 Akeman Street
Tring Herts
HP23 6AF
01442 890 844
www.oakmaninns.co.uk

Odd Bars

The Odd Bar 30-32
Thomas Street Northern Quarter
Manchester
M4 1ER
0161 833 0070
www.oddbar.co.uk

Odley Inns

11 Market Place Shifnal
Shropshire
TF11 9AU
01952 461 517
www.odleyinns.co.uk

OHH Company

The Old House at Home Burton
Near Castle Coombe Somerset
SN14 7LT
01454 218 227
www.ohhcompany.co.uk

Old Blue Last

38 Great Eastern Street
London
EC2A 3ES
0207 735 7033
www.theoldbluelast.com

Old Mill Brewery

Mill Street Snaith
East Yorkshire
DN14 9HU
01405 861 813
www.oldmillbrewery.co.uk

Only Pub Company

Duke's Chambers 7 Duke Street
London
W1U 3EE
020 7935 5722
www.theonlypubcompany.com

Orange Tree Group

99 High Street
Leicester
LE1 4JB
0116 223 5256
www.orangetree.co.uk

Orchid Group

Park Mill Burydell Lane
Park Street
St Albans
AL2 2HB
01727 871100
www.orchidgroup.co.uk

Ossett Brewery Pub Co

Kings Yard Low Mill Road
Ossett West Yorkshire
WF5 8ND
01924 261 333
www.ossett-brewery.co.uk

Ottolenghi

Unit 20-21 The Arches
Hartland Road
London
NW1 8HR
0203 227 4999
www.ottolenghi.co.uk

Oxford Hotels & Inns

Regus House Victoria Way
Dartford
DA2 6QD
01322 303 330
www.oxfordhotelsandinns.com

Palmers Brewery

The Old Brewery Bridport
Dorset
DT6 4JA
01308 422 396
www.palmersbrewery.com

Paradiso Olivelli Group

The Montpelier
43 Choumert Road London
W1U 1NE
0207 486 3196
www.ristoranteolivelli.co.uk

Parched Pubs

The Montpelier
43 Choumert Road London
SE15 4AR
020 7635 9483
www.parchedpubs.co.uk

Partnership Pubs

The Grafton
20 Prince of Wales Road
Kentish Town London
NW5 3LG
www.thegrafftonnw5.co.uk

PD Venues

11 Hoxton Square
London
N1 6NU
0207 613 4855
www.pauldalyvenues.com

Peach Pub Company

The Peach Barns Somerset Road
North Aston
Bicester
OX25 6HX
01869 220110
www.peachpubs.com

Pebble Hotels

Beaulieu House Roman Road
Dorking
RH4 3ET
02380 277 808
www.pebblehotels.com

Pickled Pub Company

25 North Road
Highgate London
N6 4BE
0208 340 1780
www.theredlionandsun.com

Pickles Pubs

The Old White Bear
6 Keighley Road
Cross Hills
BD20 7RN
01535 632 115
www.picklespubs.co.uk

Pitcher & Piano

Hammersmith Studios
55A Yeldham Road London
W6 8JF
0208 741 2325
www.pitcherandpiano.com

Pivovar Bars

Unit G10C Elvington Industrial
Estate Elvington Lane
York
YO41 4AR
www.pivovar.co.uk

Pizza Hut UK

67 Calthorpe Street
Banbury
Oxfordshire
OX16 5EX
www.pizzahut.co.uk

Pleisure Group

16 Madeira Place
Brighton
BN2 1TN
01273 573573
www.pleisure.com

PLS Management

Old Kings Head
1 Hampton Court Road
Hampton Wick
Surrey
KT1 4AE
0208 977 6255

The Post House

35 Greengate Street
Stafford
ST16 2HZ
01785 231450
www.theposthousstafford.co.uk

Powdertrain

Hampshire House 69 High Street
Southampton
SO14 2BY
01730 829 827
www.powdertrain.co.uk

The Prince Albert

The Ridgeway
London
NW7 1RL
020 8959 1553
www.princealbertcamden.com

Prezzo

Johnston House, 8 Johnston Road
Woodford Green, Essex
IG8 OXA
020 8505 2400
www.prezzorestaurants.co.uk

Probably A Pub Company

Risley Park Risley
Derbyshire
DE72 3SS
0115 9392313
www.probablythebestpubs
intheworld.co.uk

Provenance Inns

c/o The Durham OxWestway
CraykeYork
YO61 4TE
01347 821 506
www.provenanceinns.co.uk

PS The Pub Company

The Grouse & Ale
High Street
Lane End
HP14 3JG

01494 882 299
info@grouseandale.co.uk

Pub People Company

15 Maisies Way
South Normanton
Alfreton

DE55 2DS
01773 510 863
www.pubpeople.com

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Chorley
PR7 7NB

01772 458 400
www.thedeanswift.com

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CV32 4NX

01926 420 390
www.pugpubs.com

Punch Taverns

Jubilee House Second Ave
Burton upon Trent
Staffs
DE14 2WF

01283 501 600
www.punchtaverns.com

Real London Pubs

The Market Inn
1 Market Street
Brighton
BN1 1HH

01273 329483
www.reallondonpubs.com

Real Pubs

North London Tavern
375 Kilburn High Rd
London

NW6 7QB
0207 625 6635
www.realpubs.co.uk

Red Car Pubs

The Wheatsheaf Pub
The Hop Exchange
24 Southwark Street
London

SE1 1TY
020 7407 9934
www.redcarpubs.com

Red Chilli Restaurant

Astute House Wilmslow Road
Wilmslow,
Cheshire
SK9 3HP

www.redchillirestaurant.co.uk

Redcomb Pubs

Village Gate Pub 225 Aylesbury
Road Wendover
Buckinghamshire
HP22 6BA

01296 623884
www.villagegatewendover.com

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2nd Floor, St Georges House
St. Georges Road, Bolton
BL1 2DD

0845 1270 501
www.redhotworldbuffet.com

Red Mist Leisure

c/o Traditions Golf Club
Pyrford Road The Street
Woking Surrey
GU22 8UE

01932 346 904
www.redmistleisure.co.uk

Remarkable Restaurants

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London
N7 6AR

020 7272 2171
www.remarkablerestaurants.co.uk

Renaissance Pubs

67-69 Abbeville Rd
London
SW4 9JW

020 8675 2201
www.renaissancepubs.co.uk

Ribble Valley Inns

The Three Fishes Mitton Road
Mitton nr Whalley
BB7 9PQ

01254 826 888
www.ribblevalleyinns.com

Richardsons Events

1 Earl Street
Northampton
NN1 3AU

01604 630 666
www.richardsonsevents.com

Rising Star Leisure

16a Clapham Common
London
SW4 7AB

0207 978 1333
www.risingstarleisure.com

Rocket Restaurants

Huntington House
Princess Street
Bolton
BL1 1EJ

0845 127 0501
www.rocketrestaurants.co.uk

Rossopomodoro UK

1 Rufus Street
London
N1 6PE

0808 877 9903
www.rossopomodoro.co.uk

S.A. Brain & Co

The Cardiff Brewery
Crawshay Street Cardiff
CF10 1SP

02920 402 060
www.sabrain.com

Salisbury Pubs Ltd

Alford Arms Frithsden
Hemel Hempstead
HP1 3DD

01442 864 480
www.salisburypubsltd.co.uk

Samuel Smith

The Old Brewery High St
Tadcaster
LS24 9SB

01937 832 225
www.samuelsmithsbrewery.co.uk

San Carlo

33 Curzon Street
London
W1J 7TR

0207 629 6239
www.sancarolo.co.uk

San Marco Group

96 Whittingham Lane
Broughton
Preston
PR3 5DB

01772 861240
www.sanmarcogroup.co.uk

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91-93 Liverpool Road
Manchester
M3 4JN

0161 831 9888
www.sapporo.co.uk

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The Swan Old Road
Whittington Worcester
WR5 2RL

07811 111 076
www.scoffandquaff.com

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Clitheroe
BB7 4ED

0207 930 4007
www.seafoodpubcompany.com

Shannon Pubs

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SW1Y 6DB

0207 930 4007
www.shannonpubs.com

Shepherd Neame

The Faversham Brewery
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ME13 7AX

01795 532 206
www.shepherdneame.co.uk

Simmonds

The Ploughman Staniland Way
Werrington Peterborough
PE4 6NA

01733 327 696
www.theloughman-werrington.co.uk

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East Sussex
TN33 0EA

01424 772 100
www.simplyitalian.co.uk

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EX6 6EG

01647 61224
www.kingsarmsinn.co.uk

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Newcastle-Upon-Tyne
NE1 5AW

0191 232 0664
www.sjf.co.uk

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North Parade Horsham
West Sussex
RH12 2QR

01403 251891
www.smith-western.co.uk

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SG14 1BA

01992 587674
www.thesnugbar.co.uk

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0203 006 0076
www.sohohouse.com

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EX4 3LS
01392 213924
www.southdevoninns.co.uk

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PO21 2LN
01243 841034
www.spiritpubcompany.com

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WC2H 7AB
0207 395 0390
www.spaghetthouse.co.uk

Sports Bar & Grill

Marylebone Station
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NW1 6JJ
0207 723 8890
www.sportsbarandgrill.co.uk

Stankerr Pubs

Burgundy House.
21 The Foresters High Street
Harpenden Hertfordshire
AL5 2FB
www.tabacon.co.uk

Stanley Pubs

Tufnell Park Tavern
162 Tufnell Park Road
London
N7 0EE
0207 284 326
www.stanleypubs.com

Star Pubs and Bars

3-4 Broadway Park
Edinburgh
EH12 9JZ
0500 94 95 96
www.starpubs.co.uk

St Arnold Group

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Halstead Essex
CO9 2JT
01787 476 569
www.saintarnold.co.uk

St Austell Brewery Co

63 Trevarthian Road
St Austell Cornwall
PL25 4BY
0845 241 1122
www.staustellbrewery.co.uk

Steamin Billy Brewing

Cow & Plough Stoughton Park
Gartree Road Oadby
LE2 2FB
0116 272 0852
www.steamin-billy.co.uk

Stonegate Pub Co

Porter Tun House
500 Capability Green
Luton
LU1 3LS
0845 126 2944
www.stonegatepubs.com

Sussex Pub Group

Trents 50 South Street
Chichester
PO19 1DS
01243 773714
www.thesussexpub.co.uk

Tadcaster Pub Company

Commer House Station Road
Tadcaster North Yorks
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01937 835 020
www.tadpubco.co.uk

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Douro Terrace Sunderland
Tyne And Wear
SR2 7DX
0191 565 1122
www.tavistockleisure.com

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Business Park
Whitehill Way Swindon Wiltshire
SN5 6QR
01793 441429
www.the1440.co.uk

TGI Fridays

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0208 521 6262
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Thai Group

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Oxfordshire
OX16 9RR
01295 269 502
www.thaigroup.co.uk

Thai Leisure Group

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SW1Y 5BN
0207 839 4000
www.thaileisuregroup.com

Thai Square Restaurants

21-24 Cockspur Street
London
SW1Y 5BN
0207 839 4000
www.thaisq.com

The Real China Ltd

167 Broadway, Bexleyheath
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DA6 7ES
0208 303 8023
www.therealchina.co.uk

The Real Greek

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SE1 0LH
0207 287 6805
www.therealgreek.com

The Restaurant Group

5-7 Marshalsea Road
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SE1 1EP
0203 117 5001
www.trgplc.com

Thorley Taverns

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CT10 2TA
01843 602 010
www.thorleytaverns.co.uk

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Riverside Brewery Buxton Road
Bakewell
DE45 1GS
01629 641 000
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PE10 9AB
01778 422 190
www.thethurlbygroup.co.uk

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BD21 1AW
01535 603 139
www.timothytaylor.co.uk

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Callender Place Lingard Street
Burslem Stoke-on-Trent Staffs
ST6 1JL
01782 823 447
www.titanicbrewery.co.uk

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Ramsden Heath
Essex
CM11 1NA
0845 293 7563
www.tlcinns.co.uk

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NE1 1SE
0191 232 1122
www.tokyoindustries.com

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Glasgow
G4 9UG
0141 771 277
www.tonymacaroni.co.uk

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382 Mare Street
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E8 1HR
0208 533 1840
www.tonkotsui.co.uk

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London
W1W 7QA
0207 637 5849
www.tortilla.co.uk

Town & Village Hotels

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LS24 9JF
01937 833 311
www.commer.co.uk

Town Centre Inns

The Colby Arms
132 Gipsy Hill
London
SE19 1PW
020 8670 7001

Tragus Group

163 Eversholt Street
London
NW1 1BU
020 7121 3200
www.tragusgroup.com

Trust Inns

Blenheim House Foxhole Road
Chorley Lancashire
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Bristol
BS1 4DA

0117 929 0209
www.turtlebay.co.uk

Two Kiwis

The Sausage Tree Saffron Road
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01494 452204
www.twokiwisltd.co.uk

Underdog Restaurants

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70 Wapping Wall
London
E1W 3SS

www.thehawksmoor.com

Upham Pub Company

Stakes Farm Cross Lane
Upham Hampshire
SO32 1FL

01489 861 383
www.uphampub.co.uk

Urban & Country Leisure

Touch Stone Two
Pinewood Business Park
Coleshill Road Birmingham
B37 7HG

0845 30 11 142
www.urbandandcountryleisure.com

Urban Leisure Group

53-55 Salisbury Road
Queen's Park
London
NW6 6NJ

020 7604 5956
www.ulg.co.uk

Utopia Clubs Ltd

Utopia Clubs Ltd Vogue Nightclub
2 Bradford Place Walsall
WS1 1PL

01922 644 242
www.coutureleisure.com

Utopian Leisure Group

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Newcastle upon Tyne
NE2 1NH

0191 281 6015
www.utopianleisure.com

Vale Brewery

Tramway Business Park Brill
Buckinghamshire
HP18 9TY

01844 239 237
www.valebrewery.co.uk

Vapiano

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London
W1W 8QB

0207 268 0080
www.vapiano.com

Venture Inns

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Devon
TQ12 2RB

01626 354 010
www.venture-inns.com

Victoria Inns

Victoria House 2 Lucas
Horsted Keynes W Sussex
RH17 7BN

01825 791 794
www.victoriainns.co.uk

Village Brewer

22 Coniscliffe Road Darlington
Co Durham
DL3 7RG

01325 354 590
www.villagebrewer.co.uk

Vimac Leisure

7 Whitney Way
Baldon Business Park
Baldon Tyne & Wear
NE35 9PE

0191 536 8388
www.vimac-leisure.co.uk

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Suite 237 Great Northern House
275 Deansgate
Manchester
M3 4EL

0292 022 0255
www.vivabrazilrestaurants.com

Wadworth & Co

Northgate Street
Devides
SN10 1JW

01380 723361
www.wadworth.co.uk

Wagamama

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London
W1W 8DG

0207 631 3140
www.wagamama.com

Wahaca

80 Wardour Street
London
W1F 0TF

0208 749 4517
www.wahaca.co.uk

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County Durham
TS27 4SU

01429 839 241
www.wearinns.co.uk

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Egerton Bolton
Lancashire
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01204 301 774
www.thethomasegerton.co.uk

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139 Brookfield Place
Walton Summit Centre
Preston
PR5 8BF

01772 694 242

Wharfebank Brewery

Unit 4, Pool Business Park
Pool In Wharfedale
Otley

LS21 1FD
0113 284 2392
www.wharfebankbrewery.co.uk

Whitbread

Whitbread Court
Houghton Hall Park
Porz Avenue Dunstable
Beds

LU5 5XE
01582 424 200
www.whitbread.co.uk

Whiting & Hammond

The Little Brown Jug
Chiddingstone Causeway
Tonbridge
Kent
TN11 8JJ

01892 871 042
www.whitingandhammond.co.uk

Windmill Taverns

72 Blackfriars Road
London
SE1 8HA

0207 928 2126
www.windmilltaverns.com

WL Leisure

2 Woodseats Close
Sheffield
S8 0TB

0114 236 1103
www.wlleisure.co.uk

Woodward & Falconer

Station Road
Mouldsworth Cheshire
CH3 8AJ

01928 740 977
www.woodwardandfalconer.com

Yard Glass Pub Company

Warrington Road Leigh
Lancashire
WN7 3XQ

01942 671 256
www.ygpc.co.uk

Yo Sushi

95 Farringdon Road
London
EC1R 3BY

0207 841 0700
www.yosushi.com

York Brewery

12 Toft Green
Micklegate York
YO1 6JX

01904 621 162
www.york-brewery.co.uk

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Riverside House 26 Osiers Road
Wandsworth
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SW18 1NH

0208 875 7000
www.youngs.co.uk

Yummy Pub Co

The Wiremill Wiremill Lane
Newchapel
Surrey
RH7 6HJ

01342 832 263
www.yummypubco.com

Zaza

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Bushey, Herts
SE3 0TJ

0208 420 4271
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