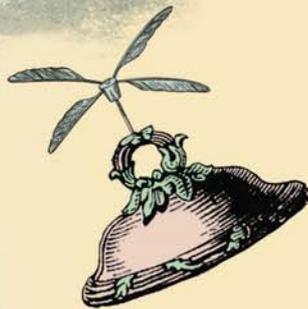


The OnTrade Preview 2018



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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 2018 will bring the licensed ontrade

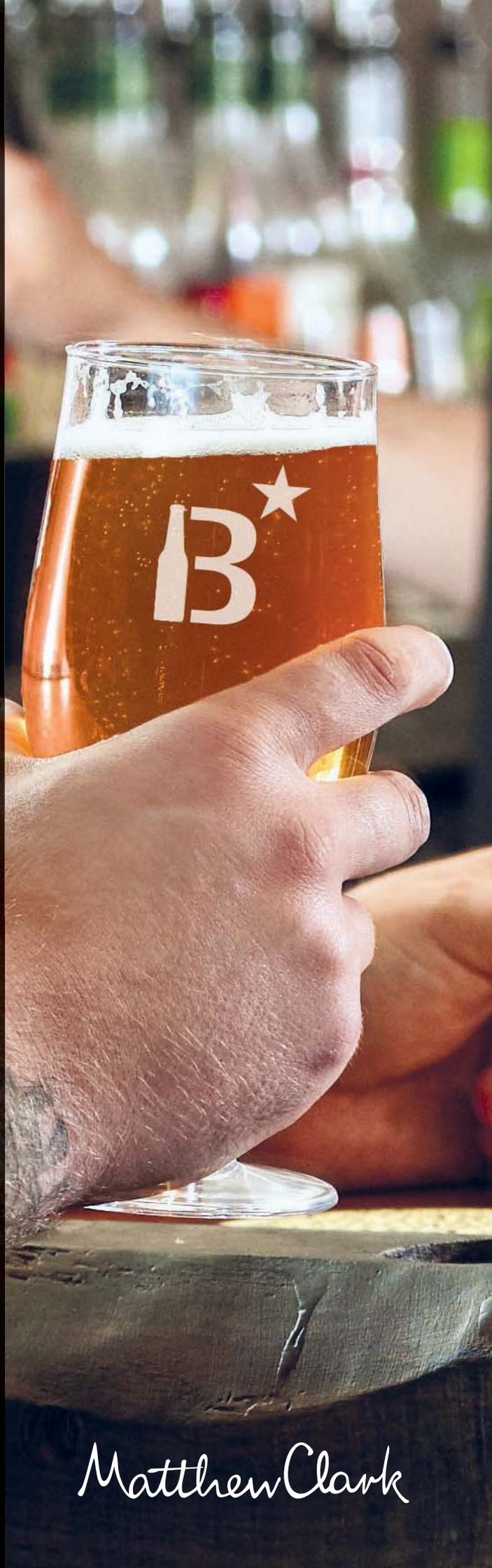
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the experience matters

Matthew Clark



Welcome to The OnTrade Preview 2018

The definition of hospitality is wide-ranging and the Government's approach to supporting the various businesses that inhabit the hospitality sector needs to be similarly flexible and progressive.

The UK's diverse and extensive hospitality sector is one that penetrates and supports almost every pillar and facet of the UK's economy. Hospitality as an umbrella term covers an enormous range of businesses and sectors-within-sectors, incorporating some of our country's most valuable and iconic assets.

One of the ALMR's aims over the next twelve months and beyond, will be to push the idea of a joined-up, holistic approach to supporting hospitality businesses.

Successful hospitality businesses exist in a state of mutualism: thriving nightclubs will also support taxi firms, restaurants, hotels and takeaways; while good business at a sports match will have a positive knock on effect for shops, pubs and bars.

With uncertainty still prevalent and potentially difficult economic times on the horizon, we need an approach by the Government that recognises the need for an inclusive and supportive policy-making environment.

The UK's economy is streamlined and connected, and businesses recognise this; that is one of the reasons voluntary and partnership schemes are so well supported by eating and drinking out businesses.

A holistic approach that recognises the need to support a wide range of disparate businesses can help provide clarity and certainty for businesses and encourage investment at a time when it would be well received.

This is exactly the frame of mind with which the Government should approach the opportunity of supporting growth. By recognising that positive action in one sector will be felt in another and by establishing an all-inclusive approach to policy that incorporates a vast and intricately linked sector.

The ALMR will hard at work making this a reality and we look forward to working with you all to champion our fantastic sector.

Kate Nicholls
Chief Executive
ALMR

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A CLOSER LOOK

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SWEET
MALT



HOPPY



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Contents

Industry Leaders	6
2018 World Cup	14
Industry Trends	20
Staff Training	38
Great British Beer	52
World Class Beer	132
The Cider Preview	204
The Spirits Preview	234
Mixers & Soft Drinks	262
Money Matters	282
Health & Safety	292
Best Cellars	300
Multiple Operators	312
Suppliers	324

A Taxing Situation



Industry Leader

Kate Nicholls, CEO of the ALMR, hopes that 2018 will see meaningful change and support for the dynamic, innovative and resilient eating and drinking out sector

The 2017 Autumn Budget provided a welcome freeze in alcohol duty rates and a much-needed extension of the pub sector business rates relief. The Government provided eating and drinking out businesses with some reason to be optimistic but, with Brexit on the horizon continuing to cause instability, there is still more that can be done to help support businesses and stimulate growth.

The eating and drinking out sector is one of the most highly taxed across the UK economy. This consequence of this is the stifling of its potential for growth and the ability to employ more staff. With more and more goods and services being traded online, rather than through properties, there is a need for the tax system to keep up to speed.

Property Tax

Business rates are a tax on property that is statutorily required to bring in the same amount of revenue each year in real terms, i.e. a cash increase every year. While more money is being collected, fewer properties are now paying the tax.

The reason for this is fairly obvious - a rapid move by business to online services. The clearest example is in retail but it is also evident in banking, communications and other parts of our lives. This is no bad thing, but it does ask questions of a tax which last underwent any significant reform in the early 1990s and is based solely on property.

“The unique way that pubs are rated - on a turnover basis - means that any capital investment that helps generate greater additional turnover is effectively penalised by a higher business rates bill”

High Street Clearance

One of the main factors driving the switch to online, and away from high streets, is the escalating costs of business rates. This year's revaluation saw bigger increases for high-street operators compared to digital businesses, so more will look to leave the high street and perhaps cease trading from bricks and mortar properties altogether.

So, the cycle continues; more money needs to be raised from fewer properties who then switch their business model so they are not so reliant on a physical location. The status quo will simply see more and more taxation being taken from fewer and fewer businesses, which is ultimately both unsustainable and unfair.

Campaigning for Reform

The ALMR has long been at the heart of the campaign to achieve meaningful reform of the business rates system. The Government has committed to a root and branch review of this unfair and outdated system and the ALMR will be front and centre in that process to ensure it delivers the changes necessary for our sector to continue to thrive.

Eating and drinking out is one of Britain's most dynamic, innovative and resilient sectors. It has created one in seven of all new jobs and has grown by more than 5% per annum since 2010. Pubs, clubs and restaurants have driven a renaissance across high streets that are now being damaged by increasing financial burdens. It is clear that this situation cannot continue indefinitely, without gouging the heart of Britain's high streets for good.

The ALMR has clearly outlined a compelling case for wholesale reform of the outdated rates regime. The total rates bill for eating and drinking out businesses currently stands at £1.1bn. Businesses in our sector pay 4.5% of the total liability yet account for just 1.1% of turnover. This works out as an overpayment of £890m every year.

Unsustainable Increases

With the further planned increases over the coming years, this will be very difficult for many operators to sustain. At an uncertain time, and with inflationary input cost pressures, this situation is due to get even tougher.

Analysis by the ALMR shows the sector is facing a significant jump in bills next April - this is because the first-year relief for larger premises was limited to 42% and then a further 35% of the increase goes through in 2018

As well as bearing the brunt of further business rates and duty increases, other regulatory measures such as national living wage rises, pension auto-enrolment and the apprenticeship levy will particularly impact eating and drinking out businesses as they are people-intensive businesses. It is widely accepted that many of these will need to see sales growth of 4-5% in 2018 just to stand still, which is unlikely to be sustainable across the whole sector.

Sticking Plaster Relief

Transitional and pub-specific relief is very welcome and recognises the unique challenges and pressures facing the sector, but is little more than a sticking plaster and the majority of operators have still yet to receive what they are entitled to because local authorities have been slow to act. The unique way that pubs are rated - on a turnover basis - means that any capital investment that helps generate greater additional turnover is effectively penalised by a higher

business rates bill. As property-based businesses, pubs cannot move online and by their very nature are inefficient users of space.

So fundamental reform is needed with the goal of having a system which allows for a fairer distribution of the business tax burden across a rapidly changing economy. The system should absolutely incentivise businesses that invest in and improve properties. Reform must also make it more straightforward to appeal against rates valuations and speed the appeals process up. Too often operators are forced to wait for years to have their disputes resolved.

“Eating and drinking out is one of Britain’s most dynamic, innovative and resilient sectors. It has created one in seven of all new jobs and has grown by more than 5% per annum since 2010”

The First Step

Recent support announced at the Autumn Budget goes some way to providing support for businesses and addressing the issue of high property costs for pubs, restaurants, bars and nightclubs. This is a good first step and a good position from which the ALMR can push for continued support and, in particular, the wholesale reform of business rates that we need.

2017 has brought with it challenges, but also opportunities. With any luck, we will look back on the year as the beginning of the start of meaningful change and support for our fantastic sector.



The ALMR represents 90% of managed pubs, clubs, bars and branded restaurants.

WE AIM TO

-  Promote the reputation of the sector
-  Protect members' commercial interests
-  Prevent restrictive legislation

WE SEEK

-  Free, fair and flexible markets
-  Reduce the unnecessary cost of doing business
-  Unlock growth and investment in our communities and our people

BBPA Review & Preview



Industry Leader

The beer and pub sector has had a challenging year in 2017, says Brigid Simmonds OBE, Chief Executive of the BBPA.

Difficult headwinds in the economy, rising costs in the sector, and the ongoing uncertainty caused by Brexit are major issues of concern as we head into 2018.

All these factors mean we must continue to campaign for further action from the Government. This doesn't have to mean direct support, but in many cases we do need a level playing field so that the sector is not disadvantaged.

When it comes to fairness from the Government, there is no doubt we have had setbacks in 2017. At the time of writing, the Government is preparing a second Budget, where it plans a further increase in beer duty, despite the large, almost four per cent rise in the Spring.

This would be very damaging to the industry, and would entirely undo the three, one penny cuts in duty implemented under the previous Government. Removing increases according to the Retail Price Index written into the Public Finances is a key ask, particularly at a time of rising inflation.

With beer accounting for around two thirds of alcoholic drink sales in pubs, and UK beer tax rates already three times the EU average, we will continue to make the case for fairer taxes for the nation's favourite pub drink.

"With UK beer tax rates already three times the EU average, we will continue to make the case for fairer taxes for the nation's favourite pub drink"

The Rating Controversy

Business rates have also been a source of major controversy this year, because of the revaluation last autumn. Whilst the majority of pubs saw a reduction in their business rates bills, many faced swingeing and unacceptable increases. After a vocal campaign in the Spring, the Government did respond, with the introduction of pub-specific rates relief among the measures. However, the scale of the help was modest, it has not yet been implemented by many local authorities and was more than wiped out by the simultaneous, beer duty increase. This relief needs to be extended into future years, and raised from £1,000 to £5,000 per year.

There is no denying that we continue to see a 'sticking plaster' approach to correcting the worst anomalies of business rates. What we really need is fundamental review and reform of the entire system. Regardless of how the rates bill is distributed between pubs, it is unfair that pubs pay 2.8 per cent of the entire rates bill, despite accounting for just 0.5 per cent of total business turnover. We must have a system that reflects changes in the world of business in recent years, ensuring that online business, in particular, pay their fair share.

The Brexit Challenge

Brexit is another challenge where we need to see real progress in the coming year. It is very disappointing that our industry's staff from the EU face continuing uncertainty over their status in the UK. They are a valuable and essential part of our workforce; for pubs, around 20 per cent of the current UK workforce is from overseas, and this figure rises to 40 per cent plus, in metropolitan areas.

I fully recognise that we must build on some good work already done in terms of equipping the local workforce with necessary skills and rewarding careers in our sector. Yet planning for a gap in skills is difficult, given current uncertainties over the terms of Brexit, and we cannot have 'cliff edge', when it comes to our ability to recruit the staff we need to keep our businesses operating successfully. Post Brexit, we will need to ensure there is a full understanding within Government of the skills needs of our sector.

Future Opportunities

More work is being done to boost recruitment of staff from the UK. We certainly need to do more to promote pub careers, and this will become ever more important in the future. The BBPA has a specialist group looking at this area, and is working in partnership with organisations such as Springboard.

Our Parliamentary pub chef competition is one example of where we can shine the spotlight on skills shortages, and our members do a great deal of other work to highlight pub careers.

“We certainly need to do more to promote pub careers, and this will become ever more important in the future”

It is also true that Brexit presents opportunities to do some things better, something on which we will be campaigning in the years ahead. Beer exports will become an increasing priority, as the industry seeks to take advantage of new export markets. This is also good for pubs; growing the export market and showcasing British beer promotes the unique role beer plays in Britain’s pubs, helping to keep them high on the list of most popular tourist attractions.

With so many UK brewers also operating pubs, thriving beer exports acts as a spur to investment at company level, which boosts both brewers and the wider pub trade.

To this end, the BBPA launched a new export strategy in October, which maps out a plan to expand beer exports by £100m over the next five years, using our current £630 million export figures in 2016 as the base. We have worked closely with the Government on this, and will continue to do so.

Post Brexit, another top priority will be securing a more competitive beer duty regime for the UK.

Whilst it is true that overall, our unacceptably high beer duty rates are the responsibility of Westminster, Brexit will present opportunities for the Government to adjust the duty regime in ways that would help beer and pubs.

Under EU law it isn’t currently possible, for example, for the Government to charge a lower rate of duty on beer sold in pubs, something we would like the Government to examine. At present, we are also restricted when it comes to implementing lower rates of duty for lower strength beers, with the threshold set too low, at 2.8 per cent abv. Raising it to 3.5% would act as a real stimulus to this part of the market in the UK.

This is an agenda the Government needs to prepare for as we move towards Brexit. We are a resilient sector, that continues to remain at the heart of the nation’s social life, despite all the challenges we are facing.

We have many success stories to highlight, and we won’t hesitate to highlight the great positives of our industry in all our campaigns.

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A guide to the best beer, food and drink events in the UK this summer.

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Legal Eye View



Industry Leader

Lisa Sharkey, partner in Poppleston Allen, the UK's leading firm of licensing solicitors, looks at the potential for further changes in the law during the year ahead

Personally, I don't think that we will see a great deal of change in terms of new legislation and regulation. Phew ...

The market is uncertain and I don't believe the Government have the appetite to burden us with more changes in 2018. Operators have had to face challenges this year with a slowdown of the market, a hike in food prices and huge increases in taxation. We all look towards Brexit – we know the when (29th March 2019 at 11pm) but we don't know the what, and for some of us, the why?

The Government has responded to the House of Lords review of licensing and thankfully, what we will not face is a 5th licensing objective based upon health. There are no plans in the near future to merge planning and licensing. We will, however, see some changes to the Guidance issued under the Licensing Act.

My whistle stop tour of what is likely to happen in 2018 – in no particular order – is:-

1. Cumulative Impact Policies

These are the policies which certain Local Authorities apply which make it difficult for operators to get a new licence, or get an existing licence varied. They keep many operators out and others, have to compromise their offer.

They are a creation of the Guidance but in 2018 they will be promoted into legislation. Councils will need to decide every 3 years if there is sufficient evidence to justify a policy and, whether the area covered should be reduced or increased in size.

2. Personal Licences

Previously, it was up to a court to decide whether to suspend or revoke a licence if an individual was found guilty of a relevant offence.

Local Authorities can now apply to review a personal licence. We might therefore see more in 2018.

3. Minimum Pricing

The Government is still looking at taxation and pricing as a way to control excessive consumption.

I think it's unlikely that we will see minimum pricing in England during 2018. In November 2017, the Supreme Court ruled that Scotland can set a minimum unit price (MUP) for alcohol.

Scotland and Wales are likely to see a MUP set of 50 per unit.

During 2018, the UK Government will be under pressure to follow suit however they probably have more pressing matters, trying to navigate Brexit.

There is a strong lobby against the introduction of MUP with campaigners urging the Government to promote health by other means as opposed to increasing the spend for responsible drinkers.

4. Immigration Act 2016

As a result of the change to the law this year and the checks you have to make to ensure your staff are entitled to live and work in the UK then I think we might see more enforcement, prosecutions and licence reviews.

5. Late Night Levy

We know these are not going to be repealed but the changes for 2018 are likely to be around Local Authorities being able to target certain areas and a charge being applied for late night refreshment houses.

6. Agent of Change Principle

This effectively means the person or business responsible for the change should be responsible for managing the impact to protect existing businesses.

There is a planning White Paper proposing that this principle be adopted in planning legislation.

It would mean that a developer would have to undertake the development adopting measures to protect existing businesses. For too long developers have not undertaken proper sound works and residents have moved in and then complained about the noise, which has had drastic consequences on existing businesses.

Consultation on the White Paper concluded in May 2017.

Let's hope, parliamentary time permitting, this might be a good news story for the trade in 2018.

National Planning Guidance currently encourages councils to recognise that existing business should not have unreasonable

restrictions put upon them and that the potential effect of new residential developments near existing business that gives rise to noise should be carefully considered.

The Mayor of London published Guidance in November 2017 urging London Boroughs to promote night time activities and adopt the principle now.

7. Licensing of Premises "Airside" at Airports

Currently, premises airside are not licensable. We should see a consultation paper in 2018 to consider whether this should change.

Lisa Sharkey has specialised in licensing for over 23 years and has been with Poppleston Allen since its inception. She has experience in all sectors of the industry from pubs, bars and restaurants to the more complex matters surrounding late-night licensing, particularly in cumulative impact areas

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Pillars of the Beer Community



Mike Benner, Chief Executive of the Society of Independent Brewers (SIBA) shares the organisation's 2020 Vision for the British Independent Beer Market

Industry Leader

The Society of Independent Brewers is a trade association with over 850 professional brewing members, brewing beers of different styles and quantities - many sell the majority of their beer to local pubs, some sell beer via their own tap-rooms or online shops, others sell nationally via pub chains, supermarkets or casual dining outlets and more and more are exporting their beers around the World. Many follow all these routes to market!

With such a diverse and passionate membership, our challenge was to pull together a strategy to bring genuine benefit to the majority of SIBA members, focusing on the key issues facing independent breweries in the UK and how, by 2020, we could help deliver an improved marketplace for British beer.

Background to the UK beer market

The genuine consumer-led interest in and demand for craft beers has created the most exciting environment for British beer in a generation. Today's discerning drinkers demand the highest quality beers, wide choice, innovation, beers with genuine provenance and a range of styles and brands in all formats. This demand, supported by a much-needed regime of duty relief via Small Breweries' Relief introduced in 2002, has led to an explosion in the number of small independent brewing businesses.

But with the overall UK beer market in long-term decline this has led to intense competition and larger brewers squeezing prices and routes to market to maintain market share. The effect is that SIBA members and other small brewers have only around 7-10% of the total UK beer market and reducing the slice of the cake for many brewers as new brewers enter the market.

"Today's discerning drinkers demand the highest quality beers, wide choice, innovation, beers with genuine provenance and a range of styles and brands in all formats"

The only positive way to address this is by growing market share for independent brewers through improved access and creating new routes to market supported by a fair tax regime, focused promotion of Independent craft beers, and driving quality and excellence in a practical and meaningful way with the SIBA Food Safety & Quality standard.

The 2020 Vision & Introduction of SIBA's Four Pillars

SIBA aims to celebrate its 40th anniversary in 2020 by creating a transformation in the marketplace for independent craft beer, based on excellence, growth and sustainability in the independent brewing sector.

SIBA's 2020 vision is of a sustainable marketplace for Britain's independent craft brewing businesses where access to market is driven by consumer demand and not restricted by barriers to growth and access and where they can compete to make a fair and sustainable profit.

The Four Pillars of activity take these ideals a step further and set out very clearly where our focus will be over coming years. They are:

Access to Market

As we all know the pub sector in the UK is largely controlled by the large pub companies. SIBA already work successfully with many of these pub companies to provide local beer via our Beerflex scheme, which ensures that beer drinkers across the UK can enjoy the quality, local, independent craft beers they demand in their local pubs.

Beerflex, formerly known as the Direct Delivery Scheme (DDS), gives a viable route to market, but the margins for many brewers can be tight and as such SIBA's Ethical and Flexible pricing was launched. This moves the price banding structures away from simply ABV and gives brewers more flexibility in deciding the price their beer sells for. This is important where beers have other factors which affect

their price, such as heavy hopping or barrel ageing, which are not related to ABV but common amongst our members' beers.

But access to market isn't just about pubs and SIBA are working on ways to open up business opportunities in the casual dining, bar, restaurant, hotel and hospitality sectors as well. A key activity on this was our partnership with the European Pizza & Pasta Show in November 2017, where we curated the content for the 'Craft Beer Experience Live' and served our members beers to restaurateurs and alcohol buyers from across the UK.

Taxation

Taxation is a huge issue for the beer, brewing and pubs industry, and SIBA fight the corner for independent breweries on a number of fronts to ensure a fairer deal.

Of particular importance is Small Breweries' Relief, which gives breweries producing 5,000HL or less a 50% reduction in their duty rate, with a sliding scale up to the current threshold of 60,000HL production. Small Brewers' Relief was a key factor in the huge growth of independent breweries since its introduction in 2002, and is essential to the future of independent craft beer in the UK. Our view is that the scheme should be extended and positively enhanced in a number of ways and we are engaged in a process to establish a joint industry view on the way forward.

SIBA is also committed to working alongside other trade associations and industry groups such as the Campaign for Real Ale (CAMRA), the British Beer and Pub Association (BBPA), the All Party Parliamentary Beer Group and the Association of Licensed Multiple Retailers (ALMR), on issues such as Beer Tax and pub business rates which affect the whole industry. The UK pays one of the highest rates of beer duty in the EU and SIBA work alongside the industry to ensure a fairer deal for beer and pubs - in an effort to keep the price of beer from becoming an unaffordable luxury.



Promotion

There has never been a more exciting time for beer drinkers in the UK, with more beer styles being brewed here than at any point in history. That huge selection has come in direct response to the huge growth in demand for craft beer, the most exciting thing to happen in the drinks world in decades.

It was independent breweries that started the craft beer revolution and it is their beers consumers want, but the Global brewers have fought back - buying out previously independent craft breweries or launching their own products marketed as craft.

This potential muddying of the craft beer waters led to SIBA's launch of the Assured Independent British Craft Brewer campaign (see SIBA's piece in the Future Trends section for more information) which will be central to how we promote our members' independent craft beers.

Product Excellence

Maintaining consistency and quality is at the centre of the brewing art, and something which all of SIBA's brewers are already committed to as professional brewing businesses. Increasingly though, we are seeing retailers and pub companies demand proof of commitment to quality assurance as a pre-requisite of doing business with them.

In order to better meet the requirements of an ever-maturing beer industry SIBA introduced the Food Safety & Quality standard (FSQ), an on-going system of quality checking and continual improvement which is more affordable and better targeted at small businesses than other schemes.

All of SIBA's 500 breweries currently trading on Beerflex are now enrolled in the FSQ or another equivalent quality control accreditation such as SALSA, with the aim to have all SIBA Members - around 850 across the UK - enrolled by 2020.

*Society of Independent Brewers (SIBA):
delivering access to market, better taxation,
increased promotion and product excellence
for Britain's independent breweries.*

THE SOCIETY OF
SIBA
INDEPENDENT
BREWERS
the voice of British brewing





A Sporting Chance

The World Cup

Sport and pubs are a winning combination, and the World Cup is the big one. Roll on 2018 FIFA World Cup, says Matt Eley

You wait more than 50 years for a football World Cup win and then two come along at once.

This summer, England's rising stars did what the seniors have failed to do since 1966, by winning the U20 World Cup. Then, just a few months later, the U17s repeated the trick, beating those footballing heavyweights Spain and Brazil along the way.

These things always come in threes, right? So, victory in the 2018 World Cup in Russia is practically guaranteed.

If only it were that simple, but, as always, the 2018 FIFA World Cup will provide a huge trading opportunity for pubs and bars of all kinds.

“The 2018 FIFA World Cup will provide a huge trading opportunity for pubs and bars of all kinds”

If you run a sports pub, events simply do not get any bigger than this, while those who usually choose to eschew sport might be tempted to turn the telly on for the big games.

We can't predict how Gareth Southgate's side will get on in Russia, but we can provide some tips on making the World Cup - and sport in general - work for your business.

Planning for Success

Stonegate will be showing live football across its 700-strong estate. In fact, the acquisition of Walkabout last year and the London-based Sports Bar & Grill bars in September were completed in good time for the tournament.

Derek Avington, head of marketing for Stonegate's traditional pubs, said the Euros in 2016 were a big success and the company is looking forward to a similar showing with the World Cup.

He said: “We use the learnings from competitions like the Euros to improve our offer competition by competition. We analyse performance in detail, so we know what works and what doesn't.

“Like everyone we remain optimistic England will get to the final, however, we wisely plan for other big games so we're not disappointed!”

He added that Stonegate has a clever squad rotation system in place to ensure there's enough staff to cover the big matches.

“Most of the time, we are able to use existing teams simply working different shifts,” he explained. “We also have a great culture where managers of non-sports pubs will share staff with the busiest sports pubs.”

Coverage of the World Cup is split between the BBC and ITV. While this is an advantage for pubs that do not take out sports subscription packages, it provides extra competition for venues that do show sport broadcast by Sky and BT Sport all year round.

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My World Cup: Phil Cutter

Phil Cutter is the freeholder at award-winning Norwich pub The Gardeners Arms (known colloquially as The Murderers). With 30 years at the pub and plenty of World Cup experience, we asked him for some tips on making the most of Russia 2018.

When do you start your World Cup preparations?

They literally started the weekend England qualified for the finals, but will crank up once we have the dates of their group games. We have some exciting plans, and are working with Budweiser who are official beer sponsor of the World Cup, to make us the 'must go to' venue in the city.

We're already looking at jugs of beer, to avoid waiting times at the bar, and have long had TV's in our toilets so punters don't need to wait until half time to go to the loo, in case they miss the action.

Decorating the pub also creates a message for customers looking for a great venue. We have some big plans to hopefully make us stand out in the crowd.

England have not performed well in recent years, how many games do you bank on them playing in?

We work on the hope that we'll get through to the finals. However, 2014 was obviously a real disappointment. The fact that we had been eliminated even before we kicked a ball in the third match meant that we only had two England games worth shouting about.

Interest seems to build the further into tournaments we progress. I was working here in 1990, the night Gazza cried, at the semi-final. It was an electrifying night in the pub, which many people who were there still talk about. The pub is the only place to create those memories, and as publicans it's essential to create the atmosphere that makes customers want to come back.

Is having the right audio-visual equipment an important factor in generating atmosphere?

We can quite confidently state that we have the best picture and sound quality in the area. Having recently upgraded our system to 4K, we purchased a state of the art matrix, which is the only one currently in the UK and shipped in from the USA. This is all controlled, by one iPad app. This allows 4K to be shown on eight separate screens, with the sound put through a mixing desk to create the unique atmosphere.

Anyone can turn on a TV, but it's creating 'theatre' around the event that is as important as the game itself. Leading up to the game, we have a 'big match' playlist, featuring 'Three Lions' and the National Anthem.

What do you do to drive trade for games involving other nations?

England matches will be the mainstay for most landlords, but we need to look at it as an entire tournament. There will be 31 other nations, and 64 matches, all being televised for free, in normal

Match Points

Of course, those that have a broad sport offering should be better placed to attract football fans and create the appropriate atmosphere at their venue for a big game.

Sky, which is the home to Premier League, EFL, La Liga and a wealth of international football, has some advice for pubs wanting to make the most of events such as the World Cup.

For a start, make sure you can look after your sports-mad fans as well as those that might prefer to come in for a pint and a quiet meal

"The pub is the only place to create those memories, and as publicans it's essential to create the atmosphere that makes customers want to come back"

According to Sky: "Creating specific zones for sport within a premises can be really beneficial. Having a designated area for sport watching means that diners won't be disturbed if a venue also has a food offer.

"Within a sports zone, it's important to ensure that viewers have good access to the bar, are able to order drinks easily and that screens are visible from all parts of the area. Table service can be a nice addition for match days to help with flow at the bar and to keep customers happy."

How you deliver food is also worth chewing over. For example, hand-held bites that are quick and easy can be the best bet.

Sky's spokesperson added: "Food that is quick to prepare and serve should help with customer flow on busy days. Themed food and drink can work really well for certain events.

"International fixtures can inspire different types of food and there will be plenty of opportunities to take advantage of this during the FIFA World Cup. For instance, theming menus around the countries that are playing on that particular match-day, perhaps focusing on deals on English bitters when England are playing."

trading hours for most UK pubs. You can match beers and food with countries, such as Sagres for Portugal; France, Kronenbourg; and Spain, San Miguel etc.

For us, the World Cup finals are also about opportunities to engage with foreign students studying at the University of East Anglia. We already do this by showing Italian, German and Spanish football to give them a base to watch their country in the company of the fellow countrymen. In 2014, we were the base for Dutch, French, Spanish and Portuguese supporters, meaning that we were busy for their games too.

Do you take on extra staff ahead of the tournament and how do you brief them ahead of big games?

We should have enough staff who are flexible enough to work during the busy matches. Many of our university students should have returned, and will be eager to get some shifts in. Staffing though is key to the success of any match. People don't want to be waiting for a long time to be served, and are far more likely to go to the bar during the match if they know they will be served and can see a screen from the bar.

Staff are all briefed prior to a big match, ensuring they are all behind the bar in the half-time interval of the game. and that whilst the match is on, and there is a slightly quieter demand on the bar, fridges are re-stocked, ice buckets filled, and tables are cleared of glasses.

Do you do much different for a World Cup compared to a Premier League or Norwich match?

England in the World Cup is potentially bigger than any other fixtures. Everyone supports England, and whether Tottenham or Arsenal, City or United, Ipswich or Norwich, everyone joins together to cheer on the Three Lions. We have created a reputation for showing the big matches, and tend to have an excellent turn-out. As the fixtures will be within our regular trading hours, we hope that the England fixtures fall outside of periods that will naturally be busy, therefore, 3pm kick offs, where office workers finish early to come to see the game with us would be lovely.

Any final tips for pubs contemplating showing the tournament for the first time?

Don't just think that having a TV on the bar is enough. Create an experience, advertise matches well in advance, encourage customers to get in early for the best seats, and stay for the whole match. Ensure that the sound quality is good enough for your customers to hear. Modern TV's tend to have rear facing speakers so invest in a good quality sound bar. Finally, watch out for TV's going into 'sleep mode' Most new TV's have a three-hour cut off which will turn your screen off automatically. Imagine three hours is exactly the time England have a last-minute penalty! Turn your screens off and on, at half time....it could save a lot of tears.

World Cup Dates to Remember

- ▶ June 14, 2018 Opening ceremony and first game, featuring hosts Russia
- ▶ June 14-28 Group stage fixtures
- ▶ June 30-July 3 Last 16 Fixtures
- ▶ July 6 & 7 Quarter-Finals
- ▶ July 10 & 11 Semi-Finals
- ▶ July 15 World Cup Final, England fans can dream

Other major sporting events in 2018

Football

It's the big one in the summer but before we get to Russia there's the small matter of the Premier League, Champions League, FA Cup and promotion and relegation to sort out first.

- ▶ Premier League: Last day of the season, Sunday May 13 (Sky Sports, BT Sport)
- ▶ Champions League: Final, Saturday May 26 (BT Sport)
- ▶ EFL Play Offs: May 26-28 (Sky Sports)
- ▶ FA Cup Final: May 19 (BT Sport, BBC)

Golf

Arguably, the second biggest sporting event in 2018 is the Ryder Cup. Sky also has coverage of the Open Championship and the US Open. The BBC has rights to the PGA. At the time of going to press the rights for the Masters were still up for grabs

- ▶ Ryder Cup: September 28-30, Sky Sports

Rugby Union

Rugby will take centre stage in 2019 with a World Cup of its own. 2018 will show how the home nations are progressing.

- ▶ Six Nations: Feb 3 - March 17, BBC and ITV
- ▶ Autumn Internationals 2018: November 3-24, BBC and Sky Sports

Cricket

The Ashes are well underway already but there is plenty more cricket in 2018 before the ODI World Cup comes to these shores in the summer of 2019.

- ▶ Ashes: Nov 22, 2017 to January 7 (BT Sport)
- ▶ Summer Tests: England v New Zealand, Pakistan, India (Sky Sports)

Athletics

There's more action from Australia in the form of the Commonwealth Games

- ▶ Commonwealth Games: April 4-15 (BBC)

Winter Olympics

It's a great pub business that can drive trade with this one

- ▶ Winter Olympics: Feb 9-25, BBC



Pub is The Hub is officially described as a not-for-profit advisory organisation but it could equally be described as a campaign - reminding people of the role that every good community pub plays in its neighbourhood.

Originating from a very simple idea about providing additional services from an existing pub business, Pub is The Hub has provided consistently positive media stories about pubs for over sixteen years.

Pubs, great licensees and Pub is The Hub have been featured across countless column inches in trade, local and regional press; pubs have been interviewed on local radio and regional television - with shows even being broadcast live from the pub; they have been in national newspapers, magazines and written about by daily columnists.

Pub is The Hub has been on BBC Radio 4's Farming Today, BBC Breakfast and Countryfile. It has become the 'go-to' good news story about pubs, community and rural life.

It appeals to community ideals, drives local economies and employment and operates a common sense all-inclusive approach. The idea appeals across the entire political spectrum from protecting and enhancing community assets to sharing them democratically.

Anne and Rob Gormanley, licensees of the Swinburne Arms, Stamfordham in Northumberland have set up a village shop in an old stable building at the rear of the pub: Anne said, "Our dream was to breathe life back into the pub when we moved in but we quickly realised that the village was crying out for this other essential service. We've had tremendous support from the whole village and we are delighted with everyone's reaction."

Community Champions

The initial concept was inspired by HRH The Prince of Wales in 2001 as a result of his concern about the widespread closure of rural services - at that time, post offices, banks & shops. Since then, other issues include a reduction in transport links, concern for vulnerable adults in rural areas, digital inclusion for jobseekers & elderly learners, library closures & focal points for community programmes such as live theatre, gardening to dementia-friendly lunches.

"Pub schemes have an immediate impact on those people using them, but they can also create a ripple effect with regard to economic growth"

Pub is The Hub encourages good licensees, communities, pub owners, breweries, local authorities and the private sector to work together to match community priority needs with additional services which can be provided by the local pub and a good licensee.



Jodie Phillips and Neil Barku

They do this in the spirit of collaboration and the knowledge that many rural areas need more services to remain viable for their communities. The licensees concerned rarely set out to derive additional income but seek to embed themselves into the hearts or hubs of their local areas and create vibrant, more sustainable and harmonious communities.

Funding Diversification

For the last four years Pub is The Hub has also been a funding provider for pubs through its Community Services Fund - a unique funding initiative, sometimes called 'the fund of last resort' for rural pubs to provide pump prime funding from as little as £500 up to £3,000 to support pub diversification projects. As a result, a good 50-60% of the Chief Executive's time is spent in finding donations and grants to support the fund and the organisation's own running costs.

In order to obtain a grant the licensee must demonstrate the need for the new service through support from the local parish council and through a village questionnaire. Each project is evaluated six months later to measure the impact of the service or activity initiated in each scheme as this has also become important in securing new sources of funding and grants.

Since the introduction of the Community Services Fund in 2013 it has now contributed over £200,000 to over 100 projects, benefitting thousands of people and private and public funding. It has created new full-time jobs, part-time jobs and many more community volunteers.

Pub schemes have an immediate impact on those people using them, but they can also create a ripple effect with regard to economic growth; from the farmer supplying additional locally-grown food to a new shop, taking on new part-time staff or more tourists or visitors coming into the area.

Jodie Phillips and Neil Barku, licensees at the Queen's Head at Breage in Cornwall came up with the idea to set up a regular farmers' market and community allotments. Jodie said: "We are lucky at the Queen's Arms, we have lots of space with our field so we were thrilled when Reg said he could help our dream to become a reality. We wanted to do something like this for the community so the monthly farmers' markets give local farmers, artists and craft suppliers another sales outlet as well as an enjoyable afternoon out for visitors while our allotment plots feel like a great way to do something for our local residents."

Many schemes benefit the vulnerable, elderly or isolated residents in rural areas who are now given a reason to get out of their house to visit the pub's post office, pick up some cash, watch a classic film, meet friends at the pub's coffee shop or learn how to get online and use social media through the pub's IT training courses. In fact, having a meeting place throughout the day is often quoted as the key benefit.

So how about that campaign slogan? Well, the Pub is The Hub.

Rooney Anand, Greene King's chief executive said: "Pubs are frequently the heartbeat of the community and often provide more than just a pint for their locals. The Community Services Fund offers important support to pubs enabling them to give their communities additional services. This can make a huge difference in rural areas where other traditional services, such as a post office or butchers, are no longer available. We are proud to have supported Pub is The Hub for this fifth year running bringing our total to £75,000 so far, it has been heartening to see how the money has been used for the benefit of visitors to the pub."

CGA 2018 OnTrade Preview



OnTrade Trends

Ashley Cairns, Director of CGA Strategy, examines the OnTrade prospects for the year ahead. 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

Britain is a nation of seafarers. Open expanses of water may hold concern for some, but for others it's the start of a great adventure. Out of sight of land leaves some uncomfortable, others exhilarated.

One's swimming capability, a basic survival skill, needs assessing. The 25m swimming certificate is a must - but the skill of a David Wilkie or Duncan Goodhew is potentially much more useful!

What's with all the water talk? It relates to the persistent meteorological sailing metaphors we hear about the short to medium term future for the OnTrade.

The weathermen undoubtedly have a point and there are tough times ahead. The headwinds facing OnTrade businesses are concerning and potentially injurious to health.

That's how it is. When you head into a storm you need to batten down hatches, sheet in the topsail, meet the wind head on and probably call for Hornblower!

That's what the Royal Navy would do, ride it out, sustain as little damage as possible and be prepared for the fight once the storm has passed. Sound philosophy for a big unit like the Royal Navy and very much "keep calm and carry on doing the right things".

What of the smaller groups and independent ships? Well, all the above applies equally, but perhaps changing course to avoid the storm, or even run ahead of it are positive strategies to adopt.

Economy

In a similar vein to that famous Churchillian phrase, another maxim that should be heeded is "only worry about what you can control". Brexit in some form will happen, its final shape may not yet be known so therefore we can only concentrate upon on what is understood and foreseen.

Costs are beginning to rise and that needs to be addressed to minimise the effect upon a business as much as possible. Some sections of the customer base are feeling it more than most, so to develop the products, promotions, and pricing to make your place appealing is classic and sound marketing advice.

Drinks are known and almost expected to be rising ahead of inflation and whilst it is unpalatable for drinkers some concessions have been won in recent years with reference to duty for some product categories. Beyond this, drink is perhaps best approached by reviewing product ranges and price tiering to optimise choice.

Foodservice Inflation

It is Food where we have the almost unexpected shock.



Foodservice is where we see one of the strongest headwinds. Foodservice price inflation has bumped up substantially in the last

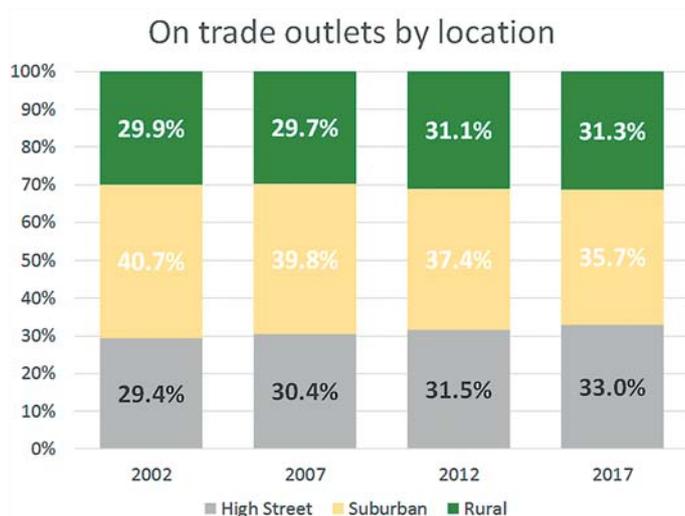
12 months. CGA Prestige Foodservice Price Index reports that inflation has hit +9.3%. Retailers and producers alike are finding solutions to mitigate these headline trends for customers. These increases are feeding through but it appears that out of home retail price inflation, whilst heading up, is being moderated for now.

The food category in the OnTrade has a long way to go to overtake Long Alcoholic Drinks as the top spend channel, but the trend is relentless and will happen eventually. At present what we are likely to see is changing menus. These menu changes will combine small increases, scale reductions, dish amendments and enticing linked promotions, especially in the mainstream, more cost conscious channels.

Other overheads are all seemingly heading north and it will be a challenge to contain their impact, but a very adaptive and inventive nature is the OnTrade's signature and undoubtedly it will come to the fore once again.

Dynamic change in the market will continue

CGA are the OnTrade bellwether for assessing the market to date, and forecasting what is to come. CGA's quarterly report, in partnership with AlixPartners, produces a quarterly review of outlet trends. In the last year, we have seen a continuation of the trends of recent years, net pub closures, increased casual dining restaurant openings, growth in hotel sector and a mixture of decline and growth in clubland.

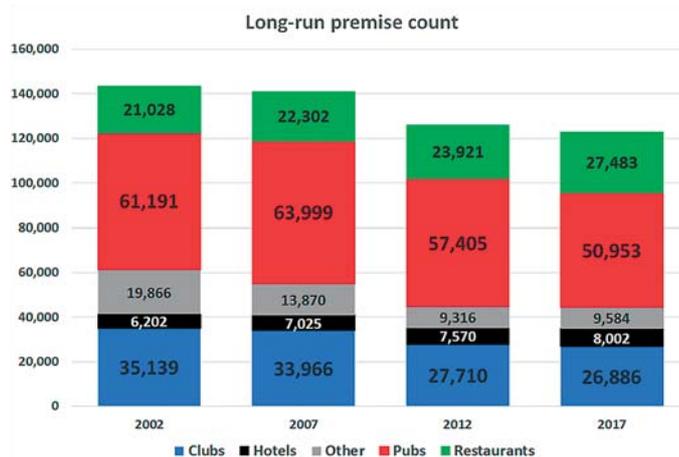


OnTrade Location

The move to urbanisation will continue. Since 2002 substantial change has been seen in the overall location of OnTrade premises. Looking forward, it is recognised that there are rental issues in the large built up areas. Are the pressures going to subside as vacancy has stabilised? Potentially yes. The "Property Market" is, in pure economic terms, a perfect market. It will adjust subject to demand. Overall, high street retail is under great pressure and that is likely to create opportunity for OnTrade expansion. With consumer behaviour increasingly urban centric, that urban opportunity can continue to be filled.

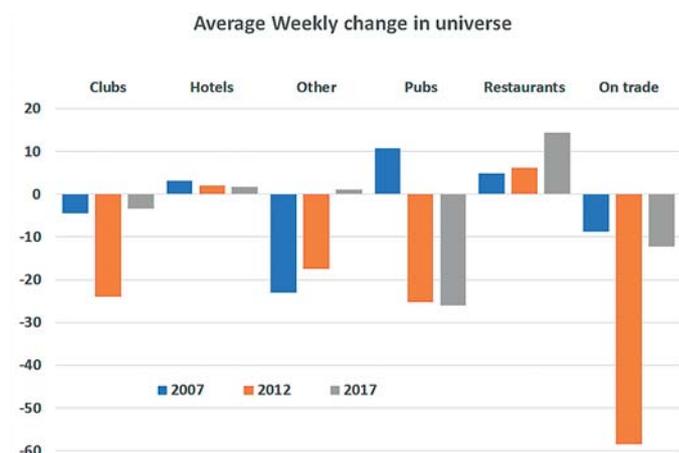
Long-run Premise Trend

In simple numerical terms, the OnTrade is still showing contraction but this is at a much slower rate than the mid 2000's when another structural change to the market hit us broadside. Looking forward we are expecting a continuing contraction to around 119,500 total OnTrade premises by 2020. The overall impact is obviously less choice. If you have seen the last pub or club in your neighbourhood close, then that is a serious loss of a social amenity. In the wider context, there is an overall increase in floor space, improving visual and experiential quality, more product offerings and a variety of premises in the local market.



Average Weekly Change in Universe

The dynamic is a decline in premises trading in GB. The channel dynamic is shown below in a weekly change context over 5 year steps. The chart shows the net movement in premises. Restaurants fulfilling the eating out revolution with a continual growth; The "get away" trend, mixed with increased demand for rooms from the "in transit" business need, underlies the consequent increase in the hotel universe. The larger unit increase is from budget accommodation but the premium stay occasion of 4/5* and boutique hotels is substantial. Most of the losses in clubs followed the introduction of the "smoking ban". This was at the time the final straw for many basic clubs. Since 2012 the decline has moderated and it is much more general life-cycle related, but club quality is improving as they address the higher expectation and demands of their customer base. Pubs continue to show steady and continuing decline. This is testament in some ways to the resilience of the pub and its ability to adapt that they have put off the end for longer.



Pubs

The pub market is more complex than the other channels. Albeit a consistent decline of 27 a week over the last decade hides a complex and perhaps more encouraging picture than at first sight.

The change has been largely structural as the pub in specific areas has been severely challenged. The most typical are those around “long-gone” old industrial sites; residential areas that now have insufficient population to support a pub as they did 30 years ago; those simply not built for the 21st century.

These basics and the changing circumstances have been too severe for many and they have passed into history. Perhaps we should simply say to all of these, “Thank you and farewell”.

Those headwinds specified earlier, when added to the already heavy burden of declining consumer interest, the smoking ban and the lower drink-drive limit in Scotland puts the ‘local’ under immense pressure.

For some, rising property values have provided an exit route - which for those directly involved may be a positive, but potentially a sadness for loss of local amenity to some customers.

“You cannot please all the people all the time” is a truism, if ever there was one, which applies most aptly to the pub trade.

Pub Movements

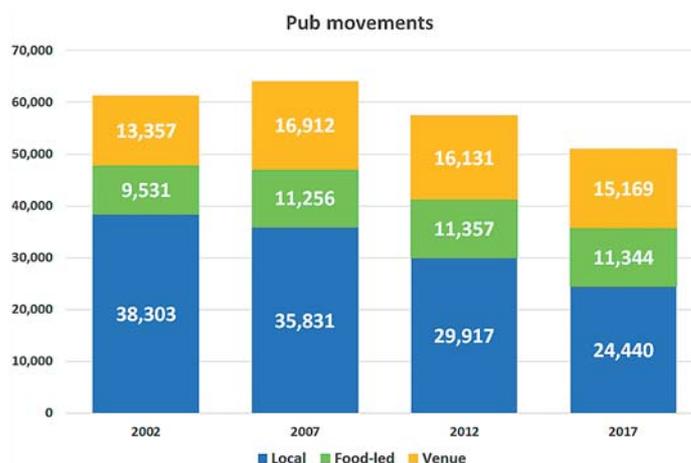
The positives are there. A local closure is sometimes beneficial to the local market as it addresses an over-supply. This sees a local market better serviced with less pubs.

Quality will rise, economic viability is enhanced and if quality improves, attractiveness to customers should increase.

Change in direction has led to what one may call an underperforming pub transformed by focussing on a different offer. Much is made of food but it’s not what all markets need.

A basic pub selling good beer is for some markets exactly what is needed. The micro pub movement is a shining example of this and is an area of growth. Lower overheads, simpler format, and a focussed skill set results in significant increase in productivity and profitability.

On occasion, one will make more by selling less.

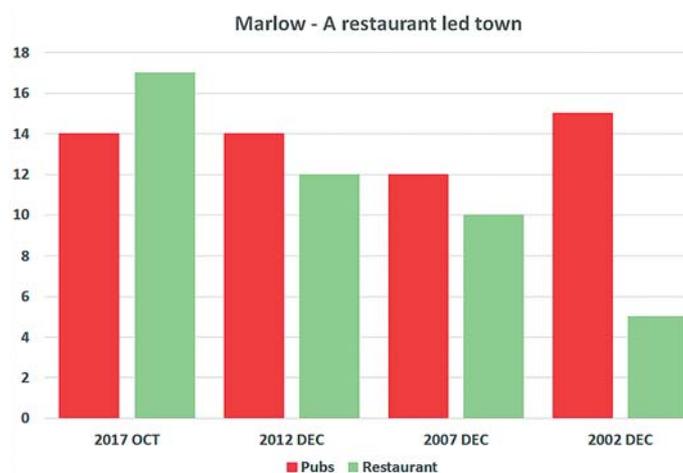


For all the closures, we still see new pubs being built. These can be found on greenfield rural and neighbourhood sites, transformed high street retail and increasingly in what can only be thought of as the most unlikely places - motorway and major road service areas, supermarkets and increasing numbers at mass transit locations. Over the last ten years 5,254 pubs have opened.

The dynamism in the Pub sector is perhaps emphasised by the following: Over the last ten years there have been 72,707 pubs trading. 53.5% of these are still operating as they were in 2007. 20,203 have closed, 8,251 have reopened, and 5,254 have changed their market focus.

Restaurants

As demand for food prepared by others has grown, the market has led with increased supply. Variety has never been so great. It feels fair to say that every country in the world has a restaurant offering us an introduction to their national cuisine. To be clear this growth is not an endless rise. There is evidence that some areas of recent expansion have become saturated and even over-supplied. The market is redressing this but there are many areas of opportunity. An example can be seen in the Thames Valley where Marlow, once upon a time a large-scale brewing town, sees restaurants now outnumbering pubs.



Hotels

Investments continues apace. As seen earlier the hotel growth is extremely strong. The market has three burgeoning drivers. Firstly, business travel, which continues to grow - contrary to predictions by the tech companies at the beginning of the century. The Weekend break/Staycation has seen frequency and days spent grow over the last ten years, and that trend seems as strong as ever. Lastly tourism, albeit slightly impacted by recent events, has maintained strong numbers and steady overall growth. The latter has potentially benefited from a weaker currency but that said, the UK is an intriguing and attractive place for people around the world.

Budget hotel accommodation continues to be the leading sector in room growth in the UK. It accounts for about half the new rooms in the market. The Pub sector is niche by comparison, but development of rooms is a new and attractive revenue stream. Pubs provide a significant breadth of accommodation in price and quality terms.

Clubs

The clubland remains diverse and decline in numbers mask the changes. The wet-led club has begun to moderate its decline but it is a continuing trend of losses. The exciting and growth areas are upmarket members clubs that have seen strong growth. Inevitably this is in upmarket conurbations. Sports clubs (compared to social clubs) have steadied and seem to have been broadly more adept in marketing their offer. It could be the vibrancy of youth, but watching as well as playing enhances their popularity. The social club quality improves and there are instances where the well run local club will be more successful than the local pub in a suburban community environment.

Nightclubs are also stabilising, following many years of decline brought about by licensing and habitual behavioural changes that affect the night-time economy. Still the largest purveyors of music, dancing, entertainment and socialising for the influential young adult market.

New OnTrade

The growth of Festivals of all types, Christmas and other trade markets and Pop-ups are events of significant development in this decade. The sector is measurable, it is simply harder to do so than the traditional brick and mortar. CGA began coverage of this channel and can see the increased popularity for consumers. Most notable is the participation in this channel by manufacturers and

in smaller ways individual premise operators. The latter are applying skills and knowledge with their accreditation to develop beyond the occasion TEN bar operation. Drinks, food and entertainment purveyors are increasingly active. The channel looks set to have a period of sustained and continuing growth.

Conclusions

The market will continue to contract. Knowing what your competition is doing can only help you prepare as your market changes. The future will not be without its challenges - but so is the here and now.

In the past, when someone said "the market has moved massively... " you were listening to someone that had taken their eye off the ball. That is no longer true, change is faster today. The world is exposed so much more to immediate communication. The quality of that communication is highly variable but it is still influential.

Technology plays a huge role but should enhance consumer experience. The consumer will continue to engage with us more than ever before. As people take their habits with them, there is the potential to increase spend per head. Ultimately, if the range of product and service is right, and the experience delivers, success is possible, as this is the most vibrant market.

There are storms out there, and the effects will hurt some, but essentially the OnTrade will continue to move, change shape, adapt and discover new routes and thrive for wee while yet.



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Less is Definitely More



Big Spend Trends

Mark Newton and Ashley Cairns of CGA report on the product trends that are driving growth in the ontrade and it seems that while the consumer may be drinking less, they are demanding much more

One may never have interpreted the 1970's Disco anthem, "More, More, More" by Andrea True Connection in the context of consumer demand but today this is what consumers are demanding. What is more the industry appears to be replying as in the song "How do you like it, How do you like it". In the last 12 months CGA have recorded over 5,500 new products for the third year running in the on trade drinks market. The inventiveness and creativity of the existing drinks industry, undoubtedly enhanced by the new entrants, is making the consumer choice as wide as it has ever been.

Beyond the simple brand extension and competitor development the creation of new categories is also to the fore.

Gluten Free

These beers are relatively recent, but are increasingly widely available. The tendency has seen these products initiate their niche alongside gluten-free menu items - so restaurants have been the development ground. The "craft beer" movement may also offer opportunity for further gluten-free specialist drinks category development in the future.

Low Calorie, Low Alcohol

Is there a burgeoning "Skinny Drinks Movement"? Recent product launches and growing volumes tend to indicate there is. Beer, cider, wines and cocktails with fewer calories at normal strength, and with the same taste is one side of the coin.

The other category is lower and non-alcoholic products. This has seen much innovation and product launch in recent years with the new replacing the formerly established brands.

"In the last 12 months CGA have recorded over 5,500 new products for the third year running in the on trade drinks market"

The Burden of Choice

High levels of choice can be a burden for retailers, as has been shown in many ways. The number, size and sophistication of fonts is one area of challenge; space availability (both fridges and optics/rails); cellar storage et al.

Increased product offerings in some categories can also impact upon quality.

Translated into overall performance figures wet spend is up 1.3% and on a per outlet basis this is +2.1%. Total volume of drinks served last year is ca 10.55bn which is down by -1.4% and -0.4% on a per outlet basis.

Beers, Cider and RTD's

The whole category has so much activity going on at times it can appear quite remarkable. Success is perhaps measured, metaphorically, in smaller glasses these days, but the analogy continues when we see smaller drinks measures and increased strength have been the prominent trends over time.

Consumption in the category contracts, in volume terms in the last 12 months, by -2.9%. Spend has also fallen by -0.3%, while choice has grown substantially.

That is probably the biggest issue facing the LAD category. Elsewhere in this year's edition of On Trade Preview the issue of beer quality is covered in significant depth and well worth a read.

From a marketer's and a consumer's perspective choice is great. The simplest solution to this appears to be the development and introduction of smaller containers.

One development is a semi-portable rack for up to five 20 litre draught beers. That potentially fixes many of the potential quality issues, at least if you have the customer base and they have a reasonably broad drinks portfolio.

Food

Food variety is, as previously stated, immense. This spans from restaurants with dedicated national food offerings, to broad eating out venues offering all manner of cuisine inspired from around the world.

“Street Food”; “Real Food Movement”; “Soil Association Organic”; “Vegan/Vegetarian”; “Weight Watchers” are just some of the associated influencer add-ons at play on many menus. The food category in the on trade has a long way to go to overtake LAD as the top spend channel, but the current trend does look relentless in its rise.

Spirits

Premiumisation is a substantial movement. It started in the spirits category as a populist trend about 15 years ago. Premium spirits have always been available, but they were not normally considered as a potential mass market offering. The consumer has certainly bought into the offer now and is demanding it of all product categories. Premium spirits now account for 22% (12% in 2007) of volume and 29% (15% in 2007) of value sales.

The highest-profile performance comes from Gin (+15%) overtaking Golden Rum (+8%) this year as the top volume growth category, while Vodka and Whiskies remain the top two categories overall.

Wine

Wine, as with spirits, is beginning to see a level of premiumisation as a category. Driven by the continuing interest in eating out generally, and the casual dining trend, price differentials are on the rise and consumer interest in higher quality wines and less mainstream varietals is all part of this trend.

Recent volume trends for the whole on trade saw a drop of -6.8% for still wines and a value spend decline of -1.6%, with retail price increasing by ca.5.6%. A weighted average price for a bottle of still wine has now topped £16.

Sparkling Wine & Champagne, as a combination, have performed stronger. There is a substantial performance difference in the individual categories. Consumption in volume terms is exceptionally buoyant, up 18.8%, and in total spend is up 8.9%. It is Sparkling Wine, driven almost inevitably by Prosecco, which is the driver - as it has been for the last few years.

Soft Drinks

A potential issue for the category may be the impending imposition of the Soft Drinks Industry Levy (SDIL) - nicknamed the “Sugar Tax” - in April 2018. There again its impact is most likely to be absorbed by suppliers and retailers alike. Overall, the category shows modest declines in total terms of -0.9% in value and -1.2% in volume.

The biggest growth has been in Mixers and this is driven by the artisan / premium brands contributing and benefiting from the premiumisation in spirits and cocktail categories.

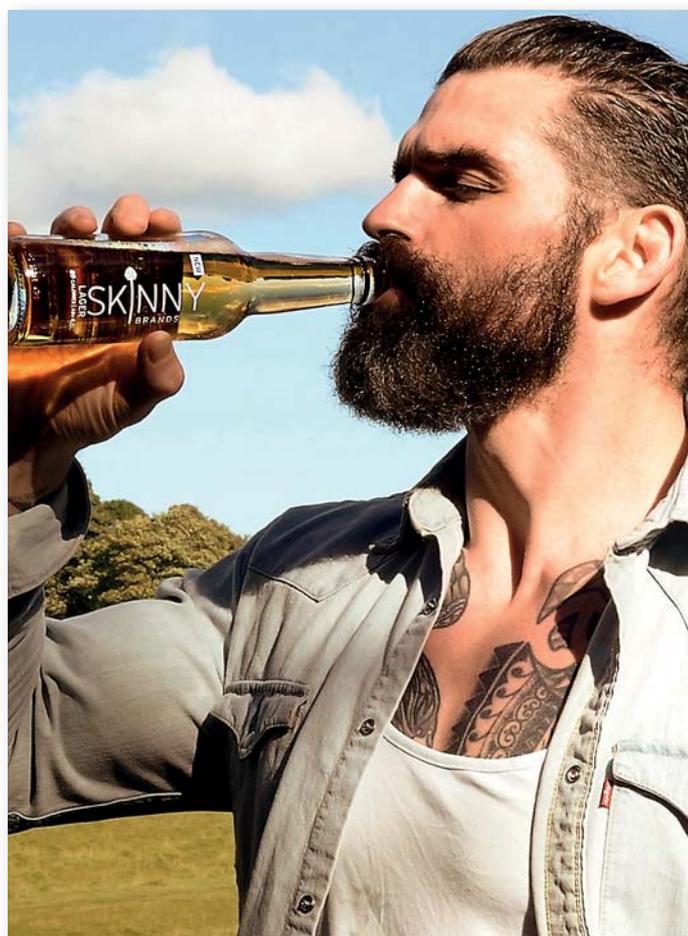
Hot drinks

Beyond the on trade the general feel is that coffee is relatively flat. The leading retail brands, based on CGA Brand Track, shows that more consumers visit the big three coffee chains than visit independent coffee shops.

What appears to be the rising star is the development of artisan brands, perhaps a movement taken from that “most inventive” of markets, the on trade.

The indications are that it is pulling in more customers for coffee than ever before. CGA Brand Track certainly indicates that this is the case and there are now far more consumers drinking coffee in mainstream pubs and bars than this time last year.

These outlets continue to increase the quality of their drinks offer and leverage other drinks as a point of differentiation. The opportunity will continue to grow and certainly continue to be a useful revenue stream.



PHENOMENAL DATA. EXPERT INSIGHT.



Mindful Millennials

Spend Trends

They may represent a slither of the overall British beer market, but NAB/LABs, or no-lows, are back...and this time they mean business

AB InBev, already owner of UK brand leader Beck's Blue, last spring rolled out its 3.5% ABV Bud Light, followed by the alcohol-free Bud Prohibition in the autumn; Heineken meanwhile launched 0.0; and there was a veritable meteor-shower of newcomers from smaller breweries.

In the 1980s and '90s big brewers invested millions in international brands, most prominent among them being Guinness's Kaliber. They withered because nobody liked them. Then in 2016, as covered in OnTrade Preview at the time, tastier variants crossed from Germany where they had become popular in their own right not as default drivers' and dieters' choices but as isotonic sports drinks.

That made no-lows one of the few growth categories in the beer market - up 3.1% in volume in the on-trade in the year to May 2017 but, tellingly, up 6.4% in value. And while full-strength craft beers have been the headline-grabbers, drinkers en masse have actually been migrating to no-lows. For all sorts of reasons, a fifth of your customers now say they're teetotal - and counterintuitive as it might seem, that rises to a quarter among younger drinkers.

Bud Light, according to AB InBev, places itself in the standard lager category rather than down among the no-lows but acknowledges that "younger drinkers, who make up the bulk of visits to the on-trade, prefer beer with a lighter taste, fewer calories, and a lower ABV. And the company's Northern Europe president Jason Warner added: "The (no-low) category has been waiting for a major player to come in with something new. This is a clear signal of our commitment to smart drinking."

"That made no-lows one of the few growth categories in the beer market - up 3.1% in volume in the on-trade in the year to May 2017 but, tellingly, up 6.4% in value"

Alcohol Awareness

And smart - or rather mindful - drinking is exactly what's prescribed by Club Soda, an alcohol awareness group with a smiling friendly face.

For most of us a drink is an essential component of any celebration. You couldn't have a wedding without some bubbles, now could you? All well and good. But the downside has always been that anyone who didn't want a drink was seen as not really celebrating and, worse, as sitting in judgement on those who did. It's always

BUD LIGHT: MILLENNIALS' FAVOURITE NEW BEER

#KEEPITBUDLIGHT

Bud Light, America's favourite beer*, officially landed in the UK in March 2017. Already enjoying a huge fanbase amongst drinking-age millennials in the US, 60% of UK consumers were aware of Bud Light before it arrived on these shores and had been calling for it in the UK for some time.

Beyond these specific fan requests, its UK arrival came in response to growing demand for a new player to the lager category, something fresh to invigorate the standard lager segment, which had been in decline. We know that younger drinkers were falling out of love with beer, and looking for something that fits in with their lifestyles.

Younger drinkers, who make up the bulk of visits to the on-trade, prefer beers with a lighter taste, fewer calories and lower ABV - all things that Bud Light delivers.

Brewed to 3.5% ABV using the Beechwood Ageing process, Bud Light is part of the growing low-alcohol beer segment, and is a light lager delivering a fresh, clean and subtle hop aroma, delicate malt sweetness and a crisp finish to provide the ultimate refreshment.

As the biggest ever brand launch from AB InBev UK, supported by a multi-million-pound marketing campaign, Bud Light turned the UK blue, re-imagined the iconic Budweiser Frogs TV ad, to give it a Bud Light twist and, more recently, tapped into the millennial zeitgeist with its Keep It Bud Light campaign.

If you would like to stock Bud Light or any of AB InBev's low-to-no alcohol beers please email: bestbeer@abinbev.com

Since its launch, Bud Light has been installed in 5,000 pubs nationwide, including JD Wetherspoons, and has already sold over 12 million pints. It has also won multiple awards, including Product of the Year, Product Launch of the Year at the Retail Industry Awards and gained four stars at this year's The Beer Awards.

Available on draught as well as in 330ml, 440ml and 500ml aluminium cans, Bud Light is the perfect accompaniment for relaxed social occasions.

With its fresh energy and excitement, Bud Light is bringing in new consumers to lager and, having announced its arrival with a bang, it's now here to stay.

Licensees should ensure that they stock a range of low-alcohol and alcohol-free beer, to give today's consumer the range of choice they are looking for. As well as Bud Light, AB InBev is proud to offer a balanced portfolio of no and low-alcohol options such as market-leading Beck's Blue and the new, alcohol-free Budweiser Prohibition. These products meet consumer demand for great tasting low-to-no alcohol beers, support responsible drinking and boost category growth.



*Source: IRI Total US MULC calendar year ended 1/1/17 and Anheuser-Busch IPSOS Shopper Poll 2016

been so. Godliness, social discipline, public health - whatever the ruling ethos of the day, alcohol has always been a threat both to it and to its stern-faced guardians. But that's not how alcohol awareness works today.

People are drinking less not because the authorities tell them to but because self-restraint delivers what they really want: control. Perhaps the most significant trend for the licensed trade is not just the growing number of young adults who never drink, but an increasing tendency towards sobriety in the general population. Club Soda has therefore cast itself not as an authoritarian clique of Government-funded killjoys who know what's best for you but as a gang of mates who'll help you manage and maintain the lifestyle you choose. It's a self-funding social enterprise dedicated to the proposition that through Mindfulness techniques you can control your drinking rather than letting it control you, and use it positively to enhance your lifestyle rather than to ruin it.

And unlike more traditional anti-alcohol groups, Club Soda comes at the licensee with a hug not a hatchet.

"We are about mindful drinking, not abstinence," says co-founder Jussi Polvi. "It's about personal choice."



"There are many who for various reasons - health, driving, weight-loss - don't drink at all, or only on the occasions and in the amounts they choose. But mindful drinkers aren't turning their backs on the pub experience, just one aspect of it.

"Pubs are missing a trick if they don't look after mindful drinkers. Soft drinks and no and low-alcohol beverages are just as profitable as alcohol. We've always been pub-friendly and everything we're about makes business sense for publicans."

"Pubs are missing a trick if they don't look after mindful drinkers. Soft drinks and no and low-alcohol beverages are just as profitable as alcohol"

Credible Alternatives

Club Soda uses many techniques in its work, including an online guide to pubs with wide ranges of non-alcoholic drinks - not just standard soft drinks but more sophisticated alternatives too, mocktails, and alcohol-free beers. And it's the improvement in the quality of alcohol-free beers that Jussi finds particularly encouraging.

"It's really picking up," he says. "There are new launches all the time and they're so much better. There are some really exceptional ones now."

The "really exceptional ones" he's referring to come from a small band of craft brewers who are turning their attention to putting the same body and flavour into beers with virtually no alcohol that customers expect to find in full-strength craft beers. And at time of writing there were two, Big Drop of South Wales and Nirvana of East London, brewing nothing but alcohol-free ales and lagers.

Big Drop, founded in 2016, brews a stout, a lager, a pale ale and a spiced ale. Rob Fink was inspired to launch the business when he saw how few brands would suit drinkers seeking to reduce their alcohol intake without compromising on taste.

The secret is a low-gravity mash of very tasty grains including wheat; a high-temperature mash; fermentation with a low-attenuating yeast; dry-hopping; and the use of non-fermentable lactose to fill out the body.

"From the very start, I took the view that I didn't want to impact the flavour of the beer by changing how it is traditionally made," says Rob. "I wanted to avoid the warty character you get if you stop the fermentation before the sugar has turned to alcohol."

The proof of the pudding is that Big Drop Stout at 0.5% ABV won a UK silver medal at the World Beer Awards 2017 when judged against a field of full-strength competitors. Other brands have similar success stories: St Peter's Without accounts for 10 per cent of its sales and BrewDog's Nanny State is its fourth top seller.

And all against a background of overall no-low beer sales rising four times faster than the market.

STOCK UP FOR DRY JANUARY

NEW



**100% TASTE.
0% ALCOHOL.**

The Future's Skinny

Spend Trends

It's the philosopher's stone of lager brewing: a beer that's as full-flavoured as any mainstream brand but with a fraction of the calories. It satisfies the slimmer and the gym junkie without compromising on strength. It's low in carbohydrates and low in sugar; it's gluten-free - and it's guilt free.

Skinny Lager at 4% abv comes to you from Skinny Brands, a drinks company founded in 2016 by entrepreneur Tom Bell with former AB-InBev executive Gary Conway. The team has now been joined by Allan Moffat (Marketing Director) and Anthony Carpenter (Operations Director) to fill a huge gap in the market. Although consumers generally are getting more and more concerned about diet-related health issues such as obesity and type II diabetes, there is no such thing as a low-calorie sector in the alcoholic drinks market. And that's despite the fact that health-consciousness has been cited as a strong negative in survey evidence for decades.

"Almost all current ranges of low-calorie drinks are also low in alcohol," says Tom. "No low-calorie alcoholic drinks match consumer demand for a standard abv and premium taste profile in their relevant category."

"There are high levels of confusion between low-alcohol and low-calorie products among both trade and consumers. Low-alcohol rather than low-calorie products dominate the UK market, even though the calories in alcohol are currently high on the government's social agenda and government investment is going into consumer awareness of the calories in alcohol."

The use of the undefined term "light" merely adds to the confusion, he says.

"Our vision is to introduce a range of new and innovative alcoholic brands that have full strength, full flavour, and fewer calories to markets where customers want a perfect healthier alternative."

Skinny Options

The first two brands in the company's portfolio are Skinny Lager in 330ml bottles at 4% abv and just 89 calories a bottle; and Skinny Cocktails, a range of three premixed cocktails in 250ml cans at 5% abv and 90 calories each. That compares to 150+ calories for 330ml of standard lager; but even more remarkable are Skinny Lager's sugar and carbohydrate content - just 1.3g of sugar compared to standard lager's 10-11g, and 2.97g of carbs compared to standard lager's 14-15g. Not surprisingly, perhaps, it's listed by both Weightwatchers at 4 points and Slimming World at 4.5 "syms" - in both cases, a point lower than Coors Light.

"Almost all current ranges of low-calorie drinks are also low in alcohol. No low-calorie alcoholic drinks match consumer demand for a standard abv and premium taste profile in their relevant category"

The Lager is brewed under licence by Cameron's in Hartlepool, where an innovative process has been developed to remove excess sugar and carbohydrates. It's on sale in some supermarkets, but in the on-trade it's already available through some important channels: Heineken and Greene King both stock it, and wholesale distributors include big names such as Bestway, Batley's, Makro, HB Clarke, LWC, Booker, Filshill and Parfets. It will be supported by a comprehensive advertising, marketing, social media, and PR plan throughout 2018.

"Skinny Lager is a lifestyle brand like no other because it fits the lifestyles of consumers rather than trying to promote a lifestyle to them," says Tom. "Priced to compete in the mass market, Skinny is a great-tasting alternative for today's drinkers."

2018 will be a hugely exciting year for Skinny Brands, with activation to support the Lager across the UK and in overseas markets. There is much more to come from Skinny Brands as the portfolio expands to meet growing demand.



LAGER **SKINNY** BRANDS

VEGAN • GLUTEN FREE

89
CALORIES
PER BOTTLE

4.0% ABV • 3.0g Carbs • 1.3g Sugar

4%ABV **Full Flavour.**
Full Strength.

DRINK DIFFERENT

Bubbles for the People!

Spend Trends

John D'ell Ross says that one of the biggest spend trends of the moment is showing no sign of going flat

The UK on-trade falls in and out of love with categories at an incredible rate. When working with Greenalls in the mid 90's opening the first multiple operated 'Theme Bars' it seemed that the only category that really mattered was 'alcopops'. There were so many at one point that you had to make hand signals in loud buzzy bars & clubs to make sure you served guests either Hex, Metz or even a Becks.

Like so many, this trend faded but for hundreds of years the UK has always had a love affair with bubbles. We are the world's number 1 consumer of Champagne by volume (The USA is number 1 by value) and our unquenchable thirst for something fizzy means that we love alternatives to Champagne that are more suited to everyday consumption.

Prosecco is easy on the palate thanks to its lively, fresh & fruity nature and also easier on the pocket. Most on-trade venues in the UK sell a bottle of Prosecco for somewhere between £15 & £30 a bottle, this is similar to white wine and a bottle of Italian fizz delivers

similar gross profit margin to still wine. Champagne typically nets 20-25% less margin and of course the price to customers prohibits most from making multiple purchases.

As such Prosecco has over the last decade become the sparkling wine of choice for many and the UK is secure as the number 2 consumer behind Italy. This will only be helped as more venues experiment with serving Prosecco in mixed drinks such as the now ubiquitous Aperol Spritz and Hugos.

Brexit

Many Brexit observers are preparing for price increases as the weakening pound makes our imports more expensive. In addition should we suffer increases in excise duties due to our potentially leaving the European customs union we may also need to consider alternative supplies of sparkling wine. While Tim Martin has been quoted as saying that his company Wetherspoons are prepared to ditch European wines including Prosecco, the reality is that sparkling wines are a category where we have less choice when it comes to value.

There may be plenty of medium priced sparkling wines from Australia, the USA and more starting to emerge from South America but it is unlikely that any of these shall roll off the tongue as easy as Prosecco does and certainly not be as affordable.

Don't Panic!

With regard to Brexit we have a long way to go in the process and plenty of reasons exist to be positive about the impact on the on-trade. Any Prosecco price increase due to excise duty will impact the off-trade harder than the on-trade and likely narrow the gap between supermarket prices and those in the on-trade.

IWSR research from March 2017 suggests we will continue to increase our consumption by as much as 8% by 2020 to 240.4m 9L cases annually. To put that in context that is around 44 bottles for every man, woman and child in the UK.

Clearly Prosecco is here to stay!

Saluti

John D'ell Ross is owner D&V Wines which supplies restaurant and bar groups with value driven quality wines from independently owned wineries. www.dvwines.com





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Spent Trends

The drinks industry worldwide is a truly prodigious consumer of energy and resources, with a planet-changing environmental impact. It swallows energy and materials like there's no tomorrow. And unless it improves its environmental performance, some say, there won't be.

So what, if anything, is being done to make our drinks greener?

The Scotch whisky industry has led the way since its 1999 Climate Change Agreement with the UK government. Between 2008 and 2012, through a series of major capital investments including an entirely new gas main in Speyside, it had cut its CO2 emissions by 10% despite an 11% increase in production.

Meanwhile energy consumption had grown by only 1%, and the proportion of energy derived from non-fossil sources, especially wood-chip, had increased from 3% to 16%. Packaging waste sent to landfill fell from 13% to 5%, and more and more recycled material went into packaging.

All production plants naturally try to use as little energy as possible, if only to trim their bills; the use of renewable power, energy-efficient heating and lighting, and effective insulation are obvious measures with an instant cost benefit even if on a modest scale. But it's at the smaller end of the industry where the innovations are to be found.

The easiest part of the process to control after energy is the use of raw materials. Organic beers have been with us since the 1990s when Caledonian launched Golden Promise and Freedom and

Pitfield started supplying Organic Lager and Eco Warrior bitter to London's first all-organic pub, the Duke of Cambridge. Organic materials of all sorts were hard to come by then, but today they're so plentiful that even a large cidemaker like Weston's can maintain several organic brands in its range.

"As a pub or bar operator, you can demonstrate your green credentials and please your younger customers by taking one simple step: stop handing out plastic straws"

But selecting organic and traceable materials is only stage one.

Using waste or surplus materials as ingredients was pioneered in the distilling industry. Jason Barber discovered the secret of fermenting the lactose-rich whey discarded during cheese-making, and distilled the wash to make Black Cow vodka; and Will Chase sold the crisp business he had built up on his family potato farm to finance his now-famous distillery. Others might follow their lead!

Fallen Fruit

Surplus apples find a ready market with small cidemakers. Simon's of Cambridge, Garden of Surrey and Wharf of Northamptonshire are among the many that offer cash or product for the crop of the countless unpicked trees in their neighbourhoods, but perhaps the most elaborate of them not only collects the fruit of sells the resulting nectar in its own bar.

Simon Wright founded Hawkes Urban Cider in 2012 in his kitchen in Forest Gate, London, using found and donated fruit, then moved

into a commercial premises, and more recently set up the Hawkes Cidery & Taproom in Bermondsey selling his own Urban Orchard and Soul Trader brands in bottle and keg alongside many others. Over the years Hawkes has developed a city-wide network of donors, both individuals and community groups, paying in cash at 20% above the market price or product as well as a 10% discount at the Cidery. The fruit is collected at a number of pubs and other points, and Simon and cidemaker Roberto Basilico aren't worried about the varieties of apples they get because, they say, the secret of consistency lies in the blending. And the more cider they make, the more surplus they use.

“Reliance on glass has long been a black mark against the drinks industry’s name: it’s heavy, it takes up space, it’s one-way, and breakages in the distribution chain reduce the volume that ever makes it to recycling”

Beer from old Bread

Root vegetables and garden apples are not the only foodstuffs that go to waste in astonishing quantities. When you're making sandwiches you usually throw away the heels of each loaf. Multiply that by every pub kitchen, every café, every commercial sandwich-maker in the kingdom and you have around 13% of the nation's bread going to landfill. Add date-expired loaves from supermarkets and bakeries and it tots up to 44%.

But bread can be substituted for up to a third of the malt in the mash tun. And it's free if you collect it! So social entrepreneur Tristan Stuart was inspired to put all that landfill to good use, and founded Toast. It's not a brewery, but more like a franchise whose four beers are made by a number of craft brewers to raise funds for the Feedback campaign against food waste.

Toast's main collaborator is Wold Top, a farm-based brewery in Yorkshire that's as green as it's possible to be; but it's only one of more than a dozen brewers that have used waste bread. Not all of them are connected with Toast and even put together they're not big enough to make a dent in Britain's bread mountain; but Toast's recipes, which were created by Hambleton Brewery, are easily good enough to find a place as mainstream beers and, as we know, there's plenty of spare bread about!

“There's so much bread wasted that we can't possibly solve the problem alone,” says Tristan. “So we're inspiring a revolution, with an increasing number of brewers taking up the challenge to brew with surplus bread.”

Toast beers were available in bottles at time of writing, but a switch to cans was being investigated on environmental grounds. Reliance on glass has long been a black mark against the drinks industry's name: it's heavy, it takes up space, it's one-way, and breakages in the distribution chain reduce the volume that ever makes it to recycling. It also takes a vast amount of energy to make and recycle. Cans are lighter, more compact, and more energy-efficient.



What about Wine?

You can't put wine in a can, though. People have tried: the public doesn't like it. And yet wine, of all bulk liquids, has the farthest to travel. New World wines bottled at source are literally asphyxiating the planet!

Bag-in-box wine, freighted in bulk and packaged here, is far more eco-friendly; but it has a poor image and until the recent draught Prosecco craze the public regarded it as plonk. Sales to the on-trade have therefore grown only slowly. Borough Wines of London thinks it has the answer in the form of a 32-bottle version which saves money on several fronts. It's lighter and more compact and therefore cheaper to transport; it's a much quicker serve; and there's no waste. It all adds up to better-quality wine at the same price.

Borough Wines director Mitch Adams said: “We use a recyclable bag in a polykeg, so it's more like KeyKeg than bag-in-box. The advantage is not only long shelf life but other cost benefits as well.

“The bag itself isn't reusable but that has the advantage that we don't need caustic cleaning fluids.”

Mitch believes that environmental awareness is spreading throughout the industry, a belief echoed by Toast's Louisa Ziane. She puts it down to a generational shift.

“When Toast started, food waste wasn't an issue,” she says. “Now it's on TV all the time with champions like Jamie Oliver and Hugh Fearnley Whittingstall. Younger people have grown up with environmental concerns both in general culture and formal education. But it's ironic that the impetus should come from the smaller, newer companies because the bigger your investment the bigger your savings.”

As a pub or bar operator, you can demonstrate your green credentials and please your younger customers by taking one simple step: join Wetherspoon, Liberation, All Bar One, Be at One, Oakman Inns, and The Alchemist and stop handing out plastic straws.

We use 700 million of them a year and they stick around forever. #StrawsSuck



Spend Trends

You only have to walk down the aisles of any major supermarket to realise the free-from market is stretching into new territories, says Matt Eley

A huge chunk of this trend is being driven by veganism and vegetarianism due to a combination of ethical, health and lifestyle choices being made by customers.

The stats emphasise the way things are shifting, with a 360% growth in the number of vegans in the UK in the last decade. There are now more than 542,000 vegans and 1.2m vegetarians, according to the Vegan Society and the NHS, respectively.

When you chuck flexitarians, pescatarians, reductarians and the meat-free Monday-tarians into the mix, it seems startlingly obvious that this is a market that pubs need to keep happy, especially when you consider that more than half of those vegans are under 35.

“But it isn’t just in the kitchen where you need to consider your veggie and vegan options.

More and more people are taking a closer look at the drinks you stock too”

Meat Free Free House

One licensee who has been doing this for more than 10 years is Jan Wise. She recently took on the freehold of The Walnut Tree in Thwaite, Suffolk, after previously running a nearby tenancy.

She offers a 100% vegetarian food and drinks menu, with plenty of options for the vegans too.

Jan explains: “I have been a veggie for years and I thought there was an opportunity. It is something different and you don’t get that many vegetarian pubs.”

While Jan is aware of the explosion in the younger end of the market she says this is not entirely represented by her customer base.

“People who have a vegetarian in the family come here but they find that they all like it and they come back”

“We appeal to a fairly wide audience,” she continues, “People who have a vegetarian in the family come here but they find that they all like it and they come back. There are lots of younger people, between 16 and 25 turning towards veganism but that isn’t really our customer base. It’s not just a fad though and it does feel like it will slowly keep growing.”

While Jan has successfully built a business based on providing quality home-cooked food made in a meat-free environment, other operators have woken up to the need to provide something slightly more adventurous than a mushroom risotto.

Multiple Options

Wetherspoon has increased its meat-free options and introduced standalone vegetarian and vegan menus.

Company spokesman Eddie Gershon says: “The range of veggie/vegan meals in the company’s pubs has increased in the past five years or so. As a result, Wetherspoon has a good reputation amongst people on those diets.

The company will continue to look at offering new meals (both veggie and vegan) to its customers and expects this part of the menu to increase in the years to come.”

Whatever the size of your business there are now more options available, from local producers through to major wholesalers.

Brakes says it is on a “trailblazing mission” to have a market-leading range of top quality ‘free from’ products by 2019.

New additions include a range of sweet baked vegan goods, dairy cheese alternatives, meat-free quiche and ‘free from’ desserts, including a chocolate and coconut tart and three new vegan ice creams.

Similarly, JJ Foodservice has reported a “huge increase in demand for fresh fruit & vegetables” as demand for healthy alternatives grows.

What Are You Drinking?

But it isn’t just in the kitchen where you need to consider your veggie and vegan options. More and more people are taking a closer look at the drinks you stock too.

Jan said she was delighted when Guinness on draught became vegan by calling time on using isinglass in its filtration process.

“Drink producers are getting better, but I still struggle to find cask beer,” she says. “Guinness is vegan now, so I would expect other big players to follow. I’ve been trying to pressure (local brewer) Greene King to go down that path.”

“When you chuck flexitarians, pescatarians, reductarians and the meat-free Monday-tarians into the mix, it seems startlingly obvious that this is a market that pubs need to keep happy”

She also stocks vegan wines because many wines use finings made from animal and dairy products.

“We have vegan wines on the menu, but it can be expensive and most people who come here just want a nice glass of wine without having to spend a fortune,” she adds.

More drinks producers are taking note. BrewDog says it is proud to be registered with the Vegan Society and only uses animal products, such as milk and honey, in speciality brews. Others, such as Nirvana, produce vegan and alcohol-free beers only.

Founder Steve Dass says: “The same millennials cutting down on alcohol are the same audience that are turning or have become vegan/vegetarian.”

Changing Times

So, things are changing, but how are pubs in general doing when it comes to catering for vegans and veggies? Sam Calvert from the Vegan Society suggests that pubs are improving, but could do better.

She says: “There are a handful of completely vegan pubs now, some pubs have vegan menus that provide a great selection and many now put the word ‘vegan’ on their menu to help vegans to

quickly identify dishes that are vegan or which the chef could make vegan by using slightly different ingredients.

“A few decades ago you had little hope of much, or even any, choice of a meal in a pub as a vegan but I have seen that change over the last two years.”

And if pubs want to keep a big swathe of potential future customers happy it is very likely that this will change some more.

Tips on catering for vegans

Clear labelling: either label your vegan dishes as vegan or ensure part of your training covers which dishes are suitable for vegans. Most of the time if you ask if a soup is suitable for vegans waiting staff have to go back to the kitchen to ‘check’.

Choice: If you have several vegetarian dishes consider making all or at least most of them vegan. Vegetarians will happily eat vegan food. Try not to leave the vegan with a choice of one starter, one main and fruit salad for dessert!

Variety: not all vegans like meat analogues (fake meats), or cheese alternatives. Have a mix of dishes that are made with pulses and vegetables and those using meat substitutes such as soya.

The extras: if you are catering for vegans it is nice to send out the bread basket (having checked it is vegan) with a dairy free spread and tea/coffee with plant milk instead of milk or cream.

Drinks: There is still some way to go on this before the answer to ‘Do you have any vegan wine?’ is not ‘The wine is made from grapes’. Education is the key.

Tips provided by The Vegan Society



The Millennial Challenge



Mike Clist, CEO of the BII, believes the trade needs to prepare for the Millennial mindset

Whenever I start talking about 'the Next Generation' or 'young people' I can't help feeling old. It really wasn't that long ago - honest! - that my Dad took me out and introduced me to the delights of the local pub where I was initiated into what I then thought was a rather exciting club of my peers. On the cusp of adulthood, we were allowed to sit in the corner of the local boozier and partake of a half a bitter and a packet of crisps in the company of the mainly male pint swigging regulars at the bar. It was a coming of age ritual repeated across the country, through the generations.

Generation Gap

Except it doesn't happen any more. And the pub trade needs to seriously sit up and take notice now, in order to be ready for a new generation who want to use your pub in a completely different way.

The Millennials (generally thought of as the current 18-24-year-olds), and to a greater extent the generation behind them, the so-called Generation Z (born after the start of the 2000's), have been taken to pubs since they were children. So there is nothing 'special'

about pubs for them, and they are unlikely to have had that coming of age 'first time in a pub' experience.

To generalise a little, they are also highly tech-savvy and health conscious, with a constant eye on value for money, a short attention span and so many options available to them in terms of where they go and what they do with their time and resources. Just as they shop for fashion mainly online, but will occasionally visit a huge shopping mall with friends 'for the experience', so they are just as comfortable ordering Deliveroo and watching Netflix at home as they are going out to the cinema or a restaurant. Getting drunk for many of them is 'for old people'.

"If the next generation wants to thrive in an entrepreneurial world then what better way to start than running their own pub business where they will learn everything from digital marketing to accounting to event management?"

Shock Market Report

I was quite shocked this summer to read in the annual UK Pub Market Report, that only 3% of food-led and 1% of wet-led pubs report that 18-24-year-olds are an important customer group for their business. In fact the report found that drinking out "is now rated only the 16th most popular leisure activity for those aged 18 to 34", while 48% said eating out was their favourite activity with friends.

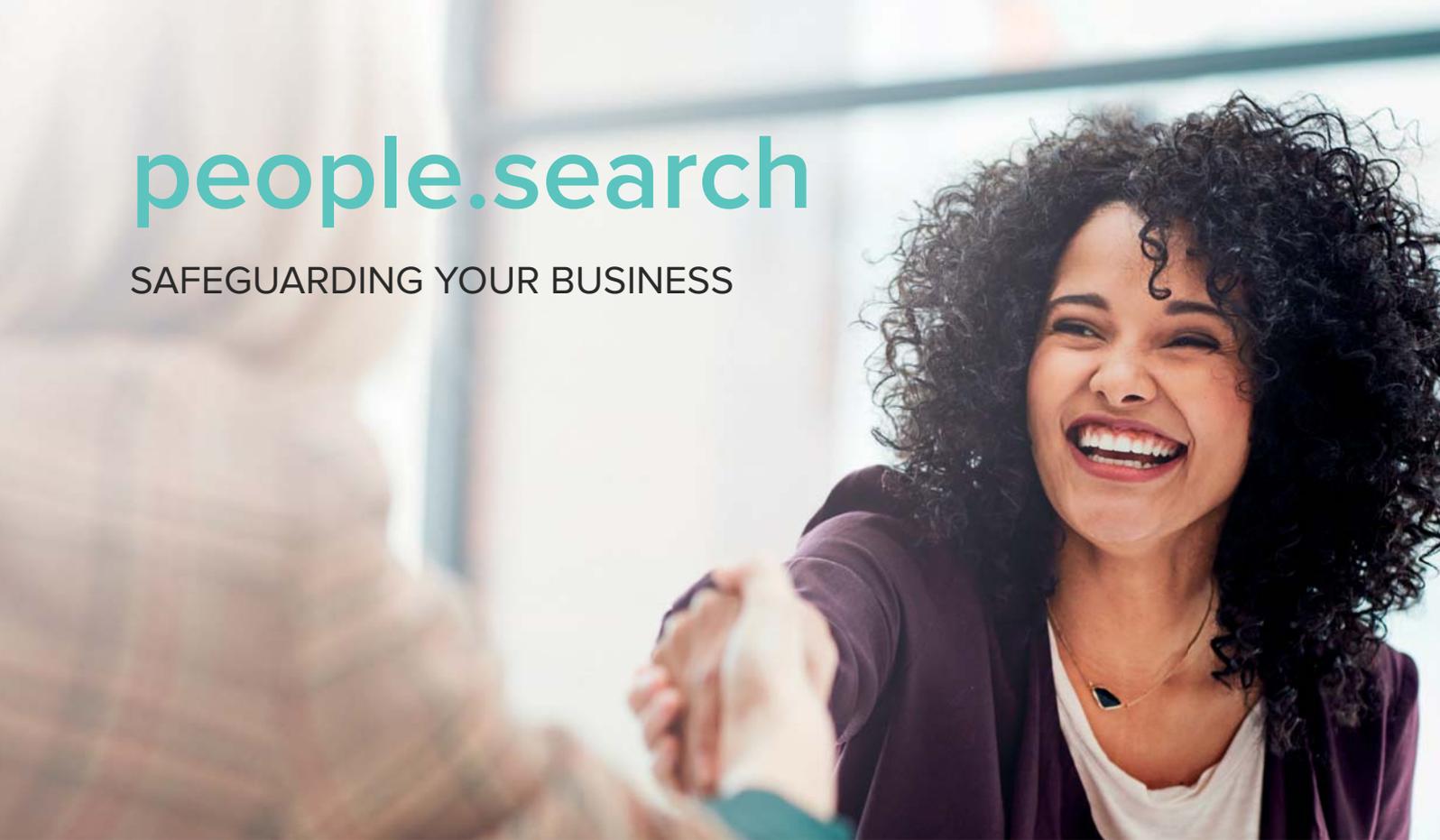
This presents pubs with a real problem. For now and for the next few years you can continue to enjoy the so-called grey pound. The over 60's are currently the most wealthy segment of the population as well as being comparatively heavy drinkers and out-of-home eaters. But this is an aging population, and not to put too fine a point on it, these customers have an expiry date, and eventually you need to bring in younger customers to replace them.

Simply offering good quality, value for money food and drink won't drive Millennials or Generation Z in to your pub on its own. These customers want more. They want an experience. They want a social reason to visit. They want entertainment. They want your pub to be a relevant part of their regular social interactions.

You need to think now about how you can be a part of their world, both physically and digitally, and how you talk to them as your future customers. What tone of voice you use, what events and services you need to offer and what your menus might look like in five years time.

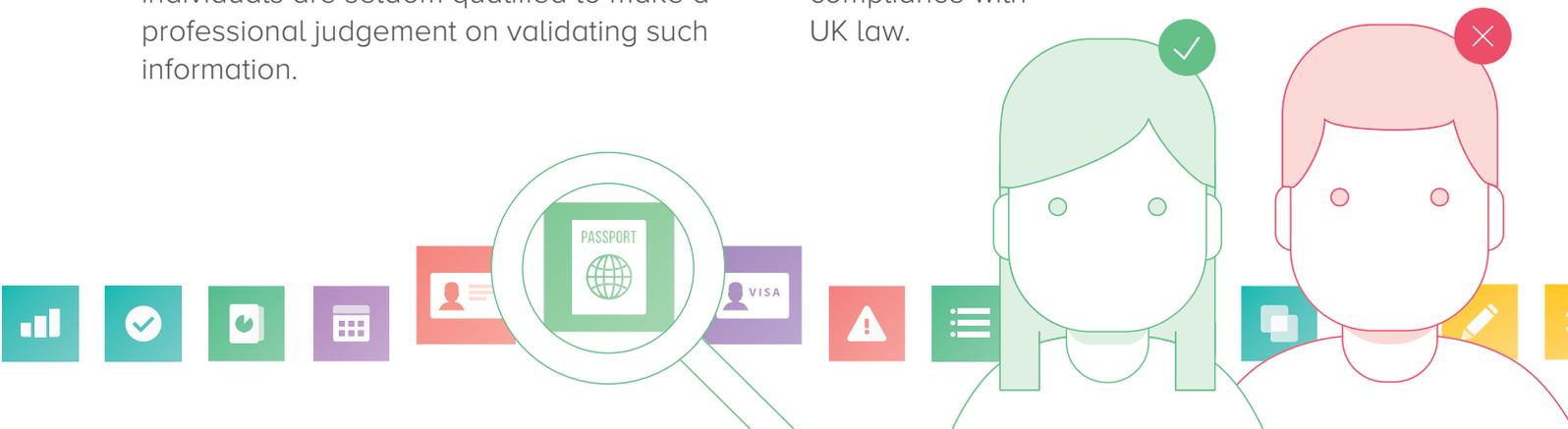
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PeopleSearch is supported by The Association of Licensed Multiple Retailers (ALMR).



Future Staff

In fact, the problem is actually even broader than this. Bear in mind that this same group of younger customers, many of whom profess to find pubs irrelevant, is also your bank of future staff and managers for your business.

If a pub is not a cool place to hang out in then you can bet your bottom dollar it is not going to be seen as a cool place to work in.

“Our terminology, even the names of our job roles - kitchen porter, barstaff, area manager - sound like they come from the 1950’s”

Already our industry has a terrible reputation with school and college-leavers, with most seeing it as a ‘stop-gap’ before they find a ‘proper job’. We have been seriously neglectful for many years in failing to tackle this issue at its core. We are seen as a distress purchase when it comes to choosing a career, we are seen as demanding long hours for little pay, offering few perks, poor working conditions, a lack of work-life balance or flexibility and a serious lack of respect from others for the work we do.

And we now face a more serious shortage of staff than we have ever done, and one that is likely to get worse in the coming years as we head towards Brexit and beyond.

Career Paths

We need to be far clearer to recruits about the opportunities our sector offers and how they can progress. Structured career paths, training programmes that take them beyond the shop floor and a concerted campaign to shout about the positive things we do – the speed of progress you can make, the competitive salaries at management level, the impressive people skills you learn along the way, the control you have over your own business from quite an early stage in your career.

If the next generation wants to thrive in an entrepreneurial world then what better way to start than running their own pub business where they will learn everything from digital marketing to accounting to event management?

Learning to Talk

We don’t talk about our industry or what we do in terms that the Millennials or Generation Z would understand. That is the root of the issue. Our terminology, even the names of our job roles - kitchen porter, barstaff, area manager - sound like they come from the 1950’s.

We need to change how we talk to our future recruits and customers. We must champion those Millennials who are already working within the sector, give them a voice, learn from them why and how they chose the come into the pub industry and build on that. We also need to talk more to Generation Z now and find out what it is that makes them tick, before we have to rely on them in the future.

Be Prepared

I am certainly seeing this as a priority for my team at the BII, who have been working with Government on the new licensed retail Apprenticeship programme - a structured qualification designed to mirror the skills needed in the pub sector - and also on how BII as a professional organisation can support the workforce within pubs as they progress up the ladder. We are also benchmarking those companies and individuals already making great strides with their training and recruitment programmes through initiatives like the BII National Innovation in Training Awards (NITAs) and our BII Licensee of the Year programme.

“Already our industry has a terrible reputation with school and college-leavers, with most seeing it as a ‘stop-gap’ before they find a ‘proper job’”

So if you haven’t yet considered this as an issue for your business then please take some time at your next team meeting to raise it and discuss it. The next generation will be here before we know it - make sure you are prepared!





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Brave New World

Trading Company

Matt Eley talks to the man behind one of today's most successful licensed multiple operators

On the morning I speak to Chris Hill it is announced that the hugely successful Botanist site in Newcastle is to be expanded with a new mezzanine floor to accommodate ever-growing customer demand. It seems apt because brand owner New World Trading Company (NWTC) has been operating on another level for some time now.

What started as an offshoot from another modern-day hospitality pioneer, Living Ventures, is now flourishing in its own right. Backed by VC money and a recent £23m injection from NatWest - it has 20 sites across the country, including 15 Botanists. Last year it turned over more than £40m - up 33% on the 12 months before and bringing in £5m profit.

“Along the way we make mistakes but everyone is bright enough to realise that you don't repeat those mistakes if possible... and there is no greater way of learning really”

Awards Galore

Accolades have been flowing New World's way as well. There can be little room left on Hill's shelves, with the unprecedented six Publican Awards won earlier this year among the highlights of recent industry success.

Yet, you get the distinct impression that this is only just the beginning for NWTC.

Continuing Growth

“It feels great to have had success, I'm not going to lie,” admits the company chief, “but you can't stop and look around and think you are at the top of a mountain. We've got lots more growth that we want to achieve and lots more areas of the country that we want to take our business into. We are focussed on that rather than standing around and assessing where we have been in the last two years.”

“The success of everything is underpinned by the central pillar in Hill's philosophy, getting the right people in to do the job”

That growth is going to take them all over this island, with 100 areas identified where NWTC believes it will flourish. Bristol, and a new concept called Florist, is one of the next on the list.

Initially it is the eye-catching concepts that grab you and the sheer volume of people going through the doors. Venues such as Manchester's Oast House and the Trading House in the City of London are jaw-dropping in terms of design, innovation, ambition and scale of achievement.

However, the success of everything is underpinned by the central pillar in Hill's philosophy, getting the right people in to do the job.

It's no surprise that when you log onto the New World website the first two words you see are 'people' and 'careers'.

Hill explains: “You have to make sure you are surrounded by people who are constantly pushing all the boundaries in every little part of their job - and the innovations flow.

Recruiting the Right Team

“The average age of our head office team is 28 years old. We are a young company and that means that along the way we make mistakes but everyone is bright enough to realise that you don’t repeat those mistakes if possible. That means the learnings are all our own, and there is no greater way of learning really.”

As the company grows so too does the challenge of recruitment but Hill believes his team is well prepared for the demands.

“The day you think recruitment is easy you’re doing it wrong. If it is getting too easy you are looking at the wrong people or you are making the wrong decisions.

“As we grow we are putting new management teams into these sites but we have always known that. This year we have moved seven assistant general managers into general managers positions across the company.”

The recruitment strategy certainly seems to be working and you can see how Hill, a university graduate who surprised friends by following a career behind the bar, has been inspired by his own tutelage at Living Ventures.

“This industry has the power to really capture the imagination of people who want to rise through the ranks.

Tim Bacon was an inspiration to me as were Jeremy Roberts and Paul Moran”

Spotting Potential

He was quickly identified as someone with potential - so has he got his eye on the next generation of pub entrepreneurs?

“There are plenty coming through,” he says without hesitation. “Some of them are nearing that seniority age. This industry has the power to really capture the imagination of people who want to rise through the ranks. Tim Bacon was an inspiration to me as were Jeremy Roberts and Paul Moran. I want to emulate their success and there are people in New World who will be saying I want Chris’ job or a job like it and that’s great. There’s no shortage of people with ambition.”

Tribes Win Prizes

One of the ways he has kept his workforce inspired is through what he calls his ‘Eureka moment’. Tribes is an app that monitors performance and encourages staff across the country compete in challenges for prizes.

He explains: “When we had about 10 or 12 sites we were thinking how do you mitigate the dilution of culture as you grow? “It was based around a constant competition like school houses. We continued to invest in it. We have 1,100 staff and over 700 of those guys interact more than three times a week via the app.

“We can directly correlate the engagement on a site basis with Tribes and staff turnover and business performance.”

Rising to the Challenge

It is giving staff something extra which Hill believes will stand companies such as NWTC in good stead, particularly in a challenging economic climate.

“Uncertain times are something people can either just experience or they can do things to mitigate them,” he says. “Getting a highly motivated happy workforce that believes in your company culture and belief system and all the things you are trying to do, I think mitigates all the uncertainty ahead.”

The pride with which he talks about the company culture suggests that success has in no way altered his focus or ambition.

“The passion is stronger,” he says. “I have a young family at home, I know exactly why I am doing everything I do. There’s more fire in my belly than there ever has been. I have no desire to do anything else at all.”

It would take a brave person to bet against this New World continuing to grow and expand successfully into new territories.

New World Nuggets

Staff: 1,100+ Sites: 20 Turnover: £40.1m Profit: £5.1m

Brands: The Botanist (15), Oast House, Smugglers Cove, Trading House, Canal House, Club House,



Chris Hill

Filling the Skills Gap



HIT Training With the hospitality industry expected to lose one million workers in the next decade because of Brexit, licensees of pubs and bars need to take positive steps to ensure they attract and retain the best staff. We ask Jill Whittaker, Managing Director of HIT Training – the UK's expert hospitality training provider – how licensees can make the most of the Apprenticeship Levy and use it to minimise the impact of Brexit on their business...

“While the skills gap is by no means a new problem for the hospitality industry, we are now faced with potentially losing one million workers in the next decade if EU migration is limited¹. The next few years are going to be a testing time for the licensed hospitality sector but one of the best ways to maximise and grow skills is through apprenticeships, which can also be put in place to up-skill and cross-skill existing staff. What's more, hiring an apprentice has a positive impact on the whole team, with 80% of employers stating an increase in employee retention².

The Apprenticeship Levy

“Quite possibly the biggest shake up in apprenticeship funding in a generation, the Apprenticeship Levy came into force in April this year. All businesses with an annual pay bill over £3 million are now charged a payroll tax of 0.5% which goes into an account that they can draw on to fund apprenticeships. This amount is topped up by 10% from the Government, making every £1 put in effectively worth £1.10. Businesses below the £3million threshold (an estimated 98% of employers) don't have to pay into the fund but still have access to Government subsidies of 90% of the cost, with employers co-paying the additional 10%.

“The next few years are going to be a testing time for the licensed hospitality sector but one of the best ways to maximise and grow skills is through apprenticeships”

“While the Apprenticeship Levy is mandatory, it's up to individual operators to take advantage of its benefits. If you don't currently have an apprenticeship programme, you don't have to introduce one but it would seem a waste almost not to make the most of a fund which can support your staff retention and development, creating financial efficiencies, improving performance and ultimately helping to drive profits

Not just a part-time job

“At the same time as making the most of the Apprenticeship Levy, we also need to dispel candidates' perceptions of the industry as just a place for a part-time job or a stop gap. Apprenticeships can help encourage staff to stay in the industry by enabling workers to train for valuable qualifications and progress their careers.

“In fact, seven new apprenticeship standards have recently been developed for hospitality, which form progressive career pathways and incorporate the knowledge, skills and behaviours employers are looking for to make their business future fit. These are:

- ▶ Hospitality Team Member (*Alcoholic beverage pathway, level 2*)
- ▶ Hospitality Supervisor (*Bar supervisor pathway, level 3*)
- ▶ Hospitality Manager (*level 4*)
- ▶ Senior Chef Production Cooking (*level 3*)
- ▶ Commis Chef (*level 2*)
- ▶ Chef de Partie (*level 3*)
- ▶ Senior Chef Culinary Arts (*level 4*)

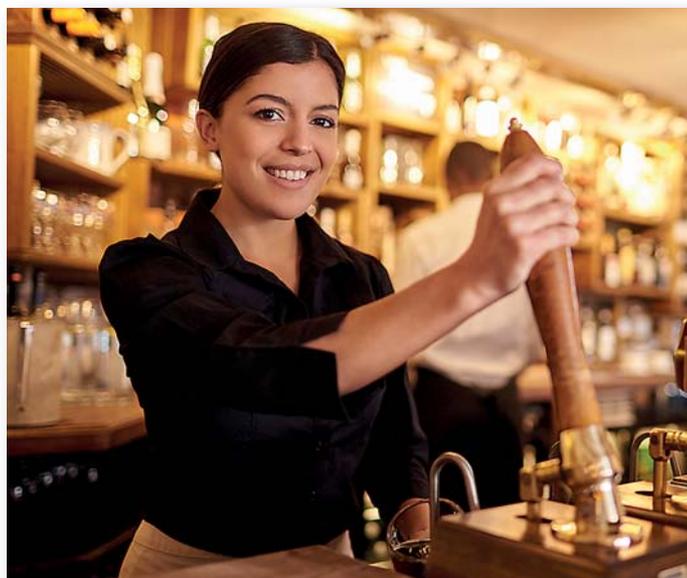
These new standards have been designed so that they apply across the sector, allowing organisations to incorporate their own ways of working, while ensuring we all meet one national standard.”

¹ KPMG

² National Apprenticeship Service

Jill Whittaker's Top 10 tips on apprenticeships

- ▶ 1. Set up an apprenticeship with a trusted provider like HIT Training. You can find details on all registered training providers on the government website <https://findatrainingorganisation.nas.apprenticeships.org.uk/Apprenticeship/Search>
- ▶ 2. When choosing a training provider look for recommendations or quality accreditations. For instance People 1st gold standard providers have proven that they are able to deliver outstanding service that will help businesses achieve the best return on investment into apprenticeships.
- ▶ 3. Know the basics. Apprenticeships take the format of on-the-job training and the apprentice will work with a mentor within your business to study role-specific skills.
- ▶ 4. Set out what you want to achieve. Do you want to plug a skills gap or train existing members of staff to move up the management structure?
- ▶ 5. Don't just consider apprenticeships for new staff, they can also be useful for upskilling existing employees.
- ▶ 6. Understand the regulations. For example, an apprenticeship must be a minimum of 12 months long, with apprentices working a minimum of 16 hours a week. Learners also have to receive training in Level 2 English and Maths if they do not already have these qualifications.
- ▶ 7. All training providers with government contracts are subject to regular Ofsted inspections, providing an independent opinion on the effectiveness of leadership and management within the training provider and the quality of their teaching, learning and assessment. These reports are available online at www.gov.uk/government/organisations/ofsted
- ▶ 8. It's important to make sure your training provider is financially secure to minimise the risk of the company going out of business part-way through an apprenticeship. All training providers go through an accreditation process to join the approved register of apprenticeship providers and this includes a financial check.
- ▶ 9. If your business has outlets across the country, finding a training provider with the ability to deliver apprenticeships in each of these locations will help to deliver a consistent quality of training across your business. Multi-site employers can make the whole process easier by working with just one specialist training provider and one point of contact.
- ▶ 10. Training schemes need to be well-researched with a clear idea of expected return on investment. Quality training – such as apprenticeships – can save countless issues further down the line.



For more information on HIT Training and the apprenticeships and training courses it provides, please visit:

<https://hittraining.co.uk/>





A Remarkable Business

Multiple Choice

The ontrade is being transformed by entrepreneurs and small companies who are turning challenges into opportunities, creating successful businesses out of failed pubs and delivering exciting venues to eat, drink and be merry

The Remarkable Pub Company, with 14 pubs spread across the trendier quarters of north and east London and outliers in Acton and New Cross is one of the best examples of a small multiple you'll find. Founded in 1985 when former university lecturer Robert Thomas and his wife Jean bought their local, the Prince George in Dalston, the chain has expanded slowly and deliberately in a manner more reminiscent of a connoisseur building up an art collection than a tycoon amassing a pile of assets.

Remarkable Buildings

Striking architecture was often one of the selection criteria, and as well as an assortment of fine Victorian street-corner pubs the company owns some that are indeed truly remarkable. The Salisbury in Haringey, rescued from dereliction by Remarkable in 2003 and restored to perfection, is a mountainous confection of decorative brickwork under a riotous roofscape inspired by Gay Paree. Built in 1899, its original interior is complete and undamaged and the pub is undoubtedly among London's top surviving examples of late Victorian decorative art. By contrast the Rosemary Branch in Islington has 17th century roots but was rebuilt after a fire in 1880 in the exquisitely tasteful Queen Anne style then popular. Its

delicate proportions are simply perfect. The large upstairs room, a theatre since the 1970s, was originally a small music hall where Marie Lloyd occasionally performed.

Remarkable People

Architecture apart, what puts the remarkable into Remarkable is the way the company and its managers work together. There's no template, no branding, no book of rules, no tier of middle management, just MD Elton Mouna. Formerly a senior executive at Fuller's, Elton started out as a pub manager himself, the prestigious Vintry in the City being one of his credits. He had risen through the ranks at Fuller's to run its Brewhouse & Kitchen division and then became the brewery's head of communications.

"This pub-by-pub idiosyncrasy extends to managers developing their own food operations from which they take all the revenue. The result is some very individualistic offerings"

He was brought in to Remarkable when the founders stepped back from day-to-day management in 2015, and no-one stands between him and the pub managers, who are in charge of moulding their pubs to suit some very different localities.

As you'd expect, this means quirks: the Unattended Items Theatre at the Rosemary Branch; an art gallery on the third floor of the Reliance in Shoreditch; 20 cask beers including some world exclusives at the Approach in Bethnal; a collection of swimming

memorabilia at the Grafton Arms in Holloway; weddings in the conservatory at the Royal in Hackney... it goes on.

This pub-by-pub idiosyncrasy extends to managers developing their own food operations from which they take all the revenue. The result is some very individualistic offerings: Lebanese mezze and falafel burgers at the Reliance, kitchen takeovers at the Salisbury, pop-up kitchens at the Barley Mow in Shoreditch and Thai at the Shaftesbury in Archway as well as serious gastro at the Prince George.

A Remarkable Man

“When I came on board I found nothing was broken and therefore, as the saying goes, nothing needed fixing,” he says. He’s being modest, of course: he did conduct a thorough review of suppliers and, among other changes, brought in specialist beer wholesaler Nectar Imports as main supplier along with some smaller local wholesalers to allow his managers a truly staggering range of beers including ales from London’s burgeoning craft and micro scene. The review extended to other areas where collective purchasing strength scores, including such items as cheaper gas that the customer doesn’t see but the accountant does.

*“I apply a slightly amended version of the principles of marketing. I call them **The Seven Remarkable Ps: People Product, Price, Promotion, Process, Place and Prudence. Get those right and you can’t go wrong**”*

That aside, he’s maintained the company’s tradition of giving the managers their head. And perhaps drawing on his years at a family brewery with a strong sense of tradition, he maintains: “a family company like Remarkable might eventually need to bring in someone from outside with acumen and energy and a fresh eye, but it’s important to build on the company’s culture and traditions rather than disregards them.”

To keep in touch with the managers and their staff Elton not only produces a weekly bulletin of the company’s activities and performance, the Remarkable Informer, but also regularly takes time to spend a day on the shop floor.

“I do it all, from clearing tables to serving behind the bar and helping in the kitchen,” he says. “A tight bond with the managers is an essential. Having worked in the corporate world I want to constantly remind them that they’re not just payroll numbers. I apply a slightly amended version of the principles of marketing. I call them The Seven Remarkable Ps: People Product, Price, Promotion, Process, Place and Prudence. Get those right and you can’t go wrong.”

Remarkable Growth

The founders may have stepped back, but Remarkable’s slow and steady growth continues. “We continue to expand and as I write this are on the cusp of acquiring pub 15,” says Elton. “We are always looking for acquisitions to 16 and 17 and beyond.

“The great thing about being a privately-owned company is that our eagerness for expansion is not driven by shareholders breathing down our necks but by passion. We love pubs and the thrill of running them and the pleasure of looking after our customers.”

Passion? Pleasure? Could they be the eighth and ninth Ps?



Elton Mouna

When Will We Learn?



Paul Nunny challenges the industry to tackle the great Beer Disconnect

Consumers are excited about beer. So are British brewers. There are now more than 1,700 breweries, between them producing over 10,000 different beers a year. Pub retailers have yet to engage.

Overlooking the Huge Asset that is Beer

In most pubs, beer is over 60% of wet sales. You would therefore think beer would be high on the agenda of all licensees and pub managers. However, the effort made with beer across the pub sector is a long way from reflecting the value it delivers – or the opportunity it brings. There are still too many operators who treat beer as a commodity.

There are 10,000 licensees who understand what excellent beer quality looks, smells and tastes like - and how to achieve it. They are holders of the Cask Marque accreditation. However, the general picture is one of woeful under-investment in staff training, quality and range. A recent survey showed that 51% of non-Cask Marque pubs would not pass a Cask Marque inspection.

This means that two in five pubs serve beer in poor condition. Odd, given that beer is such an important source of income and profit. Bitterly disappointing in fact.

“Let’s build on the learnings of the WSET and set up a Master of Beer. This would be a well-regarded, highly desirable qualification that delivers measurable benefits in terms of beer sales, staff retention and motivation”

Staff Training

Frequently staff are shown how to use the tills, and they learn how to serve drinks by following the example of others. This could be regarded as on-the-job training - if existing staff know what they are doing.

Of course, they don’t always. I’m often frustrated by staff holding the glass around the rim where I intend to drink - and serving beers in the wrong branded glass. Not very professional.

Providing staff are doing the basics, many licensees are satisfied. However, more than that is needed. Staff should be motivated and knowledgeable about the beers on sale.

They need to be able to talk about the different beers - providing information, inspiration and excellent customer service. Pub-goers need to be welcomed and receive a great experience. Staff training is key.

Wine Sets Education Example

The Wine and Spirit Education Trust (WSET) have achieved great success with their Master of Wine programme. They educate over 70,000 people a year about wine.

The beer industry does very little apart from brand-led projects such as Guinness and the Perfect Pour. But there’s nothing category-wide on the same level or with the same impact as the WSET programme.

Proposal: Master of Beer

I’ve been on a quality crusade for years - and now throw down a new challenge to our industry. Let’s build on the learnings of the WSET and set up a Master of Beer. This would be a well-regarded, highly desirable qualification that delivers measurable benefits in terms of beer sales, staff retention and motivation.

A not-for-profit limited company, the Beer Education Alliance, funded by brewers and retailers would be formed, setting out learning outcomes for courses and approving trainers. Delegates would gain a qualification, and ultimately, title, Master of Beer.

Courses could cover:

- ▶ Level 1. Bar staff - basic beer appreciation and communication skills
- ▶ Level 2. Managers, supervisors and beer enthusiasts - cellar management training and beer engagement covering areas that relate to profitability and marketing
- ▶ Level 3 & 4. Advanced beer experts - brewing and ingredient knowledge; world beers; beer marketing; tasting; food matching; presenting; writing and communicating about beer.

There would be an introductory session for consumers to whet their appetites for the fuller qualifications. Courses would be developed for the off trade but with different learning outcome requirements. Key to pub engagement and success are affordability - particularly with staff turnover - and demonstrable commercial benefits.

“Staff should be motivated and knowledgeable about the beers on sale. They need to be able to talk about the different beers - providing information, inspiration and excellent customer service”

Crux of the Matter

Master of Beer can happen, but is there the will and commitment across the industry? The programme would cost at least £100,000 over three years. A small price to pay on a market worth £16bn...

If you believe:-

- ▶ Beer is often under-valued and under-invested
- ▶ Pubs selling beer in poor condition damage the reputation of beer - and future sales across the industry
- ▶ Licensee and bar staff interest in - and knowledge about - beer are not keeping pace with consumer interest and knowledge
- ▶ Proper training and qualifications can help staff retention and motivation
- ▶ Opportunities associated with really well 'beer-educated' pub teams will help give competitive edge to the sector - and to Britain as a beer and pub destination

And if you would like to:-

- ▶ Nail your colours to the Beer Education Alliance mast
- ▶ Be a founder supporter
- ▶ Explore and help influence the initiative
- ▶ Support the rolling out of the programme

Then please contact me.

Together we can make a difference.

Paul Nunny
 Paul@cask-marque.co.uk
 07768 614065





Why Staff Education is So Important

Drinks Education

Imagine going into a café and ordering a cup of tea but being served a cup of coffee instead and then upon protest be informed that there is no difference between the two. Something similar happened in a bar recently when a colleague overheard a customer ask for cider only to be served with beer. 'Beer and cider - it's the same thing' the barman insisted when challenged.

At another bar the same colleague overheard the barman respond to the question 'what lager do you have' with the answer 'Peroni and pale ale'. Surely the first rule of sales is 'know what you are selling'?

Knowledge is power that can fuel an increase in profits and lead to a better customer experience. Front of house staff are the first people customers interact with and they are the ones who leave a lasting impression. Whether positive, negative, or indifferent this affects the overall experience.

This is important not least because we are increasingly seeking experiences that create Instagram stories for showing off to associates. Those who enjoy their pub visit are likely to stay longer and spend more, and leave a favourable on-line review which in turn influences other people's buying choices.

The Perfect Pub

I spend a lot of time in pubs through work and pleasure. The boozier is my milieu and it always reminds me of the quotation by Dr Samuel Johnson in which he rhapsodised about the happiness that a good pub elicits.

"Because many customers have knowledge of drinks it is essential for staff to have equal if not more knowledge. Without it they say their venue has no credibility"

My perfect scenario is to walk into a pub with a variety of excellent drinks. If I have difficulty making a choice the bar person asks what I am in the mood for. I respond and they enthusiastically make a recommendation including a description of what it tastes like. We have a friendly chat about the drinks range and when I order food they say 'X goes brilliantly with your main course and if you're having dessert I suggest Y'. I walk away from the encounter feeling very positive about the pub, I recommend it to friends and post a glowing message on Twitter and Trip Adviser.

Education Increases Profit

Research by the Wine and Spirit Education Trust (WSET) discovered in a trial that the educated bar staff increased profits compared to the control group (uneducated). Some licensees might consider

training a waste of money because staff often move on swiftly to other jobs. However educated employees can lead to lower staff churn because they feel valued and are more likely to stay if they are improving their professional knowledge. They engage positively with customers and offer better service. For staff to have an accreditation in wine, beer or cider from WSET, or the Beer & Cider Academy respectively is a valuable signal to customers that the pub takes quality and service seriously.

Knowledge Sells

Here's an imaginary example of how knowing about wine grapes can persuade a customer to scale up. Chardonnay is out of stock. Over the evening several customers ask for it. The uneducated staff member is unable to recommend anything similar leading to lost sales. The educated staff member says: 'I recommend Viognier, it is similar in its fruity character and body.' Result: the sale of a more expensive bottle of wine.

"Some licensees might consider training a waste of money because staff often move on swiftly to other jobs. However educated employees can lead to lower staff churn because they feel valued"

Awareness of trends and developments in drinks is very helpful too. For instance, the popularity of quality cider is growing with an increasing number of boutique cideries.

Cider and food matching is an opportunity to intrigue customers and give them more options. The educated staff member who knows that cider is apple wine, not apple beer and who can recommend a food match based on the cider's acidity, tannins, and sweetness will sell more cider and give customers a gustatory experience they would not otherwise have had.

Beer accounts for seven out of ten drinks served in a pub and is currently in a golden age with more diversity of styles and flavours than ever before. Beer elicits passion unmatched by any other drink. It is the libation that launched a million conversations. If that conversation is about beer itself and the customer wants to talk but the employee is clueless then that is a one-sided conversation and nobody likes those.

Beer and food matching knowledge is an opportunity to sell more beer and food. The staff member who takes a food order and can suggest a beer for each course in the meal including dessert will likely inspire the customer, leading to an increased spend.

Research recently conducted on behalf of the industry organization 'There's A Beer For That' revealed that customers are increasingly keen to know the provenance of food & drink and they value local products.

If customers ask those questions staff should know where the drinks were made, ideally where the ingredients were sourced, and be able to highlight the local ones.



Train for Credibility

I train bar and pub staff in beer, cider and wine knowledge covering styles, how to match with food, how to write tasting notes, how to describe drinks and how to upsell. Trainees tell me that because many customers have knowledge of drinks it is essential for staff to have equal if not more knowledge. Without it they say their venue has no credibility. Those are comments from the coal face.

"If that conversation is about beer itself and the customer wants to talk but the employee is clueless then that is a one-sided conversation and nobody likes those"

People have a choice of where to drink and eat. They need a reason to leave the house and not stay at home for social entertainment. Educated and engaged employees offer an experience and deliver the perception that the venue cares about the clientele, drinks and food offering and provides a good service. Customers lose confidence when staff lack knowledge. It suggests that the venue doesn't care or value them and the taint of poor quality hangs in the air. Customers won't have a good time, they won't come back.

Pubs are arguably the nation's most precious social assets but for several reasons they are closing at an alarming rate. To succeed they need to a competitive edge. Prosperity and education are linked. As the quotation goes 'an investment in knowledge pays the best interest'.

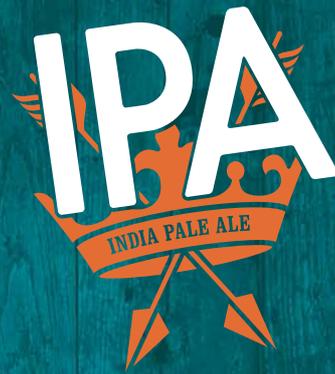
Jane Peyton is an award winning drinks educator and writer and founder of the School of Booze.

Great British Brewing

Tapping into the Cask Opportunity	54
A True Champion	58
Make Cask Great Again	60
View From A Beer Guru	62
Beer Style Guide	63
The Turnaround Man	66
London's Brewing	68
An Adventure in Brewing	72
Jump on the Canned Wagon	74
Rise & Rise of Modern Beer Festivals	76
A Sussex Success Story	78
Home Counties Roll Out the Barrel	80
Craft Beer is Here to Stay	86
Saved By the Beer	88
Creative Cornish Brewing	90
No Small Beer	96
Best of the West	98
Perfect Pints at the Park	104
Simple Pleasures	106
Beer's Own Beer Country	108
Community Champions	114
Beer School	116
Building Blocks of Beer	118
This Beer's Off!	120
Beer Marketing	122
Great British Lager	124



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Tapping into the Cask Opportunity

The Cask Report

Cask beer remains the cornerstone of the UK ontrade and, even with advances being made by keg alternatives, it continues to define “proper pubs” in the eyes of consumers, reports Rosie Davenport

Despite the beer sector’s well-documented woes, cask is the category which has held up best in sales terms against the competition.

Over the last six years, it has declined by 5%, compared to 25% and 11% for keg and lager.

While lager continues to command the lion’s share of the ontrade beer market (65% versus cask’s 29%), there are signs that consumers are increasingly moving out of lager and into cask.

Understanding the trends and changing dynamics remains at the heart of the Cask Report and, as in previous editions, this year’s report was based in part on specially commissioned YouGov research into the habits of over 2,000 consumers.

Analysed in tandem with a Cask Marque survey of over 1,000 licensees, it offers the most accurate picture of the sector from the perspective of both licensee and drinker.

For pubs who specialise in cask, there is a strong sense of buoyancy, with 65% reporting growing sales and just 7% seeing a drop.

- ▶ Cask is 57% of the ale market verses 43% which is keg
- ▶ 69% of cask drinkers believe that the range of cask beers has never been better
- ▶ Pubs in Scotland and the north have seen the biggest growth in cask sales with 71% and 69% respectively
- ▶ 46% of licensees say sales are up because the pub has a reputation for selling beer in great condition
- ▶ 44% say offering consistent quality is the reason for growing sales, highlighting the importance of staff training

Consumers’ View

One of the most compelling strands to the Cask Report’s research looked at the relevance of cask in the craft era and how consumers view brands on the bar.

“Pubs need to work hard to attract cask fans who, as well as spending more at the bar, are often the ones in charge of deciding where their friends and family go on a night out”

Crucially, as the debate about what constitutes a craft product continues to rage in some quarters of the trade, consumers are much more decided in their opinion. 56% of craft drinkers believe cask is a craft beer, compared to 8% who associate keg with craft.

Getting the Price Right

Half of all consumers also think craft beer is brewed in small batches by small breweries. Lager is the category losing the most to the craft trend as 38% of craft drinkers say they have deserted those products to try something different.

Licensees' views of craft are reflective of their customers' and they are also likely to consider cask to be a craft product.

These positive associations have important considerations for the industry in terms of pricing policies.

The research showed that two thirds of cask drinkers would be prepared to pay more for a well-kept pint, which demonstrates outlets with a well-honed range, supported by solid staff training, are ideally placed to grow margin without losing trade.

Even more encouragingly, 69% of cask drinkers fall into the affluent ABC1 demographic and 90% say they don't have a set budget in mind to spend when they go to the pub.

Introducing a more consistent pricing structure across a pub's cask range could inject vital profits and give clearer signposting to consumers about premium brands over lower strength session ales, for example.

“Cask drinkers spend £240 more a year than the average adult in pubs...Over the course of a year, this means cask drinkers spend an average of £1,029 in pubs”

Craft keg has successfully established that it is possible to up prices - to an average of £3.88 - and not lose customers, a pricing ladder the industry could follow with cask, adding more value and reinforcing its premium image.

There are signs that prices are already moving upwards ahead of inflation with the average price of a pint of amber ale, which accounts for 78% of the cask market, up 4%, with dark up 5% and golden 3%.

If an outlet were to raise its cask price by 20p per pint, assuming sales of 100 barrels, that increase would generate £5,000 in additional income per annum.

Nonetheless, consumer expectation remains high and pub goers are in no way simply giving the trade a blank cheque to raise prices.

The Value of the Cask Drinker

Cask ale drinkers are the customers that pubs need to cultivate more than any other, since they are more likely to be affluent, high spenders.

Pubs need to work hard to ensure their venue has a range of activities to attract cask fans who, as well as spending more at the bar, are often the ones in charge of deciding where their friends and family go on a night out, which is a further incentive to pubs.

Frequent Visitors

Compared to three years ago, adults are visiting the pub less, a trend that is mirrored across all types of beer drinker.

But cask ale drinkers offer a much-needed boost, and their higher frequency of visits highlights the reason that pubs need to attract their custom more than any other group.

Licensees focused on cask drinkers are rewarded with loyal, frequent customers as 42% of real ale drinkers visit the pub once a week or more.

16% go more frequently – 2/3 times a week versus 6% of all adults.

High Spenders

Cask drinkers also spend more per trip than other customers, making a significant contribution to pub tills of £85.72 a month - £20 more than the average adult.

Cask drinkers spend £240 more a year than the average adult in pubs and £120 more than lager drinkers.

Over the course of a year, this means cask drinkers spend an average of £1,029 in pubs, a major customer base licensees can't afford to ignore.





Beer Curious

Cask drinkers are also much less motivated by budget than any other type of beer drinker.

This trend is reflected in their behaviour on special occasions and big nights out, when cask drinkers are the top spenders among beer drinkers, with nearly a quarter prepared to spend £50.

Very few (10%) go out with the intention of spending a specific amount

Cask drinkers are also inclined to be more curious and adventurous when it comes to brand selection, making their mind up at the pub, which demonstrates the need for strong ranging and signage to explain what's on offer.

“For pubs who specialise in cask, there is a strong sense of buoyancy, with 65% reporting growing sales and just 7% seeing a drop”

Unlike other drinkers, cask ale fans are also more willing to try a beer that they don't recognise. 62% of cask drinkers would order a brand they weren't familiar with and are far more curious in their choices, supporting the case for guest ales and limited edition brews.

Alcoholic strength has a big influence over the choices made by cask drinkers, who tend to drink beer between 2-4% abv at lunchtimes, irrespective of whether it's a weekday or weekend. That figure increases to 4-6% abv in the evenings, and sends a clear

message to licensees that in order to build lunchtime trade, there needs to be a range of cask options at lower strengths.

Loyal Supporters

Cask drinkers are more likely to support events in pubs, so if a venue is showing sports, running quiz nights or organising other activities, they're missing a sizable opportunity if they're not selling cask.

“The research showed that two thirds of cask drinkers would be prepared to pay more for a well-kept pint, which demonstrates that outlets with a well-honed range, supported by solid staff training, are ideally placed to grow margin without losing trade”

Aside from gatherings which are held in a pub, such as weddings, work drinks and family get-togethers, cask ale drinkers' pub visits are highly-motivated by organised events and meal deals such as curry nights or pint and a pie promotions.

Therefore, pubs which aren't running the types of events that attract cask drinkers stand to lose out as they will vote with their feet and drink elsewhere.

Licensees with an appealing cask offer can use these kinds of events to attract additional cask drinkers and, given that they are usually the person in a group who determines where they socialise, have a far better chance of a good turn-out boosting profits further.

Brewing Success

The growing number of breweries are far from vanity projects, with surging profits and growing investment. According to SIBA, one in three small to medium-sized breweries expected turnover to have grown by over 10% in 2017.

Most breweries made capital investments in 2016, with 22% investing more than £50,000 and 10% investing over £100,000, which demonstrates the confidence and buoyancy of the cask market.

The majority of funding has been spent on expanding beer production and modernising equipment, which will see quality levels increase further, underpinning the potential for future growth.

Almost one out of six breweries plan to double their current levels of production, sales and turnover by 2018.

The Task for the Trade

The question for the industry is whether operators are making the same commitment to the sector by continually training staff to sustain this momentum.

All the research shows that if a pub has well trained staff, consumers are likely to stay longer and spend more.

Three Cheers for Cask Beer

The UK's brewery scene is booming and cask's contribution to the country's coffers is considerable.

The vital role cask plays in sustaining local employment and farmers' income is recognised by nearly half of consumers, who are showing a growing awareness of its artisan production using British ingredients.

Cask drinkers are even more switched-on to the contribution their choice of drink makes to the UK economy with 70% opting to support local breweries, who they believe are leading the market with the most appealing new products.

But all types of drinker agree that the brewing scene has never been as vibrant, and they're right.

CAMRA data shows there were 1,700 breweries in 2017 with three new breweries opening their doors every week, between them brewing over 10,000 beers.

Licensees are equally positive about the booming brewery landscape. 68% of licensees say it's never been as lively and, like consumers, nearly half credit the small players for developing the most exciting new beers on the market.

Locally brewed beers are also having a huge impact on the ontrade's profits - 69% of licensees say local beers are creating interest in pubs.

However, only a quarter have a special relationship with their local brewery, highlighting the opportunity for greater distribution gains among regional players if their sales force is better engaged with licensees nearby.





A True Champion

Best Cellar

If there were a ranking system for pubs and landlords then the Bhurlpore Inn at Aston, Cheshire, and Simon and Nicky George would permanently be among the top seeds, says Ted Bruning. And here's why.

It's been in the Good Beer Guide for 25 years - ever since the Georges took over, in fact. It's been South Cheshire CAMRA Pub of the Year eight times and CAMRA regional pub of the Year in 2005 and 2006. It's been in the Good Pub Guide since 1997, was its National Pub of the Year in 1997 and 1999 and its beer Pub of the Year in 2015, and is in its top 10 beer pubs and top 10 whisky pubs this year (2018). It's also recommended by the Alastair Sawday pub guide and the Automo bile Association.

That's a full trophy cabinet for the sort of unassuming red-brick double-fronted 18th-century pub you could once have found in hundreds of villages up and down the country. And the Georges do all the things that successful village publicans do such as laying on top-quality reasonably-priced food sourced from local suppliers, hosting monthly folk nights and other events, and acting as the home base for local clubs and societies including the Wobbly Wheels cyclists, a vintage motorbike club, and a vintage Japanese motorbike club.

But for all the events and activities, good food and folk music, the Bhurlpore Inn's shining star is still its beer.

Battle for Survival

Named after a long-forgotten battle from the days of the Raj, the pub was an empty and unloved ex-Tetley Walker house when the Georges found it. Coincidentally it had belonged to one of Simon's forebears from 1849 to 1901, although he himself had no family connection with the trade.

His father was a dentist and he had trained as a surveyor before being bitten by the pub bug. Always a beer lover, in the early 1980s he was chairman of South Cheshire CAMRA when he decided that surveying wasn't for him and went to seek his fortune in the licensed trade.

He spent six years working in various roles in pubs in different parts of the country, looking for a place to settle, before fate at last brought him home.

"Tetley had given up on it and sold it to a local man who had closed it and stripped it out right down to the lightbulbs, which actually was great for us because it meant the pub was a blank canvas," says Simon.

The Georges spent five months doing the Bhurlpore up and by pure chance were ready for business on general election day 1992. "The village polling booth was only 100 yards away, and as people could drop in for a post-vote pint at their newly-reopened local, that's exactly what they did," says Simon. "It turned out to be quite a night!"

Natural Growth

His original choice of house bitter was, of course, Boddington's. "In the North-West when Boddington's was still family-run it was a natural choice," says Simon. "Actually a member of the family used to come here just to drink it here, and people would pass other pubs to come to mine."

"But for all the events and activities, good food and folk music, the Bhurtpore Inn's shining star is still its beer"

The Bhurtpore's only other beer in those early days was a mild from another family brewer in the region, Mitchell's of Lancaster. "Mitchell's happened to have a depot at Glossop and one day a sales rep called and offered to help with the cellar and bar, so naturally I said yes," says Simon. "I stocked their beers right up until they went out of brewing. But by then they'd set me up with five pumps - two beers from Boddingtons, two milds, and a guest. "Sales just kept increasing, and I let the number of handpumps grow naturally. We now have 11, as well as 180 bottled beers and ciders."

Cellarmanship Skills

Just why sales have kept increasing is no mystery, either. It's cellarmanship.

"I'd already learned the basics of running a cellar, which was very useful," he says. "I became very enthusiastic about it and I soon realised that the cellar was of central importance.

One thing that helped was the CAMRA book, Cellarmanship, which really explains everything and puts you in a position to do things right. I can't see how anyone could have put things any better.

"I still do all my own cellar work. I very rarely let anyone else down there, although these days I do have someone who can deputise for me when necessary. Because attention to detail pays off: hygiene and cleanliness are extremely important, of course, and there are good management practices to observe such as always putting the most expensive beer on the shortest line."

*"Cellarmanship is only a means to an end.
It's the result that counts...I keep
the beer for three weeks before
tapping it so it conditions properly"*

But, he says, cellarmanship is only a means to an end.

"It's the result that counts," he says. "For instance, I keep the beer for three weeks before tapping it so it conditions properly, and I always have done.

"There's a tendency to try to get it on as quickly as possible, but I think it benefits from age and if I want to serve it at its best, it needs the right amount of maturing."





Make Cask Beer Great Again

The Cask Condition

Cask beer is too prevalent and far too cheap, claims Matthew Curtis

UK cask beer sales are in decline. According to the annual Cask Report, which is commissioned by Cask Marque, sales of cask ale have seen a 5% dip over the past 5 years, with 3.8% of this decrease coming in the last 12 months. However, personally I think that this could be the best thing that could happen in recent times to the category. It's difficult to put a positive spin on any sort of decline but hear me out for a second, because I'm going to try.

Let's say for a moment that CAMRA, the Campaign for Real Ale, has been wholly successful in saving this much loved dispense method. When the consumer organisation was founded in 1971 it set out to bring the dispense method back from the brink of extinction. The threat of mass-produced, sterile filtered and pasteurised keg beers was very real then. Things are very different now, with handpulls on the bar usually being the sign of a good quality pub - whether true or not - and as such the majority display them proudly at the centre of the bar.

Such is the popularity of real ale in the 21st century that even Molson Coors, a large multinational brewer, has invested in the category by purchasing Cornwall's Sharp's Brewery. Its flagship ale, Doom Bar, is still the best selling cask beer in the country.

The Quality Issue

However, with ubiquity can come the loss of quality and I believe when it comes to cask beer the two go arm in arm. There is indeed more cask beer out there in the public eye, but comparatively there is a lack of knowledge and basic skills required in order to present it at its best. As well as a lack of training there is also the fact that cask beer needs to turn over quickly as the serving method leaves it exposed to oxygen, which will soon cause the beer to spoil. If a pub can't turn over a 9-gallon firkin within 72 hours of it going on sale, well, then that's a serious problem.

"Pubs that put in as many handpulls as their cellar and bar top allow should also consider stocking a far more concise range, thus ensuring the quality of what's available at any one time"

So this is where I argue that in order to maintain its status in the UK as our national serving style and one of the greatest ways in which to enjoy a beer, it needs to decline a little. The fat needs to be trimmed, so to speak. With less casks physically in the market then perhaps we can begin to rebuild cask beer as a dispense method that commands our highest level of respect. For starters with less volume comes faster turnover, which is one of the most important factors when it comes to presenting cask in its best condition.

I'd argue that some pubs, which perhaps only sell cask beer for the sake of it, because they're a pub and that's what pubs do, should maybe rethink that. The UK's young craft beer movement has long since accepted that without proper cellar space and the time to properly care for casks then it simply won't stock them.

It helps that the craft beer movement has also seen a dramatic increase in the quality of keg beer compared to the 1970's, of course. Pubs that put in as many handpulls as their cellar and bar top allow should also consider stocking a far more concise range, thus ensuring the quality of what's available at any one time.

The greatest responsibility of organisations such as Cask Marque, CAMRA and SIBA is to ensure that training is provided so that these kind of decisions can be made by landlords that might not think any different. Saying that there needs to be less cask beer physically in the market is one thing but without a greater focus on cellar and beer management then there will be no way for publicans to take advantage of this decline.

And I personally only see this decline as an advantage for those publicans who do put the requisite time and effort into the care of their cask beers.

"I'd argue that some pubs, which perhaps only sell cask beer for the sake of it, because they're a pub and that's what pubs do, should maybe rethink that"

Increased Quality, Improved Perception

If these factors are taken into account then the knock on effect of this should not just be a general increase in the quality of cask beer, but the consumers' perception of it should increase too. CAMRA drove much of its campaign not just on quality but on price - to this day many people still join the group for the associated discounts that come along with it.

In fact I've lost count of the times I've seen a member ask for his or her discount before they've even enquired as to what beers are pouring when they approach a bar.

It's a fact that brewers are struggling to make decent margins on cask beer. 2017 saw one of the UK's hippest brewers, Manchester's Cloudwater, abandon cask beer because it simply wasn't profitable for them. Some saw it as a simple blip in the category's progression, but personally I saw it as a small part of a significantly wider trend. Many young brewers also look to Cloudwater as a thought leader within the modern beer industry, so I wouldn't be surprised if they also decided to follow suit.

Derbyshire's Buxton Brewery took matters into its own hands in 2016, when it stopped distributing cask beer with the exception of serving it in its own taproom and at a few select special events. This has not just enabled it to control the quality of beer at the point of dispense but the margins it's making on these beers by making them premium again.

Discount Culture

Cask beer might have built volume on the back of keen pricing and a "discount culture" perpetrated by its supporters, however I see this decline as an opportunity to realign this fantastic product within its rightful premium category. This does not mean I think that the average consumer should be priced out of the category - far from it, as the 4% traditional best bitter will always fit snugly into that position.

"There is indeed more cask beer out there in the public eye, but comparatively there is a lack of knowledge and basic skills required in order to present it at its best"

Brewers should still feel that they can use cask as a category that they can experiment and push the envelope with. For this to happen the first thing that needs to change is consumer perception about what the category is and what potential it has.

Perhaps market shrinkage is the first step towards this becoming a reality.

Matthew Curtis is a freelance beer writer and Good Beer Hunting's UK Editor www.goodbeerhunting.com





View from a Beer Guru

Task for Cask

Kieran Hartley, the official Beer Guru for New World Trading Company, examines the task for cask

In the last couple of years, many British breweries have ceased producing cask ale, much to the dismay of drinkers up and down the country.

This year, we sadly phased out our exclusive NWTC cask ale that was produced solely for us by Cloudwater. It wasn't a difficult choice, because Cloudwater needed to move in the direction they wanted to move in and we respected that decision.

Cask ale as a product is one that has unfortunately been squeezed on price at both ends. First, in the brewery - where it takes a lot more time and resources to produce than other formats. Second, in the pub - where traditional drinkers expect it to be the cheapest beer, despite it needing much more attention to look after in the cellar than other products.

From my perspective, we now have two types of brewers who want two different things. We also have two types of end consumer who want two different things:

- A** Experimental breweries who love cask, and want to put modern beer into it at a higher cost.
- B** Traditional breweries who love cask, and want to put traditional beer into it at a lower cost.
- C** End consumers who want experimental cask beers and are happy to pay more for them.
- D** End consumers who want traditional cask beers and would prefer to pay less for them.

The problem is that some of the end consumers are judging the product by the format (cask) rather than the beer that is inside.

As an operator, what is important to me is that every person who enters the door has something they want to drink, and are then given the knowledge by our staff to make an informed choice.

So essentially, it is the job of operators to match type-**A** brewers with type-**C** consumers and type-**B** brewers with type-**D** consumers. It is possible to do both in one pub if the staff are given the correct training to inform their guests.

"As an operator, what is important to me is that every person who enters the door has something they want to drink, and are then given the knowledge by our staff to make an informed choice"

With my cask offering I always endeavour to have a traditional, session-able bitter at a lower price point and then I put something a bit more experimental on at a higher price point. We've also started offering keg ale alongside cask to give even more choice.

From my point of view, cask is simply a format, and should not dictate the price. Yes, it is costlier to produce than keg beer - but it is the beer that is put inside that should primarily decide the price rather than the format itself.

Would you expect all music to cost the same just because it comes on a CD? Personally, I am happy to pay more for an hour long recording of an orchestra than for my favourite band's 4-minute single because I know the former costs more to produce... and that is how I think we should look at cask ale.

Beer Style Guide

By Martyn Cornell

IPA

India Pale Ale 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 especially strong. In the US 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.

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 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.

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.

Porter and Stout

"What's the difference between porter and stout", you'll 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.

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.

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.



The Style Guide

Beer Knowledge

The relentless expansion in the numbers of new small breweries means competition for space on the bartop has probably never been greater, says Martyn Cornell

One way brewers have been trying to ensure they get picked up by pubs and bars is to be constantly at the front when it comes to presenting new flavours to drinkers who have shown, in recent years, an increasing willingness to experiment with new styles of beers.

This does mean retailers need to be on top of what is happening, so they know what their rivals are likely to be offering, and what they may need to try stocking themselves, to see if their customers will bite. Trends come and go: five years ago, every brewer had to have a 'black IPA', before drinkers realised these were simply hopped-up stouts, and masses of bitterness did not particularly go well with the roasty flavours of a black beer. But here is a short list of the currently hottest new beer styles you need to be aware of how many will last remains to be seen.

New England IPA

Probably the most controversial new beer style around, after Garrett Oliver, brewmaster at Brooklyn Brewery in New York, attacked it as "a fad" and insisted his own brewery would not be making one. New England IPA, sometimes referred to as Vermont IPA, takes two trends, the increasingly "tropical fruit" flavours found in American IPAs, derived from hops such as Citra, Galaxy and Mosaic, and the increasingly cloudy appearance again found in

more and more craft beers, as many brewers start to insist that filtering or fining their brews strips out too much flavour and lessens the mouthfeel, and amps these both up to 11, the result being beers that, their critics say, both look and taste more like alcoholic mango juice than ale. It is a trend that, as the name implies, started in Vermont, New England, around 2015, and has spread rapidly, though with most of the offerings coming from tiny and hard-to-obtain craft brewers. Some make a semi-joke about the cloudiness of their beer: the Garage Brewery from Barcelona calls its New England-alike offering "Soup IPA".

"Retailers should certainly try stocking an NEIPA, if only for the shock value of being able to tell people: 'Yes, it really is meant to look like that'"

According to Oliver, NEIPA "can be really tasty when it's well-made, but it has no shelf-life at all." All the same, the style is starting to appear in the UK. One of the country's most trendy new small brewers, Cloudwater of Manchester, teamed up with BrewDog recently to make a collaboration NEIPA earlier this year: though as if to underline Oliver's point, the best before date was only a month after the bottling date. Other British NEIPAs include Puritan, 5.7 per cent abv, from Wild Beer in Somerset, available on keg and in can, and Drifter, made with flaked malted oats, wheat malt and torrefied wheat, as well as barley, from Gypsy Hill Brewing in London. Retailers should certainly try stocking an NEIPA, if only for the shock value of being able to tell people: "Yes, it really is meant to look like that."

Pastry Stout

Pastry stout, also known as dessert stout, is another trend driven by the search for different, unusual, more intense flavours in beer, and just like NEIPA it has gathered a crowd of mockers.

The name comes from the fact that many of the ingredients that get thrown into the beers look to be more at home on the dessert trolley: cacao nibs, vanilla, cinnamon, coconut.

Pastry stouts are a ramping up of the coffee stouts and chocolate stouts that have been around for 10 to 15 years, and they have names such as 'Bourbon Barrel Teddy Bear Kisses With Coconut' and 'Barrel-Aged German Chocolate Cake'.

While the trend started, again, in the United States, the Norwegian craft beer brewery Cerevisiam has recently made one called 'S'morbidly Obese Imperial Pastry Stout', based on S'mores, the American treat made from marshmallows, cacao nibs and Graham crackers (the US equivalent of digestive biscuits), at 10 per cent abv.

"Trends come and go: five years ago, every brewer had to have a 'black IPA', before drinkers realised these were simply hopped-up stouts"

British examples so far include Tiramisu Stout from Hawkshead Brewery, made with coffee beans, lactose, vanilla and cacao, Bearded Lady BA Dessert Edition from Magic Rock, brewed with Venezuelan cacao nibs, Madagascan vanilla and Indian cinnamon, and Millionaire, a salted caramel and chocolate milk stout from Wild Beer Co, at a comparatively low 4.7 per cent abv.

A writer in the Chicago Tribune complained in November: "Too many pastry stouts have lost any semblance of balance and simply overrun the palate ... by adding the literal ingredients already present in the nuance, pastry stouts can easily lurch into goey, sugar-smacked messes."

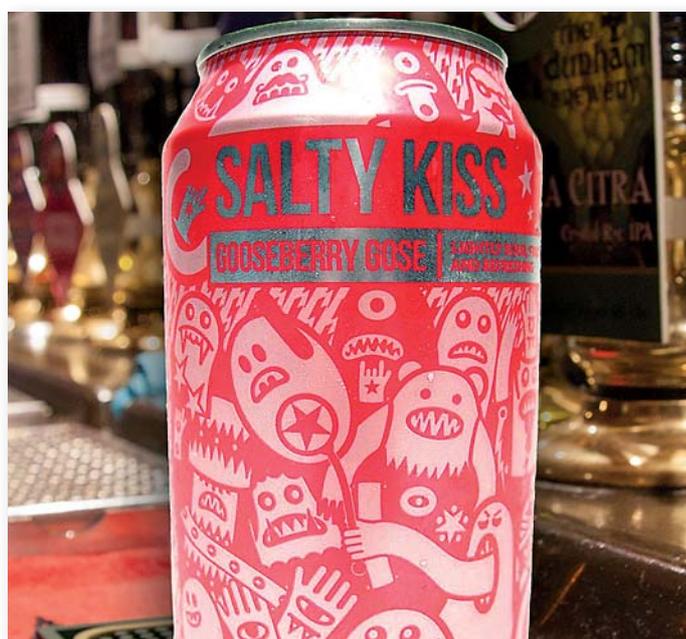
However, sweet beers have been popular since a brewery called Mackeson, based in Kent, launched the first milk stout back in 1910, and there is no doubt that plenty of establishments, particularly those that serve a good range of actual real desserts, will be able to find room for a dessert stout on their beer menu.

Saison

Saison, historically, was a Belgian farmhouse ale, originally made to satisfy farm workers, strong (typically 6 per cent abv), complex and refreshing, often slightly cloudy, with plenty of hops.

It had almost died out by the 1970s, with only a couple of breweries still making it, but took off again after it reached the United States.

The tartness seems to have encouraged brewers to start adding the fruitbowl to grab extra flavour: Beavertown in East London recently released a saison infused with oranges, strawberries, cucumber and mint.



Gose

Gose - pronounced approximately go-zeh (although many have been given names that make it clear the brewer thinks it's pronounced "goes") was originally a sour, salty, low-strength wheat beer brewed in the town of Goslar, Saxony, but which gained great popularity in nearby Leipzig.

It died out in the 1990s, but was subsequently revived in Germany, and spread in the past five to ten years to the United States and then to Britain.

Like Saison, brewers have found gose a great beer to experiment with: Magic Rock makes Salty Kiss, a gose flavoured with gooseberries, sea buckthorn and sea salt; Fyne Ales of Scotland puts coriander and lemongrass into its This Gose (one of those where the brewer got the pronunciation of the beer wrong), while the Sentinel brewery in Sheffield makes a rhubarb rosehip gose.



The Turnaround Man

Dan Fox

Beer Seller

When a big pub in a nice North London suburb starts flagging, its large footprint plus the astronomical price of building land normally add up to a visit from Mr Bulldozer followed by the sudden appearance of a family of £650,000 houses. But the people of Arnos Grove (third from the end of the Piccadilly Line) were lucky. Instead of Mr Bulldozer, it was Dan Fox who came to call.

Dan is more than just a legend on London's pub and beer scene - he's royalty.

He cut his teeth as a flying manager for M&B, opening, reopening, branding and debranding seven of its managed houses in seven years.

His next billet, though, seemed a bit of an odd one for a turnaround artist like Dan, for the legend who was (and still is) Mark Dorber hadn't left much that needed turning round at the legend that was (and still is) the citadel, the academy, the very Vatican of London's beer culture, the White Horse at Parson's Green.

A hard act to follow, to be sure, but Dan didn't drop the ball; in fact he increased annual turnover in his four years at the helm from £2.4m to £3.3m. Nevertheless, after a total of 11 years in various M&B pubs Dan decided it was time to strike out on his own, and became the co-founder of (and major shareholder in) the London Brewing Company, based at the famous and historic Bull in Highgate which was leased from a property company.

Raising the Bull

It was another turn around job: despite its early Georgian provenance and its associations with Hogarth, Morland and Millais the Bull had been shuttered and unloved for three years when Dan and his cadre moved in, paintbrushes in hand, to restore it to its 18th-century style and elegance. They also revived the 18th-century ceremony of Swearing on the Horns, a spoof initiation rite once popular in the inns and taverns of Highgate, in which the initiate kissed a set of antlers and bought everyone a beer while the landlord administered the following oath: "You must not eat brown bread while you can get white, except you like brown the best. You must not drink small beer while you can get strong, except you like small the best. You must not kiss the maid while you can kiss the mistress, except you like the maid the best, but sooner than lose a good chance you may kiss them both."

"There was almost no wet trade before. We've gone from 75% dry to 60% wet, which tells me that the strategy of switching for destination venue to local is sustainable"

London Brewing's next acquisition was another lease, another reopening, and this time an exercise in debranding too. The former O'Neill's Irish-themed pub in North Finchley re-emerged from its makeover as Bohemia, a stylish beer bar with its own microbrewery and not a trace of a jig or a reel; but once that was safely up and running Dan's wanderlust kicked in again and he was hungry for a new challenge.

Challenge

He was looking for a bar that was urban, cosmopolitan, bit edgy, bit hip, loads of taps, that kind of thing. Not a struggling branded managed house in a pleasant but very outer North London suburb. Guess what he got.

"The Arnos Arms had been a Harvester," says Dan. "It had actually been trading profitably, but at a level below what it would have achieved as a leasehold. So M&B decided to lease it.

"It was exactly right for what I was trying to achieve. As a Harvester it was a destination venue attracting a lot of car-borne trade. That wasn't what I thought it should be. I saw it very much as a local pub serving its immediate area."

"He was looking for a bar that was urban, cosmopolitan, bit edgy, bit hip, loads of taps, that kind of thing. Not a struggling branded managed house in a pleasant but very outer North London suburb"

And Arnos Grove was absolutely ready for a multi-faceted local with a range of beers appealing to different demographics - cask ale, lager, and craft; a strong selection of artisan spirits; food choices ranging from value offers on Sunday roasts to the altogether more contemporary bottomless brunch on Saturdays; quizzes on Mondays; football on the big-screen TVs.

"I originally set out to open a craft tap house much closer to central London," says Dan. "The Arnos Arms couldn't be more different - a 170-cover dining pub in a residential area of outer London!

"But I did my research and it turned out to be my ideal target. Plenty of ABC1s with personal incomes of £30,000-plus within half a kilometre, with a high proportion of 24-50 year-olds. Right next to a tube station used by 9,500 people a day and at the end of a row of shops. Big footfall, right demographic, just what you want, ticks every box. It's exactly where I intended to be."

All Change

The eventual makeover saw the uniform orange paint stripped from the exterior and the original 1930s brewer's Tudor scheme of London stock brick and faux timbering revealed. Inside, 150 square metres of bright carpet was whisked away to reveal rolling acres of genuine oak parquet, studded with the concrete footings of long-gone art deco columns which Dan decided to retain as historic and authentic features.

But the main change was to the bar, whose counter had to be tripled in length to accommodate four handpumps where previously there had been none, 10 keg taps for craft beers mainly from London breweries, and an array of top-end lagers including Koze!, Peroni, Amstel and Camden Town.

"I did get comments that Arnos Grove wasn't ready for craft beers and I have to admit they've been a slow burn," says Dan. "Lagers

and mainstream cask ales are the better sellers, but I have 30 lines on a site that used to have five and no cask ale at all.

"There was almost no wet trade before. We've gone from 75% dry to 60% wet, which tells me that the strategy of switching for destination venue to local is sustainable."

"I originally set out to open a craft tap house much closer to central London. The Arnos Arms couldn't be more different - a 170-cover dining pub in a residential area of outer London!"

Is Everybody Happy?

Social media pretty much loves the transformation, although craft beer prices of up to £6 a pint have attracted comment, not all of it flattering. But then Dan can point out that price of the pouring bitter, London Pride, is pretty typical at £4. Harder to answer, though, have been the adverse comments from those who miss their Harvester.

"It's a bit disheartening," he admits. "But the criticisms come from people who want the Harvester experience and in most cases are prepared to travel for it, and there's another one they can visit only 15 minutes away.

"Reviews from people who live in the area give me an average of 4.2 stars, so if you live here you are glad that you've now got a local. So I've stopped apologising for not being a Harvester. We are chalk and cheese.

"I've had to learn a lot and it's been a challenge. But I'm happy."





Beer Scene Keeps on Booming

London's Brewing

The capital is now home to over 100 breweries and shows no sign of slowing down, says Matthew Curtis

Around a decade ago London was home to just 10 breweries, its lowest number for almost half a century. That number has since increased more than tenfold, with the last count stating that 107 breweries are operational in the capital at the time of going to print.

It shows no sign of slowing either, with more breweries, such as Bermondsey's Spartan Brewing set to open in London in 2018.

Rapid Expansion

The physical number of breweries is barely the tip of the iceberg when examining the growth of London's beer community, however. Breweries aren't just opening, they're also expanding rapidly, with some almost beginning to resemble the larger, regional family brewers that were once seen as the apex of brewing within the UK.

Tottenham's Beavertown shows no sign of slowing down, for example, with a seemingly endless forest of stainless steel tanks in residence, which you can view while enjoying one of its vibrant, modern beers when they open to the public on a Saturday. Beavertown also recently acquired a next-door neighbour, as

Hackney's Pressure Drop Brewing made the move North, quadrupling its capacity in the process.

Meanwhile down south in Bermondsey, Fourpure Brewing Company have demonstrated similar intent, having recently invested over £2million in expanding their facility. Their neighbours Partizan Brewing are also doubling capacity, albeit on a much smaller scale. However by moving into a new space just 200 metres from their old one, they're allowing two new breweries - namely Affinity Brew Co. and the aforementioned Spartan - the opportunity to move into their old space.

"Emerging on trade establishments that echo the modern attitude of newer breweries are also feeling the benefit of London's craft beer boom"

"I think the London brewing scene is doing pretty well," Partizan's founder Andy Smith says of his brewery's recent expansion. "We're also installing a permanent bar space which we can feel a bit more proud of."

Tapping into the Trend

Direct, or "on premise" sales, such as those at the breweries mentioned above, are becoming a very important revenue stream



for the city's small, independent breweries. They provide a much needed injection of cash as they try to build a reputation within the on and off trades. Retailers in both London's on and off premise marketplace have embraced the beer boom of the last decade, with a wide range of beers now easily accessible for the majority of consumers.

“Beavertown shows no sign of slowing down, with a seemingly endless forest of stainless steel tanks in residence, which you can view while enjoying one of its vibrant, modern beers”

Larger off trade retailer Oddbins, which has 30 stores littered across the capital, is not just dedicating around 25% off its retail space to beer - it's even opened a dedicated beer outlet in Blackheath. There's also been an explosion of small, independent beer shops, with eclectic and interesting outlets opening in vacant units in almost any part of London you can think off. The multi-award winning Hop Burns & Black in Peckham has built a roaring trade off the back of developing a strong sense of community around itself. Other outlets such as Clapton Craft and We Brought Beer have found similar success and both now run multiple sites as a result.

Riding the New Wave

Emerging on trade establishments that echo the modern attitude of newer breweries are also feeling the benefit of London's craft beer boom. By helping those breweries that have established the craft beer category to grow and mature it's giving them access to a younger generation of consumers that might be a little disenfranchised with the traditional British boozier. Modern bars like Mother Kelly's with sites in Bethnal Green and Vauxhall, along with Mason & Company in Hackney Wick might not appeal to lovers of a cosy pub - but they are creating fresh spaces in which people are spending time, money and, most importantly, enjoying great beer.

More traditional pubs are seeing tastes change too and it's breweries like Beavertown and Fourpure, who now have the capacity necessary to supply some of the larger chains, that are taking advantage of this category. The benefit is that when one of these breweries wins a customer it might encourage that customer to scratch deeper beneath the surface, making it a win for the craft beer category overall. It's circumstances like this that benefit both ends of the supply chain that are sustaining the growth of great beer in the capital.

“It's a dream come true to have a marketplace as vibrant as this one,” Beavertown founder Logan Plant says. “I think if we didn't



take every day and try to be better than we might as well pack up, because what's the bloody point!"

Due to its rapid growth Beavertown has become a shining example of the rude health London's beer scene is currently in. Over the past 5 years it's moved from a tiny 6 barrel kit in the basement of a restaurant to a production facility in Tottenham that brews around the clock, producing over 40,000hl of beer a year - that's around a 2000% increase in capacity in under half a decade.

"Fuller's, which has been brewing in London for more than 160 years, is elegantly sailing into the craft beer era in a number of different ways."

This year it also put on the Beavertown Extravaganza, a festival which brought over 70 brewers together over two sessions, welcoming 8000 happy punters through the doors over the weekend. It felt like a genuine game changer, with London's craft beer scene spilling out into the mainstream market, finally ending the notion that this craft beer thing is just "a bit of a passing fad."

The Old and the New

It's not just the ultra-modern breweries getting in on the act either. Fuller's, which has been brewing in London for more than 160 years, is elegantly sailing into the craft beer era in a number of different ways. Its pubs, such as The Great Northern Railway Tavern in Hornsey and The Harp, Covent Garden are now stocking an increasingly varied range of beers alongside its own classics.

By increasing their range they're making themselves more appealing to a far wider variety of customers.

They've also recently embarked on a series of collaborations with some of the hottest breweries in the UK including Cloudwater, Marble and Fourpure.

These were then launched exclusively in Waitrose further increasing awareness of these smaller breweries while simultaneously reaffirming Fuller's relevance in the process.

"More traditional pubs are seeing tastes change too and it's breweries like Beavertown and Fourpure that are taking advantage of this category"

Will the Bubble Burst?

This all serves to further the growth of the craft beer sector, but how does the market handle that kind of increase? Are there enough people interested out there to drink all of this beer?

There's a fear that at some point the so-called "craft beer bubble" will burst and the aftermath will bring brewery closures, which in turn will have a negative effect on the rest of the industry.

However, I personally think that London is a long way off from experiencing this kind of saturation. This isn't just idle hope either - this optimism comes from visiting some of the busiest beer cities in the United States.

The US has one of the largest beer industries on the planet and although it can feel crowded and growth is slowing, it is still an expanding market. Cities such as Portland, Oregon and Chicago, Illinois have an immense ratio of breweries per capita but there are no signs of the bubble bursting here.

London is home to around 9 million people. While admittedly not all of them will drink beer and many won't turn to craft beer, I still believe that there are hundreds of thousands of consumers in the capital that might be just a single sip away from conversion.

The real key to sustaining growth and interest in the category however, will be the continued camaraderie between London's breweries. Only by sticking together will London's exciting and eclectic beer community remain one of the most important on the planet.

CRAFTED & TIMELESS



London Pride's new branding reflects the authentic character that makes it unmistakably London's beer. Consistently ranked No.1* for great taste, high standards and fair price among drinkers.

LONDON PRIDE IS THE ORIGINAL ORIGINAL.

*UMR&I Brand Tracker July 2017

**THE ORIGINAL
ORIGINAL**





An Adventure in Brewing

Fourpure Co-founders and brothers Dan and Tom Lowe have spent a lot of time on the road and their passion for travel and the enjoyment that comes from meeting new people over good beer led them to start an 'adventure-inspired' brewery

2017 has been a big year for Bermondsey based Fourpure Brewing Company. The independent, family owned brewery has been brewing in London since 2013 and whilst they've shown impressive growth - and been in a constant state of flux - since they opened their doors it's fair to say that 2017 was a true break-out year.

To give this statement some context, it's worth stating that in 2016 the brewery invested £1.4 million into the installation of a world class canning and packing line, and grew both volume and sales in the triple figures.

This year's success has seen the brewery pick up several awards for their beers, and in February they cleaned up at the SIBA (Society of Independent Brewers) business awards, picking up highly commended for commercial achievement, winner for business innovation and winner of brewery business of the year.

Accolades are one thing but where Fourpure are truly striving to set themselves apart is through focused investment; investment in people, in processes and in equipment, all of which provide a foundation that drives their ambitious quality goals. Going back to 2014, Fourpure were the first UK brewery to can their entire core

range of beers, a decision that was made to match their sustainability ethos and reduce the impact that both light and oxygen have on beer quality.

Investing in the Future

This was solidified last year with their investment in a fully automated, 12,000 can-per-hour canning line combined with versatile packaging line and first class sensory lab. 2017 has seen them take the leap and invest a further £2M installing a state-of-the-art 40hL brewing system from GEA.

The brewhouse is best in class for automation and beer quality and continues to bolster their sustainability credentials through improved water usage and energy saving heat recovery. The 'Craft-Star' brewing system is the first of its kind to hit the UK giving Fourpure brewing capabilities that place them at the forefront of an increasingly demanding industry.

"Accolades are one thing but where Fourpure are truly striving to set themselves apart is through focused investment; investment in people, in processes and in equipment"

Other recent purchases and additional support for the new brew house come in the form of an upgraded centrifuge, a carbonation module, some indoor/outdoor chillers, a new malt mill with permanent malt and spent grain silos and 12 x 200hL fermentation tanks.

Investing in People

Co-founder Tom Lowe feels that it's the people rather than the processes that have made Fourpure a success. "Rapid growth is unsustainable without the right people in place to help nurture and drive the business forward. In the last 12 months, we've created key senior roles in marketing, sales and operations and every department across the business has received additional support." He believes whether it's lab manager, beer trainer/sommelier or in-house design, a number of the roles which the brewery now sees as being vital in its day-to-day running, have few counterparts in similar operations.



The brewery isn't just focused internally when it comes to measuring success, another key contributor to Fourpure arriving on the craft beer scene in a big way this year is through dedicated marketing and events support.

In 2016 the brewery executed well in excess of 200 events on a local, national and international scale. This frantic pace has carried through into 2017, with the brewery in attendance at key 'invite-only' events such as the Independent Manchester Beer Convention and What's Brewing in Norway, where they've had the opportunity to rub shoulders with some of the world's best and most respected breweries.

Brewing, packaging, sensory, people, events; All things that are pieces in a large puzzle which fits together to create what co-founder Dan Lowe states as "a drive to brew the best beer we can possibly make, beer we like to drink and that we're proud to put our name to".



"All it takes is a well-crafted Pilsner or Pale Ale and before you know it they're excited by the chocolate and coffee flavours of stronger dark ales or the tart, fruity and complex characters in sour beers"



Inspired by Adventure

A quick look at Fourpure's website, or indeed cans and you'll see mention of their brand platform 'Inspired by Adventure', this idea of picking up inspiration from travels, from time and place has driven a considered, inclusive approach to the beers they put out.

At the heart, their flagship range of beers are flavoursome yet approachable, the kind of easy-drinking beers you might expect to have at the corner pub after work or over dinner with some friends. Fourpure Head of Marketing Adrian Lugg openly talks about the "craft beer journey".

His take is that "lager has been at the heart of beer culture for so long that we're having to educate beer drinkers almost one at a time, fortunately people are starting to discover new and more interesting flavours and this leads them down a path of discovery. All it takes is a well-crafted Pilsner or Pale Ale and before you know it they're excited by the chocolate and coffee flavours of stronger dark ales or the tart, fruity and complex characters in sour beers."



As drinkers progress on this journey, they're likely to find a suitable beer from the Fourpure stable. With a large volume of 'small-batch' draught products throughout the year and a range of can products which are designed to entice and educate, a recent re-rebrand has given Fourpure's products strong presence on shelf and at the bar that will no doubt look the part in your venue.



Jump on the Canned Wagon

Canned Craft

Unless you've been stuck in a cave with only a spider for company, it will come as no surprise that canned beer is no longer the pariah that it used to be, says Adrian Tierney Jones

The last few years have seen the emergence of a new wave of 'craft' cans, as improved technology has swept away the old taints on the tongue that canned beer was famous for, as Fourpure founder Dan Lowe recalls.

"It was a shame that bad beer impacted the packaging format the way it did," he says, "though if you go further back, some of the great traditional breweries canned their exceptional beer which didn't have these issues."

Fourpure - along with Beavertown - is one of the canning pioneers, and in 2014 they were the first UK-based craft brewery to start canning their core range. The brewery has continued to forge ahead with beers such as their regular Pils and Session IPA alongside impressive seasonals such as Shapeshifter.

In the meantime, canning lines have become a vital part of a brewery's equipment, while cans are hip and happening, a vital accessory to the craft beer fan, alongside a smartphone permanently tuned into Untapped.

It's in the Can

This boom is reflected in recent figures from the consumer research company Nielsen, which showed that from January-August 2017 over 25% of craft beers sold in the UK off trade were packed in cans (the majority 330ml, though some breweries such as Cloudwater use 440ml containers). This surge in the off trade is

also starting to be seen in pubs and bars as licensees recognise the benefits of stocking cans and attracting those can fans and their smartphones.

An added attraction is that last year, CAMRA recognised Moor Brewery's can-conditioned beers, another move forward for the format, something that has been followed by other breweries.

As Wimbledon's head brewer Charlie Long explains: "with the rise in popularity of canned beers in the craft sector, we started packaging into can, allowing us to differentiate between our original core line up and our canned and unfiltered beers. This has only been possible with developments in canning technology - along with consumer acceptance of beer that might have a slight haze due to it being unfiltered, unpasteurised and containing a small quantity of yeast. Being unfiltered and unpasteurised, the beers can easily match the quality and flavour of keg and bottled products."

"They are easier to stack and store in fridges and can be sold in quantity, at speed without any sacrifice on quality"

The Can Advantage

As for other benefits, these include the absence of those deadly enemies of beer - oxygen and light - while pallets of cans are easier to transport, especially given there will be no broken glass. There is also the environmental benefit as they are easy to recycle (and perhaps, when flattened, don't look as incriminating on recycling day compared to a horde of empty bottles!).

An advantage to the licensee is pointed out by Purity Brewery's founder Paul Halsey: "they are easier to stack and store in fridges

and can be sold in quantity, at speed without any sacrifice on quality. Cans have also allowed Purity to enter new markets where glass bottles aren't appropriate, such as gigs and festivals."

Long-established family brewers such as Adnams and Fuller's also use 330ml cans for their specialist ranges, while even the venerable Harvey's also entered the fray. As Sales Manager Bob Trimm explains: "we believe cans give us the opportunity to engage with a demographic and a route to market that would not have considered us as solely a cask ale producer. We've had interest from companies that supply cruise ships and airlines and we're also talking to restaurants and hotels. These are all conversations we couldn't have had with cask ale".

"This surge in the off trade is also starting to be seen in pubs and bars as licensees recognise the benefits of stocking cans and attracting those can fans and their smartphones"

360° Branding

Then there's the branding. Cans have the ability to project 360° branding, which has seen an explosion of colourful designs, with perhaps Beavertown's bold and vivid illustrations firmly in the lead.

Nick Dwyer is Creative Director for Beavertown and responsible for the brewery's unforgettable can designs: "the artwork is very important," he says, "but only ever as important as the beer, never more. The whole reason I'm with Beavertown is I feel I understood how much passion and appetite for innovation there was not just at our brewery, but within the industry, and wanted to bring the whole process full circle - if the beer is going to have a massive amount of meticulous care and attention poured into it, then why not the design as well?"

"It was definitely a conscious decision to have the imagery reflect the boldness and vivid flavours of the beers. The first time I tried one I had been brought in to do a label or two as a freelance gig, and had been given some vague themes to work through via the names (Gamma Ray, Black Betty), but being talked through the beers while I tasted early iterations was what really inspired me."

Can Challenges

Another convert to cans is Dark Star, though the Sussex-based brewery's Managing Director James Cuthbertson makes a couple of pertinent points that those wishing to stock cans might want to consider.

"I think the market is still in its infancy," he says, "and I think many consumers are still trying to get their head around craft beer in cans and many retailers are unsure about the proposition.

"There are two big issues in my mind. One, that consumer and retailers are conditioned to thinking cans means 'cheap', which is not good. Secondly, many retailers are demanding 12 months best-before dates and that is at odds with a lot of beer on the market.

We put six months on our beer and even then, with the hop-forward products, that's pushing it.

"I think the future of craft beer in cans, is to take a 'drink fresh' attitude to it - that presents a significant challenge to the brewers who want to be part of the canning world though. That said, 'live beer' in can, unfiltered beer, will offer greater shelf life and deliver a better product, so I predict more brewers will take this direction in their canning as the market matures."

He also suggests that licensees can take advantage of the portable nature of cans "I believe that where pubs are close to train stations, like our own Lockhart Tavern in Haywards Heath, there is an opportunity to sell "train beers" and that works well."

As the figures from Nielsen show, cans have shaken up the off trade. It's now time for the on trade to take advantage of this whirlwind.

Adrian Tierney-Jones is a writer on beer, travel, pubs and food. His latest book is The Seven Moods of Craft Beer and he is also editor of Original Gravity





The Rise & Rise of Modern Festivals

Beer Festivals

Pete Brown toasts the new breed of beer festivals, but believes there's still room for the old

Think for a moment about the word 'festival', what it means and what associations it has. The dictionary says a festival is all about celebration, full of gaiety, revelry, and merrymaking. Throughout history, deep in their anthropological DNA, festivals represent a suspension of normal routine. In their grandest sense, Rio's Carnival or the Mexican Day of the Dead are environments in which normal routine and, crucially, normal rules, are suspended, or even inverted.

"I couldn't believe we were queuing down the street to get in, with touts going along the line offering tickets for sessions that had long since sold out"

When you go to a music festival, you experience bands you wouldn't cross the street for in normal life. At a food festival you put things in your mouth you've never tasted before. And at literary festivals you discover new authors. Having made the decision to go to a festival - whatever kind of festival it is - you look down the programme, see something and say, 'Right, the band/author/chef I really want to see isn't on till five so we've got an hour and a half to kill. Hang on, this look's interesting. Let's check it out.'

The Festive Spirit

Munich's Oktoberfest has always been the beer event that's closest in spirit to the idea of a true festival. So it's interesting that, if you ask the locals, they see it more as a folk festival celebrating Bavarian culture rather than just being about the beer. You might laugh the first time you see someone in lederhosen or a dirndl, but you soon learn not to - they're taking it very seriously. Away from the tents that cater to drunken international backpackers, there's an infectious atmosphere that's about so much more than the beer.

"Tap takeovers and meet the brewer events are common in craft beer bars, bringing some of the festival experience onto the high street"

Oktoberfest aside, when you think along these lines, 'festival' has long felt like the wrong word to apply to use when British beer fans gather together. In church and town halls, earnest, bearded men solemnly set about the task of drinking warm beer and scrumpy and making notes about it, in rooms where 'atmosphere' usually means pungent fug rather than joyful buzz. There's often a defiant campaigning element that's stronger than any sense of festivity.

The Festival Reinvented

But no more: like everything else in the beer world, the beer festival has been reinvented and reinvigorated. As ever, the inspiration for change came from the United States on a wave of craft beer. The

first time I visited the Great American Beer Festival, I couldn't believe we were queuing down the street to get in, with touts going along the line offering tickets for sessions that had long since sold out. 'This could never happen in Britain,' I thought. Less than a decade later, it was.

The half-hearted oompah bands have been replaced by name DJs, and the stereotypical geeky, bearded festival-goer has been replaced by... well, a different, younger stereotypical, geeky bearded festival-goer. Craft Beer Rising (February), The London Craft Beer Festival (August), the Leeds International Beer Festival, Manchester's IndyManBeerCon, and the Bristol Craft Beer Festival (all September) are just some of the successful new festivals around the country where sessions sell out in advance and there's a national buzz.

Sampling not Swilling

Rather than swilling pints, this new breed of beer festival is about sampling a wide range of often-potent beers in small measures. Often, the admission fee is higher than we're used to, but at many of these events, once you're inside there's no further cost for the beer. Samples will be served in small glasses, with modest measures being strictly enforced.

"In church and town halls, earnest, bearded men solemnly set about the task of drinking warm beer and scrumpy"

This creates a different kind of atmosphere. Brewers bring beers that are unavailable anywhere else, and will often pour the beers themselves rather than entrusting them to volunteers. The modern craft beer fan idolises some brewers as if they were rock stars, so getting to meet them in person and be talked through their beers is a real attraction. This is a festival as it should be: a break from the norm, a chance to explore and try something different.

It all marks an interesting shift in the way beers are marketed. Craft beer has built its audience via a mix of social media and live events. People attending beer festivals tweet, blog and instagram their experiences live, making the festival a much bigger event, and magnifying the success of standout brewers and beers.

A Place for Tradition

So where does this leave the traditional real ale festival?

It's natural for us to see things in opposition - if the new beer festival is good, the old one must be bad. But this isn't necessarily the case. The Great British Beer Festival (GBBF) held every August at London's Kensington Olympia, is the UK's biggest and oldest. It has its critics, but taken in the right spirit, its oddities (each year sees a new and completely incomprehensible system for navigating the vast range) are part of its charm, and it's a lot more user-friendly than it used to be.

Every year, there are calls for GBBF to modernise, to address contradictions such as keg beer being allowed from foreign brewers

but not British. But should GBBF be more like the modern craft beer festival? I'd argue not. The two styles of event cater for largely different audiences, and where they overlap, festivalgoers can appreciate each one for what it is, attending both for different reasons and getting two different types of experience. The beer world is astonishingly diverse these days, and there's room for more than one kind of festival. The existence of one doesn't threaten or denigrate the other.

"This is a festival as it should be: a break from the norm, a chance to explore and try something different"

But the new breed of beer festival is certainly where the momentum is, and it's having an interesting overspill into pubs. Some pubs organise beer festivals of their own, sticking up some temporary racking or maybe even erecting a marquee in the garden and serving a dozen or so cask ales over a weekend. But pubs can now do more than that. Tap takeovers and meet the brewer events are common in craft beer bars, bringing some of the festival experience onto the high street.

There's a lot to celebrate in beer at the moment. And beer is a drink that inspires celebration and good times. The new breed of beer festival isn't just showcasing a more modern, confident attitude to beer and brewing - it's taking beer back to what it does best.

Pete Brown is one of the UK's leading beer writers. His latest book is [Miracle Brew: Hops, Barley, Water, Yeast and the Nature of Beer](#)

www.PeteBrown.net @PeteBrownBeer





A Sussex Success Story

Best Cellars Tony Leonard and Dominic McCartan might not yet be the Lennon and McCartney of pubs, but they've already got several hits to their credit. Ted Bruning caught up with Tony to find out what their secret is

It may be less than 10 miles from Brighton to Lewes but in some senses they're a world apart, as Leonard and McCartan discovered when they switched from running two of the hottest spots in Britain's swingeing city to the altogether more sedate countryside just a hop, skip, and jump up the A27

Dom and Tony were celebrated in Brighton as hosts of two Greene King leasehold pubs, the Hop Pole (also, somewhat bafflingly, sometimes called the Spotted Dog) and the Eagle. The two pubs together were turning over £1.25 million but somehow Dom and Tony never seemed to have any money left over after paying the rent. So, after a fairly public dispute with the brewery, they upped anchors and sailed away.

When Dom and Tony bought it from Punch Taverns in 2009, the Snowdrop (named after a dramatic collapse of the town's chalk cliffs in 1836) had declined somewhat from its 1970s peak as John Peel's favourite pub where acts such as Arthur Brown, Herbie Flowers and Lene Lovich had entertained the masses. The music was soon back for two nights a week, although without such big

names as in the pub's heyday. Dom quickly set about producing an eclectic menu of noticeably Mediterranean-inspired dishes using local free-range meats, locally-grown veg, locally-baked bread, and local cheeses. Notice a theme?

"Taking out Guinness was the scariest part - it has so many fans if only by default, but refusing to compromise earned us a strong reputation"

Keeping it Local

But anything Dom can do in the kitchen, Tony can do in the cellar, and the policy of ethical, eco-friendly and above locally sourced products extends just as much to food as to drink. Naturally Harvey's is up there among the handpumps: after all, the much-loved brewery is literally round the corner from the Snowdrop, and an assurance that Harvey's beers would remain went a long way to overcoming any doubts that the regulars may have had about the incomers.

But Sussex is well supplied with breweries other than Harvey's – Burning Sky, Gun, Downlands, Long Man and others - and Tony has plenty of opportunity to ring the changes. The local policy extends to cider, too, from South Downs, and even to sparkling wine from the award-winning Wiston Estate.

A Country Life

Five years after acquiring the Snowdrop Dom and Tony bought their second pub, the Roebuck at Laughton a few miles away.

It was a very different proposition from anything they'd run before: a fine old country pub in a genteel village, with letting rooms and a huge mock-baronial functions room, and Glyndebourne not so very far away.

It had actually been closed for two years when they rescued it, and although the combined operation is no longer strictly wet-led (food makes up 52% of sales compared to only 30% in their Brighton days), Tony applies the same ethical purchasing standards and the same eclectic approach to beer at the Roebuck as at the Snowdrop.

"Tony's top tip for keeping the best cellar, though, has nothing to do with organisation or management and everything to do with staff recruitment and training"

No Big Beers

"We started with a no big brands policy," says Tony. "We were the first pub outside Brighton to stock only craft beers. Taking out Guinness was the scariest part - it has so many fans if only by default, but refusing to compromise earned us a strong reputation."

The Roebuck has seven handpulls (although not all of them are always in use) and 12 keg taps whereas the Snowdrop, whose cockpit and engine room are a little smaller, has five handpulls and nine keg taps.

"The shift from cask to keg has been interesting," says Tony. "We put keg beers on at our annual festival, which is curated by Mark Tranter of Burning Sky and sales went in favour of keg."

So we have increased the number of keg lines at the Roebuck to 12 and put on beers such as Arise from Burning Sky, the Czech beer Budweiser Budvar, a lager from Rothaus in the Black Forest, and Rothaus alcohol-free beer which is the best I have ever had."

Quality of Staff

Such a large range makes working conditions in the cellars very cramped, especially given the traditionally low ceilings. Tony's top tip for keeping the best cellar, though, has nothing to do with organisation or management and everything to do with staff recruitment and training, in which a long-standing relationship with Harvey's has come in very handy.

"Quality of staff is the surest foundation," he says. "We tend only to take on staff who are already into their beer and who can quickly get really good at looking after it."

"We work very closely with Harvey's, and most of our bar staff go to the brewery to learn all about cask and how to handle it. They used to use the old lines from our cellar as an example of what happens if you don't clean them properly!"

Beer is the Key

It's a bit of a scalene triangle on the face of it: one small-town rock pub; one very traditional country pub; a couple of cosmopolitan operators fresh from the mean streets of the big city. It's the beer that glues them all together, and one thing is worth bearing in mind: even in an area that's conservative in every sense, and where you might expect old-school cask beer to reign unchallenged, and even in a pub like the Roebuck, there's huge thirst for new experiences such as keg beers with enough hops to melt your fillings. Licensees reject the new at their peril!





Home Counties Roll Out the Barrel

Brewers South East London may be a craft beer hotspot, but south east-based brewers are laying siege to the capital with a seemingly non-stop stream of new beers, award wins and innovation, says Sophie Atherton

Let's start in Sussex, where 2017 saw Lewes-based Harvey's Brewery celebrate a glut of gongs at the World Beer Awards and the British Bottlers Institute competition, and walk off with the brewery of the year award for picking up 10 medals at the International Beer Challenge.

In common with many smaller and newer breweries, cans are proving a great success for Harvey's.

Brewery sales manager Bob Trimm explained that they turned to them earlier than planned after being asked to supply beer for Brighton's 450ft high viewing pod, British Airways i360.

"They were unable to dispense draught beer and there was a restriction on glass bottles so we decided to put our Best Bitter into a can. It created a whole new market for us, with a younger demographic clearly attracted to our beer - some of whom told us they would never have tried it if they'd only come across it in cask."

Canned Goods

The positive response convinced them to launch a canned range.

Best Bitter (4%) is joined by Gold Bier (4%), Malt Brown (4.8%), Black Stout (4.8%) and, more recently, Wharf IPA (4.8%) a British-hopped brew born from a conversation between the brewery and its customers.

"Licensees had been requesting a hoppy, citrus style beer from us for some time, but we were conscious not to produce an American style IPA that was overly hoppy with a huge hit of grapefruit.

I think we got it right, as beer fans seem to be fervently in favour of Wharf IPA," says Bob.

The already popular IPA is named after the Wharf opposite the brewery site which sits on the River Ouse where Harvey's was established in 1790.

"We're keeping up with the demand for kegged and craft IPAs," says Bob, adding, "Wharf is on trend because it's zesty and fragrant, but using British hops instead of imported varieties...retains the element of local sustainability that separates Harvey's beers from others."

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Website: www.Harveys.org.uk



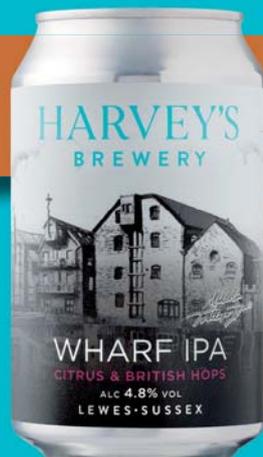
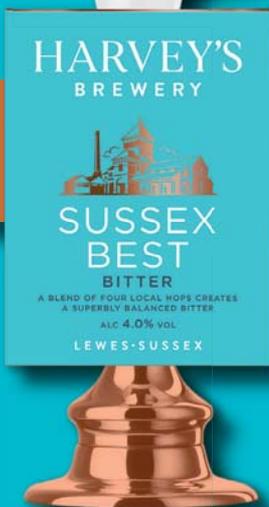
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HARVEY'S BREWERY

At Harvey's Brewery we're really proud to be Britain's second oldest brewer, supplying the South East with our award-winning beers for 227 years. We still brew in our Grade II listed Victorian Gothic Brewhouse, using only the finest local ingredients; our yeast strain is 60 years old, we only use local award-winning hops, and our spring water is collected from our own well. Put simply, we are the original craft brewers of Sussex.



Harvey's had a very successful rebranding in 2016, with a modern new look to our range of ales. We introduced a fresh, exciting range of craft beers including 30 litre kegs and 330ml cans. Wharf IPA is a celebration of our love for hops- expertly crafted balance of citrus and green hop bitterness- quite continental. Gold Bier is for every day, a superb session lager-style beer with a nod to Europe. Malt Brown and Black Stout offer a deeper, complex experience retaining the refreshing qualities of session beer.



**WHARF IPA - GOLD MEDAL IN THE
IPA CATEGORY (4% - 5.4%)
THE BRITISH BOTTLER'S INSTITUTE AWARDS 2017**



***Brewery of the Year - International Beer Challenge 2017**



A Burning Collaboration

Another high point for Harvey's was teaming up with Burning Sky Brewery on a much feted collaboration brew. The beer came about for sad reasons - it was brewed to commemorate Ruth Anglezarke, CAMRA branch liaison officer for both breweries who passed away in early 2017 - but the brewers were pleased that its reception proved a fitting tribute to her. Originally just 50 casks were produced and launched as Anglezarke's India Pale Ale for the 21st South Downs Beer & Cider Festival but it was later available under the name Last Voyage. The two breweries plan to collaborate again in 2018.

"It created a whole new market for us, with a younger demographic clearly attracted to our beer - some of whom told us they would never have tried it if they'd only come across it in cask"

Elsewhere in Sussex it's also been a busy year for Dark Star. Its popular session beer Hophead (3.8%) remains key, but the brewery has also been focussing on new brews while keeping a firm grip on maintaining high standards.

"Our test plant and main brewery has never produced more small batch beers in our 25 year history, a reflection on our brewing team

wanting to push boundaries and the demand from the market for new, new, new," said Managing Director James Cuthbertson, before striking a note of caution.

"Whilst this thirst for new and innovative beers shows no sign of slowing, I think the industry must also focus on quality and consistency. There's a real danger that the consumer's demand for 'new', forces brewers to smash out lots of brews without the care they usually take and with the mindset that a new beer is tomorrow's chip paper."

"There's a real danger that the consumer's demand for 'new', forces brewers to smash out lots of brews without the care they usually take and with the mindset that a new beer is tomorrow's chip paper"

Rising Stars

Among the brewery's new beers in 2017, he is most proud of launching Dark Star Lager (4.2%). The Helles-style brew launched in the Autumn, after 18 months development and is described as 'clean tasting with some sweetness from German pilsner malt and an authentic noble hop aroma'.

Staying in Sussex, relative newcomer Gun Brewery's year has gone with a bang. Its Imperial Whisky Stout (7.4%) won gold in the SIBA

South East smallpack competition and now goes on to compete in the National Competition.

The brewery also expanded from three staff to six and two new fermenters and a cooling system will soon be joined by a canning line. Brewery spokesman Mark Berry says cask remains at its core but echoes fellow brewers' concerns.

"The issue with cask, as all brewers know, is that too often the experience for the drinker is a poor one. With overall beer volumes dropping and pub closures up, there is no room for complacency from publicans.

"The growth of craft beer, artisan bread and such has been fuelled by a desire to escape the dominance of industrialised food production. Quality is what it's all about. Consumers are becoming more discerning and sophisticated, so if you're selling to that market you too need to respect the product," he adds.

"The issue with cask, as all brewers know, is that too often the experience for the drinker is a poor one. With overall beer volumes dropping and pub closures up, there is no room for complacency from publicans"

Awards Drive Sales

The winners of the cask beer award SIBA's South East region were Langham Brewery, also from Sussex.

Their hitherto seasonal XXX, a 4.4% 'dark, complex malty mild' is now part of their core range after the win. Brewery spokeswoman Lesley Foulkes said the award had increased sales of the beer but, somewhat bucking a downward trend elsewhere, their overall cask sales were also up. She puts this down to the diversity of their cask beer range - which features 17 different ales ranging from 3.5% traditional session beers through to premium hopped beers such as APA, black IPA and saison.

"Another USP is we were one of the first four breweries to achieve the SALSA plus beer hygiene accreditation, which has improved our production processes, proof of quality assurance and customer delivery standards," she adds.

Berkshire's Best

It's a wonder anyone can keep up, but Berkshire brewers aren't taking things lying down. West Berkshire Brewery has both moved premises and taken delivery of some £6 million worth of new kit, including an automated packaging line which can package into can, bottle, keg, and cask.

"It's been a transformational few years for West Berkshire Brewery. Our move to the new site has been planned over the last two years and the new brewery will bring together every aspect of our business to include the brewery, the amazing new packaging line and the site will be home to our stunning new shop with bar and café facilities," said CEO Simon Lewis.

SIBA South East Champions 2017

Standard Mild & Brown Ales

Langham Brewery	Triple XXX	4.4%
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Dark, chocolate malty winter mild ale with smooth hopping for a slightly sweeter taste.

www.langhambrewery.co.uk

Standard Bitters & Pale Ales

White's Franklin	English Garden	3.8%
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Provides citrus and grapefruit with a floral aroma balanced beautifully against the sweet malt base.

www.franklinbrewery.co.uk

Best Bitters & Pale Ales

Truman's	Lazarus	4.2%
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Pouring a pale gold, it provides the perfect balance between flavour and refreshment.

www.trumansbeer.co.uk

Premium Bitters & Pale Ales

Dark Star	American Pale Ale	4.7%
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The low colour Maris Otter malt provides a perfect light colour & dryness with a full aroma.

www.darkstarbrewing.co.uk

Strong Bitters & Pale Ales

Hammerton Brewery	N7	5.2%
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A refreshing IPA with six different hops from the US and New Zealand giving a complex citrus aroma.

www.dalesidebrewery.com

Premium Strong Beers

Big Smoke	The Judge DIPA	8.5%
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Aroma of pine and tropical fruit. Initially sweet finish gives way to lasting bitterness.

www.bigsmokebrew.co.uk

Porters, Stouts, Old Ales, Milds & Brown Ales

Bedlam Brewery	Porter	5.0%
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Earthy, roasted malty aroma with notes of freshly ground coffee and dark chocolate.

www.bedlambrewery.co.uk

Speciality Light Beers

Red Cat Brewing	Tellicherry Wit	5.4%
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Melon and strawberries in the aroma. Melon, peach, strawberries and pepper all feature in the taste.

www.redcatbrewing.co.uk

Speciality Mid to Dark Beers

Big Smoke	Underworld Vanilla Milk Stout	5.0%
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Light, slick and airy mouthfeel, finishes incredibly quick with a dry light cocoa aftertaste.

www.bigsmokebrew.co.uk



The brewery also took two awards at CAMRA's Champion Beer of Britain competition. Good Old Boy (4%) won bronze in the Best Bitter category and Maggs' Magnificent Mild (3.8%) took silver in the Mild category. There's also been considerable success with a range of interesting limited edition seasonal brews, including a beer made with elderflowers and a pale ale featuring experimental British hops. WBB is also behind the new Renegade Brewery which produces a range of modern craft beers including West Coast Pale Ale (5.1%) and Renegade Craft Lager (4.5%).

“There’s also been considerable success with a range of interesting limited edition seasonal brews, including a beer made with elderflowers and a pale ale featuring experimental British hops”

Fellow Berkshire residents, Siren Craft Brew have also had an exciting year, including launching a series of bang on trend coffee beers. Under the banner Project Barista, four beers were available on draft and in bottle at six sites and sold out in under a week.

Siren has also been a prominent voice in the debate around the future of cask beer. The brewery remains committed to the category, but says it made a decision at the start of 2017 to limit the amount racked due to margin restrictions.

“We love cask beer and how the format showcases some of our beers. We also think it’s an important way of introducing drinkers to the modern, flavour-forward beers that we love to make. To support that ethos, we’re currently in talks with a prominent group to have our beer consistently available on cask in the best possible condition,” said Siren’s Andy Nowlan.

“We love cask beer and how the format showcases some of our beers. We also think it’s an important way of introducing drinkers to the modern, flavour-forward beers that we love to make”

Kentish Brews

Back east, in Kent, after raising more than £1.7m in an equity crowdfunding campaign Curious is going full speed ahead.

With a new beer and cider managing director, Gareth Bath (ex-BrewDog), new branding and plans for a dedicated brewery opening in Ashford. The branding is particularly bold, with labels on beer bottles reading ‘made by winemakers’.

“There’s no new news in declining beer volumes in the UK. Premiumisation trends have been developing at pace for over a decade. Beer lovers old and new are drinking less, but spending more to seek out better quality, more flavour, more aroma, more authentic product stories that resonate with their core values and that they can share with their friends,” says Gareth.

“Curious Brew (4.7%) sits uniquely at the front end of these trends. Our highly premium English lager has a distinctive sophistication, style and elegance. Re-fermented with Champagne yeast and with a late ‘dosage’ of Nelson Sauvignon hops, it has the quality crafted inside the bottle that drinkers would expect from the leading luxury English brand and winemaker, Chapel Down.”

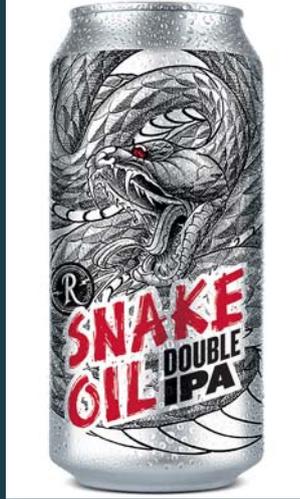
Competition for Curious comes in the shape of, Cinque (5%), a new premium lager from Shepherd Neame made with five different types of grain.

Chief Executive Jonathan Neame - who this year won Kent Life’s Food and Drink Hero Award for going ‘above and beyond’ in the county’s food and drink industry - said, “We’re seeing a rise in the quality and diversity of keg beers and lagers which looks set to continue, as customers become ever more discerning.

I think people are no longer seeing interesting drinks as a choice between keg and cask, there’s an increasing acceptance that both can be excellent.”

It’s a moot point for brewers in the south east, who show no signs of standing still. The bigger question, will Surrey or Hampshire brewers become as busy as their fellow south-easterners in the year ahead?

Sophie Atherton is a Journalist & Accredited Beer Sommelier and blogs at <http://afemaleview.net>



West Berkshire Brewery

Brewery Profile

West Berkshire Brewery began in 1995 brewing just 8.2 HL per week in an outbuilding of a local pub, over the last 22 years it has grown significantly.

Now on their 4th expansion, this is by far the biggest, with talk already of adding fermenters to keep up with demand. The shiny new brew kit and packaging line comes from CFT in Parma, Italy and is made up of a 3 vessel 60 HL brewhouse consisting of a mash kettle, lauter tun and copper whirlpool. There's also an automatic hop dosing unit to add hops at pre-planned stages, and a hop back that can be packed with hops, fruit, herbs or any other flavour/aroma you can think up.

Their dual canning and bottling line can package into four different bottle varieties and three different can sizes as well as being able to rack into keg and cask.

As soon as WBB moved into the new site, their output doubled due to contract brewing, they've gone from 4 brews per week at the old site to 8-10 at the new. In the future, as the brewery becomes even busier, the plan is to get 3 brews done in 16 hours, up to 25 brews/week. With their wealth of knowledge, the new customers have given the brewers huge amounts of extra advice, making their processes more efficient and inspiring the team to produce even better tasting beer.

Their work flow is similar in terms of brewing the beer, transferring it to a fermenter and then packaging, but the attention to detail has increased significantly. More staff have been employed giving the whole team a chance to concentrate on what they love most.

"I think the best thing is to give people the opportunity to try things" says Head Brewer, Will Twomey. "Some people will be naturally drawn to different roles within the brewery, so individuals can move onto the packaging line, or concentrate on filtration or be more lab orientated. Before, we were all just sharing the same job and now it gives people the chance to move upwards or sideways."

Quality Counts

One of the most important things to WBB is quality; and they have a real opportunity to put their name on the map as skilled brewers.

The most recent additions to the repertoire include two new core beers in the Renegade range, India Session Ale and Vienna Lager, not forgetting the first of many limited edition specials, Snake Oil DIPA. Renegade is their experimental product range born in 2015 from over 20 years' experience at WBB. 2018 sees the release of a smoked rye porter, Black IPA and personal favourite 'Tropic Like It's Hot' pineapple pale ale. Not to be left behind, WBB has a few specials up its sleeve with a coconut and cacao milk stout coming in December plus Bourbon Barrel-Aged Tamesis Extra Stout and that's not all...

"Gluten Free is an option we need to get settled in," says Twomey "Rather than use enzymes to remove the gluten, I want to do a true gluten free beer using millet or another gluten free grain so we can produce a proper GF beer, rather than just producing a beer and removing the gluten. I think you'll get a better result that way. We've also spoken about low alcohol beers, but for now we've got a fair amount of stuff to keep us going over the next few months."

Watch this space.



Craft Beer is Here to Stay

SIBA Assured

But it's not all created equal. Be assured of independence, says Mike Benner, Chief Executive of the Society of Independent Brewers (SIBA).

The growth of craft beer is the most exciting thing to happen to the British drinks industry in decades, with an ever increasing number of consumers discovering interesting beer made by independent breweries across the UK.

This jump in popularity has been driven by innovative, forward-thinking independent breweries who have gone up against the mass-produced lager giants who have dominated the beer-market for years. Recently though the beer produced by these independent craft breweries has not just survived in the face of such tough market competition, but has thrived, with many craft brewers showing rapid growth, compared to declining sales of mass-produced beers by the globals.

Consumers are seeking out craft beer for its interesting full-flavour and that demand has led to a huge increase in availability across the UK - with around 1,500 businesses now making beer commercially. So no matter where you are, if you're not serving beer from local craft breweries then you simply aren't relevant to beer-drinkers in 2018.

Beer Giants Response

Of course the global beer giants haven't simply rolled over and admitted defeat in what has for them been an ever contracting beer market, they've simply set their sights on the segment of the market that is growing, and are now seeking to grab their own slice of the craft beer cake.

"Consumers, particularly those who have just discovered craft beer, are often unsure as to which beers they should choose and which drinks have the credentials of the true craft-brewed beers they're looking for"

They're doing this in two distinct but equally worrying ways; firstly, buying out previously independent craft breweries such as Camden, Meantime and Sharp's, or secondly launching their own products marketed as craft, such as Hop House 13 launched by Diageo the owners of Guinness.

This has led to a far more confused marketplace. Consumers, particularly those who have just discovered craft beer, are often unsure as to which beers they should choose and which drinks have the credentials of the true craft-brewed beers they're looking for.

Defining Craft

Importantly though, market research commissioned by SIBA shows that 46% of beer drinkers, by far the biggest group, define craft beer as 'made by small brewers rather than large corporations' - demonstrating that for the majority of people craft beer is produced by brewers that are relatively small and independent.

It was independent breweries that created the thirst for craft beer in the UK, simply by putting great tasting products in to the hands of beer drinkers, and it is those great tasting IPAs, pale ales and porters from independent craft breweries that people want when they seek out 'craft beer' on bars, whether in cask, keg, bottle or can format.

SIBA recognised there was a need to make it easier for consumers to differentiate between the beers from truly independent craft breweries, and the products produced by the global beer companies, and as such launched the 'Assured Independent British Craft Brewer' campaign.

The logo for the 'Assured Independent British Craft Brewer' campaign is only available to SIBA member breweries who are fully independent, relatively small (when compared to the global or National beer companies), and brewing quality beer, as outlined by SIBA's Food Safety & Quality (FSQ) standard.

At its heart the campaign ensures that wherever beer drinkers see the 'seal' logo they can be sure the beer they are buying - whether it is in a supermarket or beer shop, pub or bar - is from a truly independent British craft brewer.

"It is those great tasting IPAs, pale ales and porters from independent craft breweries that people want when they seek out 'craft beer' on bars, whether in cask, keg, bottle or can format"

Look for the Logo

The response from the industry has been overwhelmingly positive since the campaign's launch, with brewers across SIBA's 850 strong membership adding the logo to their pump clips, bottles and can labels, as well as showing support on their websites and social media. As the number of independent craft breweries using the logo continues to increase then consumer knowledge of the scheme will of course increase with it, making so called craft beers from the global giants stand out on bars as a different thing altogether.

What's more an independent YouGov survey of more than 1,000 beer drinkers which we commissioned showed a large majority (60%) of beer drinkers cared who brewed their beer, meaning buyouts such as that of Camden Town Brewery may not cut it with today's discerning drinkers.

More than two-thirds (69%) of people thought it would be useful to see the logo on beer pump clips, bottles and cans, in order to identify beer as being brewed by a truly independent craft brewer,

rather than a Global beer company. More than half (54%) went even further and said that they would be more likely to drink a beer which carried the logo.

Recognising Independence

The passion and innovation of independent brewers, who use quality ingredients and their own brewing skill to create bold and delicious tasting beers, together with increasing consumer demand for diversity, provenance and excellence has created the craft beer revolution. But it's important that anyone selling beer in the UK understands how to get truly independent craft beers, and why it's important they are selling them.

The consumer demand is clearly there, and it is backed up by profitability studies as well, with alcohol industry specialist CGA Strategy's research showing craft beer commanded a higher price with consumers than any other segment of the beer market, including the World Lagers which have always commanded premium prices on Britain's bars.

Craft beer is clearly here to stay, but in an ever more complex beer world it's important that operators understand that not all beer is created equal in the eyes of beer drinkers or brewers.





Saved By the Beer

BestCellars

In the business world, a failing enterprise has two ways to turn. It can admit defeat and call in an asset stripper who will fire the employees, sell anything that isn't screwed down, demolish the buildings, and flog the site to a housebuilder.

Either that or you call in a turnaround specialist, and someone like Jethro Scotcher-Littlechild arrives at your door.

Jethro cut his trade teeth as a club steward and was then lessee of the Carlton Arms, a troubled estate pub in north Cambridge which he and wife Terri turned round. Then in 2007 they bought a pub of a very different colour: the Cambridge Blue in south Cambridge, a district of thoroughly gentrified Victorian terraces which, owing to the multitude of little street-corner locals that have miraculously survived, is known as the Beer Quarter.

At that time its seven handpumps - four regulars, three guests - were something of a marvel, but Jethro and Terri made it more marvellous still.

"We upped the ante by increasing the number of pumps to 14, of which only three were permanent," says Jethro. "We went a bit further, too: we got rid of the Carlsberg and Stella and replaced them with genuine imports like Kozel and Pilsner Urquell." There's no draught Guinness, either, but there's a huge selection of bottled beers from around the world - more than 100, in fact - to make up for it.

All About the Beer

So for Jethro, it's all about beer. The Blue does food - good food, too - and has up to seven real ciders as well as a jaw-dropping selection of top-shelf spirits, especially single malts. But its sales are 80% wet, and of that 70% is beer.

And Jethro's next step, into rescuing and turning round apparent lost causes, was very much driven by his understanding of beer and how the beer range can be used to position a pub.

"Your beer range attracts the customers you want and deters the ones you don't," he says. "The first thing we do when we take over a pub is put real ales in, replace the big brand lagers with more authentic ones, and drop the RTDs and shots completely."

"Our cask beer is £3.40 for a 4%. People say it's expensive but then pay £3.70 for a half of craft keg and not bat an eyelid! Real ale has got this thing where it has to be cheap"

Lucky Horseshoes

The first rescue was the Three Horseshoes in Stapleford, a large residential village whose other pub, the Rose, is a well-known dining house. A Wellington lease, the Three Horseshoes had been closed for six months after a series of incidents including drug-dealing, and was in danger of being turned into an Indian restaurant when Jethro and Terri snatched it from the jaws of death.

"It's a Wellington pub so there's no tie," explains Jethro. "All they want is the building to be properly maintained and the rent to be paid. The Rose does the food in the village, so we decided to keep on doing the drink. But it hadn't been a real ale pub previously so the first thing we did was put in eight handpumps."

The Three Horseshoes is much more of a traditional local than the Blue, and the beer-range is appropriately conservative. "Village pubs are harder than town pubs," says Jethro. "The locals don't like change." The real ale range is therefore selected from established micros such as Woodforde's and Nene Valley, while Adnams is also well represented. "And nothing above 4.5%!" says Jethro.

Once in A Blue Moon

The next pub was different again: the Man on the Moon on the edge of the city centre had been one of the city's leading live music pubs but was originally built to serve a small housing estate whose residents weren't all fans of thrash metal. Added to the noise and the late opening was the fact that in the gents the smell of weed was even stronger than the smell of wee and - well, it closed.

Jethro was able to negotiate another free of tie lease and although the Man on the Moon had never had any real ale - the liquid soaked into the carpets was mainly cheap lager - the first thing that he did was install four handpumps. "That's what I'm known for and that's what I did," he says.

"Your beer range attracts the customers you want and deters the ones you don't. The first thing we do when we take over a pub is put real ales in, replace the big brand lagers with more authentic ones, and drop the RTDs and shots"

But the beer offering here is part of a very particular pitch. Jethro has changed the name to the Blue Moon, introduced a much less aggressive music menu, added storytelling and stand-up to the repertoire of entertainments, and improved the music room's facilities. He also allows local artists to exhibit. It's still a live venue but a with a very different clientele - the sort of clientele who really appreciate the 20 taps pouring a changing diet of micro and craft brews from all over the world. Imaginative pizzas and 100 gins complete the picture.

"We originally tailored it to an undergraduate market," says Jethro. "It's becoming more of a community pub now, and it's also getting known more widely for its craft beers and gins. It's beginning to take off in a big way."

Raising Standards

The latest acquisition, the Royal Standard in Mill Road, is another free of tie lease, but hadn't been a pub for 10 years since losing its licence, and had been a charity shop and then an Indian restaurant before closing in 2011 and being sold to the developers. But they couldn't get planning permission to turn it into housing

and, says Jethro, "in the end they cut their losses and approached me because they knew of my reputation.

"We got a good deal but it's our smallest pub, and as it's in quite a well-off residential catchment area we decided it had to be food led."

It's still a pub, though, not a restaurant, and its identity and USP are defined by its beer.

"It has a Belgian theme, with Belgian beers, steaks, moules frites, and so on, and it's run by a proper chef," says Jethro. "But even here the split is only 50:50, our others are 80:20."

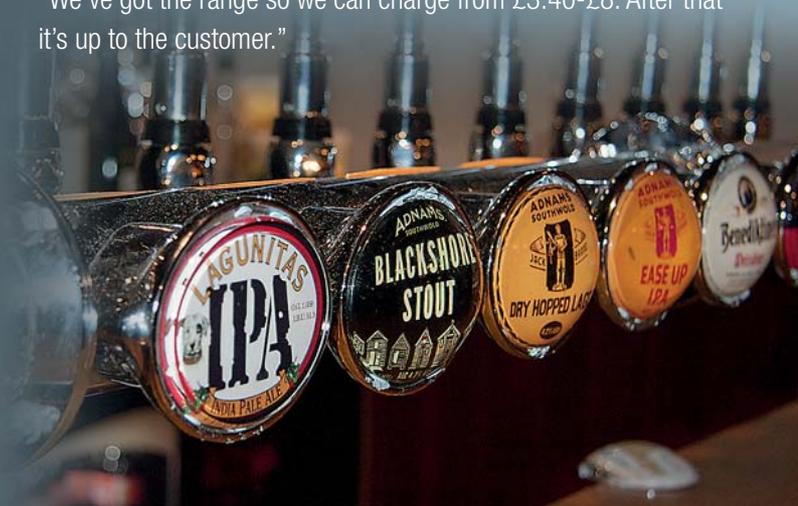
Cask and Keg

There are six real ales and a number of craft kegs, and although Jethro as a connoisseur of foreign beers isn't snobby about keg (and is certainly appreciative of its ease of handling), he has his reservations.

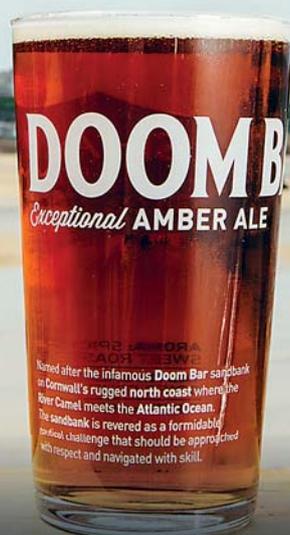
"It's very different from what keg used to be," he says. "They charge top dollar for one thing, and they tend to be strong too, 6.2 or even 8%, so there's the extra duty, but £120 for a keg of 3.5% is too much.

"Our cask beer is £3.40 for a 4%. People say it's expensive but then pay £3.70 for a half of craft keg and not bat an eyelid! Real ale has got this thing where it has to be cheap. We have a huge turnover so we get our margin that way. But people don't buy rounds any more so the price per pint isn't hidden. Still, it's legitimate to charge more for better as long as there's a choice.

"We've got the range so we can charge from £3.40-£8. After that it's up to the customer."



Exceptional Quality Beer



Sharp's Brewery

Sharp's Brewery was founded in 1994, when enterprising brewer Bill Sharp set out on a mission to make exceptional quality beer on the North Cornish coast.

Sharp's coastal location has a huge influence over the beers the team brews, so it is no wonder that their most iconic beer brand, Doom Bar, is named after a centuries old sandbank near the brewery.

Sharp's has grown rapidly to become the largest brewer of cask beer in the South West, doubling staff numbers from 70 employees to 145 in the last six years. Following £15 million worth of investment during this period, the brewery in Rock has significantly expanded, with new tanks and a new racking hall. In 2016, Sharp's reported 20% beer growth across the portfolio, and the brewery now has the capacity to produce over 150,000 litres of beer a day – almost 260,000 pints!

Doom Bar has experienced phenomenal growth in the past few years to become one of the fastest growing brands in the history of the UK beer industry. The amber ale is the number one cask and bottled ale brand in the UK, with a bottle of Doom Bar selling every 4 seconds.

The award-winning beer sits at the forefront of a portfolio of exceptional products, including Atlantic, Wolf Rock and Sea Fury. This portfolio has led to the brewer winning over 80 international brewing awards, including five medals at the 2017 International Beer Challenge, with Doom Bar also named both the 'Inapub People's Choice of ale 2017', and 'Best Drink' in the Food Magazine Reader Awards 2017.

Sharp's is continually focusing on product innovation and development, and unveils four 'limited release' seasonal products in the on-trade each year. These limited release brews are developed at the brewery in Rock as part of Sharp's commitment to creating new flavour profiles and styles.

"Doom Bar has experienced phenomenal growth in the past few years to become one of the fastest growing brands in the history of the UK beer industry"

Sharp's Brewery is also a proud sponsor of the Blue Flag initiative, a charity that works to keep beaches safer and clean – a cause close to the brewery team's hearts. Over the past two years, Sharp's has donated £28,000 to Blue Flag, with five pence from every limited release sold being donated to the initiative.

Sharp's has a Pilot Plant at Rock, which is a training and experimentation facility to further the team's commitment to new product development. Passionate about innovating with industry partners to bring fresh, exciting products to market, two recent collaborations have been with Camel Valley Vineyard and Southwestern Distillery, both based in Cornwall. Following a successful launch, the second vintage of Camel Valley Pilsner has been released and was recently awarded 'Best Champagne Beer' in the UK at the 2017 World Beer Awards. Sharp's hop-infused gin, 'The Hopster' has just won Signature Botanical Gin of the Year in the London Craft Distilling Expo's 'Gin of the Year' competition.

Look out for new and exciting products coming from Sharp's Brewery in 2018 and beyond!

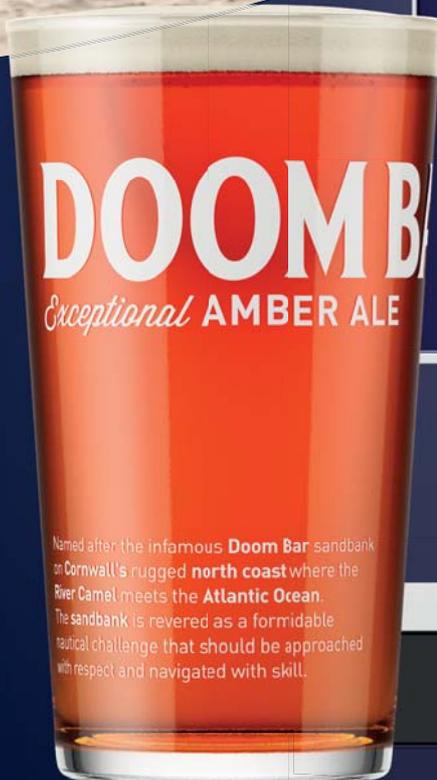


ROCK • CORNWALL

DOOM BAR[®]

Exceptional **AMBER ALE**

The UK's Favourite Cask Ale



One year after the Sharp's story began in 1994, Sharp's brewers blended two of their existing beers, the light and hoppy Cornish Coaster and the dark and malty Sharp's Own to create a perfectly balanced and moreish beer.

Doom Bar was named after a notorious sandbank where the River Camel meets the Atlantic Ocean on Cornwall's rugged north coast.

Doom Bar is now the nation's favourite cask ale.*

Named after the infamous **Doom Bar** sandbank on Cornwall's rugged **north coast** where the River Camel meets the **Atlantic Ocean**. The sandbank is revered as a formidable nautical challenge that should be approached with respect and navigated with skill.

*Source: CGA, volume and value on-trade sales, MAT to 17 June 2017.

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drinkaware.co.uk for the facts



A Corner of Creative Brewing

Cornish Brewing

Cornwall, that unique county in the far corner of the UK is home to some of the most creative brewers in the country, and discerning drinkers far beyond the Tamar seek out the taste of Cornish beer. Adrian Tierney Jones explores

Despite, or perhaps because of, the county's isolated position, sticking out into the Atlantic on the edge of a peninsula, the Cornish passion for beer is as fervent as anywhere else in the UK.

There are now over 40 breweries plying their trade down there, which is rather a decent number given the lack of large cities. A couple of locals have even crossed the Tamar and become national brands in their own right: St Austell's Tribute and Sharp's Doom Bar. This cross-Tamar fertilisation is quite a feat for the Cornish brewing industry, given that a couple of decades ago wags used to joke that trade for the few breweries that existed used to fly off the cliff like puffins once the summer tourists had gone.

What's more, Tribute and Doom Bar could soon be joined by another Cornish beer, Betty Stogs. This is a bittersweet, copper-coloured session beer that's a popular local tippie and just might be set for national greatness as Stuart Hughes, Skinner's Sales Manager, explains.

"It's our best selling beer, accounting for around 55% of the brewery's overall output. It's a true regional champion beer brand

and much loved and sought after by wholesalers, publicans and ale drinkers, but it also remains very popular with our local drinkers.

"In addition to this, our fastest growing beers in terms of volume 2016 vs 2017 are Lushingtons and Porthleven. Both are modern, well hopped pale ales that attract new drinkers and millennials to the ale category. They both contain fantastic new world hops such as Citra and have the hop forward bite 'beer curious' drinkers are looking for in their pale ales."

"A couple of locals have even crossed the Tamar and become national brands in their own right: St Austell's Tribute and Sharp's Doom Bar"

To cater further for the 'beer curious', Skinner's has also recently launched two of its brands in the 'craft keg' format, Lushingtons, and the brewery's smooth stout, PennyComeQuick. The beers come in 30-litre kegs and can be installed and served by venues with no cellars or with limited space beneath the bar and the brewery provides an eye-catching font and beer cooling equipment for all permanent stockists.

A Family Affair

The long established family firm St Austell is the undisputed monarch of Cornish breweries. Founded when Queen Victoria was on the throne, it has a pub estate of over 170, with many in

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for the facts

A MORE
DISCERNING
PINT

BRING OUR PREMIUM ALE
TO YOUR BAR

TRIBUTEALE.CO.UK



QUALITY SPEAKS FOR ITSELF



As the brewing team leader Rob Orton said when Small Batch was launched: “we traditionally brew some fantastic beers every year for our Brewery Beer Festival and other events and wanted to be able to share them with more people than ever before. The Small Batch Brewery gives us the opportunity to build on our brewing skills and create a whole new world of beers for people to enjoy.”

Beers brewed in 2017 included a wheat beer using the on-trend Bavarian hop Saphir, the laboriously punned Hi-Rye-E Five 0 rye beer and Cornish 80/-, which is based on the historic Scottish style. All beers are sent out to selected trade outlets so licensees wanting to know more should contact the brewery direct.

“Cornwall might be perched on the edge of the UK but its beer scene is thriving and vital, with a rich diversity of beers on offer”



Cornwall, while others are spread out further into the Southwest, especially since the purchase of Bath Ales in 2016. As the popularity of Tribute and Proper Job demonstrate, St Austell's beers are available across the country. But under charismatic Head Brewer Roger Ryman, it also has an enviable portfolio of beers that caters for all tastes.

“Tribute remains our number one seller by some distance,” he says, “although Proper Job is growing fast on its heels. Since its introduction, Korev, our lager, has shown sustained and incremental growth, taking volume predominantly from international lager brands, and hence not cannibalising our cask beer sales.

“Our Underdog Session IPA even moves into the unfiltered category (but definitely glowing in the glass and not New England turbid), but although this type of beer can taste fabulous, hazy beer is not yet universally acceptable in many Cornish retail environments.”

The Small Batch Brews are another exciting aspect of St Austell's continuing brewing ascension. The project first saw the light of day in 2016 and was based on the one-offs produced by the in-house microbrewery. Whereas 600 pints were previously produced at any one time, Small Batch has been upscaled to 3000 pints of beers that take inspiration from all over the globe.

Harbour in Safe Hands

Over at Harbour Brewery outside Bodmin, founder Eddie Lofthouse, is musing about the beers that Cornish pub goers drink: “I would definitely say there is a local taste. Every pub down here will have a 4% amber-coloured, fairly sweet traditional ale on the bar. The beers that sell well for us down here also fit that bill. However, we're slowly seeing an increase in sales of IPAs and beers with higher hopping rates. The market is changing but with the dominance of the big brewers in the area it will be slow progress.

“2017 has been a great year for us. Stuart (Howe, Head Brewer, formerly of Sharp's) is making a great impact on the quality and consistency of our beers, the lagers are especially good these days. By December we will have more than doubled our tank capacity in 2017, and we'll continue to invest throughout 2018. We have collaborations coming up with some awesome breweries. We'll be reviewing our range at the end of the year, taking a couple of beers out and adding some new ones in. We also have a really exciting project in planning but that is a little way off yet so keep your ear to the ground for more news...”

Small Beers

Smaller breweries are also making their mark, such as Coastal, Black Flag and Falmouth-based Verdant, whose hop-forward pale ales are a big hit with those who identify themselves with the 'craft beer' movement - in 2016 they were voted top new brewery in England by members of Ratebeer.

One of Verdant's most popular beers is Pulp, a juicy double IPA in which tropical fruitiness, barley sweetness and a bold bitterness all work together in harmony. “We wanted to create a year round double IPA, not just one that was brewed annually or on special occasions,” says director, Adam Robertson. “We love drinking strong, clean very hoppy beers and decided that many other people do too! The name came from the texture of stone fruits such as mangos and that juicy, fibrous, exotic and slightly peppery eating experience seems to suit the beer well.”

Sharp Finish

Finally, let's hear from the other major player in Cornwall, Sharp's. James Nicholls, the brewery's Senior Brand Manager, says "Doom Bar has a 13.1% volume share of the market. This makes the beer the number one cask ale in south west. However, there is also great loyalty to other longstanding brands such as Coaster and Sharp's Own. Sharp's Atlantic also features in the Top 30 ale brands in the Southwest, at number 22. Meanwhile, Sea Fury (formerly known as Special) is very popular in Falmouth, suggesting a liking for darker, stronger beers in that pocket of Cornwall.'

"Doom Bar has a 13.1% volume share of the market. This makes the beer the number one cask ale in south west"

Doom Bar is also the best selling cask beer throughout the UK and Sharp's regularly brew a series of limited releases, including the annual festive Doom Bar Reserve, a 6% version of the flagship beer which was first brewed to celebrate the brewery's 20th anniversary. This is definitely something to look forward to when it is released each November.

Another beer in the series was a 4.5% black IPA brewed with New Zealand hops called Fathoms Deep. There is also an altruistic reason for releasing these beers beyond giving licensees more

Sharp's choices. The Blue Flag initiative is supported by the beers, as Nicholls explains. 'We will be continuing and extending our support of the Blue Flag in 2018. We have been raising funds for this and other marine and coastal environmental initiatives for the last three years by giving 5p a pint from our Limited Release range.'

So licensees can both treat their customers and do their bit for conservation.

"Skinner's has also recently launched two of its brands in the 'craft keg' format, Lushingtons, and the brewery's smooth stout, PennyComeQuick"

Sharp's has also gone in for a bit of experimentation with its Camel Valley Pilsner Reserve. This is a collaboration between the brewery and Camel Valley wine-makers. After being brewed, the beer is laid on a bed of aromatic hops for 40 days before being reseeded with Camel Valley's sparkling Brut yeast for a final fermentation. The final bottle-conditioned result is a sparkling and elegant beer that licensees with plans for food and beer matching will definitely need to get hold of.

Cornwall might be perched on the edge of the UK but its beer scene is thriving and vital, with a rich diversity of beers on offer. Maybe it's time to bring some of this Cornish magic into your pub.

SKINNER'S
BREWERY
Cornwall

AWARD-WINNING CORNISH ALES IN CASK, KEG, PIN AND BOTTLE

Brewers of the finest, hoppiest beers in Cornwall. We focus all our efforts at our brewery on brewing the best beers we can.





No Small Beer

Small Bar Adrian Tierney Jones ambles along Bristol's historic King St to his favourite bar in the city's craft beer quarter

You can see why the street is known as the craft beer quarter - there's the Famous Naval Volunteer, the Beer Emporium, the King William (a rare southwest outlet for Sam Smith's), the King Street Brewhouse, the historic Llandoger Trow (though there's little crafty about the fact it's a Brewers Fayre house) and Small Bar, which is perhaps the bar with the most claim to have kicked off the street's reputation.

Despite its name, this high-ceilinged bar isn't that small. It has an adjoining drinking space along with a cosy upstairs spot, which is often used for tastings and talks. It's a comfortable place with plenty of distressed wood fittings, gleaming chrome taps, stone floors, big wooden barrels doing duty as tables and a buzzy, bustling air.

Small Measures?

As for the name, some think that it refers to the measures offered at the bar - 1/3rds or 2/3rds, no pints - but according to owner Bruce Gray, "I wanted a bar whose utter foundation was showcasing small, independent companies. I felt that by building that ethos into the name it would help us remember at every turn the founding ambitions of the business. I also thought it was a name that would intrigue people and make them ask why the bar was called that."

Small Bar opened towards the end of 2013 and swiftly became the place for people who wanted to try beers from the likes of Magic Rock, Wild Beer Co, Kernel and Mikkeller.

Anyone who knew Gray's past track record wouldn't have been surprised at Small Bar's success.

"Naturally, pale ales and IPAs sit at the centre stage of what Small sells, but there are also lagers, sours, porters, stouts and 'crazy shit', as is usually marked up on the blackboard at the back of the bar"

In 2010 he became Operations Director for BrewDog Bars, and over the next 2 years he opened and managed eight bars for the company. In 2012 he set out on his own and with two partners launched Edinburgh's Hanging Bat Beer Cafe, the first place in the UK not to serve pints. A year later he was in Bristol and Small Bar was born, incidentally coinciding with the very first Bristol Beer Week, an event that has gone from strength to strength.

Small Wonders

"The Volly, The Beer Emporium and us all opened up within 3 months of each other," says Gray, "taking what was previously a very dead part of town and giving it a new spark and an

independent streak. We were all owners/operators and I think people recognised that and bought into it. I'd like to think that, from a beer list and service perspective, Small Bar led the way and set the high bar, but I'm sure the other guys would say the same about their places...

"It was far more of an instant success than I ever expected. That's not to say the early years weren't difficult and a real challenge to get our name out, but people seemed really ready to embrace independently produced beer in our environment.

"We were awarded Pub of the Week by the Bristol Post in our 2nd week of opening and the Metro picked up on us too, which really helped our small bar reach out beyond its immediate area. We got busier in every single consecutive month for our first 13 months of trading, with January 2015 breaking the streak!

"I felt that if we could back up quality beer with a passionate, knowledgeable and engaging team, the people of Bristol would be receptive"

"My aim with the bar was to create a real showcase of world class beer from the local area and beyond. I felt that if we could back up quality beer with a passionate, knowledgeable and engaging team, the people of Bristol would be receptive."

Small Bar is definitely a place where world class beer is served with enthusiasm and knowledge, an echo of Gray's ethos that was so successful in BrewDog's bars. Whatever you think of the Scottish company, the staff training has always been of a high calibre with knowledgeable servers happy to suggest beers to those who aren't sure of what they want.

Naturally, pale ales and IPAs sit at the centre stage of what Small sells, but there are also lagers, sours, porters, stouts and 'crazy shit', as is usually marked up on the blackboard at the back of the bar, backed up by a small but judicious menu of US inspired dishes such as burgers, smoked meats, hot dogs, wings etc.

Brewing & Building

Then there is Left Handed Giant, Small's own brewery, whose beers are available at the bar (as well as the sister bar in Cardiff) and out in the free trade.

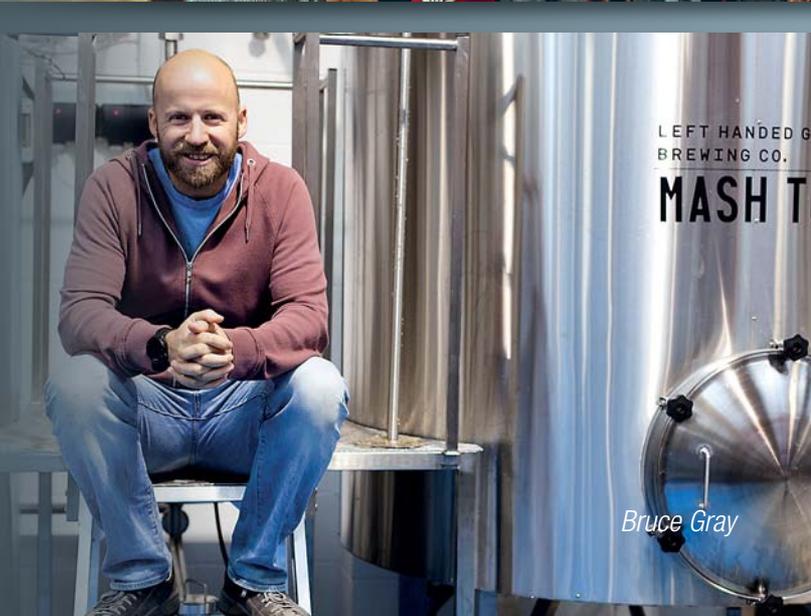
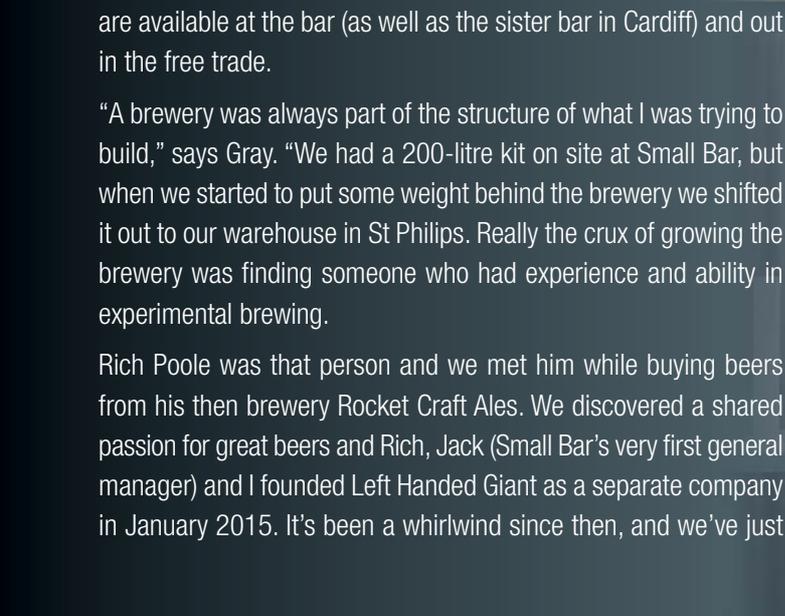
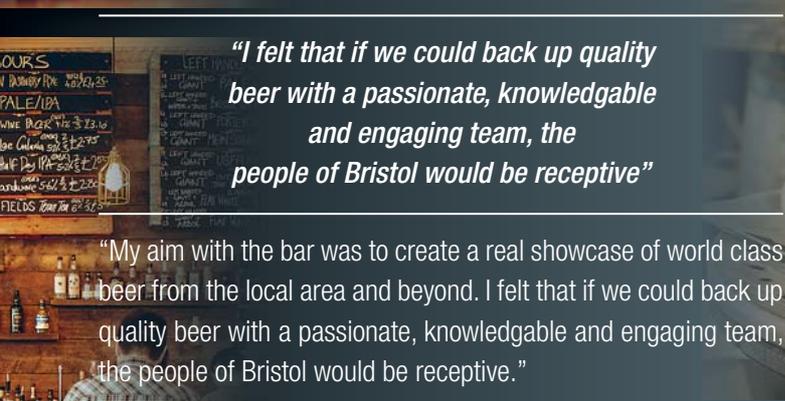
"A brewery was always part of the structure of what I was trying to build," says Gray. "We had a 200-litre kit on site at Small Bar, but when we started to put some weight behind the brewery we shifted it out to our warehouse in St Philips. Really the crux of growing the brewery was finding someone who had experience and ability in experimental brewing.

Rich Poole was that person and we met him while buying beers from his then brewery Rocket Craft Ales. We discovered a shared passion for great beers and Rich, Jack (Small Bar's very first general manager) and I founded Left Handed Giant as a separate company in January 2015. It's been a whirlwind since then, and we've just

completed the build of our brand new 15-barrel brewery on the site of the original kit in St Philips."

So with the brewery and the second bar in Cardiff, is Gray building a chain? Apparently not. "Hannah is from Llantwit Major just outside of Cardiff and we always wanted our business to be based both in Wales and Bristol," he says. "We're just trying to build a small business, within which we can know and care for everyone that works within it. It's my ambition to run a business with a focus on the quality of our products and our service - that spends its time supporting and encouraging our team, rather than just measures itself on year to year growth."

Small is still beautiful...



Bruce Gray



A Record Year for Butcombe

Butcombe Brewery

What a year 2017 has been for us.

Our feet haven't touched the ground – from a new look, to new beers, expanding our Pubs and Inns estate, launching a new 330ml bottle and can range...it's been a whirlwind from the get go.

But we wouldn't have it any other way. Every day we roll-up our sleeves and get to work with a smile on our faces, because we don't just make beer, we make promises; guarantees that every pint of Butcombe you sip will be inventive, characterful and very drinkable. From the pump to the bottle to the can, you're buying consistent quality, and a true original.

The 78 Range

Our 1978 Range is in homage to the year of our birth. Fuelled by recognition – and celebration – of 365 special days that passed us by at the time, we are proud to mark those moments in history with a little liquid history of our own. Each beer has its own unique character, displaying the same attention to detail and single-minded vision we had at the very beginning, and still have today.

We've seen Union, Heathcliff, Forty Two, Nude, Invader, Pope and Vicious hit the taps so far with Big Geoff and The Christmas Special

still to come. We're already working on next year's range, which will see some new additions to the list.

Limited in number, but never flavour, don't let them pass you by!

*"we don't just make beer, we make promises;
guarantees that every pint of
Butcombe you sip will be
inventive, characterful and very drinkable"*

It's not about awards, until you keep winning awards...

We don't brew beer for the accolades, but it's always nice to be recognised for doing a good job. So, for us, winning multiple medals at the World Beer Awards and International Beer Challenge just goes to show that you shouldn't look for greatness. Greatness will find you.

We're chuffed to bits that our flagship beer, Original 4% ABV took GOLD at the International Beer Awards. We've brewed this beer for almost forty years now, and our determination and dedication to our beer is just as important to us today as it was in 1978.

Rare Breed, Bohemia, Gold, Blonde and Goram also took medals home across the competitions as well.

Another notch in our belt...

Earlier this year, we were delighted to announce that Cask Marque accreditation, the beer industry's kite mark of excellence, has been achieved across the whole of our estate. In addition, all our pubs have passed Cask Marque's stringent 'Scores on the Cellar Doors' audit.

Each of our pubs were subjected to a number of unannounced inspections from one of Cask Marque's qualified inspectors, who tested the quality of all the cask ales on sale for temperature, clarity, aroma and taste. Cellars were also inspected to ensure they met rigorous standards of hygiene, temperature control and the correct handling of cask ale.

"We're chuffed to bits that our flagship beer, Original 4% ABV took GOLD at at the International Beer Awards. We've brewed this beer for almost forty years now..."

Centre for Excellence...

Following this, we've become Cask Marque's latest Centre of Excellence, hosting training courses for the British Institute of Innkeeping Award in Beer and Cellar Quality (ABCQ) qualification.

We're going to be offering cellar management training for all our pub managers and tenants starting in this month. Attendees will experience an in-depth tour of the brewery and technical training on the best way to manage beer, including best cellar practice, how to handle cask ale correctly and managing keg dispense systems.

First Brewery to achieve Grain to Glass accreditation

This follows us being the first brewer to receive full grain to glass accreditation from Cask Marque last year, demonstrating our commitment to beer quality throughout the whole brewing and serving process.

We're dedicated to providing our customers with the best beer. It's fantastic to receive this recognition for the quality of our beer. We're investing to guarantee all our managers and tenants receive the best training possible. We're totally committed to the highest quality levels of brewing and cellar management and so to be able to combine both these aims within our brewery at Wrington is a source of great pride.

We look forward to welcoming you to the brewery via the Cask Marque training course.

More beer requires more space...

We've also just invested in a 53,000-sq. ft. distribution centre which will house all our products. Brewing will still continue at our Wrington site, but with our composite wholesale offer, we needed a little bit more space. We're looking forward to moving our full Sales and Distribution into the site at the end of 2017.

Here's to 2018...

Cheers!



Best of the West

South West Brewing

We asked Adrian Tierney Jones to drink his way round some of the best brews from the West Country - it's a tough job, and he got to do it

Here is a beer from the Southwest. Burnished brown, gleaming in the glass, a mass of English malt and hops, rich and thunderous, complete in cask.

Or you might prefer this sunlit gold glass of a highly hopped IPA, juicy and judicious in its mouthfeel, Sahara-dry in its finish.

Let's have another beer, this time revolutionary in the way in which wild yeast has been let in - fruits and spices and barrel-ageing all joining in with the fun.

"The region is bubbling and fizzing with a wonderful choice of lagers, stouts, porters, IPAs, barley wines, Belgian-style ales, sours and, naturally, muscular bitters"

The Southwest is home to a vast variety of beers, which suit every kind of palate and drinker. Both young and more established breweries are producing a range of styles that can tantalise and tempt the pickiest of beer drinker, whether they sport a regulation beard and tattoo, are still prone to hooking a tankard onto their belt or just like good beer.

The region is bubbling and fizzing with a wonderful choice of lagers, stouts, porters, IPAs, barley wines, Belgian-style ales, sours and, naturally, muscular bitters - whatever the drinker likes in their glass, there's a beer for them.

Bristol Beer City

What better place to celebrate this diversity than Bristol, which you could argue is the hub of the region, the place around which the beer scene revolves.

Here's Moor Beer's Justin Hawke (who is responsible for a range of fantastic beers such as Revival, Return of the Empire and Old Freddy Walker) on the importance of Bristol as a great beer city: "One of the things that makes the city great for beer is the geography, as it is compact and easy to get around. There's also the nature of the people. I have always said that it is the San Francisco of the UK. Oh and there are some great brewers."

Moor Beer are the pioneers of the unfiltered beer movement, a process in which beer is left to naturally clear without the use of finings. For Hawke this was "a no-brainer, I always have in mind things I want to achieve. We design a beer with one end goal - balance, which to me is about integration."

Elsewhere in the city we find Bristol Beer Factory, founded in 2004, the godfathers of the modern Bristol beer scene. Known for boldly flavoured, hop-forward beers such as Independence and Southville Hop, in 2017 the brewery launched Fortitude, an amber-coloured session ale, which is chewy and biscuity, dry and slightly honeyed. "We're not forgetting cask," said the brewery's Managing Director Simon Bartlett, when the beer was launched in June.

Later on during the summer of 2017, the brewery announced the recruitment of two high profile investors, former Butcombe owners Guy and Becky Newell and local businessman Josh Eggleton.

Other notable breweries in the city include Wiper & True, whose experiments with a Yorkshire yeast strain have produced the

excellent British Saison, though their biggest success is the creamy and soothing milk stout Milk Shake. Then there is Left Handed Giant, which has grown out of Small Bar, and after spending time cuckoo brewing finally opened its own brewery in the autumn of 2017. Their focus is on well-hopped pale ales, sours and barrel-aged imperial stouts.

Another recent entrant to the Bristol scene is Lost & Grounded, whose brewmaster and co-founder is Alex Troncoso, formerly of Camden Town. "We were on our way to Cornwall and stopped in Bristol and we thought we could live here," he says, "and we like the independence of the city." The beers they make are German and Belgium-influenced, as well as being unfiltered, which Troncoso thinks gives a beer depth. Try their full-bodied Keller Pils or the fruity Running with Sceptres.

"Butcombe Brewery, one of the pioneers of what was once called micro brewing is celebrating its 40th anniversary in 2018 and is still producing exemplary beers"

Beyond Bristol

There's also plenty of brewing going on around the outskirts of the city, where Butcombe Brewery, one of the pioneers of what was once called micro brewing is celebrating its 40th anniversary in 2018 and is still producing exemplary beers.

"On the whole it's a very positive story from us here at Butcombe," says the brewery's MD, Geraint Williams. "Our hero here is Original, our best seller. No airs or graces, just a good honest pint made with talent and pride. Cask is selling very well and our growth on our own craft keg range is seeing double digit growth as well.

"We rebranded our business in 2017, and have had fantastic feedback. I guess whatever we look like, great tasting beer is something we can all agree on! Following the success of our first trade show 'Beer & Beyond' in March this year, we'll be hosting the next in the series in Bristol in March next year. This looks to showcase our fully composite range which we launched at the tail end of last year. We want to make things easier for our customers, and the fact we can not only deliver great products, we do this with a quality service which is consistent."

On the other side of Bristol we find Bath Ales, snapped up by St Austell in 2016 - a move that has breathed new life into the company as St Austell and Bath's Brewing Director Roger Ryman explains: "We have an amazing and passionate brewing team at Bath Ales, and all they need to thrive is the right support. We are giving them the very best brewing equipment and also developing the team through training and IBD qualifications. To support and mentor the team through the challenges of moving to the new production facilities we are pleased to announce that our Operations Manager from St Austell will be relocating to Bath to support the team with professional production management coaching and skills."

SIBA South West Champions 2017

Standard Mild & Brown Ales

Country Life	Reef Break	4.0%
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An amber coloured craft session ale with a distinctly fresh orange zest aroma.

www.countrylifebrewery.co.uk

Standard Bitters & Pale Ales

Country Life	Old Appledore	3.7%
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Old Appledore offers a real depth of flavour and character with lingering hoppy after tones.

www.countrylifebrewery.co.uk

Best Bitters & Pale Ales

Forge Brewery	Litehouse	4.3%
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Flavour is composed of light earthy grains, straw, zesty lemon, berry, hop, & hay.

www.facebook.com/ForgeBrewer

Premium Bitters & Pale Ales

Coastal Brewery	Poseidon Extra	4.5%
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A pale gold ale packed with citrus hop and fruity flavours, rounded off by a fresh citrus blast.

www.coastalbrewery.co.uk

Strong Bitters & Pale Ales

Stonehenge Ales	Danish Dynamite	5.0%
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Good hop and fruit aromas & complex flavours developing into a beautifully full-bodied aftertaste.

www.stonehengeales.co.uk

Premium Strong Beers

Dawkins Ales	Ultra	6.6%
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Sharp lemon and pineapple aroma with plenty of grassy hops, flavour has creamy malts.

www.dawkinsales.com

Porters, Stouts, Old Ales, Milds & Brown Ales

Moor Beer	Stout	5.0%
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Pours clear black body tan creamy top. The taste is light sweet and medium bitter.

www.moorbeer.co.uk

Speciality Light Beers

Gyle 59	Caribbean Cocktail	4.5%
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A smooth and silky mouthfeel with tropical fruit flavours and aromas. notes of grapefruit and spice.

www.gyle59.co.uk

Speciality Mid to Dark Beers

Dawkins Ales	Foresters Black	4.8%
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Sweet, creamy lightly smoked with a light malt finish. Lovely and well balanced

www.dawkinsales.com



Go Wild in Somerset

Yet there is more to the South West than Bristol, thriving as it is. Let's head further South and West to Somerset where we find Wild Beer Co, noted for a wide variety of beers using different fermentations, various ingredients and being aged in all manner of wooden barrels. 2017 has been a notable year for them: not only did their crowd-funding swiftly hit its target for a new brewery at the Bath & West Showground, but they also won best drinks producer at the BBC Food and Farming awards.

Devon Sent

Now, we can move to Devon, where one of the oldest independent breweries is Otter, which started brewing in 1990 when former Whitbread brewer David McCaig discovered a beautiful rural spot close to the town of Honiton.

According to Otter's Sales and Marketing Manager, Patrick McCaig, the on trade situation in the Southwest is positive: "Despite the sad fact that many beer drinkers are turning to supermarkets to source their beers as a cheaper option to visiting their local, I'm really happy to say that this year our volumes, in the on trade, are up and the Otter brand profile in our heart land is stronger than ever."

"Our biggest selling beer by far is Otter Bitter. At 3.6% this beer continues to deliver taste and flavour despite its relatively low strength. Having said that, the demand for Otter Amber continues to grow - I think this is because as a mid-gravity beer, its flavour profile is broadly appealing, particularly to the palate of the younger drinker. We believe that the sensitive use of the American hop can deliver a tasty modern pint."

Another brewing highlight of the Devon scene is Paignton-based Bays, whose Devon Dumpling was voted CAMRA Southwest's best beer of 2017, while their Devon Rock Craft Lager has also found many bar-top fans. The brewery has heavily invested in the brand

and all outlets stocking it receive a good level of support, including a chrome 'swan-neck' font.

Lager is also a speciality of Exeter's Powderkeg, which was set up in 2015, with Cut Loose being a traditional Pilsner with new world hops in the mix. There is also the brewery's American Pale Ale, Speak Easy, which, according to brewery co-founder John Magill, "remains a pretty unique offering for the area and is still our biggest seller. Cut Loose won best lager in the world in 2016's Beer Awards competition and that helps it hold its own in the lager market. The local taste is mainly for a 4%-ish brown bitter or golden ale in a cask and that market is incredibly well catered for though and as a newish brewery it's not an area we've ever tried to compete in, or ever will. However, we are launching a new beer, Sixes & 7evens, a six-malt, seven-hop 5% 'West Coast Amber' - it's the closest we'll get to making brown beer! Hopefully it'll slap a few more local drinkers awake as to how far beer has progressed and the world of flavour that's out there."

"Cut Loose won best lager in the world in 2016's Beer Awards competition and that helps it hold its own in the lager market"

Wonders of Wiltshire

Meanwhile over the border in Wiltshire, Danny Champken, On Trade Brand Marketing Manager at Wadworth, "Our beers are in year-on-year growth in our own estate, and we are benefitting from new listings in national pub companies, focusing on growth of our flagship beer 6X in particular throughout the Southwest. 6X is our iconic ale, the beer that made us famous. Our recent 'Old Cool is the New Cool' campaign has helped us to re-engage with our consumers who are pleased to see 6X back on the map, and the rest of our core range is making waves too. For the next year and beyond we'll continue to focus on it, and also our new gluten free golden ale 6X Gold, and will be introducing a revitalised range of seasonal ales throughout the year"

While we're still in Wiltshire, let's visit Arkells, which continues to demonstrate a relevance and hunger for brewing excellence as its flagship beer Kingsdown demonstrates, when it was named champion beer for the second year in a row in the 2017 Taste of the West Awards. Its Moonlight, Hoperation and Desi Biyar also won golds, with Bee's Organic and Wiltshire Gold winning Silvers.

Celebrating the success, Alex Arkell, head brewer and member of the illustrious family, said: "It proves that the investment we've made in the brewery, in the brewhouse and in supporting our landlords in looking after all our beers is worthwhile. As we come up to our 175th anniversary of the brewery in 2018, we're still producing beer that Swindon and Wiltshire can be proud of."

So welcome to the Southwest of England, a showcase and powerhouse of beer and brewing, which is well worth celebrating in your own pub or bar, whether you are in London, Lancashire or the Highlands.

TRUTH IN EVERY TASTE

BUTCOMBE

BREWING CO

Born in the 70s. Still an original.



When we started Butcombe Brewing Co. in 1978, we didn't set out to be in fashion, but we still made a statement. By making perfectly balanced, great tasting beer we've stood the test of time.

Today, unlike certain 70s fads, we're still on trend.

BUTCOMBE.COM





Perfect Pints at the Park

Basement

Ted Bruning catches up with an old acquaintance at The Sandford Park Alehouse in Cheltenham

The Sandford Park Alehouse is one of those pubs that seems to have it all.

A handsome double-fronted villa in one of the country's finest Regency spa towns, it's got heritage in spades and fits its environment like a hand in a glove, and it's not short of space either. It's got plenty of things to do, ranging from big-screen sport down to good old-fashioned bar billiards; or if you just want to relax in comfort it's also got expensively-upholstered furniture that looks good and isn't too hard on the... yes, well.

And it's got food too, with a menu to please young and old alike - retro favourites like fish and chips, pie and mash and gammon and eggs alongside rather more modern fare such as gyoza, nachos grande and krakauer, and all at under a tenner.

High Priest of Beer

But most of all, it's got Grant Cook. And as Grant has been something of a high priest of beer for nearly three decades, it's got beer too.

An IT specialist by training, Grant was initiated into the inner sanctum of the temple of beer in the 1990s when he managed the foreign beer bar - Bières sans Frontières - at the Campaign for Real Ale's Great British Beer Festival. In 2000 he graduated, buying the Swan & Rushes in Leicester and, in 2002, the Criterion in the same

city to form the Mainly Beer pub company. The Swan & Rushes focused on real ale and had strong relationship with Oakham; the Criterion's wood-fired pizza oven was a strong attraction but the pub was another beer haven that stocked more than 100 foreign bottled beers.

Mainly Beer kept Grant busy until 2011 when he decided it was time for a new challenge and sold the business. The Sandford Park Alehouse was, when Grant first set eyes on it, operating as a nightclub, which offered him just the blank canvas he needed.

So he and a group of investors set to work and by 2013 had created the smart and stylish pub you see today. But it is definitely a pub: "I love good beer and my mission is to sell good beer," says Grant.

"I don't believe in tapping cask beer the moment it's settled. I believe in letting it condition for a few days and pouring it when it comes to its peak"

Cellar

The engine-room of any pub is, of course, its cellar; and the Sandford Park has a particularly interesting one. It used to be the dancefloor.

"The nightclub had its dancefloor in the basement," says Grant. "We initially thought that half of the floor space would be enough and that the other half could be used as temperature-controlled

delivery and storage bay, but now that we have 30 positions of sprung stillaging both halves are now used as cellarage.

“With nine handpumps and 16 keg taps it’s a very busy cellar, and although we have no problem with space or headroom it’s very expensive to keep chilled down to 13C. But it has to be. I don’t believe in tapping cask beer the moment it’s settled. I believe in letting it condition for a few days and pouring it when it comes to its peak, and the finings work most efficiently at the correct temperature.”

Something for Everyone

The three regulars on handpump are surprisingly similar - superficially, at least. Oakham Citra and Purity Mad Goose, both 4.2% abv, and Wye Valley Butty Bach at 4.5% are all pale beers with grists including wheat malt; but Citra’s great burst of grapefruit and lemon make it almost a sour; while Mad Goose’s Cascade and Willamette hops make for a lighter, drier, fresher pint and Butty Bach’s dose of crystal malt and Bramling Cross hops create a rich, fruit ale closer to an old-style British bitter. Of the other six, two are usually modern hoppy beers; two are more malty; one is strong; one is dark. Sometimes, says Grant, there are oddities.

“I personally prefer to drink cask because the gas puts me off keg. But if the beer is good people will drink it”

Kegs are Key

From the very first the keg taps have outnumbered the handpulls. Usually they include two ciders; a witbier and a Weissbier; three imported lagers including Krombacher and Veltins (although Grant laments that it’s hard to source unusual German lagers) a stout, and a selection of craft kegs that take Grant’s fancy. An old European hand, he’s a supporter of the notion that the quality of the liquid is more significant than the means of dispense.

“I’m happy to sell any kind of good beer that people will buy and I’m completely comfortable with craft keg,” he says. “I personally prefer to drink cask because the gas puts me off keg. But if the beer is good people will drink it, although of course there are a lot of people who will only drink cask ale on principle.”

CAMRA Champion

As if that’s not enough, the Sandford Park also stocks more than 100 bottled beers, a cherry on the cake that helped it win CAMRA’s National Pub of the Year award for 2015 - which causes Grant, along with many other recipients, a moment’s frustration because the award is dated for the year it’s judged, not the year in which it’s presented, and news editors who know no better often think it’s an old story and not worth covering. Still, Grant’s no curmudgeon.

“It was lovely to win it and it definitely helped attract local media interest, and there has been a long-term effect of putting us on the national beer map,” he says graciously.





Simple Pleasures

Straight up Beer

Jeff Evans may be a craft beer connoisseur and a leading beer judge, but asks licensees not to neglect the many drinkers who, like him, enjoy the simple pleasure of a traditional beer

I'll let you into a little secret. For breakfast every day, I eat instant porridge. It's quick, it's healthy and it's filling. I also like the taste. It comes in fancy flavours like apple and blueberry, honey and almond, and sweet cinnamon, but I'm very happy, thank you, with plain oats. I can find enough of interest in the creamy cereal to keep me happy through the week.

I tend to like my beer the same way. One of my greatest pleasures is to simply pop into my local and order a pint of British bitter. This will be a straight up-and-down beer, built on ripe malt that brings a hint of caramel and British hops that know their place. They're not singing and dancing on the tongue: they just provide a rounded bitter balance and subtle notes of fruit and herbs.

For holidays, I like to go to Bavaria for similar reasons. The everyday drink in this part of Germany is helles - that's what you get in a bar if you just ask for a beer. Once again, it is pure and simple. Lusciously sweet but supremely delicate malt fills the mouth and

there's even more enjoyment when that subtle squeeze of lemon or faint tang of herbs from the German hops kicks in. As a fellow beer writer once said to me: 'A true helles is a thing of beauty'. I couldn't agree more.

"One of my greatest pleasures is a pint of British bitter... a straight up-and-down beer, built on ripe malt that brings a hint of caramel and British hops that know their place"

Keeping it Simple

Of course, the beer world has always been more complicated than basic bitter and helles. But whatever other beer style heads my way, once again I much prefer the straightforward approach rather than the trying-to-be-clever attitude that is increasingly pervading our pubs and bars.

I understand why it is tempting for brewers to experiment with novel ingredients, adding a bit of this and a snatch of that to a standard recipe to create something different. We live in highly-competitive times, where those that shout loudest or create the biggest waves seem to rise to the top. We inhabit a world where pubs no longer want the same beers on the bar week-in,

week-out, no matter how good or - paradoxically in some instances - how popular they may be. The clamour is always for something new - another pump clip to add to the collection on the ceiling; an extra tick in the box; another digit on the 'beers to date' figure chalked on the blackboard.

Experimental Brews

Consequently, brewers are boldly experimenting with hops from America or New Zealand and unusual strains of yeast, or reaching for wacky ingredients to give their beers a USP. I noted this in a feature I wrote for this very publication a year ago. Then I recognised how valuable it could be for pubs and bars to offer something rather different, a beer that genuinely turned heads and became a talking point.

I observed how clever some brewers are at mixing and matching flavours, building on beer's natural character by slipping in something complementary to take it to a new level. This might involve splashing in some grapefruit juice to exaggerate the citrus notes of New World hops, or perhaps infusing some Earl Grey tea into the brew to marry with the mellow fruit and tannin notes of a strong ale. It could be the addition of vanilla to bolster the creaminess of a stout, or some coffee to amplify the bitter, roasted character of dark grains.

One of the finest beers I have ever tasted - so good I daydream about it at times - was an apricot saison from the USA. The brewers had so carefully and thoughtfully selected the right fruit to enhance their take on the Belgian style and then so skilfully crafted it into the brew. It was subtle and wonderfully elegant.

"I appreciate the number and variety of beers on sale but secretly long to just settle down in a traditional pub with a beer that makes no great demands on my palate"

Regular Enjoyment

But such beers I consider to be for rare occasions. These are not what I want to be drinking on a daily basis, which is why visits to speciality beer bars are always a little testing. I appreciate the number and variety of beers on sale but secretly long to just settle down in a traditional pub with a beer that makes no great demands on my palate and brain cells other than to respond to simple pleasures.

It's the same at home. In my beer store, a bottle of liquorice stout has been gathering dust for a number of months. I've tried it before. It's very good but somehow I'm never drawn to it when I fancy a drink. If it had been a straightforward stout, it would have disappeared a long time ago. Some fruit lagers, a few chocolate beers and a raspberry porter have also been sitting there for some time, but the cupboard always seems to be bare when it comes to a straightforward pilsner or a fresh, bottle-conditioned premium ale, which is a little frustrating.

Getting the Balance

I love the fact that the beer world is exciting and colourful, but perhaps it's all going a bit too far. A recent comment on Twitter supports this view. The writer observed two men beating a retreat from a bar because, as one commented, 'They've only got those daft beers on'. The number of 'likes' suggested that this disillusioned customer was not alone. A similar thing happened when beer sommelier Nigel Sadler posted a picture of the correct way to pour a pumpkin beer - straight down the sink.

"A recent comment on Twitter...observed two men beating a retreat from a bar because, as one commented, 'They've only got those daft beers on' "

I don't want to stifle adventure but, just as you find in the most drinkable beers, balance is everything. I want pubs and bars to stock beers that get customers excited. A buzz about the beer on sale is good for all such venues. But I want brewers and, perhaps more importantly, bar owners and publicans to not overlook beers that may not scream adventure - a good old British bitter, a well-kept pint of dark mild, a deep and characterful dry stout or a clean and crisp Czech or German lager.

Sometimes, that is all we customers really want.

Jeff Evans is author of So You Want to Be a Beer Expert? and CAMRA's Beer Knowledge. More of his writing can be found at [@insidebeer](http://www.insidebeer.com)





Beer's Own Country

Yorkshire Brewing

When Simon Jenkins set himself the task of including every Yorkshire brewery in a new book about the county's brewing scene, he didn't quite know what a sizeable undertaking it was going to be. England's largest county is one where dozens of new breweries are making their presence felt - while a clutch of older, family-owned brewers continue to thrive.

It feels as though they are everywhere. From fiercely traditional family firms producing time-honoured beers in slate squares, to new-wave craft brewers embracing a dizzying variety of imported hops; from the ancient brewer hemmed in by a tight knot of cobbled streets to the brewery established in the disused toilets of a rugby league ground, Yorkshire has it all.

And because this is such a crowded marketplace, each stands or falls by the standards of its beer; each must strive hard to remain distinct. It's no accident that the word "Yorkshire" on a label remains a guarantor of quality.

Legends

From the myriad ales produced across the Broad Acres, a fortunate few enjoy the status of legend. Timothy Taylor Landlord is one such ale, whose fame has transcended its roots in the backstreets of Keighley to become a global phenomenon. This orange-accented, earthy ale has been Champion Beer of Britain more times than any other - and a recent survey found it has the highest proportion of drinkers who say it is their favourite ale. Even so, Landlord is not always easy to find; when pubs do offer it as a guest beer, they find that word travels like wildfire - and it absolutely flies out.

Surprisingly, the 4.3% ABV Landlord is not the universal favourite of those who work at the brewery, many of whom prefer the beautifully balanced and sessionable Boltmaker (4%), another to have landed CAMRA's ultimate accolade.

"Each stands or falls by the standards of its beer; each must strive hard to remain distinct. It's no accident that the word "Yorkshire" on a label remains a guarantor of quality"

Theakston's Old Peculier also bathes in worldwide fame. From its peculiar spelling to the Masham town seal of Roger de Mowbray kneeling in supplication, this deep red-brown ale is every inch a Yorkshire legend. Smooth and full-bodied, this 5.6% ale nails rich, dried fruit, Christmas cake flavours to woody, grainy, nutty, malts and caramels - with just a suggestion of black pepper.

To taste Old Peculier is to commune with the near 200-year history of a brewery which moved to its current site in 1875. All their beers - including the easy-going Best Bitter (3.8%) and bright golden Lightfoot (4.1%) - pass through the original Victorian mash tun; one copper vessel is a relatively new addition, having been installed shortly before the abdication of King Edward VIII.

In the ten years or so before the explosion in craft brewing really got under way, a handful of passionate new brewers had emerged into the Yorkshire drinking landscape, emboldened by the CAMRA-led upsurge in real ale, but nonetheless facing a world where many of the signs still suggested traditional British beer could be in terminal decline. Right now, new breweries open all the time, trading on the huge popularity of beer. Back then, for each of these pioneers, it was a more speculative venture.

Introducing Knowle Spring. A blonde that lives up to the Taylor's name.



Named after the ancient spring which provides the fresh water for all our brews, Knowle Spring is a 4.2% ABV, easy-drinking aromatic ale with the complex depth of flavour that drinkers expect from Taylor's.

Drinkers have shown a great thirst for Knowle Spring in our pub trials—to offer it to your customers, please give us a ring on 01535 603139.



All for that taste of Taylor's



Legacies

Of these, I have a particular leaning toward Kelham Island, which became Sheffield's first new independent brewery in almost a century when it was established by academic Dave Wickett in the beer garden of the Fat Cat pub in 1990. Dave died in 2012, but his beery legacy is maintained by son Edward, who continues to produce the sweet, big tasting and faintly popcorn-accented favourite Pale Rider (5.2%), which has been part of the Kelham Island roster since its earliest days. There is some orange and biscuit to the amber Riders On The Storm (4.5%) while bright golden Best Bitter (3.8%) boasts soft marzipan notes.

Bill Witty established Harrogate's Daleside around the same time. He too is no longer with us, but his legacy is two-fold. First there are his beers, including treacly Daleside Bitter (3.7%) and grapefruity Daleside Blonde (3.9%), the latter having the particular badge of honour as the only permanent beer at Leeds' real ale paradise The Grove.

His second is the world-renowned brewer Garrett Oliver, founder of trendsetting Brooklyn Brewery - who learned the basics of the trade and a life-long love of Yorkshire beer at Daleside.

Paul Theakston was another in this golden generation. Black Sheep, a name which neatly combines his break from the family

business with a reference to Masham's sheep market. The dry, peppery Best Bitter (3.8%) is a big seller, whether as handpull, on keg, or in bottle; the stylised horned ram of the brewery logo is instantly recognisable. Their big-tasting fruit-cakey Riggwelter (5.9%) has a good following too, while the harder-to-find Imperial Russian Stout (8.5%) is an absolute bottleful of delight. After an aroma of red wine and smoky toffee, caramel sweetness floods the palate and the tartness of blackcurrant develops in a long and significant aftertaste.

Another brewery whose roots can be traced to these tentative stirrings of the beer revolution is Elland, which despite changes of ownership, location and personnel, continues to do all the important things consistently well. Its 1872 Porter (6.5%) is a rare but beautiful find. The former Champion Beer of Britain bathes the palate in a silky blanket abundant with the bitterness of espresso, the sleepy softness of malt and red wine and a smokiness which lingers in the top of the mouth as a final sweetness slowly develops on the throat.

"Young drinkers are embracing this flourishing culture with enthusiasm and gusto, perhaps only dimly aware that they are drinking in truly remarkable times"

American Influence

Yet of all these pre-millennial newcomers, the one which offered the most prescient vision of the future was Rooster's. It began life in Harrogate, where brewer Sean Franklin embraced the new hop varieties emerging in America's Yakima Valley, and put them front centre in a series of elegant, crisp, juicy pale ales. It's not stretching a point too far to say that the sparkling spicy, floral, Yankee (4.3%) is a beer that turned the British brewing scene on its head. Though relatively tame compared to some from the New England IPA movement, these weightily-hopped newcomers owe much to Yankee's bravery.

Sean retired in 2011 since when twins Oli and Tom Fozard, have substantially expanded the range while staying faithful to the American influence. Bright and golden Baby Faced Assassin (6.1%) ensnares you with its tropical fruit aroma and leads you unawares into a complex taste, heavy with mango and oranges, but so delightfully easy drinking that only when you read its strength in the small print do you realise the dangerous nature of this aptly-named assassin.

Backstreet Brewing

Any exploration of Yorkshire beer which limited itself to these well-established brands would be crude, partial and confined. In the backstreets and the alleyways, in garages and industrial estates, the local brewing scene is in the midst of seismic change. There are now over 180 breweries in the county - and some of them are doing amazing things.

Beer-loving Dutchman Wim van der Spek met partner Sue Cooper while cycling in Nepal; they moved to Hebden Bridge in 2005 and established Little Valley Brewery where their concern for the planet goes hand-in-hand with producing some of the county's most interesting beers, which between them have garnered an impressive collection of awards. There's flowery and marmaladey Cragg Vale Bitter (4.2%), spicy, pithy, hazy Hebden's Wheat (4.5%) and straw-coloured, floral flagship ale Withens Pale (3.9%). All of them honour Pennine placenames.

While Bradford Brewery has secured its own niche by being determinedly traditional - their Odsal Top (4%) is a brilliant rediscovery of the straight-up brown ale style - others like Brass Castle in Malton, Quirky in Garforth, Wilde Child and Northern Monk in Leeds are stretching the envelope with interesting, inventive ales.

Another Leeds brewer, Legitimate Industries, has found its own corner of the market by trading on the notion of being a dirty-dealing money laundering scam, with beers like the session IPA Election Fraud (4%) and floral pilsner Tax Evasion (4.4%).

Home brews perfected on the Geeves family houseboat formed the backbone of a commercial brewery whose beers include the oaky, malty Smokey Joe stout (5%) and muscular IPA Fully Laden (6%). Eyes Brewery, also from Leeds, has confined itself to wheat beers, while south of the city, Sam Parker of Whippet continues to do the simple things very well. Further north, Pennine in Bedale and Treboom in Shipton-by-Beningbrough are others worth checking out.

There's even a brewery that wasn't set up primarily to make beer. "Primarily we saw it as an educational outreach facility," says Allan Rice of Atom Brewery on the outskirts of Hull. Atom lay on learning sessions for students from nearby schools and colleges to put their knowledge into action: "We want to inspire these kids to think that science can be relevant to them," says Allan. "Coming here they can actually use their maths, their chemistry, their thermodynamics, and begin to think: 'I can do this'."

The beers they produce have appropriately esoteric names. There's the full-bodied hop bomb Schrodinger's Cat (3.5%), session IPA Quantum State (4.2%) and the Pulsar pilsner (4.4%). Hull may be European City of Culture, but it's clearly a City of Science too.

As for the future, the expansion in brewing shows little sign of slowing down. Young drinkers are embracing this flourishing culture with enthusiasm and gusto, perhaps only dimly aware that they are drinking in truly remarkable times. And while the sales of some big name beers - notably Tetley Bitter - have suffered in a noisy marketplace crowded by exciting and disruptive innovation, those few with the history and cachet of Landlord and Old Peculier should comfortably survive.

The Yorkshire Beer Bible by Simon Jenkins, featuring 170 breweries around the county, was published by Great Northern Books in August 2017. It is available, priced £11.99, from www.gnbooks.co.uk

SIBA North East Region Champions 2017

Standard Milds

Rudgate Brewery Ruby Mild 4.4%



A mild ale with a sweet, yet also slightly smoky aroma of strawberries, giving a soft, rich, complex taste

www.rudgatebrewery.co.uk

Standard Bitters & Pale Ales

Settle Brewing Main Line Bitter 3.8%



A pale, golden beer, creamy and fruity with hints of citrus. Citra hops give the beer a light bitterness.

www.settlebrewery.co.uk

Best Bitters

Brew York Ltd Keras 4.1 %

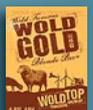


This classic American style session pale uses two old-school favourite US hops

www.brewyork.co.uk

Premium Bitters

Wold Top Brewery Wold Gold 4.8%



A heady mix of Wold grown Barley, Wheat and Cara malt hopped with Goldings and Styrian hops.

www.woldtopbrewery.co.uk

Strong Bitters

Rooster's Brewery Baby Faced Assissin 6.1%



Strong bitter hops result in a taste of citrus peel that is lead by grapefruit. with slight sweetness of mango.

www.roosters.co.uk

Premium Strong Beers

Cullercoats Brewery Fortification 7.3%



A dark ruby red ale, with rich fruit/plum flavours reminiscent of traditional English barley wine.

www.cullercoatsbrewery.co.uk

Porters, Stouts, Old Ales, Milds & Brown Ales

Settle Brewing Nine Standards No. 3 4.7%



Classic robust porter; black and creamy, with a heady mix of rich caramel and coffee.

www.settlebrewery.co.uk

Speciality Light Beers

Mordue Brewery Blood Orange IPA 4.9%



The bitterness of the zest comes through this orangey IPA featuring Citra, Mosaic and galaxy hops

www.morduebrewery.com

Speciality Mid to Dark Beers

Revolutions Chocolate Fudge Milk Stout 4.5%



There is certainly a chocolate flavour to this, rich malts, some sweetness, toffee / caramel notes.

www.revolutionsbrewing.co.uk



Theakston, Craft Brewing by Hand

T&R Theakston

Another year of significant activity is planned for T&R Theakston in 2018. Celebrating the 191st since its establishment in Masham North Yorkshire in 1827, the fifth generation family controlled business continues to flourish and prosper.

Simon Theakston, Executive Director said, "A combination of new brews, new markets, brewing capacity expansion and a continuation of the high level of customer support programmes will set the platform for further growth and development for Theakston during this year and further years to come."

"The equally proud record of craft brewing continues strongly with the brewing team, under the watchful eye of Head Brewer, Mark Slater, continuing to brew all Theakston beers in their Masham brewery, by hand"

In a market that has seen more change in the last few years than for generations, with micro brewers appearing with bewildering frequency, it is good to see that despite the widening choice of beers in the market, the tried and tested cask range of Theakston beers led by **Best Bitter**, **Old Peculier** and **Lightfoot**, remains much in demand across the UK. Plans are in store for a new look in 2018 for the Theakston cask pump clips in addition to some new seasonal cask ales currently being developed.

The modern craft keg market will be a growing feature of the UK beer market for the future and to ensure a high profile presence Theakston will be promoting their new **Theakston Pale Ale** and **Theakston IPA** to the increasing demand of On trade licensees for beers that suit the 'craft curious' market, those consumers who are aware of the availability of new styles of beer but of a style more accessible than some of the extreme flavoured ales as exemplified by the US craft beer market.

Theakston IPA and **Theakston Pale Ale** have already proved themselves winners in the market with consumers benefitting from the enhanced flavours as a result of the new cold filtration and non-pasteurised conditioning process that is used.

With growing volumes and an increased range of beers, Theakston's will be further extending their capacity starting with the installation of new multi-purpose vessel ready for commissioning in early 2018. This adds to the company's proud record of capital investment in their brewery, ensuring state of art brewing standards and skills within the one of the oldest operating breweries in the country.

The equally proud record of craft brewing continues strongly with the brewing team, under the watchful eye of Head Brewer, Mark Slater, continuing to brew all Theakston beers in their Masham brewery, by hand. The Theakston Visitor Centre is open all year round, featuring tours of the fascinating Victorian brew-house

www.theakstons.co.uk
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01765 680 000

Gerry would never use just one word when he could fire eighteen at you. “Yes,” I replied, a master of brevity. The pint of Theakston’s Old Peculier duly arrived. “I really don’t know what all the fuff about craft beers is,” said Gerry, “I mean, just look at this pint. Have you ever seen a better example of the brewer’s craft?” “No,” I answered. Ever loquacious, Gerry wasn’t stopping there. “Do you know those boys in Masham have been brewing this beer since 1827?” I nodded. “I mean, they’ve been honing

their craft for over 188 years. This Old Peculier is a magnificent blend of the finest roasted barley and three different kinds of hops creating a fantastic fusion of flavours, deep and dark with a hint of sweetness. Makes you wonder why these new fangled craft Johnnies even bother getting out of bed.” Gerry really could chunter for Britain. “You know,” he continued, “I think the only time you ever open your mouth is to take another drink of Theakston’s.” Without a word I opened my mouth and...

“Fancy a pint of that craft beer that was a craft beer before there were any craft beers?”



THE TALK OF THE PUB.



Community Champions

Best Cellars

There is so much that is absolutely spot-on about the way the George & Dragon at Hudswell in North Yorkshire is operated that it would have been ridiculous of CAMRA not to vote it National Pub of the Year 2016/17. The food. The facilities. The cellars. And above all, the beer - they're object lessons in polished professionalism.

Which is a bit weird, because before they took over four years ago Stuart and Melissa Miller had hardly even set foot behind a bar, let alone run a pub.

“People can be bewildered by too many unfamiliar names, even when there are only five of them. And when that happens he unleashes his secret weapon: he talks”

The George & Dragon is the first community-owned pub ever to win CAMRA's national award and was also the first community-owned pub in Yorkshire. A popular free house in a picture-postcard village on the edge of the Dales with a spectacular view over Swaledale, it was trading well but fell victim to the credit crunch and closed in 2008. Pint-deprived villagers immediately formed the Hudswell Pub Company and started raising funds to buy it; and 18 months later, with help from Pub is the Hub and the Plunkett Foundation, it reopened after refurbishment with a small shop, a library, and allotments attached.

London to Yorkshire

Stuart and Melissa, meanwhile, were living in London where they were actively looking for a pub while he worked as a technical architect and she was an accountant.

“We actually planned to stay in London but couldn't find anything we liked,” says Stuart, whose family is from York and whose dad Keith and brother Sam are both chefs. “While we were looking I did a course in cellar skills and bar management at Fuller's - I can get a bit geeky when I'm interested in something! I also did a lot of reading including CAMRA's Cellarmanship, which I still refer to constantly.”

When the search for a pub in London proved fruitless they decided to switch their attention to Yorkshire just as the tenancy of the George & Dragon was being advertised. “We met HCP, had a viewing, and decided that this was the pub for us,” says Stuart. Three months later the team was complete when Keith joined them to run the kitchen.

Ambitious Plans

Stuart's ambition was to build on the business, which he saw as having plenty of unrealised potential, and to lure custom from a much wider catchment area than just the village.

“I had to be quite pigheaded about some of the changes I wanted to make because many people are change-averse,” he says. “But HCP was very supportive and we insisted from the outset that as tenants we were independent, we made the decisions, and it had to be a professional relationship.”

All about the Beer

Not that the villagers had anything to worry about: the Millers' plans included strengthening rather than weakening the pub's community roots, with a very well-priced menu including home-made pies at £7 and Yorkshire-sized Sunday roasts at £9.50; with all the right diversions and amusements such as open mic nights, quizzes, and quoits; and with an annual beer and cheese festival where all the beers and all the cheeses are Yorkshire born and bred.

But the big change, the big attraction, and what it's really all about, is the beer. The George & Dragon isn't one of those pubs with a veritable palisade of handpumps for the bar staff to hide behind: in fact lack of space limits the choice of real ales to a mere five, alongside five keg taps.

"We only started expanding the range six months after moving in," says Stuart. "We had to extend the bar and make lots of changes in the cellar including taking the cask beers off the lager chiller and installing a separate chiller for them, which meant taking out the draught soft drink equipment to make room."

Two regular beers come from longstanding Yorkshire micros: Rooster's of Knaresborough, established in 1993 by pioneer Sean Franklin who was one the first in Britain to use American and Continental hops as anything more than tentative experiments; and Rudgate of Tockwith, set up in 1992 and famous for its Ruby Mild.

"When I was 20 and living in Dewsbury there was a canalside pub with five Rooster's beers on," says Stuart. "In York at that time it was all Tetley and John Smith's, and Rooster's beers were a very different proposition! Rudgate's beers are more traditional in character but what I value about them is the quality and the consistency."

"What I train the staff to do, is to explain, to talk customers through the range, and only to offer tasters if they're still undecided. The beers are the point of interest and we want people to be talking about them"

He always tries to keep a good spread of different styles on the other three pumps, favouring newer local craft breweries such as Brass Castle of Malton whose products are vegan and gluten-free, Small World, Bad Company, Northallerton, Wensleydale and others.

The lager, though, comes from completely the other end of the spectrum: it's Pure Organic from the Tadcaster family firm Sam Smith's, and the pub stocks Sam's bottled beers among its packaged range as well.

There's also a small selection of canned sours. "Melissa says they're like a cross between wine and cider," says Stuart. "They're an acquired taste but people who get them really get them."

It's the Beer Talking

The fact that the George & Dragon's cask range is limited isn't necessarily a drawback, he believes. People can be bewildered by too many unfamiliar names, even when there are only five of them. And when that happens he unleashes his secret weapon: he talks.

"Stuart has the staff taste all the beers and make their own notes, which they stick on to the back of the pumpclips. They also each have a peg with their name on it which they attach to the pumpclip of their favourite beer"

"What I do when I see anybody looking unsure, and what I train the staff to do, is to explain, to talk customers through the range, and only to offer tasters if they're still undecided. The beers are the point of interest and we want people to be talking about them."

To create another talking point Stuart has the staff taste all the beers and make their own notes, which they stick on to the back of the pumpclips. They also each have a peg with their name on it which they attach to the pumpclip of their favourite beer.

"It's to encourage them to take an interest in the beers, to talk about them, and to make suggestions," he says. "Some breweries make unfiltered beer which can be cloudy and that has to be explained, so we also have a peg that says 'Hazy!'"

The top CAMRA award came as a complete surprise, he says. "When the news came out we were swamped with media attention - we were on every TV news programme and in all the papers, because we are the first community-owned pub to have won it. Even CAMRA was amazed at all the attention we got.

"It made for a brilliant summer!"

Stuart Miller





Never Too Cool for Beer School

Beer Knowledge

Beer Sommelier John Porter investigates the beer education options available to the trade

One unforeseen consequence of the craft beer revolution has been to undermine the certainty with which, as a customer, one can reject a pint on the grounds that it's a bit murky. Whereas previously, the mere flash of my accredited Beer Sommelier badge was enough to see off a bartender's default "it's supposed to look like that, mate" response, in these days of unfiltered and unpasteurised beery delights, there's every chance that it is supposed to look like that.

"We can give them the language to describe flavour - without getting overly nerdy or complicated, but in a really simple and accessible way, so that if a customer asks what the difference is between English and an American pale ale, they can explain"

Increasingly, it's also quite possible that the bartender in question knows enough to be on solid ground when they talk about the flavour and style of the beer they're serving, thanks to the growing availability of high quality training. While all involved acknowledge there's still a way to go until formal beer training is as ubiquitous in the ontrade as wine and spirit qualifications, the choice for operators looking to offer their staff beer training includes:

- ▶ **The Beer & Cider Academy:** A subsidiary of the Institute of Brewing and Distilling, more than 4000 people have undertaken training ranging from the entry level Foundation Course up to Beer Sommelier. www.beerandcideracademy.org
- ▶ **Beer Genius:** Online e-learning programme offered by Greene King <https://www.beer-genius.co.uk/>
- ▶ **Beer Professional Education and Training (BPET):** Offered by the specialist beer division of AB InBev, developed for the UK and broadly matched to the Cicerone standards, with Pro Beer Sommelier Level 1 and Level 2 modules. www.bpet.beer
- ▶ **Cask Marque:** the beer quality assessment body offers Cask Beer Uncovered, a free e-learning programme at www.cask-marque.co.uk/caskbeeruncovered
- ▶ **Cave Direct Beer Education:** New training programme for ontrade staff developed by specialist distributor Cave Direct, launching in early 2018 www.cavedirect.com
- ▶ **Cicerone:** An operationally-focused training programme which originated in the USA, moving from Level 1 Certified Beer Server up to Level 4 Master Cicerone. www.cicerone.org

The Knowledge Gap

The BPET course, offered by AB InBev, is overseen by Jonny Tyson, a former operator qualified as a Beer & Cider Academy Beer Sommelier and Advanced Cicerone. He says: "There is a gap in knowledge, from basic beer knowledge and different styles, through

to best practice.” As well as falling short in comparison to the beer knowledge of staff in bars in the US and Europe, Tyson believes that beer training needs to be given the same priority by UK operators as wine and spirits knowledge gets through the WSET and other bodies.

“As beer becomes more and more craft focused, training of staff has to be better; particularly for committed staff who are moving up as bar supervisors and assistant managers.” One aim is to equip key personnel in each business with the ability to pass on key skills to new starters. “I think two hours beer training on basic best practice pouring and hygiene, and bar craft, is essential.

“Those staff are representing the business and your bottom line - and a better customer experience means more return visits for any pub”

Building Blocks

Programmes in London and Leeds have seen BSET Level 1 training delivered to around 400 staff, with demand coming from “pubs that don’t see themselves as a ‘cool’ beer bar, but which are introducing a wider range of beers and more craft brands into their line-up.” The modular course “starts off with the building blocks of beer - and there are plenty of people out there who have no idea what the ingredients of beer are.

“It’s also very important that we can give them the language to describe flavour - without getting overly nerdy or complicated, but in a really simple and accessible way, so that if a customer asks what the difference is between an English and an American pale ale, they can explain. Then, as well as how to pour and how to look after beer, we do an introduction to food and beer pairing, which is a fun group exercise.

“We know pubs are looking for new ways to build revenue and customer loyalty, and great service and great knowledge behind the bar, as well as a great, properly kept beer range will help.”

“We know pubs are looking for new ways to build revenue and customer loyalty, and great service and great knowledge behind the bar, as well as a great, properly kept beer range will help”

An Education in Beer

Specialist beer distributor Cave Direct opens its first pub, in Hackney Wick, East London, in January 2018, and launches its Beer Education programme for bar staff at the same time, using the pub as a training centre.

Initially available exclusively to Cave Direct customers, the programme will include an introductory course covering essentials such as beer styles and product knowledge, and move on to sommelier-level training and specialist beer and food matching.

Jonny Garrett of Cave Direct says: “The initial training will be focused on serving beer, and the more involved course will be about teaching people behind the bar to ‘sell’ the right beer to the customer - we see a lot of customers walking away from the bar not really knowing what is they’ve just bought, particularly in the very rotational pubs. “

Garrett makes the point that the chain from brewer to distributor to bar to customer is complex, creating the potential for knowledge of the character and flavour of specific beers to become confused. “Education is vital at all those steps, and the place where knowledge is most thin is in the bars. We work with 300 breweries around the world, and so the knowledge pool we have is huge. ”

“The initial training will be focused on serving beer, and the more involved course will be about teaching people behind the bar to ‘sell’ the right beer to the customer”

Training the Trainer

The plan is to start with a ‘train the trainer’ focus, so that at least one person in each business has knowledge they can pass on to colleagues. “We’re expecting there to be experts in all the businesses we work with who can make sure other staff are doing the right thing.”

The launch of Cave Direct’s cask ale range in summer 2017 underscores the need for greater industry training, says Garrett. “We love cask ale, and we’ve seen many bad pints poured, particularly in London where it’s notoriously poor. We’ll make sure it’s in perfect condition from the brewery to the pub, and then we’ll train the staff in pubs so they know how to look after and serve it.”

With plans being laid to add a Master of Beer qualification at the top of the tree, the opportunity for the clarity of beer knowledge to shine through the murky pint of ignorance are improving all the time.



The Building Blocks of Beer

Beer Knowledge

Sophie Atherton discovers that while beer drinkers are increasingly curious about what is in their drink of choice, many of the people who sell it don't seem to know

Have you ever read one of those news stories about modern day children having no idea where their food comes from? You know the sort of thing, kids thinking cheese is made from plants, that fish fingers come from chickens and having no idea that potatoes grow under the ground.

Many beer drinkers, and - more worryingly - ontrade staff too, have the same problem.

The misconception that beer is made from hops persists and when people do realise cereals are involved they usually mention wheat as the being the main ingredient. This is not only a little embarrassing, but a missed opportunity to enthuse punters through beer education.

Recent research carried out for 'There's a Beer for That' found that consumers want to know more about what's in their drinks and they also favour natural ingredients.

In fact, it's more important to most Britons that beer is made from natural ingredients than it is for food! An online survey, by market researchers OnePoll, found that, while natural ingredients in food

and drink are important to two thirds of British people, more than 88% said natural ingredients are important when choosing a beer. Some 76% also think hops and barley being sourced from British farms for brewing beer is important.

"This suggests consumers are more discerning about their choice of beer than other food & drink and want to know more about the provenance & quality credentials of Britain's national alcoholic drink," said 'There's a Beer for That' programme director David Cunningham.

A Thirst for Knowledge

The research also found that 58% of respondents wanted to know more about how the food and drink they consume is made and sourced - yet only 22% recognised that beer is brewed using water, barley, hops and yeast.

Cunningham adds, "In an environment where consumers are increasingly interested in how their food and drink is made, and with 57% confirming they always look at ingredients ... it's in every brewers' interest to continue the culture of sharing their passion and talking about the ingredients they use."

However, while understanding where beer comes from and sharing that knowledge offers the trade a chance to engage customers in a conversation about a subject that people are becoming increasingly passionate about is an invaluable seems to be an opportunity yet to be profitably seized upon.

Water Difference

Consider the four ingredients, starting with water. Beer is mostly water, so its importance can't be underestimated. It is the chemical make up of water that accounts for different effects in the brewing process and in the resulting beer - including how it tastes. Basically speaking, hard water contains more minerals than softer water and the two types are suited to different beer styles. Harder water is famed for making British bitter and pale ale, while soft water is perfect for making lager.

These days, regardless of the local supply, brewers can treat their water so it behaves how they need it to, but places like Burton-upon-Trent are still famed for having hard water synonymous with bitter whereas soft Scottish water makes for good lager.

Malt Matters

Although its origins are in the Middle East, barley is a very British cereal and grows well in cold and wet conditions. UK farmers grow some 7 million tonnes of it annually, around 2 million of which is sold to maltsters who prepare it for brewing and distilling. As well as tricking it into germinating, which enables access to the sugars needed for brewing, maltsters also grind or crush it to the desired consistency and kiln or roast it to produce grains of different flavours and colours. Using a small amount of 'speciality' roasted malt, combined with pale malts (which are only very lightly kilned) is just one of the ways brewers create unique recipes. Adnams Head Brewer, Fergus Fitzgerald, offers some examples.

"For our Blackshore Stout we use a malt called DRC, or double roasted crystal. It adds a lovely dark raisin note to the beer. In Broadside (a strong bitter) we use a touch of black malt to add colour without too much flavour just a subtle coffee/roasted note that works well in the balance of the beer. We use [what's known as] T50 crystal malt in Ease Up IPA which adds a nice sweet bread character to help balance the hop bitterness."

Not Least the Yeast

Yeasts are one of the most neglected areas in beer education, but have a huge impact on how beer tastes. There are thousands of different strains, many of which contribute flavour directly to beer. Yeast can also alter how other ingredients taste, such as masking or enhancing hop flavours. Many breweries, particularly Britain's well-established family brewers, use a 'house yeast' - a strain that's often unique to them and brings a recognisable characteristic to their beers.

"We use a single strain yeast for all of our ales and a separate yeast for lager," says St Austell Head Brewer Roger Ryman, going on to explain how he changed the house yeast soon after he joined the brewery. "I sourced four different yeasts to trial... The one we selected was a particularly clean top-fermenter. It has quite a neutral character, particularly when fermented at lower temperatures, but if we want a more estery (fruity) profile in our beers we just allow the top heat to rise a few degrees."

Talking Hop

Knowing all that malt and yeast can do in terms of beer flavour, you might wonder why everyone is so obsessed with hops.

Partly it's down to hop development programmes (of which Britain was, and continues to be, a pioneer) coming up with new varieties. The trend for so-called hop forward US-style pale ales is also responsible. Perhaps hops are simply easier to talk about: one plant with many different varieties offering a wide range of flavours and with names like Ernest, Jester, Fuggles, Simcoe and Sorachi Ace there's plenty to get people talking.

When it comes to beer ingredients, knowledge is basically power. The more those who work in the industry understand about ingredients - and how they affect not just flavour, but also beer quality - the better.

Then it's just a matter of putting that knowledge to good use to sell more beer.

Sophie Atherton is a Journalist & Accredited Beer Sommelier and blogs at <http://afemaleview.net>



This Beer's Off

Beer Knowledge

Craft Beer Channel's Jonny Garrett offers a crash course in spotting off flavours in beer at all points from the brewery to the glass

Serving great beer will get you more customers. That may seem obvious, but it's surprising how many operators and landlords forget this and serve a substandard pint.

According to the 2017 Cask Report, 90% of consumers say the quality of beer of "very important" or "essential" to choosing where to drink and 60% put it above the variety of beers on offer.

"More hops, less pasteurisation and pressure on breweries to keep releasing beer has put extreme pressure on quality assurance both at the production and serving points"

But as the number of great beers available to pubs grows, so does the opportunity for them to go wrong. Beer is actually an incredibly delicate food product, and craft and cask beer is particularly susceptible to turning bad.

More hops, less pasteurisation and pressure on breweries to keep releasing beer has put extreme pressure on quality assurance both at the production and serving points. As a publican, ensuring you serve great beer requires attention from the moment you source it to the moment you pour it.

Know What You're Buying

With well over 1,500 breweries in the UK, keeping on top of what offers you the best quality, consistency and value is extremely difficult. As a pub owner reps and sales teams will regularly visit you from all kinds of different breweries and distributors, and sitting down with them is a must to make sure you get the best deal and the best beers they are offering. But during their sales pitch it's important to be able to tell the difference between a well-made and a flawed beer.

"If it means that 90% of your potential customers see you as the first choice place to drink it will be worth the extra time and overheads"

Of course, once the beer hits the fridges or cellar the journey doesn't stop there. It can very easily go bad while under your care, and then the buck stops with you. Poor storage and dirty lines are two of the most common reasons for a bad pint, and neither can be blamed on the brewery. Cleaning your cellar and lines at least once a week and keeping all your draught and packaged beer below 12C can do wonders for what you serve.

Even if you follow best practice, you should be checking the quality of your beer at all points before serving. Tasting draught beer every day is vital, and I'd recommend checking on packaged beer too whenever possible. If it means that 90% of your potential customers see you as the first choice place to drink it will be worth the extra time and overheads.

Common Beer Off-Flavours

Below is a quick guide and useful reference to the kinds of flavours you should never get during a tasting or have a customer complain about.

Dust or cardboard

The flavour of wet cardboard or muddiness is a sign of a badly oxidised beer, and hoppy beers are especially prone to it. Oxidation can happen in the fermenter and during the packaging process, but even a perfectly packed beer will have a little oxygen in it that will degrade the liquid slowly over time. A little oxidation should be expected towards the end of a beer's life so it is best to keep stock turning over well in advance of its best before date.

Marmalade and/or black treacle

A sticky bitterness similar to marmalade or an unpleasant aroma of spice can be the sign of a "cooked" beer - one that has been exposed to high temperatures even for a short time. Again, this hurts hoppy beers most as they are very susceptible to atmosphere changes - so keep them constant and below 12C at all times.

Vinegar

Most commonly found in old cask beer, vinegary beer is a sign of acetobacter infection. Acetobacter eats alcohol and release acetic acid, which tastes like malt vinegar. To slow its inevitable creep, keep your cask turnover high and your cellar below 12C, and before service check your cask ales are still in perfect condition. It should be noted that a certain amount of this flavour profile is acceptable (indeed delicious) in styles like Flemish Reds.

Marmite or even beef

A beefy, meaty flavour is a sign of autolysis or dead yeast. Sometimes it is a sign of poor temperature control, but more often than not it is from leaving the beer in tank for too long without removing the yeast.

Alcohol

While a certain amount of alcohol flavour is to be expected in strong beers such as triple IPAs and barleywines, it can also be produced in lower ABV beers when not enough yeast is pitched into the beer.

Brown butter or butterscotch

One of the most common off flavours in beer is diacytl, which smells like browned butter or butterscotch. While it is desirable in some British bitters and Bohemian lagers, it is a distracting off-flavour in all other kinds of beer. Although all fermentation produces it at some point, a healthy fermentation will clear it back up given time.

Sweetcorn or popcorn

It sounds delicious and to some extent it is, but you wouldn't want a whole pint of popcorn-flavoured beer. Thankfully corn flavours come from a compound called DMS and it's an easy fix - don't boil without having an exit for the steam.

Scrumpy cider

While this flavour, which is associated with the yeast *Brettanomyces*, is vital to many beer styles around the world, if it is not meant to be there it can indicate a serious infection in the brewhouse and will rarely be beneficial to a beer.

Green apples

Acetaldehyde, which smells like green apple, is a natural chemical produced by yeast during fermentation in all beers. It's an important part of many Belgian beers' profiles but in high concentrations and other beer styles it is considered a bad off flavour.

Dank or skunky

This unpleasant smell is caused by UV light getting to the beer and breaking down the hop acids. Green and clear bottles are particularly prone to this process, so avoid beers in these colours if they are hoppy. Cans are immune to this process, for the simple reason that UV light cannot get in.

Nail polish

Another relatively common flaw, particularly in Belgian beer, nail polish or solvent aromas are caused by ethyl acetate and in high doses can be eye wateringly bad. In smaller doses it will add a pleasant, boozy warmth to the right style, though.

Eggs

Sulfur is a common by-product of fermentation that is found in almost all beers, but in lagers it can be particularly troublesome and distracting. It's part of the reason that lagers are conditioned for longer so it can clean up the mess it made and reduce this nasty off-aroma.

Band aids

This tangy TCP-like aroma is very unpleasant in beer - who wants to chew on a band aid - but is surprisingly common in poorly made beer and usually caused during fermentation after contamination or by using untreated water. While a tiny element of this kind of flavour can add complexity to aromatic yeast-dominated beers, it is considered an off flavour in almost all instances.

Jonny Garrett is co founder of Craft Beer Channel and the author of Beer School
[@beerchannel](http://www.thecraftbeerchannel.com)



Camden Town were awarded top prize at the 2017 Brewery Beer & Cider Marketing Awards

Marketing Matters

Market Forces

Pete Brown says that it doesn't matter how good your beer is, effective promotions are more important than ever in today's increasingly crowded marketplace

Next time you're bored and surfing the net for distraction, check out a blog called Pump Clip Parade. It was set up by two mates of mine a few years ago as a rogue's gallery of sexist, crass or just plain poor pump clips. Recent additions include an unnecessary visualisation of the double entendre inherent in 'Santa's Sack', a cartoon of Mick Jagger and Keith Richards leering at an attractive woman to illustrate an ale named 'Satisfaction,' and a beer simply called 'Tits'.

"So: when a group of brewers that's growing by 10 a week is seeking distribution in a group of pubs that's shrinking by 20 a week, how do you get your beer noticed?"

It's hard to think of another product category where the brand image or presentation is so bad, there's a website featuring literally hundreds of examples of the worst offenders.

When people complain about sexist pump clips, they're inevitably told it's 'just a bit of fun', which is also what people said about racist jokes back in the 1970s. But putting aside the dodgy ethics of sexist and racist designs, it's simply embarrassing that so many players in the industry combine to make beer look cheesy and naff. The overall standard of beer marketing urgently needs to improve.

RAISE HELLS

1 POUR A BEER 2 RAISE IT UP 3 DRINK AND ENJOY



Getting Creative

Now - some readers will stop there and say, "Hang on, pump clips aren't marketing! They're just pump clips!" But pump clips are a perfect example of marketing. Any brand, big or small, has exactly the same space on the bar, and you need to be as creative as possible with that space to stand out.

"It's hard to think of another product category where the brand image or presentation is so bad"

And marketing is becoming more important to beers - of any style or scale - than it ever was. Craft beer is surging in interest and making big global brands look old-fashioned and staid. Britain now has four times the number of breweries it had at the turn of the millennium, with 520 opening in the last year alone - that's ten new breweries every week. As a consequence of all this activity, and the response to it by established players, the number of beer trademarks has increased by 19 per cent over the last year, and has doubled in the last ten years.

At the same time, alcohol consumption, and beer consumption in particular, is in long term decline, with the most rapid fall being among 18-30 year olds - formerly beer's core target audience. Pubs are still closing at the rate of twenty a week.

So: when a group of brewers that's growing in number by 10 every week is seeking distribution in a group of pubs that's shrinking in number by 20 every week, and catering to a shrinking audience within those pubs, how do you get your beer noticed?

Big Brand Marketing

For many, marketing is a dirty word, the deceitful refuge of those whose beer is no good. A decent beer speaks for itself, they say. No it doesn't. A good beer may generate word of mouth, but that's marketing too - or at least, it is if you're doing it right. And somehow, people have to notice a beer, and be able to get hold of it, before they can start talking about it.

Twenty years ago, beer was defined by big brand marketing. TV commercials were sponsored gags, often interchangeable, but ideally with the name of the beer tied into the punchline somehow. Ads gave people 'permission to drink' and drinkers were tribal: you were either a Carling man or a Foster's man, but it was unlikely you'd be both.

***"Somehow, people have to notice a beer,
and be able to get hold of it,
before they can start talking about it"***

But two things happened simultaneously to change this. Firstly, advertising regulations tightened so the hyperbolic, tongue-in-cheek claims of lager advertising were no longer allowed. Secondly, the volume of beer sold started shifting to the off-trade, and here it was used as a loss leader to get people into the supermarket. Lager became commoditised, sold mainly on price rather than brand image.

A race to the bottom in terms of price slashed margins for everybody and made the whole sector look cheap. Surely this is one of the reasons behind the astonishing rise of craft beer: it's beer that looks and feels special once more.

But again, many craft brewers would argue they don't do marketing - they and their beers are too cool for something so shabby commercial. And again, they're wrong.

Brand Identities

The millennial generation constantly create their own personal brand identities. Selfies are carefully posed and endlessly retaken until they're just right. Tweets are carefully crafted for a consistent and appealing tone of voice. Details of pets owned, places visited, meals eaten and drinks drunk are curated to show a life that appeals to targeted social media audiences. This is proficient brand management, carefully thought through and painstakingly executed.

And when the digitally native generation start breweries, they instinctively know the importance of good design, and probably have a mate who's proficient enough on a MacBook to create it for them. They know what makes a logo work because they're as literate in the codes of design as only professionals were a generation ago. They understand the kinds of messages that appeal to their market, and consciously or subconsciously engage in perpetual market research whenever they're interacting on social media with their customers or prospects.

Truth Well Told

What's made marketing really interesting is that big brewers now have to compete on these terms as well. Marketing is no longer about the size of the budget: it's about genuinely engaging with people across a variety of channels.

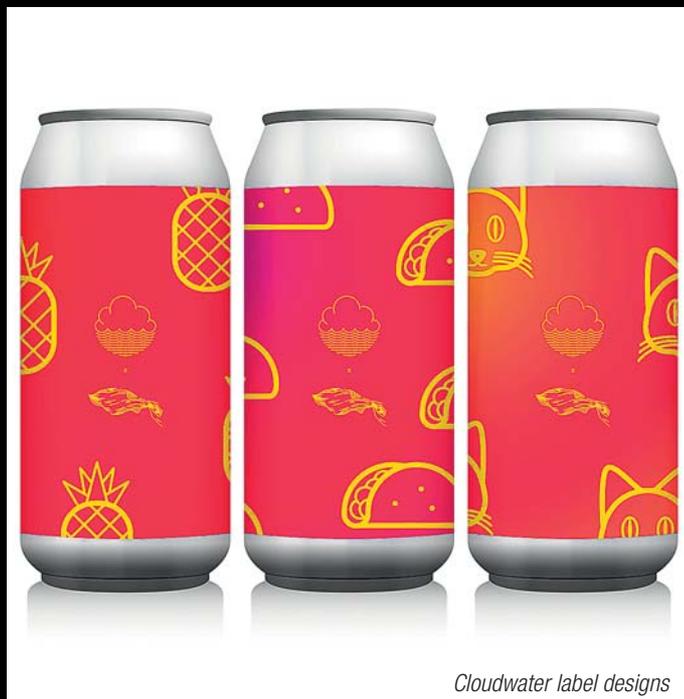
"Again, many craft brewers would argue they don't do marketing - they and their beers are too cool for something so shabby commercial. And again, they're wrong"

Manchester brewery Cloudwater is a perfect example of this. Since its launch in 2015, the brewery has garnered a reputation for massive hype. But in fact their marketing consists of some beautiful label designs, a Twitter account and a blog. They simply use these tools to great effect, and people really want to hear what they have to say.

And this perhaps is the point. Ad agency McCann trademarked the phrase 'The truth well told' in 1912, and it remains an elegant definition of good marketing. It's astonishing how many brands, big and small, forget it. If you have something to say to a group of people who will be interested in hearing it, there are more media than ever before, and it's never been easier to convey your message in an elegant, stylish way.

And if your truth isn't good enough, so you have to fudge that bit and use marketing to say something false or misleading instead, in the hope of conning people into liking your product, you should maybe ask why you're in this business. Because your target consumer will find you out. And then you'll really see word of mouth in action.

Pete Brown is chairman of judges and co-founder of the Beer & Cider Marketing Awards www.Petebrown.net @PeteBrownBeer



Cloudwater label designs



For the Love of Lager

British Lager

Lager is, was and always will be a vital part of any pub's offering, but Melissa Cole explains why it's no longer ok to just have the same old brands on the bar

It's hard to tell what is really going on at the moment in the beer world, on the one hand you have the doom and gloom figures released from the British Beer & Pub Association that supermarkets, for the second year running, have outstripped pub sales but we also hear that the value of beer sales has risen again.

Whatever the real story, no one can deny that craft is once again the winner. Blurring the lines in categories, enticing people in with flavour over flashy advertising and riding the millennial wave, it is the key driver in sales for most ontrade premises right now.

The M Word

But why does that matter to the average pub, bar or food venue? Well, the key there was the M-word. 'Millennials' may be a somewhat ridiculous construct but it is, without doubt, the people between the age of 18-36 that are driving trends.

Research done for the Beer Quality Report for Cask Marque shows that millennials are even having an effect on the purchasing habits of older generations and will often be the key decision makers when it comes to heading to a venue.

As a generation, they are also incredibly quality conscious, from service to product, and if you combine that with the fact that lager is still far and away the most popular alcoholic drink in the UK and that the average pub needs to, according to industry experts, earn 3-4% more year-on-year just to keep their head above water in 2018, you have to make sure that you're offering the beers they are looking for

"Millennials are even having an effect on the purchasing habits of older generations and will often be the key decision makers when it comes to heading to a venue"

A First Frontier

But how do you combine all of the above in one neat package? Well, perhaps Fuller's Frontier might be a good place to start.

Fuller's, better known for its ales, may not have been the first British craft lager, but it's been at the front of the drive to get it on the radar of the mainstream. And its investment in producing a lager (in reality a kölsch, as it is warm fermented but cold matured for a long period, but that's splitting hairs somewhat) has certainly put some pep in Fuller's step with the younger audience.

Spokesperson for the brewery, Georgina Wald, says: "Frontier is in good growth and is opening doors for us in places that we

BEST IN GLASS

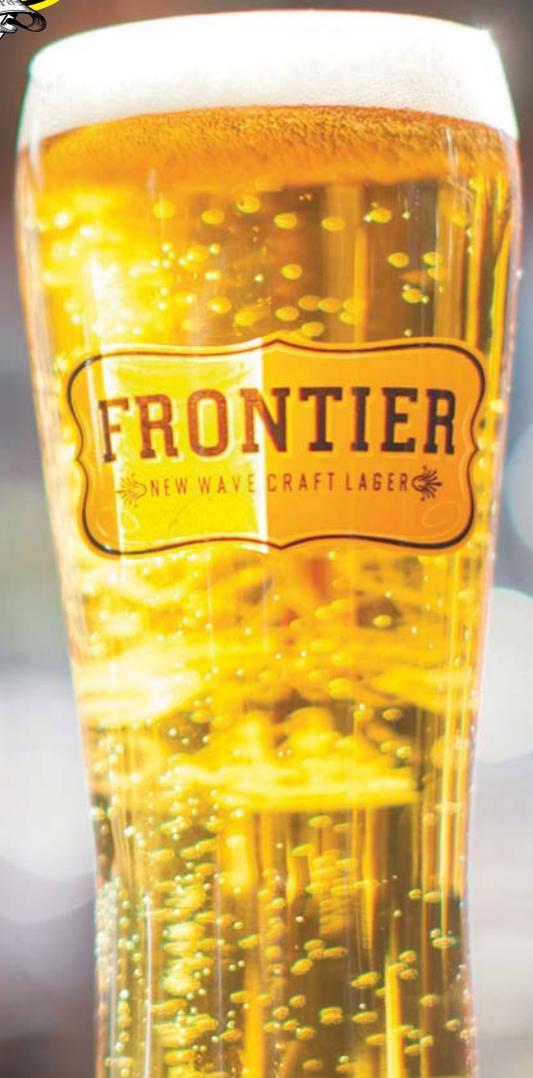
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previously wouldn't have had a presence in. It's doing very well on the festival circuit - both food and music - and this year has also benefitted from a successful marketing initiative with Time Out, that included a Frontier cover."

But what is it that's really catching the attention? Well, the brand does trade heavily on the fact that it takes 42 days, at least, to create, with the brewing team not releasing it until they are happy it's perfect.

"People are prepared to pay more for premium when they truly believe what they are buying into. Serving a premium lager in the correct glassware will also help build brand awareness and enhance the drinking experience."

Wald continues: "Frontier has great stand out on the bar with its bright yellow livery and has also had good digital and traditional marketing support and repeat purchase levels are very high."

Learning from its popular - and now ABInBev-owned - north London neighbour Camden Town Brewery, Fuller's has also invested in a tonne of eye-catching collateral and events for pubs. Says Wald: "As well as the usual activity such as bespoke taps and glassware, we have also run a series of in-pub events during the year featuring a virtual reality tour of how Frontier is made, which had traction with customers and helped improve staff knowledge of the brand."

So there's a heritage brand box ticked to make sure you've got cross-generational appeal.

Freedom to Choose

Another thing we know about millennials is that they also like to know that they are buying the right thing. Enter Freedom Brewery, which has been reinvigorated under the stewardship of new MD Matt Willson, and has a great ecological story to tell.

"Using a unique natural borehole water source defines the brewing process and makes a better beer for consumers," explains Willson

"Freedom also chose to develop sustainable production methods, thermal fluid heating drives an energy efficient brew house and all waste water is cleansed through a natural anaerobic reed bed system and filters back into the local watershed."

This has led to Freedom being awarded the Sustainable Restaurants Association beer of choice, but another thing that the brewery has always focused on is the maturation period required to make a truly crisp, clean lager.

"All our lagers are matured for a minimum of 28 days driving a balanced product delivering a depth of character in the glass," says Willson

And with an expanding portfolio - ranging from a rather unusual 'all British' lager, to a more complex amber rye version, all with matching branded glassware - Freedom has invested in a state of the art brewery.

And as Willson points out: "This allows us to brew beer under pressure for a naturally carbonated, unpasteurised, filtered, vegan beer."

The last point, of course, being another box ticked for the growing number of people, not just millennials, who are eschewing meat.

Cornish for Beer

Another all British lager brand is Korev, which also ticks the provenance boxes for purchasers these days. “Korev is brewed using only the finest malting barley from the county,” said spokesperson Laura Hicks.

“Staff training and education is essential. Korev’s story and provenance credentials, alongside serving the beer in the right glassware, is as essential as the product itself.

“People are prepared to pay more for premium when they truly believe what they are buying into. Serving a premium lager in the correct glassware will also help build brand awareness and enhance the drinking experience.”

“Pils makes for a great gateway beer; those beer drinkers whose default might have been macro lager generally aren’t going to jump head first into strong darks or sours”

A Gateway Beer

And then you have brands like Fourpure which is the millennial market in a nutshell really, a young, vibrant brilliant company full of tattooed and bearded personnel who really get how to tap into the zeitgeist but understand that it’s not all show.

Spokesperson Rob Davies says of the company’s approach: “Pils makes for a great gateway beer; those beer drinkers whose default might have been macro lager generally aren’t going to jump head first into strong darks or sours, so something with a bit more flavour is generally an excellent starting point on someone’s beer journey and therefore more venues are ranging it to suit demand.”

But it’s not just about creating that high-volume ‘gateway’ beer, it’s also about providing genuine customer support - and not just by throwing money at it.

“A large percentage of our team have undertaken world class sensory training and we have a full-time Cicerone whose role is to visit customers and educate on beer history, styles, quality and anything else that’s relevant to their specific needs, and we also like people to visit the brewery.

“We offer comprehensive training and events support, add value with a dispense install for permanent pours, alongside the standard glassware, bar runners, beer mats, apparel etc.”

Scottish Craft

Another established brand, from Scotland this time, is Harviestoun’s Schiehallion and sales manager Shaun Voss is certainly seeing a shift in attitude towards the ‘fizzy’ stuff in recent years.

“We’ve definitely noticed an increase in venues seeing lager as equally important in their range, compared to the past where it seemed to be an afterthought.

“Schiehallion is one of our top selling beers, making up about 55% of all of our annual beer sales and has really gained a following in



a wide variety of venue styles, with everything from fine dining, casual dining and traditional pubs and bars.”

An impressive array of appeal to different venues, and the beer certainly has a lot of awards to its name too, so what makes it stand out? Well, if you’re looking for pale and anonymous, you’ll need to look elsewhere, this is the mouse that roars, as Voss explains: “Schiehallion has an extremely unique flavour profile, in comparison to most lagers on the market, with a robust malt base and a much more complex aroma and that really makes it stand out from the ‘normal’ lagers on the market.”

And if none of these ideas have enticed you, let me make one last case for the inclusion of top-quality lager in your line-up: standard lager has consistently been one of the lowest performing categories in on trade beer sales for the last five years, losing significant sales ground at every turn. Don’t let it drag your pub down with it.

Melissa Cole is an award-winning beer & food writer and broadcaster. Author of The Little Book of Craft Beer and Let Me Tell You About Beer



Brilliantly Balanced Beers from Freedom

Freedom Brewery, the original independent lager brewer has been crafting a wide range of distinctive lagers and ales since 1995, standing apart from the mainstream, since their inception.

Every decision is made for the benefit of the brew. This is made evident through the quality and taste of their products using the best quality British and global ingredients. Freedom Brewery has created a wide variety of flavours to match differing discerning taste profiles from light and crisp lagers to more aromatic and bitter ales.

The brilliantly balanced beers from Freedom Brewery include: a floral **Freedom Organic Helles Lager**, a light and crisp **Freedom Four British Lager**, an aromatic and dry **Freedom Pale Ale**, a citrus and bittersweet **Freedom Pils – Pilsner Lager**, and last but by no means least, **Freedom Amber – Amber Rye Lager**, arguably the most distinctive of the batch with a hint of spice.

What sets Freedom Brewery apart is also its maturation period, lasting as long as four weeks to get the quality final product. More than anything Freedom Brewery is known for its all-natural credentials. No ingredients are added at the end of the brewing process compared to the majority of beers that add fish finings, therefore all beers are Vegan friendly.

Originally London based, Freedom Brewery moved to Staffordshire in a quest for better water and sustainable brewing. Now set on a private estate of rolling countryside with access to a private spring

water source, which gives it its clean distinct profile. The brewery continues to innovate with flavour and manufacturing processes to prove that lager is more than just lager!

This move reflects the brand's approach to life - travel, experience, live, be dynamic, be vibrant and above all else, be free. Freedom Brewery wants to inspire people to have the freedom to pursue their passions, follow their dreams and be totally free.

“Freedom Brewery has created a wide variety of flavours to match differing discerning taste profiles from light and crisp lagers to more aromatic and bitter ales”

Freedom Brewery is one of the most sustainable beers in the UK, using a brewing process that begins at the water well with local spring water. The waste-water is then processed through a natural reed system. The result is a great tasting beer that is naturally carbonated, filtered and unpasteurised which gives it its clean and balanced flavour.

25th Hour:

Freedom Brewery has discovered that Brits are time poor and do not have enough hours in the day, so is inspiring adults across the UK to reclaim their time to pursue their passions and goals, follow their dreams and experience new things.

Try it, and share your experiences, post them on social media using the hashtags #The25thHour and #WhatWouldYouDo?



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Great British Lager

54 Degrees North

4.5%

Black Sheep's first lager in 25 years of brewing. Using the brewery's own yeast strain with German Pilsner malt and the classic German hops, Tettnang, Magnum and Polaris, 54 is top fermented using Black Sheep's Yorkshire Square fermenters in Masham, then lagered for a month

Black Sheep 01765 689227

www.blacksheep.co.uk

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 - "brewed fearlessly". Heavy on the hops, light on the tongue, with 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

Camden Town

4.6-6.2%

Highly regarded range of lagers from the brewery that introduced Londoners to the joy of craft lager. Beers include the renowned Hells, the lager that started it all, an unfiltered hazy version - Unfiltered Hells - that is smoother and more full-bodied thanks to the remaining yeast. Pils lager, fresh, piney and aromatic, this is the true beer of summer and last but definitely not least, IHL, an IPA resurrected as lager.

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 the sessionable Haus, the malty Premium and a luscious draught Dark lager that has a subtle chocolate and toffee flavour that makes it very moreish.

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 Sauvin hop. Cold filtered and unpasteurised. A previous Gold medal winner at the International Beer Challenge, it is available on draught and in bottles and cans.

Chapel Down 01580 763033

www.chapeldown.com

Fourpure Pils 4.7%

The exciting Bermondsey brewer's 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 brewer's range of vegan friendly lagers includes the award winning Organic Helles Lager; the spicy, hop-forward Freedom Amber, Freedom Pils, a twist on the classic Pilsner, and the full bodied Freedom Four, 4% ABV, made with 4 British ingredients, with a 4 week maturation which gives a light pale lager reflecting all the brewing values and beliefs of Freedom

Freedom Brewery 01283 840721

www.freedombrewery.com**Frontier** 4.5%

Crafted for 42 days, a unique combination of new-world hops & 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**Jack Brand's Dry Hopped** 4.2%

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.

Adnams Brewery 01502 727200

www.adnams.co.uk**Korev** 4.8%

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.

St. Austell Brewery 0345 2411122

www.staustellbrewery.co.uk**Lawless** 4.5%

This maverick brew follows the 500 year-old Bavarian brewing law to achieve traditional purity using only four ingredients, but adding Purity's own idiosyncratic twist by using a blend of Pilgrim, El Dorado and Styrian Goldings hops. Coolly lagered for 40 days, and a dash of hops, for a sharp, citrusy kick.

Purity Brewing 01789 488007

www.puritybrewing.com**Little Vienna** 5.0%

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.

Little Beer Company 01483 497201

www.littlebeer.co.uk**London Pilsner** 4.6%

Portobello Brewing Co. was founded in December 2012 by beer industry veteran Rob Jenkins and head brewer Farooq . Along with another industry lifer, Joe Laventure, they mix experience and passion with a desire to brew better. It's proper beer, made with great ingredients by people who know what they're doing.

Portobello Brewing Co 020 8969 2269

www.portobellobrewing.com**Republika** 4.8%

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.

Windsor & Eton Brewery 01753 854075

www.webrew.co.uk**Sharp's Cornish Pilsner** 5.2%

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.

Sharps Brewing 01208 862121

www.sharpsbrewery.co.uk**Signal** 4.8%

Brewed in London without substitutes, preservatives or additives, conditioned over 5 weeks, then gently carbonated before kegging. Unpasteurised, unfiltered and unfinned to retain freshness, flavour and finish.

Signal Brewery 0208 684 6111

www.signallager.com**This.Is.Lager** 4.7%

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.

BrewDog plc 01358 724 924

www.brewdog.com**Thornbridge** 4.8-5%

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.

Thornbridge Brewery 01629 815 999

www.thornbridgebrewery.co.uk**West** 4-4.9%

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%, as well as Wild West, the full bodied, hazy unfiltered twin of St Mungo and the 4.6% dry, fruity Pilsner, Feierabend.

West Brewing Company 01415 500 135

www.westbeer.com

World Class Beers

The Year of Lager	134
Tank Goodness	136
Czech List	140
Pure Drinking Pleasure	142
Genuine Germans	152
Meet the Germans	157
The Why & How of Belgian Beer	158
For the Love of Lambic	164
Belgian Beauties	166
The Fall & Rise of IPA	172
Transatlantic Trends	174
American Beer Over Here	180
Turning on the Northern Lights	186
A Revolution in the Med	188
Spanish Craft	190
Cherchez La Biere	192
Where in the World	194
World Class Beers	197





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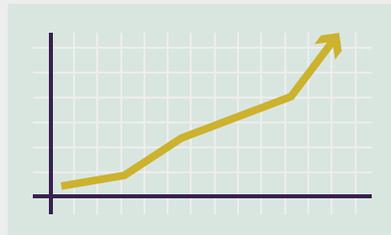
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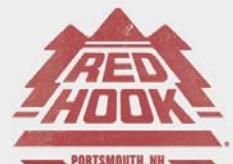
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The Year of Lager



Beer Trends

Jonny Garrett believes that 2018 will be the year that lager is recognised for its unique quality - and its value to the licensed trade

Every January beer writers tell themselves this is the year of the pale lager – that this historical beer style will finally get the attention it deserves.

Taken for granted by both pubs and the average customer, it is the most misunderstood style in the beer world. Every year we are wrong, but I have a good feeling about 2018.

“Over the last fifty years, pale lager has been dragged through the mud and come out the other side tasting as if I mean that literally”

Pale lager accounts for over 70% of the beer poured in pubs in the UK. That probably makes it your most important product and, if you run a wet-led pub, your business will live and die by the amount you sell. The problem is that consumption of most lagers is in decline.

The talk all over the industry this year has been about “premiumisation” – a crass term that means people are drinking less but drinking better. This has been wonderful news for the blossoming craft brewers, who inadvertently timed their focus on flavour and experimentation to perfection. Journalists, buyers and customers are lining up to tell you about the importance of ales and IPAs but no-one is talking about lager.

Bland Leaders

As the industry goes through huge upheaval, the bland lagers on the bar remain the same and these macrobeers have come to represent - or rather misrepresent - the whole lager sector. While small, independent craft breweries are icons of sustainability, quality and “premiumisation”, sadly lagers have the worst ambassadors of any product in the world. Over the last fifty years, pale lager has been dragged through the mud and come out the other side tasting as if I mean that literally.

“Lager is probably your most important product and, if you run a wet-led pub, your business will live and die by the amount you sell”

The breweries who define lager spend billions trying to promote it, all the while finding ways to brew it quicker and cheaper. These beers have no place in a rapidly diversifying market, yet they dominate the taps of our pubs. It is not uncommon to see up to six macrolagers on tap - all tasting and costing roughly the same. You’d never do that on your wine list, would you?

Price, ABV and brand loyalty are the deciding factors for most lager drinkers, so overwhelming them with similar options is not going to drive up volume. It’s going to slow down service and reduce the chance of upselling. Offering fewer lagers but stocking a genuine premium option fixes both those issues while driving up the sector.

How To Choose A Great Lager

Despite being dismissed as flavourless and boring, lager is in fact one of the hardest styles of beer to brew well. Great lagers have a few things in common - a lemon-fresh aroma, a full satisfying body and a lightning quick bitter finish. You'll note that most lagers on the bar in the UK have none of those things. Happily, if you are free of tie, better can be found at prices that allow you to use them as house lagers. All it takes it a little knowledge of the style and its origins.

“With such rich histories and hundreds of years of brewing heritage, these nations still make the best lagers on earth”

The best pale lagers come from Germany and Czechia, but they make very different kinds of beer. Czechia is where pale lager was invented. Pilsner Urquell (which translates as “original source”) first made one in 1842 and claims to use the same recipe today. This gorgeous beer is classified as a “Bohemian pilsner”, with a rich caramel colour and flavour balanced by lots of floral, fresh Czech Saaz hops.

Pilsner Urquell is also notable for a certain amount of diacytl, a by-product of fermentation that smells like browned butter. In most beers it is a fault, but in Bohemian brewing it adds to the caramel flavour. For those looking for something a little crisper, Budweiser Budvar offers that depth of malt flavour and rich noble hop character but with a lighter body.

Across the border in Munich, Bavaria, a very different style of lager is brewed. Helles are paler without any hint of caramel, instead having a drier, bready malt flavour. Traditional breweries make the beers cracker-dry using German Hallertau hops, which are lemony and zingy to give helles a cleaner, zippier finish. Many German breweries also make pilsner, but their version is even paler than a helles, with a less pronounced hop and malt character and lower ABV to make it extremely refreshing and clean - the most famous example being Becks.

With such rich histories and hundreds of years of brewing heritage, these nations still make the best lagers on earth and their economies of scale also give them good value by the keg even compared to the macrobrewers. Breweries like Paulaner, Hacker-Pschorr, Rothaus, Pilsner Urquell and Budvar are not nearly as common as they should be, and serving a better lager than your neighbour is going to be a pull for the vast majority of your customer base.

The flavours of traditional pale lagers are so light and delicate - and therefore so drinkable - that any off-flavours are easy to detect. This makes brewing them exceptionally tricky and beyond the technical scope of small British craft brewers. The word lager actually comes from the German word for “to store” and lagers can take a long time to mature, which also puts pressure on small breweries with limited tank space.

What About Craft Lager?

All that said though, British breweries are starting to produce some excellent examples of the style. Camden led the charge and their Pils is still very good, but smaller breweries are also making exceptional beer. Lost and Grounded from Bristol are barely one year old but their unfiltered Kellerpils is fantastic - lemony, fruity but clean and refreshing - while craft beer pioneers Thornbridge now brew their biscuity German Helles, Lukas, all year round. While these products are bound to be more expensive thanks to their scale, they can still make great premium lagers while also crossing the divide into your rotational taps.

“It may be a small market now, but being behind the curve on 70% of your beer sales is a dangerous place to be”

The rebirth of pilsner, helles and lager as a whole is inevitable, and while it is being held back by the pub tie and pricing, the style is becoming popular among brewers and beer geeks. You only need to take a look at the US, which is typically a few years ahead of the UK, to see a change of perception is coming. It may be a small market now, but being behind the curve on 70% of your beer sales is a dangerous place to be.

Every January I tell myself this is the year of the pale lager - I hope this year I'm right.

Jonny Garrett is founder of Craft Beer Channel (www.thecraftbeerchannel.com) author of Beer School and resident beer expert at Cave Direct





Tank Goodness

CZECH BEER

Adrian Tierney Jones gives thanks for the tanks that are delivering fantastic, fresh, unpasteurized, unfiltered Czech beer to discerning beer drinkers

Pivo, pivo, pivo. Czech beers are some of the best on the global brewing scene. After all, this is the home of golden lager (or Pilsner), which was first brewed in 1842 and went on to conquer the world.

As a result of this proud heritage, even the smallest brewery makes sure that their pale lager (or světlý ležák as they say in Czech) is as good as it can be. This is especially important given the amount of armchair beer critics that float through the world of Czech bars.

And don't think that pale lager is all you can find in the Czech Republic, there are also dark beers (tmavý ležák), wheat beers, seasonal Spezials (a close cousin to the Bavarian Märzen), plus a growing number of IPAs, pale ales, stouts and even sours. Don't despair though, if you can't get over to Prague, Pilsen or Česká Budějovice at the moment, a growing number of the great beers from this part of the world are now available in the UK.

Tanked Up

Budweiser Budvar and Pilsner Urquell are regulars at the bar but a more recent development has been the appearance of so-called 'tank beers' (Tankové Pivo), which both breweries have embraced with gusto. Tankové Pivo has long been a feature of certain Czech bars, with copper-faced tanks that look like boilers full of unpasteurised and unfiltered beer, fresh and fulsome on the palate, a sparkling and serene example of the brewer's art at its best.

"The appeal is both the freshness of the beer plus the visual theatre of the tanks themselves on display in the bar, which means that they're a valuable add-on to any pub or bar that stocks them"

PU was first into battle, back in 2013 and the success of the Asahi owned brand has inspired the likes of Meantime and Truman's to also dabble with tank dispensation. The appeal is both the freshness of the beer plus the visual theatre of the tanks themselves on display in the bar, which means that they're a valuable add-on to any pub or bar that stocks them.

Talk About Tanks

In 2015 it was the turn of Budweiser Budvar to bring in the tanks and park them on the collective lawns of British bars, when the beer was debuted at Zigfrid von Underbelly in Hoxton. There are now eight sites across the UK with more planned for 2018. Situated in London, Sheffield, the Wirral, Birmingham and Newcastle, many of the outlets are run by the award winning New World Trading Company.

“For us it’s vital to work with partners who are as passionate and proud to stock tank beer as we are to supply it to them”

As Kieran Hartley, the company’s official Beer Guru, says “Ale advocates have had a lot to be passionate about of late but now it is time for Lager lovers to get excited about something new!”

Josh Nesfield, Budvar UK’s Marketing Manager, agrees “Although tank beer is becoming more popular, with an increase in copper tanks appearing in bars across the UK from a variety of brands, it still remains unfamiliar to many consumers and you can see the curiosity on people’s faces as they walk in, with the cameraphone often coming out after a few beers.

“British beer drinkers, particularly younger ones, are taking an ever increasing interest in the quality and ingredients and process that go into making their beer and Tankové Pivo fits into this mindset completely - provided they understand the concept behind the beer and benefits to the product.

“The most important thing with tank beer is to keep the communication simple but clear, focusing on the product benefits that the tank directly corresponds to - fresher beer, smoother taste and louder flavours. This is what the consumer directly cares about and is the direct benefit of Tankové Pivo. Communicating the distance travelled and the date the tanks are opened is great but doesn’t totally answer the question of ‘why should I order tank beer over keg’ that many consumers ask”

With this in mind, Budvar provides staff training on the benefits and qualities of Tankové Pivo, with some staff lucky enough to visit the brewery in České Budějovice.

Partners in Passion

Of course, not every style of venue can handle a tank, and while the size of venue is important Budvar also take note of the attitude of both the operator and drinker.

“For us it’s vital to work with partners who are as passionate and proud to stock tank beer as we are to supply it to them, as well as commit to the volumes,” says Nesfield. “It is a big commitment for an outlet to take in tank beer as they need to serve at least 880 pints (500 litres = one tank) a week in order to ensure the beer they serve to consumers is the freshest it can be. We aren’t a brewery known for compromising when it comes to the quality of our beer so this is vital for us! Luckily, Tankové Pivo has proven to attract consumers to outlets where it is listed as it is a real point of difference vs other bars/pubs.”

Quality Czechs

If you can’t commit to 880 pints a week, or don’t have the space for a tank in your bar, but still want to celebrate Czech brewing culture, there are plenty of other options.

Budvar and PU are both available in bottles and kegs, and for something a bit different you can also find bottles and kegs of Budvar in Dark and Kraüsened (pronounced Kroy-Zened) versions – the latter being a hazy, unfiltered and unpasteurised beer.

In the northwest of England the family brewery JW Lees can offer Regent Bohemia, a pale lager (or Pilsner in other words, though in the Czech beer world it’s only Pilsner Urquell who can use the prefix), which is made in a castle-like brewery built around a cobbled square in the town of Trebon. The beer, which is 5% ABV, is full-bodied and has a delightful contrast between an appetising bitterness and friendly delicate sweetness, topped with a creamy head of foam (always an important aspect of Czech beers).

Then there is Kozel, which has been brewing in the town of Velké Popovice since the 19th century, but is now part of the same brewing group as Pilsner Urquell. Its sprightly pale lager is a familiar sight at bar-tops, with draft taps emblazoned by its famous goat emblem (apparently a passing French artist painted it as thanks for the brewery’s hospitality). It also produces an award-winning smooth and creamy dark lager, which sadly is not - yet - available in the UK. As is the case with this beer and others from the likes of Matuska, Falkon, Raven and Kacov, sometimes you do have to travel, but for now give thanks for tanks.



The Original Craft Lager



Budweiser Budvar are undoubtedly experts in the brewing process and recently celebrated 122 years since the first batch was brewed at the Czech Joint Stock brewery on 7th October 1895, founded by Czech brewers who were fired from their jobs for refusing to vote in the local elections the way their German speaking brewery owners wanted

Fast forward to today and much of the investment into making the beer taste exquisite remains the same and the independent streak and attitude of not compromising still runs throughout the company. Remaining the same isn't easy; a brewer has to say no to all shortcuts – something Budvar has had to do in spite of takeover attempts by Nazi Germany, Communist Russia and global brewing corporations at different times – nonetheless, Budvar continues to remain in the hands of the Czech people and to be run by brewers, not accountants.

The first-class cones from locally grown Saaz hops, natural soft water from ice age lakes underneath the brewery and carefully selected grains of unique Moravian barley are just some examples of the no shortcuts attitude to brewing. The extra magic lies in the 102 day brewing process which is around 7 times longer than most beers. It's the only way to preserve the unique and unmatched taste of the beer.

Budvar are world famous for their lagers and you would be hard pushed to find another brewery that brews such a wide variety, all using first rate whole cone Saaz hops.

- ▶ **Budweiser Budvar Original (5%)**
102 days in the making and no shortcuts taken. Savour the perfectly synchronised sweet and bitter equation.
- ▶ **Budweiser Budvar Dark (4.7%)**
Full flavoured Bohemian black lager united with roasted coffee and chocolate tones. Winner of World's Best Dark Beer.

- ▶ **Budweiser Budvar Kraüsened (4%)**
Unfiltered and secondary fermented hazy lager with an astoundingly crisp taste.
- ▶ **Budweiser Budvar Czech Imperial Lager (7.5%)**
Bigger, bolder, stronger. A beer brewed out of tradition and matured for 200 days. Winner of World's Best Strong Lager.
- ▶ **Budweiser Budvar Alcohol Free (Max 0.5%)**
A golden pour and thick head made with Moravian barley and Saaz hops, minus the alcohol.

Budweiser Budvar Tankové Pivo

Alongside Saaz hops and long maturing time another part of Czech beer culture that Budvar have been instrumental in importing to the UK is their tank beer or Tankové Pivo. Those that have visited the hallowed Budvar cellars and tasted beer straight from the famous lagering tanks will know just how amplified the taste can be when fresh from the tank. The flavours are louder because the beer is unpasteurised and it remains fresh throughout its journey from Budweis to the UK as it is delivered in temperature-controlled tanks. In fact, the only thing that's missing is the smell of the Moravian malt from the brewhouse, but close your eyes and raise your glass and you could be in the brewery cellars themselves.

Budvar now have 7 Tankové Pivo sites across the UK – Zigfrid von Underbelly of Hoxton Square, London, The Oast House in Manchester, The Beech House in Solihull, The Canal House in Birmingham, The Viking in West Kirby and The Botanist pubs in Newcastle and Sheffield – with plans to double in number by this time next year.

Czech Stories

As one of the historic breweries that has refused to compromise on its legendary brewing and maturation process Budvar has a natural appeal to those drinkers who want to guarantee they are drinking a quality, well crafted beer. This appeal has been reinforced by a highly successful online campaign, receiving a "highly commended" for Best Online Marketing at this years Beer Marketing Awards. Budvar's videos, found on social media or on www.czechstories.com are telling the stories of their beer, Czech culture, food and heritage and have received over a million views across all platforms.

Budvar's secondary campaign "Hoptails" has been successful in continuing to emphasise that quality of ingredients, such as the whole cone Saaz hops in Budvar, matter to a younger generation of drinkers. Budvar have collaborated with award winning mixologists to develop a range of beer cocktails recipe, based on using ingredients that complement and highlight the Moravian malt, whole cone hops and ice age water that make up one of the world's greatest lagers.

Keep up to date with the latest news on: www.czechstories.com

 twitter.com/budvaruk

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Budweiser
Budvar

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ALWAYS ENJOY IN MODERATION



Czech List

Bernard B/K 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 01904 607197

www.pivovarorders.co.uk

Bohemia Regent K 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 Original B/C/K 5.0%

A perfect blend of whole cone Saaz hops, Czech malt and soft water from a well underneath the Budvar brewery combined with a legendary 90 day maturation period gives this beer its soft malty nose, sweet-bitter palate and fruit finish. Only ever brewed in Budweis, Czech Republic using Czech ingredients, this beer is a legend among lovers of fine beer as "Europe's last true lager".

Budweiser Budvar UK 020 7554 8810
Matthew Clark 01275 891400

www.budweiserbudvar.co.uk
www.matthewclark.co.uk

Budweiser Budvar Czech Imperial B 7.5%

This is a revival of the old age tradition of brewing a special batch of lager at the onset of winter ready to celebrate the start of spring. This 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. No wonder it won World's Best Strong Lager in the World Beer Awards.

Budweiser Budvar UK 020 7554 8810

www.budweiserbudvar.co.uk

Budweiser Budvar Dark B/K 4.7%

A complex dark lager with roasted malt character balanced by good hop bitterness, brewed in Budweis by the world famous Budvar brewery. The delicious roasted flavour comes from the use of three types of malt : Munich, caramel and roasted. Following the same legendary maturation process as Budvar Original, when combined with Budvar's whole cone Saaz hops it is easy to see that this beer didn't win World's best dark lager for nothing.

Budweiser Budvar UK 020 7554 8810

www.budweiserbudvar.co.uk

Budweiser Budvar Kräusened K 4.0%

Pronounced Kroy-zened, this unfiltered hazy lager is tricky to say and trickier to brew! Using the same top notch local ingredients as Budvar Original, a freshly fermenting batch of Original is added to kick start a second fermentation before it goes into kegs. This gives Kräusened a softer natural carbonation and a finish that is drier and crisper as the fresh yeast works its magic. Fantastically sessionable.

Budweiser Budvar UK 020 7554 8810

www.budweiserbudvar.co.uk

Budweiser Budvar Free B 0.5%

Budvar don't take shortcuts when it comes to brewing and their non-alcoholic lager is no exception. No alcohol doesn't mean flavour is left at the brewery gates. This beer continues to use celebrated Moravian malts for a toasted sweet malt palate and whole cone Saaz hops for an earthy spiced aroma with a hint of bitterness. Nothing is taken away from the beautiful synchronised sweet-bitter equation except the alcohol.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Celia Gluten Free B 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.

Carlsberg UK 01604 668866 www.celialager.co.uk

Hobo C 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.

CASK Liquid Marketing www.hobobeerandco.co.uk

Kozel K 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.

Asahi UK 01483 718 100 www.asahibeer.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Krušovice Imperial B/K 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

Matuska B 5.1-6.9%

Microbrewery founded 2003, brewing a wide range of unfiltered, unpasteurised beer keeping their fresh character, as if they were tapped straight from the lagering cellar. Both bottom and top fermented beers are brewed, each one using a different strain of yeast.

Pivovar UK 01904 607197 www.pivovarorders.co.uk

Pilsner Urquell B/K 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.

Asahi UK 01483 718 100 www.asahibeer.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pardubický Porter B 8.0%

Mixing 4 carefully chosen types of malts, using a maturation period three times longer than in conventional lagers, and other special production processes in manufacturing result in this Porter with its characteristic dark, almost black, thick foam and distinguished by a very delicate, sweet malt taste. Beer connoisseurs will appreciate the chocolate and caramel tones with a subtle touch of cherry.

Porter Beers www.czechbeer.co.uk

Permon B/K 3.9-5.7%

A craft brewery in the Czech town of Sokolov that produces a range of traditional unpasteurised, unfiltered beers as well as experimenting with American and English style pale ales.

Pivovar UK 01904 607197 www.pivovarorders.co.uk

Pernštejn B/K 4.0-5.7%

A renowned Czech regional brewery established in 1871 in the town of Pardubice with a proud tradition of brewing beer since the middle ages. Using only the finest local ingredients it produces a range of beers including a traditional Pils and Granat 13, a dark reddish beer with full flavour and aroma brewed from special malts

Porter Beers www.czechbeer.co.uk

Primator B/K 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 01904 607197 www.pivovarorders.co.uk

Staropramen B/K 5.0%

The name means 'Old Spring' and this Czech lager, first brewed in Prague in 1869, is 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



Pure Drinking Pleasure

GERMAN BEERS

Germany may be famous as the home of the Oktoberfest, but there is more oomph than oompah in the country's brewing, which has an unparalleled reputation for purity and quality. John Porter looks at German beers that have made it here

The Germans clearly know a thing or two about beer. They've been brewing in the Black Forest for a couple of thousand years, and famously, the Reinheitsgebot rules have been keeping things pure for 501 years and counting. As the world's fourth biggest brewing nation, Germany produces around 95m hectolitres annually and exports around 16m hectolitres.

Foaming steins, servers in dirndls and oompah band accompaniments is ingrained around the world as the image of German beer culture, in much the same way as is the British downing pewter tankards of ale in pubs with oak beams and open fires.

"It is these characteristics of premium taste, innovation, authenticity, provenance and heritage, which German beers deliver"

While many pubs and bars host popular Oktoberfest events to celebrate this heritage, it's time for German beer to break out of the bierkeller and take its rightful place on the bar across a broad range of ontrade venues.

World Class

Traditional pubs and cocktail bars, pizza parlours, chop houses and burger joints are all enjoying success with imported lagers. But, as Des Gallagher at Marston's, the importers of Warsteiner, points out "To maintain the growth of the World Lager sector retailers need to ensure that they stock the right brands to drive performance". But with such a bewildering choice available, it can be hard to know where to start.

"The Germans clearly know a thing or two about beer. They've been brewing in the Black Forest for a couple of thousand years"

Germany, widely acknowledged as one of the world's great brewing nations with over 1,350 breweries (although most of those don't export far from their home town let alone to the UK) is a good place to start

"German beers have a well-deserved reputation for quality, providing a dazzling range of beer styles. says Gallagher "It is these characteristics of premium taste, innovation, authenticity, provenance and heritage, which German beers deliver"

Warsteiner, brewed by the Cramer family since 1753, is the no. 1 imported German Pilsener in the UK. The brand's collaboration with the British Fashion Council has reinforced its style credentials and is helping to change the image of German beer.



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Quality and Diversity

Awareness of the wider quality and diversity of German beers is running at high levels among British craft brewers. Styles such as smoked rauchbier, sharp Berliner Weisse and salty gose are now part of the core repertoire of many of the new wave of brewers. For example, from Stone Brewing's recently opened Berlin brewery comes Stone White Ghost Berliner Weisse, a 4.7% take on the classic beer style once known by Napoleon's troops as the "Champagne of the North, and distributed in the UK in cans and keg by James Clay.

Thomas Tyrell, master brewer at Stone Berlin, says: "We've been inspired by many things in our first year in Berlin, but nothing has been more inspiring than the city itself and its rich brewing tradition."

Lager Rules

The irony is that for the most part, the craft trend is not directly benefiting German brewers. Jonny Garrett, marketing manager with importer Cave Direct, says: "A lot of the craft brewers are producing these styles very excitingly, but I'm not sure drinkers necessarily associate them with Germany. Those beers are probably never going to be volume products; the thing that Germany can really sell to the UK is great quality, well-made lager."

With Cave Direct importing beers from German brewers including Paulaner, Hacker-Pschorr and Hopf, Garrett believes ontrade operators faced with increasing customer interest in authentic beers should be looking carefully at their standard lager fonts. "Rather than put German lagers on the rotational taps, we've always focused on getting permanent lines, as a high-quality, house pour lager.



Perfect Pour

Premium lager commands a premium price, but only if it is presented well

Krombacher's Stephan Kofler says: "For German brands, the serve and correct glassware is vital for the presentation, the sell and taste of beer so staff have to get it right. This means pouring the beer correctly, at the right temperature and in the right branded glass.

"German themed events are also a fantastic way of driving beer sales so we work directly with outlets to assist them anyway we can through promotion on our social media channels and providing resources for events."



Krombacher

ORIGINAL IMPORT FROM GERMANY

The family-owned Krombacher brewery has been brewing their premium beers in the small, pristine village of Krombach, Germany since 1803.

Adhering to the strict German Beer Purity Law (Reinheitsgebot) from 1516, the flagship 4.8% ABV Pilsener Lager is made using traditional brewing methods. Only the finest natural ingredients are used: Premium Siegel hops from the Hallertau region, malt from summer barley, own age-old yeast strains and crystal clear spring water.



To find out more about Krombacher or to enquire about stocking our products please contact us!

www.krombacher.co.uk
info@krombacher.co.uk

[@KrombacherUK](https://twitter.com/KrombacherUK)
[/KrombacherUK](https://www.facebook.com/KrombacherUK)

for the facts **drinkaware.co.uk**



“The pouring lager market is still somewhat dominated by price, but German lagers can actually compete pretty well in a free-of-tie business. Paulaner by the 50 litre keg is very competitively priced, and a significantly better lager than the more generic brands.”

Staff knowledge is key, believes Garrett. “The market is still very young, and often where you see quality house lagers pouring is in places where there’s somebody in that business that knows their beer. People who are focusing on honest ingredients in food are also looking for that in their lager.”

“Consumers are taking more of an interest in where, how and by whom beer is produced, which means less people are falling for the gimmicky advertising campaigns and instead are searching out authentic brands”

Veltins, Germany’s third largest brewery in Germany, is distributed in the UK through Vertical Drinks, working with regional partners such as Robinsons in the north west,

David Bremner, director of marketing for Robinsons, says: “We find Veltins a real door-opener for us, particularly with the free trade, as customers can’t find it elsewhere.

“The 500 ml Veltins bottle outsells Corona and Peroni in our pubs by 40% - that’s without any advertising. The rise in the craft beer sector has really helped. We now find customers are more willing to experiment with new beers, or beers they haven’t necessarily heard of.”

What’s in a Name?

The authenticity message has also emerged from a perhaps unexpected source with the revival of the Hofmeister brand. Once a UK-brewed standard lager memorable more for its advertising

than its flavour, new brand owner Hofmeister Brewing Company has brought the brand back as an authentic Munich-style Helles lager, brewed in Bavaria by the family owned Schweiger brewery and already winning awards.

Spencer Chambers, co-founder of Hofmeister Brewing Company, says: “Arguably the most exciting aspect of the German beer category in the UK is that it’s still to be really created. To date it is only really the wheat beers and pilsner style that we have seen make any inroads in to the British beer market.

“The Helles lager category, in particular, is massively under-represented. We believe the Helles lager style is ideal for the British beer market because the slow brewing process produces a lighter, low carbonated, more refreshing, drinkable style of lager.”

While the original slogan, “For great lager, follow the bear” is still in place, it now leads to a genuine Bavarian beer with, says Chambers, the potential to “really help develop the authentic German beer category as a whole.”

“The British are becoming more enamoured with continental concepts predominantly from Germany such as Christmas markets and Oktoberfests, the latter having become larger and more widespread throughout the UK”

The Oktoberfest Opportunity

Chambers also advises operators not to underestimate the value of Oktoberfest, which has become a Halloween-style calendar event for the on-trade. “Where it once didn’t really have much traction in the British beer calendar, it’s now becoming a major event in its own right, providing an excellent opportunity for bars and operators to really focus on emerging German beers in general and for consumers to better understand what beers are available.”

Sandip Patidar, the owner of Black Forest Beers, importers of Rothaus and Oechsner beers, also believes that Oktoberfest is a valuable tool to increase revenue for pubs and bars

“The British are becoming more enamoured with continental concepts predominantly from Germany such as Christmas markets and Oktoberfests, the latter having become larger and more widespread throughout the UK” he says

“Licensees are cashing-in on Oktoberfest themes, which can be a weekend affair or for the duration of the festival. These tend to attract customers looking for a social evening, drinking out of litre steins or Maßkrugs, with optional fancy dress of Dirndls and Lederhosen. The Brits have really cottoned onto this festival with towns and communities getting involved”

Patidar also points out that, while “Oktoberfest is normally associated with Bavaria and Munich in the Southeast of Germany as a world destination, the north and southwest also have Oktoberfests locally, called Vasen in the south or Kirmes in the north on the Rhine.



THINKING LAGER? THINK PAULANER.

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Competitive Times

At M&B, which stocks Paulaner in bottles in more than 200 pubs, Ben Lockwood, procurement manager for cask ale, craft beer and cider, agrees that “the ever growing popularity of Oktoberfest events proves the interest in German beers is there,” but also warns that there is tough competition for the available taps on the bar.

“Premium World Lager is showing really strong growth in a tough market so there’s definitely scope for the drinker to move across from the mainstream, and a clear appetite from guests to explore this category.

“The challenge now compared to five years ago is that craft lager is a really interesting category too - with brands such as Meantime London Lager, Camden Hells, Four Pure Pils, and Thornbridge Lukas - meaning not only are classic German lagers competing with the likes of Pilsner Urquell and Stiegl Goldbrau, they’ve got this ‘new wave’ of lagers to compete with as well.

“Craft lager is one of the fastest growing categories in the US and I expect that, long term, to be the case here in years to come, but that doesn’t mean the Germans don’t still have a role to play.”

Heritage and Authenticity

This thirst for quality among UK drinkers is also highlighted by Stephan Kofler, sales and marketing director for Krombacher Drinks UK, who says: “Consumers are taking more of an interest in where, how and by whom beer is produced, which means less people are falling for the gimmicky advertising campaigns and instead are searching out authentic brands, packaged in an exciting way with unique backstories and heritage.

“Germany has an incredible beer making heritage, which UK consumers are well aware of, so German brands such as family-run Krombacher are a sign of quality on any bar and sets the right tone for premium establishments.”

“Our draught version of Krombacher Pils has seen growth of 10% in the last 12 months and is a great way for pub and bar operators to distinguish themselves from the competition. For additional styles and seasons, we also offer a dark lager, a Weizen and a Hell Lager to provide variety and rotation options to the draught and fridge offerings.”

Wheat a Difference

Also now offering a wider range is Erdinger, which has introduced beers including the darker Erdinger Dunkel and seasonal Erdinger Oktoberfest alongside its flagship Erdinger Weissbier. UK sales manager Rob Hole says “We’re a wheat beer, so slightly different to the mainstream German lagers. Generally the interest in craft beer has spilled over into the wheat beer sector, and our expanded range helps as people are look at the various differentials in style within the wheat beer category.”

While the brand definitely attracts lager drinkers, “we span the great divide with wheat beer. We find, particularly on a seasonal basis, cask ale drinkers coming over, perhaps wanting something a bit cooler, as well as lager drinkers. Erdinger is keg conditioned, a beer not a lager, but we are served chilled, so we attract a range of drinkers.”

Going NoLow

With the German market more used to low-and no-alcohol beers, importers are making the most of growing UK interest in the category.

Erdinger, Krombacher and Paulaner are among the German brewers with the advantage of an established product to add to the range imported to the UK.

Rob Hole says: “Erdinger Alkoholfrei is our number two brand in the UK, and we have quite an extensive sports sponsorship programme, which has helped to establish the brand as well. One of the compliments we get is that Alkoholfrei tastes like real beer, which is a big plus! A lot of pub chains are taking the brand on, because there’s customer demand for lower- gravity beers with decent taste.”

Kofler at Krombacher Drinks says the brand’s low alcohol range has seen year-on-year double digit growth since 2014. “I would say the low/no beer category is booming and it’s only going to get stronger and more diverse. Our low/no products have been leading the way in Germany for decades so we’re proud to have been a key part of the quality-drive in the UK.”

The less well known but highly respected Rothaus brewery from deep in Bavaria’s Black Forest, also offers alcohol free versions of its Hefeweizen and Pils beers

Patidar explains “Unlike all other Alcohol free beers, which are heavily multi-filtered removing alcohol molecules and everything else too, Rothaus beers undergo a slow alcohol evaporation process at 40° leaving a clean unpasteurised Alcohol free with no beer flavour loss”

Purity from the Black Forest

Natural mountain spring water
Locally grown organic malts
Aromatic Tettnang and Hallertau hops
Unpasteurised and cold process fermentation
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ERDINGER *Weißbier*



www.erdinger.com

The World's Most Popular Wheat Beer **ERDINGER** *Weißbier*

ERDINGER's draught beer selection:



ERDINGER Weissbier with fine yeast – The original premium wheat beer since 1886.

Traditionally matured in the bottle and keg – like champagne. ERDINGER Weissbier with fine yeast is brewed according to a traditional recipe and in strict accordance with the Bavarian Purity Law.

Cloudy, fresh and radiant yellow color with a bright white head that holds well. The aroma is fresh and aromatic with fine floral notes. The body is medium-light which combines with a good level of natural carbonation to give a zesty and creamy mouthfeel.

Alcohol: 5.3 % vol.



ERDINGER Dunkel – Elegant color. Rich flavor.

Dark wheat beer. The selected darkly roasted malt creates a smooth full-bodied taste.

This magnificent dark beer boasts a generous creamy head which is huge at first and then settles nicely in the glass. The discreet nut and malty flavor is combined with a delicate bitterness. It is well balanced between slight sweetness and pleasant freshness – complex without being overbearing.

Alcohol: 5.3 % vol.



ERDINGER Urweisse – in good old Bavarian style.

A particularly pleasantly spicy aroma, a distinctive yeast flavor and an unmistakable top-fermenting beer profile – brewed according to a 130 year-old recipe.

A traditional recipe handed down over the years is the secret of ERDINGER Urweisse with a typical wheat beer flavor of ripe bananas and clove. The recipe dates back to the brewery's foundation in 1886.

Alcohol: 4.9 % vol.

ERDINGER Weissbräu is a traditional, privately owned brewery based in the heart of Bavaria. The picturesque town of Erding, where the world-famous ERDINGER Weissbier has been brewed since 1886, is still home to every single drop of this speciality beer.

Recognising the wider appeal of this exceptional beer, ERDINGER Weissbräu became the first wheat beer brewery to offer its products outside Bavaria, and it soon became popular all over Germany. 10 years later the Bavarian

„cultural heritage“ was made available throughout the world, and today ERDINGER Weissbier is considered the ultimate wheat beer experience in over 90 countries.

ERDINGER Weissbier is a truly special wheat beer among German imports, which are themselves amongst the finest beers in the world. The brewery still sticks rigidly to the Bavarian Purity Law: only water, hops, yeast, wheat malt and barley malt are used in the brewing process, and like cask conditioned

British ale – it is unpasteurised, giving it the wonderful fresh taste and aroma that is associated with the best Bavarian beer – and genuine Bavarian lifestyle.

Many brewers have discontinued traditional but time consuming bottle fermentation for commercial reasons. ERDINGER Weissbräu however, continues to use this process – similar to the champagne method – because it creates a higher level of carbonation and makes the beer particularly refreshing.



Genuine Germans

Augustiner Brau Helles 5.2/5.4%

The oldest independent brewer in Munich, Augustiner beer has been brewed within the monastery of the Augustinian Brotherhood since 1328. 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, while Edelstoff is stronger with hints of spice and a crisp bitter finish.

Cave Direct 01622 710339

www.cavedirect.com

Ayinger Various 4.9-6.7%

An award winning independent family brewery in Bavaria, bottled beers available in the UK include a typical Munich style Helles and a Kellerbier at 4.9%, a 5% Dunkel and a rich, black 6.7% Doppelbock with coffee notes.

James Clay 01422 377560

www.jamesclay.co.uk

Benediktiner Wheat Beer 5.4%

The pot-pourri of aromas combines strong caramel notes, with hints of honey and fruits, chief among them bananas and raisins. A full body, with a harmonious balance of sweet and a discrete bitterness in the background, creates a smooth, creamy mouthfeel.

Adnams 01502 727200

www.adnams.co.uk

Berliner Wheat Beer/Pilsner 3-5.0%

Berliner Kindl Weisse, a very pale top-fermenting wheat beer with a subtle fruity aroma; a thin, dry effervescent palate. Berliner Pilsner has been a stalwart of Berlin culture since its introduction to the German Democratic Republic in 1963.

James Clay 01422 377560

www.jamesclay.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

Clausthaler Alcohol Free Pils 0%

In order to give Clausthaler its award-winning taste, the brewmasters add the hops at an advanced stage of the brewing process. This allows for the characteristic aroma of Clausthaler to be optimally released. The resulting taste is full enough to compete with the finest Pilsner.

World Beers 01279 600044

www.world-beers.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.

World Beers 01279 600044

www.world-beers.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 0161 438 4060

www.dortmunder.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, Alkohol-Frei (0.4%) Packaged, also imported are seasonal beers Oktoberfest, Schneeweisse, Sommerweisse (4.6%) and Bavarian Speciality - Fischer's Helles Bier (5.5%) draught.

James Clay & Sons 01422 377560

www.jamesclay.co.uk

Marstons 01902 711811

www.marstons.co.uk

Nectar Imports 01747 840100

www.nectar.net**Flensburger Gold/Pils 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'. Gold is a pale golden Dortmund style beer, and the fresh, full bodied Pils is also available on draught in the UK.

James Clay 01422 377560

www.jamesclay.co.uk**Franziskaner Wheat 5.0%**

A monastic brewery in the 14th century, but today makes some of the world's most popular traditional Bavarian wheat beers. The Weissbier is a beautifully aromatic unfiltered wheat beer with a fruity flavor and a refreshing subtly spiced finish.

AB InBev: 01582 391166

www.ab-inbev.co.uk**Fruh Kölsch 4.8%**

A dangerously drinkable beer with an unsurpassed balance 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 5.0%**

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.

Matthew Clark 01275 891 400

www.matthewclark.co.uk**Hacker-Pschorr Various 5.5-5.8%**

Hacker-Pschorr's Hell is recognized as the benchmark of the lager style and the brewery is known as Bavaria's Heaven. Gold is a true Munich Lager, a taste sensation for any beer connoisseur. Hefeweizen and Sternweisse are fine examples of German gold and dark wheat beers while the unfiltered Kellerbier is truly one of the best lagers in the world.

Cave Direct 01622 710339

www.cavedirect.com**Hofbräu Dunkel/Helles 5.1-5.5%**

Dunkel was the original beer brewed at Hofbrau, although it is the refreshing, bitter flavour of the Helles that has become famous worldwide.

James Clay 01422 377560

www.jamesclay.co.uk**Hofmeister Helles 5.0%**

Hofmeister is back. But this time it's a genuine Helles from Bavaria. Now independently owned by a small team of beer enthusiasts and is brewed by a 4th generation family brewery, one of only four certified slow brewers in this historical brewing region. It has already won the best lager of 2017 award in the prestigious IWSC Beer Awards. Watch this Bear

Hofmeister 01293 310 017

www.hofmeister.co.uk**Hopf Wheat Beer 5.3%**

Brewed at the highly respected Hopf brewery in the picturesque town of Miesbach, Hopf Helle Weisse is a little gem! With a lighter body than classic hefeweisses, but with the same moreish taste, this beer is regarded as one of the best in the world.

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**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**Köstritzer Kellerbier/Schwarzbier 4.8-5.4%**

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. Schwarzbier is interesting, unique and much more complex than a standard lager, with subtle tones of malt and chocolate.

Adnams 01502 727200

www.adnams.co.uk

James Clay 01422 377560

www.jamesclay.co.uk



Krombacher Pils 4.8%

Brewed with noble hops, quality malt and pure water giving a wonderful balance with a crispness on the finish adds up to the distinctive Krombacher taste.

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
 Nectar Imports 01747 827030 www.nectar.net

Krombacher Brautradition Kellerbier 5.1%

An outstanding Kellerbier in its pure form - lightly yeasty at first, then aromas from the fermentation become apparent; a penetrating bitterness dominates the flavour.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher Dark Dark Lager 4.7%

Distinct malt-caramel notes with liquorice, spice and coffee notes also discernible; a hoppy bitterness asserts itself slowly to linger on the palate.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher Hell Helles 4.7%

This light-coloured lager beer is subtly hopped, making it less bitter than a Pils, and delivers a satisfyingly pleasant malty sweetness.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher LA Pils <0.5%

Everyday refreshment with true pils flavour. Lightly sweet at first, the sweetness quickly changes to the hoppy, delicately bitter character of Krombacher Pils.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher Weizen Wheat 5.3%

Naturally cloudy and lightly carbonated wheat beer, with soft and sweet aromas reminiscent of honey and banana; restrained bitterness leads to a fruity finish.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
 Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Weizen LA Wheat <0.5%

Everyday refreshment with true pils flavour. Lightly sweet at first, the sweetness quickly changes to the hoppy, delicately bitter character of Krombacher Pils.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
 Oakham Ales 01733 370500 www.oakhamales.com

Licher Weizen Wheat 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 Helles 5.0%

Brewed since 1383, and still produced in Munich according to the Reinheitsgebot. A genuine import 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 5.2%

Ranked among the best of the Bavarian Wheat beers, and available in both Hell and Dunkel varieties.

James Clay 01422 377560 www.jamesclay.co.uk

Oechsner Pils/Lager/Wheat 4.0-5.4%

A 6th Generation brewery in Franconia, Northern Bavaria; Oechsner beers are still brewed according to traditional methods using state-of-the-art technology. They include Schwarzbier (5.1%), a dark lager manufactured from roasted malts, Pils (4.9%), a classic lower strength Pils, Four (4%), a classic session lager, Hefeweizen (5.2%), a light Wheat beer with citrus and honey notes, and Edelhell (5.4%), a stronger lager with a clean creamy taste

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Paulaner Munich Hell	Helles	4.9%
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The symbol of Munich and Bavaria's most popular lager - a true classic 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 Munich Dunkel	Dark Lager	4.9%
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A great example of the original lager style, which predates light coloured pilsners and helles by several centuries. 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 Hefe Weiss	Wheat	5.5%
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The definitive Bavarian style wheat beer from this internationally revered brewery. 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 & 30l kegs.

Cave Direct 01622 710339

www.cavedirect.com

Paulaner Hefe Weiss	Wheat	0%
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A full-flavoured and refreshing version of the classic unfiltered, cloudy wheat beer. While many low-alcohol beers taste thin and sweet, this hefeweiss gets a full body and flavour from the yeast and wheat it uses, and has a fruity aroma and medium sweetness with a dry finish.

Cave Direct 01622 710339

www.cavedirect.com

Paulaner Salvator	Doppelbock	7.9%
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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

Rothaus Tannenzäpfle	Pils	5.1%
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The Rothaus Brewery, nestled in the Upper Black Forest, is Germany's highest elevation brewery. Water for the beer is drawn from their own 7 springs, one of the few breweries in Germany to operate their own biological water treatment plant. The best aromatic hops from the Tettang and Hallertau regions, local malt from summer barley, and pure spring water from the upper Black Forest combine to give a Pils with a uniquely fresh and tangy taste.

Black Forest Beers 01252 642325

www.blackforestbeers.co.uk

Rothaus Hefeweizen	Wheat	5.4%
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A bio cultured top-fermented yeast wheat beer which is not filtered, producing an orange-yellow cloudy beer. The result is a refreshing, sparkling beer which has a typical wheat bouquet with hoppy scented tones and a light and fruity aroma.

Black Forest Beers 01252 642325

www.blackforestbeers.co.uk

Rothaus Eiszäpfle	Marzen Export	5.6%
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Regional barley malt, soft brewing water, and the best aromatic hops from the Tettang and Hallertau regions characterize the full-bodied taste of this Märzen Export. The high original gravity and mild hops create an intense malty taste.

Black Forest Beers 01252 642325

www.blackforestbeers.co.uk

Rothaus	Radler	2.4%
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A finely balanced blend of Pils, Märzen Export, and a lemonade produced in house at Rothaus specifically for this Radler, give the beer its fresh and tangy taste. No artificial aromas are added.

Black Forest Beers 01252 642325

www.blackforestbeers.co.uk

Rothaus Alcohol Free	Wheat/Pilsner	0%
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Unlike all other Alcohol free beers which are heavily multi-filtered beers removing alcohol molecules and everything else too, Rothaus beers undergo a slow alcohol evaporation process at 40° leaving a clean unpasteurised alcohol free beer in both Hefeweizen and Pils with no beer flavour loss.

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Schlenkerla	Rauchbier	5.1%
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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. Three varieties are available in the UK, Martzen, Wheat, and a lager.

James Clay 01422 377560 www.jamesclay.co.uk

Schlosser Alt	Altbier	4.8%
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Altbier, often just called the "Old", is an amber, Rhineland specialty. Traditional, top-fermenting brewing process remains faithful as ever - pure brewing water, fine aroma hops and mildly kilned malt.

James Clay 01422 377560 www.jamesclay.co.uk

Schneider Weisse	Wheat Beer	5.2-8.0%
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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

Schöffelhofer	Hefeweizen Wheat Beer	5.0%
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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

Spaten	Helles	5.1%
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With roots that date back to 1397, Spaten created the first pale gold lager (a Helles) to be brewed in Munich in the 1890s. They continue to brew a fantastic range of traditional Bavarian beers including their world-famous Oktoberfestbier.

Matthew Clark 01275 891 400 www.matthewclark.co.uk

Stone Berlin	IPA/Strong	4.7-8.5%
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Stone Brewing's state of the art brewery in Germany has brought some of the American brewery's finest beers closer to home. A range that includes several IPA's, Arrogant Bastard American Strong Ale and the tartly refreshing, kettle-soured Stone Berliner Weisse.

James Clay 01422 377560 www.jamesclay.co.uk

Uerige	Alt	4.7-6.5%
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A top-fermented specialty beer made with barley, caramel and roasted malts, umbel hops and Uerige's own yeast strain. Full-bodied, aromatic and agreeable, the 4.7% altbier regularly ranks amongst the top ten beers in Germany, while the seasonal 6.5% Sticke is made with more malt and hops.

James Clay 01422 377560 www.jamesclay.co.uk

Veltins	Pilsner	4.8%
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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.

Vertical Drinks www.verticaldrinks.com
Westside Drinks www.westsidedrinks.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Warsteiner	Pilsner	4.8%
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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

Weihenstephaner	Wheat Beer	5.4%
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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.

James Clay 01422 377560 www.jamesclay.co.uk



Meet the Germans

Beer Styles

Germany is renowned for the quality and purity of its lager, but as the British drinking public becomes more beer curious it's worth introducing your customers to some of the country's other styles of beer

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 beers 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.



The Why and How of Belgian Beer

Beer from Belgium

Brexit doesn't help. With the pound struggling against bigger currencies - not least the Euro - the cost of imported beers has risen, so why bother to stock them? asks Tim Webb

The answer lies in the simple version of what has been happening to consumer tastes in beer in the last couple of decades.

What the discerning and interested beer drinker wants is authenticity, flavour and variety. Yet another national brand lager adds nothing, you need something with history and character.

And nowhere beats Belgium.

The Back Story

The decades that followed the First World War saw beer suffer a catastrophic fall from grace. It has only recently started to get back some swagger.

Beer's gentle but relentless revival owes a lot to modern North American and Scandinavian interpretations of 19th century British brewing and a whole load more to the Belgian heritage of endless beer styles, running from 1% to 12% abv, straw-coloured to jet black, sweet as treacle via dry as a bone to plain acidic, and from fresh to funky, with nothing apparently off limits.

The theory goes that if your land is frequently invaded and occupied by foreign powers, including twice in the 20th century, you cling hard to local traditions.

What Belgium brought to the craft beer revolution was the idea that beer does not have to be monotonous or predictable. Big and unusual flavours are good.

Conventions are for boring people.

"Belgian brewers have perfected the art of making 8% abv beers like Duvel dangerously approachable"

Belgian Beer Today

The British are rightly proud of their cask ales, the Czechs and Bavarians of their authentic lagers, and the Americans of their 21st century craft beer explosion.

Yet only Belgium can claim that a majority of the beer it makes is exported.

Furthermore, while twenty years ago the biggest chunk of these exports were industrial lagers being shipped to warehouses in France or the Netherlands, today it is independent small or regional brewers sending specialty beers to interested consumers in around 70 different countries around the world.



SERIOUSLY BELGIAN BEER



BEER BREWED CAREFULLY, TO BE CONSUMED WITH CARE.



So What To Stock?

What Belgian specialty beer is not. . .

Big brand same-old-same-old lagers, whether or not they were originally brewed in Belgium are not what this is about. Indeed most of the best Belgian beers are not designed to be on draught at all.

“...while you can amuse customers with oddly named, highly spiced, sweet and strong ales for a time, if the beer in the glass does not have real substance it won't keep them amused for long”

The classic Belgian beers are bottled ales, typically with a light sediment of live yeast. The quality end is definitely not about micro-filtered ales and lagers diluted with fruit syrup or cordial.

Equally, while you can amuse customers with oddly named, highly spiced, sweet and strong ales for a time, if the beer in the glass does not have real substance it won't keep them amused for long, and worse, those who know their beer may dismiss you as an amateur.

Holy Beers

It is fairly well known that in Belgium monks brew beer. Actually they employ people to make beer for them but the ones where brewing occurs within the abbey walls are Achel, Chimay, Orval, Rochefort, Westmalle and Westvleteren. There is no Trappist beer style but dark, strong and beautifully simple covers a majority.

In addition to this there are beers that associate themselves with abbeys, with varying degrees of authenticity, some raising money for the Order. The best ranges include Kapittel, Witkap, St Bernardus and St. Feuillien, all by independent breweries.

“Big brand same-old-same-old lagers, whether or not they were originally brewed in Belgium are not what this is about”

Regional beers

Belgium's 50 or so longer established regional or family breweries were for decades the backbone of Belgian brewing culture, though many were panicked into making simpler beers for a time. The

Serving Belgian bottled ales - what staff need to know

Serve between 8° and 12° C - no colder

Thick-stemmed glasses are way better than mugs or jugs - try to source ones without advertising logos.

Those with yeast sediment should be stored upright and undisturbed for two weeks before serving

Pour down the side of the glass in a single movement. If sedimented leave 10% (1 cm) in the bottle - or let the customer do it

With 75 cl 'convivial' bottles for sharing among 2, 3 or 4 people use a single pour

ubiquitous Blond style barely existed twenty years ago, though Duvel was well-established and on its way to world fame.

If there is a key feature of a typical regional brewer's beer it is that regardless of how extreme the style appears to modern palates - our ancestors would laugh at us for thinking a 6% beer is strong - it achieves "balance". Belgian brewers have perfected the art of making 8% abv beers like Duvel dangerously approachable.

Brewery names to look out for include Dupont (Moinette), Anker (Gouden Carolus), Halve Maan (Straffe Hendrik) & Contreras (Valeir).

The New Wave

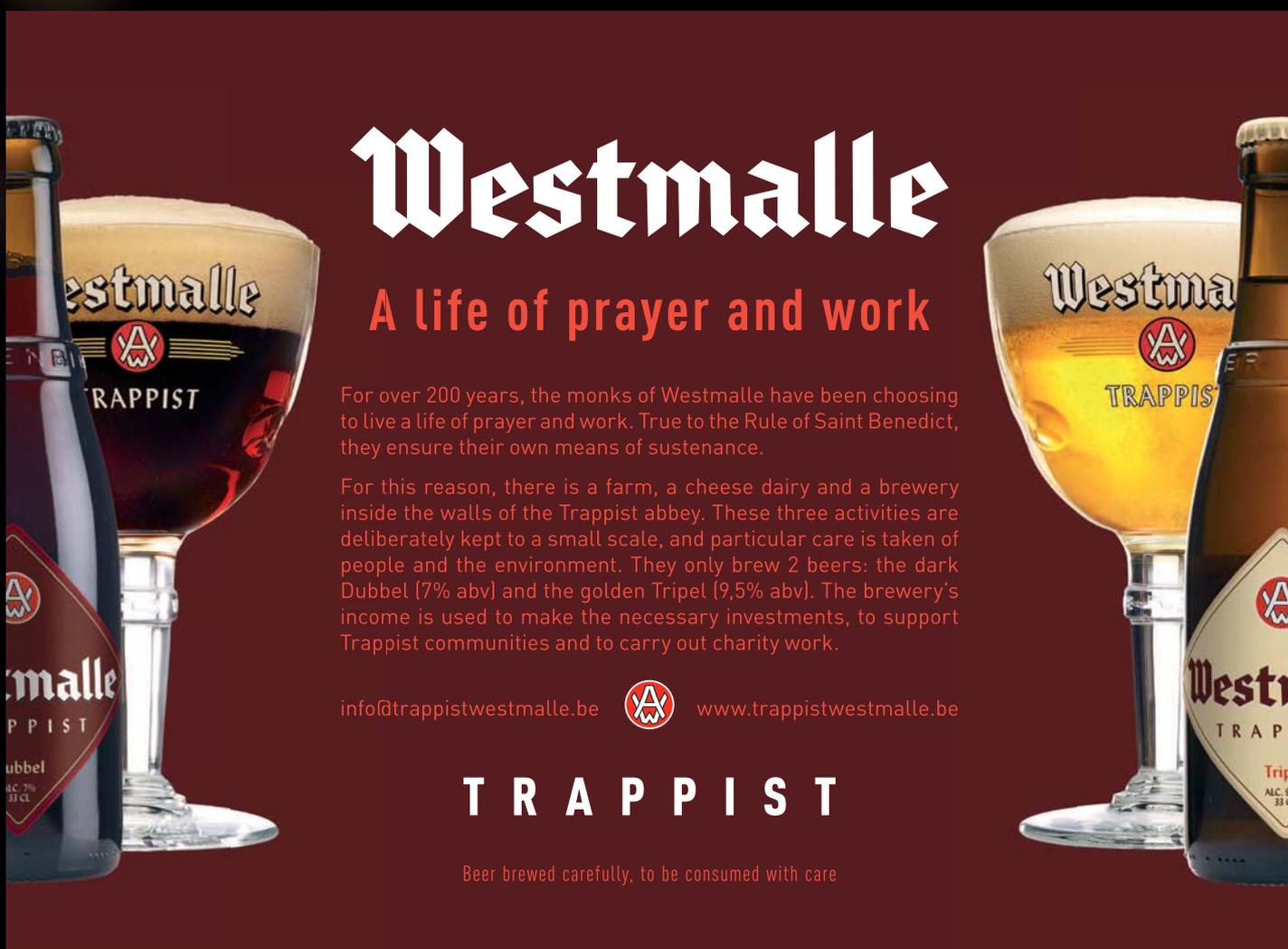
In Belgium as everywhere else in the world, the number of breweries is growing fast, as some young brewers spot an opportunity to earn a living from making great-tasting beers, and others spot a way to a quick buck by producing dull or bad beer that looks like it might be great.

Beware of "breweries" where no brewing occurs.

The best of the new wave are unquestionably better than many of the old and these companies are rapidly becoming the new backbone of great Belgian brewing.

"And then there are those brewers whose various authentic, sometimes sour, sometimes earthy traditional beers, perfected over centuries for customers whose palates had become attuned to their appreciation"

The first, back in the 1980s were breweries like Dolle Brouwers and Blaugies, encouraging now well-established brewers like De Ranke and Glazen Toren, and enabling the new greats like De La Senne, Dochter van de Korenaar and Rulles in turn to encourage the likes of Bastogne, Belgoo, Cazeau, De Ranke and Struise, among others.



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

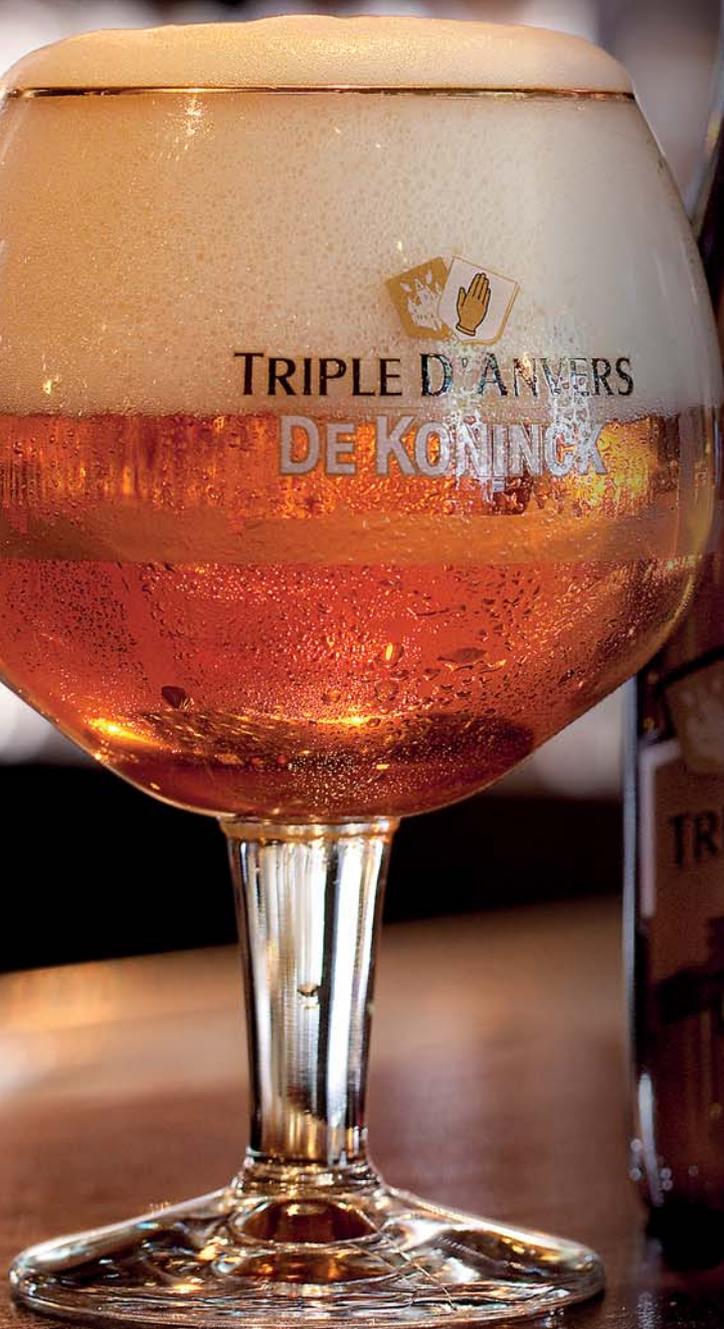
Tips for specialist bars

Visit Belgium with key staff to understand the art of the possible
Build a list of 40 to 80 beers, mostly bottled, including 75 cl 'convivials'

Consider food pairings or Belgian-style 'nibbles'

Consider winelist-style independently sourced beer descriptions

Buy the Good Beer Guide Belgium - no, really, it will save you thousands



Sour & Wild Beers

And then there are those brewers whose various authentic, sometimes sour, sometimes earthy traditional beers, perfected over centuries for customers whose palates had become attuned to their appreciation.

Authentic lambics are wheat beers from Payottenland and Brussels, fermented like wine or traditional cider, then aged in oak casks for up to three years or heavily steeped with whole cherries before blending and bottling.

Styles like oude g(u)euze or oude kriel are an acquired taste but once appreciated can become an obsession. Anything from Boon that has the word Oude on its label is a good starting point but have your staff and tasting notes well-prepared to avoid the initial shock sending some customers running for the hills.

Oak-aged brown ales can spend two years in huge tuns before blending, to make brown beers that at first taste make beer drinkers grimace and red wine drinkers raise an eyebrow. Look for Rodenbach Grand Cru or Verhaeghe.

Finally there are the saisons, the UK craft brewing fad of 2016. Try those from the Hainaut region of Belgium - especially Dupont, Cazeau, St Feuillien or Saison IV from J-J - and you will see how far the newbies have to go.

The Bottom Line

Belgium's awesome and well-deserved global reputation as the world's top beer-producing nation for style and variety - the France of the beer world - means a few well-chosen Belgians on your list says something about you.

The key term there is well-chosen. If all your supplier can offer is a couple of well-known brands from the lower ranks, better stock nothing for now in my view.

Tips for all

Of 3000 beer brands, around 1000 can be sourced in the UK
Cave Direct have the largest selection but there are other suppliers

To show an interest stock six good beers and avoid mainstream ones

Brief your bar staff properly about the styles

Proper storage and serving is an important part of the sales pitch

Tim Webb has been writing Good Beer Guide Belgium since 1991, with a clutch of international awards to show for it. The eighth edition comes out in April 2018. He also writes The World Atlas of Beer and Pocket Beer Book with Canadian beer writer Stephen Beaumont, for the publishers of the late Michael Jackson's global titles and The World Atlas of Wine.

The best strawberry wheat beer

Brewed with traditional Belgian wit beer and real strawberry juice, Früli is a delicious and unique Belgian beer.

Where most Belgian fruit beers are based on sour lambic or Flemish red ales, Früli strikes the balance between bitter, fruity and tart to make it a refreshing, easy drinking ale that appeals to a wide range of tastes and wins plaudits around the globe. In fact, it was voted the World's Best Fruit Beer by the World Beer Association in 2009.

Cloudy and glowing red it has the velvety feel of a wheat beer and bursts with juicy strawberry flavours balanced by the coriander and lemon zest in the base Belgian wheat beer.

The Früli strawberry beer brand has gathered a cult following, selling in over 25 countries, from Canada to China on both keg and draught.

For distributors visit <http://www.fruli.be/#/united-kingdom/>



Everyone's favourite strawberry beer!



Früli
PREMIUM
STRAWBERRY BEER

A delicious blend of witbier and pure strawberry juice, Früli is an award-winning fruit beer from Belgium.

Bursting with strawberries and balanced by a hint of bitterness and lemon peel for a little citrus.

Winner of the world's best fruit beer in 2009 and a cult hit throughout the world.

“Life is Sweet”



Availability: draught 30 litre kegs or 33cl bottles

ABV: 4.1%

Kcal per 125ml: 125 calories per serving

Stylish glassware & quality POS available.

Say hi on twitter @Fruli and get your business mentioned on [Facebook.com/Frulibeer](https://www.facebook.com/Frulibeer) - Info@Fruli.be

[f /frulibeer](https://www.facebook.com/frulibeer) [@fruli](https://twitter.com/fruli)

www.fruli.be





For the Love of Lambic

Beer Knowledge

Jonny Garrett spills the secrets of the wild, sour brews that are gaining popularity with craft connoisseurs and other beer lovers

It shocks most people to hear it, but despite brewing beer for around 6,000 years we have only known how it's made for around 160 of them.

Until Louis Pasteur proved that yeast was behind the production of alcohol, we were brewing blind, relying on mixed cultures of microbes either from the air or from other fermenting beers. That also meant that pretty much all beers in the world were sour, as infections from bacteria like lactobacillus was almost inevitable. Pasteur's discovery changed the brewing world, allowing brewers to isolate the yeast and start producing alcohol without the sour and funk side effects.

"Like fine wines, these beers only improve with age in a temperature controlled cellar or wine fridge"

Today the vast majority of brewers use isolated yeast strains, grown in a lab or at the brewery for a particular purpose. It could be to add lots of lovely banana-like flavours in a weissbier, just a hint of bite and lots of dryness in an IPA, or next to no flavour at all in a lager. As humans always try to do, we have exercised our power of nature to make it do what we want. In doing so we made clean, consistent and exciting beer to suit our palates.

But not everyone uses laboratory yeast. There is a growing trend in the craft beer movement to go back to using wild yeasts and microbes to add those historic flavours back into beer. It may seem like a new movement but it is centuries old, surviving countless generations, wars, financial crashes and political unrest. Wild brewing is a vital part of our roots but also our future, and the most famous of these traditional brewers are the lambic producers.

"There is a growing trend in the craft beer movement to go back to using wild yeasts and microbes to add those historic flavours back into beer"

What is a Lambic

Lambic is a style of beer made in the Senne Valley to the south-west of Brussels, Belgium. Instead of crash cooling and adding yeast to the beer after it has been boiled as most breweries do, lambic beers are cooled overnight in giant swimming pools at the top of the brewery.

During this time natural microbes in the air infect the liquid before it is then pumped into individual barrels to ferment and age for up to three years. The different ages of beer can then be blended and bottled to create a geuze or aged further over fruit to make tart fruit beers like kriek and frambois.

At this point you may be nodding your head. Thanks to the larger lambic breweries like Lindemans and Timmermans we have these

beers in Belgian and speciality beer shops all over the UK. These beers are made with a legitimate lambic base but usually then blended with juices and sweetened, and as such make a great, natural alternative to sweetened cider and so-called spirit beers. But they only hint at the stunning complexity of a true lambic.

Sweet or Sour

Until the last few years those sweeter lambics have dominated the market. In fact, a dislike of the sour complex “oude” or traditional lambic led to the creation of the sweetened version to save businesses. Now, however, the lambics of Belgium are in huge demand all over the world. Jean Van Roy, fourth generation brewer at the world-famous Cantillon Brewery knows that better than anyone. His bottles are traded and sold on the black market for hundreds of dollars but he refuses to raise his prices to cash in on their popularity. He’s just glad tastes are changing.

“Acidic taste was very difficult for people 10 or 15 years ago but these types of flavours are coming back everywhere,” he says. “It’s the same for Champagne: it was impossible to find a bottle of Champagne without sugar - extra brut - in the 80s. Now they are everywhere. We are living through a real renewal for sour flavour.”

“It may seem like a new movement but it is centuries old, surviving countless generations, wars, financial crashes and political unrest”

Traditional Lambic

Aged straight lambic itself is like a very dry, funky cider with lots of apple skin, hay and sherbet flavours. When blended it gains a Champagne-like quality, complex dry and of the classic farmyard quality associate with *Brettanomyces Bruxellensis* - a yeast unique to the Senne valley. No beer made in this way elsewhere in the world will taste quite the same and the best lambics can sell out in bottleshops in minutes.

But breweries like Boon, Beersel and Lindemans make affordable, world-class traditional lambic that is available all year round, allowing anyone who has an interest or sees the demand to buy bottles and even kegs.

The risk is minimal too - like fine wines, these beers only improve with age in a temperature controlled cellar or wine fridge. That means if you have the space, they can make an excellent addition to a burgeoning craft beer fridge. It will sit nicely next to more common Belgian classics like Tripels, dubbels and blonds as well as offering the next step in the flavour journey from the less complex kettle-soured beers currently so popular in the UK.

Happily, the obsession with lambic has inspired British brewers to take the next step and start producing lambic-style beers of their own. Brewers such as Wild Beer Co, Burning Sky, Elgoods and the soon-to-open Duration will all be producing beers made with local wild yeasts, though we will have to wait over three years to see the results. Until then, the Belgian lambics are waiting for you.

Belgian lambic uses a whole new lexicon for their beers and processes, as well as a mix of French and Flemish.

Here’s a guide to what these words mean.

Lambic

The generic term of spontaneously inoculated wheat beer from the Senne Valley, as well as the word for the straight, uncarbonated beer from the barrel

Geuze/Gueuze

A blend of different aged lambics, refermented in the bottle to create a highly carbonated, dry and complex beer. It ages beautifully and most lambic brewers would not open a bottle until it is around 18 months old.

Oude

The designation of a traditional, unsweetened lambic that can be applied to straight lambic, geuze or any fruited lambic made and finished traditionally.

Brettanomyces Bruxellensis

The strain of yeast that has come to define the lambic beers. Adding a dry, cider-like funk to the beer over years in the barrel and bottle.

Kriek

A lambic aged over cherries, which can be drunk fresh for a rich cherry flavour or aged until balanced with the base beer.

Frambois/Framboos

A lambic aged over raspberries, best drunk fresh for the tart, jam-like flavours imparted by the fruit.

Faro

A geuze that has been sweetened using Belgian candy sugar, to temper the sourness.





Belgian Beauties

Achel	Trappist	8.0%	Bavo	Various	4.2-5%
<p>Launched in 2001, Achel Blonde has rekindled this Trappist monastery's proud brewing heritage. Overall, more akin to a saison than a traditional Trappist golden triple. The suprisingly refreshing Achel Bruin has a smooth caramel sweetness and a rich finish with hints of dark caramel.</p> <p>Cave Direct 01622 710339 www.cavedirect.com</p>			<p>Bavo Pilsner is a crisp, refreshing lager made exclusively for Cave Direct by the multi-award-winning Huyghe brewery. Bavo Wit is a traditional wit brewed with orange peel and coriander.</p> <p>Cave Direct 01622 710339 www.cavedirect.com</p>		
Affligem	Abbey	7-9%	Belle-Vue	Kriek	4.1%
<p>An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.</p> <p>Heineken UK 08457 101010 www.heineken.co.uk</p>			<p>Belle-Vue has been making traditional Belgian Lambic beers for over 100 years. Its Cherry 'Kriek' beer ages for up to 4 years in oak barrels before being blended to make a fruity and refreshing Lambic</p> <p>AB InBev UK 01582 391166 www.ab-inbev.co.uk</p>		
Averbode	Abbey	7.5%	Belgoo	Various	6.4-8.1%
<p>Brewed in collaboration with the Abbey at Averbode, this Belgian strong ale from the Huyghe brewery is a delicious blonde beer with a spicy and citrusy nose & 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.</p> <p>Cave Direct 01622 710339 www.cavedirect.com</p>			<p>A range of bottle conditioned ales from a new artisan brewery. Award winning beers include Magus and Luppoo as well as organic beers Bioloo Amber and Blond.</p> <p>Cave Direct 01622 710339 www.cavedirect.com</p>		
Bacchus	Fruit	5-5.8%	Blanche de Brussels	Witbier	4.5%
<p>Brewed by Van Honesbrouck in Belgium. Light and refreshing with a spritzy tartness, these fruit beers are available in Framboise and Kriek varieties.</p> <p>James Clay 01422 377560 www.jamesclay.co.uk</p>			<p>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.</p> <p>Cave Direct 01622 710339 www.cavedirect.com James Clay 01422 377560 www.jamesclay.co.uk</p>		
Barbar	Strong Ale	8.0%	Blanche de Namur	Witbier	4.5%
<p>With its rich maltiness and delicate honey taste and aroma, Barbar honey is a beautiful, sweet beer. Made using a unique yeast strain and re-fermented in the bottle, it's also got more depth than most honey beers.</p> <p>Cave Direct 01622 710339 www.cavedirect.com</p>			<p>Cloudy, smooth and mellow, Blanche de Namur Rose has the same unique flavour with the addition of pure raspberry.</p> <p>Instil Drinks Co 0207 449 1685 www.instildrinks.co.uk Pierhead 01322 662377 www.pierhead.uk.com</p>		

Boon Fruit/Lambic 4-8%

Oude Geuze is a blend of young and old lambic beers which is then matured for up to another year. The characteristic champagne sparkle is accompanied by fruity grapefruit and ginger flavours. Also Framboise, Kriek, and a Mariage Geuze/Kriek, a vintage geuze, blended with 95% aged lambic & 5% young, sweet lambic. Kriek Mariage Parfait is 1 year-old heavy lambic flavoured with overripe cherries.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Bruegel Amber 5.2%

A traditional Amber ale brewed with caramalt, giving a slightly sweet but earthy aroma. The taste is mainly defined by caramel, with a nicely balance dry finish. This beer style is popular in Belgium as an alternative for pilsner.

Cave Direct 01622 710339 www.cavedirect.com

Brugse Zot Blonde/Brune 6.0-7.5%

Blonde is 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. Brune has a deep russet brown body contrasting with a firm creamy head. Full malt sweetness is accented with bitter chocolate and dark fruits.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Cantillon Gueuze/Lambic 5.0%

The highly acclaimed Gueuze is a blend of young and old lambic beer, producing another fermentation and more maturation. Kriek is not artificially sweetened, authentic kriek is sour and very, very tart. Rose De Gambrinus, when young, will still present its full fruity taste. Later on, the lambic taste will become dominant at the expense of the fruit taste.

James Clay 01422 377560 www.jamesclay.co.uk

Celis Witbier 5.0%

A white wheat top-fermented beer with a touch of fruit and herbs. Ideally served cold, it gets a blurred white appearance and a suprising light taste.

James Clay 01422 377560 www.jamesclay.co.uk

Chimay Trappist 4.8-9.0%

The Chimay Trappist Brewery brews a range of beers, including Gold, a highly fermented Trappist beer which was previously reserved for the monastic community, their guests and their colleagues. Red, (known as Premiere in 75cl bottles) the original Chimay beer, has a wonderful copper colour and a very fruity, mellow taste, while Blue (Grande Reserve in 75 cl bottles) is a dark beer with a powerful aroma, a complex taste and ages very well.

Cave Direct 01622 710339 www.cavedirect.com
Fullers Brewery 0208 996 2000 www.fullers.co.uk
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

De Dolle Ale 5.2%

De Dolle Brouwers translates as "the mad brewers" and that suits the people behind De Dolle. They produce daring, delicious beers and have done since 1980, long before the term "craft beer" was coined. Usually based on traditional recipes they add their own twist, whether it's plenty of hops, a sour yeast or some time in a barrel. Whatever the twist, the resulting beer is unfiltered, unpasteurised, bottle conditioned and, without exception, stunning

Cave Direct 01622 710339 www.cavedirect.com

De Koninck Ale 5.2%

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.

Duvel Moortgat 020 3740 8479 www.dekoninck.com
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

De La Senne Various Ales 4.5-5.5%

Brussel's De La Senne were perhaps the first of the new wave of Belgian brewers, taking inspiration from its rich brewing heritage as well as the traditions of other nations like the UK. They make hoppy, sessionable versions of classic Belgian styles – like their delicious pale ale, Taras Boulba – as well as exciting experimental and collaboration beers.

Cave Direct 01622 710339 www.cavedirect.com

Delirium Various Ales 8.5-9%

The famous Tremens is a bright golden beer with a dense white head, a sweet fruity flavour made with Czech Saaz hops and Styrian Goldings. Nocturnum is a mixture of caramel, coffee and chocolate, as well as spices such as liquorice and coriander. Red has a light pink, compact head and a soft aroma of almond and sour cherries.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Deus Brut des Flandres Champagne Tripel 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, 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%

The flagship beer of the Verhaeghe brewery, who mature all their beers for years in giant oak casks. They are as complex as beer can get, marking the point where beer, wine and cider all meet. Less known but just as delicious is their Echt Kriekenbier, made using the traditional sour red ale but aged with cherry

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.com
www.jamesclay.co.uk

Duvel Strong Ale 6.8-8.5%

The classic Duvel is one of the Belgian Greats. Tripel Hop, an annual tweak on the famous strong ale, uses the same Saaz-Saaz and Styrian Golding hops with a third hop, to give this limited edition beer a unique character. Duvel Single Fermented is the classic Duvel recipe, formally known as Green, which is fermented for 30 instead of 90 days and is available only on draught

Duvel Moortgat 020 3740 8479
Cave Direct 01622 710339
Matthew Clark 01275 891 400
James Clay 01422 377560

www.duvel.be
www.cavedirect.com
www.matthewclark.co.uk
www.jamesclay.co.uk

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%, Rasberry 3.6%, Honey 4.5%

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.com
www.jamesclay.co.uk

Fruli 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
Matthew Clark 01275 891 400

www.cavedirect.com
www.matthewclark.co.uk

Gouden Carolus Tripel 11.0%

This award winning beer, originally brewed for the Knights of the Golden Fleece in 1491, is a stunning example of the style. Golden and spicy, it dances on your tongue before a balanced, dry hop finish

Cave Direct 01622 710339

www.cavedirect.com

Grimbergen Blonde 6.7%

A smooth, blonde ale from the legendary Grimbergen brewery, it has ripe yellow fruit flavours, a spicy note of clove and a dense, cream-coloured foam

Carlsberg 01604 668866

www.wearecarlsberg.co.uk/

Grottenbier Dubbel 6.5%

Matured in caves giving this beautiful beer a full body and complex malt flavour. Relatively low alcohol for a Belgian beer, it is packed with flavour and a brilliant after-dinner beer

Cave Direct 01622 710339

www.cavedirect.com

Gulden Draak Strong Ale 10.5%

A dark and strong ale with hints of cherry, plums and sweetened coffee. At such high alcohol it has a strong alcoholic aroma, but it much smoother on the palate and a delicious and decadent beer.

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.com
www.jamesclay.co.uk

Hercule Stout 8.4%

Hercule stout packs a real dark flavour punch, with complex malt flavours and a hint of coffee - outstanding.

Cave Direct 01622 710339

www.cavedirect.com

Hopus Belgian IPA 8.3%

One of a new wave of Belgian IPAs that leave behind the big esters and go for fruity hop aromas. After a clean, sweet finish this beer builds to a big hoppy finish, like a super hopped tripel.

Cave Direct 01622 710339

www.cavedirect.com

Hoegaarden Witbier 4.8-5.0%

With a local brewing tradition dating back to 1445, Hoegaarden has a unique brewing process whereby the beer is first top fermented with coriander seeds and Curaçao orange peel, and then is conditioned in the bottle, unfiltered, resulting in a distinctive cloudy white appearance and refreshing flavour.

AB InBev: 01582 391166

www.ab-inbev.co.uk

Kasteel **Various** **4.5-11.0%**

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 kriel beer.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

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** **6-10.0%**

A top fermenting, hazy, yellow-gold beer with a touch of coriander and hops, this is the main brand from the highly acclaimed Achouffe Brewery. Other brands include Mc Chouffe, a dark Scottish ale, Houblon Chouffe, an unfiltered Belgian double IPA, Chouffe Soleil, a summer seasonal that's a lighter take on La Chouffe, and N'Ice Chouffe, a strong dark winter warmer.

Duvel Moortgat 020 3740 8479 www.achouffe.be/en
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

La Guillotine **Triple Ale** **8.5%**

This golden blond, multigrain beer uses Saaz, Brewers Gold and Amarillo to get a lovely grassy, spiced and citrusy aroma. On the palate it is initially rather sweet, with an intense fruity flavour from the Belgian yeast and hops, before a clean bitter finish.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

La Rulle Estivale **Pale Ale** **5.2%**

La Rulles use local spring water to brew modern takes of traditional Belgian beers. Using no spices but plenty of American hops they make aromatic, deeply flavoured beers. Estivale is a golden blond, multigrain beer using Saaz, Brewers Gold & Amarillo to get a lovely grassy, spiced and citrusy aroma.

Cave Direct 01622 710339 www.cavedirect.com

Lefte **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
AB InBev: 01582 391166 www.ab-inbev.co.uk

**Liefmans** **Fruit/Strong** **3.8-8.0%**

Goudenband is an award winning brown beer of high fermentation, brewed with special malts, giving complex red wine-like flavours. Kriel-Brut is a stunning cherry beer, based on an Oud Bruin, then aged over whole cherries, it strikes the sweet & the tart straight down the middle. Fruitesse matures on cherries for 18 months and is then blended with natural fruit juices for a pleasantly sweet, sparkling refreshing beer.

Duvel Moortgat 020 3740 8479 www.liefmans.be
Matthew Clark 01275 891 400 www.matthewclark.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Lindemans **Lambic/Fruit** **2.5-5.5%**

A range of Lambic beers from a traditional family brewery. The range of beers are 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** **6-10.0%**

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.

Duvel Moortgat 020 3740 8479 www.duvel.de

Mongozo **Fruit/Pils** **3.6-5.0%**

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
James Clay 01422 377560 www.jamesclay.co.uk



PALM Special Belge Ale 5.2%

Smooth Belgian amber beer with malted caramel flavours and a strong hoppy finish. This light, amber beer is perfect with barbecue food, cutting right through sweetness and spice.

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.

James Clay 01422 377560 www.jamesclay.co.uk

Rochefort Trappist 7.5-11.3%

Top-fermented, bottle-conditioned Trappist beers, 6 is an amber strong ale; 8 has a rich fruit cake aroma, dark chocolate & full malt body with a warming alcohol mouthfeel. 10 is revered as a Trappist masterpiece and considered one of the best beers in the world.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Rodenbach Flemish Red Ale 5.2-6.0%

Aged for 2 years in huge brandy casks which gives a tart taste & unusual red colour, the classic version is a blend of fully matured & young beer while Grand Cru is fully matured.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Saison Dupont Saison 6.5%

The definitive example of a Southern Belgian classic - this farmhouse saison is simply stunning and has never been bettered. Light, fizzy and fresh, with a spiced aroma, mild sour tang and a lovely bitter finish.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

St Bernadus Abbey 6.7-10.0%

A range of traditional abbey ales, brewed in the classic style of Belgium's Trappist monks.

James Clay 01422 377560 www.jamesclay.co.uk

St Feuillen Various 6.5-7.5%

Blonde has a deep golden colour and a unique spiced hop aroma, while Brune is a delicately spiced amber ale with a warming dark fruit and liquorice aroma and taste. Saison golden ale is famous for its sour tang and hoppy kick. Triple has a huge fruity aroma with a delicate spice.

Cave Direct 01622 710339 www.cavedirect.com

Omer Strong 8.0%

Top fermented blond Belgian beer with a secondary fermentation in the bottle. Ingredients include malted barley from the Loire and three varieties of aromatic hops. A full flavoured beer with a fruity aroma and a subtle bitterness.

James Clay 01422 377560 www.jamesclay.co.uk

Orval Trappist 6.2%

Recognised as one of the greatest beers on earth. This legendary Trappist ale is amber, bitter and full of delicious and unusual flavours. It's refermented in the bottle with brett, a funky Belgian yeast that gives it the smell of an off-kilter, almost barnyard aroma. But the beer is herbal, bitter and full of orange pith. As the beer ages this brett takes even more hold, and older vintages are stunning examples of how beers change in the bottle.

Cave Direct 01622 710339 www.cavedirect.com

Oud Beersel Gueuze/Fruit 5-6.0%

Framboise harmonizes the authentic taste of Oude Lambiek and the fruity flavour of ripe raspberries. Oude Geuze is a blend of lambic from different years: 1 year old Lambic is still readily fermentable, 2 and 3 year old Lambics main contribution is to the taste. Oude Kriek has a pleasant sourness of champagne, the real cherries unveiling an overwhelming fruitiness.

James Clay 01422 377560 www.jamesclay.co.uk

St Louis	Fruit	4.5%
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A quarter of St Louis Premium Kriek is the juice of Obacinska krieken cherries that have been steeped in geuze for six months. It's very fruity with a hint of sourness and slight touches of almond coming from the cherry stones.

James Clay 01422 377560 www.jamesclay.co.uk

St Stefanus	Abbey	10.0%
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St Stefanus Blonde and Cruz with roots dating back to 1295, is brewed with three different yeasts and matured for at least three months.

Asahi UK 01483 264100 www.st-stefanus.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Satan	Strong Ale	8.0%
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Gold is a delicious Belgian strong golden ale with light fruits and spices on the nose, a smooth mouthfeel and a crisp bitter finish. Devilishly drinkable, Red is a strong amber ale with a delicious, robust flavour of dark fruits and toasted malt.

Cave Direct 01622 710339 www.cavedirect.com

Seef	Strong Ale	6.5%
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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

Slag	Pilsner	5.0%
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This lager is a great Czech-style pilsner with a lovely floral aroma and light, crisp finish. It's one of Belgium's best lagers.

Cave Direct 01622 710339 www.cavedirect.com

Straffe Hendrik	Strong Ale	9-11%
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Quadruple has a big rum-like central taste, backed by sweet malt, caramel and brown sugar, before a dry bitter hop finish. Triple has a deep golden body and a full white head, orange, lemon and warm spices dominate the nose, and six different malts produce a rich fruity body with caramel notes.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Timmermans	Lambic	4-5.5%
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These Lambic beers are available in Framboise, Gueuze, Kriek, Blanche, Peche, and Strawberry varieties

James Clay 01422 377560 www.jamesclay.co.uk

Toye	Ale	8.0%
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Toye is a one-man brewery making perhaps the best Belgian strong ale in the world. Conceived, built and run by Geert Toye, the brewery may be small but the flavours are huge. The aroma of Toye Goedendag is all banana, clove and Christmas spice, with a breadly bittersweetness on the tongue.

Cave Direct 01622 710339 www.cavedirect.com

Troubadour	Various	5.7-9.0%
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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	Various	4.7-5.5%
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Vedett Extra Blond is a well-hopped premium lager. Vedett literally translates to "star" from Flemish, so every back label features fan images that have been uploaded to Vedett.com, giving all Vedett drinkers a chance to be the star. Extra White is a Belgian wheat beer with a crisp and refreshing flavour. Extra Ordinary IPA has juicy tropical fruit aromas on the nose with a balanced bitterness.

Duvel Moortgat 020 3740 8479 www.vedett.com
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Westmalle	Trappist	7.0-9.5%
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The Trappist Abbey of Westmalle make only two beers for commercial purposes: Dubbel (7%) a dark, reddish-brown beer with a creamy, fragrant head, and Tripel (9.5%) a clear, golden yellow beer with a fruity aroma & nuanced hop scent.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Witcap	Abbey Ale	6.0%
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Witcap Stimulo is a golden Blond Abbey ale with a dense head and palate, and sweet dry, hoppy aroma's

Cave Direct 01622 710339 www.cavedirect.com





The Fall & Rise of IPA

Beer Knowledge

Roger Pretz celebrates India Pale Ale - the beer that came back from the grave

IPA soared to world-wide success in the 19th century - exported not only to India but to all parts of the British Empire and North America. And yet by the time of World War One its life was all but over.

But today it's the buzz beer of the moment. At the Great American Beer Festival in autumn 2017, IPA was by far the most popular category in the festival's annual awards, followed by such derivatives as Double IPAs and Imperial IPAs. It would be unthinkable for most of the 5,000 craft breweries in the United States to not have an IPA in their portfolios.

It's a similar story in Britain, with many of the 1,700 breweries producing their interpretations of the style.

One for the Road

IPA was a beer designed for travel and it now lives up to its reputation. It's brewed today in Australia and New Zealand - not too surprising, given their links to the "Old Country" - but you will find versions in Italy, France, Scandinavia, Belgium, Japan and even China.

The explanation for this remarkable revival lies in the nature of the beer. The original IPAs of the 19th century were heavily hopped to keep the beer free from infection on the lengthy sea journeys to India by sailing ships - journeys that took between three and six months.

And heavily hopped beers are in vogue today. Eager craft brewers scramble over one another to produce the most "hop forward" beers, often with bitterness levels that would leave older brewers scratching their heads in disbelief.

When I set out to research and my write my book on IPA* I had the twin tasks of unravelling the early history of the style and then detailing its remarkable return to glory.

"Hodgson and others didn't invent a new beer style: there was no big bang.

They took an existing type of beer and tweaked it for the passage to India"

The story of IPA begins in East London early in the 19th century. Brewers close to the East India Docks, notably George Hodgson at Bow Bridge, drank in pubs with crews from the ships that plied their trade with India and learnt that sending goods to the sub-continent was relatively cheap as the boats often went out half empty but returned laden with silks, spices and tea. The brewers also gleaned there was a demand from the British stationed in India for a more refreshing beer than the dark milds, porters and stouts sent to them.

Hodgson and others didn't invent a new beer style: there was no big bang. They took an existing type of beer and tweaked it for the passage to India. It was called October Beer because it was brewed with the first malts and hops of the harvest and then stored in oak for many months - as long as a year - before it was ready for

drinking. Hodgson reckoned that the journey to India, often with tumultuous seas and major changes in temperature, would replicate the ageing process for October Beer at home.

He was right - there was soon a clamour for the beer in India and the English-language press there would report with great excitement that a new consignment of Hodgson's October Beer had arrived in good condition and ready to drink.

“The small town of Burton became the world’s most important brewing centre in the world and by the end of the 19th century Bass was the world’s biggest brewer, producing one million barrels a year”

What’s in a Name?

It soon acquired the name of India Ale or India Pale Ale and became a phenomenon when production moved with greater success to Burton-on-Trent.

The move to Burton was the result of Hodgson failing to pay his bills and falling out with the mighty East India Company that controlled trade with the sub-continent. The EIC encouraged brewers in Burton to switch from dark, sweet Burton Ale to a paler beer and to send it to India. Burton had the advantage of superior brewing water, rich in sulphates, that enhanced the malt and hop character of beer and within a decade or two the Burton versions of IPA outstripped sales of Hodgson’s beer.

The likes of Allsopp, Bass and Worthington grew rich on the back of the demand for IPA. The small town of Burton became the world’s most important brewing centre in the world and by the end of the 19th century Bass was the world’s biggest brewer, producing one million barrels a year.

Fall of Empire

But, as always, hubris was swiftly followed by nemesis. German and American brewers started to export pale lager beer to Africa and India and the ever-helpful Americans sent ice as well. Sales of IPA went into rapid decline and the fall from grace was deepened during World War One when the government heaped such massive increases in duty on beer that IPA was reduced in strength and became almost indistinguishable from lower strength pale ale.

IPA never entirely disappeared. Ballantine’s IPA in the U.S., Worthington’s White Shield in England and McEwan’s Export in Scotland kept the tattered flag flying.

New World Order

But it took the passion of the new wave of craft brewers world-wide to restore IPA to its former glory.

Craft brewers seek great depth of aroma and flavour in their beers. New hop varieties, especially in the U.S., offer a massive hit of citrus notes to beer as well as pungent bitterness, and these hops marry well with the pale malts used to make IPA.

Emboldened by modern hops, brewers have gone on to create more extreme versions of IPA, including Double and Imperial. There is - to my mind - an aberration called Black IPA, for which there is no historic justification, but more welcome is the move in both the U.S. and UK to session beers with more manageable levels of alcohol and bitterness.

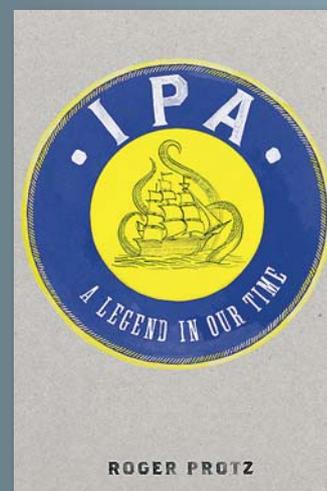
The IPA bandwagon shows no signs of slowing down. Stone Brewing of California has opened a second brewery in Berlin to supply fresh IPAs to Germany and many other European countries. It’s astonishing to find drinkers throughout the world who have been weaned on lager beer becoming entranced by India Pale Ale and its greater levels of bitterness.

“Heavily hopped beers are in vogue today. Eager craft brewers scramble over one another to produce the most “hop forward” beers”

A Taste of the Past

One question remains: what did the original IPAs taste like? I set out to answer the question by working with the specialist UBREW brewery in south London to create an IPA using a 19th-century Bass recipe. When the beer was ready, we aged it in an oak cask for three months and the results were astonishing. Read on...

**IPA – A Legend in Our Time, Pavilion Books, £20.*





Transatlantic Trends

American Craft

The trends driving the US Craft Beer market are a good indicator of what to watch out for on this side of the water. We asked Bob Pease, CEO & President of the Brewers Association, a not-for-profit trade body representing small and independent American craft breweries, what he's looking forward to in 2018

The US craft beer market continues to enjoy growth both domestically and internationally with global exports now worth a record \$121 million, up 4.4% last year. The UK is the second biggest export market and accounts for over 10% of all craft beer exports.

We are often asked what is the next big trend in the craft beer world and I see sessionable beer styles continuing to gain traction in the States and elsewhere.

Lagers, golden/blonde ale, kölsch and sessionable beers are growing on two fronts, they appeal to a) entry-level drinkers coming into the category for the first time and b) ageing consumers who have been craft beer drinkers for many years but are now looking for a lower ABV beer that's more sessionable.

Lagers

We can expect to see more experimentation and creativity in 2018 within the lager style, for example, a more assertive malt backbone, bigger hop profile, single country ingredients etc.

American brewers are not bound by tradition and I expect this trend towards lager and lager variations to continue and grow.

“Maintaining quality through the supply chain is a big challenge and absolutely critical in delivering a consistently world-class product that the beer drinker wants to come back to time and time again”

IPAs

IPAs still reign supreme and account for 1 in 4 craft beer purchases in the U.S. They range in ABV from 4% or less to 12% or more.

We now have New England IPAs, West coast IPAs, Belgian IPAs, IPAs that are barrel-aged, sour, infused with fruit, spices or herbs, black red, white, rye and many more. This style is the primary driver of craft volume and continues to evolve and innovate every year.

Photos © Brewers Association

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Photos © Brewers Association

Sours

American craft brewers love to make sour beers for the artisanal, creative challenge. The sour beer scene has moved on from a few years ago as sours become more approachable, more balanced and, well, less sour. Lighter sour styles such as Berliner Weiss and Gose are attracting new drinkers into the category but despite interest, sours remain generally niche rather than mainstream players because they do not have the volume of other styles.

“Consumers who have been craft beer drinkers for many years ...are now looking for a lower ABV beer that’s more sessionable”

Beer Tourism

Another trend we’re very excited about is the expansion of taprooms and the trend towards beer tourism. Craft breweries are now a main attraction for tourists – more than 10 million people toured craft breweries in one year alone recently. Beer tourism is so strong that travel website Travelocity has published a beer tourism index. When a high profile brewer announces the launch of a new beer it can have a multi-million dollar impact on the local community as people come from all over the world to attend. In the States, 80% of people live within 10 miles of a brewery and 67% say local is important in their purchase decision, (Nielsen). More than 7% of craft sales (by volume) now happen at the source i.e. the brewery as beer is sold directly over the bar and profits are high because there are no shipping, distribution or retailing costs.

Taprooms have found a winning formula with family-friendly environments, knowledgeable staff, clean beer lines and style specific glassware. Whether this trend takes off in the UK remains to be seen but it is an interesting approach and one that’s set to grow in the States.

“The IPA style is the primary driver of craft volume and continues to evolve and innovate every year”

Cans

Cans will also continue to grow. Sustainability is a big ethos for American brewers and cans are more recyclable than bottles, they are lighter, easier to transport, cheaper to ship and take up less space. They have helped take American craft beer to different audiences such as sports events, airplanes, festivals, camping etc. They also offer the full 360 degree marketing wrap.

Challenges

But...the brewing industry faces a number of challenges to maintain growth, the single most important of which is beer quality. The Brewers Association takes quality very seriously and places an increasing amount of resources towards helping brewers develop better beers eg. by funding over \$500,000 in barley and hop research this year. We promote the importance of consistent product quality by publishing resources such as the quality pyramid, which is free to everyone, and a book on quality management by Mary Pellettieri which we sent - at our own expense - to our 4,000



members when it first came out two years ago. Our newly appointed quality ambassador, Neil Witte travels the country offering practical advice and spreading the word about quality.

“Taprooms have found a winning formula with family-friendly environments, knowledgeable staff, clean beer lines and style specific glassware”

Maintaining Quality

When it comes to exports to the UK and elsewhere, maintaining quality through the supply chain is a big challenge and absolutely critical in delivering a consistently world-class product that the beer drinker wants to come back to time and time again. Temperature fluctuations, sunlight, oxygen levels and time are all enemies of craft beer. We strive for cold-chain infrastructure from the moment the beer leaves a brewery to the moment it is enjoyed by the beer drinker and work collaboratively with brewers, distributors, wholesalers and retailers to deliver high quality craft beer to a global audience in the best possible condition. One bad experience may put off a potential craft beer drinker for life. I'm glad to say we're making progress as we now have more people accessing our quality resources than ever before.

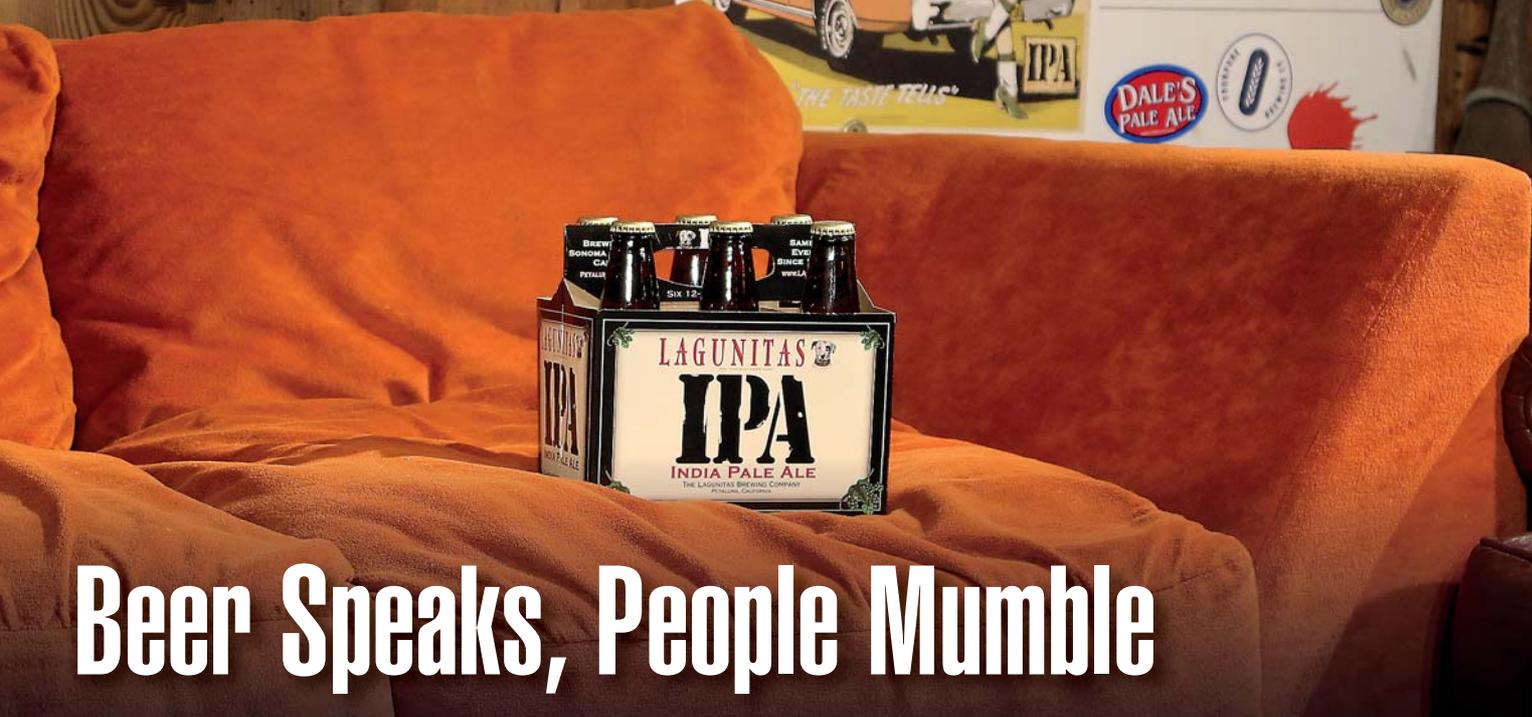
Useful Resources

UK brewers and retailers are welcome to use them too and a wealth of free resources is available to download from www.brewersassociation.org including: (see panel right)



Photos © Brewers Association

- ▶ 1. The Best Practices Guide to Quality Craft Beer (<https://www.brewersassociation.org/educational-publications/best-practices-guide/>) helps encourage better handling and storage of US craft beer amongst trading partners.
- ▶ 2. DraughtQuality.org is a resource for draught beer installers, wholesalers, retailers and brewers. The Brewers Association Draught Beer Quality for Retailers (<http://www.draughtquality.org/wp-content/uploads/Draught-Beer-Quality-for-Retailers.pdf>) helps retailers learn to consistently pour great beer and preserve profits through industry accepted best practices.
- ▶ 3. The Craftbeer.com Beer & Food Course (<https://www.craftbeer.com/food/beer-and-food-course>) is an introduction to craft beer, pairing beer with food and how to pour and present at the table.
- ▶ 4. American Craft Beer and Food: Perfect Companions (<https://www.brewersassociation.org/educational-publications/craft-beer-food-guide/>) is a handy 12 page booklet detailing the basics of beer and food pairings.
- ▶ 5. The Brewers Association Guide to American Craft Beer (<https://www.brewersassociation.org/educational-publications/american-craft-beer-guide/>) is about understanding and appreciating great beer looking at ingredients, terminology, best approaches for presenting and enjoying craft beer and the many different styles of craft beer.



Beer Speaks, People Mumble

Lagunitas After Tony Magee - founder of the Lagunitas Brewing Company - ruined the stove in their kitchen, his wife strongly requested he move his new hobby out of the house

Tony continued to home brew for 8 months until, in December 1993, the Lagunitas Brewing Company opened its doors. All was going well, but unfortunately he had been pouring all the spent brewing water down the drain and those aggressive yeasies shut down the entire septic system in the town!

Evicted from his original space in the town of Lagunitas, Tony moved his operations to nearby Petaluma, California in 1994. Here he brewed and kegged beers as private labels for restaurants and bars throughout Northern California - all the beers at the time were named after small northern CA towns.

An IPA is born

Lagunitas IPA began life as the brewery's 100th batch of beer, and was the first seasonal at the time. However, Tony saw a future for the IPA, making it a permanent brew – and it soon became the flagship beer

Five years and many batches of beer later, the demand for Lagunitas beers had increased so much that they'd already

outgrown the new site. That meant another move, this time to the site in Petaluma where the brewery is still based today.

The brewery's unique interpretations of beer styles, along with their irreverent and tongue in cheek branding, chimed with beer lovers across the entire country and soon even the enlarged brewery did not have enough capacity to meet the growing demand.

So in 2013 construction began on new brewing facilities in Chicago and by 2014 the first beer was being produced from this location. But even this wasn't enough, and in 2015, the brewery announced the construction of a 3rd production site for speciality brewing in Azusa, Southern California, US of A, which is underway today.

Community

From the beginning, Tony supported local charities and non-profits by donating beer to help them raise funds for their causes. The brewery now has community rooms throughout the US that function as venues for charities and non-profit organizations to raise funds.

Closely associated with music and festivals, the brewery has an amphitheatre at the location in Petaluma, and plans for the same in Chicago and Azusa locations. These concerts are supported by the Lagunitas music department, which has run a spring/summer concert series in Petaluma for the past 5 years

LAGUNITAS

BREWING COMPANY



IPA & 12TH OF NEVER

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RADICAL FACT-ICALS!

- Lagunitas IPA is now made with Real Beer Flavor!*
- Our IPA is brewed in an Old-World Style featuring ingredients only found in breweries!**
- The most common street name in the United States is Second Street. Main Street is second.***

* Not A Real Thing Times, 30.13.1011
** Water, malted barley, hops, and yeast
*** Blah Blah Blah Blah Monthly 20.04.16



BEER SPEAKS. PEOPLE MUMBLE.



GOOSE
IPA

American Beers Over Here

Abita Louisiana B

Abita Brewing Company is nestled in the piney woods 30 miles north of New Orleans. The beer has no preservatives, additives or stabilizers and is cold filtered. Made using only the finest ingredients - British and North American malted barley, German and American yeast strains, Pacific Northwest hops and the pure artesian water of Abita Springs. Product range includes Root Beer, Turbodog, Big Easy, Purple Haze, Amber, and Wrought Iron IPA.

Instil Drinks Co 0207 449 1685 www.abita.com

Anchor Brewery California B C D

America's first craft brewery, with its roots in California's Gold Rush, 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, 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

Bear Republic California B

Like many craft beer projects, the story of Bear Republic started with a love of home-brewing. Third and fourth generation Sonoma' residents, the Norgroves, turned what was

a family hobby into one of the most exciting North American craft breweries. Bear Republic ales are brewed and aged following time tested and proven methods, with the team hand selecting only the choicest ingredients for each batch. The specialty grains and hops used by Bear Republic have been chosen for their unique characteristics.

Instil Drinks Co 0207 449 1685 www.bearrepublic.com

Blue Moon Colorado 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 Bellysilde 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.bluemoonbrewingcompany.com

Blue Point New York B C D

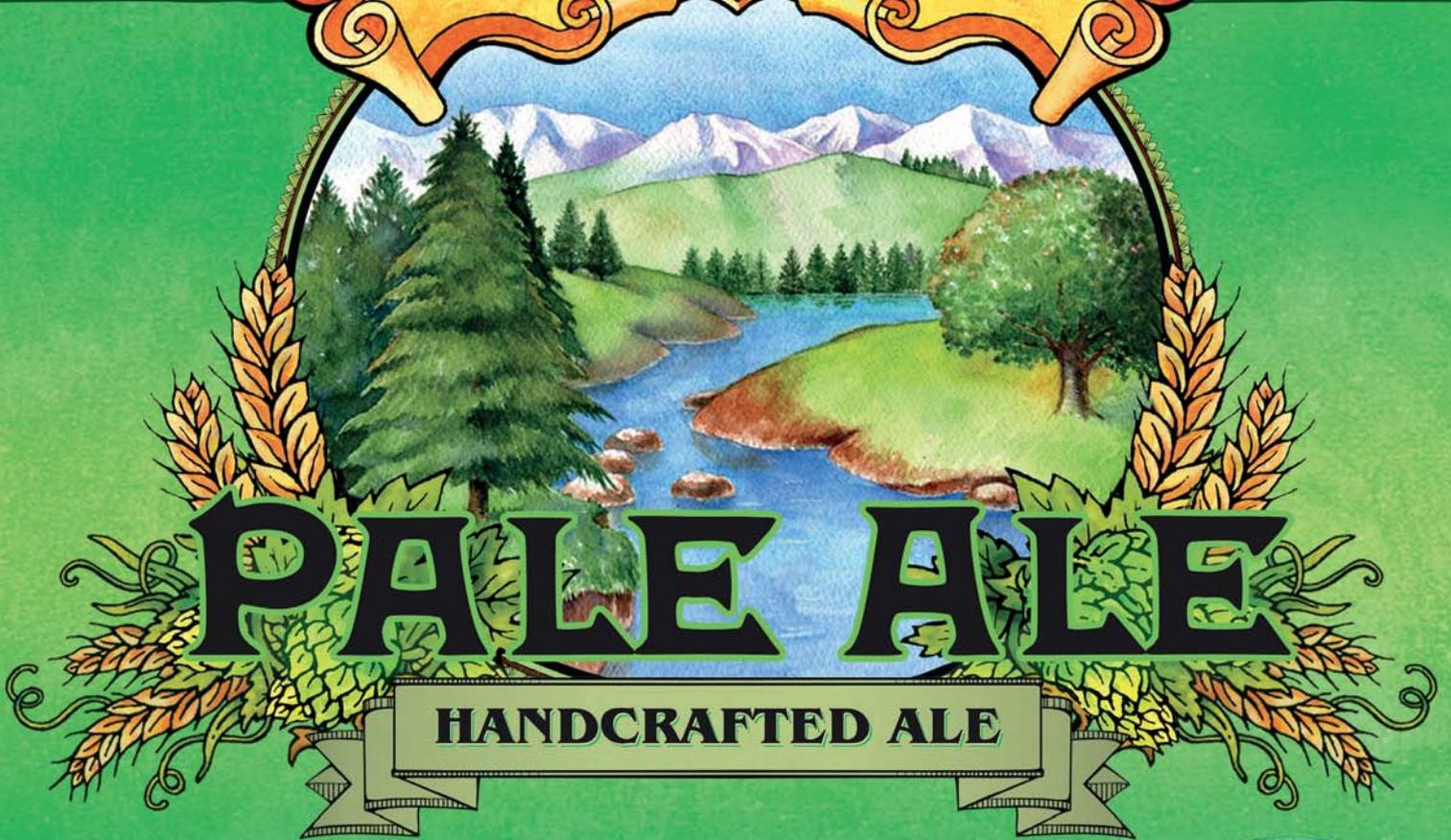
Blue Point Brewing Company is the oldest craft brewery on Long Island, in a community called Patchogue, New York. Cofounders Mark and Pete set out to create a brewery where they could make the type of beers they loved: Beers with character, drinkability and pair well with local food. The Gold medal-winning Toasted Lager uses six different malts to create a complex, yet deliciously balanced amber lager.

AB InBev UK 01582 391166 www.bluepointbrewing.com

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Ingredients

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Finest
Quality



In 1980, we created a beer highlighting the bold flavors and piney-citrus aromas of whole-cone Cascade hops. The quality, craftsmanship, and flavors helped change the face of American brewing. Today, our all-natural, bottle-conditioned Pale Ale is recognized worldwide as a classic.



SIERRA NEVADA BREWING CO.
CHICO, CA & MILLS RIVER, NC
WWW.SIERRANEVADA.COM

Please drink responsibly.
© Sierra Nevada Brewing Co.



Boulevard Brewery Missouri B C D

Boulevard's story began in 1988 when founder John McDonald started construction of the brewery in a turn-of-the-century brick building on Kansas City's historic Southwest Boulevard. Proud to brew "Kansas City's Hometown Beer", Boulevard satisfies the regions thirst for fresh, flavorful, great-tasting ales and lagers, with beers like Single-Wide IPA (5.7%) and Tank 7 Farmhouse Ale (8.5%). Since Boulevard became part of the Duvel Moortgat family of brewers in 2014, their beers can now be found throughout the world.

Duvel Moortgat 020 3740 8479 www.boulevard.com

Brooklyn Brewery New York 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 Scorcher IPA, Summer Ale, East IPA and Sorachi Ace, as well as the 3.4% ½ Ale, a refreshing session Saison

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Carlsberg UK 01604 668866 www.brooklynbrewery.com

Crazy Mountain Colorado B D C

Established in Colorado's breathtaking Rocky Mountains In 2010, the laid-back, fun mountain lifestyle carries over into the unique recipes in every brew that aren't true-to-style, these guys brew craft beer with only the finest of ingredients for crowd-pleasing ales and lagers.

American Craft 0845 6890234 www.crazymountainbrewery.com

Dominion Brewing Delaware B D

Part of the Coastal Brewing Co, which incorporates sister brewery Fordham, regular award winners at the US and World Beer Tasting Championships, their offering includes year round brews as well as seasonals - available in both bottle and draft. Hop Mountain (6%) is available all year, and seasonals include Oak Barrel Stout (6%), dry hopped with vanilla beans and oak chips and Cherry Blossom Lager (5.2%)

Heathwick 0207 938 3991 www.fordhamanddominion.com

Firestone Walker California B C D

California's fourth-largest craft brewery is famous for its hoppy ales, including the devilishly easy-drinking Easy Jack IPA, an ode to our Great British Isles, a bold Union Jack IPA, the fresh and light Pivo Hoppy Pils and a 90 day rotational series: Luponc Distortion.

Nectar Imports 01747 827030 www.firestonebeer.com

Flying Dog Brewery Maryland 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: Bloodline IPA (7%), Easy IPA (4.7%); 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 www.matthewclark.co.uk
James Clay 01422 377560 www.flyingdogbrewery.com

Fordham Brewing Delaware B D

Part of the Coastal Brewing Co, which incorporates sister brewery Dominion. Range includes: Gypsy Lager (5%), Copperhead Amber Ale (5%), Route 1 Session IPA (4.5%), and India Pale Lager, Crash Zone (7.5%). Seasonals include The 11th Sour (3.8%).

Heathwick 0207 938 3991 www.fordhamanddominion.com

Founders Brewery Missouri B D

Founders Brewery is a 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.

Matthew Clark 01275 891 400 www.foundersbrewing.com

Goose Island Illinois B C D

American brewer producing a range of beers, both permanent and seasonal. They are best known for Goose Island IPA (5.9%), but also available in the UK are 312 Urban Wheat (4.2%), Goose Island Honkers (4.3%), Goose Island Four Star Pils (5.1%), Goose Island Green Line Pale Ale (5.4%) and the recently launched Goose Island Midway (4.1%), a session IPA brewed with plenty of Amarillo hops and aged in oak with applewood chips.

AB InBev UK 01582 391166
Matthew Clark 01275 891 400

www.gooseisland.com
www.matthewclark.co.uk

Huber Brewery Louisiana B

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 has a mild, malty aroma with some floral hoppy notes and, unusually for an American beer, a fruity finish. One of Huber's most acclaimed and revered beers, Huber Bock, was a Silver medal award winner at the World Beer Awards. Bock offers hints of coffee and cocoa and robust roasted malt on the palate.

World Beers 01279 600044

www.huberbeer.co.uk

**Kona Brewery Hawaii B D**

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 California B C D

One of America's best loved craft Breweries, Lagunitas (pronounced lah-goo-KNEE-tuss) started life in a kitchen 25 years ago in a little town called Lagunitas, Calif. The renowned, 'ruthlessly delicious' IPA (6.2%) which is the brewery's main product started life as a seasonal beer but is now the number 1 IPA in the USA, leading the brewery to set up a second Brewery in Chicago. This extra capacity means it's now available in the UK, along with Daytime 'fractional IPA' (4.6%), 12th Never Ale (5.5%) and the smooth and powerful Little Sumpin' (7.5%)

Heineken 0131 528 1000

www.lagunitas.com

Left Hand Brewing Colorado B D

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 and Left Hand Black Jack Porter (6.8%) with a slight malt sweetness and espresso and dark chocolate flavours.

James Clay 01422 377560

www.lefthandbrewing.com

Lonerider North Carolina C

Each of the three Lonerider beers have been individually crafted and tailored for a unique and enjoyable flavour. Lonerider Saloon Style Pilsner, our sessionable Saloon Style Pilsner has only one mission, quenching thirst. This straw coloured beer, medium bodied and crystal clear. The flavour is clean and crisp, the aftertaste barely present. Lonerider Gunslinger leads with pleasant floral and citrus aroma making a great choice anytime of the year. A hint of sweet malts are present, but the main aroma is floral hops. Lonerider Hoppy Ki YAY is a straw coloured ale which is hopped with Columbus and Amarillo rounded out by a mild body from the malts.

American Craft 0845 6890234

www.loneriderbeer.com


Odell Colorado B

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 898 0280 www.odellbrewing.com

Omission Brewery Oregon B

A brewery founded with a mission to brew great beers with no gluten, and is still America's only entirely gluten free brewery, where they brew full-flavoured beers before extracting the gluten. Omission Lager is brewed in the traditional German lager style using Hallertau hops, while the Pale Ale is single hopped using citrusy Cascade hops.

Cave Direct 01622 710339 www.omissionbeer.com

Oskar Blues CO/NC/TX C

Starting life as a brew pub in Colorado, Oskar Blues are credited with starting the craft-beer-in-a-can craze. The much loved Dales Pale Ale is billed as a voluminously hopped mutha of a beer and Mama's Little Yella Pils is a fine example of a Czech style pilsner.

Vertical Drinks 0113 898 0280 www.oskarblues.com

Point Wisconsin B D

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.matthewclark.co.uk
American Craft 0845 6890234 www.pointbeer.com

Redhook Brewery Washington B D

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

Rogue Oregon B C

They have their own Rogue farms where they grow their own ingredients. In fact, they have a Rogue Farms series where all of the ingredients in the bottle are grown on Rogue Farms. Rogue were the first in the States to put beer in 650ml bottles. Now, some of them are Pink, Purple, Orange and Red and they are responsible for such legends as Dead Guy Ale, American Amber Ale, Hazelnut Brown Nectar, Brutal IPA and Yellow Snow IPA.

Euro Boozer 01923 263 335 www.rogue.com

Samuel Adams Massachusetts B D

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 Missouri B D

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. Delivering exactly what the name promises - individual flavours of chocolate, vanilla and strawberry. Also available are Backyard, (4.5%) a Session IPA, and the well balanced Oval Beach Blonde Ale (5%) which makes a great alternative to conventional lager and convincing converter.

Heathwick 0207 938 3991

www.saugatuckbrewing.com**Sierra Nevada California B C D**

Proudly independent, 100% family owned, operated, and argued over. Internationally recognised for its fragrant yet spicy Pale Ale, the beer that sparked the American craft brewing revolution. 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, including the revered Pale Ale, the bold, black West Coast style Stout and the dark and roasty classic Porter, are joined by specialities and seasonal brews.

Matthew Clark 01275 891 400

www.matthewclark.co.uk

Vertical Drinks 0113 898 0280

www.sierranevada.com

Westside Drinks 020 8996 2000

www.westsidedrinks.co.uk**Ska Brewing Colorado B C**

Somewhere out in Colorado, in the year nineteen hundred and ninety-five, two guys named Dave and Bill learned that while they loved gulping down good beer, they weren't yet old enough to buy it. On the second Skaturday of Skatember it hit them. If they brewed their own beer they'd have all the beer they could ever want. And while they were at it, why not brew the most magnificent suds ever quaffed in their neck of the woods.

Euro Boozer 01923 263 335

www.skabrewing.com**Stone California C D**

Stone Brewing has come a long way since opening in 1996. They have grown from a small microbrewery with just two founders into one of the largest craft breweries in the United States. Their beers include the world renowned IPA (6.9%), the more sessionable Go To IPA (4.7%), the Belgian inspired Cali Belgique (6.9%), the Double IPA, Ruination (8.5%) and the aggressively well named Arrogant Bastard Ale (7,2%).

James Clay 01422 377560

www.stonebrewing.com**Tailgate Beers Tennessee C**

Creating a stir with their experimental brewing, Watermelon Wheat and their latest creations, Grapefruit IPA and Peanut Butter Milk Stout, are a great example of their ability to conjure great flavours that take the whole beer experience to another level.

Heathwick 0207 938 3991

www.tailgatebeer.com**Two Roads Brewery Connecticut B C D**

Founded in 2012 by four friends who dreamed for years of starting a craft brewery, with a "road less traveled" philosophy in the beers they create. The range includes HoneyPot Road (6%), an unfiltered IPA with wheat and Ol' Factory (5%) a dry hopped pilsner brewed with American and German hops.

James Clay 01422 377560

www.tworoadsbrewing.com**Victory Brewing Pennsylvania B C D**

A craft brewery founded by childhood friends in 1996, moving to a 2nd state of the art brewery in 2014. Brewing innovative beers by melding European ingredients and technology with American creativity: HopDevil (6.7%) Prima Pils (5.3%) Headwaters Pale Ale (5.2%) and Vital IPA (6.5%)

James Clay 01422 377560

www.victorybeer.com



Turning on the Northern Lights

Mike Murphy Lervig

Scandi Beers

The Vikings are coming again - but this time they brought beer. Adrian Tierney Jones is certainly not complaining

In the popular imagination Scandinavia is a region of fjords, gripping TV thrillers and minimalist flat-pack furniture. When it comes to beer the common image is of pints of gleaming golden lager from the brewing behemoth Carlsberg alongside a variety of weird beers from Mikkeller (an imperial stout made with coffee beans that have passed through a civet anyone?) However, hold that cliché for a moment and let's rewind.

It's a busy midweek evening in Copenhagen and the bars and restaurants in the former meat-packing area are vibrant and bustling. Especially the ones where beer is the central attraction. War Pigs, canteen-like in its ambience, overlain with a deafening heavy metal soundtrack, is home to a variety of onsite-brewed beers, which include strong stouts and juicy IPAs, the latter painfully on trend in their murkiness. Then there are the bars of the aforementioned Mikkeller, of which the city has several, including the gypsy brewer's original home, a cellar bar where it is possible to taste some of his outrageous creations, civets and all. Not forgetting Nørrebro Bryghus and BRUS - all essential to visit.

Visit is the crucial word here. These beers are only available in Denmark, but do not despair, the tide of the North Sea is turning and a growing number of Scandi brews are available for the UK's pubs and bars.

Norwegian Magic

Operators wishing to add a little bit of Scandi heaven to their bars should first look to Norway, where Lervig is based in the city of Stavanger. The brewery's beers are a common sight in both the on and the off trade in the UK, with Hoppy Joe (an American red ale) and Lucky Jack (American pale) two of their most popular - the latter also available in kegs and cans. If you're aiming for something a little different, then you might want to look out for Farmhouse IPA, Lervig's collaboration with Magic Rock.

"Farmhouse is the code name for Saison so I modelled it after a spicy brettet saison fermentation but brewed a nice easy IPA recipe. The best compliment was a UK blogger referred to it as a modernised version of Orval"

As the title of the beer suggests this is a mash-up of two different styles and, according to Lervig's head brewer Mike Murphy, "it was and is our most successful collaboration.

Possibly due to timing in the UK and Magic Rock's good name but it quickly became one of my favourite beers we make here. Farmhouse is the code name for Saison so I modelled it after a spicy brettet saison fermentation but brewed a nice easy IPA recipe. The best compliment was a UK blogger referred to it as a modernised version of Orval... if that's the kinda street cred I can get with this beer I'm satisfied"



Rune Karlsen Nøgne Ø

Those with a penchant for darker, stronger and more contemplative beers might want to investigate Lervig's Konrad Stout, a smooth and soothing 10.4% imperial stout. Murphy occasionally brews Mikkeller's Breakfast Beer Geek range of beers at Lervig and as soon as you take a sip of this deep, brooding behemoth of a beer you know you're in excellent hands.

Another Norwegian brewery worth investigating is Nøgne Ø, whose Saison has New World hops shimmering away on the nose, while the palate is peppery and fruity, with a dry finish wrapping things up. If you're keen to promote beer and food in your establishment, this is a beer that is firmly friendly with a lot of dishes, and you might find that the high carbonation and jazzy fruitiness make it a wow with fish and chips. Other beers available in the UK from Nøgne Ø include an imperial stout, IPA and imperial brown ale.

Swedish Style

Now let's cross over to Sweden, where in the capital, we find Pang Pang, which was founded in 2010. Recently, the brewery caused waves with the release of a 10% shower beer, yes a beer that is meant to be enjoyed in the shower (though it's probably pretty appealing in the bath as well). The latest beers of theirs to appear in the UK are Gaff-a Grey IPA, which is an IPA with Earl Grey tea in it, and Prepper Double IPA. Also watch out for Bong Water, a Cohiba cigar-infused fat and oily stout.

"We're thrilled to extend our relationship with Fredrik and offer these utterly unique, one-off beers to operators," says John Critchley, Commercial Director for Morgenrot, which supplies Pang Pang's beers in both keg and bottle. "As we saw with the Shower Beer, the beers Fredrik produces are like no others you will see, hear about or taste and we're confident operators and consumers will get a huge kick out of them. With the IPA styles continuing to see strong interest, we're expecting big things."



Fredrik PangPang

Not forgetting Omnipollo, a Stockholm gypsy-brewing enterprise that has gained plenty of beer fans through its collaboration brews with Buxton. There are four beers, all of which mimic the flavours of various styles of ice cream. These are Ice Cream Pale, Lemon Meringue Ice Pie, Original Rock Road Ice Cream and Original Texas Pecan Ice Cream. Stock these and you'll get a lot of interest from those looking for something different in their beers (even if others might pooh-poo the idea of beer mimicking ice cream). Omnipollo also produced a raspberry smoothie IPA in collaboration with BrewDog, but the less said of that the better...

Danish Delights

Let us go back to where we started. Copenhagen, where there is a fascinating craft beer scene. Unsurprisingly Carlsberg are starting to react to what could be seen as a threat to their dominance: They already have their Jacobsen brands, which made a brief visit in the UK a few years ago - these included a Belgian-style witbier and a blonde, while over in the brewery bar you can find the delicious Yakima IPA.

Then there is 1883. It's not released in the UK yet, but if they have any sense they should immediately allow it a passage to the UK. This is an adaptation of the company's Rebrew beer last year, which was brewed with Carlsberg's original yeast from the 19th century. 1883 is a dunkel-style lager with light chocolate and coffee notes and a refreshing character. It's not over here yet, but as Shaw Taylor used to say on Police Five: keep 'em peeled.

Lervig's beers are available through www.cavedirect.com.
Nøgne Ø's beers available from both <https://trade.beerhawk.co.uk> and www.jamesclay.co.uk.
Pang Pang's beers are available from www.morgenrot.co.
Omnipollo's beers are available from www.beergonzo.co.uk/wholesale.



A Revolution in the Med

Tim Hampson discovers that, while the Med's love affair with wine isn't ending, a new relationship with malt and hops has begun

Most of us when holidaying in the Mediterranean will have enjoyed a busy day exploring the sights and scenery of its spectacular beaches and beautiful historic towns, then there's only one way to cool off, and that's with a refreshing beer.

For many years, the choice will have been limited to international beer brands. These beers have been the backbone of the brewing industry worldwide for many years. But now a spirit of independence is being shown across the Mediterranean. Craft brewing has taken off in an astonishing way.

Italy

Italy has gone from a standing start in the 1990s to having more than 600 breweries. In the vanguard are Teo Musso at Baladin and Agostino Arioli at Birrificio Italiano who are determined to develop beer culture and gastronomy.

The charismatic Teo Musso sees himself as an artist. His brewery is in Piozzo, a small village high up in the Piemontese hills above Asti and Barolo wine country. His enthusiasm for adventurous beers is infectious. His beers are eclectic and experimental and a challenge. His creations are as much fine art as craft and science. He even plays music to his beers as they ferment.

So what notes does he use to compose his beer symphonies? The rhythm section is of course barley and hops. There could be a chorus of spices. Often beer yeast will have to play second fiddle to wine or whisky yeasts. But, in front of it all, is maestro, Teo Musso.

Birrificio Italiano's founder is Agostino Arioli, who set up the Birrificio Italiano brewpub in Marione near Lake Como, with his brother Stefano. He initially concentrated on German style beers but quickly moved on to more experimental brews. Flowers, cinnamon, sour cherries, ginger, blackcurrant and wild yeast have all been used.

The brewery's most popular beer is Tipopils Pilsner, at 5.2%. Dry to taste, the golden beer swirls, with floral, grassy hop flavours and a hint of honey. Its finish is refreshing with a pleasing, lingering bitterness. And it is easy to appreciate why it is regarded as one of the best craft pilsners in the world.

"Bifuel, a 'prosecco' style sparkling lager brewed with 30% Vermentino grape must and La Zia Ale, a pale ale infused with Rosemary and Artichoke - truly unique"

Made for Food

Birraramare was founded by Elio Miceli and Massimo Salvatori. It started as a brewpub in 2004 but quickly outgrew the site and moved to a purpose-built brewery in a Rome suburb.

The brewery's Biretta and Birra Roma brands, inspired by world beer styles, have won several international awards and raised the company's profile onto a bigger stage.

It is a farm brewery and grows its own barley on the surrounding land, producing a total of 20 artisan beers, including seasonal specials.

Imported by World Beers Ltd, the entire range is ideal as an accompaniment to meals and snacks, and World Beers provides advice and support on pairing the beers with food.

Director Peter Karsten, says "The Birraramare beers range from pilsners and other lager-style beer through smoke beer, doppio malto (strong ale) and chestnut beer, using whole roasted chestnuts, to truly exotic beers such as their Bifuel, a 'prosecco' style sparkling lager brewed with 30% Vermentino grape must and La Zia Ale, a pale ale infused with Rosemary and Artichoke - truly unique. These beers are not only unique, but also pair perfectly with a very wide range of foods."

Islands in the Sun

Sardinia, is a self-governing part of Italy and the second largest island in the Mediterranean, after Sicily. More than 20 operate on the island and beer and food matching is paramount.

One of the island's most innovative brewers is Carl Fitzpatrick at Bosa BBBirra. All the barley and other grains comes from the family farm and the yeast comes from a neighbouring winemaker.

Marduk is one of the more commercial of the island's producers. Its portfolio includes American style IPAs, Czech lagers and a Munich alt bier.

Visitors to Malta will see signs advertising Cisk (pronounced chisk) everywhere - it's the beer of choice for locals and tourists.

Cisk, at 4.2%, is a golden coloured, well-balanced lager with a distinctive, highly refreshing flavour profile. It has a rich hop aroma and pleasant bitterness. After launching draught and bottled Cisk beer in the UK, the importer Morgenrot is now selling the canned version.

Morgenrot director John said: "The beer ticks all the boxes when it comes to a quality, thirst quenching lager and the cans will enable us to target the brand at some different areas and accounts. We're already seeing strong interest from some uber cool areas of London."

Greece

Greece's craft brewing scene industry has grown dramatically in recent years. In 2008 there were six breweries, now there are more than 40. One of the country's biggest advocates of Greek beer is BeerBartender owner and consultant Nicola Radisis. He said: The "dark years for beer in Greece belong to the past. Since 2008, a beer revolution has begun. Each year we see more microbreweries making their appearance."

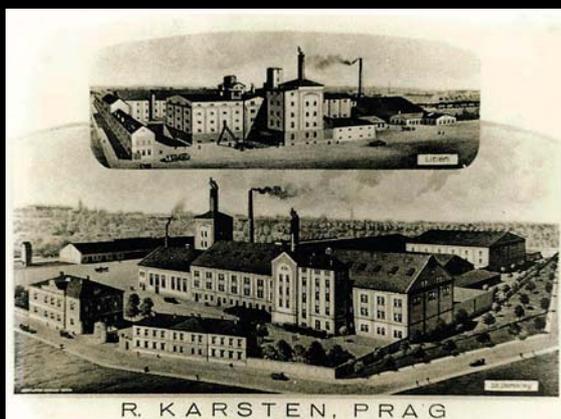
He says the Septem brewery based on the island of Evia has the credentials to be a success worldwide. Set up by oenologist Sofoklis Panagiotou, who wanted to show that different hop varieties are as important to beer as grapes are to wine. He brings with him the skill of blending and understanding the influence of wood barrels on wine and a future project involves putting beer into oak barrels.

Panagiotou says he has bold ambitions and is planting his own small hop garden about 2.5 hectare in size. The island's Mediterranean climate makes it difficult for English hops to thrive, but he is hoping the American variety Cascade will prosper.

His focus is on fresh, unpasteurised beer with a wealth of aromas and flavours. In Latin the name Septem means seven, which represent the number of days plus one day of rest it took to make the earth. The brewery makes one beer for each day of the week, and Friday's is its Pale ale. However, the Septem week is already more than seven days - there is an eighth and several specials including a green hopped beer, extend the week.

The award winning Septem's Pale Ale is an American pale ale, (APA), which usually means lots of American hops such as Cascade. However, Septem's APA has a Bohemian and New Zealand hop twist, which is cleverly and subtly underpinned by English Maris Otter pale ale malt. The malted grain of choice for many of the world's greatest real ale brewers.

From producing the finest malt in Prague, Bohemia in the 19th century, to importing some of the world's finest beers, World Beers has four generations' experience of working with the best beers in the world!



We import award-winning beers from around the world and help them secure distribution in the UK and gain the appreciation they deserve.

The Breweries we currently represent include:

- ▶ Amazon Brewery, Belém, Brazil
- ▶ Birradamare Brewery, Rome, Italy
- ▶ Minhas Craft Brewery, Wisconsin, USA
- ▶ Radeberger Gruppe, Dortmund and Frankfurt, Germany

We are passionate about the beers we represent and have an impressive track record in developing beers with no previous UK presence into nationally-available brands with good distribution in all sectors.

Are you looking for something unique? Our huge knowledge and worldwide contacts can locate that special beer you were looking for. So why not get in touch and see what we can do for you.



Lifting the Lid on the Spanish Craft Beer Boom

Spanish Craft

Spain's craft beer scene is booming. In a country usually more associated with its thirst-quenching lagers and deep, rich red wines, a group of brewing enthusiasts are starting to put the country on the map for something different.

From the small cobbled streets of tiny villages around the country to the tourist attracting coastal cities famous around the world, Spain and its regions are in the midst of a craft beer revolution with new breweries and beers popping up daily looking to take on the country's beer behemoths who have dominated the market for so long.

In the UK itself interest in Spanish food and drink in general has rocketed in recent years and we can now count over 400 venues serving tapas style cuisine on our high streets, with top operators such as Barrafina and Ametsa gaining Michelin stars for their success. Where as in the past Spanish food and drink would have all been lumped together in one category, we are now seeing consumers take more of an interest in specific cities or regions and the specialities they offer. In addition, the trend for tapas and small plates has also quickly moved its tentacles throughout the wider On-trade.

With the craft beer boom undoubtedly making consumers more discerning in the beer they drink and interested in the who, the what, the why and the where behind a beer, Manchester-based importer Morgenrot sees Spanish craft beer as the next big growth area.

To lead the charge, the company has recently bolstered its portfolio with the additions of tipples from the Basque Country's Mala Gissona, La Rioja's Palax and the La Pirata and BeerCat breweries from Barcelona.

The Mala Gissona brewery from the gastronomic paradise of San Sebastian was launched to the UK On-trade last year. The beers are craftily produced with an array of superb flavours, hues, aromas and textures, and being from a region famed for its cuisine, are

also great with food. A visit to San Sebastian isn't complete nowadays without a visit to the brewery's craft beer bar.

Another brewery looking to do things slightly differently is Cervecera Artesana from the winemaking region of La Rioja. The brainchild of Javier Palacios, the brewery was set up in 2012 and combines the finest quality raw ingredients with cutting-edge technology and innovation to produce unique beers that ensure even the most discerning beer connoisseurs are amazed. With some beers made with the addition of grape must, the brewery continues to push beer-making boundaries.

"Spain and its regions are in the midst of a craft beer revolution with new breweries and beers popping up daily looking to take on the country's beer behemoths"

While at time of writing, its official status in Spain was in question, Barcelona has also been one of the driving forces behind the craft beer boom. After three years living a nomadic life brewing in other factories, La Pirata opened their first brewery in 2015 in a small village 70km from Barcelona. They have gone on to win the National Award for the Best Brewery in Fira del Poble Nou (Barcelona) twice, while also picking up a number of other awards including two bronzes at the Global Craft Beer Awards. Cerveses La Pirata's philosophy is simple – they brew incendiary, craft and natural beers which make people smile.

The BeerCat brewery was set up in 2012 by Martina Molloy and Peter Bonner who harboured a dream to set up a microbrewery. After deciding to take the plunge in 2009 they swapped the mean streets of Lambeth for the vineyards of the Penedès and now produce innovative, internationally-inspired brews, which celebrate the finest raw ingredients and favourite beer styles from around the world.

The breweries all have creative ranges including a variety of beer styles from IPAs to Russian Imperial Stouts and are available to the On-trade now.



DISCOVER A DIFFERENT RIOJA

palax

ARTESAN LAGER

Cervecera



Artesana

Tel: 0845 070 4310
enquiries@morgenrot.co.uk
www.morgenrot.co.uk

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Cherchez La Bière Française

French Beer

French brewers are starting to pick up awards for a diverse range of beer styles, from barley wines to Black IPAs. Most of these won't make it this side of the channel but Adrian Tierney-Jones takes a look at a few that do

Wine may be the first thing we think of when it comes to nabbing a noggin in France, but the country also has a healthy brewing history and is currently in the throes of its own beery revolution.

“One of the stars of the show is Brasserie Meteor in Alsace, the oldest and largest independent brewery in France, having been in operation since 1640”

Bieres de Garde

Northern France is the beating heart of the country's beer culture, where the chosen style is bière de garde.

These are beers originally brewed on farms and matured (or lagered) for several weeks before being released; they can be both amber (ambreeé) or blonde in colour and have a rich mouthfeel and a dry finish.

Classic examples come from Brasserie Duyck and Brasserie du Pays Flamand.

Elsewhere, Paris has a growing craft beer culture while there are small-to-medium-sized breweries dotted throughout the country with some, such as Brasserie du Mont-Blanc, regularly winning awards in international beer competitions.

The Colours of Lille

Another serial award-winner is the Bellerose beer range, produced by Brasserie des Sources outside Lille.

Its signature beer is the 6.5% Bellerose Red, described as a cross between an IPA and bière de garde. It is blonde in colour (despite its name), delicately fruity on the nose, refreshing and bittersweet in its mouthfeel and dry in the finish. It's a very adaptable beer, to be drunk on its own in the company of friends, or alongside something like a gourmet burger and fries. There is also the 4.5% Bellerose Blue, which is - surprise, surprise - blonde rather than blue in colour.

Keeping it in the Family

Still on the winner's podium, let's zip over to Eastern France, which is another hotbed of French beer culture. One of the stars of the show is Brasserie Meteor in Alsace, the oldest and largest independent brewery in France, having been in operation since 1640. It still remains family-owned and is now run by seventh and eighth generation brewers Michel and Edouard Haag.

They're obviously doing something right as Meteor scooped two major prizes at the World Beer Awards and European Beer Star in 2017.

“We are the number one imported French beer brand in the UK on-trade and are looking forward to satisfy the growing demand for original French/continental beers in the UK going forward,” says Meteor UK Hugues Brisset. A varied range is offered including its crisp and refreshing Classic'27 Pilsner 5%, a well-balanced Blonde 4.6% lager that would be ideal with the hearty cuisine of its home region, as well as three abbey-style beers under the Wendelinus brand.

Vive la bière Française, indeed!

Meteor is a long-established family-owned brewery and the last independent survivor in what used to be a major brewing centre in northern Alsace.

Meteor was founded in 1640 in Hochfelden (20 miles north of Strasbourg) and has been in the hands of the Haag family for eight generations. Edouard Haag joined his father Michel Haag (Chairman) in 2014 as Sales Director.

Meteor is currently the best-selling imported French beer brand in the UK on-trade.

All this may or may not be of interest to your customers but one thing that will surely interest them is quality and Meteor beers won't disappoint. To celebrate its 90th anniversary Meteor Classic'27 Pilsner won gold in its class at two of the most prestigious international competitions: the World Beer Awards Competition and the European Beer Star.

"We haven't changed the recipe since 1927, so the beer has genuine heritage," says Meteor UK Hugues Brisset. "France is not known in the UK for its brewing tradition but our beers were very well received at a Real Ales festival in London earlier this year, even among the more traditional drinkers."

In addition a "Meteor Craft Beer Lab" range was launched in 2016, specialising in limited edition draught only beers. Here the brewing team's focus is on creating original and innovative beers (I.E. Meteor

Supernova White IPA, Meteor Fusion Spicy Pale Ale...), a new beer being released every four months.

Meteor is proud not only of the quality of its beers but also of the brewery itself. Its environmental record is immaculate as in recent years it has achieved big reductions in water and energy use.

Now Meteor wants to invite its UK fans, both trade and public, to see its new visitor centre "Villa METEOR", located in the Haag family's former home at the brewery and including the gardens and beautifully-kept brewery courtyard.

"It's already very popular and is putting us on the tourist map," says Frederique Billard, Meteor's Export Manager.

"It will give you a great insight into the world of brewing and Meteor's own history since 1640 – you can drop in for half an hour or you can stay for half a day!"

*Meteor UK: Hugues Brisset,
07703474477.*

*Casa Julia (UK Importer):
info@casajulia.co.uk
Multi-channel distribution
available.*



Edouard & Michel Haag



“LA BIÈRE” since 1640

Michel Haag
7th generation brewer





Where in the World?

Going Global

Consumer demand for exotic and interesting beers continues to grow, but with such a bewildering array on offer, how in the world do you decide what to stock? Melissa Cole asked specialist beer buyers and sellers for their top tips

I'm writing this from Brazil, but I'm not here for a holiday (ok, there might be a day or two at the beach). But the fact that there is a huge beer festival and congress just striking up here in Porto Alegre is proof that the global beer market is buzzing right now.

With demand for 'craft' beers rising and commodity brand sales dropping, any operator worth their salt should be considering what international imports can add to their bottom line.

"Whether your menu is 10 strong, or 100 strong, you should aim to have something for everyone and not 'put all your kegs in one basket'"

Multiple pieces of research show that it's people with an interest in beer that drive visits to venues - beer drinkers are the ones who make the choice, whether they're into real ale or 'craft', they know what they want to drink and where they want to drink it, and are willing to pay a premium to do so. So why wouldn't you be one of those venues?

Keeping a Balance

Kieran Hartley, resident Beer Guru at The New World Trading Company, a company renowned for their strong but accessible beer offering, has excellent advice for anyone contemplating a better beer list.

"Often you can find better products by going off the beaten track and avoiding the gravitational pull of breweries that are overly hyped"

"Balance, I believe, is the essential thing to consider" he says "Whether your menu is 10 strong, or 100 strong, you should aim to have something for everyone and not 'put all your kegs in one basket'. A good beer menu should function in the same way as a good society would - you need a mixture of people with different strengths and weaknesses that all work together as one. Variety is the spice of life.

"How you go about creating the variety would be down to the concept or theme of your venue, how you perceive your customer base, and how you want your customer base to perceive you.

"If you're writing a menu for a concept that is focused solely on beer I would suggest some additions from each of the great, historic brewing nations: Belgium, Germany, UK, Czech Republic... and the USA (who joined us in more recent centuries).

"If you're writing a menu for an American themed bar, then of course you may want to limit your beers to just American beers. You could then offer a variety of beers with East vs. West coast hops or try to provide an array of beers from all over the country.

"If you do plan to limit your beer range to just one country, it is important to do it properly and maintain a variety of styles from that single country. One thing that irritates me is when a theme restaurant only offers beers from the theme country - but doesn't offer any variety. For example: a Mexican theme restaurant offering 3 Mexican lagers. What's the point? Why not throw in a Mexican IPA for good measure? This would also breathe some life into the food when paired properly."



"If you overload your range with too many niche craft beers than some drinkers will run for cover and just trade in to your standard range"

Understand Your Customers

Ben Lockwood, Beer & Cider procurement manager at Mitchells & Butlers, agrees but adds: "Understanding your guest is the key to delivering a balanced range.

"Of the beer drinkers you have in your pub, and the ones you don't have but you want to attract, how many are adventurous beer drinkers seeking the latest IPA, how many are entrenched in their habitual lager, and how many are keen to explore something different but don't have the confidence yet to dive in to this world of craft beer that is making so much noise.

"It's at that point you can ensure you've got a breadth of beers that caters to your current drinkers and the ones walking through your door for the first time. Having this focus allows you to ladder your range appropriately so that the majority of beer drinkers will always find something they're happy to drink. If you overload your range with too many niche craft beers than some drinkers will run for cover and just trade in to your standard range, but if you have a starting beer (entry lager) and an exit beer (something craft that pushes the boundaries as far as your pub allows) you can then build the range from there ensuring each beer you serve does a very different role for a different drinker.



Knowledge is Key

"Staff knowledge is key. Whether you're talking craft beer or cask ale we always want our team members to have an understanding of the range being served that day, and ultimately having a recommendation of something that's being selling well or is a personal favourite of theirs.

"We ask breweries who are successful with a rotational craft beer/keg listing to provide a tasting video so we can use all the benefits of social media to share that amongst our teams."

NWTC are renowned for the emphasis they put on staff training, and the subject of beer is no exception. As Hartley explains, "With





our menu comprising more than 60 products a big focus on staff training is a must. When opening new venues, we never expect new recruits to immediately memorise 60 products. Instead we ask them to learn about one beer from each style, which means they can then immediately offer customers a variety. You'd be surprised how well their own curiosity takes over from there and the missing pieces come together.

So What's Hot?

So which are the hot ticket new breweries outside of the UK? One of the best people in the business to ask is Justin Wylde, category development manager for beer, at Matthew Clarke.

"Australia & New Zealand are producing great beer and I can only see this growing in popularity, with the likes of the Yeastie Boys raising the profile of beers from the Southern Hemisphere.

"Staff knowledge is key. Whether you're talking craft beer or cask ale we always want our team members to have an understanding of the range being served that day"

"Modern Times from the US are creating many great beers, Pirate Life is also producing great liquid and can really help put Australia on the map for great modern brewing. Denmark has some great breweries that are appealing to the masses and have raised the bar in European brewing with names like Tool and Mikkeller and, of course, there's Sweden, and Omnipollo in particular has such a huge range of beers with such unique flavour combinations.

"I can definitely see sour and barrel-aged beers continuing to grow, as people get their heads and tongues around some of the challenging flavours they can produce. New England IPA and the haze craze has not reached the level that it's known throughout the land, it's still more of a brewers beer geek secret but offers so much potential in the big fruity refreshing nature of the beer."

But as Hartley points out, "Every couple of months, the world's new "coolest brewery" arrives, and everybody scrambles to stock their products. If you're already providing a variety of quality beers I wouldn't worry too much about 'must stock' brands, especially if the only thing that is tempting you to stock them is hype. Often you can find better products by going off the beaten track and avoiding the gravitational pull of breweries that are overly hyped. Also, do not ignore those timeless classics such as Sierra Nevada etc. as customers love them.

Wylde adds another vote for the American brewery Sierra Nevada as the cornerstone beer of a 'craft' offering and adds: "Vedett from Belgian brewery Duvel Moortgat is a great brand too, from a traditional brewer with a modern fresh approach."

Beer Sales on a Plate

And when it comes to food-led venues, what is the best approach to a stocking policy?

Wylde believes that canned beers can offer a special something to the right venues.

"Cans definitely offer great benefits for a casual dining experience, not only do they add to the overall 'street food' experience, they often offer more choice than draught could."

He does, however, sound a note of caution on the beer and food pairing front: "Venues need to ensure customers have the right tools to make a decision, be that menus and food pairing recommendations or staff training.

"All our customers have access to point of sale, be that correct branded glasses, bar runners, printed menus or training for staff we can help support with any level of requirement for our customers."





World Class Beers

8 Wired **New Zealand** **B 4.4-11%**

A range of beers that include hoppy IPAs, Saisons, Porters and Stouts, such as Super Conductor, a bone dry and ultra hoppy Double IPA and the sour ale Fist Full of Cherries,

New Zealand Beer 07904 108168

www.8wired.co.nz

Alhambra **Spain** **B/D 4.8-6.4%**

Founded in Granada in 1925 and named after the city's magnificent Alhambra Palace, this is one of Spain's leading brewers. The award winning range includes Reserva 1925, and Especial which is also available on draught.

Fullers Beer Company 020 8996 2000

www.fullers.co.uk

Amazon **Brazil** **B 4.1%**

Voted Best Craft Brewery in Brazil 2013, Amazon was founded in 2000 at the mouth of the Amazon River. It 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. Forest Bacuri is a multi award winning fruit beer, brewed with Bacuri – a wild citrus fruit unique to the Amazon Rainforest. Forest Pilsen is brewed adhering to German brewing principles.

World Beers 01279 600044

www.world-beers.co.uk

Beercat **Spain** **B/D 5.-7.0%**

Catalonian craft brewer of unfiltered, unpasteurised beers based on the British style. Beers include Barcelona Blonde a 5% golden ale, La Segadora Farmhouse IPA 7.0%, a golden colour, lively carbonation with nice yeasty notes and plenty of hops, and Siete Vidas Kolsch 5.0%, brewed with a German Ale yeast, this has a slight haze with a fruity nose and malty palate.

Morgenrot Group 0845 070 4310

www.morgenrot.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

Bifuel **Italy** **6.0%**

A unique beer created by fermenting the must from both grain and grape, producing a sparkling and delicate, fruity beer with a rich bouquet. A perfect companion to many foods, it's also available in a 75cl bottle for table service.

World Beers Ltd 01279 600044

www.world-beers.co.uk



Birradamare Italy B 4.9-6.3%

Birradamare was set up in Ostia, on the coast outside Rome in 2004 by two friends and beer lovers Elio Miceli and Massimo Salvatori. Na Biretta Chiara - now the craft beer of choice in Prezzo, this perfectly balanced lager has been inspired by the famous Czech Pils. Na Biretta Rosa, inspired by German Bock beers, this red, double-malt, deep amber-colored beer shows with a strong toasted malt flavour

World Beers Ltd 01279 600044 www.world-beers.co.uk

Casablanca Morocco B 5.0%

The leading 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.

Pierhead 01322 662377 www.pierhead.uk.com

Cerix Rubia Spain B 5.4%

A unique, highly-expressive blond craft ale made using Perle and Cascade hops. The beer undergoes an aging process of over a month between fermentations and intriguingly also has concentrated Viura and Tempranillo grape musts added to it that are provided by the Nivarius winery next door. The musts impart aromas and flavours, making it refreshing and complex with a beautifully balanced bitter finish that lengthens its taste.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Cerveces La Pirata Spain B C 5.0-11.2%

A group of home brew enthusiasts started out in 2004 and soon developed a strong following for their artisan brews. Realising that they could begin production on a larger scale, Cerveces La Pirata was born and these 'Pirates' were finally able to come out of hiding in 2012. After three years living a nomadic life brewing in other factories, La Pirata opened their first brewery in October 2015 in Súrria, a small village 70km from Barcelona, producing Black Block Imperial Russian Stout 11.2%, Deep Inside Porter 6.8%, Sansa Amber Ale 6.0% Suria Gluten Free 5.0%, and Viakrucis IPA 6.0%.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Chili Beer Mexico B 4.2%

Brewed in Tecate, Mexico this beer has a chilli in every bottle for a strange hot and cold experience!

Pierhead 01322 662377 www.pierhead.uk.com

Cisk Malta B C 4.2%

Simonds Farsons Cisk remain independent brewers and committed to the family traditions and heritage that sustained the brand all these years. Cisk beers consistently achieve international recognition confirming their quality and adding to their prestige.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Colessi Italy B 6-8%

Unpasteurised range of beers, secondary fermented in the bottle, all should be poured quickly in an un-tilted Chardonnay wine glass to ensure large head. Ambrata, Rossa and Bionda,

Matthew Clark 01275 891400 www.matthewclark.co.uk

Coopers Ales Australia B 4.5-5.8%

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)

Matthew Clark 01275 891400 www.matthewclark.co.uk

Cruzcampo Spain B 4.8%

Spain's largest beer producer, founded in 1904 and one of the biggest volume Spanish brands in the UK. Brewed in Seville, the leading export is Pilsen, a golden beer, with a malty aroma and a clean, refreshingly crisp finish.

Heineken 08457 101010 www.heineken.co.uk

Cubanero Fuerte Cuba B 5.4%

Brewed by Cerveceria Bucanero this strong, full-flavoured beer is made from superior malt & blended with just a touch of Cuban sugar. 100% original Cuban beer. Full flavoured with subtle malt undertones and refreshing sweet notes.

Pierhead 01322 662377 www.pierhead.uk.com

Dammenipa Italy B 5.0%

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

Day of the Dead Mexico B 4.6-6.8%

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%).

Matthew Clark 01275 891400 www.matthewclark.co.uk
Pierhead 01322 662377 www.pierhead.uk.com

Devassa Brazil B 4.5%

Cult beer from Brazil, brewed in 5000 litre batches using imported malts and conditioned for at least 15 days

Matthew Clark 01275 891400 www.matthewclark.co.uk

Devil's Peak South Africa B 5-7%

The pioneering craft brewery founded at the foot of Cape Town's Devil's Peak Mountain, UK range includes Cut & Run Pale Ale and the intense, hazy Dead Reckoning IPA.

Devil's Peak UK www.devilspeakbrewing.co.uk

Einstok Iceland B/D 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 and Wee Heavy, which is brewed in the style of a Scotch Ale.

Matthew Clark 01275 891400 www.matthewclark.co.uk
Love Drinks 020 7501 9630 www.lovedrinks.co.uk

Estrella Damm Spain B 4.6-7.2%

A pilsner style beer that has been brewed in Barcelona since 1876 and is the flagship beer of S.A. Damm, who also brew gluten-free beers - Daura Damm and Marzen - and a craft beer - Inedit Damm, which was created by El Bulli chef, Ferran Adria.

Marstons 01902 711811 www.marstons.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Estrella Galicia Spain B D 4.7%

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. Gluten free version also available.

Instil Drinks 020 7449 1685 www.instildrinks.co.uk

Hertog Jan Netherlands B 5.1%

Originally a brand only, owned by distributor De Kikvorsch in Deest. Under this brand several types of beer were released, of which the top-fermenting beers were all made at the Arcense Stoombierbrouwerij in Arcen.

AB InBev 01582 391166 www.hertog-jan.com

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, an IPA, a Saison and a Red Rice Ale.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Jack Black South Africa B 5.0-7.2%

Family business Jack Black's Brewing Co was founded in 2007 in Cape Town, and has grown to become one of the country's best known craft beers. Their core range is Brewers Lager, Keller Pils, Atlantic Weiss and Cape Pale Ale, while a specialty range includes Skeleton Coast IPA and Lumberjack Amber Ale.

Instil Drinks Co 0207 449 1685 www.instildrinks.co.uk

La Goudale France B 7.2-7.9%

In XVIth century France, good beers were called Goudale, Goudalle or Good Ale. These good beers were sold for 2 deniers per pot at a merchant called The Goudalier. La Goudale brewery continues to use the experience, passion and the name from this time to produce phenomenally good beers.

Instil Drinks Co 0207 449 1685 www.instildrinks.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%), Triple (8%) and Quadruple (10%) which spends extra time fermenting in the cellars in oak barrels where it takes on a unique scent and flavour that is comparable to wood aged red wine. Witte (5.5%) is 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
Cave Direct 01622 710339

www.jamesclay.co.uk
www.cavedirect.com

La Zia Italy B 5.5%

Produced for the Lazio craft brewers' project, using barley malt and agricultural products typical of the region. Each member brews LA ZIA ALE based on its own inspiration, and Birradamare's is created with Rosemary & Artichoke, typical products of the Latium coast, that give aromatic and balsamic notes that make it a good match for traditional Roman dishes.

World Beers Ltd 01279 600044

www.world-beers.co.uk

Lervig Norway B C D 4.7-10.4%

Craft brewer with a reputation for top quality, exciting beers, including ales such as Konrad's Stout, Lucky Jack, an American Pale, Hoppy Joe, an American Red, and the chocolatey Betty Brown. There's also a Belgian style Wit, a lemony sour Berliner Weiss, and the delicious crisp and refreshing Lervig Pilsner.

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 4.8-8.8%

Lion Brewery, established by a Scottish explorer in 1849, uses age-old recipes and crystal clear spring water to produce the finest brews. The multi award winning Lion Stout is 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

Little Creatures Australia B/D 5.2%

Hop flowers direct from growers in Victoria, Tassie and the US provide the intense citrus and stone fruit characters that are carefully balanced with select speciality malts. A beer that's ultimately refreshing with a distinct bitterness.

Matthew Clark 01275 891400

www.matthewclark.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
Matthew Clark 01275 891400

www.carlsberg.co.uk
www.matthewclark.co.uk

Mala Gissona Spain B D 5.0%

Authentic Spanish lager, imported from Madrid, the official beer of Real Madrid. Apaxte APA 5.0%, and Django R. Blanche Wheat Beer 5.0%.

Morgenrot Group 0845 070 4310

www.morgenrot.co.uk

Menabrea Italy B 4.8-5.0%

The oldest continuously producing brewery in Italy. Lager beers brewed using barley from the champagne region, Bavarian Halletau hops and pure Alpine glacier water, lagered for at least 30 days.

James Clay 01422 377560

www.menabrea.co.uk

Meteor France B 4.6%-5.0%

An award winning French family brewery in the Alsace, the permanent range includes Blonde, Blanche, and Classic 27 Pilsner a distinctive beer in the Czech style brewed since 1927. A Craft Beer Lab also releases limited edition draught only beers such as Meteor Supernova White IPA, Meteor Fusion Spicy Pale Ale

Casa Julia Plc 01376 320269

www.casajulia.co.uk

Mexicali 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

Modelo Mexico B 4.4-5.4%

Modelo Especial is a rich, full-flavoured pilsner beer with a slightly sweet, well-balanced taste, light hop character and crisp finish. Negra is darker, stronger with a distinctive, creamy taste.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Nils Oscar Sweden B 4.2-6.7%

The Swedish family-owned microbrewery known for a range of craft beers, most famously God Lager, but the range also includes India Ale, Session IPA and Pale Ale.

Pierhead 01322 662377 www.pierhead.uk.com

Nøgne Ø Norway 6.0-9.0%

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, including a refreshing Pale Ale and the magnificent Imperial Stout.

James Clay 01422 377560 www.jamesclay.co.uk

Pacifico Clara Mexico B 4.5%

A pilsener type beer, brewed since the beginning of 1900's when the brewery was founded by German expats. Clara means clear in Spanish and this is a pale blonde lager.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Page 24 France B 4.9-7.9%

Exciting French craft brewery close to the Belgian border, named after a medieval saint who recorded a recipe for hopped beer on the twenty fourth page of a sacred script. A wheat beer and a biere de garde are available, along with a Brune biere de garde and a Rhub IPA - a collaboration with Nøgne Ø; the rhubarb cuts right through the malt and leaves a sourness on the finish.

Cave Direct 01622 710339 www.cavedirect.com

Palax Spain B D 4.9%

Cervecera Artesana is situated in La Rioja, Spain and has what must be one of the most stunning views from any brewery in the world. Founded in 2012 the brewery is nestled among the famous vineyards of the region. A bottle-conditioned lager made using Hallertau Tradition hops. Following on from aromas of honey, flowers and citrus fruits it has a full, rounded taste with more complexity and medium carbonation from the secondary fermentation in bottle.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

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.

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pang Pang Sweden B 5.8-10%

Based in Hökarängen, in the south of Stockholm, Pang Pang created the Swedish wave of craft brewing when Fredrik Tunedal built the brewery at age 25 back in 2010. With the pillars of the company "hand-made" and "small scale", Fredrik goes the long way to deliver beers that few others have the patience, grit, warped-thinking or power to produce. Flamingo IPA 6.0%, Gaffa Earl Grey IPA 5.8%, Golden Glock Fruit IPA 6.0%, Prepper Double IPA 8.0%, Shower Beer 10.0%, and Tikitango Pale Ale 4.5%.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk





Pelforth France B 5.8%

Established in 1914 in Northern France, the brewery's flagship brand, Pelforth Blonde is a classic bistro beer with a clean, thirst-quenching taste with touch of malt and vanilla and a delicate profile that belies its strength.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Peroni Nastro Azzurro Italy B D 4.7-6.6%

The number one premium Italian imported lager has been joined by a Gluten Free version a new 'aperitivo-inspired' beer, Peroni Ambra which is designed to be served over ice and garnished with a twist of orange peel. Also available is Gran Riserva, a full flavoured strong lager and Red, a darker and hoppier beer that is the favourite in Italy

Asahi UK 01483 718 100 www.asahibeer.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pietra Corsica B 6.0%

A unique speciality bottom fermented beer brewed with chestnut flour and no artificial ingredients. Chestnuts are the signature fruit of Corsica and are hand picked and combined with selected malts to brew this award winning amber beer.

James Clay 01422 377560 www.brasseriepietra.co.uk

Pistonhead Sweden C 4.5-6.0%

A range of cult beers such as Kustom Lager, the dry hopped Flat Tire and Full Amber.

Matthew Clark 01275 891400 www.pistonheadlager.com

Quilmes Argentina B C 4.9%

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.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Raaf Smoke Italy 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 01279 600044 www.world-beers.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

Roma Bionda Italy 5.2%

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

Rothhammer Chile D 4.5-5.5%

The first Chilean craft beer to be imported into the UK. The range includes Real Golden Ale, Brave Red Ale, Nazca IPA and Stratus Lager

Matthew Clark 01275 891400 www.matthewclark.co.uk

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.

Heineken 08457 101010 www.heineken.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Schremser Austria 4.8-5.1%

A small brewery on a nature reserve using organic malt and hops to Karl's exacting specifications. Schremser produces a range of traditional and innovative beer styles that are starting to gain international recognition such as their famous Bio-Roggenbier, an award winning Rye beer

Euroboozer 01923 263 335 www.euroboozer.co.uk

Sleeman	Canada	B C 4.2-4.8%
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Canada's foremost craft brewery. Family-run with over 200 years of brewing expertise. Honey Brown Lager 4.8%, a rich copper colour with a creamy, off-white foam head, creating a full-bodied lager with a touch of natural honey and a slightly sweet finish. and Sleeman Rainside Ale 4.2%, An amber ale with a distinct hop flavour, medium body and a white lacy head.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Stiegl	Austria	4.9-5.1%
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A range of beers from Austria's oldest brewery, founded in 1492 in Salzburg and still owned and run by the family

Euroboozer 01923 263 335 www.euroboozer.co.uk

To Øl	Denmark	Various %
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Gipsy brewers that love brewing with unlikely ingredients and pushing the boundaries of beer styles while always trying to produce something easy drinking and approachable.

Cave Direct 01622 710339 www.cavedirect.com

Tsingtao	China	B 4.7%
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Pronounced Ching Dow, a truly authentic Chinese beer, only ever brewed in the sea port of Qingdao, in North Eastern China Brewed using yeast brought to China from Germany by the brewery's founder in 1903.

Halewood 0151 480 8800 www.halewood-int.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Tuatarā	New Zealand	B 3.3-11%
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Pronounced TOO-AH-TAR-RAH, today you'll find it all over the country, even in the local supermarket, as well as at selected spots around the world. Mot Eureka is a crisp, firm bodied pilsner with notes of citrus and grass. Good hop bitterness and refreshingly dry finish. Belgian Triple is on the other hand complex, nice sweetness, and spicy phenolics of clove and orange.

New Zealand Beer 07904 108168 www.tuatarabrewing.co.nz

Vic Ale	Spain	B 5.0-6.2%
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A pioneer in the Calatan craft beer world. Beers are brewed using a traditional top fermented high temperature method followed by cask or bottle conditioning. The Other Side Blonde and Mumbai IPA are the main imports at the moment.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Viru	Estonia	5%
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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 in the centre of Tallinn

Matthew Clark 01275 891400 www.matthewclark.co.uk

Wendelinus	France	6.0-6.8%
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An abbey beer with a range of flavours that mature on the palate with every mouthful, Blonde is brewed to a recipe introduced to Brasserie Meteor originating from the 9th Century. Tenebris is a dark and intense brown beer with complex aromas and notes of coffee and dark chocolate

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Windhoek	Namibia	4.0%
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Windhoek is a 100% pure beer that adheres to the Reinheitsgebot (German Purity) Law. It is a thirst quenching Premium lager from one of the world driest countries. Windhoek Lager is full-bodied with a high proportion of malt; slightly more bitter than other lagers it pours with a beautiful foam head which makes it so distinctive.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Yeastie Boys	New Zealand	B Various
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The award winning brewery burst onto NZ's brewing scene with Pot Kettle Black, a South Pacific porter that is still their biggest seller and flagship beer, fresh and hoppy, dark as night and malty rich. Gunnamatta IPA is another medal winner, and a modern cult classic - a Tea Leaf IPA made with Earl Grey.

New Zealand Beer 07904 108168 www.yeastieboys.co.nz

Zywiec Krakus	Poland	B 5.6%
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Poland's most premium pilsner lager beer, it has been brewed exclusively in the town of Zywiec since 1856 .

James Clay 01422 377560 www.zywiec.com.pl





Cider Looks Rosie

Cider Preview

A strong pipeline of innovation, distribution gains, an army of loyal millennial consumers and pubs with a thirst for new ways to sell it - cider is moving at an enviable pace, reports Rosie Davenport

While marketeers in other categories frantically chase its lead, cider makers remain ahead of the curve in a market that has never been so vibrant.

According to CGA data, cider is the third most popular out-of-home category after wine and lager with sales up 3% to 1.85 million in the year to 15/07/17.

Samantha Catford, Orchard View Brand Manager at Shepherd Neame says: "Cider has been enjoying something of a moment for a little while now, which has led to more and more products coming to the market, so the challenge is to go beyond simply being part of the upward curve of a trend and instead establish cider as a long term proposition."

Martin Thatcher, fourth generation cidemaker, at Thatchers Cider says the market has experienced significant developments and continues to evolve. He explains: "In recent years the UK ontrade cider market has seen substantial change, from totally new entrants, the growing popularity of brands from quality family cidemakers, fruit cider, cloudy cider and more recently artisan cider. This makes it an incredibly exciting and fast-moving sector to be a part of."

Rising to the Craft Challenge

While cider has equipped itself well with new launches and innovation, like other categories it is still vulnerable to new trends, most notably the continued march of craft beer.

Martyn Jones, ontrade channel head at Westons Cider, says: "Competition from other drinks categories such as craft beer is one of our biggest challenges, as there is a finite space on the bar and an ever-increasing choice of quality drinks available."

"Premiumisation is a trend which is very much here to stay, and consumers are also continually on the look-out for drinks which offer genuine heritage, provenance and authenticity and which have a story to tell"

But advances in craft beer have also helped usher in a new era for cider, with consumers willing to try more niche products, increasingly with higher price tags.

Justin Way, Marketing Controller at Aston Manor, says: "The rise of craft beer has led to consumers expecting to have more choice in the beer ranges offered by pubs and bars and they're prepared to pay more of a premium for it."

Devoting fridge space to a limited range of smaller pack 330ml cans and bottles to cater for different taste experiences is increasingly being sought for cider, as well as beer."

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Cider is worth a phenomenal £2.88bn a year in the UK, of which almost two thirds is spent in the on-trade (£1.8bn).

This shows that it's more important than ever that licensees ensure they have the right offering to make the most of this highly profitable category. Premiumisation is still a hot topic in cider, with value growth of 3% outstripping the steady 2% volume growth.

Within this, draught cider is where the real opportunity lies, as it accounts for 68% of on-trade cider volumes and is growing at 5% year-on-year overall. That said, the craft cider sector is a small but fast-moving sector, and must not be forgotten about. Many authentic craft ciders are packaged in cans, such as the UK's first craft canned cider, Caple Rd, which is also conveniently available in draught format now.

Caple Rd: now available in draught format

The launch of Caple Rd Cider followed Westons category insight which identified a gap in the market for such a product when it was first introduced in a can three years ago. The 5.2% abv sparkling cider is made from 100% fresh English apple juice and is matured for up to 18 months to give a refined, full-bodied, amber-coloured cider. Caple Rd is produced in small batches to ensure consistent quality and its unique craft characteristics. Caple Rd was launched in draught format a year ago and is faring extremely well, currently growing at 124% year-on-year.

Mortimer's Orchard: commanding the highest price point of any apple cider

Mortimer's Orchard is made with 100% fresh English apple juice and is growing at 24% in volume and 26% in value (CGA Strategy data to 12/8/17). It has the highest price point of any of the draught apple ciders so can prove profitable for licensees as well as being highly popular with customers.

Westons Cider has also recently launched Mortimer's Orchard English Berry, to tap into the huge consumer trend for fruit cider,

which is up 30% overall (CGA Strategy). Mortimer's Orchard English Berry Cider is a sparkling, clear, berry-coloured cider made from a unique blend of bittersweet, sharp and sweet apples, which is matured in Westons Cider's traditional oak vats before being blended with berry fruits to deliver an exceptionally flavoursome and refreshing cider. The 4% abv cider is available on draught to the premium on-trade.

For more good reasons why Westons draught ciders could benefit your pub, why not get in touch with our Sales Support Team on 01531 660100 to find out which brands could work for you. With a cider for all occasions and tastes, it's more than likely we can provide what your customers are looking for and help you make the most of the category.

Did you know?

Westons Cider is an independent family-owned cider maker, now run by the fourth generation of the Weston family.

The company has a long heritage in authentic English cider-making and has been producing cider in the Herefordshire village of Much Marcle since 1880.

Westons draught cider brands include: Caple Rd Cider, Mortimer's Orchard, Stowford Press, Old Rosie and Rosie's Pig.

All of Westons ciders are made from 100% English apple juice.

Over 90% of the fruit used to make Westons ciders is sourced from the three counties of Herefordshire, Worcestershire and Gloucestershire.

Westons Cider presses all of its own fruit for its ciders, which are all made from fresh juice before being matured for up to 18 months.

Westons Cider now exports to over 40 countries globally, including Australia, Canada and Asia.

www.westons-cider.co.uk

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The Craft of Cider

Although craft cider is still a very small part of the market, and just as ambiguous in its definition as beer, cider suppliers are placing considerable effort into growing their share.

Thatcher says: "The UK ontrade cider market is likely to grow over the next few years, coming from comparatively small areas of the category - cloudy and craft, for example. Premiumisation will play a key part - people are looking for quality rather than quantity and having the right range is key. Keg cloudy cider has been around for decades but has really taken off in the past two years with the introduction of brands such as Thatchers Haze. Craft ciders are expected to follow the growth of similar challengers within the beer market.

"Provenance and authenticity is important to consumers - they want to know the story behind the brand. Engaging with consumers is key."

Jones agrees that premium brands with a strong sense of provenance will continue to thrive. He says: "If you're at the premium craft end of the market and producing genuine innovation which appeals to the millennial consumer then you will continue to succeed. Premiumisation is a trend which is very much here to stay, and consumers are also continually on the look-out for drinks which offer genuine heritage, provenance and authenticity and which have a story to tell."

As a brewer, Catford argues that Shepherd Neame is well-placed to capitalise on the steady growth in craft cider drawing on its experience in beer. "Craft is an ill-defined sector, but research indicates people associate craft with quality and provenance, so that's a space we already occupy. We're Britain's oldest brewer and we work with Britain's oldest family-owned cidemaker, so while we don't call ourselves craft we are a part of that dynamic."

Attracting Millennials

As producers in other categories - most notably wine - grapple with how to engage more with younger drinkers, cider could not be more on-trend.

A third of cider drinkers are millennials and CGA analysis shows:

- ▶ Cider drinkers are typically younger, drinking, on average, over 10 more drinks brands when out
- ▶ Apple cider drinkers have a lower average spend and go out slightly less frequently than the average cider consumer
- ▶ Pear cider drinkers are slightly younger and biased towards females
- ▶ 67% of fruit cider drinkers are female
- ▶ Fruit Cider is highly popular amongst youngest on trade consumers

Therefore, the challenge for cider suppliers is how to maintain millennials' attention and not lose them to rival categories.

"The UK ontrade cider market is likely to grow over the next few years, coming from comparatively small areas of the category - cloudy and craft, for example"

Catford explains: "Younger generations drink less than previous generations and yet they occupy a disproportionately large share of the market, which puts them in a strong position as customers. Quite rightly, therefore, what they do spend is spent wisely and they want more for their money, they demand quality. They drink less, but better. By creating a premium product with good provenance and heritage but a contemporary taste profile, as we have done with Orchard View, we believe that's something that all generations can identify with."

This Cider Can

Westons is investing significant energy in the millennial market too. "All of our innovation is currently aimed at the younger, millennial audience," says Jones.

"Advances in craft beer have also helped usher in a new era for cider, with consumers willing to try more niche products, increasingly with higher price tags"

"Caple Rd Cider was launched three years ago as the UK's first craft cider in a can following Westons category insight which identified a gap in the market for such a product. The 5.2% abv sparkling cider is made from 100% fresh English apple juice and is matured for up to 18 months to give a refined, full-bodied, amber-coloured cider. Caple Rd was launched in draught format a year ago and is faring extremely well, currently growing at 124% year-on-year."

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Making Cider Work

Getting the product mix right is only half the story and Thatcher says marketing is vital. “Bring your cider offer to life by putting on events and experiences in your pub - stand out is more important than ever. Create cider cocktails and introduce your customers to cider and food pairing suggestions. Use social media to share events and drinking experiences.”

“So while fruit ciders are attracting new consumers to the cider category, producers continue to show they can hold the attention of drinkers by finding new ways to convey heritage and craft credentials”

Janette Murray, UK Marketing Manager at Magner’s agrees: “Social media provides a great platform to interact with millennials, drive engagement, create conversation and drive awareness of promotions, however brands must engage in the areas millennials care about. By being active on social media platforms, pubs will connect with drinkers out-with their normal drinking occasions, remaining relevant and front of mind when it comes to planning their next night out. Licensees should promote any offers or events via social media and should consider running targeted Facebook adverts to local cider fans with specific offers to drive awareness.”

Trends in Cider

Rachael Chard, CGA Client Director says: “Within the on-premise, cider is experiencing volume growth of 1.4% and value growth of 3.0% (MAT to 15/07/2017). Cider growth has been driven by draught cider, and within this fruit cider, which has pushed the category to reach a broader consumer base including more young and female consumers.”

“Apple remains the dominant flavour, holding 63% of volume, however it continues to see share loss each year as a result of the growth of fruit cider.

“Create cider cocktails and introduce your customers to cider and food pairing suggestions. Use social media to share events and drinking experiences”

“Within apple we do see product diversification with more craft cider and NPD, as the category taps into wider market macro trends of provenance and quality, which have been a driver of growth across beer and spirits. CGA forecasts the category to continue to grow share of the sales mix, further cementing itself as a key part of any outlet’s range.”

So while fruit ciders are attracting new consumers to the cider category, producers continue to show they can hold the attention of drinkers by finding new ways to convey heritage and craft credentials - values which will be key to keeping them interested - in 2018 and beyond



Aspall were also quick to recognise the potential for cans, joining forces with craft can pioneers, Hobo Beer & Co, to launch East Coast Cyder, which is made using only culinary apples such as Gala, Braeburn, Cox, Russet and Bramley.

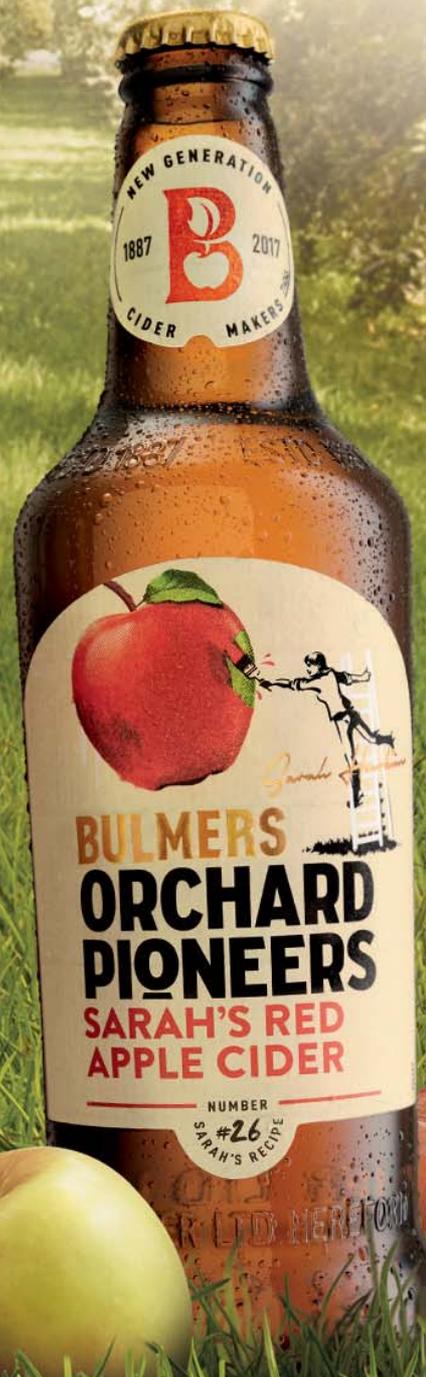
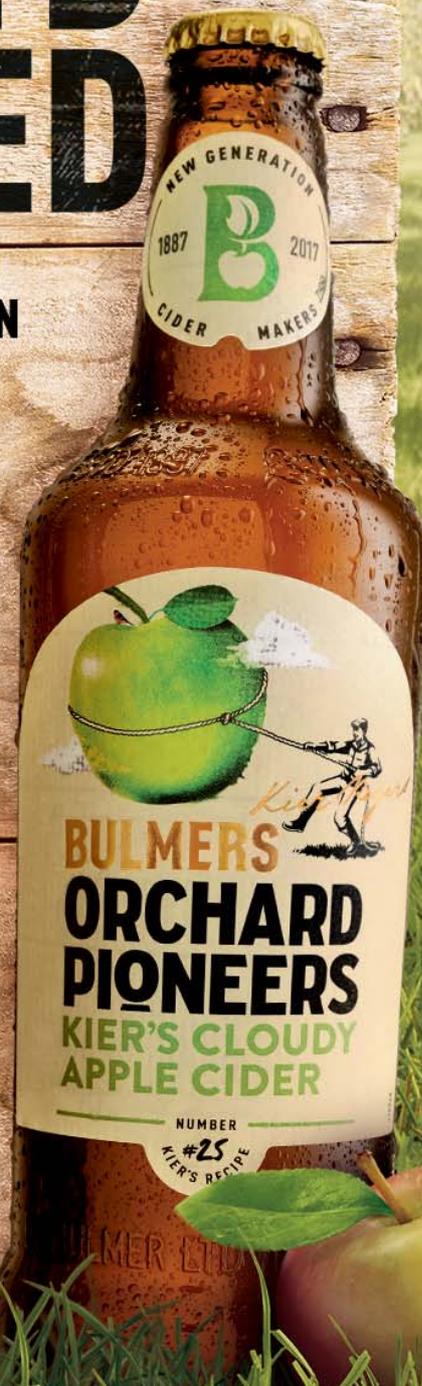
Other cider makers are responding to the growing demand for craft cans, Thatchers with Stan’s Leaf Twister and Barrel Roller, while Aston Manor have brought out Friels Hop Infused Cider and Friels First Press Vintage Cider, which is the No.1 craft cider brand in the Off Trade.

Way comments “These ciders provide operators with an opportunity to build a limited craft cider 300ml range offer. Our multi award winning First Press Vintage medium dry cider is fermented with a blend of 100% fresh juice from traditional English eating apple varieties - Red Falstaff, Katy & Windsor. It’s crafted in limited batches with the first press of the juiciest apples from each season’s harvest of our Herefordshire and Worcestershire orchards.”

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Kier Rogers
Sarah Hawkins





Perfect Pairings

Cider & Food

Fourth generation cidemaker, Thatcher's Cider, has produced a new guide to pairing cider with food. Written by national drinks writer, author and TV broadcaster Susy Atkins, the guide talks through the steps on how to recognise the characteristics in a cider that will make a perfect match with different food styles.

The Thatcher's Guide to Pairing Cider with Food not only demonstrates the versatility of cider when it comes to serving it with a meal, but also the characteristics that enhance tastes and flavours in food.

Susy Atkins, who has been writing and broadcasting in the drinks industry for over 25 years, explains: "There is nothing more delicious and satisfying than a great marriage between food and drink. And that most certainly includes cider. Matching the liquid in your glass to the food on your plate is well worth aiming for - it can help bring out the very best in both. In fact, a great pairing enhances the whole meal. And anyone can do it - the basic guidelines that help us choose the right matches are surprisingly simple and straightforward to follow."

She adds: "Cider is incredibly diverse and complex. Consider the many different apple varieties - bittersweet, bittersharp, culinary, dessert - and the very different styles created by our cider producers - dry, bubbly, strong, oak-aged, sweet.

"Just as you wouldn't have any old wine with a particular dish, so it pays to think beyond just having a generic cider with your meal. To find the ideal partnerships, you need to look at what kinds of cider suit specific recipes. Sweeter, drier, richer, lighter, oak-aged, still or sparkling ciders - what will deliver the truly blissful marriages with your favourite dishes?"

"Sweeter, drier, richer, lighter, oak-aged, still or sparkling ciders - what will deliver the truly blissful marriages with your favourite dishes?"

The guide, which is available in full at www.thatcherscider.co.uk, looks at the characteristics of ciders, and then explains why certain foods work well.

Atkins explains that the most important factor is a drink's sweetness level. The important rule is always balance 'like with like' in this respect, she says. "So dry drinks must go with savoury food - they will taste harsh and too tart alongside sugary dishes. But sweet drinks work mainly with desserts and also with certain cheeses and rich patés. Sweet and medium sweet ciders, where the most luscious flavours of the juice of sweet apples really shine through, can dazzle here."

Martin Thatcher adds: "There is so much to discover about pairing cider with food. Our guide will be of enormous help to all lovers of cider, and to those who want to add a new experience for their customers. In fact, to everyone who has a love of food and drink and who wishes to expand their horizons."

What's Your Cider Experience?

Kentish Pip

For cider drinkers there is a lack of diversity in the vast majority of pubs, bars and restaurants which no longer reflects what is on offer.

You scan the bar from left to right, past the five regional cask ale pumps, then three or more craft beer lines, Guinness and a couple more well known lagers. Finally at the end is the single cider tap with the all too familiar badge reinforcing all the old preconceptions of the cider category.

The range and quality of craft, artisan and premium cider in the UK is at an all time high but this rarely translates to what is seen at the bar.

At Kentish Pip we produce a core range of bag in box, keg and bottled craft ciders and a limited edition range of seasonal specials. All the ciders are distinguished by different apple varieties, fermentation and ageing techniques, as well as a small range of natural ingredients. By dealing direct with a lot of our customers we get a real insight into what works and what doesn't.

So what are the barriers preventing customers branching out? A lack of choice isn't the only enemy for the cider explorer. Serving warm cider from a box on the bar categorised simply as dry, medium or sweet doesn't exactly inspire the customer to sign up to the cider revolution.

This year we have seen the most growth with our Skylark Sparkling Apple Cider. Made in small batches from 100% juice, it's a blend

of cox and a selection of bittersweet varieties. Speaking with our customers we have found that having a true craft cider on keg opens the door to those who wouldn't normally try a still or traditional cider. And if suitably impressed they are far more likely to try something new when next given a choice.

Quality is the key to building on people's cider experience. Small doesn't always mean good and large doesn't always mean bad. As the choice of products grow, everyone needs to be more discerning and knowledgeable to select the best range and serve it in the optimum condition.

When refreshing your range of ciders this season, speak to your producers, or better still go and visit them to find out more about what they are doing. Consider introducing a second keg line to open up the craft category to a wider audience and think about the customer experience and the ever-important serve.

This winter Kentish Pip will launch a new sparkling keg cider as a sister product to Skylark as well as a wide range of limited edition specials and new glassware. For more information visit www.kentishpip.co.uk follow us on Instagram or come and visit us at Woolton Farm.

Contact: Sam Mount 01227 250151

sam@kentishpip.co.uk

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The Number One In Cider



The On Trade Preview talked to Jerry Shedden, Trade Marketing Director at HEINEKEN, the UK's largest cider company, about the challenges and opportunities for cider in the ontrade

The Heineken Interview

The challenge for any on-trade outlet is space and making sure the bar and fridges are being used to deliver the best rate of sale. As category leader, HEINEKEN has the best cider range along with the expertise to work together with licensees to grow their business.

A clear opportunity is to take advantage of dual stocking Strongbow Original alongside Strongbow Dark Fruit. This has proven to increase the rate of sale (ROS) and can deliver up to +59% higher ROS compared to stocking another apple cider brand alongside Strongbow Dark Fruit¹.

What can pubs do to increase cider sales?

To increase cider sales, a comprehensive range targeted to customers is key. Mainstream / Classic brands are still the bedrock of the category and should be the starting point for any offering, however, for those consumers who haven't chosen their brand before they get to the bar, pubs should offer the opportunity to trade up by stocking a premium range alongside their mainstream offering, but be careful to avoid duplication of flavours and subcategories, as this will take up valuable bar or fridge space.

Draught remains the favourite format for cider drinkers, representing 70%² of the total category volume and which is continuing to grow. HEINEKEN's portfolio of draught ciders makes up over half of the cider category, with Strongbow and Strongbow Dark Fruit representing the top two brands in both volume and value sales³. It's important therefore to ensure your customers will find these brands featured prominently on the bar.

Pubs should also give attention to bottled ciders in the back-bar fridges, as bottled products are easier to store and quicker to serve, reducing waiting times during busy periods, such as Christmas or a hot summer day. Bottled ciders are also an easy way to provide a wide variety of flavours, enabling establishments to cater to a varied clientele. Draw consumers' attention to bottled ciders available in the fridge by ensuring there is POS on the bar and on tables.

It's also important to ensure best-selling brands are visible and we'd recommend using POS and displays to highlight your range to customers as soon as they enter your venue to influence and interrupt their purchase decisions.

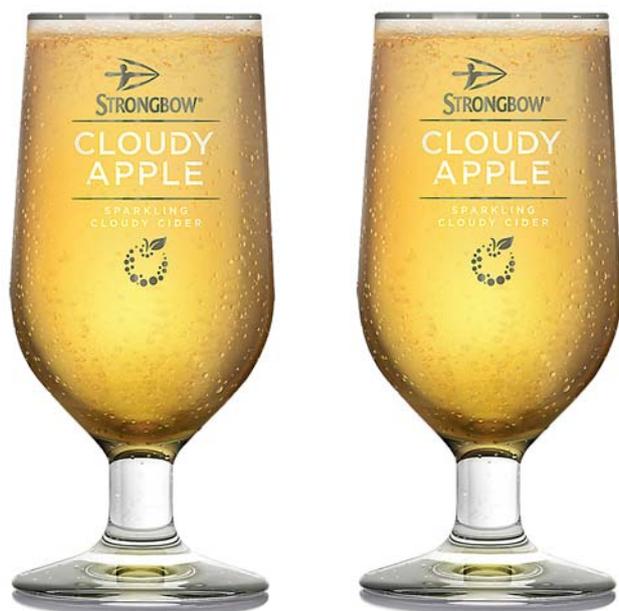
Bar staff also play a key role in the consumers' decision-making process - they need to be able to not only serve a top-quality drink, but talk around the subject with confidence and specialist knowledge.

What efforts are you making to trade consumers up in the category and support premiumisation within cider?

As demand for premium ciders and more interesting flavours increases, the best way to take advantage is by stocking a range of premium brands and flavour variants. At HEINEKEN, we are driving growth in the Premium Flavoured cider category⁴ with brands such as the quirky Old Mout range.



Whilst the mainstream brands deliver the greatest volume in the category, there is big opportunity for more premium options. At HEINEKEN, we have had great success with Strongbow Cloudy Apple, an offer which combines many more premium cues with the accessibility and wide appeal that the Strongbow brand brings to consumers. Delivering an average of 39p more per pint than Strongbow Original, Strongbow Cloudy Apple has been driving great throughputs in over 4,000 outlets to become a top 10 UK cider brand⁵.



With a section of cider fans increasingly seeking more provenance and heritage, we launched Bulmers Orchard Pioneers earlier this year. Made with British apples from Herefordshire, the new range celebrates the pride and passion of cider makers Sarah and Kier, and features two variants, Sarah's Red Apple and Kier's Cloudy Apple.



Craft is still a very small part of the market, but growing steadily. How are you responding to this changing dynamic?

The last few years have seen an explosion in the dynamic 'craft' category, which has provided people with more choice and encouraged consumers to be more adventurous. We have recognised this and catered to this growing demand for variety by introducing new cider brands to our portfolio, the latest being Orchard Thieves. This is another step towards delivering ciders that are viewed as artisanal. The brand has all the modern cues to fit in with the craft aesthetic, but the right heritage and location to fit with quality cider.

Do you think food pairing with Cider is a big opportunity for licensees?

Great food is the most important reason why people visit a new pub⁶, so food pairing with cider is a big opportunity for licensees. We therefore encourage customers to educate their staff around cider and food pairing - it's a great way to push pubgoers to trade up, but also a fun and enjoyable training session for staff.

As over half of Brits visit pubs to eat⁷, creating a strong dining offer is another opportunity to attract customers through the door. Make sure you are sharing images and information about your dining offer online, on social media and through outdoor signage.

Regarding food pairings, cider's complexity, with its bittersweet taste profile, can bring out the intricacies of different flavours, however, licensees should be careful with the versatility of cider and select the range that matches their menu and customers' palate the best.

The best dishes to be enjoyed with brands such as Symonds Founder's Reserve and Strongbow are those that enhance the fruity characteristics of the ciders whilst possessing a similar aroma. Meals such as roast pork or mussels naturally lend themselves well to these.

Both Bulmers Orchard Pioneers varieties pair well with food. With light fresh apple aromas and a hint of maple syrup, Sarah's Red Apple pairs perfectly with grilled haloumi or a crispy bacon sandwich. Kier's Cloudy Apple, with its hint of toffee and zingy acidity is a good accompaniment to desserts such as a raisin and apple baked tart with custard.

"Pubs should offer the opportunity to trade up by stocking a premium range alongside their mainstream offering, but be careful to avoid duplication of flavours and subcategories, as this will take up valuable bar or fridge space"



Jerry Shedden

Where Next for Cider?



Cider Preview

Pete Brown is worried that the UK - cider's spiritual and physical heartland - is being left behind by the US when it comes to the craft and innovation that will take it to the next level

In 2014 I went to an event called CiderCon in Chicago. It was six months after the release of my book, *World's Best Cider*, and I was there to promote it and meet up again with some of the cider makers I'd met while researching it.

I was impressed by what I saw: they'd formed a National Association of Cider Makers, and the mood was bullish. Thanks to cider apple trees being torn down during prohibition, the Americans don't have much bittersweet cider fruit that gives our drink its structure and character, but despite that, they were coming up with some quite drinkable stuff. Everyone I spoke to acknowledged that the US had a long way to go before they were making anything comparable to British cider, but their enthusiasm was very encouraging.

Three years later: I'm back in Chicago at CiderCon 2017, to plug my latest book. (I decided to write *The Apple Orchard* purely as an excuse to spend more time around cider makers and orchards.)

The event has moved to a different venue because it's four times bigger than it was in 2014. On the first night, there's a reception where about twenty cider makers are pouring their latest products. I taste a British-style scrumpy, fruit ciders made with actual fruit, spiced ciders, sharp, Spanish-style sidra, Normandy-style farmhouse cidre, strong, heady apple wines, vintage barrel aged ciders, hopped ciders, and many more.

"Whenever I talk about apple varieties and how they are comparable to grape varieties in wine, they're unfailingly curious and interested"

Over the following two days, the conference venue plays host to seminars on marketing cider, apple cultivation, orchard design, flavour and seasonality, lab analysis and online branding, to name but a few. Across the city there are cider promotions, cider dinners, tastings and showcases.

I leave Chicago inspired, marvelling at the possibilities cider has to offer. And then I ask myself: how has the United States managed to leave the UK - cider's spiritual and physical heartland - so far behind in the past?

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What

CIDER'S

supposed to

TASTE LIKE



EST. 1904



At 12:30 every Friday the Thatchers family taste their next vat of apple cider to make sure it's as good as it should be.

If it's not, it simply never leaves the farm.

That's why Thatchers is what cider's supposed to taste like.

EST. 1904
THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE





Innovation

Ask some British cider makers about innovation and they'll point to their latest artificial fruit flavour variant. Ask the biggest brands what varieties of apples are in their 'premium' products, or what percentage of apple juice they contain, and they'll either refuse to tell you or they won't know themselves.

At the other end of the scale, try talking to a West Country farmhouse cider producer about innovation and they'll tell you - if they deign to reply at all - that cider is made by pressing locally grown cider apples, fermenting the juice for six months, and that's it. Anything else simply isn't cider and shouldn't be allowed.

"How has the United States managed to leave the United Kingdom - cider's spiritual and physical heartland - so far behind in the past?"

Heritage and Craft

The British cider boom seems to be over. Volume is declining sharply, and is pretty much back to the level it was before 'the Magner's effect' shook everything up just over a decade ago. While craft beer continues to evolve and win new drinkers with an ever-diversifying range of styles and brands, the cider market looks pretty much identical to how it was in 2013 when, at the first ever 'cider summit', researchers and analysts repeatedly told an audience of brand owners and marketers that the consumer was interested in new ideas, innovation, stories, tradition, heritage and craft.

So why have producers not responded? Why has Britain stood still and allowed the US to reinvent cider?

The Craft Beer Parallel

The parallels with craft beer are obvious. For years, with a few identically bland lager brands dominating the market, discerning British drinkers and brewers clung to an idea of beer that was traditional and unchanging.

There's much to admire in cask ale, but our slavish adherence to it prevented us from seeing the attraction of other styles, other cultures and traditions. America, by contrast, had had its brewing tradition wiped out completely by prohibition, so it had no past to cling to. When interest in flavourful, characterful beer took off, the US was working with a blank slate, borrowing from other traditions, combining them, experimenting and creating something new, with roots in the diverse treasure trove of centuries of international brewing traditions.

The same now goes for cider. In the UK, the big brands are tied to a generic, inoffensive product just like the big, commoditised lager brands were, while those who aspire to quality stick to an unchanging script.

Just as with beer, prohibition annihilated what was once a strong cider tradition in the US. 'Cider' became a term for fresh, unpasteurised apple juice. Without traditional bittersweet cider apples, America's resurgent industry had to be inventive. And they have been.

Britain only 'got' craft beer when our own IPAs, porters and stouts were reinvented, repackaged and re-introduced to us by American craft brewers.

So how could Britain's cider makers learn from the market that has eclipsed it, if not in volume (yet) then certainly in ideas and momentum?

What Next for Cider?

Firstly, cider makers need to set aside their differences and work together. CiderCon has no equivalent in the UK. It's organised by the United States Association of Cider Makers, a body formed in 2013 by the coming together of the most influential regional cider associations.

As well as organising CiderCon, it offers a training programme leading to certification as a cider professional, market data, research grants, and lobbies for cider makers' interests at a federal level.

“On a weekly basis I meet people who don't like over-sweet, artificial mainstream ciders and don't like funky farmyard scrumpy, and therefore believe they don't like cider at all, completely unaware that there's anything in between”

Its British equivalent, the National Association of Cider Makers, does the lobbying part. It claims on its website that it also promotes 'the merits, qualities, heritage & authenticity of the cider industry', but it's difficult to find any evidence of this.

There's no consumer-facing publicity or promotion of the cider sector as a whole. We need our equivalent to CiderCon for there to be a sharing of ideas and a breeding ground for initiatives.

Secondly, the industry needs to urgently educate the consumer and the trade about cider. On a weekly basis I meet people who don't like over-sweet, artificial mainstream ciders and don't like funky farmyard scrumpy, and therefore believe they don't like cider at all, completely unaware that there's anything in between. But whenever I talk about apple varieties and how they are comparable to grape varieties in wine, they're unfailingly curious and interested. Thatcher's has followed up last year's apple 'periodic table' with a series of single varieties and blends that shines a light on the possibilities of the apple. More producers and industry bodies need to follow suit.

The good news is that, as this article was about to go to press, the Beer Academy, established in 2003 to educate and inspire people about beer, announced its relaunch as the Beer and Cider Academy. The cider part is being headed by Gabe Cook, a cider professional who seems to dedicate every fibre of his being and minute of his day to trying to demystify cider and spread the word about the good stuff. Gabe will be overseeing a course that will eventually lead people to acquiring a new cider qualification, that of 'pommelier'.

Finally, the industry needs to embrace a much broader spirit of innovation, beyond the diminishing returns of yet more artificial fruit flavours. In big companies, innovation tends to be driven by the marketing department.

Craft beer has benefited instead from innovation from the brewhouse, driven by looking wider, to other categories and other

traditions around the world. We're starting to see some of this in what might loosely be termed the 'craft' segment of the cider market - producers smaller than the big boys but bigger than farmhouse producers. Producers such as Hogan's, Oliver's and Sandford Orchards are taking influences from France, Spain - and now the US, expanding what cider can be, the drinks it can compete with, the occasions it can be drunk. Within that segment of the market, ciders starting to look very interesting indeed.

Cider has always been a conflicted drink, and a misunderstood one. In different guises and at different points in its history, it's been the English equivalent to fine French wine, and a park bench drink catering exclusively for under-age and street drinkers. After heading up the scale over the last decade, it now seems to be sliding back down again. It would be a crime to allow this slide to continue.

But that process is not irreversible. If cider can swallow its pride and learn from beer - just as it did in the US - we can see the emergence of a new craft cider segment that will add value to and rejuvenate the category as a whole. The green shots are there. They must be encouraged.

Pete Brown is the author of World's Best Cider and The Apple Orchard



Small Cider Making Big Waves

The Ciderologist, otherwise known as Gabe Cook, shares a few of his favourite things in the burgeoning craft cider market

All around the world, the cider market is growing. Although the majority of this volume is coming from larger producers, there are some truly fantastic, innovative and aspirational ciders being crafted by smaller makers. Here's my guide to 5 of the best here in the UK:

Sandford Orchards

From the heart of good old Devonian cider country comes Sandford Orchards, who these days occupy the old Creedy Valley ciderworks in Crediton. Classic West Country ciders are their bread and butter, but of greatest interest is their pioneer range. For me, their standout product is the St Louis Dry Hopped cider. Although only just started to be seen in the UK market, hopped ciders have been made for a number of years in the US. This cider neatly balances the citrus of the hops with soft tannin and fruity sweetness.

Available from: www.sandfordorchards.co.uk



Oliver's Cider & Perry

A man of many talents, as well as working on the family farm and being tour manager for The Proclaimers, Tom Oliver is the master of minimal intervention, wild fermented cider and perry. He is leading the charge of producers creating aspirational ciders and perries – bold and balanced, funky and flavoursome.

These are products that exude high value perception. Many of his ciders perries now grace the tables of Michelin starred restaurants, demonstrating an awareness and understanding that these drinks can, and should be treated with the same reverence and appreciation as a fine wine.

Available from: www.oliversciderandperry.co.uk



Hawkes

The proprietors of London's first Urban Cidery, Hawkes are somewhat of a wildcard. Their ciders are made with dessert apples from the South East of England, rather than the bold, tannic varieties grown in the West Country. This gives rise to a lighter, leaner, refreshing style of cider, but still retaining an impressive amount of body. Their flagship brand, Urban Orchard, is also made with a proportion of fruit donated from London gardens, parks and green spaces.

Located under the arches on Bermondsey's Beer Mile, Hawkes proclaim they are leading the craft cider revolution. They are doing this not only with their own brand, but also by showcasing fabulous products via their tap room, located in the same building as the cider making facility. Punters can therefore sample the best of British ciders whilst being informed on the cider making process. Go and visit.

Available from: www.wearehawkes.com



Perry's Cider

Situated in the picture postcard perfect village of Dowlish Wake in Somerset, Perry's has been a family cider maker since its inception in 1920. Today, the latest generation of Perry, George, is at the helm and has given the company a reputation of making truly authentic, but entirely accessible ciders.

Perry's ciders are always big, bold and fruity, thanks to excellent quality fruit and slow, wild fermentations. The experience of enjoying these ciders is enhanced by the wonderfully bright idiosyncratic 'wildlife' labels designed by illustrator Tom Frost. Go for the Somerset Redstreak – it's an absolute winner every time.

Available from: www.perryscider.co.uk



Downside

Last, but not least, is the newcomer of the group, Downside. Only in production commercially for a few years, this is a Shepton Mallett-based one man band producer that is already making some exquisite drinks. Paul Ross believes he is the only person in the country making perry from a blend of English and French varieties, and the results are stunning.

Whilst, late season English tannic varieties, like Rock, provide backbone, the flavour is driven by the layered acidity from the continental fruit. This perry has all the class, charisma and finesse of any white wine. Drink as an aperitif or as an impeccable accompaniment to oysters.

Available from: www.bristolcidershops.co.uk



Gabe Cook is a passionate champion, educator and judge of all things cider www.theciderologist.com



BROTHERS

PIONEERS OF FRUIT CIDER SINCE 1995.

We are Francis, Jonathan, Matthew and Daniel. For 14 generations our family has always strived to make light, refreshing ciders using a variety of fruit. Brothers Cider was born in a field in Somerset, first sold at Glastonbury Festival in 1995, near to what was then called the Jazz World Stage.

We were pioneers of the Fruit Cider Category, mixing our Pear Cider with a range of fruit juices at the festival and providing refreshment to thirsty festival goers. We gained a cult following offering innovative and refreshing flavoured cider.

These days the stage has been renamed The West Holts Stage, but our bar is still in the

same place. Over the years, festival goers kept asking us if it was possible to get our drink when the festival was over and so we decided to market it to pubs and supermarkets. Now you can get it all over the country and at other festivals besides Glastonbury.

Brothers Cider has built a reputation for producing innovative flavour combinations that are well placed to meet the current consumer desire to experience new things, 500,000 more drinkers told Kantar this year that they love to try new alcoholic drinks. Interesting flavour combinations like Brothers Toffee Apple Cider & the brand new Brothers Rhubarb & Custard Cider add a point of difference

to the fridge, and help drive fruit cider penetration.

Cider has maintained a strong performance in the on trade in 2017 with only cider and spirits showing both volume and value growth*. With cocktail serves also gaining traction in the on trade, fruit ciders work as fabulous ingredients for interesting cocktails that are easy to implement and taste delicious. Our mixologist has created these fabulous cocktail serves using a range of Brothers Fruit Ciders. ➤





STRAWBERRY DAIQUIRI

Make every day a Daiquiri Day with our take on this Cuban classic. Fresh Mango & juicy Strawberries blitzed with ice, rum and Brothers Strawberry & Kiwi Cider.

INGREDIENTS:

- 500ml Brothers Strawberry & Kiwi
- 50ml White Rum
- Fresh Mango
- A handful of Strawberries & lots of ice!



SPICED ORCHARD

A heavenly combination of Toffee Apple Cider, spiced dark rum and a dash of apple juice. Sweet and spiced, this delicious cocktail is great served warm or cold.

INGREDIENTS:

- 500ml Brothers Toffee Apple
- 50ml Spiced Rum
- 25ml Lime juice
- A splash of Apple juice & lots of ice!



BROTHERS PINA COLADA

A mouth watering blend of delicious Brothers Coconut & Lime Cider, white rum & pineapple juice. For a true taste of the Caribbean serve with plenty of ice, and don't forget the umbrella!

INGREDIENTS:

- 500ml Brothers Coconut & Lime
- 50ml White Rum
- Fresh Pineapple juice & lots of ice!



WILD HEDGEROW

A cocktail with a lot of spirit! A delicious blend of wild berries, gin, vodka & white rum. Fruity, crisp and refreshing. Perfect for those hot summer days.

INGREDIENTS:

- 500ml Brothers Wild Fruit
- 25ml White Rum
- 25ml Gin
- 25ml Vodka
- Garnish with berries & lots of ice!





Getting Festive with Cider Fans

Festival Fever

Beer festivals are commonplace nowadays, says Ted Bruning, and many include a selection of craft ciders but festivals where the apple is firmly centre-stage and where beer is more or less incidental are still a bit of a novelty

But that is changing; more and more enterprising licensees are holding them or at least putting a much stronger emphasis on cider at their regular festivals and other events, and for sound commercial reasons.

“Dedicated cider drinkers are a small group, but trippers come from London and beyond to sample the selection”

For a drink whose history in Britain can be reliably traced to 1184, cider carries remarkably little baggage. Its spectrum of styles is much the same as beer's, from absolutely pure farmhouse products in which even the yeast is wild to heavily fruit-flavoured alcopops of whose composition no-one seems sure. The spectrum of consumers is equally wide, but the purists don't command the gastronomic high ground as real ale fanatics do, and festival organisers can include brands far more mainstream than you would expect to find at a beer festival, and thereby attract a rather wider audience.

Ringling the Changes

Dave Green of the Ring o' Bells at Nailsea near Bristol has a large cider trade and while many fellow Enterprise Inns lessees have bought out their ale ties, Dave has bought out his cider tie. He stocks four cask beers but has 20 ciders permanently on sale in various formats. The core offering is the full Weston's range including the company's flavoured brands and Stowford Press and Mortimer's Orchard on keg; and thanks to the fact that bag-in-box has succeeded the polycask as the craft cidemaker's draught package of choice he can also carry a fair few artisan efforts. Dave's attitude to cider is catholic.

“Since I started with bag-in-box I've gone from stocking a handful to more than 20,” he says. “There are a lot of cider drinkers round here: some favour traditional ciders like Black Rat and Gert Lush and the local, Nailsea. Then you have the younger market and women who tend towards the keg. We also have Bulmers strawberry and lime and Weston's Orchard Reserve with damson and raspberry and they're very successful too.”

Dave's Summerset Festival in August is more a celebration of cider than an exhibition of the eclectic and the obscure: the whole event is more like a village fete than a pub festival. Nailsea and Weston's host tastings but the barbeque, live music, play area, bouncy castle and other stalls and sideshows are just as big a lure as the range of ciders.

“At first it was a very local affair but this year we had people from all over the region,” says Dave. It’s more like a circus than a festival - if the weather’s good it can be a knockout and it’s a great showcase for us.”

“Although not an everyday commodity, good cider speaks of Englishness, and summer, and picnics - a cultural pheromone that arouses British holidaymakers and foreign tourists alike”

Cider’s Rising Sun

Nigel Granger of the canalside Rising Sun at Berkhamstead, Hertfordshire, also acknowledges cider’s broadly-based pulling power. His quarterly festivals carry 20 ciders compared to 30 ales, but then his usual range of cider and perries in all formats totals 15, including some from France. What he likes about cider is its inclusivity.

“Cider is less narrowly categorised than beer, and the difficulty of getting hold of traditional cider makes it hard to be too much of a stickler,” he says. “The distinction between pure farm cider and some of the better mainstream brands is less obvious to most consumers than it is with beer. Also the tannin and acid levels of traditional cider can be a problem for some people, as can its strength.

“We have to do the flavoured stuff - I’m not a fan but it brings in the youngsters. If they like it that’s fine with me, and if it helps them to move on to real cider that’s great.

“The emphasis at the festivals is on beer. But the range of ciders attracts customers out of curiosity if nothing else, so it’s a good recruiter for cider. On the Fridays and Saturdays the pub is heaving indoors and out. Cider doesn’t account for a huge percentage of turnover and dedicated cider drinkers are a small group, but trippers come from London and beyond to sample the selection.”

Cider’s Secret Attraction

But what is cider’s secret? Why are people who don’t actually drink very much of it so fascinated by it? As Nigel Granger pointed out, it’s partly that hardcore farm cider is quite hard to get outside its native regions. Even though small-scale cidemaking has spread all over England and Wales, local ciders are still shy beasts, and their rarity gives them a whiff of exoticism. Although not an everyday commodity, good cider speaks of Englishness, and summer, and picnics - a cultural pheromone that arouses British holidaymakers and foreign tourists alike.

Cider and Sausages

And that’s why Kevin Shepherdson of the Old Horse in Leicester pairs his cider festival with sausages and Grant Cook of the Sandford Park Tavern in Cheltenham pairs his with cheese. Both events are held in August.

At Kevin’s Sausage & Cider Festival there are 12 beers and 11 ciders in the garden and another eight ciders in the bar. The



regulars comprise four from Weston’s and four guests, augmented for the festival by local ciders in 20-litre bag-in-boxes.

“The festival seems to attract different people, experimenters who like to try new things,” says Kevin. “It’s also very English, very farmhouse. We have 11 kinds of sausage made by a local butcher, all with beer and cider; we have a hogroast basted in cider; we have locally-made relishes and chutneys. We’ve been running it for three years; it gets bigger every year but there’s still plenty more we can do with it.”

“Cider and cheese go together culturally as well as gastronomically. The acid in the cider and the fat in the cheese complement each other well”

Cheese Pairing

The focus at Cheltenham may be on beer but traditional cider - especially in bag-in-box, which is easy to handle and keeps well - is the rising star. “With an outdoors festival you can have a problem with beer quality, but bag-in-box cider doesn’t have to be set up in advance, won’t spoil, and can be brought indoors overnight,” says Grant.



hogroast, barbeque, hot air balloon rides, fairground rides, morris dancers, a bucking bronco (mechanical), and falconry displays among many other excitements. Unlike most pub-based festivals, though, at Compton Martin the cider and cheese makers set up and run their own stalls, market style (although there's a more orthodox beer and cider marquee as well); last April there were 25 ciders alone.

The event was in its fifth year, having been started by joint owners Miles and Luca Leonard and Matt and Fiona Fisher when they bought the pub in 2012; and according to manager Sarah Ethgrave it was the biggest yet. "I couldn't count them all, but we reckon more than 3,000 attended on the day," she says. "It's become a truly massive event."

Maybe that's partly because Miles and Matt, as senior music industry executives, can get top-line acts to perform at the after-fayre disco: this year's headliners were Sophie Ellis Bextor and Jo Whiley

Garden Parties

The success enjoyed by grassroots entrepreneurs with cider-based promotional events hasn't escaped notice in the boardrooms: Greene King teamed up with family firm Aspall last summer to help lessees stage Aspall Garden Party cider festivals in their gardens and make the most of the weather. The Garden Parties were based on Greene King's "events toolkit" which included advice and guidance on mounting and marketing seasonal promotions.

The Swan in historic Long Melford, Suffolk, held a cider festival which manager Rachael Brown described as fabulous.

"We had lots of people here and Aspall brought lots of garden games that were great for the children," she said. "We had a cocktail menu that incorporated Aspall ciders. You got a cocktail on arrival and we had ones with apple juice for the children. It's definitely something we'll consider doing again."

Another pub to take part was the Fishes at North Hinksey on the outskirts of Oxford, where manager Sam Terry said the event exceeded his already high expectations.

"It was fantastic," he said. "The guys turned up at about 2pm and got the site ready. We had print bottles giving people the opportunity to get their face on an Aspall bottle and people loved that.

"We could do it very quickly, you just needed to have your photo taken and then the photo was printed out in the style of an Aspall label. It was very popular and there were lots of garden games. It was good fun and got everyone involved, adults and children alike.

"It was definitely better than I expected and I would 100% do it again."

Henry Chevallier Guild, 8th generation owner/director of Aspall commented, "Aspall Cyder and summer days go hand-in-hand; what better way to celebrate the Great British Summer than with Aspall Garden parties? We're proud of our strong relationship with Greene King and enjoyed working together to make the garden parties such a success for everyone involved"



"Cider and cheese go together culturally as well as gastronomically. The acid in the cider and the fat in the cheese complement each other well. We're in craft cheese country as well as craft cider country. There's something about the acidity of a dryish cider that sets off a semi-hard West Country cheese beautifully - they just bring out the best in each other."

*"We've been running it for three years;
it gets bigger every year but
there's still plenty more we can do with it"*

The Big Cheese

Standing as it does in Somerset's Chew Valley at the foot of the Mendip Hills, the Ring o' Bells in Compton Martin is not so much surrounded by artisan cheese and cidemakers as besieged by them, and it would be positively egregious not to celebrate them in some way. The pub's annual one-day Cider & Cheese Fayre - held in April, when the previous year's new make is ready - is more like a giant village fête than anything else, with two stages of live music,



Our Blush Cider is an exceptional, gently sparkling cider with the fruity aroma of raspberries and a crisp dessert apple finish.

It's a great cider to pair with food. Jane Peyton recommends serving Blush with a classic Eton Mess:

"It's firm acidity (cuts) through the whipped cream and meringue and (it has) a complementing fruitiness like a Grenache rosé".

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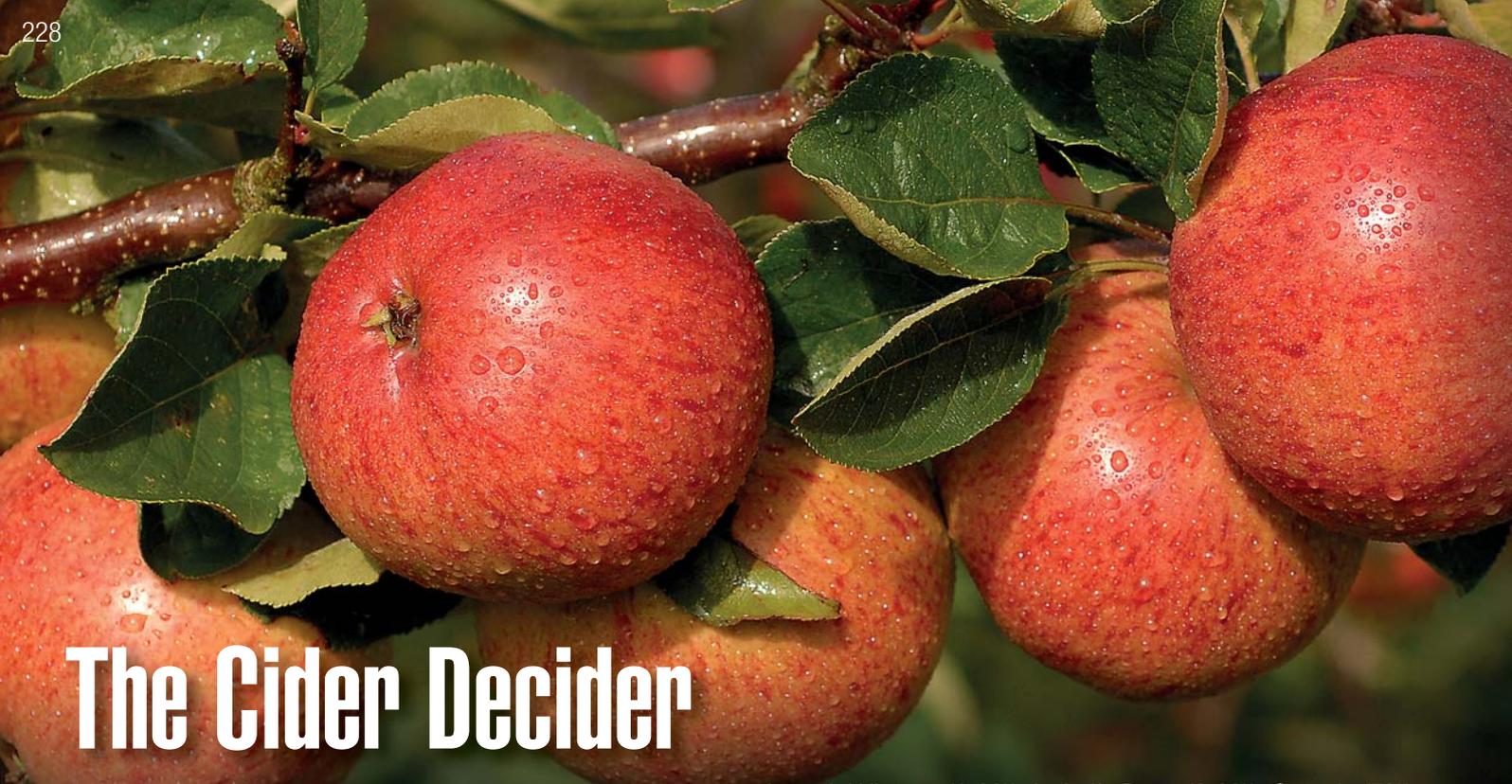
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Angry Orchard

B 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.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

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

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

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. 2017 saw the addition of a new mid strength cyder (4.5%) to a range that includes Aspall Draught (5.5%), Clement's Four (4%), Cyderkyn (3.8%), Mulled (3.8%), 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 Waddlegoose range.

Aspall 01728 860 510

www.aspall.co.uk

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Avalon

B D 5.5%

Produced by long established Spanish cider makers Trabanco - now in their 4th generation, this 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

Bad Apple

B D 5.1%

Produced in Herefordshire, it blends four distinctive cider fermentations to produce a tangy, fresh-pressed apple and blossom scent, alongside flavours of sweet, spicy apples, balanced with a crisp, dry mouthfeel and lingering oak taste

Carlsberg 01604 668866

www.carlsberg.co.uk

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Blind Pig

B 4.0%

A range of premium ciders blended with fruit and spirit flavours: Bourbon & Blueberry and Whiskey Honey & Apple

Heineken 08457 101010

www.heineken.co.uk

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Bolee D'Armorique

B 5.0%

An authentic traditional Breton cidre, 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

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Brothers B C D 4.0-7.0%

It has taken 4 Brothers and 14 generations of cider makers, from the Showering family to create their unique range of ciders. They first started selling their Pear Cider, or Perry as it was then called, at the Glastonbury Festival in 1995. Now available in a number of exciting flavours, including Strawberry Pear, Wild Fruit Pear, Cloudy Lemon, Premium Apple, Coconut and Lime, Strawberry and Kiwi Cider, Toffee Apple, Hop, Mixed Berry, Festival Apple, and Festival Edition Pear Cider

Brothers Cider 07714 249576 www.brotherscider.co.uk

Bulmers B 4.5%

The first drop of Bulmers Cider was pressed by 20 year old H.P. 'Percy' Bulmer in 1887, using apples from his father's orchard in Hereford. Those same Hereford apple trees are still delivering the perfect base for Bulmer's Original, Bulmers Pear, Crushed Red Berries & Lime, and Wild Blueberry & Lime.

Heineken 0131 528 1000 www.heineken.co.uk
Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Bulmers Orchard Pioneers B 5.0%

Created in collaboration with growers Kier Rogers and Sarah Hawkins, in 2017 Heineken launched Kiers Cloudy, a medium bodied sparkling apple cider, with the flavour of fresh apple juice and subtle caramel sweetness. Also Sarah's Red Apple, a medium bodied sparkling apple cider, with the subtle bittersweet taste of true Herefordshire red apples.

Heineken 0131 528 1000 www.heineken.co.uk

Caple Rd D C 5.2%

The UK's first craft cider in a can. 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. Produced in small batches to ensure consistent quality and its unique craft characteristics.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Ciderboys B D 5.0%

American Craft Cider, imported from Wisconsin USA. Traditional hard cider made with Champagne yeast. Rich aroma, rich delicious apple flavor with a touch of dark honey

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Copse House B D 4.5-6.0%

Award winning medium dry still cider from Dorset, also available in a sparkling version and a lighter sparkling one.

Matthew Clark 0344 822 3910 www.matthewclark.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
Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Curious Apple Cider B 5.2%

A gently carbonated cider made by English winemakers, Chapel Down, using 100% pure Kent apple juice produced from hand-picked Rubens apples.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

East Coast Cyder C 5.1%

Hobo Beer & Co joined forces with Aspoll Cyder, and East Coast was born, using only culinary apples such as Gala, Braeburn, Cox, Russet and Bramley, all carefully blended to give exceptional drinkability. Clean in character, with an aroma of fresh apples and a delicate floral note

Hobo Beer & Co www.hobobeerandco.co.uk

El Gaitero B 4.0-5.5%

The No1 brand of cider from the Spanish Asturian region, which is known for its great tasting apples, perfect for making cider. A 4% Red Grape version is also available.

Instil Drinks Co. 0207 449 1685 www.instildrinks.co.uk

Family Reserve B 11.0%

This sparkling, 11% apple wine from Thatchers Cider uses the first gentle pressing of beautiful Katy apples to create a fine fizz, perfect for special occasions and celebrations, a fantastic alternative to sparkling wine and prosecco.

Thatchers Cider Co. 01934 822862 www.thatcherscider.co.uk

Friels Vintage Cider B C D 5.5-7.4%

Award winning vintage cider crafted with a blend of 100% fresh juice from traditional English eating apple varieties – Red Falstaff, Katy & Windsor, made with the first press of the juiciest apples from each season's harvest of our Herefordshire & Worcestershire orchards. Available in 500ml NRB, 330ml can & 20L Bag in Box. Draught strength 5.5% keg and seasonal flavour Bag in Box range also available.

Aston Manor Cider 0121 328 4336 www.frielscider.co.uk
Matthew Clark 0344 822 3910 www.matthewclark.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

Gold B D C 4.8%

Thatchers flagship brand, full of flavour with a wonderful rich golden colour. The UK's no 2 draught apple cider, Gold is available in keg, bottle and can.

Thatchers Cider Co. 01934 822862 www.thatcherscider.co.uk

Haze B 4.5%

A cloudy premium cider from Thatchers. Crafted from dessert apples to create a crisp, sweet finish, it is the juice of the Jonagold apple that makes this popular cider naturally cloudy.

Thatchers Cider Co 01934 822862 www.thatcherscider.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 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**Herrljunga****B 4.0-4.5%**

Fruit ciders from the heart of Sweden, pronounced Hair-lunga. Available in Apple and Pear varieties as well as Blackcurrant & Lime, Ginger & Lemon, Strawberry & Vanilla.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Hoxton Cidersmiths****B 4.5-6.6%**

A range of craft ciders including Harry Masters' Jersey, a mellow "medium" cider based on the apple of the same name, and the full bodied sixpointsix vintage, all lovingly crafted using over 200 years of cidermaking know how.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Kentish Pip****B D 4-6%**

A range of contemporary still and sparkling Kentish Ciders, created from special blends of dessert and cider apples. Includes multi-award winning still apple ciders, premium sparkling craft cider and a seasonal flavoured range.

Kentish Pip 01227 250151

www.kentishpip.co.uk**Kingstone Press****D B 4-4.7%**

This award winning 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 draught 50l keg & 500ml NRB. Wild Berry Cider is also available in draught 50l keg & 500ml NRB.

Aston Manor Cider 0121 328 4336

www.kingstonepress.co.uk**Knight's Malvern Gold****B D 6.0%**

Award winning vintage cider crafted with a blend of 100% fresh juice from traditional English eating apple varieties - Red Falstaff, Katy & Windsor, made with the first press of the juiciest apples from each season's harvest of our Herefordshire & Worcestershire orchards. Available in 500ml NRB, 330ml can & 20L Bag in Box. Draught strength 5.5% keg and seasonal flavour Bag in Box range also available.

Aston Manor Cider 0121 328 4336

www.knightscider.co.uk

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Kopparberg****B 4.0-4.5%**

Flavours include Elderflower & Lime, Mixed Fruit, Raspberry, Strawberry & Lime, Nordic Cloudberry and Naked Apple.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**La Chouette****B 4.5%**

A golden French cider with orange hues, an elegant aroma with floral and fruity notes on the nose. Fruity in flavour, slightly tart with a bitter finish. Subtle caramel hints.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Le Brun****B 4.0-5.5%**

Produced in Brittany since 1955, these award winning ciders are made using the traditional method of natural fermentation of pure pressed juice from hand picked local apples.

Instil Drinks Co 0207 449 1685

www.instildrinks.co.uk**Maeloc****B 4.0-4.5%**

Named after the 6th century Bishop of Britannia, Maeloc is a tribute to the Bishop and the Britons who travelled from Britannia to Galicia, uniting the customs and cultures of both peoples. A premium hand crafted range of 'sidras' from Spain's Galicia region.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Magners Original Irish****B D 4.5%**

The Original pint bottle cider, a premium, traditional Irish cider, also available in Classic Pear & Dark Fruit flavours, and Golden Draught, made using a higher proportion of the smaller, harder Dabinett & Michelin apples to give 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

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Mela Rossa****B 5.0%**

An Italian craft cider made from 100% Italian apple juice at the family-owned cidery in Trentino, Italy. This cider is crisp and fresh, with crunchy apple flavours and a refreshing lightly sparkling style.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Mortimer's Orchard**D 5.0%**

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. Mortimer's Orchard English Berry is made with crisp raspberries and blackberries to give a juicy deep berry flavour.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Old Mout**B 4.0%**

Old Mout (rhymes with fruit) was dreamed up in New Zealand's Moutere Valley over 65 years ago. The fruit cider with Kiwi spirit is available in 4 flavours: Kiwi & Lime, Passionfruit & Apple, Summer Berries and Pomegranate & Strawberry.

Heineken 0131 528 1000 www.heineken.co.uk
Matthew Clark 0344 822 3910 www.matthewclark.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
Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Orchard**D 4.5%**

Sheppy's Cider and Sharps Brewery have joined forces to produce a premium craft draught cider using only the finest West Country cider apples. Fermented and matured in traditional oak vats for an exceptionally clean, natural, refreshing apple flavour.

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Orchard Pig**B D 4-7.4%**

A range of Somerset ciders including keg Reveller and 20l boxes of Maverick (Ginger & Chilli), Explorer, Navelgazer and the Hogfather (7.4%).

Orchard Pig 01458 851222 www.orchardpig.co.uk

Orchard View**B D 4.5%**

A collaboration between Britain's oldest brewer Shepherd Neame, and oldest family-owned cidemaker Aspell. Orchard View contains a blend of each of the different styles of apple: sweet, sour and bittersweet including varieties such as Gala, Braeburn, Jonagold, Katy, Cox, Russett, Windsor, and Bramley which all help to give Orchard View its unique flavour profile.

Shepherd Neame 01795 532 206 www.shepherd-neame.com

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

Pure Hopped Cider**B C 4.0%**

Pure Hopped Cider is new craft cider made with a 100% fresh apple juice from Herefordshire and a dash of the finest Target hops from Worcestershire which is gently matured in oak vats to produce a beautifully balanced and smooth drinking cider with a natural haze and sweet undertone which compliments the hoppy citrus flavours and lingering dry finish.

Purity Brewing Co. 01789 488007 www.puritybrewing.com

Rekorderlig**B C D 4-4.5%**

A range of Swedish fruit ciders. Strawberry-Lime, Wild Berries, Passionfruit and Pear are the core flavours, with limited editions and seasonal releases such as Spiced Plum.

Rekorderlig UK 01283 511 000 www.rekorderlig.com
Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Rosie's Pig**C D 4.0-4.8%**

A range of easy drinking traditional, cloudy, medium-dry ciders. Rosie's Pig was one of the first delivery trucks Westons Cider ever owned, which is reflected in the names Flat Tyre (with Rhubarb), Hand Brake (with Damson) and the Cherry flavoured Rusted Wheel.

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.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Sheppy's**D 4.8-5.5%**

A range of single variety, farmhouse and vintage ciders from the farm of award winning craft cidemakers in the same family for over 200 years.

Sheppy's 01823 461233 www.sheppyscider.com
Matthew Clark 0344 822 3910 www.matthewclark.co.uk



Smirnoff Fruit**B 4.0%**

Smirnoff Cider, a combination of cider, Passion Fruit & Lime Fruit flavours and Smirnoff vodka. Lightly fizzed, crisp on flavour for a refreshing taste.

Diageo 020 8978 6000

www.diageo.com**Stan's****BX D 5.0-6%**

Stan's range of traditional ciders from fourth generation Thatchers, available in both bag-in-box and draught format, includes Trad (6%), naturally hazy and mellow from being matured in oak vats; Big Apple (5%), a medium dry full flavour still cider; and Cheddar Valley (6%), smooth, naturally cloudy and known for its distinctive orange hues.

Thatchers Cider Co. 01934 822862

www.thatcherscider.co.uk**Stassen Cidre****B 7.4-8.2%**

Super premium ciders from Belgium, designed to appeal to lovers of sparkling wine. Available in Brut, Cuvée Rosé and Grand Cru versions, all come in a 750ml bottle with a champagne style cork.

Heineken 0131 528 1000

www.heineken.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%**

Described by Pete Brown as 'the best of the mainstream ciders', the leading brand from Weston's Cider is an authentic and traditional tasting cider, made with 100% local home-pressed apples for 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.

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk**Strongbow****D B 4-4.5%**

The UK's best selling draught cider. The range includes Dark Fruit, and the most recent edition, sparkling Cloudy Apple.

Heineken 08457 101010

www.heineken.co.uk**Thatchers****B D 4-7.4%**

In 1904 William Thatcher first began cider-making at the family's Myrtle Farm in Somerset. Today Thatchers combines generations of experience with modern technology, resulting in authentic Somerset ciders that are consistently full of flavour and distinct apple character. Widely respected for its extensive knowledge of apple varieties, in 2017 Thatchers Redstreak Cider was awarded both the Supreme Champion at the International Cider Challenge, and the World's Best Sparkling Cider. Thatchers premium bottled ciders include Thatchers Vintage, single variety Katy, Green Goblin and Old Rascal.

Thatchers Cider Co 01934 822862

www.thatcherscider.co.uk

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Thistly Cross****B 6.2%**

Clear golden, smooth, medium dry Scottish cider, matured for 6 months to give balance & smoothness. It's a classic, farmhouse cider made with a blend of Scottish apples.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Waddlegoose****B D 3.8 -4.6%**

Modern cyder calls for a modern apple. Sure, your Worcester, Spartan and Cox all have their place. But Waddlegoose, the contemporary cyder from Aspell, takes a deliciously fresh approach with apples like Gloster 69, Zari, Gala -new varieties bred to be mouth-wateringly crisp and flavoursome. Waddlegoose cyder (4.6% abv), Three Berry (3.8% abv).

Aspell 01728 860510

www.waddlegoosecyder.co.uk

Matthew Clark 0344 822 3910

www.matthewclark.co.uk**Wyld Wood Organic Cider****B D 6.0%**

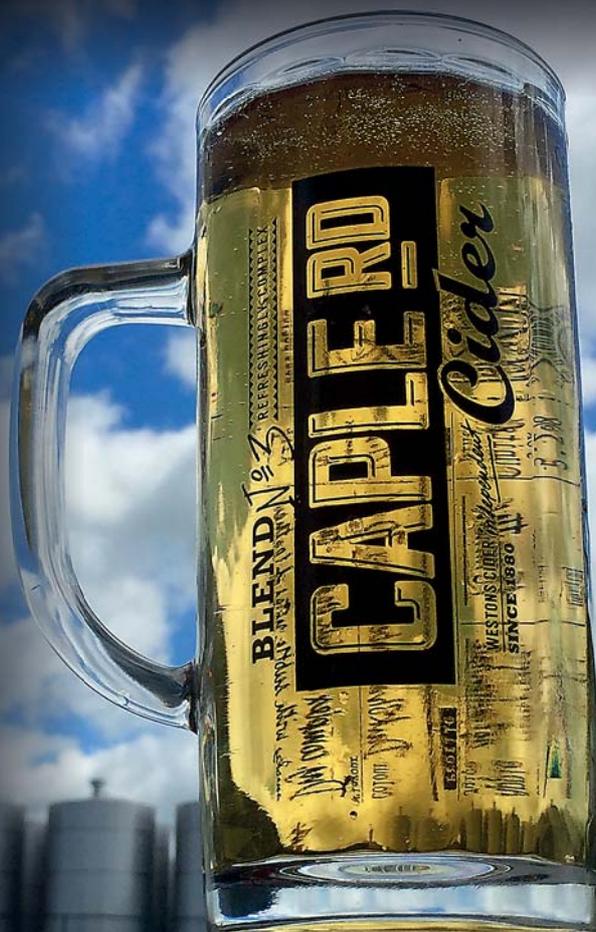
A traditional premium cider, produced from fruit sourced in Herefordshire's organic orchards, and matured in old oak vats. The result is an easy to drink cider with a ripe apple aroma & a refreshing well balanced taste. Available in 500ml bottles and 3l boxes.

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk**Zeffer Cider****B 5.0-5.4%**

Zeffer ciders are fermented in small batches and made with minimal intervention that allows the natural flavours and true character to shine without the use of any artificial colours or sweeteners. Zeffer Cider Co. are based in the sunny north of New Zealand Their focus is on producing quality cider made from a carefully selected range of apple varieties.

Matthew Clark 0344 822 3910

www.matthewclark.co.uk

Cider Makers

Berkshire

Ciderniks

07885 296789
www.ciderniks.com

Tutts Clump

0118 974 4649
www.tuttsclumpcider.co.uk

Buckinghamshire

Virtual Orchard

07901 800182
www.virtualorchard.co.uk

Cambridgeshire

Cassels

07767 855615
www.casselscider.co.uk

Cornwall

Cornish Orchards

01503 269007
www.cornishorchards.co.uk

Healey's

01872 573356
www.thecornishcyderfarm.co.uk

Haye Farm Cider

07787 504725
www.hayefarmcider.com

Polgoon Vineyard

01736 333946
www.polgoon.com

St Ives

01736 795267
www.stivescider.co.uk

Cumbria

Solway Cider

07885 296789
www.solwaycider.org

Devon

Green Valley

01392 876658
www.greenvalleycyder.co.uk

Hunt's

01803 782422
www.huntsider.co.uk

Lyme Bay Winery

01297 551355
www.lymebaywinery.co.uk

Sandford Orchards

01363 777822
www.sandfordorchards.co.uk

Thompstone's

07812 590008
www.thompstonescider.co.uk

Venton's Devon Cyder

07811 963853
www.ventons.co.uk

Yarde Real Drink

01803 782217
www.realdrink.org

Dorset

Cranborne Chase

01725 552715
www.cranbornechase.co.uk

Dorset Nectar

01308 488382
www.dorsetnectar.co.uk

Purbeck Cider

01929 481500
www.purbeckcidercompany.co.uk

Twisted

07841 841289
www.twistedcider.co.uk

Gloucestershire

Minchew's

07974 034331
www.minchews.co.uk

Orchard's

01291 689536
www.orchardsciderandperry.com

Pearson's

07950 907686
www.madeslow.co.uk

Severn Cider

01594 510282
www.severncider.com

Sherston Cider

01454 238669
www.sherstoncider.co.uk

Hampshire

Mr Whitehead's

01420 511733
www.mr-whiteheads-cider.co.uk

New Forest Cider

01425 403 589
www.newforestcider.co.uk

Herefordshire

Bartestree

01432 850191
www.bartestreecider.co.uk

Butford Organics

01568 797195
www.butfordorganics.co.uk

Celtic Marches

01684 569142
www.celticmarches.com

Dunkertons

01929 481500
www.dunkertoncider.co.uk

Gwatkin

01981 551 906
www.gwatkincider.co.uk

Greg's Pit

01531 660687
www.greggs-pit.co.uk

Henney's

www.henneys.co.uk

HP Bulmer

01432 352000
www.bulmers.com

Oliver's

07768 732026
www.oliversciderandperry.co.uk

Once Upon a Tree

01531 637119
www.onceuponatree.co.uk

Pips

01981 550 484
www.pipscider.co.uk

Robinsons

01584 819646
www.robinsonscider.com

Ross on Wye Cider

01989 562815
www.rosscider.com

Westons

01531 660233
www.westons-cider.co.uk

Hertfordshire

Millwhites

07710 525220
www.millwhites.co.uk

Kent

Biddenden

01580 291726
www.biddendenvineyards.com

Dudda's Tun

01795 886266
www.duddastuncider.com

Gibbet Oak Cider

01580 763938
www.gibbetOak.co.uk

Green Oak Farm

01304 821630
www.greenoakfarm.co.uk

Hush Heath

01622 832 794
www.hushheath.com

Kent Cider Co

01795 521317
www.kentcider.co.uk

Kentish Pip

01227 250151
www.kentishpip.co.uk

Little Stour Orchard

07771 711252
www.littlestourorchard.co.uk

Rough Old Wife

01227 700757
www.rougholdwife.com

Turners Cider

07825 394164
www.turnerscider.co.uk

Wise Owl Cider Ltd

07901 552675
www.wiseowlcider.co.uk

Lancashire

Dove Syke

01200 428417
www.dovesykecider.co.uk

Lincolnshire

Skidbrooke

01507 339368
www.skidbrookecyder.com

London

Hawkes

0203 9038387
www.wearehawkes.com

Norfolk

Whin Hill

01328 711821
www.whinhillnorfolkcider.co.uk

Nottinghamshire

Torkard

0115 968 0709
www.torkardcider.moonfruit.com

Somerset

Bridge Farm

01935 862387
www.bridgefarmcider.co.uk

Brothers

01749 333456
www.brotherscider.co.uk

Burrow Hill

01460 240782
www.ciderbrandy.co.uk

Downside

Shepton Mallet BA4 4JS
07975625127

Fosseway

01749 600400
www.fosseway-cider.co.uk

Ganley & Naish

07850 212949
www.ganleyandnaish.co.uk

Ham Hill

07973 222448
www.hamhillcider.co.uk

Hecks

01458 442367
www.heckscider.co.uk

Harry's

01458 241324
www.harryscidercompany.co.uk

Lilley's

01373 466626
www.lilleys.biz

Long Ashton

01934 863963
www.butcombe.com

Orchard Pig

01458 851222
www.orchardpig.co.uk

Perry's Cider

01460 55195
www.perryscider.co.uk

Pilton Cider

01749 340 948
www.piltoncider.co.uk

Sheppy's

01823 461233
www.sheppycider.com

Thatchers

01934 822862
www.thatcherscider.co.uk

Tricky

01823 602782
www.trickycider.com

Worley's

01749 880016
www.worleyscider.co.uk

Suffolk

Aspall

01728 860510
www.aspall.co.uk

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A Spiritual Experience

Spirits Trends

As consumers demand not just a drink but an experience in exchange for their hard earned cash, Jessica Mason looks at how premium spirits with strong brand stories are driving trends for quality over quantity across the bar

We only need to check the back bar of our local pubs to see how discerning we are as a nation. From quadruple-distilled super-premium vodka through to eco-sourced botanically fragrant gins, it is evident that the world of spirits is changing.

Last year, premium spirits grew by 9.9% and now make up an 11.7% market share of all spirits sold in the UK, according to William Grant & Sons' 2017 Market Report.

Story Telling

Interestingly, what has changed may not be consumers' taste for spirits, so much as their tendency to select a certain spirit simply because of its image and the way in which it is marketed - often with a unique story or an artful-looking bottle that alluringly whispers: "Drink me."

"With spirits, it's a lot more about the story or branding to really capture consumers' attention," says Nick Whitby, Head of Bars, at The New World Trading Company. "As we have seen with the craft beer movement, loud branding is in play," he adds, pointing out that "spirits are really focused on this detail within branding" and sometimes not the liquid very much at all.

But, as we know, only the true premium quality spirits achieve devoted consumers and the holy grail that is known as 'brand loyalty'. Faith Holland, Head of Category and Insight at Diageo GB recognises that the image of premium spirits can drive sales and that has been reflected in Diageo's sales for its premium brands. The more people enjoy high quality drinks, the more chance there is that they will continue to trade up and become more discerning in future.

"What has changed may not be consumers' taste for spirits, so much as their tendency to select a certain spirit simply because of its image and the way in which it is marketed"

Premium Position

"The trend for premiumisation is still ongoing. We have seen premium spirits' value sales growing by +8.9% this year which drives total spirits performance, and demonstrates that people are happily trading up in their purchases, says Holland, adding: "Tanqueray is a prime example of this."

Mark Harris, Channel Director for Pernod Ricard UK says that the company continues to "see the highest growth in premium, which the Pernod Ricard UK portfolio is well positioned to take advantage of and drive this growth forward. Our portfolio naturally drives value as well as volume, but we've also launched numerous NPD and innovation to continue contributing to this growth."



THE SPIRIT OF NEW ORLEANS

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In 1874, founder and legendary southerner M.W. Heron created the first batch of his genuine smooth-drinking whiskey, blended with his very own fruits and spices.

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Gareth Franklin, global brand ambassador for Luxardo, suggesting that licensees and bartenders should consider preparing these “with quality spirits and liqueurs with an authentic abv strength, to give a fuller and more satisfying flavour. Also consider those which add colour to the drink,” he adds, reminding that, “within the Luxardo range, we have the sunny yellow Limoncello, and the Sanguè Morlacco cherry liqueur” which are eye-catching to encourage trial with other guests.

“Longer drinks with a lower abv which are suited to the aperitivo hour - early evening, afternoon - are increasingly popular”

Hand-in-hand with the spirits trend for conscientious imbibing is the new range of Funkin Skinny mixers which, according to Funkin Managing Director, Andrew King, provide operators “with the opportunity to offer low-calorie versions of the UK’s most popular cocktails allowing them to capitalise on this growing consumer trend.”

King believes that “Funkin’s Skinny Cocktail Mixers are an exciting addition to the existing range of award-winning mixers for the on-trade” and says that they will in no way compromise taste because they “have been carefully crafted with the finest ingredients from all-natural sources.” Bang on trend for those who don’t want to drown a good quality spirit with something overly sweetened and artificial-tasting.



Descriptive Selling

Harris agrees that the harmony between spirits and other ingredients within the mixed drinks category suggests that it is the spirit that needs to remain the hero, with other components in cocktails simply complementing its nuances of flavour.

In terms of marketing drinks options in your venue, remembering to flag up the brand name and some detail about the spirit; this can help encourage people to trade up simply by intriguing them.

“Research reveals that aside from price, the description and details about the type of spirits included are the most influential factors when choosing a cocktail,” says Harris, reminding bars to be anything but boring and to promote the attributes of each spirit brand being served in anything on the menu. Use blackboards, table talkers, displays on the bar or simply encourage staff to talk about the spirits they stock or are serving.

The Next Big Thing?

What will follow the ginaissance? Whitby predicts it will be hard to replicate gin’s success in the on-trade with another category, but is certain the move will migrate back across from white spirits to brown spirits.

“I’m not so sure there will be anything close to what we have seen and currently are seeing with gin, because it has been incredible,” he says, but hints: “If I had to follow suit, then I would say rum is the next spirit.”



“With gin being so widely versatile its really given producers a chance to flex their creative muscles and develop more unusual styles,” says Whitby, noting how “rhubarb gin has well and truly found its place in the market” and we are “seeing many people consume this with a crisp ginger ale.”

“Use blackboards, table talkers, displays on the bar - or simply encourage staff to talk about the spirits they stock or are serving”

A Healthy Interest

Amidst the trend for creative styles, we’re also seeing a consumer that cares about their health, wellbeing and vitality as much as the social benefits of drinking. This has led to the desire for drinks that are not overloaded with sugar as well as minimising their alcohol intake.

“Longer drinks with a lower abv which are suited to the aperitivo hour - early evening, afternoon - are increasingly popular,” says

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Join the Cocktail Party

Spirit Trends

As the seemingly insatiable thirst for cocktails grows, Jessica Mason explains the importance of building a high-quality cocktail offering and shares tips and trends all operators can use to get started or up their cocktail game

Our nation's thirst for cocktails continues to thrive. In this year's International Cocktail Report from CGA Group, its Client Services Director Rachel Perryman revealed that "78% of British bars stock cocktails." If you're not one of them, you need to join the party.

To understand the role cocktails play in the UK ontrade, we need to first draw a clear picture of who is buying cocktails and what they are selecting from drinks menus.

According to Perryman, to suggest that cocktails are only a category that appeals to young women is an "outdated" view. After all, "in Great Britain, males account for 45% of cocktails drunk," she reminds and indeed, even though "over half (54%) of cocktail drinkers here are millennials" this doesn't mean they're not savvy about seeking out high quality drinks. In fact, they're not looking for anything other than flavoursome refreshment. As Perryman attests, "more cocktail drinkers drink lager out of home than drink wine."

So looking at that demographic we can see that cocktails are actually popular with a very mixed audience of social drinkers.

Simplicity and Quality are Key

The next thing that needs to be considered is the skillset of your staff. If there is no training in place, it is better to teach them to create high quality build-in-the glass mixed drinks or spirits and mixers with no more than three ingredients.

"It's essential to match the drinks menu to the available skills. A poorly-made cocktail, or one that simply takes too long to arrive, is a genuinely disappointing experience," says Dan Bolton, managing director of Hi-Spirits.

"Teach your staff a few anecdotal pieces of trivia about certain cocktails and let them have fun interacting with guests"

Mastering the basics is important. "As skills improve, with practise, staff should be confident in making simple mixed drink such as a gin and tonic perfectly, and using a stirrer, shaker and strainer before making cocktails in front of customers," says Bolton, advising: "It's better to do four cocktails well than eight mediocre ones."

Perryman agrees, noting that "classic cocktails remain as relevant and popular as ever" and "there is a large proportion of cocktail drinkers who seek familiar cocktails, so ensure quality with these" whether it's "the standard classic cocktails such as the mojito, or a twist on the classic" if you can get these to the highest quality then you "will likely succeed in the category as a whole."

TREND WATCH:**Bestselling cocktails**

According to statistics from CGA, “the mojito continues to be ranked the number one cocktail in Britain,” says Perryman.

“The Pornstar Martini is the UK’s No. 1 vodka cocktail” while “the Bramble is the UK’s No. 1 gin cocktail,” adds Funkin Managing Director Andrew King.

“Whether it’s the standard classic cocktails such as the mojito, or a twist on the classic, if you can get these to the highest quality then you will likely succeed in the category as a whole”

Perryman also points out that “the surge in popularity of tequila should not be ignored in a cocktail offer” and highlights that renewed “demand for tequila based cocktails continues to grow” and soon there will be further interest and demand “from the likes of mescal and pisco as bartenders continue to experiment with both spirits.”

TREND WATCH:**Nostalgia and Vintage**

“Classic specialities such as Fernet Branca are seeing a renaissance as the craft spirits boom drives interest in drinks with genuine heritage and provenance,” says Bolton, reminding that people are still looking backwards to look forwards and seeking out the credentials of drinks to give their choices at the bar more validity and meaning.

As such, recognising trends across nostalgia and vintage stylings might also be beneficial when drawing up your menu or re-styling your back-bar. Whether through glassware or classic brands, the trends for faded grandeur and vintage and retro chic are rife.

Play up to this. Some operators re-badge one area of their venue as a ‘Cocktail Parlour’ and dress it with wingback armchairs, gramophones and taxidermy.

“Some operators re-badge one area of their venue as a ‘Cocktail Parlour’ and dress it with wingback armchairs, gramophones and taxidermy. These speakeasy stylings can give new cocktail menus gravitas”

These speakeasy stylings can give new cocktail menus gravitas and encourage consumers to use that new area as a social meeting place or destination with groups of friends, all of whom help promote the bar with social media marketing by Instagramming their drinks in the setting to a wider audience.

**RedLeg Mojito**

For a twist on the UK’s No. 1 cocktail, use RedLeg rum a spiced rum infused with Jamaican ginger and vanilla spices, and use Ginger Beer instead of soda water.

Muddle the lime to release the juices. Add 50ml of RedLeg and 10ml of sugar syrup. Clap the mint in your hands and add to the glass, fill with cubed ice and top up with Ginger Beer. Use a bar spoon to combine the ingredients and serve

Bramble

The No.1 Gin cocktail is simple to make with the right ingredients

Combine 50ml Hendrick’s Gin, 25ml Lemon Juice and 12.5ml Sugar Syrup in shaker and shake briskly before straining over crushed ice. Churn, adding more crushed ice if required to make the glass full. Drizzle crème de mûre atop and garnish.

**Pornstar Martini**

The No 1 Vodka cocktail is not for beginners, but using a quality pre batch version such as Tails means anyone can make it



Espresso Martini

25ml Tia Maria

25ml Vodka

Single/double shot of espresso

5ml sugar syrup

Shake all ingredients hard, double strain into a chilled coupe glass; garnish with three coffee beans



Flat White Russian

25ml Tia Maria

25ml Appleton Estate VSOP

25ml espresso

Milk to top

Shake Tia Maria, rum and espresso, and strain into glass over fresh ice. Float milk over the top.



Tia Mint Frappe

50ml Tia Maria

50ml Espresso

Milk to top

4-5 mint leaves

Clap mint into glass, pour Tia Maria and espresso over and add ice. Churn, cap with fresh ice, top with milk; garnish with a sprig of mint.

TREND WATCH: Coffee Cocktails

A perfect blend of two of today's hottest trends.

Coffee is going from strength to strength on the high street, while cocktails are creating a stir in pubs and bars - and the coffee cocktail taps into both

“Tia Maria, the number one coffee liqueur, and the UK’s most popular non-cream liqueur, is the perfect base for any coffee cocktail”

Tia Maria, the number one coffee liqueur, and the UK's most popular non-cream liqueur, is the perfect base for any coffee cocktail. Offer your customers a caffeine boost at any time, whether it's the classic Espresso Martini, a Flat White Russian, the more adventurous Mint Frappe... or just a simple Tia & Tonic, with a shot of espresso, and garnished with orange peel.

TREND WATCH: Storytelling & Provenance

Remember, when you sell cocktails you are giving customers an experience and not just a drink. Teach your staff a few anecdotal pieces of trivia about certain cocktails and let them have fun interacting with guests. For instance: “Bourbon has to be made with a minimum of 51% corn,” or “Southern Comfort was created in New Orleans and was originally called Cuffs and Buttons,” says Bolton, explaining that all of this helps with upselling.

Award-winning multiple operator The New World Trading Company, which is well known for its dedication to drinks and cocktails believes that empowering your staff is key and that more operators should encourage all staff to listen to their customers.

“It’s essential to match the drinks menu to the available skills. A poorly-made cocktail, or one that simply takes too long to arrive, is a genuinely disappointing experience”

“These are the guys with their eyes on the crowd and feet on the ground” so as a group that sells great drinks, “it’s an important part of our development,” says NWTC Head of Bars Nick Whitby.

There is no better way to encourage trial than something being crafted and discussed with interest, passion and care. Help each and every front of staff member to feel inspired. Encourage them to read and learn from other mixologists. “Start with a good book. The Craft of the Cocktail by Dale DeGross is a must-read,” says Gareth Franklin, Global Brand Ambassador for Luxardo, and, as Whitby reminds, we only ever get better at things if we practise, so “never stop learning, experimenting and delivering across all aspects of drinks.”



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Building a Cocktail Menu

“Outlets offering cocktails for the first time should choose a short, well thought-out list with 5-8 cocktails, including classics,” advises Faith Holland, Head of Category & Insight at Diageo GB.

“Choose quality ingredients that justify the price premium you are charging and present them in interesting quality glassware appropriate to the drink, or something quirky such as teapots or jam jars.”

“Choosing a cocktail can be a little daunting for some consumers,” says Holland and suggests the benefit of “adding a small glass icon to show how the drink will be presented.” This will help new consumers into the category make an informed choice around long or short drinks as well as those in tall glasses versus martini glasses.

Getting Started

“A Boston shaker set, Hawthorne strainer, fine strainer, bar spoon and jiggers are essential for beginners, intermediate and skilled bartenders alike,” says Barry van Goethem, Business Development Manager at independent wine and spirit merchant Hammonds of Knutsford.

“You might also want to consider a range of other items such as hand blenders, swizzle sticks, atomisers and smoke guns” but none of this is entirely necessary and depends on each bar’s menu, ability and willingness to experiment.

“To make a large variety of drinks you’ll need at least one of each spirit category - vodka, gin, rum, tequila, Bourbon and Scotch - and then for the more advanced bartenders, you’ll need a few styles of each one,” van Goethem explains, adding that some bars will “need a wide range of modifiers such as Campari, Cointreau, Creme de Cassis and Mure; a range of bitters (angostura) and freshly squeezed juices and not forgetting a range of sugar syrups and eggs as an essential emulsifier.”

But before any equipment is purchased, in reality building your menu is the starting point.

Jessica Mason is the founder and Editor of Drinks Maven www.drinksraven.com and has been a drinks journalist for over a decade. She adores pubs and has a healthy interest in what we imbibe

Top tip:

Don’t have the skilled staff just yet? Use a high quality pre-batch.

“In venues where time or staff skills make it a challenge to make cocktails from scratch, a menu of mixed drinks that can be made quickly and simply can be complemented by high quality, pre-batched cocktails such as the Tails range,” says Bolton. These can be sought out via Hi-Spirits and can save both time and resources.





Knowledge is Power

Spirits Training

Jessica Mason identifies five ways of enhancing your staff's spirit knowledge to encourage increased sales across premium brands

Overlook the importance of training your staff and your business could be missing out on a hot opportunity to boost revenue.

Spirits training can raise the chance of pubs and bars upselling premium spirits by 16.9%, according to a recent study conducted by the Wine & Spirit Education

Trust (WSET) with Living Ventures and William Grant & Sons, showing that it's not an area any pub owner can afford to ignore.

"The further advantage of well-trained bar staff is that there is greater potential for trade ups, something that there is a clear consumer appetite for," says Rachel Perryman Client Services Director at CGA, noting that in Britain expectations of quality are high, and the average cocktail drinker in the UK would be prepared to spend 9% more on a cocktail made with premium spirits than one made with standard spirits.

Ben Gibbins, Spirits Specialist, Enotria&Coe agrees, but points out that illustrating that you're a discerning bar comes down to staff members having a knowledge of spirits and how to use them as well as knowing about drinks trends.

It's not simply about having every drink brand within a category - it's about offering a well-curated range from which to choose.

"Giving customers an informed selection is key - the consumer is now far more knowledgeable than ever before and so the back bar needs to showcase emerging trends and the breadth of knowledge of the team using the items available," says Gibbins, adding: "Simply stocking a back bar with every product available in one category doesn't show care or knowledge - every bottle needs to have its place, with the staff clued up on why, how and when to use it to create an experience for the customer."

"Spirits training can raise the chance of pubs and bars upselling premium spirits by 16.9%, according to a recent study conducted by the Wine & Spirit Education Trust"

1) In-House

The New World Trading Co [NWTC] runs sessions all year round on different brands/categories and masterclasses. "These are run by our in-house company bar trainers," says Nick Whitby, Head of Bars at NWTC, hinting: "There is going to be a big focus on this in 2018 to help stay ahead of the ever-growing knowledge of our guests."



2) Trend Focused

Peter Holland of The Floating Rum Shack and UK brand ambassador for Old Fashioned Cocktail Week reminds us that there's a rising trend for rum and operators need to remember to be prepared and be able to identify different styles to the consumer.

"Rum is a perfect base in many respects, and I think that there will be some increasingly tasty offerings coming soon. I have fingers crossed that rum fulfils its potential. I mean the quality brands, not the hollow ones that taste of nothing, or are full of additives, flavourings and sugar. The category has so much that is awesome to offer. There are a number of styles: Agricole, cachaça, pure pot still, pot and column still blends.

Each country offers its own terroir. We really, really must get past the useless categorisation by colour approach that holds the category back right now (i.e. white, gold and dark)," says Holland, mulling his uncertainty over spiced rum reaching "the dizzying scale of what gin has achieved" but does point out "that there will be more spiced rums coming to market" that "reflect the similar approach that regional gins have used, i.e. using botanicals that have local provenance or significance."

Perryman agrees that spiced rum is growing in popularity as are lower ABV serves for spirits such as spritzes but suggests another opportunity for training would be across tequila and mezcal since "a lot of people in the industry are watching agave spirits - tequila and mezcal - closely."



3) Brand Owners

If you want to gain some training for staff members before incurring costs, look no further than the brand owners willing to visit your venue and wax lyrical about their products.

"Spirit and liqueur brands are always willing to help, and brand ambassadors can offer free education and training sessions in your venue. These are so worthwhile and will help you use your products more efficiently and creatively," says Gareth Franklin, global brand ambassador for Luxardo. "We are lucky in the UK, as many brand ambassadors are based here and therefore very accessible," he adds.

"The average cocktail drinker in the UK would be prepared to spend 9% more on a cocktail made with premium spirits than one made with standard spirits"

Holland notes that his advice to bartenders is also to take advantage of any brand training that is offered to you but warns "be mindful that some will come with varying levels of marketing spin. But if you keep open-minded and listen to several brands from each spirit category, you will gain a lot."

Barry van Goethem, Business Development Manager at Hammonds of Knutsford agrees that "it's also worth looking out for masterclasses that brand owners are hosting throughout the cities"



but has the same reservations about the spin placed on the brands they find preferable, adding: “they will be brand focussed” so urges bar owners to try to remain impartial.

Gibbins reminds us that spirits training doesn't need to be brand-centric, but should also cover preparation as well as understanding about flavour and pairings with mixers and tonics.

“Pre-batching also helps with speed and consistency and is something we are doing a lot of training on in outlets at the moment,” says Gibbins, suggesting bartenders “use approachable spirits that already impart balanced flavour to a finished drink - vermouth, gin, vodka - but use an example that offers true quality and value for money.”

Plus, he advises, bars should “try to premiumise mixers to ones that use more natural ingredients too.”

“Simply stocking a bar with every product available doesn't show care or knowledge - every bottle needs to have its place, with staff clued up on why, how and when to use it to create an experience for the customer.”

4) Suppliers

Enotria&Coe offers “a range of options from informal category training from our team of spirits specialists” says Gibbins, “to an in-house spirits training course that covers production techniques, category history, simple serves and bar skills,” explaining that bars using them as suppliers can also benefit by linking with brand ambassadors.

“We are also the only wholesaler currently running WSET Level 2 Spirits Courses for customers,” adds Gibbins.

“Any good supplier such as Hammonds of Knutsford would be happy to provide additional support,” says van Goethem, pointing out that the company helps customers to “create cocktail menus and run internal training sessions for staff.”

5) Educational courses for bartenders

Van Goethem reminds us that “there are some organisations that provide a training service such as the Manchester Bar School.”

Faith Holland, Head of Category and Insight at Diageo GB suggests “licensees and bartenders looking to drive their businesses to the next level can sign their staff up to the Diageo Bar Academy - a comprehensive programme that provides accredited training to inspire bartenders and raise industry standard, offering a suite of courses designed to boost a bartender's knowledge, skill set and confidence at any level of his or her bartending career.”

According to Holland, “Diageo Bar Academy offers a variety of modules at incremental levels: Essentials, Foundation and Advanced - leading up to World Class, Diageo's global bartending competition” and Diageo's “new Business of Bars programme takes this training further with a series of independent modules for

managers and owners, focusing on venue management's proven practises to optimise business performance.”

But there are a huge number of operators who simply use the WSET, says Whitby, revealing that “at NWTC we have historically been working with WSET for Spirit and Wine education” and has started “recently looking to push further down the spirits category as more and more interest is generated nowadays.”

“Spirit and liqueur brands are always willing to help, and brand ambassadors can offer free education and training sessions in your venue”

Peter Holland agrees that, across the board, “the WSET short courses bring you to a reasonable level in a shorter time frame” making them extremely convenient for getting staff up to grade, after all, he adds: “WSET levels 1 (quite basic) and 2 (much more comprehensive) are relatively inexpensive and useful for giving a solid grounding in all the main spirit categories.”





Mixing with the Americans

American Spirits

The dark spirit revolution started in the USA - the land of pioneers and Mad Men - and American whiskies continue to thrive on today's cocktail culture

Sales of blended Scotch whisky continue to decline, while it seems we just can't get enough of that good ol' Kentucky bourbon, Tennessee whiskey and American rye - sales in the UK topped the £1bn mark in 2016, and are still growing, thanks largely to Britain's increasing thirst for cocktails.

While scotch whiskies have historically frowned on the addition of so much as an ice cube to the hallowed liquid, those pioneering American spirits have always embraced the mixing and mingling of flavours.

This - along with a rock 'n' roll image that is in stark contrast to the tweed and heather of our homegrown whiskies - has given the Americans a jump on the dark spirit renaissance, with Scotch lagging far behind.

Whether as a simple Jack & Cola, a sophisticated Manhattan or a classic Old Fashioned, US whiskies are being enjoyed by millennials everywhere, especially in urban areas.

And while CGA report that 45% of all cocktail drinkers are male, it's worth noting that 43% of those male cocktail drinkers are whiskey drinkers.

Jack Daniel's is already behind most bars in the country and the brand is also behind the growth of the entire category - CGA Value Sales show that two thirds of American whiskeys sold are from the Jack family of brands, which includes the best selling No 7, the hand-selected Jack Daniel's Single Barrel, Jack Daniel's Honey and the recently released Tennessee Rye.

Food for Thought

US whiskies' popularity is not just a nostalgic yearning for the 50s America of Mad Men, but has been driven by the trend for casual dining and street food - BBQs, burgers, ribs and wings are all natural partners for American spirits.

"While scotch whiskies have frowned on the addition of so much as an ice cube, those pioneering Americans have always embraced the mixing and mingling of flavours"

Dan Bolton, MD of Hi-Spirits, importers of Buffalo Trace - a small batch whiskey from the world's most awarded distillery - believes there's tremendous potential to increase sales of spirits with food

"Figures show that the UK lags behind the USA in this area," says Bolton. "In the UK on-trade customers drink cocktails on 34% of food-led occasions, compared to 49% in the US. This offers some interesting headroom for brands that can align with popular food trends. We've seen sales of Buffalo Trace grow alongside BBQ menus, as well as the increasing use of bourbon in sauces and marinades."

With the number of consumers choosing spirits on eating occasions increasing by 15% year on year to 6.5 million consumers, adding a bourbon and burger option to the menu can only be a good move.

But it's not just about what US whiskies can bring to the table, as Bolton points out "Cocktails with friends, whether before eating or as a big night out on its own right, is now a big driver of spirits sales. From straightforward serves such as a Mint Julep or Buffalo Dixie Apple through to classic bourbon cocktails such as an Old Fashioned or Whiskey Sour, bourbon has been part of the mix as long as cocktails have been around, and consumers buy into that heritage"



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The Spirit of New Orleans

Southern Comfort Southern Comfort has returned to its New Orleans roots with a revamped package and new positioning, tabbed “The Spirit of New Orleans,” a nod to the brand’s connection to the soulful and vibrant city for 140+ years. The new label designs showcase the brand’s whiskey credentials and New Orleans affiliation.

Southern Comfort’s roots run deep in New Orleans, as does brand owner Sazerac’s. In 1874 creator and legendary southerner M.W. Heron created the first batch of his genuine smooth drinking Southern Comfort whiskey using his very own blend of fruits and spices.

Around the same time the Sazerac Company was planting its roots in New Orleans at the Sazerac Coffee House on Exchange Alley in the French Quarter, home of the world-famous Sazerac Cocktail.

In the 140 years since its humble origins, Southern Comfort has become a highly successful global whiskey brand, selling in more than 100 countries. It has become a key ingredient in America’s drinking landscape and pop culture for generations.

Exciting new look, same great taste

Dan Bolton, managing director of distributor Hi-Spirits, says: “Southern Comfort Original in the UK is the same high quality, premium spirit that it has always been, with whiskey at the heart of the recipe. With the brand’s whiskey roots and heritage in New Orleans, a city known for good times and great cocktails, the new look packaging and positioning captures that spirit perfectly.”

The bottles have been made taller and slightly narrower and will retain their longstanding iconic fluted shoulders plus the signature of the creator, M.W. Heron. An upscale cap rounds out the packaging enhancements.

“The new packaging reinforces the brand’s authentic whiskey recipe and New Orleans was an integral part of Southern Comfort’s positioning for decades. We’re excited to reinforce that critical connection into the future. Like Southern Comfort, New Orleans is adored for its uniqueness and spirited character,” says Sazerac senior marketing director Kevin Richards.

With increasing interest in cocktails served with food, Hi-Spirits continues to promote Southern Comfort as a match with southern fried chicken. The popular Southern Comfort Chicken Stand



“The Southern Quarter” appeared at a number of festivals and events during 2017, joining forces with London chicken shop operator Mother Clucker to offer the refreshing Southern Comfort Lemonade with Lime serve alongside fried chicken, and will be back in the year ahead as the Southern Comfort on-trade renaissance continues.

Introducing Southern Comfort 100 Proof

Alongside the launch of the “Spirit of New Orleans” and new packaging, Southern Comfort introduced Southern Comfort 100 Proof to the UK, a robust 100 proof (50% ABV) expression specifically developed for the UK on-trade.

The new Southern Comfort 100 Proof was officially launched at the final of the 2017 Southern Showdown Competition, held on board the Dixie Queen riverboat on the Thames. The Southern Showdown challenged bartenders to create a Southern Comfort cocktail taking its inspiration from New Orleans and the cocktails that the city is famous for, with the 150 cocktails entered whittled down to six regional finalists.

The winner was Nicole Sykes of the Voyage of Buck, Edinburgh, with her cocktail ‘Off the Cuff’. Nicole says: “I’m delighted to have won against some very strong contenders. My cocktail is a twist on the classic Vieux Carré, which was created in 1938 in New Orleans by a bartender named Walter Bergeron. The name is French for Old Square, which is how the famous French Quarter of New Orleans is also known.”

Christian Tirel, Southern Comfort Brand Ambassador, said “Bartenders have responded enthusiastically to the launch of Southern Comfort 100. It still features the distinctive Southern Comfort blend of whiskey, fruits and spices created by M.W. Heron, but at 50% ABV, it’s a premium spirit that only gives the brand a point of difference in on-trade, but has also given bartenders an opportunity to re-evaluate the flavour of Southern Comfort.”

As Southern Comfort returns to the brand’s whiskey roots, watch this space for introduction of additional expressions in 2018.

Signature Serves

FESTIVE: Southern Berry Sour

50ml Southern Comfort
100ml Cranberry Juice
50ml Fever-Tree Sicilian
Lemonade

6-7 Cranberries (optional)

Method: Add ice, and pour in all ingredients. Garnish with Rosemary sprig.



SUMMER: Southern Cup

50ml Southern Comfort
1 dash cucumber Bitters
2 slices cucumber
150ml Fever-Tree Sicilian
Lemonade

Method: Add all ingredients to a tall glass and stir to mix. Garnish with a slice of cucumber.



100 Proof Sour

50ml Southern Comfort
100 Proof
20ml Lemon Juice
Honey
Egg White

Method: Shake all ingredients and pour over ice, garnish with Lemon.





Absolutely Fabulously French

Armagnac Country

If you want to introduce your customers to something special, serve them an Armagnac. Ben McFarland shares his love of Cognac's less ostentatious older cousin

Gascony is the go-to place if you want to get gout. The mere mention of it will tighten your arteries. In this idyllic region of South West France, situated just below Bordeaux, they consume copious amounts of foie gras, duck and charcuterie often followed by foie gras, duck and charcuterie. Oh, and cheese.

But, despite the daily diet, Gascons live five years longer than their fellow French countrymen and the region boasts some of the lowest cardio-vascular disease in the world. This unexplained longevity may be due to the locals' laidback lifestyle but more likely is the everyday administering of Armagnac, the spirit of Gascony and the oldest distilled spirit in France.

Recently, boffins at Bordeaux University discovered that no other spirit puts the 'vie' into eaux-de-vie quite like Armagnac. According to Professor Nicholas Moore, it not only prevents the clotting that can cause heart attacks but "is better than aspirin because it doesn't thin the blood".

"Armagnac is distilled in a specific way and is aged in oak casks for years not months," he added. "It is likely to be this combination that produces the positive effects by changing the chemical make-up of

the liquid. The longer the Armagnac is aged the more it loses its anti-platelet qualities - the best age is between five and ten years."

An Enchanting Spirit It's just one of myriad reasons to embrace Armagnac, one of the world's most enchanting and underrated spirits. Cognac's less ostentatious, older cousin (dating back to 1411), Armagnac is "La France Profonde' in liquid form.

Armagnac doesn't bling up its bottles, it doesn't lend its name to lavish horse races and, if you asked the Armagnac producer about hip-hop, they'd probably mutter something about a medical procedure in the pelvic area.

"It's reckoned that the amount of Armagnac produced every year is equivalent to Cognac's yearly angel's share - the quantity of spirit that evaporates from the barrels"

It's a little ramshackle, rural and rustic and, in stark contrast to the manicured maisons that control Cognac, it's steadfastly remained in the delightfully disorganised hands of more than 800 growers.

The Armagnacais are mostly made up of smaller growers boasting no more than a few hectares of vines who seldom own their own still. Late every autumn, as the countryside glows a glorious amber and gold, tractors trundle around Armagnac's undulating countryside taking tall copper stills from farm to farm and firing them up in what locals call "La Flamme."

Unique Character

Fiercely individual and fabulously French, Armagnac's producers have never agreed on one way of distilling their spirit - but therein lies its bucolic beauty. Its grapes are grown on vines which endure colder winters than Cognac, furnishing hardier fruit and a more robust character.

Unlike cognac which must use a pot still, Armagnacais can use two different kinds of still (continuous and pot) and while their northern counterparts double-distil, the Armagnacais tend to only have one go at it - resulting in a spirit that some argue carries more character than Cognac.

Armagnac certainly drinks darker and deeper than the softer more delicate cognac, it's more supple in body, with more fire in its belly, more hairs on its chest. It is to Cognac what the Rolling Stones are to the Beatles, it's the Mezcal to Tequila, feisty in youth and earthy in old age.

When asked about the difference between the two French brandies, the legendary bartender Salvatore 'il maestro' Calabrese said: "Imagine a length of velvet and another of a silk fabric. Stroke them. The velvet has a deep, rich texture. That is an armagnac. The silk is pure finesse, and that, to me, is a cognac."

It's reckoned that the amount of Armagnac produced every year is equivalent to Cognac's yearly angel's share - the quantity of spirit that evaporates from the barrels. While more than 95% of cognac is exported, around half of the Armagnac produced is consumed by the French - perhaps a cloak and dagger conspiracy to keep what many believe to be the better-value brandy, sourced from the land of musketeers, to themselves?

"Armagnac certainly drinks darker and deeper than the softer more delicate cognac, it is to Cognac what the Rolling Stones are to the Beatles, it's the Mezcal to Tequila, feisty in youth and earthy in old age"

Ripe for Renaissance

But efforts to raise awareness of Armagnac within the on-trade, spearheaded by a sustained focus on the UK's top-end venues, are beginning to bear fruit with a growing number of venues experimenting with Armagnac beyond its role as merely a digestif.

Indeed, many are hailing it, alongside the likes of Mezcal and, as ever, sherry, as a spirit ripe for a renaissance with Armagnac Blanche proving to be especially versatile as a component in cocktails. A clear, freshly distilled eau-de-vie that producers traditionally would have withheld from ageing for consumption as a aperitif, Armagnac Blanche is a clean, crisp spirit that stands up on its own without the enhancement of ageing in wood.

Made from rot-free grapes harvested in cool temperatures, vinification occurs at low temperatures, which conserve the fruit aromas, and it gains its finesse through distillation at a higher

degree of alcohol for the finesse - the alcohol strength is then reduced to reveal an acute aromatic richness.

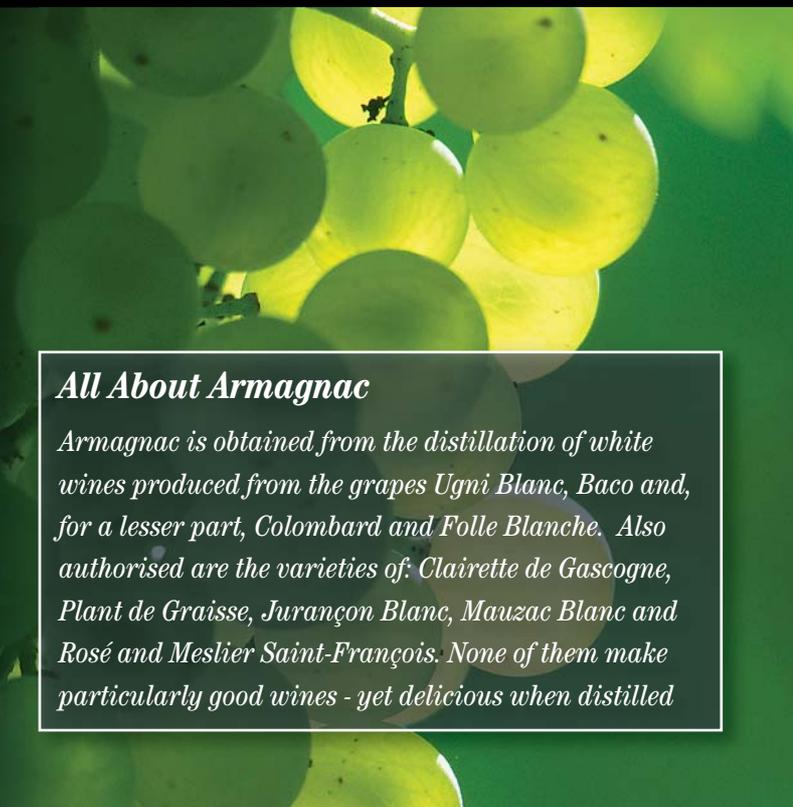
"Armagnac is a truly fascinating spirit. The relationship between the people and the land, the feel and sense of place makes it really difficult for me to think of any other category so deeply enrooted into a community, which has such a big connection to the land," says Alex Kratena, bar manager of the Artesian Bar, named the world's best bar four years running under his stewardship.

"Armagnac is big and bold, yet it can be extremely delicate and each producer pursues their own very special signature style. I enjoy it neat, I really like it mixed, but I will never forget how it tasted standing on the top of the hills overseeing the vineyards."



All About Armagnac

Armagnac is obtained from the distillation of white wines produced from the grapes Ugni Blanc, Baco and, for a lesser part, Colombard and Folle Blanche. Also authorised are the varieties of: Clairette de Gascogne, Plant de Graisse, Jurançon Blanc, Mauzac Blanc and Rosé and Meslier Saint-François. None of them make particularly good wines - yet delicious when distilled





Serve Them White

White Spirits

White spirits are the life and soul of the cocktail party - vodka commands almost a third of total spirit sales and gin is still enjoying double digit growth thanks to the UK's passionate love affair with the G&T

White spirits account for almost half of all spirits sold in the UK on-trade, with Vodka, Gin, White Rum and Tequila taking a 48% share of the market

The big players are still the best sellers, with Smirnoff Red selling almost 10 times as much as its nearest rival, Absolut, while Gordon's sales are more than double that of No 2 brand, Bombay Sapphire.

"The action is now coming from a new wave of super premiums that are artisanal, small batch and craft. And gin and vodka account for 77% of growth in this area"

But the growth in both categories is coming from premiums and super premiums - as seen across the entire spirits sector, where a 5% growth in total premium spirits offsets a fall in standards of almost 2%.

CGA research shows that 82% of consumers include premium brands in their drinks repertoire, making premiums firmly mainstream, but the action is now coming from a new wave of super premiums that are artisanal, small batch and craft. And gin and vodka account for 77% of growth in this area.

The premiumisation trend shows no sign of slowing down, and CGA forecast further growth of £3 billion by 2020, taking the total value of ontrade spirits to £31 billion. And it's the outlets that get their premium offer right that will make the most of that opportunity

As today's 'promiscuous' consumers are on the look-out for new and interesting products, the challenge is to make sure that you've got the right balance of standard, premium and super premium to keep everyone happy - and that will depend on the style of venue. Some outlets may be able to stock only super premium brands, but the vast majority will need to offer a 'ladder' of brands that gives a value, entry level option but encourages trading up and exploration.

TREND WATCH

Bitter

The popularity of bitter, sharp, sour and tart flavours continues to grow, giving a boost to the Negroni and to flavours like Pink Grapefruit and our tip for top flavour in 2018, Rhubarb.

Sweet

At the other end of the scale is sweet, watch out for Salted Caramel vodkas, perfect for making on trend dessert cocktails.

Barrel Aging

Aging spirits is nothing new, but until recently it wasn't much used for gin or vodka. You can buy in oak aged brands - or even age them yourself, using a small barrel or a Barrel Aged Spirits Kit

Very Interesting Vodkas

Vodka may not generate the column inches that gin has been getting over the last few years, but it still accounts for 31% of the market and, according to The Bibendum 2018 Trends Report, the best selling spirit is in fighting form.

“Vodka is making a comeback,” said Christina Schneider, Bibendum channel development manager. “It’s riding the craft wave, with some great craft vodkas coming onto the market and filling the gap between cheap, entry-level alcohol and super expensive, ‘bling’ brands - none of which premium bars want to use.”

“Some outlets may be able to stock only super premium brands, but the vast majority will need to offer a ‘ladder’ of brands that gives a value, entry level option but encourages trading up and exploration”

Sales of vodka overall may be in decline, but that reflects the drop in sales of the big standard brands, while premium and super premium brands, like their gin counterparts, are making significant gains on the top shelf of discerning pubs and bars

School of Booze founder Jane Peyton says that “Vodka has a great story to tell, but we just need to be able to tell it. It’s about giving drinkers an experience to put on their Instagram, to show off to their friends.”

As she points out, highlighting the fact that vodka is pure and clean is just not sexy - for a brand to attract the attention of drinkers it needs to tell a story.

That story can be about provenance, about the distilling process, about ingredients - or it can be about the people that create it.

Whatever the story, share it with your staff so they can share it with their customers and if they enjoy the experience, they’ll share it on social media.

“Vodka is riding the craft wave, with some great craft vodkas coming onto the market and filling the gap between cheap, entry-level alcohol and super expensive, ‘bling’ brands”

White Rum & Tequila

Despite being the main ingredient in a Mojito, the number one selling cocktail, white rum is losing out to spiced and golden rums, with sales down 4%

Tequila is also in slight decline, but industry pundits are predicting that premium and super premium brands with provenance will reverse that trend.

Certainly there is increasing evidence of interest in some of London’s high end bars, but elsewhere the Mexican spirit still has a long way to go to shake off its shots image.

Reyka Vodka

The Reyka story is one of People, Process and Provenance. And it begins in Iceland

From the land of volcanoes and glaciers, geysers and lava fields, Reyka is not just made in Iceland, it’s made of Iceland. As unique as the land that inspires it, Reyka captures the spirit of the country in a deliciously smooth vodka with a distinctive taste.

Distilled in small batches in one of the world’s few Carter-Head stills using exceptionally pure arctic spring water, by a master distiller who is also the local fireman and policeman. The distillery is powered by geothermal energy from underground volcanoes. Not only is it environmentally friendly - it’s fun to talk about.



Reyka Tektonic

50ml Reyka Vodka
125ml Tonic

Combine ingredients in a large glass and garnish with half a cherry tomato.



Solstice Spritz

35ml Reyka Vodka
15ml Dry Vermouth
125ml Tonic

Combine ingredients in a large glass and garnish with a slice of grapefruit and half a cherry tomato.



Puffin Collins

50ml Reyka Vodka
1 Cherry Tomato
20ml Elderflower Cordial
30ml Grapefruit Juice
75ml Soda Water

Muddle the cherry tomato then add the Reyka, elderflower cordial & grapefruit juice. Shake and strain over ice in a highball glass. Top with soda, garnish with half a cherry tomato.





TREND WATCH

Rhubarb looks set to be one of the strongest gin trends for 2018 - and beyond.

Pink is the colour of the moment - dubbed Millennial Pink due to its appeal to Instagrammers. And Rhubarb Gin doesn't just look fabulously pink, the unique flavour combination of sweet and tart make it the ideal ingredient for putting a colourful twist on classic cocktails and serving up the perfect - and perfectly instagrammable - pink G&T.

The pioneers of Rhubarb Gin are Spirit of Harrogate. Founded in 2014 their first product was Slingsby London Dry. There are now 4 members of the Slingsby family including Yorkshire Rhubarb Gin, Navy Strength Gin and Vodka.

Overall, the brand seeks to capture the "Spirit of Harrogate" and deliver it in a bottle for people to enjoy. Slingsby uses locally sourced ingredients which are synonymous with the beautiful and restorative nature of Harrogate, pure single grain spirit and the world-famous Harrogate spring water.

It's named after William Slingsby who founded the Tewit Well back in 1571, bringing people flocking to Harrogate to 'take' the waters that were thought to have medicinal properties. It is down to him that Harrogate is known as the famous spa town it is today.

Spirit of Harrogate have a store and experience in Harrogate where visitors can sample the range of gins and also the development gins that the distillers create to gain feedback from visitors.

Yorkshire Rhubarb Gin began life as one of these gins but proved so popular they launched a Limited Edition batch.

Slingsby London Dry Gin, was infused with the finest Yorkshire rhubarb sourced from the famous 'Rhubarb Triangle'. Over two years on, and rhubarb gin now has a permanent place in the Slingsby family.

Enjoy with premium elderflower tonic water, on ice with a fresh raspberry to finish

The Gin Generation

No one can doubt that we're living in the age of gin. It's the envy of every other spirit - while fashionistas talk about the 'new black', drinks pundits are always predicting what will be the new gin. But there are no signs that gin is giving up its crown just yet.

The success of the spirit is a text book example of what sells well in the world of Millennials and Generation X. The number one trend is for story telling, and every gin tells its own story, whether it's about the producer, the botanicals or the flavour.

TREND WATCH

The story that speaks for itself is the garnish, an eye catching advertisement that declares a quality drink, adds to the customer's experience and tempts others to order 'one of those, please'.

And the garnish is arguably where the gin renaissance began.

Until the end of the last century a G&T was only ever served with ice and a slice (or more often a sliver) of lemon. Bombay Sapphire caused a bit of a stir by declaring for lime over lemon, a seemingly daring move at the time. And then along came a most unusual Gin, which called for a cucumber - in no time at all everyone was talking about Hendricks, and people that had never thought of drinking gin before were lapping it up.

Interesting garnishes is an easy trend for pubs and bars to focus on, and is also a highly effective sales tool - recommend different garnishes with different gins and different tonics, offer flights of different gin styles, create tasting menus or simply chalk them up on the board.

London Dry Gin is perfectly paired with citrus, the most common being lemon or lime but a slice of orange or pink grapefruit adds something extra and looks special.

Citrus gins can be given extra bite with the traditional lime or lemon, but to give them a more balanced flavour, try herbs like basil, coriander or thyme - which also work well with herbaceous gins

Floral gins love citrus too, but rather than overwhelm them try a slice or stick of cucumber - or perhaps a sprig of rosemary or lavender

Spicy, aromatic gins can be jazzed up with ginger, peppercorns, chilli or cloves, or balanced out with citrus or apple

For something beyond the usual you can also try vanilla pods, star anise or even frozen fruit - which has the added bonus of being extra ice!

Botanicals & Flavours

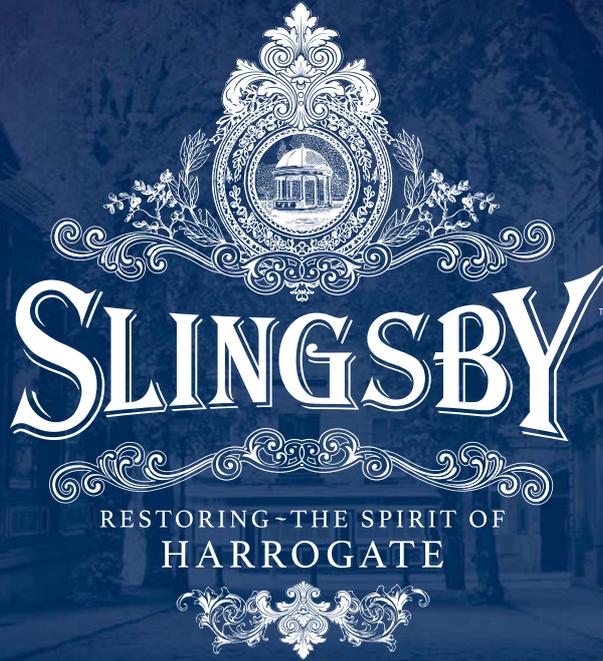
The botanicals of each gin effects its taste and character, and are good conversation pieces. Juniper is the main botanical, others frequently include coriander, angelica, citrus peel, cardamom, cinnamon and nutmeg.

Some gins only use 6 botanicals, while Monkey 47 boasts, well, 47! But, while Monkey 47 is a stunning gin, as with so many things in life, quantity is no indication of quality.

SPRIT OF HARROGATE™

LIMITED

PRESENTS



SLINGSBY YORKSHIRE RHUBARB GIN

Since 1571, when William Slingsby discovered the unique properties of natural spring water from the Tewit Well in Harrogate, discerning individuals have sought out the picturesque Yorkshire town to restore body, mind and soul by relaxing, indulging and socialising.

We have taken our award-winning London Dry Gin, crafted using Harrogate spring water, pure single grain spirit and locally sourced botanicals and masterfully infused the finest hand-grown Yorkshire rhubarb.



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Let the Fun Be *Gin*

GinBusiness

Putting on a Gin festival has proved a sparkling success for many pubs, as Ted Bruning discovers

If you run a beer festival or visit the trade session of your local CAMRA event, you'll know what to expect. Queue for glass hire, planks on trestles, scaffolding racks, tiers of tilted casks - well, you know.

A gin festival looks nothing like that. To the untrained eye it might look like no more than a very busy pub with an unusual amount of PoS lying about. Appearances notwithstanding, though, a gin festival is very like a beer festival in that it serves the same purposes: to earn a little cash, to create a sense of community, and to educate consumers in the appreciation of a category that can be very baffling.

More and more publicans are realising the potential of the gin festival. Because it's still a fairly new phenomenon there's no common format as there is with beer festivals: it can be as humble or as grand as you like. Whatever its scale, though, the effort and cost are less than those of hosting a comparable beer festival, and the potential return is far greater. Little or no extra stillage; few if any extra staff; no unsaleable leftover stock.

Ask The Experts

And the biggest margins in the business are on spirits and mixers. No-one admits to mounting a gin festival for the profit alone. But the potential return removes one of the most-cited disincentives to mounting a beer festival - that the game might not be worth the candle.

"The main advantage is the longer-term promotion of gin and tonic and the resulting switch from core brands to premiums. A festival can uplift sales by 45%"

Somebody with more experience in the field than most is Fergus Franks, on-trade marketing manager at Fever-Tree. Helping licensees create tailor-made gin and tonic menus and with promotion for their festivals is one of Fever-Tree's key marketing tools - last year Fergus and his team supported a staggering 1,200 such events, which if nothing else shows how popular they've become.

"At its simplest it's just adding a few premium brands to your normal range and getting a kit like ours to support it," he says. "If



Unlike ordinary gins, Hendrick's Gin is distilled in Scotland, in miniscule batches of only 500 litres at a time.

Uniquely made with infusions of cucumber and rose petals, alongside a blend of 11 botanicals, producing a wonderfully refreshing gin with a delightfully floral aroma. Created by marrying distillates from two types of still - a traditional copper pot still and a rarer Carter-Head style still. Combining the spirits from the different stills creates a singularly smooth gin in both character and balance of subtle flavours - a most unusual gin.

Hendrick's Gin & Tonic

Fill a high ball glass with good cubed ice. Combine 50ml Hendrick's Gin with 150ml of Tonic Water and give a gentle stir. Garnish with 3 thinly sliced rounds of cucumber



you want to make more of a song and dance about it you can add your own PoS, banners, barbeques, live music and so on.

"Big branded chains like Nicholson's hold them all summer long using our gin festival kit, and we also provide managers with bespoke guidance and advice. There's a gin menu booklet with advice on gin and tonics pairings, cocktail menus and recipes, master classes, tastings and talks.

"Naturally, sales make a profit, and it's perfectly normal to charge entry as well. But the main advantage is the longer-term promotion of gin and tonic and the resulting switch from core brands to premiums. A festival can uplift sales by 45%."

"It's the same thing that's driving the craft beer market: people are looking for more evolved flavours. There are so many botanicals around today and people always want something new"

A Gin Education

More to the point, he says, the wide variety of gins that have appeared on the market in such a short time has created a requirement for consumer education. There are classic London Dry gins, much lighter more citrusy gins, barrel-aged gins, flavoured gins, genever from Holland and Belgium - and to compound it all there are dozens of tonics and mixers too.

"There's always the risk of overpowering your customers with choice," he says. The tastings, often conducted by the distillers in person, that are a feature of many festivals are therefore a golden opportunity to break your customers in gently.

Flora Dora

*40ml Hendrick's Gin
20ml Fresh Lime Juice
10ml Raspberry Syrup
Topped with Ginger Beer
Build all ingredients in high ball over cubed ice.
Churn, garnish with a slice of lime and a raspberry.*



Bramble

*50ml Hendrick's Gin
25ml Lemon Juice
12.5ml Sugar Syrup
12.5ml Crème de Mûre.*

Combine all ingredients in shaker apart from crème de mûre. Shake briskly before straining over crushed ice. Churn, adding more crushed ice if required to make the glass full. Drizzle crème de mûre atop and garnish





Brooklyn

A multiple Gold award winner from the USA - the distilling process of this super premium smallbatch gin takes three days to produce just 300 bottles. .

The Baum does Gin

Many of the pubs that stage gin festivals are gin-oriented anyway, but not all. The Baum in Rochdale is a renowned beer pub, but bar supervisor Tom Lanyon says that the gin scene is developing fast.

"We regularly carry a range of about 15, but sales of craft brands have gone up substantially in the last year," he says. "Women aged 20-40 are a big market, but it's got more and more varied, really, and it's across the board now."

"More and more publicans are realising the potential of the gin festival. Because it's still a fairly new phenomenon there's no common format as there is with beer festivals"

"It's the same thing that's driving the craft beer market: people are looking for more evolved flavours. There are so many botanicals around today and people always want something new."

For its first gin festival last year, Baum worked in tandem with the Flying Horse, another real ale pub, putting on 72 gins between them, with mixers from Fever-Tree and Fentiman's. It was a simple affair with no tastings or special menus, but one sensible precaution was to reduce the pub's usual 35ml serving to 25ml.

"We're always looking for new promotional events - we did a proper Oktoberfest and a Wars of the Roses Lancashire v Yorkshire beer festival last year and they are intended to be profitable in themselves. But we feel that this is something we could build on in the longer term as well," says Tom

Gin by the River

Rather more elaborate was the third annual event at the River Mill, a converted mill in St Neots, Cambridgeshire.

"We've been consciously building it up and it gets a bit bigger and better every time," says landlady Collette Barnes. "The first year we had 45 gins; this time we had 68 from all over the world with mixers from Fever-Tree and Schweppes."

"We held tastings of classic London Dry and Old Tom styles which were very well received. We had live music and the chefs tried cooking with gin including a gin and tonic cheesecake"

"Every gin was listed and described with a bit about the maker and the botanicals and recommended mixers, and everyone got a goody-bag and an inscribed tasting glass."

We held tastings of classic London Dry and Old Tom styles which were very well received. We had live music and the chefs tried cooking with gin including a gin and tonic cheesecake."

And the proof of the pudding - or rather, the cheesecake? "We sold 165 tickets at £10 each, and all the unsold bottles have gone behind the bar," says Collette.



Opihr

Pronounced O-peer, a spicy, sensuous London Dry Gin named for a legendary region renowned for its wealth and riches during the reign of King Solomon



Scapegrace

Distilled in the foothills of New Zealand's Southern Alps, a pair of smallbatch artisan dry gins that have won multiple awards at international competitions.

Packhorse Pulls Them In

Bigger still was the second festival at the Packhorse in Mapledurham in Gloucestershire - which is what you'd expect from a house that regularly stocks 125 gins. The Packhorse, says assistant manager Lizzie Hostler, is a real oasis of gin.

"It started a couple of years ago with people who were very into gin bringing different gins back from their holidays for their friends to try," she says. "We started stocking some of them and it just grew from there. We've also made friends with lots of local distilleries.

"We have a gin of the week to encourage customers to try different styles. We have a tutored tasting every month: a lot of locals are very committed to it and come back time after time.

"The festival this June was incredible. We charged £40 a head and got 320 people. We supplied printed glasses, marquees, live music, a barbeque and barware for the 15 distillers who brought their own gin. It was terrific."

*"We have a gin of the week to encourage customers to try different styles.
We have a tutored tasting every month:
a lot of locals are very committed
to it and come back time after time"*

Cheshire's Gin Palace

Even ginnier is the Cholmondely Arms near Cholmondely in Cheshire. It's one of the seven-strong Cheshire Cat Pub Company, each of which specialises in a particular drink - brandy, malt whisky, rum, fine wine, port, and in the Cholmondely's case, gin.

Six years ago when the company took it over, 42 brands was considered pretty respectable. Today there are 400 and the number is growing, and there are gin based events and promotions throughout the year.

It's not just about gin, though, says manager Tim Moody, "Gin is the big attraction, but the rest of the offering has to be just as strong," he says. "The food and the service have to be excellent; we have five real ales and a good list of fine wines."

The Cholmondely's three-day annual festival is as big as its regular gin list. Last year was its fourth and boasted a marquee, outside bar, live music, food, and games. On the Saturday 15 distillers came to show their gins; but although the event is a celebration of gin it's a bit more than that too.

"People come from miles away but at the heart of it is involvement with our local community, which is strong even though it's scattered," he says. "This is the big special event in the parish calendar. We are the centre of the community now all the other facilities have gone - we also host bonfire night. There's a boost to our bottom line, of course; but that's not why we do it. It's a special weekend for everybody."



No.3

The name refers to the London address of BBR since 1698, as well as the three fruits and three spices that make up the botanicals of this multi award winning London Dry Gin



Sipsmith

London's first copper distillery for nearly two hundred years opened in 2009, igniting the craft gin revolution.



Slingsby

This gin is the true spirit of Harrogate, made using water drawn from the world famous Harrogate aquifer. Most of the botanicals - 24 in total - are sourced from the kitchen garden of a nearby country house.

A more colourful G&T



King's Ginger

The rise of Gin continues, with the latest figures showing that the category now accounts for more than 1 in 10 drinks served in the ontrade, and over 90% of that is Gin & Tonic

Whilst the classic serve is the same, consumer appetite to try different brands, styles and flavours appears far from satiated. But the trend is not confined to Gin - non-G&T lists or twisted G&T lists are enabling other brands to offer interesting alternatives to a classic Gin and consumers are clearly interested to discover them.

This trend has helped The King's Ginger grow sales by +50% over the past year, and there's now a full-blown programme to introduce the 'King's & Tonic' as its new signature serve. Promoted as 'A more colourful G&T', the King's & Tonic is a refreshing long drink that is quickly changing perceptions that it's purely a winter warmer. Dig a little deeper and the story gets even more interesting...

Back in 1903 the elixir that is The King's Ginger Liqueur was specifically created for King Edward VII, hence the name. It was developed by Berry Bros & Rudd as a tonic for His Majesty to refresh and revivify him at social engagements and particularly after his long drives in his open-top Daimler.

A Tradition of Breaking Tradition

Now, as well as breaking tradition by discarding the horse & carriage for his horseless carriage King Edward VII was a truly royal renegade. Whether it was the tattoos he sported, his preference for tweed suits over top hat & tails or simply his appetite for socialising (he was known as The Social King, which helped him

develop an impressive 48 inch waist-size at the time of his coronation) King Edward VII certainly stood out from the crowd. In the spirit of his majesty, The King's Ginger invites imbibers to join A Tradition of Breaking Tradition and enjoy a more colourful G&T.

A Tradition of Breaking Tradition is brought to life through a new creative style across all media and with a full suite of POS assets including new signature glassware.

In addition, 'The King's Table' sampling experience has commenced across the UK encourage new consumers at pubs & bars, festivals and shows to try Kings Ginger neat and in the new 'King's & Tonic' signature serve, whilst learning about the rich, intriguing story behind the brand. All ontrade activity is supported by social media activity to raise awareness and drive consumers to venues.

For the latest information regarding activity or trade support for The King's Ginger, please email Fields, Morris & Verdin - spirits@fmv.co.uk

King's & Tonic recipe:

25/50ml The King's Ginger

Topped with premium Tonic

Served long over cubed ice and finished with a good dash of Angostura bitters and garnish of orange





Just the tonic.

We all have our own traditions. How many times have you said "I'll have the usual"? But if you want to make things interesting, you have to change something. Take King Edward VII. Oddly, for royalty, he wasn't happy with convention or the 'usual' drink. So he called for The King's Ginger, a revivifying and refreshing antidote to the 'same old, same old'.

**Next time you fancy a 'G&T',
why not add a more colourful drink to your tonic?**

Email spirits@fmv.co.uk for more information

drinkaware.co.uk for the facts



The
**King's
Ginger**

**A Tradition
of Breaking Tradition**

#KingsTonic



Mixing with the Best

White Spirits

The boom in premium and craft Gin offers a massive opportunity for operators to encourage their customers to trade up and explore a world of flavours, but it's important to offer an equally good quality range of mixers. John Porter looks at some of the best options

As the ontrade spirits market gets ever more diverse, with a wider range of choice for customers than ever, it's important not to neglect the basics.

CGA figures show that vodka remains the biggest seller, representing 30 per cent of total ontrade spirits volumes, while gin accounts for another 10 per cent.

“Why would you make an amazing premium gin, with all these nuanced botanicals and different flavours and drown it with an artificially flavoured and sweetened tonic water?”

These spirits, along with others such as white rum, are at the heart of any licensee's spirits offer, and for the ontrade that delivers a challenge as well as an opportunity. Craft and artisan spirits can only command a premium with consumers if pubs and bars offer an interesting range of serves to complement them.

The Fever-Tree Factor

While premium mixer pioneer Fever-Tree can't claim sole responsibility for the boom in craft spirits - particularly gin - that has shaken up the back bar over the past decade, ontrade marketing manager Fergus Franks believes that the brand “helped put the fundamentals in place.” As artisan gins came onto the market, he says, “Fever-Tree was there. Why would you make an amazing premium gin, with all these nuanced botanicals and different flavours and drown it with an artificially flavoured and sweetened tonic water?”

With 16 mixers in the range, Fever-Tree has reached the level of consumer recognition where it provides a premium entry-point across a wide range of spirits and serves. As Franks explains “When a customer sees Fever-Tree on the menu, whether it's with gin, vodka or something like a vermouth, they are more inclined to try the drink because they see us as a point of familiarity and quality. We work closely with many spirits brands, both big and small, to collaborate on serves we can push out to the ontrade together.”

The multi award winning range includes 6 tonic waters in classic, aromatic, elderflower, lemon and Mediterranean versions, which all add a different dimension to the classic G&T. The company have devised a flavour wheel to help decide which tonics work best with the which gins, and can also help produce gin and tonic menus.

THE ULTIMATE GIN & TONIC PAIRING GUIDE



PAIRS WITH ALL GINS

PAIRS WITH ALL GINS



Gin is only as good as the tonic it's paired with. That's why our award-winning tonics have been carefully crafted to complement the varied flavour profiles of gin. Find the perfect tonic for your favourite gin at fever-tree.com

IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER,
MIX WITH THE BEST™



FEVER-TREE





A Classic Combination

While Franks argues that Fever-Tree “has done the leg-work for the whole premium mixer category,” other mixer brands have recently stepped up to the plate, with a wider choice of brands and flavours than ever to accompany gin and other white spirits.

Quoting CGA research, Amy Burgess, trade communications manager at Coca-Cola European Partners (CEP), says: “Consumers are always looking for choice and research shows that 63% of people drink more than one mixer brand.

“Serves that include tonic can often be slightly tweaked to deliver a ‘Twist on Classic’ that is easy to deliver but creates excitement and theatre amongst guests in a bar”

“Good quality standard mixers remain the biggest sellers as consumers choose classic brands they know and trust as their go-to option. Schweppes is the number one tonic brand in GB, accounting for nearly half of all mixers sold within the licensed channel in GB over the last year.”

CCEP has undertaken what it describes as the biggest GB investment in the Schweppes brand in over 200 years. This includes a new skittle-shaped bottle for the standard 125ml and 200ml Schweppes range, modelled on the original Schweppes skittle

which was blown and formed in a single piece by inventor Jacob Schewepe in 1783.

To appeal to customers drinking premium spirits, the brand has also unveiled a new range of naturally flavoured premium mixers called Schweppes 1783. The five-strong mixer range features Crisp Tonic Water, Light Tonic Water and Golden Ginger Ale as well as two new flavours, Salty Lemon Tonic Water and Quenching Cucumber Tonic Water.

Burgess adds: “Schweppes’ experience in mixed drinks has been developed with the benefit of 235 years of heritage. Serves that include tonic can often be slightly tweaked to deliver a ‘Twist on Classic’ that is easy to deliver but creates excitement and theatre amongst guests in a bar.

“An example of this is a Pink Gin & Tonic which includes Angostura Bitters, Schweppes Slimline Tonic Water, Pink Grapefruit, Maldon Sea salt and Cubed Ice to create something a little different.”

A Question of Taste

Another long-established player emphasising its premium credentials is Britvic. Its reformulated Indian Tonic Water has won a Three-Star Superior Taste Award from the International Taste and Quality Institute (ITQI), based on a blind tasting by a panel of experts from European culinary and sommelier associations in Europe. Products receiving three stars are rated ‘exceptional’, scoring 90% or more from the judges.



Merchant's Heart: a new range of spirit enhancers, designed to bring out the best of your favourite spirits. To enhance the flavour not mask it.

ENHANCE YOUR SPIRIT



MERCHANT'S HEART

"It's official, traditional mixers are on the way out: now it's all about 'spirit enhancers'."

GQ '100 Best Things In The World Right Now' list. January 2017

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A recent bartender tasting at leading Liverpool bar, Berry & Rye, also saw Britvic Indian Tonic Water get a “big thumbs up” for value. The taste was described as “really good. You can taste the quinine and it’s nice and dry on the finish. There are big notes of orange and nice small bubbles”.

Kevin McNair, GB Marketing Director at Britvic, commented: “We’re thrilled the trade are noticing the improved quality and great value the new Britvic Indian Tonic Water offers. As interest in premium spirits continues to rise, consumers are actively seeking out the right mixer to perfectly complement and balance the flavours in their drinks.”

The Essence of Mixing

With a slightly more hands-off approach, Britvic has also invested in the London Essence Co, a new range of four premium mixers and tonics launched by incubator company WiseHead Productions. The range includes Classic London Tonic; Grapefruit and Rosemary Tonic; Bitter Orange and Elderflower Tonic; and Delicate Ginger Ale. Ounal Bailey, who devised the range, says: “We’ve carefully designed our drinks to be served on their own with minimal effort,

but also to blend with other non-alcoholic spirits and cordials. We’ve found that when mixing non-alcoholic serves, it’s best to keep a delicate balance between bitter, botanical and fruit flavours in order to retain a grown up taste.”

Spirit Enhancement

Recognising the continued growth of cocktail culture, as well as the need for bartender buy-in, Lucozade Ribena Suntory has developed the unique Merchant’s Heart ‘spirit enhancer’ range, initially cherry-picking leading bars in London and Dublin as stockists and now expanding into other cities including Liverpool and Manchester.

Jason Sennitt, general manager for the Merchant’s Heart brand, says “Merchant’s Heart was co-created with some of the best bartenders in the UK, so it’s as much their brand as ours. Having a range that bartenders love to use is really important to us”

The Merchant’s Heart collection includes a ginger ale and classic tonics, as well as variants with a hint of floral aromatics, hibiscus, lemon or pink peppercorn; all are expertly crafted to amplify and complement spirits rather than mask them.

“The best way to help people understand why we call our tonics ‘spirit enhancers’ is to let them try them, people are always amazed that they don’t overpower their gins,” says Sennitt

“Our liquids were designed with what we call a hollow centre, which basically means that there is no significant flavour in the central part of the flavour profile. This hollow centre enables even the most subtle and nuanced flavours to shine through, rather than being masked.

“As interest in premium spirits continues to rise, consumers are actively seeking out the right mixer to perfectly complement and balance the flavours in their drinks”

“And of course, carbonation is critical to lifting flavours and nobody wants a flat G&T, so we made sure our tonics have plenty of fizz!”

Sennitt makes the point that as consumers are increasingly willing to pay more for the very best experiences and it’s no different in the world of drinks, there is a great opportunity to up-sell.

“Retailers need to have a super-premium tonic range to match their super-premium spirit range, and spirit enhancers are as good as the mixer category gets.

“There is a whole world of wonderful, premium craft spirits out there, so why drown them all with the same mixer? We believe that people want to taste the subtle, nuanced flavours of their chosen gin, even after they’ve added the tonic”

Alex Proudfoot, general manager of Sugar Rays bar in Manchester, agrees: “Merchant’s Heart have not only delivered a range that let the base spirits speak for themselves, they have flavours that people want to drink.”

In the Mix

Other recent entrants to the mixer arena include the Lamb & Watt range of flavoured tonics from Halewood Wines & Spirits. Sweetened naturally with organic blue agave, the four varieties include Original, Cucumber, Basil and Hibiscus, supplied in 200ml glass bottles.

Leanne Ware, Brand Manager, says: "The Tonic category is in growth as consumers are looking for high quality mixers to complement their premium spirit choices. We offer bartenders a refreshing point of difference to enhance the enjoyment of a variety of premium spirits, as well as offering an alternative to a non-alcoholic tippie."

"Retailers need to have a super-premium tonic range to match their super-premium spirit range, and spirit enhancers are as good as the mixer category gets"

Sussex-based soft drinks company Folkington's has launched a range of 150ml canned artisan mixers made from small-batch citrus and floral botanical extracts, in varieties including Tonic Water, Sicilian Bitter Lemon and Dry Ginger Ale.

Franks at Fever-Tree sums up: "We helped put flavour and choice back into the mixer category. Now, a gin & tonic isn't just a gin & tonic any more, you can mix and match with different flavoured tonics and flavour profiles of gin to create amazing combinations. That's very new."



SPICED GINGER MOJITO (Schweppes)

50ml rum
20ml fresh lime juice
15ml sugar syrup (1 part water, 1 part caster sugar)
Schweppes Ginger Beer
Mint
Lime
Crushed ice

*SERVE ANY GIN
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Aromatic Tonic
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*FLORAL GIN – created
by Old Bakery Gin (LRS)*

*Old Bakery Gin
Pink Grapefruit
Fresh Basil leaves
Merchant's Heart Floral
Ice*



*SLOE GIN
& Fever-Tree
Lemon Tonic,
looks amazing,
tastes fantastic,
easy to make...
and gets sloe
gin moving all
year round*



Classic and Contemporary

Schweppes 1783 The heritage and quality credentials of Schweppes, the UK's number one mixer, have been reinforced with a refreshing new design and the launch of the premium crafted Schweppes 1783 range. We asked Simon Harrison, CCEP's customer marketing director, about the trends driving growth in soft drinks

Today's key trends include premiumisation, enhancing the experience and health & wellness, and, as Harrison points out, premiumisation is not unique to soft drinks - the boom in craft beer and artisan spirits are signs of the same trend.

"Consumers are prepared to pay more for a premium quality drink that is served in the right way" observes Harrison.

In the soft drinks sector this not only applies to standalone straight drinks but also to mixers.

"We are seeing an explosion in super-premium spirits" he explains. "This means that more and more consumers are trading up to a premium mixer that they can pair with that spirit."

Something Special

CCEP is also focusing on the demand for enhanced experiences. This has filtered into the food and drink sector where people are prepared to pay more if it is served in a "premium or different way", Harrison notes.

"People are going out to spend their hard earned cash and they want to have a really good experience. We have made sure that a product like Coca-Cola is served absolutely perfectly and in the right way for that premium experience," he says.

"Our "Perfect Serve" programme helps people to understand how to serve that perfect Coke, which makes it more likely that the consumer will have a second drink."

Healthy Options

The third trend is health and wellness, with an increasing number of people drinking less alcohol. This has been driven in part by a younger demographic and the increasing demand for lighter options that contain less sugar or lower calories.

Harrison argues that this means there's a huge opportunity for the soft drinks sector to capitalise on the straight drinking opportunities in pubs and bars.

"In particular we are see a huge growth in the Coca-Cola Zero Sugar brand which is now the fastest growing Cola in GB and is going from strength to strength," he says.

He also predicts more growth in mocktails and the alcohol replacement market.

Refreshment

It is these trends that have led Coca-Cola European Partners to make the largest investment in the brand's 234 year history, with the relaunch of Schweppes Classic and the introduction of Schweppes 1783, spending £6.6m on advertising to support the brand.

"We know that the Schweppes Classic tonic is fantastic, but to be honest the packaging did not look as good as the liquid inside. We have gone back to our roots and gone back to the original skittle bottle which is 100 years older than the Coke icon bottle," says Harrison.

Schweppes 1783 is a naturally flavoured premium mixer range, crafted with the help of mixologists.

The five-strong mixer range were rolled out to the trade in November, and features Crisp Tonic Water, Light Tonic Water and Golden Ginger Ale as well as two unique flavoured tonics: Salty Lemon and Quenching Cucumber.



Simon Harrison

BORN IN 1783 CRAFTED FOR TODAY



1783

The new range of unique natural flavours.

Beautifully balanced, expertly crafted by mixologists, perfect for pairing with premium spirits.

Inspired by the master.

J. Schweppe

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A Shot in the Dark

Spirit Mixers

John Porter looks at the new wave of premium mixers that are creating a stir on the dark side of the spirit world

The dark spirits market in the ontrade is more fragmented than its lighter counterpart, which may help explain why in the past mixer brands have tended to default to the basic choices of cola or ginger ale as recommended serves.

However, dark spirits are seeing a growing number of premium, craft and artisan brands on the market, with CGA figures now showing strong volume growth in the ontrade for spiced rum, as well as to a lesser extent tequila, following on from several years of growth for American whiskey.

In that light, the mixer players have been revisiting their ranges to offer dark spirits drinkers greater choice and differentiation.

Spearheading this drive is premium mixer pioneer Fever-Tree: Smoky Ginger Ale and Spiced Orange Ginger Ale have been added to a dark spirits range that also includes Madagascar Cola, Premium Ginger Ale, Premium Ginger Beer and Premium Soda Water.

Smoky Ginger Ale combines Fever-Tree's signature blend of three gingers, sourced from the Ivory Coast, Nigeria and Cochin, with smoked Applewood, and has been specially made to pair with American and Irish Whiskies. Spiced Orange Ginger Ale

combines the gingers with sweet clementines from South Africa and spiced cinnamon from Sri Lanka to pair with Scotch whiskies, rums and brandies.

"Many of the best flavours in dark spirits are as subtle and nuanced as those in lighter spirit categories, so the choice of mixer - one that will enhance those flavours and not mask them - is an important one"

Made for Mixing

Fever-Tree ontrade marketing manager Fergus Franks says that the development of mixers specifically for dark spirits goes to the heart of the brand's approach. "Spirits drinkers appreciate the care that we take with our products, and their authenticity. We always create a mixer with a particular spirit in mind, and I think that's where some other brands fall down.

We never make overpowering drinks, and we only innovate with a new product if there's a spirit calling out for it."

Franks makes the point that the Horse's Neck cocktail - whisky and ginger with lemon and a dash of bitters - was once as ubiquitous as the gin & tonic. The move by the whisky industry - and Scotch whisky in particular - to create a reverence around its products that resists mixing, is a relatively recent phenomenon.



“Both the Horse’s Neck and the G&T were hugely popular in the first half of the 20th century. Gin fell out of favour because it was being mixed with poor quality tonics, and whisky because it was being drunk neat.”

The growth in popularity of American whiskey - which has always celebrated its mixability - has revitalised the dark spirits category in the ontrade, says Franks. “Historically, whisky has always had its heyday when it’s being served as a long drink or in a cocktail, so we’ve now come full circle with good quality mixers for dark spirits where you can still taste the nuances of the spirit.”

“Both the Horse’s Neck and the G&T were hugely popular in the first half of the 20th century. Gin fell out of favour because it was being mixed with poor quality tonics, and whisky because it was being drunk neat”

Break for the Borders

Craft whisky maker R&B Distillers has also recognised the growing diversity of the premium mixer market by teaming up with soft drink maker Fentimans, aiming to overcome the reluctance of Scotch enthusiasts to mix their favourite tippie with anything more than a dash of soda.

Chris Hoban, brand ambassador for R&B Distillers, says: “Looking for a whisky alternative to the classic G&T, we started experimenting with the extensive range from Fentimans because we felt their story shared our values.”

Working with the Fentimans range and R&B’s highland single grain Scotch brand Borders, recommended pairings were devised: Fentimans Curiosity Cola is brewed using cinnamon which adds depth of flavour and complements the sweet vanilla notes of Borders. The herbaceous notes of the whisky are picked up by the Rose Lemonade, which also give the drink a pinkish hue, while Fentimans Ginger Ale adds an autumnal heat to a long serve.

Hoban adds: “We were delighted to discover our personal favourites of Borders, which are now our go-to long drinks for any season.”

Premium Options

Jason Sennitt, general manager for the LR Suntory-owned Merchant’s Heart mixer brand, says: “Consumers have become increasingly demanding when it comes to their choice of spirit, and we are now seeing their attention turn to the other key part of the equation - the mixer. It’s equally important to think about premium mixing options when it comes to dark spirits, which typically lag behind those for gins and other white spirits.

“Nobody wants to choose a premium rum, whisky or brandy and then just have overpowering cola to mix it with. Many of the best flavours in dark spirits are as subtle and nuanced as those in lighter spirit categories, so the choice of mixer - one that will enhance those flavours and not mask them - is an important one.

Case Study: The White Horse, Hermitage

At the White Horse in Hermitage, Newbury, licensees Graham Marrs and Paulina Alwin have created a ‘country pub with a contemporary twist’. The pub has stocked Sekforde’s bespoke mixers for rum and whiskey since soon after their launch.

Marrs said, “We ordered a case of both variants, put their POS on tables and the bar, and recommended them to customers. We sold out of Sekforde for Rum in less than a week, and the whiskey one didn’t last much longer, so I think we can safely call it a success.

“Sekforde does exactly what it claims, complementing the flavours of the rum and whiskey rather than masking them. All our regular whiskey and rum drinkers have enjoyed their drink with Sekforde, and we’ve had a good rate of repeat purchase.

“Customers can taste the spirit when it’s mixed with Sekforde, so it gives us an opportunity to upsell to more premium brands. So we recommend Maker’s Mark and The One with Sekforde for Whiskey, though it’s also great with Jack Daniels and Jameson. And with Sekforde for Rum, we suggest Angostura 1919 or Diplomatico Reserva, which are both at a higher price point than Kraken, our pouring rum.

“Serving it is really easy and the Sekforde glasses reinforce the premium image. We generally pour the rum or whiskey over ice and garnish and let the customer decide how much of the mixer they want to add.”



“For us, cola is simply too sweet and overpowering, and while ginger-based mixers have a role with dark spirits there are many other great options that are often not even considered. Lengthen a bourbon with tonic water? Why not? Pink peppercorn tonic with your Cognac? Absolutely! Even better with a dash of sake too!

Sennitt adds: “Drinks like sherries and dark vermouths work amazingly well with floral tonics to make a more refreshing, mid-proof serve. A Jerez Fino sherry enhanced with Merchant’s Heart Floral Aromatics Tonic and orange zest is sublime. Of course, the

combination of ginger and whisky is a classic one, and our ginger ale is never far away when a Johnnie Walker Black Label needs a suitable partner.”

Other players targeting the sector include the Franklin & Sons soft drinks range from Global Brands, which has worked with the international bartenders’ school, Shaker UK, to develop a range of bespoke cocktails mixing dark spirits with varieties including Cloudy Apple & Yorkshire Rhubarb, and Wild Strawberry & Scottish Raspberry.

Making the Most of Rum & Cola:

With rum & cola among the top ten mixed drinks, Amy Burgess, trade communications manager at Coca-Cola European Partners, says:

“Dark spirits are experiencing a surge in popularity and premium dark rum is performing particularly well. Cola is a popular choice to mix with rum, and licensees can benefit by offering glass icon bottles of Coca-Cola Classic, Diet Coke and Coca-Cola Zero Sugar alongside their mixers range to boost perceptions of premium quality, and ultimately increase sales.

“Increasingly health-conscious consumers are looking for low calorie and low sugar options, but without compromising on taste. Coca-Cola Zero Sugar is an appealing option for those who want a dark spirit mixer that replicates the taste of Coca-Cola Classic but without the calories.”

Horse’s Neck

an American cocktail that can be made using whiskey or brandy – its signature is a strip of orange or lemon peel

Fill a tall glass with ice, add whiskey or brandy and a dash of bitters, top up with ginger ale, garnish with orange or lemon peel





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Soft Sell, Hard Facts

Soft Drink Preview

Over 10 million adults never drink alcohol, and many more don't want to drink every time they go out, so an interesting soft drink selection is essential in any outlet. Michelle Perrett looks at the soft options for ontrade operators

The soft drinks market has changed dramatically in recent years, boosted by the growth in adult drinkers who want a more premium offer and encouraged by innovation from the drink companies.

Several multiple operators, large and small, have already embraced these changing demands and offer extensive ranges of premium soft drinks in addition to the standard range on draught.

Successful independent licensees are also developing their drinks menus, recognising that soft is an important part of their offer.

Former BII licensee of the year and licensee of Ye Olde Sun Inn in Colton, York, Kelly McCarthy says it's a growing market and hugely important for their pub. "You have to have a decent offering, who wants coke and lemonade all the time?" she asks.

And it's not just drivers, increasing numbers of people are keen to try an interesting soft drink option, including mocktails, especially at lunchtime, McCarthy notes. "We sell masses of rose lemonade. We also sell sparkling elderflower and whatever we serve it with flies out," she says.

Offering a wide range is also essential for the consumer, she argues. "We hold a lot of stock but it's about giving customers choice. There's no point in saying you can have 20 different items off the food menu but because you are drinking a soft drink you can only choose one."

Number Crunching

According to CGA the soft drinks category is now worth £4.3 billion through the foodservice sector, and although the last year has seen a marginal decline in volume terms, the market is showing healthy value growth of 3.3%. The slight drop has been mainly in full sugar drinks, down -1.8%, while lower calorie options are up +4.4%.

"We hold a lot of stock but it's about giving customers choice. There's no point in saying you can have 20 different items off the food menu but because you are drinking a soft drink you can only choose one"

These numbers all point to the twin trends of premiumisation and health.

"The premiumisation of soft drinks follows that of the rest of the drinks market providing the opportunity for better quality drinks for non-drinkers other than draught cola, juice drinks and standard mixers," says David Lancaster, CGA client director.

“A move to a more premium market in general had left soft drinks lagging behind a little but now there are numerous premium brands making a name for themselves.

It is not just new-emerging brands either, the established market and leading manufacturers are delving into their product portfolios to offer a premium product, which helps them play in different markets and brings in new consumers.”

This drive towards premiumisation prompted the biggest single splash in soft drinks during 2017 - the relaunch of the iconic Schweppes brand. In fact it was the biggest investment in the history of a 225 year old brand which, despite its famous Schhh strapline, is not known for keeping quiet.

Going Lo Cal

Another key agent for change has come in the shape of low cal or ‘zero’ heroes. It might be tempting to think this is just a reaction to the so-called Sugar Tax which will be introduced in April 2018, but in fact the leading manufacturers were already responding to consumer demand for lower calorie options of their favourite drinks.

Britvic’s Commercial Director for Licensed and Foodservice, Russell Goldman believes “Consumer interest in healthy living is continuing to have a huge impact on the industry.

A recent report by Mintel found that 70% of all adults feel it’s important to keep a close eye on sugar consumption and further research has shown that sugar is a factor for 25% of consumers when choosing a soft drink.

“It’s evident that operators need to make sure they have a range of low and no sugar options in their soft drinks offering to meet consumers’ needs and nudge them in the right direction to making healthier choices. At Britvic, we’ve been taking bold steps to reduce sugar and calories across our portfolio for many years now, removing 19bn calories annualised since 2012 through reformulation and new no-sugar products”

Amy Burgess, trade communications manager at Coca-Cola European Partners, agrees “In-line with growing demand, lower and zero calorie ranges have been a key focus at CCEP. Since 2012, we have invested £30m in reformulation and have introduced 29 reformulated or new low or zero sugar soft drinks since 2005.

This underlines our commitment to sugar reduction across our portfolio, whilst helping pub and bar operators to increase sales by offering choice to their customers, including Coca-Cola Zero Sugar, Diet Coke and Schweppes Slimline tonic range.”

Burgess also points out that “Another key area of growth is the rise in popularity of low calorie cocktails, led by the growing number of health-conscious consumers.

It is increasingly important for licensees to maximise this opportunity by offering a varied menu that features low calorie and low sugar options like Coca-Cola Zero Sugar and Schweppes Slimline Tonic”

Cola Still Sparkling

For all the innovation in the soft drinks sector, Cola remains the big one for the ontrade, but even here the health factor is making the play.

“70% of all adults feel it’s important to keep a close eye on sugar consumption and further research has shown that sugar is a factor for 25% of consumers when choosing a soft drink”

“Unsurprisingly, cola remains king in the on-trade with the biggest share of the category so it is, of course, a must-stock soft drink for operators.” Says Goldman “Look closer at cola however and you can see it is the low and no-added sugar variants that are performing best; Pepsi Max, which contains no sugar, is performing fantastically, which we attribute to its great taste first and foremost, and its strong association as a great partner to burgers, a key food trend that shows no sign of abating.

Flavoured carbonates, lemonade, mixers and even water are other sub-categories that are growing in the on-trade and consequently need to be part of a pub’s offering today



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Adjust to the Occasion

Red Bull The way we visit the on-premise is changing. We're spending less time on big nights out and more on socialising after work or catching up with friends over dinner. As the number one packaged soft drink in the on-premise¹, Red Bull is unlocking these new occasions to help operators grow their profits.

Sophia Blawat, On-Premise Marketing Manager at Red Bull UK, says: "Although our heartland lies in the party occasion, we've recognised the opportunity to target these socialising occasions with tailored serves – resulting in the restaurant sector being our fastest growing over the last year.

By ensuring they have the optimum range and offer, we are helping operators to deliver great tasting drinks, served perfectly to stand out in a competitive market."

By focusing on 5-9pm social drinking, on top of its party heartland, the brand is opening up new occasions and incremental sales. CGA consumer research highlights that one in three drink choices made in the on-trade are based on impulse, with these impulsive decisions sitting predominantly in the female repertoire² – providing an opportunity to open these consumers up to new serves.

Operators within this channel should maximise this opportunity by offering a range of great tasting, perfectly served drinks, with options that particularly appeal to female drinkers.

To help provide inspiration, Red Bull has created a serve matrix, featuring a series of cocktail and mocktail serves to offer consumers more choice during these socialising occasions.



Red Bull also states quality as key to repeat custom and increased profits, with 45% of consumers claiming the quality of drink is the most important factor when making a decision on a night out, and those rating their drink as 'very good', 2.35 times more likely to revisit a venue³.

Blawat says: "Ignoring this and delivering poorly served long mixed drinks has a long-term impact on customer loyalty. Our CGA study indicates that 37% of consumers would leave a venue after receiving a poorly served drink and not come back in the future, and 16% would not order another long mixed drink in that venue, so are likely to trade down to a less profitable alternative."

With 70% preferring a full can⁴ and 43% demanding a garnish in their long mixed drink, Red Bull recommends keeping it simple. The brand describes perfect serve as an entire can, served in a tall glass, filled with ice and a squeeze of lime. By delivering this, operators can expect to increase sales by up to 21%⁵.

Looking ahead to 2018 as younger consumers elect to drink less alcohol, and focus on health and wellbeing with the impending sugar levy, Red Bull encourages operators to ensure they are offering their customers choice with its **'key three'** optimum range.

While Red Bull Original 250ml is the leading sku, by offering a low calorie alternative, with Red Bull Sugarfree 250ml, and a alternative flavour, with Red Bull Tropical 250ml, operators can enable consumers to chose how to consume their energy.

¹CGA On Premise Measurement Service POB 2017, MAT vs. YA

²CGA Consumer – Quantitative Panel, July 2017

³CGA Consumer Panel, September 2017

⁴Nielsen Scantrak

⁵Delivering a perfect serve in outlet increases sales by 21% - Red Bull customer sales results in 20 markets

A SIMPLE PERFECT SERVE.

THE PERFECT SERVE



Glass full of ice,
a cold can pulled not poured
and a squeeze of lime



THREE FLAVOURS TO OFFER COMPLETE CHOICE TO YOUR CUSTOMERS. ENERGY, SUGARFREE & TROPICAL



Soft Options

Drinks manufacturers are innovating to respond to these consumer demands and working hard to ensure the drinks are perfectly served.

“Offering a premium and high quality customer experience can build soft drinks sales, and CCEP has recently launched a new Perfect Serve programme that’s designed to help operators do this,” says Amy Burgess, trade communications manager at Coca-Cola European Partners.

“Our view is that it’s important to deliver a wide choice of products to meet consumers’ needs.”

“Customers expect and want to see variety on the bar including “big name brands” but they are still looking for more premium products and innovative flavours”

Russell Goldman commercial director of licensed and foodservice at Britvic supports this view.

“Consumers are also increasingly discerning so soft drinks need to look premium if they’re to persuade the public to part with their hard-earned cash these days,” he argues.

“Gone are the days when your soft drinks offering could consist of a bog-standard orange juice, full-sugar cola and barely chilled lemonade served in a scratched slim jim with ice (if you’re lucky); consumers today want an experience and they expect a good choice. You need to provide a wide selection of soft drinks, tailored to your customers so it’s important to talk to them and find out what they want.”

Keeping it in the Family

But it is not just the large manufacturers that are catering for the increasing numbers of adults choosing not to drink alcohol.

Ed Hartridge director of family firm Hartridges says that while people are going out less they are more demanding and are willing to pay more for a better experience.

He agrees that consumers are becoming more health conscious but he also believes that they are becoming more discerning about the quality and flavour of the ingredients.

“Provenance is very important to the brand and a story that sets it apart from the mass market. Consumers are up for trying new flavours. Elderflower Presse and Ginger Beer are more popular in foodservice and these are becoming more mainstream in pubs.”

He predicts the rise of “super-premium” drinks with premium becoming the norm.

Mocktails, Softails & Other Crafty Combos

Non-alcoholic cocktails have also seen a surge in popularity.

Steve Carter at Frobishers Juices says that “mocktails have become mainstream, and customers are now eager to try new and exciting flavour combinations.

“The quality of the ingredients, flavour and authenticity is a trend that is also driving the soft drink sector” comments Carter. “Whilst many manufacturers have looked at ways to reduce sugar content through the addition of artificial or natural sweeteners, we’ve found that our customers consistently place flavour and natural ingredients above calorific value,” he says.

“Flavours that until recently had not been widely seen across the

on-trade, such as elderflower, have become mainstream and consumers are now looking for more eclectic flavour fusions and imaginative cocktails and mocktails.”

He points out that customers expect and want to see variety on the bar including “big name brands” but they are still looking for more premium products and innovative flavours.

“But introducing carefully chosen, premium focused adult soft drinks can do much to delight them, encouraging them to veer away from mainstream brands and instead choose products that have the potential to deliver a higher GP,” he says.

Innovation

Another key trend having an impact on the soft drink sector is innovation. In 2017, Belvoir introduced a new range of non-alcoholic wines called Wines Without the Hangover.

The blended fruit juice range has been created in three variants Shiraz, Chardonnay and Rosé with all the taste, texture, aroma and look of an alcoholic glass of wine, Belvoir says.

Pev Manners, managing director for Belvoir Fruit Farms says that it is important to offer an “interesting and inspiring” drinks range.

He cites the latest survey into adult drinking habits by the Office of National Statistics that shows there has been, since 2005, a 2% increase in the number of people stating that they do not drink alcohol at all. In 2016, this translated into around 10.6 million people.

He suggests this trend has led to “an explosion” in the number of artisanal, ‘craft’ soft drinks on the market.

The Craft Solution

Graham Richardson, general manager for Heathwick, which distributes Dominion Sodas, the US craft soda, which has Root Beer, Black Cherry Soda and Creamy Orange Soda as variants, agrees: “The ‘craft’ sector of the soft drinks market is still in its infancy but shows strong potential. I believe this sector will continue to grow in line with the general consumer trend towards unique drinking experiences.”

And craft soda, he argues is able to appeal to the consumer that wants something different.

“As with other beverage sectors, consumers are becoming more adventurous, more discerning and more experimental and ‘craft’ soft drinks offer an exciting and interesting alternative to the mainstream, ubiquitous big brand colas or juices,” says Richardson.

The trend towards ‘retro’ style genuine American imports continues to grow in line with authentic American food and drink products, he argues.

“For example, root beer is rapidly gaining a cult following in the UK, particularly for versions that are high-quality, authentic, American imports. Root beer is well placed to provide an alternative drinking style and experience that is flavoursome, exciting and genuinely different,” he says.

It's a Cracker

Recognising the market trend towards craft, Cracker Drinks has created a brand called Crafted, offering interesting flavours like Apple, Mint & Lime and Pineapple, Coconut & Lime.

Its Cracker Drinks juice brand is stocked in the ontrade and supplies Stonegate Pub Company but the company felt there was a wider potential in craft.

“Gone are the days when your soft drinks offering could consist of a bog-standard orange juice, full-sugar cola and barely chilled lemonade served in a scratched slim jim with ice”

Claire de Bezenac, marketing manager at Cracker Drinks, says the company made its move after its own research showed a demand for craft soft drinks, over beer and wine. She admits the results were a “surprise” to the soft drinks operator but the company has seen an increased interest in the more innovative soft drinks.

“It is about offering flavours that are a bit different,” she says.

The soft drinks market itself is certainly different, and tapping into these trends will be key to staying relevant in a fast changing world.



FINED BY THE HMRC...
... I GUESS EVERYONE IS
A RAT THESE DAYS



Accounts Action

This business report has been compiled for you by David Jones Accountants Limited

www.drjaccountants.co.uk

Email - david@drjaccountants.co.uk

Money Matters

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. **If you plan to operate a**

 **tenancy, you must inform the landlord of your proposed trading entity.**

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 receipts and till rolls.



Successful licensed premises require a certain type of licensee... ...who needs a certain type of Accountant

Whether you're new to running and developing licensed premises, or a seasoned professional with many years industry experience to your credit, you will appreciate that it is vital to build and maintain a solid business foundation.

By maintaining tight control of your business finances you are able to maximise potential whilst proactively identifying and avoiding the many pitfalls of the industry that can eat into your bottom line.

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DAVID JONES
ACCOUNTANTS LTD

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. The no sale button should be used sparingly (if at all) as HMRC could argue that an excessive usage conceals unrecorded sales.

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. (Also see value added tax section – free 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.

You claim the first 10,000 at 45p per mile, the rest at 25p (plus 5p per mile for each business passenger). All motoring expenses e.g. fuel, insurance, repairs etc. would be paid personally.

You should also record total mileage for each tax year, as an element of VAT can be reclaimed on your business miles.

Goods for Own Use

A record must be kept of business purchases taken for personal use by you and your family i.e. wet stock, cigarettes and food. It is quite in order for you not to use any goods for own consumption but, in these cases, you should be in a position to explain how you pay for private purchases.

EMPLOYEES / PAYE



You should always issue a new member of staff with a **probationary contract**. You will find this approach invaluable in dealing with disciplinary matters (and dismissal). Advice is available from ACAS (Tel. 03001231100)

You must keep a record of all wages paid to employees in electronic format and best practice is to ask all staff sign for cash received.

You are solely responsible to deduct Income Tax and National Insurance (NI) from staff members and account for these sums to HMRC. There are severe penalties for not operating the PAYE system correctly.

Do not be duped into engaging self employed Chef's without seeking advice, as you will be liable for the Tax and NIC if HMRC say the Chef is not self employed

If NI contributions apply **you must pay a higher employer's contribution (in addition to that deducted from the member of staff)**.

Minimum Wage

From 1st April 2017 the minimum wage rates are as follows:

- | | |
|---------------------------------|-------|
| ▶ Apprentice rate | £3.50 |
| ▶ Under 18 years old | £4.05 |
| ▶ Aged 18 – 20 years old | £5.60 |
| ▶ Aged 21 and over | £7.05 |
| ▶ Aged 25 and over -Living wage | £7.50 |

Pay slips

You must inform HMRC and give a statement of pay to every member of staff on (or before) the date of payment. The statement must include gross pay, net pay and deductions (clearly explained).

The Working Time (Amendment) Regulations 2003

This legislation gives rights to employees on a variety of working practices, including specific exemptions and the need to keep additional records.

The basic rights and protections that the Regulations provide are:

- ▶ a limit of an average of 48 hours a week which a worker can be required to work (though workers can choose to work more if they want to).
- ▶ a limit of an average of 8 hours work in 24 which night workers can be required to work.
- ▶ a right for night workers to receive free health assessments.
- ▶ a right to 11 hours rest a day. a right to a day off each week.
- ▶ a right to an in-work 20 minute rest break if the working day is longer than 6 hours.
- ▶ a right to 5.6 weeks paid leave per year.
- ▶ 16 & 17 year olds cannot work over 8 hours per day or 40 hours per week.

Written particulars of Employment

All employees are entitled to receive a written statement of employment, provided that they are employed for one month or more.

The statement will have to be provided within two months of commencement of the employee's employment and must include:

- ▶ The date when employment commenced;
- ▶ Remuneration and the intervals at which it is to be paid;
- ▶ Hours of work;
- ▶ Holiday entitlement;
- ▶ Sickness entitlement;
- ▶ Notice entitlement;
- ▶ Job title or brief job description;
- ▶ Where not permanent, period for which employment is expected to continue or, if for a fixed term, date when it ends;
- ▶ Either the place of work, or if the employee is required to work in more than one location, an indication of this;
- ▶ Disciplinary and grievance procedures;
- ▶ Information about pension schemes if applicable.

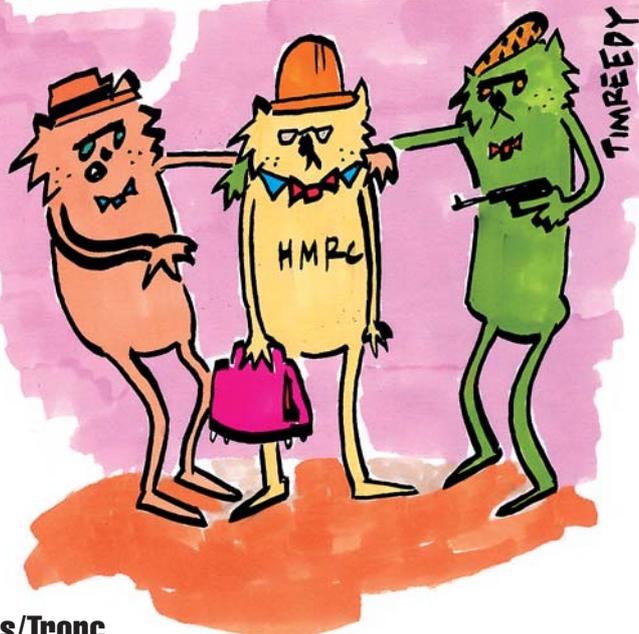
Changes

An employer is also required to give employees individual written notification of any change to the statement. This up-dating must be made within one month of any such change.

Terms & Conditions

Should define serious misconduct which would result in an instant dismissal.

PETE THE GREEK TELLS
US YOU'VE BEEN MAKING
SURPRISE VISITS...



Tips/Tronc

Tips, gratuities and service charges do not count towards the National Minimum Wage (NMW).

National Insurance will only be due if a specific contractual entitlement exists in respect of gratuities or if an employer has directly or indirectly allocated the gratuities to their employees.

It is advisable to make sure procedures are in place to avoid any action by 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 £157 for tax year

2017/18 (for National Insurance credits), then you should record individual weekly payments in a wages book. 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.

Real Time Information (R.T.I.)

All payroll has to be completed electronically and submitted 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.

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. 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 2018.

You should seek advice from your Trade Accountant to keep up to date with the proposed implementation of Universal Credit

Workplace Pension (Auto Enrolment)

All employers with at least one worker will need to automatically enrol certain members of their workforce into a pension scheme. As an employer you may need to make a contribution to it and must ensure that you meet all of the new requirements to comply with the law. Even if you already offer pension arrangements for your workers you still have new obligations to meet.

All employers will have staged by February 2018. With an immediate start for newcomers after 1st October 2017.

www.thepensionregulator.gov.uk/employers/staging-date.aspx

If your Trade Accountant provides a payroll service they should be able to fulfil your obligations.

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.

 An employee with under one years' service if they started before 6 April 2012 (or two years service if they started on or after 6 April 2012) 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

 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 or by debit card you are allowed a 7 day extension of the "due date" This increases to 10 days if you agree to pay by Direct debit (D.D) which could be invaluable for cash

flow if you have to cope with other D.D. payments at the beginning of the month.

The Finance Act 1986 included legislation to combat avoidance of VAT through the artificial splitting of a single business to avoid registration. Publican's partners running 'separate business' catering operations have been cited as an example.

Registration

From 1st April 2017, the annual registration limit has increased from £83,000 to £85,000.

 Advice from your Trade Accountant is essential **if you are not taking over a "going concern"**.

The limit for deregistration has increased from £81,000 to £83,000.

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

 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.

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 HM Customs & Excise, on a quarterly basis, because you collect much more VAT than you can reclaim.

 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.

 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

 VAT registration documents should be received by Customs & Excise **within 30 days** of the commencement of trade. Penalties for late registration may be 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 whatever their turnover, must file their VAT returns online and pay electronically.

Acceptable payment methods for online submissions are:

- ▶ Debit Cards
- ▶ Direct Debit
- ▶ Credit Cards
- ▶ 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.

Submitting a return/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 our 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 A Public House does not involve high car mileage and very little private use.

For this reason it is rarely 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 may deal 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 state pension for a single person is 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.

You are not able to contribute into your workplace pension unless you trade as limited company and receive a salary.

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

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 2018 must be entered on the annual self-assessment tax return. Paper returns must be submitted by 31 October 2018 but submissions on line  can be made up to 31 January 2019. **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 year's 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 5 April 2018 return submitted on 30th September 2016 could only be opened for an enquiry by the HMRC before 29th September 2019.

Tax Investigation Insurance can be taken out to cover professional fees in dealing with HMRC enquires.

Tax Rates and Allowances

From 5th April 2018 the tax free personal allowance is £11,500. 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 - £33,500 | 20% |
| ▶ £33,501 - £150,000 | 40% |
| ▶ Over £150,000 | 45% |

Capital Gains Tax

The exempt band is £11,300 in 2017/18. 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 £33,500 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 the way that Inheritance Tax is charge on trusts, lifetime gifts and some pensions is significantly different. The 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 HMRC with the corporation tax return.

Corporation tax

Rate, currently 19%.

Marginal relief will be introduced at 5 April 2018 and may be applied retrospectively.

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 £200,000 of equipment purchased after 1st January 2016.

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.

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.

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 130g/km will be in a special rate pool where WDA is 8%.

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.

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.

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UNCOOKED MEAT
ON THE PREMISES IS
A HEALTH AND SAFETY
HAZARD ...



Health & Safety Regulations

The OnTrade Preview presents a basic guide to the current Food Safety and Health & Safety legislation as applies to public houses

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. 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 and the risk rating that the EHO has given to the premises. Food Safety and Health & 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 Safety and Hygiene (England) Regulations 2013 (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. 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 online from the Food Standards Agency website. Diary refills are also available and can be printed off. 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. Customers need to be advised that this information is available prior to them ordering food and drink to enable them to make an informed decision.

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 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. Staff suffering with sickness and diarrhoea must be excluded from food handling activities until they have been symptom free for at least 48 hours.

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 in the fridge 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 or allergens and after every break. Taps must be turned off with a paper towel to prevent hands becoming re-contaminated.

Generally

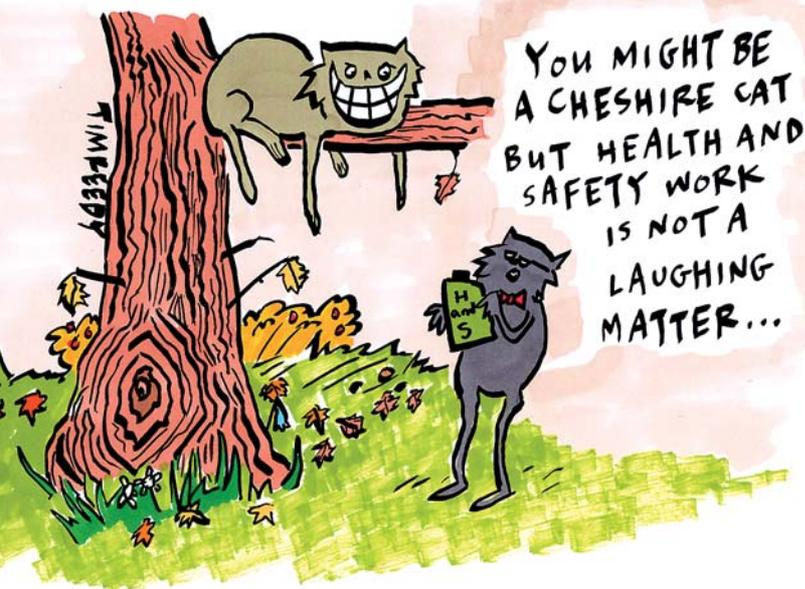
Clean as you go and keep all equipment and surfaces clean and sanitised as necessary. If you see something wrong, make sure you tell your supervisor or boss!

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 above 8°C for up to four hours in one single period only, and hot foods above 63°C, for a single 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 Safety & Hygiene (England) Regulations 2013. 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. What is 'adequate and appropriate' will depend on the circumstances in each work place and you should assess what your first aid needs are, but as a minimum there should be a suitably stocked first aid kit and an appointed person to take charge of first aid arrangements. 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 any First Aiders.

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 over seven days) to the Environmental Health Department. Reportable injuries, diseases and dangerous occurrences under RIDDOR 2013

need to be reported online to the Incident Contact Centre at www.hse.gov.uk/riddor For reporting of fatalities / specified and major injuries only, the Incident Contact Centre can be phoned on 0345 300 9923. 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. Also if a member of the public is injured as a result of a work related accident and is taken from the premises to a hospital for treatment, then this needs to be reported online under RIDDOR.

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. 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 is inspected every 3-5 years and portable appliances are inspected regularly (PAT). Frequency will depend on your Risk Assessment as it does vary depending on the type of equipment and its use. Records should be kept of all such appliance testing by a qualified electrician to ensure electrical safety. Power points must not be overloaded and electrical extension 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).

Extension reels/cables in casings must be fully unwound to prevent over heating. 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 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 and displayed such as the Health & Safety Law Poster that gives details of employers' duties and employees' rights and obligation under the law. You can add details of any employee safety representative or safety contacts if you wish to do so. 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. The Employers Liability Insurance Certificate also needs to be displayed.

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 or if there has been an accident. As a minimum they should be reviewed annually. 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 and there also needs to be a specific Risk Assessment for Young Workers and New & Expectant Mothers. 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 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, disposed of or placed in the refrigerator. Hot food can be held at 63°C for a maximum single period of 2 hours. 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. Staff should also report any dangers or defects to management.

Fire Risk Assessment

It is a legal requirement for a Fire 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 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. Wet chemical fire extinguishers are also recommended for deep fat fryers.

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 and gas appliances and installation will need an annual gas safety inspection.

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 in use. 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 Safety and Hygiene Regulations (England) 2013 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 etc 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 offices will always be available to provide help and assistance. If in doubt, always ask first!!

Cellar Safety

Best Cellars

With the enormous growth in popularity of craft keg, key keg, draught carbonates and even draught Prosecco, gas cylinders are proliferating.

And that makes the cellar, always the most hazard-packed place in the pub, a little more cluttered, a little more crowded, and a little more hazard-packed still. The correct and safe operation of gas dispense systems is a large subject that is covered on the following pages. But the cylinders themselves, now that there are more of them, can become trip hazards and may even risk collapse - and at 25kg filled weight you wouldn't want one falling on you! The cylinders are upright when in use and must therefore be securely chained to the wall. Cylinders awaiting use must be stored horizontally but can't just be stacked up - they need to be on firm brackets or in racks that they can't roll off.

Cylinder storage is only one of the many potential hazards that lurk in your cellar, though. By following basic precautions you and your staff can avoid accidental damage to equipment as well as personal injury; similarly basic precautions can prevent contamination and spoilage. Here are a few tips: thoroughly familiarise yourself and your staff with them and make a poster to display prominently in the cellar itself.

General

- ▶ No smoking.
- ▶ No animals – not even the pub cat! (If you have a rodent infestation rely on human rather than feline pest control)
- ▶ Only fully trained and authorised staff should be allowed in the cellar.
- ▶ Lighting and ventilation are critical to cellar safety. Adhere to or even exceed minimum legal standards and make sure that the extractor vents carry gas outdoors, not into confined spaces.
- ▶ Wear gloves, goggles, and protective aprons when working with corrosive cleaning fluids such as line cleaner.

Access

- ▶ A clear walkway around the cellar should allow safe and uncluttered access to barrels, pipework, equipment, storage shelves etc.
- ▶ Access to cellar steps should never be blocked. You might need to get out in a hurry; you might, God forbid, need to get a stretcher in, also in a hurry.
- ▶ Any pieces of equipment or instruments not in use should be stowed away in their proper places. Anything you use should be put away as soon as you've finished with it.
- ▶ Clear away all rubbish, packaging, crates and wrappings regularly. They are fire hazards.
- ▶ Clear up all spillages and breakages immediately, especially of cleaning fluids and glass.
- ▶ Do not treat the cellar as an overflow stockroom.
- ▶ Do not store heavy equipment or stock above waist height. Use a trolley for the heaviest items.

Hygiene & Contamination

- ▶ Certain foods and strong solvents can affect the flavour of your beer and should not routinely be stored in the cellar.
- ▶ Clean and seal the cellar walls and ceilings with a recommended cleaning fluid annually.
- ▶ Wash down all surfaces with a mild cleanser (too strong and you risk tainting the beer) every week. Thoroughly clean all joints and couplings at the same time, using an old toothbrush.
- ▶ Clear away mould and fungi as they appear. Track down the cause of such growths and deal with it.
- ▶ Check the ventilation system regularly.
- ▶ Keep spare lightbulbs to hand.
- ▶ Constantly monitor and regulate cellar temperature.



Good Gas for Safety and Profit

Cellar Safety

Using the correct gas is essential for both safety and profitability, explains Ruth Evans Chief Executive of BFBi.

The use of the correct food grade, beverage gas mix is not just a safety issue – it ensures overall beer quality; including the ability to form a stable head of foam and the flavour characteristics of beer, important factors in determining the consumer's judgment 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, fobbing 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.

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.



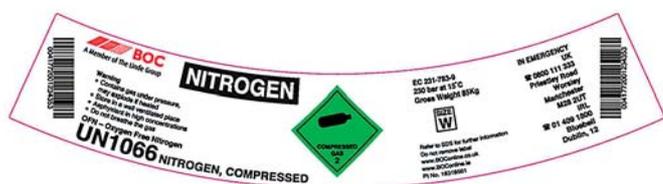
Spotting a good dispense gas cylinder

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, www.bcga.co.uk

Do you use carbon dioxide or nitrogen?



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Best Practice in Keg Dispense

Practicalities

It's exciting times at the bar, with craft keg brands increasing in popularity with the traditional cask ale consumer, says Ruth Evans MBE Chief Executive of BFBi

This article aims to outline the basics of what licensees and "craft keg" brand owners need to know in order to get their beers to the bar.

Much of the keg dispense system infrastructure in the UK is owned by one of the large brand owners, namely ABInBev, Carlsberg, Molson Coors, Heineken, (known as Brands Dispense Association – BDA) or by Regional Brewers (known as National Technical Liaison Group – NTLG). These brand owners (known as primary suppliers) own and maintain the system, charging on this cost as part of the Technical Services costs provision within the price of a barrel of beer.

The cellar benefits from having two derogations from legislation (confined space and simple pressure vessel legislation). These derogations are due to the excellent safety record and tight control over best practice exercised by the primary suppliers, with installation and maintenance of cellar and bar dispense equipment operating to the BBPA 5th Pressure Code of Practice for Gas Pressure Systems.

The concern of all is to ensure that ALL Users, connect in a safe manner, and adhere to the Gas Pressure System Safety

regulations. With the rapid growth in craft keg brands, and the frequency of rotating different brands on dispense, it is imperative that all brand owners and licensees understand the current provision of the Dispense System infrastructure and "User" Responsibilities, including statutory requirements to operate and maintain a safe dispense system (Pressure Safety System Regulations, 2000 SI 2000 NO 128 2nd Edition 2014), ensuring the quality of all beers dispensed.

Below the Bar provision of these systems is made available for all Brand Owners, with each new brand owner informing the Provider of the system that they are connecting.

This communication, at the very least ensures that the Provider can maintain the equipment, product quality and ensure compliance with Health & Safety legislation.

Last year's article in OnTrade Preview addressed the responsibilities of the brand owner, be they the primary supplier or guest brand owner.

This article wishes to address how those responsibilities transfer into practicalities.

Traditionally, and currently, the Brewer owning and maintaining the Primary Cooling and Gas Pressure system (the keg dispense system) is the one with the greatest number of dispense taps on the bar; making the system available for others to dispense their brands.

Practical Responsibilities of the User (i.e. licensee):

- ▶ The User of the pressure system, who is responsible for the BBPA code of practice & maintenance within the outlet unless those duties have been transferred in writing back to the owner or supplier, must only use the system for its designed purpose.
- ▶ The User should be aware of who operates, maintains and is responsible for periodic inspection and testing of the pressure system.
- ▶ The User needs to ensure Outlet Records are maintained and the Code of Practice inspection is up to date.
- ▶ Items which must be inspected include:-
 - ▶ All protective devices
 - ▶ Pressure vessels in which a defect may give rise to danger
 - ▶ All parts of pipe work in which defects may give rise to danger
 - ▶ Every dispense pressure system must display a cellar record card
 - ▶ The responsible person on site must sign and retain their copy of the BBPA booklet "Instructions for the safe operation of gas pressure systems used in the dispensing of beers and lagers"
 - ▶ The user of the system must only use the system for its designed purpose

The User, being sold a craft keg brand from a new brand owner should ensure that a technically qualified installer is used to "connect to" the primary system to install the brand and that the owner of the primary system has been informed of the use of the dispense line.

Industry adherence to a Safe System Of Use

Unauthorised modifications are not permitted under the Pressure System Safety Regulations 2000; The Consumer Protection Health and Safety Pressure Equipment (Safety) Regulations 2016 (formerly the Pressure Equipment Regulations) and other legislation.

Periodic Inspection includes an audit of equipment, ancillary to the primary gas system when undertaking the examination. A potential consequence, if there is no commitment to compliance, is that the User will be unable to demonstrate operating a safe system of use to Regulatory Authorities

Thus:

- ▶ It is Mandatory that the system is operated in the correct manner.
- ▶ Any person interfering with the equipment can create a serious risk to staff on the premises
- ▶ The person in control of the equipment, the Licensee, has a statutory duty to ensure that any amendments / additions are in accordance with the written instructions issued by the Provider of the System

- ▶ Users should not attempt to alter, modify or adjust the pressure within a pressure system, that renders the system unsafe.
- ▶ The employer of a person who installs a pressure system at work shall ensure that nothing about the way in which it is installed gives rise to danger or otherwise impairs the operation of any protective device or inspection facility.
- ▶ The employer of a person who modifies or repairs a pressure system at work shall ensure that nothing about the way in which it is modified or repaired gives rise to danger or otherwise impairs the operation of any protective device or inspection facility.

Practical Responsibilities of the Brand Owner:

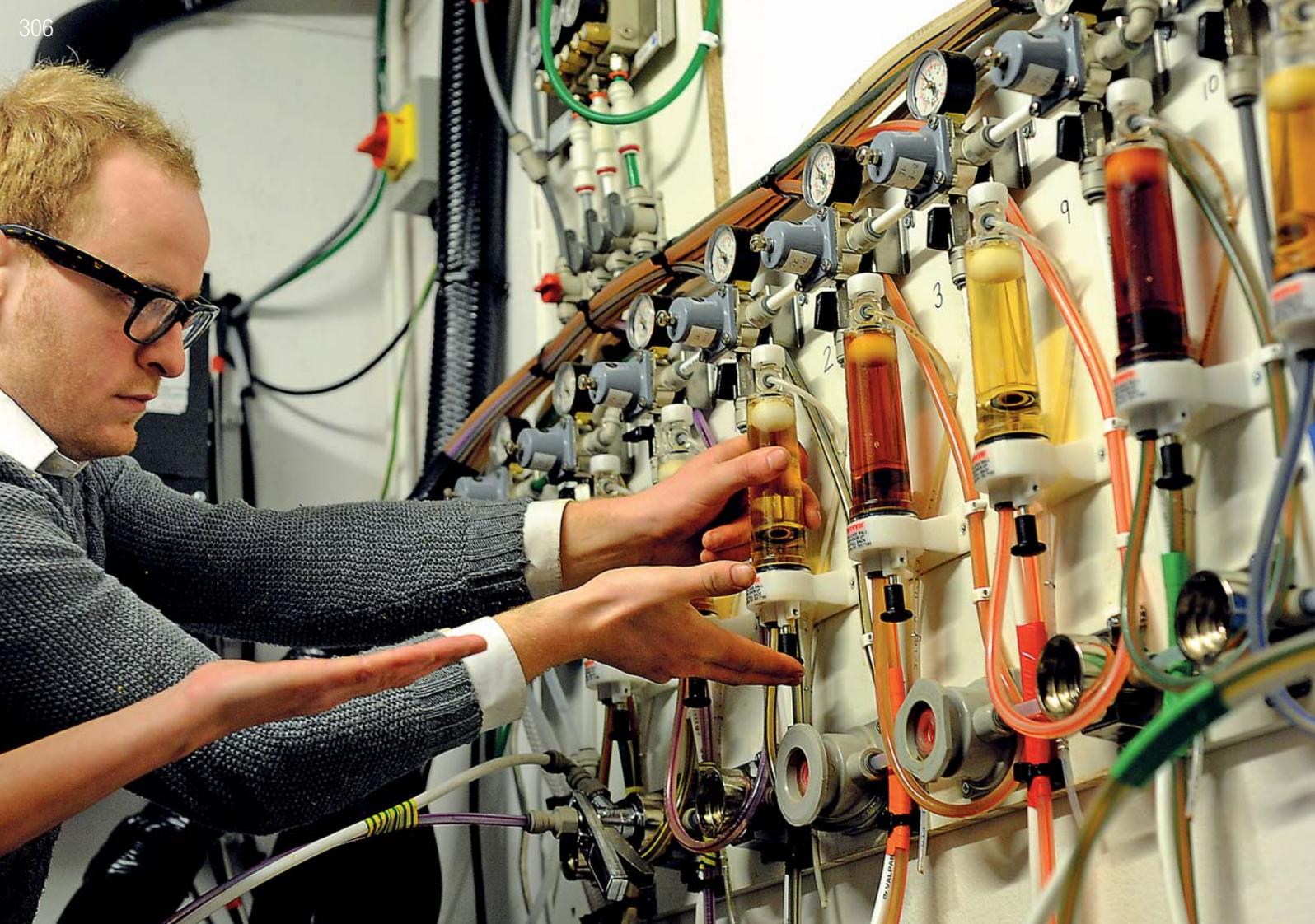
The brand owner should be aware of a number of points relating to the dispense system they wish to use to dispense their keg beer.

Python Installation Guidelines:

- ▶ When planning an installation the throughput volumes of the accounts should be calculated to ensure the correct sized remote cooler is used.
- ▶ Remote coolers must be placed in areas where they can be accessed easily for both repair and replacement.
- ▶ **Cask Ales: As a general rule:**
 - ▶ If the outlet has only up to 3 cask beer dispense points on the same bar/python, the spare lines in a standard python can be utilised.
 - ▶ If the outlet has more than three cask beer dispense points on the same bar or python a separate cask ale python would be installed.
- ▶ **Extra Cold Dispense:**
 - ▶ "Coil and Foil" Python: Consists of either 10 or 12 product lines + 4 x 15mm recirculation lines with foil wrapping encapsulated with 19 mm foam insulation
 - ▶ The remote cooler must have a maximum of 8 coils with blanking plates for coils 9 & 10.
 - ▶ The coil lengths are 10m
 - ▶ Only Extra Cold / Super Chilled lines should pass through these coils.

Requirements of the Primary Gas System:

- ▶ **C02 Primary gas**
 - ▶ Primary valve reducing bottle contents from 800-900psi to 35psi
 - ▶ Primary output pressure set to a maximum of 35psi
 - ▶ Twin blow off valves protecting the system at 45psi
- ▶ **Mixed Gas**
 - ▶ Primary Valve reducing bottle contents from 3000psi to 45psi



- ▶ Primary output pressure set at a maximum of 45psi
- ▶ Twin blow off valves protecting the system at 55psi

Installation of Extra Gas Pumps to Drive the Beer:

- ▶ A maximum of 3 Dispense Points per Gas Pump
- ▶ Maximum number of secondary regulators is 15 off one primary ring main
- ▶ Health & Safety : Venting Gas Pumps to atmosphere (outside and not into a corridor or adjoining room) Confined Spaces Legislation awareness?
- ▶ Air Compressors are not part of the 5th Edition Pressure COP procedure but are subject to the Pressure Systems Safety Regulations
- ▶ If gas pumps cannot be vented to atmosphere the Compressor should NOT have a gas back up fitted.

Cooling Solutions:

The aim of any remote cooler & python system is to maintain the temperature of the drink once it has left the cooler coil in the cellar. The Equipment Provider Installs and Maintains the Primary Cooling System: Python and Coolers, understanding the cellar to bar logistics and product dispense temperatures.

Remote coolers are designed to run in conjunction with Cellar Temperature Control (CTC) systems.

Key Aspects of Remote Coolers:

- ▶ Remote Coolers – can accommodate up to 10 lines
- ▶ If multiple Coolers are in use they should share load equally
- ▶ Remote Coolers should only be installed where Cellar Refrigeration is in use
- ▶ The correct sizing of coolers is dependent on volume throughput
- ▶ Remote cooler location needs to be carefully considered
- ▶ Minimum Cooler Recirc Flow Rate: 4 litres/minute
- ▶ Take account of the maximum ambient temperature

Today's keg market place is exciting and fast paced. Its growth relies upon access to the bar and, ultimately, the delivery of a quality product.

The UK benefits from standing outside of legislation on two key aspects within the cellar, due to the safety and best practice record of the owners of the primary gas system.

In order to retain these benefits and, in particular, the existing safety and quality record, all new users of the system need to play their part.

Let us ensure continuing growth of keg beer and work together to maintain an efficient and safe dispense system.

With thanks to Iain Ramage, Chair of BDA Technical Committee

Caring for Kegs

Cellar Management

The Cask Marque guide to looking after keg beer in the cellar

Most mainstream keg beers are pasteurised, packaged and stored under carbon dioxide which means they are less prone to contamination from air-borne micro-organisms.

Non pasteurised keg beers are sterile filtered and chilled to the point that any surviving bacteria (which could ferment the beer) becomes dormant.

However, all beer is classified as a food under the Food Safety Act, so a clean hygienic cellar is essential for storage of any beer. An ideal time to give the cellar a thorough clean is just before the delivery (at least once a week) when the stock levels in the cellar are at their lowest.

On Delivery

When keg beer is delivered, check the condition of the containers: damaged or leaking containers can have a serious impact on yield, so make sure each keg is in good condition with an intact plastic seal covering the spear. Check the best before dates on the labels: industry standard for mainstream beer is that each keg should have at least 20 days AHEAD of the best before date. Any less, and you are well within your rights to refuse the delivery.

Craft keg best before dates vary from beer to beer so the same rule does not apply

If the cellar is subterranean, make sure the containers are dropped onto cushions, or ropes/pulleys are used to lower the kegs into the cellar. This reduces the chance of any damage to the container.

Storage

It will take up to two days for the kegs to acclimatise to the cellar temperature of 11 to 13 degrees centigrade, so they shouldn't be connected up straight after delivery. If kegs are stored outside this temperature range, it may result in fobbing or flat beer.

With unpasteurised keg beer this point is particularly important: if they are stored in temperatures above 13 degrees, the dormant bacteria which ferments and spoils the beer will once again become active and subsequent growth will rapidly begin to spoil flavour and cloud the beer.

It may seem an obvious point, but use the oldest stock first: keep to the FIFO rule – First In, First Out.

Equipment

The equipment used to dispense keg beers requires a few weekly checks to operate efficiently.

Gas should be purchased from a reputable, accredited gas supplier, a list of which can be found at www.bfbi.org.uk. 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, it WILL affect flavour, taste, after-taste, fobbing and haze.

When in use, gas cylinders should be secured in an upright position with chains or straps.

One tip to prevent keg beers 'over-gassing' is to switch your gas supply off at the end of the night: it can be switched off at the bottle, or at each one of the gas pumps next to the cellar buoys.

“With unpasteurised keg beer this point is particularly important: if they are stored in temperatures above 13 degrees, the dormant bacteria which ferments and spoils the beer will once again become active”

Hygiene

Couplers should be cleaned at least once a week with a sanitiser, and check that the rubber seal inside the coupler is intact (not split or corroded). Over tightening the coupler can occasionally cause these seals to split.

Cellar Buoys (aka fob detectors) are a great visual indicator of how clean your keg beer lines are. These should be purged with line cleaning solution during your weekly line clean, to prevent yeast build up around the shoulder and base. A useful line cleaning guide can be downloaded from www.cask-marque.co.uk.

Cooling

Ice bank primary coolers need topping up with water at least once a week, and should remain switched on at all times (switching them off overnight to save energy tends to be a false economy).

Dust and fluff should be brushed from the ventilator grills regularly, and the airflow around the grills should not be blocked with crates or other kegs. If using glycol coolers, the coolant level is visible through an inspection window on the front of the cooler.

If low, technical services will top these up. Glycol coolers do need to be turned off at least one hour before performing a line clean, to prevent the flush water freezing in the beer lines.

Check the insulating material around the python is intact. This can sometimes split, meaning the beer will warm up in the beer lines on the way to the bar which causes fobbing.

Turnover

Finally, aim to sell each keg within 5 days.

'Over tapping' (too many keg brands on the bar) leads to lower throughputs, increased line cleaning costs, and more technical service issues - all of which have an impact on the profitability of your business.



The Art of Cellar Keeping

Mark Dorber is the godfather of craft beer in the UK, having created the first craft beer pub at The White Horse in Parson's Green before the term craft beer was even dreamt of. A founder of the Beer Academy and the leading authority on cellarmanship, he penned the backbone of this guide to the art of cellarkeeping many years ago. A lot has changed in the world of beer since then - but the importance of caring for cask ale remains the same, as do the techniques

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.

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.

“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.”

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.



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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.”

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

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.

The key areas to get right here are: Temperature, ideally 10-13°C, depending upon the style of beer and the ambient temperature.

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.

Multiple Operators

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Concert Hall Approach
Southbank London SE1 8XU
0207 928 9370
www.blackandbluerestaurants.com

Black Country Traditional Inns
10-50 P

Unit 1-2 69 Third Avenue
Pensnett Trading Estate
Kingswinford West Midlands
DY6 7FD
01384 401 820
www.blackcountryales.co.uk

Black Dog Ballroom
5-10 B

Basement Affleck's Palace
Church Street Manchester
M4 1PW
0161 839 0664
www.blackdogballroom.co.uk

Blanc Brasseries
10-50 R

106-108 High Street
Teddington London TW11 8JD
020 3166 2727
www.brasserieblanc.com

Blind Tiger Inns
10-50 P

Building N3 Chorley Bus. & Tech.
Centre East Terrace Euxton Lane
Chorley PR7 6TE
01257 221087
www.blindtigerinns.co.uk

Bloomsbury Leisure
5-10 P

Bloomsbury Bowling
Tavistock Hotel Bedford Way
London WC1H 9EU
0207 183 1979
www.bloomsburyleisuregroup.com

Bollington Brewery
3-5 P

Adlington Road Macclesfield
Cheshire SK10 5JT
01625 575 147
www.bollingtonbrewing.co.uk

Bone Daddies
5-10 R

31 Petter Street
London W1F 0AR
020 7287 8581
www.bonedaddies.com

Boparan Ventures
10-50 R

Quality House 5-9 Quality Court
London WC2A 1HP
01995 603360
www.harryramsdens.co.uk

The Bottle Shop
3-5 B

128 Druid Street
London SE1 2HH
020 3583 2065
www.bottleshop.co.uk

Brakspear Pubs
100+ P

The Bull Courtyard Bell Street
Henley-on-Thames
RG9 2BA
01491 570200
www.brakspear.co.uk

Brasserie Bar Co
10-50 R

106-108 High Street
Teddington
TW11 8JD
0203 166 2727
www.brasseriebarco.com

Bravo Inns
5-10 P

44 Knutsford Road
Warrington WA4 1AG
01925 573420
www.bravoinns.com

Breakfast Club Cafes
10-50 B

11 Southwark Street
London SE1 1RQ
0207 078 9634
www.thebreakfastclubcafes.com

Breakfast Group
5-10 B

4th Floor 5 Greek Street
London
W1D 4DD
0207 287 6214
www.thebreakfastgroup.co.uk

BrewDog
10-50 B

Balmacassie Commercial Park
Ellon Aberdeenshire
AB41 8BX
01358 724924
www.brewdog.com

Brewhouse and Kitchen
10-50 P

2A Corsica Street
London
N5 1JJ
0207 0649943
www.brewhouseandkitchen.com

The Brighton Pier Co.
5-10 B

Madeira Drive
Brighton BN2 1TW
01273 609 361
www.brightonpier.co.uk

Brinkley's
3-5 R

47 Hollywood Road
London
SW10 9HX
0207 351 1683
www.brinkleys.com

Bristol Beer Factory
3-5 P

291 North Street
Bristol BS3 1JP
0117 912 6317
www.bristolbeerfactory.co.uk

British Country Inns
10-50 P

Ampney House Quedgeley
Gloucester GL2 4BR
0207 843 0470
www.bcipc.co.uk

Broadland Taverns
3-5 P

Broadland House
54 Whiffler Road
Norwich NR3 2AY
01603 418775
www.broadlandtaverns.co.uk

Brook Leisure Group
5-10 B

Lower Plaza 1
Gateway Plaza Fitzwilliam St
Barnsley S70 2RF
01226 285081
www.brookleisure.com

Brownsword Hotels
10-50 H

Brownsword Hotels Head Office
8 Gay Street
Bath BA1 2PH
01225 320 470
www.brownswordhotels.co.uk

Brunning & Price
50-100 P

Yew Tree Farm Buildings
Saughton Chester CH3 6EG
01244 333100
www.brunningandprice.co.uk

B & T Brewery
5-10 P

The Brewery
Sheffield SG17 5DZ
01462 815 080
www.banksandtaylor.com

Buccaneer Holdings
5-10 P

37 Rodney Road
Cheltenham GL50 1HX
01242 239383
www.buccaneer.co.uk

Bunk
3-5 B

19 Stoney Street
Nottingham NG1 1LP
0115 941 5086
www.bunkwings.com

Burger and Lobster
10-50 R

3 & 4th Floor 21 Golden Square
London W1F 9JN
0207 4941709
www.burgerandlobster.com

Burley St Brewhouse
3-5 P

c/o Fox & Newt
9 Burley Street
Leeds LS3 1LD
0113 245 4527
www.burleystreetbrewhouse.co.uk

Burlison Inns
5-10 P

Withy Pool Bedford Rd
Lower Stondon Henlow
SG16 6EA
01462 815355

Burning Night Group
5-10 B

BNG 1-2 South Parade
4th Floor Sovereign House
Leeds LS1 5QL
0113 8214850
www.burningnightgroup.com

Busada Eatthai
10-50 R

42-48 Great Portland Street
London W1W 7NB
0207 291 1111
www.busada.com

Butcombe Brewery
10-50 P

Cox's Green Wrington
Bristol
BS40 5PA
01934 863 963
www.butcombe.com

Byron Burgers
50-100 R

1st Floor 14-15 Berners Street
London W1T 3LJ
0207 092 0600
www.byronhamburgers.com

C2 Original Inns
3-5 P

63-65 Church Street
Lancaster LA1 1ET
0152 466 006
www.thesunhotelandbar.co.uk

Cabana Brasil
10-50 R

8 Lancashire Court
Brook Street
London W1S 1EY
0207 632 9630
www.cabana-brasil.com

Cairn Group
50-100 H R B

31-40 West Parade
Newcastle upon Tyne NE4 7LB
0191 272 5788
www.cairnhotelgroup.com

Cambio De Tercio Group
3-5 B R

163 Old Brompton Road
London SW5 0LJ
020 7244 8970
www.cambiodetercio.co.uk

Cambuscuisine
5-10 R

Unit 5 Button End Harston
Cambridge CB22 7GX
01223 359 506
www.cambuscuisine.com

Camelot Inns
5-10 P

P1 House 23 Clifton Road
Shefford SG17 5AF
01462 812 621
www.camelotinns.co.uk

Camden Dining
5-10 R B

26 Hartland Road
London NW1 8DD
01462 812 621
www.camden-dining.com

Camerons
10-50 P

Lion Brewery Waldon Street
Hartlepool
TS24 7QS
01429 852 000
www.cameronsbrewery.com

Camino
5-10 R

257-259 Pentonville Road
London N1 9NL
0207 843 0180
www.camino.uk.com

Caprice Holdings
10-50 R

3-5 Rathbone Place
London W1T 1HJ
0207 307 5760
www.caprice-holdings.co.uk

Carluccio's
50-100 R

35 Rose Street
Covent Garden
London WC2E 9EB
0207 580 3050
www.carluccios.com

Cascade
5-10 P

Merlin Way
Bowerhill Trading Estate
Melksham SN12 6TJ
01225 708 842
www.cascadepubs.co.uk

Castle Rock Brewing Co
10-50 P

Castle Rock Brewery
Queensbridge Road
Nottingham NG2 1NB
0115 985 1615
www.castlerockbrewery.co.uk

Casual Dining Group
100+ B R

163 Eversholt Street
London NW1 1BU
0207 121 3200
www.casualdininggroup.com

Cattle Grid
3-5 R

20 The Swan Centre
Rosemary Road London
SW17 0AR
0208 673 9099
www.cattlegridrestaurant.com

CAU Restaurants
10-50 R

7/9 Swallow Street
London W1B 4DE
0207 432 9615
www.caurestaurants.com

Cavalier Inns
3-5 P

The Royal Standard of England
Forty Green Beaconsfield HP9 1XS
01494 673 382
www.cavalierinns.co.uk

CD Pub Co
3-5 P

The Forest at Feckenham
1 Droitwich Rd
Reddich B96 6JE
01527 894422
www.cdpubs.co.uk

CG Restaurants and Bars
5-10 B R

Suite 1&2 Sussex Mansions
36-37 Maiden Lane
London WC2E 7LJ
0844 371 2550
www.cgrestaurants.com

Chameleon Bar & Dining
5-10 P R

Belasis Business Centre
Coxwold Way Billingham
Tees Valley TS23 4EA
01642 343 465
www.chameleonbd.co.uk

Chaophraya
5-10 R

Apollo House Eboracum Way
Heworth Green York YO31 7RE
0113 385 4680
www.chaophraya.co.uk

Chapman Group Ltd
10-50 P

31 Haverscroft Industrial Estate
New Road Attleborough NR17 1YE
01935 450000
www.chapmangroup.co.uk

Charles Wells Pub Co
100+ P

The Brewery Havelock Street
Bedford MK40 4LU
01234 272 766
www.charleswells.co.uk

Cheshire Cat Pubs and Bars
5-10 P

The Church Inn Church Lane
Knutsford WA16 7RD
01565 873178
www.cheshirecatpubsandbars.co.uk

Cheshire Pub Company
3-5 P

The Dog Wellbank Lane
Knutsford WA16 8UP
01625 861421
www.thedogpeover.co.uk

Chestnut Group
3-5 P

The Packhorse Inn Moulton
Newmarket
CB8 8SP
01638 751818
www.chestnutgroup.co.uk

Chicago Rib Shack
5-10 R

Arch 642 Voltaire Road
London SW4 6DH
020 7720 7059
www.chicagoribshack.com

Chilango
5-10 R

27 Upper St
London N1 0PN
0207 704 2123
www.chilango.co.uk

Chipotle
5-10 R

185 Wardour Street
London W1F 8ZA
0207 494 4156
www.chipotle.co.uk

Chozen Noodle
5-10 R

18 CP House
Otterspool Way
Watford WD25 8HP
0208 337 0643
www.chozen.co.uk

Cirrus Inns
10-50 P

Studio C&D 209 St Johns Road
London SW11 1TH
020 7584 9898
www.cirrusinns.co.uk

City Pub Company
10-50 P

Essel House 2nd floor
29 Foley House
London W1W 7TH
0207 559 5106
www.citypubcompany.com

Coaching Inn Group
5-10 P

Friars House Quaker Lane
Boston Lincolnshire
PE21 6BZ
01585 438300
www.coachinginngroup.co.uk

Coastal Inns & Taverns
3-5 P

The Mayflower
King's Saltern Road
Lymington SO41 3QD
01590 672 160
www.ciatgroup.co.uk

Colombo Group
5-10 B

1 Delancy Street
London NW1 7NG
020 73887368
www.thecolumbogroup.com

Comptoir Libanais
10-50 R

Levant Group 65 Wigmore Street
London W1U1JT
0207 657 1961
www.comptoirlibanais.com

Cook & Indi's World Buffet
5-10 R

90 Renfield Street
Glasgow G2 1LF
0141 332 3215
www.cookandindisworldbuffet.com

Cosmo Group
10-50 R

6C Valley Leisure Park
Beddington Farm Road
Croydon CR0 4YA
0800 955 4052
www.cosmo-restaurants.co.uk

Cote Restaurants
3-5 R

Woolverstone House
61-62 Berners Street
London W1T 3NJ
0207 927 0810
www.cote-restaurants.co.uk

Cotswold Food Club
3-5 P

Old Fleece Rooksmoor
Woodchester GL5 5NB
01453 872 582
www.foodclub.com

Cotswold Inns and Hotels
5-10 P H

Orchard House
Crab Apple Way
Evesham WR11 1GE
01386 769 100
www.cotswold-inns-hotels.co.uk

County Estate Pubs
100+ P

Angel Mill Edward Street
Westbury BA13 3DR
Tel: 01373 828 700
www.countyestatepubs.co.uk

Cozy Pubs
3-5 P

91 Main Road
Meridan Coventry CV7 7NL
01676 522 509
www.cozypubs.co.uk

Craft Beer Company
5-10 B

6 Charlwood St
London SW1V 2EE
0207 242 1879
www.thecraftbeerco.com

Craft Union Pub Company
10-50 P

4a South Preston Office Village
Cuerden Way Bamber Bridge
Preston PR5 6BL
0121 256 3328
www.craftunionpubs.com

Crafted Projects
3-5 B R

15-16 Stockholm Close
North Shields
NE29 7SF
www.craftedprojects.co.uk

Creative Leisure
5-10 P

26 Church Street
Manchester M4 1PN
0161 879 9863
www.creative-leisure.co.uk

Crescent Inns
3-5 P

Cross Keys 65 Bradenstoke
Bradenstoke
SN15 4EL
01249 892 200
www.crescentinns.co.uk

Criterion Asset Management
100+ P

Millbank Tower 3rd Floor
21-24 Millbank
London SW1P 4QP
0207 802 5240
www.criterionasset.co.uk

Cubitt House
5-10 B

57 Gloucester Place
London W1U 8JH
020 7881 9840
www.cubitthouse.co.uk

D & D London
10-50 R

16 Kirby Street
London EC1N 8TS
0207 716 0716
www.danddlondon.com

Daniel Batham & Son
10-50 P

Delph Road Brierley Hill
Dudley
DY5 2TN
01384 77 229
www.bathams.co.uk

Daniel Thwaites
100+ P

Penny Street
Blackburn BB1 6HL
01254 686 868
www.thwaites.co.uk

Dark Star Brewing Co
3-5 P

22 Star Road
Partridge Green
RH13 8RA
01403 713 085
www.darkstarbrewing.co.uk

Darwin & Wallace
3-5 B

No.11 Pimlico Road
London SW1W 8NA
020 7730 6784
www.darwinandwallace.co.uk

Davy's
10-50 B

161-165 Greenwich High Road
London SE10 8JA
0207 407 9670
www.davy.co.uk

Dawkins Ales
3-5 P

The Now Thus Brewery
Unit 7 Timsbury Workshop Estate
Bath BA2 0HQ
01761 472 242
www.dawkins-ales.co.uk

Deben Inns
5-10 P

Cliff Road Waldringfield
Woodbridge IP12 4QL
01473 736 215
www.debeninns.co.uk

Deckers Group
3-5 R P

Unit F Royal Pennine Trading Est
Lynroyle Way
Rochdale OL11 3EX
01706 522 262
www.thedeckersgroup.com

Deltic Group
50-100 C

Luminar Hs Deltic Ave Rooksley
Milton Keynes MK13 8LW
01908 544100
www.delticgroup.co.uk

Derby Brewing Co
3-5 P

Masons Place Business Park
Derwent Street Derby DE21 6AQ
01332 242 888
www.derbybrewing.co.uk

DHP Group
5-10 B

The Wallace Building
Plumtre Place
Nottingham NG1 1LW
01159 415 840
www.dhpgroup.co.uk

Dirty Bones
3-5 B

5-7 Cranwood Street
London EC1V 9EE
020 3019 9061
www.dirty-bones.com

Dirty Burger
3-5 R

72-74 Dean Street
London W1D 3SG
0203 006 0076
www.eatdirtyburger.com

Dirty Martini
10-50 B

Suite 1 & 2 Sussex Mansions
36-37 Maiden Lane
London WC2E 7LJ
0207 632 2080
www.dirtymartini.uk.com

Distinct Group
5-10 B

313-315 Caledonian Road
London NW7 1RL
0208 959 1553
www.distinctgroup.co.uk

Di Maggio's
5-10 R

11 Royal Exchange Square
Glasgow G1 3AJ
0141 248 2111
www.dimaggios.co.uk

Dodo Pubs
3-5 P

67 Cranham Street
Oxford OX2 6DE
01865 424851
www.dodopubs.com

Donnington Brewery
10-50 P

Donnington
Stow on the Wold
GL54 1EP
01451 830 603
www.donnington-brewery.com

Dorbiere
50-100 P

3 Stainburn Road
Openshaw
Manchester M11 2DN
0161 438 4060
www.dorbiere.co.uk

Draft House
5-10 P

74-76 Battersea Bridge Rd
London SW11 3AG
020 7042 5100
www.draffthouse.co.uk

Drake & Morgan
50-100 B P

Temple Chambers, Suite 88
Temple Ave,
London EC4Y 0HP
0203 0025 522
www.drake-morgan.co.uk

Drinkwell Bars
3-5 B

60 London End
Beaconsfield HP9 2JD
01494 673 800
www.drinkwellbars.com

DV8 Bars Ltd
3-5 B

98 Bridge Street
Warrington WA1 2RF
01260 278553
www.dv8bar.co.uk

Earl Soham Brewery
50-100 P

Unit 1A Meadow Works
Debenham IP14 6RP
01728 861213
www.earlsohambrewery.co.uk

East Anglia Pub Co
5-10 P

659 Southchurch Road
Southend on Sea SS1 2PW
01702 447 071
www.eastangliapubs.com

Eclectic Bars
10-50 B

36 Drury Lane London
WC2B 5RR
020 7376 6300
www.eclecticbars.co.uk

Ed's Easy Diner
10-50 R

The Piazza
London NW1 2DY
0207 388 6967
www.edseasydiner.com

Ego Restaurants
10-50 R P

Firemans Square
Chester CH1 2JA
01925 602606
www.egorestaurants.co.uk

EI Group
100+ P

3 Monkspath Hall Rd Solihull
West Midlands B90 4SJ
0121 733 7700
www.enterpriseinns.com

Electric Star Pubs
3-5 P

Jackdaw and Star 224 Homerton
High Street London E9 6AS
020 7129 7055
www.jackdawandstar.co.uk

Elgood & Sons
10-50 P

North Brink Brewery North Brink
Wisbech PE13 1LW
01945 583160
www.elgoods-brewery.co.uk

Elite Pubs
5-10 P

The Great House Gills Green
Hawkhurst TN18 5EJ
01580 753 119
www.elitepubs.com

Elysium Group Ltd
3-5 B R

Suite 7 The Centre The Crescent
Colchester CO4 9QQ
01206 844448
www.elysiumgroup.co.uk

ETM Group
10-50 P

The Hat & Tun 3 Hatton Wall
London EC1N 88X
0207 242 9122
www.etmgroup.co.uk

Everards Brewery
100+ P

Castle Acres Narborough
Leicester LE19 1BY
0116 201 4100
www.everards.co.uk

Ever So Sensible Group
5-10 R

9 Byard Lane
Nottingham NG1 2GJ
0115 988 6833
www.eversosensible.com

Fat Cat Café Bars
3-5 B

11 Chapel Bar Nottingham
NG1 6JQ
0115 947 5044
www.fatcatcafebars.com

Faucet Inn Pub Co
10-50 P

88-90 George Street
London W1U 8PA
0207 486 5175
www.faucetinn.com

Felinfoel Brewery Co
50-100 P

Farmers Row Felinfoel Llanelli
Carmarthenshire SA14 8LB
01554 773357
www.felinfoel-brewery.com

Few Inns
3-5 P

The Boot Inn Barnard Gate
Nr Eynsham OX29 6XE
01865 881231
www.few-inns.co.uk

First Restaurant Group
3-5 R

16 Bristol Gardens
London W9 2JG
0207 266 6320
www.frgroup.co.uk

Five Guys
10-50 R

146 Freston Road
London W10 6TR
0800 0833 005
www.fiveguys.co.uk

Flatcappers
3-5 P

The Castle Inn Mount Pleasant
Bradford on Avon BA15 1SJ
01225 865 657
www.flatcappers.co.uk

Flying Kiwi Inns
3-5 R

The Buttlands
Wells-next-the-Sea NR23 1EX
01328 710 209
www.flyingkiwiinns.co.uk

Food Club
3-5 R

The Old Lodge Minchinhampton
Common Stroud GL6 9AQ
01453 832047
www.food-club.com

Food & Fuel
10-50 R

6 Camera Place
London SW10 0BH
020 7352 6465
www.foodandfuelpubs.co.uk

Forum Cafe Bars
5-10 B

127-129 Devonshire Street
Sheffield S3 7SB
0114 272 0569
www.forumcafebars.co.uk

Framptons Café Bars
3-5 B

46-50 High Street
Ringwood BH24 1AG
07739 033717
www.framptonsbar.co.uk

Frederic Robinson
100+ P

Unicorn Brewery Stockport
SK1 1JJ
0161 612 4061
www.robinsonsbrewery.com

Frontier Pubs
5-10 P

6 Camera Place Chelsea
London SW10 0BH
0207 352 6465
www.frontierpubs.co.uk

Fuller Smith & Turner
100+ P

Griffin Brewery Chiswick Lane
South London W4 2QB
020 8996 2000
www.fullers.co.uk

Fuller Thomson
5-10 P

13 Browns Street
Dundee DD1 5EG
01382 205052
www.fullerthomson.com

G1 Group
50-100 B P

70 Hamilton Drive
Glasgow G12 8DR
0141 581 2400
www.g1group.co.uk

Gaicho
10-50 B R

7-9 Swallow Street
London W1B 4DE
0207 432 9615
www.gaichorestaurants.co.uk

GC Mallen
10-50 P

61 Bexley High Street
Bexley DA1 5AA
01322 550 830

George Bateman & Son
50-100 P

Salem Bridge Brewery
Wainfleet PE24 4JE
01754 880317
www.bateman.co.uk

Georges GB Kitchen
3-5 B

Queens Street
Nottingham NG1 2BL
0115 950 5521
www.georgesgreatbritishkitchen.co.uk

Giggling Squid
10-50 R

Access House Stephenson Way
Crawley RH10 1TN
01293 530 455
www.gigglingssquid.com

Gingerman Group
3-5 R

21a Norfolk Square
Brighton BN1 2PD
01273 326 688
www.gingermanrestaurants.com

Glendola Leisure
10-50 H P

364 High Street Harlington
Middlesex UB3 5LF
0208 607 5100
www.glendolaleisure.co.uk

Golden Lion Group
5-10 P

C/O Hove Place
35-37 First Avenue Hove BN3 2FH
01273 776622
www.goldenliongroup.co.uk

Gordon Ramsey Holdings
10-50 R

1 Catherine Place
London SW1E 6DX
0207 592 1360
www.gordonramsay.com

Grace Land
10-50 P

23 Exmouth Market
London SE11 6SF
0207 226 3303
www.barworks.com

Gray & Sons
10-50 P

Signals Lane Galleywood
Essex CM2 8RE
01245 475 181
www.grayandsons.co.uk

Great Dorset Inns
3-5 P

The Chequers Inn 75 High Street
Lytchet Matravers BH16 6BJ
01202 622215
www.greatdorsetinns.com

Great Northern Inns
3-5 P

The Trent Navigation Meadow
Lane Nottingham NG2 3HS
0115 986 2754
www.greatnortherninns.co.uk

Greencliffe Taverns
3-5 P

The Stansfield Arms Apperley
Bridge Bradford BD10 ONP
0113 250 2659
www.gctaverns.co.uk

Greene King Pub Partners
100+ P

Westgate Brewery
Bury St Edmunds IP33 1QT
01284 763 222
www.greeneking.co.uk

Gresham Inns
3-5 B P

44-46 Cranbourn Street
London WC2H 7AN
0207 734 7807
www.greshaminns.co.uk

Gusto Pronto
3-5 P

The One Bull Bury St Edmunds
Suffolk IP33 1UZ
01284 848220
www.gustoprntold.co.uk

Hache Burger
5-10 R

Wedderburn House 1 Wedderburn
Road London NW3 5QR
01258 452 141
www.hacheburgers.com

Hall & Woodhouse
100+ P

The Brewery Blandford St Mary
Dorset DT11 9LS
01258 452 141
www.hall-woodhouse.co.uk

Handmade Burger Co
10-50 R

18 Vittoria Street Victoria Works
Birmingham B1 3PE
020 8902 7857
www.handmadeburger.co.uk

Harewood Group
3-5 P

2 Kings Road
Harrogate HG1 1BT
www.harewoodgroup.co.uk

Harvey & Son (Lewes)
50-100 P

Bridge Wharf Brewery 6 Cliffe High
St Lewes East Sussex BN7 2AH
01273 480 209
www.harveys.org.uk

Hawthorn Leisure
100+ P

Angel Mill Edward Street
Westbury BA13 3DR
01373 828 719
www.hawthornleisure.com

Head of Steam
10-50 P

Manesty Leazes Lane
Hexham NE46 3AE
01434 607 393
www.theheadofsteam.co.uk

Heartstone Inns
10-50 P

PO Box 1111 Cheltenham
GL50 9PN
01452 812 113
www.heartstoneinns.co.uk

Heavitree
50-100 P

Trood Lane Matford
Exeter EX2 8YP
01392 217 733
www.heavitreebrewery.co.uk

Heron and Brearley
5-10 P

Old Castletown Rd Kewaigue
Douglas Isle of Man
IM2 1QG
01624 699 400
www.heronandbrearley.com

Hippo Inns
5-10 P

23 Baylis Road
London SE1 7AY
0203 637 6366
www.hippoinns.com

Hix Restaurants
5-10 R

66-70 Brewer Street
London W1F 9UP
0207 2923518
www.hixrestaurants.com

Holdens Brewery
3-5 P

George Street Woodsetton
Dudley W Midlands DY1 4LW
01902 880 051
www.holdensbrewery.co.uk

Home Counties Pubs
5-10 P

The Refectory Coach House
Portsmouth Road
Godalming GU8 5HJ
01483 411 840
www.homecountiespubs.co.uk

Honest Burgers
10-50 R

27 Gaskarth Road
London SW12 9NN
0207 7337963
www.honestburgers.co.uk

Hook Norton Brewery
10-50 P

Brewery Lane
Hook Norton
Banbury OX15 5NY
01608 737210
www.hooky.co.uk

Hopback Brewery
5-10 P

Units22-24
Batten Road Industrial Est
Downton Salisbury SP5 3HU
01725 510986
www.hopback.co.uk

Hop Inns
5-10 P

The Ship PH Cambridge
Cambridgeshire CB4 2LG
07932 150342
www.hopinnspubmanagement.co.uk

Horatio Group
3-5 P

406A Upper Newtown Ards Road
Belfast BT4 3EZ
028 9050 9700
www.thehoratiogroup.com

HUBBOX Ltd
3-5 B

68 Lemon Street Truro TR1 2PN
01872 240 101
www.hubbox.co.uk

Hush Heath
3-5 B

Staplehurst Kent TN12 0HT
01622 832 794
www.hushheath.com

Hydes' Brewery
50-100 P

The Beer Studio 30 Kansas
Avenue Salford M50 2GL
0161 2261317
www.hydesbrewery.co.uk

Ideal Leisure
5-10 P

Unit L Building 9 Swanwick Marina
Southampton SO31 1ZL
01489 889100
www.idealcollection.com

Ignite Group
5-10 B R

111-113 Walton Street
London SW3 2HP
020 7589 1200
www.ignite-group.com

Illustrious Pub Company
3-5 P

The George and Dragon
41 Boxworth Road
Elsworth CB3 4JQ
01954 267236
www.illustriouspubcompany.co.uk

Inception Group
10-50 B

66 Wilton Road
London SW1V 1DE
0207 095 0377
www.inception-group.com

Incipio Group
3-5 B R

The Cottage 124 - 128 Barlby Rd
London W10 6BL
www.incipio-group.co.uk

Indigo Pub Co
3-5 P

63 Western Road
Hove BN3 1JD
01273 321 400
www.indigopubco.com

Individual Inns

3-5 P

Tempest Arms Elslack
Skipton BD23 3AY
01282 842341
www.individualinns.co.uk

Individual Pubs

5-10 P

Pegasus House Pembroke Avenue
Waterbeach CB25 9PY
01223 862 067
www.individualpubs.co.uk

Individual Restaurants

10-50 R

Ridgefield House 4th Floor
14 John Dalton Street
Manchester M2 6JR
0161 839 5511
www.individualrestaurants.com

Inglenook Inns & Taverns

10-50 P

6 Anchor Court
Commercial Road
Blackburn BB3 0DB
0844 8486 118
www.inglenookinns.co.uk

Inn Britain

3-5 P

144 Buckingham Rd Bletchley
Milton Keynes MK3 5JB
01296 688257
www.innbritain.co.uk

Inn Collection Group

5-10 P

5B Linnet Court
Cawledge Business Park
Alnwick NE66 2DG
01665 606576
www.inncollectiongroup.com

Inn Excess Inns

3-5 P

The Squire Inn 67 Broad Street
Chipping Sodbury BS37 6AD
01454 312 121
www.thesquireinn.co.uk

Innovation Pubs

10-50 P

Unit 4 Basepoint Anderson's Road
Southampton SO14 5FE
07966 434276
www.innovationpubs.co.uk

Innventure

5-10 P

The Broadway Hotel
The Broadway
Letchworth SG6 3NZ
01462 480111
www.innventure.co.uk

ITP Leisure

5-10 B

44 Queen Street
Blackpool FY1 2AY
01253 624901
www.itponline.co.uk

Itsu

10-50 R

Holborn House 52-54 High Holborn
London WC1V 6RL
0203 7584161
www.itsu.com

Jamie's Italian

50-100 R

19-21 Nile St
London N1 7LL
020 3375 5000
www.jamieoliver.com

Jam Trees

3-5 B R

541 King's Rd
London SW6 2EB
020 3397 3739
www.thejamtrees.com

JD Wetherspoon

100+ P

Wetherspoon House Central Park
Reeds Cres Watford WD24 4QL
01923 477777
www.jdwetherspoon.co.uk

Jinnah Restaurant Group

5-10 R

64 Malton Road
Flaxton YO60 7SQ
01904 468202
www.jinnah-restaurants.co.uk

Jolly Fine Pub Group

3-5 P

10 West Temple Sheen
London SW14 7RT
0208 8764238
www.jfpgroup.co.uk

The Jones Group

10-50 B

50 Call Lane
Leeds LS1 6DT
0113 4672000
www.jonesbargroup.com

Joseph Holt

100+ P

The Brewery Empire Street
Cheetham Manchester M3 1JD
0161 834 3285
www.joseph-holt.com

Joules Brewery

10-50 P

The Brewery Great Hales St
Market Drayton TF9 1JP
01630 654400
www.joulesbrewery.co.uk

JRC Global Buffet

5-10 R

Kings House 1a Kings Road
London SW19 8PL
0208 543 5988
www.jrc-globalbuffet.com

JW Bassett

5-10 P

The Queens Vaults 29 Westgate St
Cardiff CF10 1EH
www.jwbassettpubs.com

JW Lees & Co

10-50 P

Greengate Brewery
Middleton Junction
Manchester M24 2AX
0161 643 2487
www.jwlees.co.uk

K10 Restaurants

3-5 R

3 Appold Street
London EC2A 2AF
020 7539 9209
www.k10.com

Kingdom Taverns

10-50 P

Dean House 191 Nicol Street
Kirkcaldy Fife KY1 1PF
01592 200 033
www.kingdomtaverns.co.uk

King Henry's Taverns

5-10 P

1 Green Lane Church Lawford
Rugby CV23 9EF
0247 6542333
www.king-henrys-taverns.co.uk

Knead Pubs

5-10 P H

Office 1 32 North Street
Bourne PE10 9AB
01778 422190
www.kneadpubs.co.uk

The Laine Pub Company

10-50 P R

147 Springfield Road
Brighton BN1 6YT
01273 550000
www.drinkinbrighton.co.uk

Lancaster Brewery

3-5 R

Lancaster Leisure Park
Wyresdale Road
Lancaster LA1 3LA
01524 848537
www.lancasterbrewery.co.uk

La Porchetta

3-5 R

84-86 Rosebery Avenue
London EC1R 4QY
020 7837 6060
www.laporchetta.net

Large Bars

3-5 B

8 Filmer Mews
75 Filmer Road
London SW6 7JF
020 7731 4422
www.largebars.com

La Tasca Restaurants

10-50 R

County House Glyme Court
Langford Lane
Kidlington OX5 1LQ
01865 595 490
www.latasca.com

Leamside Brewery

3-5 P

The Three Horseshoes
Pithouse Lane Leamside
Houghton le Spring
Tyne and Wear DH4 6QQ
0191 584 2394
www.leamsidebrewery.co.uk

Le Bistro Pierre

10-50 R

13-17 Milton St
Nottingham NG1 3EN
0115 941 2850
www.lebistrotpierre.co.uk

Leeds Brewery

5-10 P

3 Sydenham Road
Leeds LS11 9RU
0113 244 5866
www.leedsbrewery.co.uk

Leelex

5-10 B

33 Call Lane
Leeds LS1 7BT
0113 243 4008
www.leelex.co.uk

Levenshulme Pub Co

3-5 P

908 Stockport Road Levenshulme
Manchester M19 3AD
0161 257 2484
www.levenshulmepubcompany.co.uk

Lewis Partnership

10-50 P H R

The Moat House
Lower Penkridge Road
Acton Trussel ST17 0RJ
01785 712217
www.thelewispartnership.co.uk

Liberation Group

50-100 P H B

19 Royal Square
St. Helier JE2 4WA
01534 764000
www.liberationgroup.com

Little Britain Pubs

3-5 P

79 Brook Street Wymeswold
Loughborough LE12 6TT
01509 881 313
www.littlebritainpubs.co.uk

Little Gems Country Dining

3-5 P R

Upstairs at the Swan Inn
Broughton Road
Milton Keynes Village MK10 9AH
01908 803 198
www.littlegemscountrydining.co.uk

Livelyhood Pubs

3-5 P

Hide Away Workspace Office 36 2
Empire Mews Stanthorpe Road
London SW16 2BF
0208 8779467
www.livelyhood.co.uk

Living Ventures
5-10 B

98 King Street
Knutsford WA16 6EP
01565 631 234
www.livingventures.com

London Cocktail Club
5-10 B

6-7 Great Newport Street
London E9 6AS
0207 580 1960
www.londoncocktailclub.com

London Ordinaries
3-5 P

The Crooked Billet
84 Upper Clapton Rd
London E5 9JP
020 3058 1166
www.e5crookedbillet.co.uk

London Village Inns
5-10 P

The Wrestlers 98 North Road
London N6 4AA
0208 340 4297
www.londonvillageinns.co.uk

Longshot Limited
3-5 P

4-5 Albany Courtyard
London W1J OHF
0207 493 7820
www.longshotltd.com

Lost Rivers Brewing
3-5 B

Unit 75 Thames Industrial Estate
Princess Margaret Road
Tilbury RM18 8RH
01268 533999
www.lostriversbrewery.com

Loungers
5-10 B

2nd & 3rd Floors 14 St Thomas St
Bristol BS1 6JJ
0117 930 9971
www.thelounges.co.uk

Lovely Pubs
5-10 P

The Orange Tree Warwick Road
Chadwick End
West Midlands B93 0BN
01564 785364
www.lovelypubs.co.uk

LT Pub Management
100+ P

31 Haverscroft Industrial Estate
New Road Attleborough
NR17 1YE
01953 450000
www.ltpubmanagement.com

Lucky Onion
5-10 P H

Unit 1.5 Andoversford Ind. Est.
Andoversford GL54 4LB
01242 237641
www.theluckyonion.com

Lucky Voice
5-10 B

27-28 Eastcastle Street
London W1W 8DH
0207 4393660
www.luckyvoice.com

MAD Co
5-10 B

9 Stevenson Square
Manchester M1 1DB
0161 2370637
www.markandrewdevelopments.com

Mahiki
3-5 B

1 Dover Street
London W1S 4LD
0207 493 9529
www.mahiki.com

Malvern Inns Ltd
3-5 P

The Coach House
Cradley WR13 5LQ
01295 710 600
www.thegeorgeandbackwell.com

Marble Beers
3-5 P

41 Williamson Street
Manchester M4 4JS
0161 819 2694
www.marblebeers.com

Marco Pierre White Group
10-50 R

82 Addison Road
London WC1B 5AF
0207 247 5050
www.mpwrestaurants.co.uk

Marjoram Leisure
10-50 P

White Hart 107 The Street Little
Waltham Chelmsford CM3 3NY
01245 360205S
www.whitehartessex.co.uk

Market Taverns
3-5 P

The Carpenters Arms
12 Seymour Plc London W1H 7NE
0207 723 1050
www.markettaverns.co.uk

Market Town Taverns
10-50 P

4a Mercury Court Manse Lane
Knaresborough HG5 8LF
01423 866 100
www.markettowntaverns.co.uk

Maroush Restaurants
10-50 R

45-49 Edgware Road
London W2 2JE
0207 7233666
www.maroush.com

Marston's Inns and Taverns
100+ P

Marston's House Brewery Rd
Wolverhampton WV1 4JT
01902 711 811
www.marstonstaverns.co.uk

Marylebone Leisure Group
5-10 B

93 Marylebone High St
London W1U 4RE
020 7486 3905
www.mglondon.com

Maxwells Restaurants
10-50 R

22 Henrietta Street
London WC2E 8ND
020 7379 6132
www.maxwellsgroup.co.uk

McGowan Irish Bars
5-10 B

225-227 Edgware Road
Colindale London NW9 6LU
0208 200 5256
www.irishbars.co.uk

M C Group
3-5 R

Namaste Lounge 66 Joel St
Northwood HA6 1LL
01923 840157
www.namastelounge.com

McLean Inns
5-10 P

2 Thorney Lane South
Richings Park
Iver SLO 9AE
07801 988 492
www.mclean-inns.com

McManus Pub Co
10-50 P

Barratts Club
Kingsthorpe Road
Northampton NN2 6HT
01604 713 601
www.mcmanuspub.co.uk

McMullen & Sons
100+ P

The Hertford Brewery
26 Old Cross
Hertford SG14 1RD
01992 584911
www.mcmullens.co.uk

Mentor Inns
5-10 P

Kemp House 152 City Road
London
EC1V 2NX
0800 583 9501
www.mentorinns.co.uk

The Meredith Group
5-10 P

51 Upper Berkeley Street
London W1H 7QW
0203 195 3011
www.themeredithgroup.co.uk

Merlin Inns
3-5 P

84 Smithbrook Kilns
Cranleigh GU6 8JJ
01483 278172
www.thedrummondarms.co.uk

Metropolitan Pub Company
3-5 P

4/5 Broadstone Place
London W1U 7EL
0207 589 4888
www.metropolitanpubcompany.com

Milk Street Brewery
3-5 P

The Griffin 25 Milk Street
Frome BA11 3DB
01373 467766
www.milkstreetbrewery.co.uk

Mint Group
3-5 B

Mint House 191 Stonehouse St
London SW4 6BB
020 7498 5615
www.mintgroup.co.uk

Mission Burrito
5-10 R

99 Park Drive Milton Park
Oxfordshire OX14 4RY
www.missionburrito.co.uk

Mitchells & Butlers
100+ P

27 Fleet Street
Birmingham B3 1JP
0121 498 4000
www.mbplc.com

Mitchells Hotels & Inns
10-50 P H

11 Moor Lane
Lancaster LA1 1QB
01524 596 000
www.mitchellsoflancaster.com

Mojo Bars
3-5 B

59 Bridge Street
Manchester M3 3BQ
0844 549 9090
www.mojobar.co.uk

Moleface Pub Company
3-5 P

The Wollaton Lambourne Drive
Wollaton Nottingham NG8 1GR
0115 933 5659
www.molefacepubcompany.co.uk

Montpeliers
5-10 B

29 Queensferry Street
Edinburgh EH2 4QS
0131 226 1370
www.montpeliers.co.uk

Moorhouse's Brewery
3-5 P

Moorhouse's Brewery Moorhouse
Street Burnley BB11 5EN
01282 422864
www.moorhouses.co.uk

Mother Kelly's
3-5 B

251 Paradise Row
London E2 9BU
0207 012 1244
www.motherkellys.co.uk

Morton-Scott Pub Co
3-5 P

The Marquis
51-52 Chandos Place
London WC2N 4HS
020 7379 0367
www.mspubs.co.uk

Mosaic Pub & Dining
3-5 P

2 Wardrobe Place
London EC4V 5AH
0207 0995173
www.mosaicpubanddining.com

MyLahore Group
5-10 R

Whetley Mills Thornton Road
Bradford BD8 8LQ
01274 952111
www.mylahore.co.uk

Nandos
50-100 R

Erico House First Floor
93-99 Upper Richmond Road
London SW15 2TG
0207 738 1120
www.nandos.co.uk

Nelson (North West) Hotels
3-5 H

Grosvenor Pulford Hotel
Wrexham Road
Chester CH4 9DG
01244 570560
www.nelson-hotels.co.uk

The New Pub Co
5-10 P

The Chambers 14 Coombe Road
New Malden KT3 4QE
0208 942 4650
www.newpubco.com

New World Trading
10-50 P B

2 Malt Street
Knutsford WA16 6ES
01565 213213
www.nwtc.uk.com

Noble Inns
3-5 B

76 - 78 Paul Street
London EC2A 4NE
0207 7299270
www.nobleinns.co.uk

NoHo
3-5 B

Stevenson Square
Manchester
M1 1FB
www.noho-bar.com

North Bar Ltd
5-10 B

Regents Court
39A Harrogate Road
Leeds LS7 3PD
0113 3200202
www.northbar.com

Novus Leisure
10-50 B R

Clareville House
26-27 Oxendon Street
London SW1Y 4EL
0207 968 2400
www.novusleisure.com

NYC Bar and Grill
3-5 P

3 Wood Street
Doncaster
DN1 3LH
01302 365989
www.nycbarandgrill.co.uk

Oaka Group
3-5 P

Upper Deck Charters Town Bridge
Peterborough PE1 1FP
01733 315 766
www.oakagroup.com

Oakman Inns & Restaurants
10-50 P

81-82 Akeman Street
Tring HP23 6AF
01442 890 844
www.oakmaninns.co.uk

Oak Taverns
5-10 P

8a Buttermarket
Thame OX9 3EW
01844 213 867
www.oaktaverns.co.uk

Odley Inns
3-5 P

11 Market Place
Shifnal TF11 9AU
01952 461 517
www.odleyinns.co.uk

OHH Company
3-5 P

The Old House at Home Burton
Near Castle Coombe
SN14 7LT
01454 218 227
www.ohhcompany.co.uk

Old English Inns
10-50 P

Abbot House Westgate Street
Bury St Edmunds
IP33 1QT
0845 60 86 040
www.oldenglishinns.co.uk

Old Mill Brewery
10-50 P

Mill Street
Snaith DN14 9HU
01405 861 813
www.oldmillbrewery.co.uk

Old Sarum Hotels
10-50 P

7-9 Milford Street
Salisbury SP1 2AJ
01543 486500
www.oldsarumhotels.co.uk

Orange Giraffe Pub Co
5-10 P

16 Seagrave Rd, Fulham,
London SW6 1RX
020 7385 9129
www.theatlaspub.co.uk

Orange Tree Group
5-10 P

99 High Street
Leicester LE1 4BJ
07939 582705
www.orangetree.co.uk

Ossett Brewery Pub Co
10-50 P

Kings Yard Low Mill Road
Ossett WF5 8ND
01924 261 333
www.ossett-brewery.co.uk

Otley Pubs
3-5 P

Otley Arms Forest Road
Trefforest Pontypridd CF3 1SY
01443 402033
www.otleytd.co.uk

Ottolenghi
3-5 R

Unit 20-21 The Arches
Hartland Road
London NW1 8HR
0203 227 4999
www.ottolenghi.co.uk

Palmers Brewery
50-100 P

The Old Brewery
Bridport DT6 4JA
01308 422 396
www.palmersbrewery.com

Paradiso Olivelli
3-5 R

The Montpelier 43 Choumert Road
London W1U 1NE
0207 486 3196
www.ristoranteolivelli.co.uk

Paragon Pub Group
3-5 P

The Wayfarer Stone
The Fillybrooks
Stone ST15 0NB
01785 811023
www.paragonpubs.co.uk

Parched Pubs
5-10 P

The Queens Head
144 Stockwell Road
London SW9 9TD
0207 737 3519
www.parchedpubs.co.uk

Partnership Pubs
3-5 P

The Grafton
20 Prince of Wales Road
London NW5 3LG
0207 482 4466
www.partnership-pubs.co.uk

Peach Pub Company
10-50 P

The Peach Barns Somerset Road
North Aston
Bicester OX25 6HX
01869 220110
www.peachpubs.com

Pearmain Pubs
3-5 P

123 High Street
Horsell Surrey RH3 7DS
01423 757561
www.pearmainpubs.co.uk

Pebble Hotels
3-5 H

The Potters Heron
Ampfield Romsey SO51 9ZF
02380 277 800
www.pebblehotels.com

Phoenix Pub Group
3-5 P

Suite 3 186 St Albans Road
Watford WD24 4AS
0845 388 5073
www.phoenixpubgroup.co.uk

Pho Cafe
10-50 R

15 Clerkenwell Green
London EC1R 0DP
020 7253 7624
www.phocafe.co.uk

Pickles Pubs
5-10 P

The Old White Bear
6 Keighley Road
Cross Hills BD20 7RN
01535 632 115
www.picklespubs.co.uk

Pitcher & Piano
10-50 B

Hammersmith Studios
55A Yeldham Road
London W6 8JF
0208 741 2325
www.pitcherandpiano.com

Pivovar Bars
5-10 B

Unit G10C Elvington Ind. Estate
Elvington Lane
York YO41 4AR
www.pivovar.co.uk

Pizza Express
100+ R

Hunton House Highbridge Estate
Oxford Road
Uxbridge UB8 1LX
01895 251222
www.pizzaexpress.com

Pizza Hut UK
100+ R

67 Calthorpe Street
Banbury
OX16 5EX
www.pizzahut.co.uk

Platinum Lace

3-5 B

Clavendon House Business Centre
Shenley Road
Borehamwood WD6 1AG
01273 573573
www.platinumlace.co.uk

Pleisure Group

5-10 P

16 Madeira Place
Brighton BN2 1TN
01273 573573
www.pleisure.com

Porky's BBQ

3-5 R

18 New Globe Walk
London SE1 9DR
01785 231450
www.porkys.co.uk

Prezzo

50-100 R

Johnston House 8 Johnston Road
Woodford IG8 0XA
020 8505 2400
www.prezzorestaurants.co.uk

Probably A Pub Company

3-5 P

Risley Park Derby Road
Risley DE72 3SS
0115 9392313
www.probablythebestpubsintheworld.co.uk

Proper Pub Co

3-5 P

4 Barnes Close
Old Northampton
NN6 9HR
07881 623893
www.properpubco.co.uk

Provenance Inns

5-10 P

c/o The Durham Ox Westway
Crayke York YO61 4TE
01347 821 506
www.provenanceinns.co.uk

Pub Culture

3-5 P

Chase House 4 Mandarin Road
Rainton Bridge Business Park
Houghton Le Spring DH4 5RA
www.pubculture.com

Pub Love

3-5 P

The Crown Battersea
102 Lavender Hill
London SW11 5RD
020 7738 1122
www.publove.co.uk

Pub People Company

10-50 P

Moorewood Hs 15 Maisies Way
South Normanton
Alfreton DE55 2DS
01773 510 863
www.pubpeople.com

Pubs of Distinction

3-5 P

Matrix Park Buckshaw Village
Chorley PR7 7NB
01772 458 400
www.thedeanswift.com

Pug Pubs

3-5 P

141 Regent Street
Royal Leamington Spa CV32 4NX
01926 420 390
www.pugpubs.com

Punch Taverns

100+ P

Jubilee House Second Ave
Burton upon Trent DE14 2WF
01283 501 600
www.punchtaverns.com

Rambl Inns

3-5 P

Stourside Place.35-41 Station
Road Ashford TN23 1PP
020 8767 4040
www.ramblinns.com

Randalls of Guernsey

10-50 P

PO Box 154
St Georges Esplanade
St Peter Port
Guernsey GY1 3JG
01481 720 134
www.randallsbrewery.com

Real Eating Company

5-10 R

18 Cliffe High St
Lewes BN7 2AJ
01273 402650
www.real-eating.co.uk

Reading Pub Co

3-5 P

213 Caversham Road
Reading RG1 8BB
0118 986 3040
www.readingpubcompany.com

Real Greek

10-50 R

307-308 Linton House
164-180 Union Street
London SE1 0LH
020 7620 0162
www.therealgreek.com

Real London Pubs

3-5 P

The Market Inn 1 Market Street
Brighton BN1 1HH
01273 329483
www.reallondonpubs.com

Real Pubs

10-50 P

North London Tavern
375 Kilburn High Rd
London NW6 7QB
0207 625 6635
www.realpubs.co.uk

Reclamation Inns Ltd

3-5 P

Tollgate Court Business Centre
Tollgate Drive
Stafford ST16 3HS
07919 048 145
www.reclamationinns.co.uk

Redberry Inns Ltd

3-5 P

Bennell Farm Comberton
Cambridge CB23 7DS
01223 264576
www.beechwood-estates.co.uk

Red Car Pubs

3-5 P

The Wheatsheaf Pub The Hop
Exchange 24 Southwark Street
London SE1 1TY
020 7407 9934
www.redcarpubs.com

Red Chilli Restaurant

3-5 R

Astute House Wilmslow Road
Wilmslow SK9 3HP
www.redchillirestaurant.co.uk

Red Oak Taverns Limited

100+ P

8 Wimpole Street
London W1G 9SP
0203 637 3009
www.redoaktaverns.com

Redcomb Pubs

10-50 P

Village Gate Pub
225 Aylesbury Road
Wendover HP22 6BA
01296 623884
www.redcombpubs.co.uk

Red Mist Leisure

5-10 P

Units B&C Crondall Place
Coxbridge Business Park
Farnham GU10 5EH
01252 913513
www.redmistleisure.co.uk

Remarkable Pubs

10-50 P

The Grafton Arms
13 Eburne Road
London N7 6AR
020 7272 2171
www.remarkablepubs.co.uk

Renaissance Pubs

5-10 P

67-69 Abbeville Rd
London SW4 9JW
020 8675 2201
www.renaissancepubs.co.uk

The Restaurant Group

100+ R

5-7 Marshalsea Road
London SE1 1EP
0203 117 5001
www.trgplc.com

Revolution Bars Group

50-100 B

21 Old Street
Ashton under Lyne OL6 6LA
www.revolutionbarsgroup.com

Ribble Valley Inns

3-5 P

The Three Fishes
Mitton Road
Mitton nr Whalley BB7 9PQ
01254 826 888
www.ribblevalleyinns.com

Richardson's Events

3-5 R P

1 Earl Street
Northampton NN1 3AU
01604 630 666
www.richardsonsevents.com

Richoux Group

10-50 R

5-8 Cochrane Mews
London NW8 6NY
020 7483 7000
www.richouxgroup.co.uk

Rogue Bar Co

3-5 B

The Four Horsemen
77-79 Commercial Road
Bournemouth BH2 5RT
01202 900676
www.thefourhorsemenpub.co.uk

Rossopomodoro UK

5-10 R

1 Rufus Street
London N1 6PE
0808 877 9903
www.rossopomodoro.co.uk

S.A. Brain & Co

50-100 P H

The Cardiff Brewery
Crawshay Street
Cardiff CF10 1SP
02920 402 060
www.sabrain.com

Sadlers Brewing Co

3-5 P

Unit 2 Conyers Trading Estate
7 Stourbridge Road
Lye Stourbridge DY9 8ER
01384 897 809
www.sadlersales.co.uk

Salisbury Pubs Ltd

3-5 P

Alford Arms Frithsden
Hemel Hempstead HP1 3DD
01442 864 480
www.salisburypubsltd.co.uk

Samuel Smith

100+ P

The Old Brewery High St
Tadcaster
LS24 9SB
01937 832 225
www.samuelsmithsbrewery.co.uk

San Carlo
10-50 R

33 Curzon Street
London W1J 7TR
0207 629 6239
www.sancarolo.co.uk

San Marco Group
3-5 R

96 Whittingham Lane
Broughton Preston PR3 5DB
01772 861240
www.sanmarcogroup.co.uk

Scoff & Quaff
5-10 P R

The Swan Old Road
Whittington Worcester WR5 2RL
07811 111 076
www.scoffandquaff.com

Seafood Pub Company
5-10 P

The Lodge Eel Beck Farm
Rimington Lane Clitheroe BB7 4ED
0207 930 4007
www.seafoodpubcompany.com

Shannon Pubs
3-5 P

16 Duke Street St James
London SW1Y 6DB
0207 930 4007
www.shannonpubs.com

Shepherd Neame
100+ P

The Faversham Brewery 17 Court
Street Faversham ME13 7AX
01795 532 206
www.shepherdneame.co.uk

Shoreditch Bar Group
5-10 B

83 Rivington Street
London EC2A 3AY
0207 739 3440
www.cargo-london.com

Signature Pubs
10-50 P

19 Rutland Street
Edinburgh EH1 2AE
0131 221 9978

Simmonds
3-5 P

The Ploughman Staniland Way
Peterborough PE4 6NA
01733 327 696
www.theloughman-werrington.co.uk

Simply Italian
3-5 R

23 High Street
Battle TN33 0EA
01424 772 100
www.simplyitalian.co.uk

Sir John Fitzgerald
10-50 P

Café Royal Buildings
8 Nelson Street
Newcastle-Upon-Tyne NE1 5AW
0191 232 0664
www.sjf.co.uk

Smith & Western
5-10 R

North Parade
Horsham RH12 2QR
01403 251891
www.smith-western.co.uk

Smoke Ltd
3-5 R

Apartment 1
Telegraph House
Sheffield S1 2GA
01442 864 480
www.smokebbq.co.uk

Snug Bars
5-10 B

32-36 Railway Street
Hertford SG14 1BA
01992 587674
www.thesnugbar.co.uk

Soho House Group
10-50 B H

72-74 Dean Street
London W1D 3SG
0203 006 0076
www.sohohouse.com

Solita Bars
3-5 B

Turner Street
Manchester
M4 1DW
0161 839 2200
www.solita.co.uk

Southern Counties Taverns
5-10 P

39 Aldwick Road
Bognor Regis
PO21 2LN
01243 841034

Spaghetti House
5-10 R

24 Cranbourn Street
London
WC2H 7AB
0207 395 0390
www.spaghetthouse.co.uk

Stange & Co.
5-10 P

107 Barnston Road
Wirral CH61 1BW
0151 648 0870
www.stangeandco.co.uk

Stanley Pubs
3-5 P

Tufnell Park Tavern
162 Tufnell Park Road
London N7 0EE
0207 284 326
www.stanleypubs.com

Star Pubs and Bars
50-100 P

3-4 Broadway Park
Edinburgh EH12 9JZ
0500 94 95 96
www.starpubs.co.uk

Stay Original Co.
3-5 P

Manor House
Pilton BA4 4BE
0203 002 4739
www.stayoriginal.co

St Arnold Group
3-5 P

The Griffin Parsonage Street
Halstead CO9 2JT
01787 476 569
www.saintarnold.co.uk

St Austell Brewery Co
100+ P

63 Trevarthian Road
St Austell
PL25 4BY
0845 241 1122
www.staustellbrewery.co.uk

Steamin Billy Brewing
5-10 P

Cow & Plough Stoughton Park
Gartree Road
Oadby LE2 2FB
0116 272 0852
www.steamin-billy.co.uk

Stonegate Pub Co
100+ P

Porter Tun House
500 Capability Green
Luton LU1 3LS
0845 126 2944
www.stonegatepubs.com

Stuart Inns
3-5 P

5 Market Place
Hadleigh IP7 5DL
0844 351 1000
www.stuartinns.co.uk

Suffolk Country Inns
3-5 P

The Anchor Court Street
Nayland CO6 4JL
01206 262313
www.anchorayland.co.uk

Sussex Pub Group
5-10 P

Holly House Chestnut Avenue
Chichester PO19 5QE
01243 575246
www.thesussexpub.co.uk

Tadcaster Pub Company
10-50 P

Commer House
Station Road
Tadcaster LS24 9JF
01937 835 020
www.tadpubco.co.uk

Tavistock Leisure
5-10 H B

Douro Terrace
Sunderland SR2 7DX
0191 565 1122
www.tavistockhospitality.com

TGI Fridays
100+ R

253-254 Capability Green
Luton LU1 3LU
0208 521 6262
www.tgifridays.co.uk

Thai Group
5-10 R

4 West Bar
Banbury OX16 9RR
01295 269 502
www.thaigroup.co.uk

Thai Leisure Group
3-5 R

Apollo House Eboracum Way
Heworth Green
York YO31 7RE
0113 467 9700
www.thaileisuregroup.com

Thai Square Restaurants
10-50 R

25 Northumberland Avenue
London WC2N 5AP
020 7839 3000
www.thaisq.com

Thorley Taverns
10-50 P

The Old Police Station
Gladstone Road
Broadstairs CT10 2TA
01843 602 010
www.thorleytaverns.co.uk

Thornbridge Brewery
5-10 P

Riverside Brewery
Buxton Road
Bakewell DE45 1GS
01629 641 000
www.thornbridgebrewery.co.uk

Three Cheers Pub Co
5-10 P

The Stonhouse
165 Stonhouse Street
London SW4 6BJ
020 7819 9312
www.threecheers.co.uk

Three Thistles
5-10 P

163 Bath Street
Glasgow G2 4SQ
07803 577497
www.threethistles.co.uk

Time Well Spent Pubs
5-10 P

The Red Lion Old Road Buckland
Betchworth RH3 7DS
01737 843336
www.timewellspent.co.uk

Timothy Taylor
10-50 P

Knowle Spring Brewery
Keighley BD21 1AW
01535 603 139
www.timothytaylor.co.uk

Titanic Brewery Co.
5-10 P

Callender Place Lingard Street
Burslem Stoke-on-Trent ST6 1JL
01782 823 447
www.titanicbrewery.co.uk

TLC Inns
5-10 P

The White Horse Heath Road
Ramsden Heath CM11 1NA
0845 293 7563
www.tlcinns.co.uk

Tokyo Industries
10-50 B

17 Westgate Road
Newcastle Upon Tyne NE1 1SE
0191 232 1122
www.tokyoindustries.com

Tom Kerridge
3-5 R P

The Hand & Flowers 126 West
Street Marlow SL7 2BP
01628 482 277
www.thehandandflowers.co.uk

Tom Conran Restaurants
3-5 R

127 Westbourne Park Road
London W2 5QL
020 7792 4101
www.tomconranrestaurants.co.uk

Tonkotsu
3-5 R

382 Mare Street
London E8 1HR
0208 533 1840
www.tonkotsui.co.uk

Tortilla
10-50 R

Balfour House 46-54 Gt Titchfield
Street London W1W 7QA
0207 637 5849
www.tortilla.co.uk

Town & Village Hotels
3-5 H

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Tadcaster LS24 9JF
01937 833 311
www.commer.co.uk

triple fff
3-5 P

Unit 3 Magpie Works Station
Approach Nr Alton GU34 5HN
01420 561422
www.triplefff.com

Trust Inns
10-50 P

Blenheim House Foxhole Road
Chorley PR7 1NY
01257 238800
www.trustinns.co.uk

Turtle Bay Restaurants
10-50 R

8 Broad Quay Bristol BS1 4DA
0117 929 0209
www.turtlebay.co.uk

Underdog Restaurants
5-10 R

402 Metropolitan Wharf
70 Wapping Wall
London E1W 3SS
www.thehawksmoor.com

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5-10 P

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www.epicpubs.com

Unity Bars & Clubs
5-10 B

10 Cliff Parade
Wakefield WF1 2TA
01924 377829
www.unitybarsandclubs.co.uk

Upham Pub Company
10-50 P

Stakes Farm Cross Lane
Upham
SO32 1FL
01489 861 383
www.uphampub.co.uk

Urban Leisure Group
5-10 B

53 Salusbury Road
London NW6 6NJ
0207 372 4858
www.ulg.co.uk

Urban Pubs and Bars
5-10 B

40-42 Brendon Street
London W1H 5HE
0207 749 3834
www.urbanpubsandbars.com

Vale Brewery Company
3-5 P

Tram Way Business Park
Brill HP18 9TY
01844 239237
www.valebrewery.co.uk

Vapiano
3-5 R

19-21 Great Portland Street
London W1W 8QB
0207 268 0080
www.vapiano.com

Venture Inns
5-10 P

8 Market St
Newton Abbot
TQ12 2RB
01626 354 010
www.venture-inns.com

The Victorian Chop House
3-5 R

Mr Thomas's Chop House 52
Cross Street
Manchester M2 7AR
0161 832 2245
www.tomschophouse.com

Victoria Inns
10-50 P

Victoria House 2 Lucas
Horsted Keynes
Haywards Heath RH17 7BN
01825 791 794
www.victoriainns.co.uk

Viva Brazil
3-5 R

Suite 237 Great Northern House
275 Deansgate
Manchester M3 4EL
01925 753006
www.vivabrazilrestaurants.com

Wadworth & Co
100+ P

Northgate Street
Devizes SN10 1JW
01380 723361
www.wadworth.co.uk

Wagamama
100+ R

23-25 Eastcastle Street
London W1W 8DG
0207 631 3140
www.wagamama.com

Wahaca
10-50 R B

119 Waterloo Road
London SE1 8UL
0203 697 4140
www.wahaca.co.uk

We are Bar
10-50 B

Peek House
20 East Cheap
London EC3M 1EB
020 7337 2670
www.wearebar.com

Wear Inns
10-50 P

The Old Brewery
Castle Eden TS27 4SU
01429 839 241
www.wearinns.co.uk

Welcome Taverns
3-5 P

Thomas Egerton 272 Blackburn
Road Egerton Bolton BL7 9SR
01204 301774
www.welcometaverns.co.uk

Wellington Pub Co.
100+ P

4th Floor Millbank Tower 21-24
Millbank London SW1P 4QP
0207 802 5240
www.wellingtonpubcompany.co.uk

Whitbread
100+ P

Whitbread Court
Houghton Hall Park Porz Avenue
Dunstable LU5 5XE
01582 424 200
www.whitbread.co.uk

White Rose Taverns
3-5 P

Molloy's 20 Fore Street
Torquay TQ1 4LY
01803 311825

Whiting & Hammond
5-10 P

The Little Brown Jug Chiddingstone
Causeway Tonbridge TN11 8JJ
01892 871 042
www.whitingandhammond.co.uk

Wickwar Brewing Co.
10-50 P

The Old Brewery Station Road
Wotton-under-Edge GL12 8NB
01454 292 000
www.wickwarbrewing.com

Windmill Taverns
3-5 P

86 The Cut
London SE1 8LW
0207 928 2126
www.windmiltaverns.com

Wye Valley Brewery
5-10 P

Brewery Stoke Lacy
Bromyard HR7 4HG
01885 490505
www.wyevalleybrewery.co.uk

York Brewery
3-5 P

12 Toft Green
Micklegate York YO1 6JX
01904 621 162
www.york-brewery.co.uk

Yo Sushi
50-100 R

95 Farringdon Road
London EC1R 3BY
0207 841 0700
www.yosushi.com

Young & Co
100+ P

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London SW18 1NH
0208 875 7000
www.youngs.co.uk

Yummy Pub Co
5-10 P

The Wiremill Wiremill Lane
Nr Lingfield SW18 1NH
01342 832263
www.yummycollection.co.uk

Zaza
5-10 R

27 High Street
Bushey WD23 1BD
0208 420 4271
www.zaza.co.uk

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3-5 B

29-31 Montpelier Vale
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0870 2411124
www.ab-inbev.co.uk

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0845 3453300
www.accessgroup.com

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Southwold
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01502 727 200
www.adnams.co.uk

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CW1 6AP
0800 3890202
www.airproducts.com

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Woking Surrey
GU21 6BD
01483 718 100
www.asahibeer.co.uk

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Stowmarket
Suffolk
1PI4 6PD
01728 860 510
www.aspall.co.uk

BBFB

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Hampshire
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01962 762 200
www.bacardi.com

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www.bankofireland.com

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www.barclays.com

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www.bbnu.com

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www.bibendum-wine.co.uk

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www.bii.org

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www.realestate.bnpparibas.co.uk

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0800 111 333
www.boconline.co.uk

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Eureka Business Park
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TN25 4AG
01233 206000
www.brake.co.uk

Brewfitt

International House
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Huddersfield
HD8 0LE
01484 340 800
www.brewfitt.com

British Sky Broadcasting

Sky Business
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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

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EC1A 7AJ
0207 356 5000
www.btsport.com

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76 Macrae Road
Eden Office Park Pill
Bristol
BS20 0DD
0117 202 0360
www.budweiserbudvar.co.uk

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01274 722 244
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St Albans
AL1 4LW
01727 867201
www.camra.org

CAP

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TW2 6EG
07590 924710

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01604 668 866
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CO4 9HT
07768 614065
www.cask-marque.co.uk

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0161 476 8330
www.cgastrategy.co.uk

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MK40 4LU
01234 272 766
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www.drinkaware.co.uk

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Linford Wood
Milton Keynes
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01296 714 745
www.elliottsagency.com

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www.enotria.co.uk

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www.fsc.uk.com

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0207 534 3720
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www.fourthhospitality.com

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01908 350243
www.kimbellspubs.com

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www.globalbrandsgroup.com

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www.gordondadds.com

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www.gs-systems.co.uk

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SY2 6LG
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www.guestline.com

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www.westons-cider.co.uk

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Liverpool
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www.halewood-int.com

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LU1 1UR
01582 722538
www.hdnwines.co.uk

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www.harrison.hn

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www.haysmacintyre.com

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London
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01432 352 000
www.heineken.co.uk

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01932 252100
www.hi-spirits.com

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www.illva.com

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www.jacklinks.com

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Bath
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www.jamesbaker.co.uk

Jonathon Morgan Design

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Skipwith York
YO8 5SL
01757 288399
www.jmdaltd.co.uk

John Gaunt & Partners

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Sheffield
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0114 266 8664
www.john-gaunt.co.uk

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07841 666325
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www.kopparberg.co.uk

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01293 613 400
www.wrbm.com

Marussia Beverages

3rd Floor Edison House
223-231 Old Marylebone Road
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NW1 5QT
0207 7235009
www.marussiabeverages.co.uk

Mast-Jaegermeister UK

Building 11 Riverside Way
Watchmoor Park Camberley
Surrey
GU15 3YL
0203 189 9500
www.jagermeister.co.uk

Matthew Clark Wholesale

Whitchurch Lane
Bristol
BS14 0JZ
01275 836 100
www.matthewclark.co.uk

Maxximum UK

Castle Business Park
Maxxium House Stirling
FK9 4RT
01786 430500
www.maxxium.co.uk

Memery Crystal

44 Southampton Buildings
London
WC2A 1AP
0207 4005833
www.memerycrystal.com

Molson Coors Brewers

137 High Street
Burton-on-Trent
DE14 1JZ
01283 511000
www.molsoncoors.com

Nestle UK Ltd

1 City Place
Gatwick
RH6 0PA
0208 686 3333
www.nestle.co.uk

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Lodge Road Long Hanborough
Oxford
OX29 8SJ
01993 885 600
www.nsf-cmi.com

Ocean Dynamics GRP Ltd

Honeygreen Barn
Smithbrook Barns
Cranleigh
GU6 8LH
01483 662549
www.od-grp.com

One Media Solutions

Birkdale Business Centre
Weld Parade Weld Road
Southport
PR8 2AX
0844 5615515
www.onemediasolutions.com

On Trade Media

The Ancient House
2 Church Lane
London
E17 9RW
0208 5216262
www.ontrade.co.uk

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Oracle Micros
Thames Valley Park
Reading
RG6 1RA
0207 5626827
www.oracle.com

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Rotherham
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01709 919345
www.pagofruitjuice.co.uk

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Calder Park
Wakefield
WF2 7BJ
01924 229160
www.pdsdesign-build.co.uk

Pernod Ricard UK

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566 Chiswick High Road
London
W4 5AN
0208 538 4484
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Thomas Street
Taunton
Taunton
TA2 6HB
01823 335 292
www.polaris-elements.co.uk

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37 Stoney Street
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Nottingham
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W1S 2XW
020 7290 1460
www.portmangroup.org.uk

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RH13 6NQ
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Punch Taverns

Jubilee House Second Avenue
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www.punchtaverns.com

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YO7 1PZ
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Nottingham
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www.rsmuk.com

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GL3 4FE
01452 378 500
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02085 8193187
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www.typsy.com

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0208 2561360
www.ucc-coffee.co.uk

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01279 620 820
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www.williamgrant.com

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Today's Group is the largest independent wholesale buying group of its kind in the UK with buying power in excess of £5.7 billion.

The On Trade division of the Group has a membership of 28 members nationally, with a combined turnover of £630 million. Our On Trade members service 19,000 free trade outlets across the UK and employ over 120 telesales and 200 sales people to support the distribution of licensed products into On Trade outlets such as pubs, restaurants, hotels and clubs.

We have worked hard to gain increased recognition for the On Trade membership in the market place, as well as strengthening our relationships with suppliers, and this has been a significant element of our on-going strategic objectives for the channel.

During the last 12 months, we have secured additional agreements with key suppliers across all categories. We have also continued to focus on achieving 'umbrella' agreements which serve to reward all divisions while recognising the differences within sectors and product ranges.



Headlines

As we continue to drive our On Trade strategy we will use our Headlines brochure proactively to feature a significant number of supplier deals.

We have taken the opportunity to refresh the brochure to include an element of regionality, something that has been deemed important to our membership.



Take Stock

Many of our licensed suppliers regularly invest in and support our Foodservice and On Trade magazine, Take Stock. With a circulation of 100,000 copies annually, Take Stock is an exclusive food and drink magazine distributed via our membership and now covers all areas of the out-of-home and home marketplace.

The publication continues to perform strongly and is deemed to be one of the leading publications of its kind in the sector.



Events to support our members and suppliers

During the year, we provide our members and supplier partners with a number of events which give our key stakeholders the opportunity to showcase NPD, negotiate exclusive deals and provide significant networking opportunities.

Data continues to be a key focus

We understand the importance of the provision of data to our suppliers and as a result we are working closely with the CGA and our members to ensure the supply of regular information to our data project.

In our continued strategic objective to place our On Trade division at the forefront of the UK free trade, we have also recently reviewed a new reporting system to confirm that decisions made by central office and our members are based on key information and group performance versus market trends which will support us in identifying opportunities for greater distribution and create a more collaborative and fact based approach with our suppliers.

Find your nearest On Trade member:



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www.abvwholesale.com



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0141 883 7071
www.filshill.co.uk



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0208 961 2889
www.champerswholesale.com



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Nottingham, NG7 2NN
0845 130 1623
www.libradrinks.co.uk



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Buckinghamshire, HP22 5AH
01296 630 013
www.dayladrinks.co.uk



Maison Maurice Limited
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Northfleet, Kent, DA11 9BL
01474 361 200
www.maisonmaurice.co.uk



D.B Ramsden & Co Limited
Adam Smith Street, Grimsby, South Humberside,
DN31 1SJ
01472 313 200
www.deebee.co.uk



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SL5 9FE
0844 493 0000
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www.edwardsdrinks.com



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Rhondda Cynon Taff, CF72 8LF
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Heath, Lincoln, LN4 2FF
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www.smallbeerwholesale.co.uk



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02920 384 835
www.globalfoods.co.uk



Swallow Drinks Limited
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B32 3AH
0121 428 6850
www.swallow.uk.com



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Cumbria, CA12 4SU
01768 776 100
www.grapevinewineservices.co.uk



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01743 234 455
www.tanners-wines.co.uk



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www.hillsprospect.com



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www.htwhite.com



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0141 781 6600
www.uniteduk.co.uk



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of Wight, PO30 4LZ
01983 821 731
www.islandales.co.uk



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Westwood Industrial Estate, Arkwright Street, Oldham
Lancashire, OL9 9LZ
0161 626 1990
www.wildsofoldham.co.uk



Jack Sullivan Limited
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SA1 2NU
01792 776 398



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Nelson, Lancashire, BB9 6RT
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www.youngsbeerswinespiritsltd.co.uk

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 G General W Wine

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 Manchester
 M29 7JY

01942 601601
www.247enterprises.co.uk

434 Enterprises

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 Kingston Bagpuize Oxon
 Oxfordshire
 OX13 5AS

01865 823333
www.434enterprises.co.uk

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B W SP SD SN

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 West Yorkshire
 BD21 4PE

01535 669966
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 St Helens
 Merseyside
 WA9 3AS

01744 22023
www.aleandbeers.co.uk

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I B C W SP SD

309 Elveden Road
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 NW10 7ST

0208 951 9840
www.amathusdrinks.com

ASD

B W SP SN

Brookside Way Huthwaite
 Nottinghamshire
 NG17 2NL

01623 441427
www.asdwholesale.co.uk

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B W

Unit 7/8 Canal Road Industrial Park
 Canal Rd Gravesend
 Kent
 DA12 2PA

01474 537767
www.avscaskbeers.co.uk

Baby Bottles Wholesale

B W SP SN SD

Unit 12 Crondal Road
 Bayton Road Industrial Estate
 Coventry
 CV7 9NH

024 76361518
www.babybottlesltd.co.uk

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B W

38 Market Place
 Olney Bucks
 MK46 4AJ

01234 711140
www.bacchus.co.uk

Battlefield Beers

B

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 Battlefield Enterprise Park Shrewsbury
 Shropshire
 SY1 3AB

01743 467163
www.battlefieldbeers.co.uk

Beer Boutique

I B

134 Upper Richmond Road
 London
 SW15 2SP

0208 7803168
www.thebeerboutique.co.uk

BeersCellars

I B

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 Mersyside
 L6 5AT

0151 2609900
www.beerscellars.co.uk

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 ST9 0PW

01782 303823
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I B C SP

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 Norfolk
 PE33 0BE

01553 812000
www.beersofeurope.co.uk

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B C

3a Earlsdon St
 Coventry
 CV5 6EP

024 7767 1980
www.beergonzo.co.uk

Beer Hawk

I B

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 Thorp Arch Ind. Est.
 Wetherby
 LS23 7FU

01423 525750
www.beerhawk.co.uk

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I B C

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 Marston Moor Business Park
 Tockwith
 York
 YO26 7QF

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Unit T Sheriff House Industrial Estate
 Nantwich Road Middlewich
 Cheshire
 CW10 0LH

01606 841467
www.beertrading.co.uk

Belgian Beer Import

I B

PO Box 810
 Woking
 Surrey
 GU21 4WF

01483 740984
www.belgianbeerimport.org.uk

Bibendum

W B SP

109A Regents Park Road
 London
 NW1 8UR

0845 263 6924
www.bibendum-wine.co.uk



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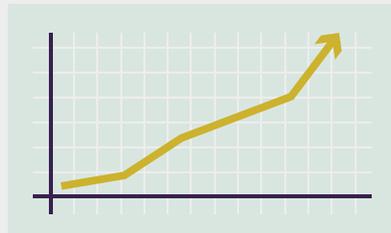
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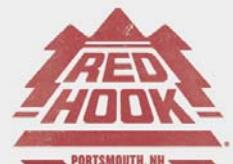
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01924 373328
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www.hb.im

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www.imwines.co.uk

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Warwickshire
B49 6LX
01789 488008
www.inn-express.com

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PO30 4LZ
01983 821731
www.islandales.co.uk

J & A Drinks B C W SP SD

NR Castlepoint Shopping Centre
Off Throop Road
Throop
Bournemouth
Dorset
BH8 0DL
01202 539494
www.jandadrinks.co.uk

Jack Sullivan B C W SP

Millbrook Estate
Llandore
Swansea
Glamorgan
SA1 2NU
01792 776398
www.jacksullivan.co.uk

James Clay I B

River Street
Brighthouse
West Yorkshire
HD6 1LU
01422 377560
www.jamesclay.co.uk

Jolly Good Beer B

Riverdale Organic Farm
Pius Road
Upwell
Wisbech
PE14 9AL
0800 043 2337
www.jollygoodbeer.co.uk

Joseph Keegan & Sons B W SP SD

Centenary Buildings
Cleveland Ave
Holyhead
Isle of Anglesey
LL65 2LB
01407 762333
www.josephkeegan.co.uk

J W Filshill G

Ainslie Ave
Glasgow
Lanarkshire
Scotland
G52 4HE
0141 883 7071
www.filshill.co.uk

Lacons B C W SP SD

Unit 3
Cooke Road
Lowestoft
NR33 7NA
01493 850578
www.lacons.co.uk

Landmark Wholesale B W SP

Auriga Bldg Davy Ave
Knowlhill
Milton Keynes
Buckinghamshire
MK5 8HJ
01908 255300
www.landmarkwholesale.co.uk

Last Orders B C W SP SD

16 Albion Close
Newtown Business Park Parkstone
Poole
Dorset
BH12 3LL
01202 722023
www.lastorderspoole.co.uk

Left Coast Distribution I B

Unit 12
Ashling Court
Ashling Street
Nottingham
NG2 3JA
0115 986 6333
www.leftcoast.co.uk

Libra Drinks Wholesale B C W SP SN

Unit 2 Finch Close
Lenton Lane Industrial Estate
Nottingham
Nottinghamshire
NG7 2NN
0845 1301623
www.libradrinks.com

LWC B C W SP SD

Unit 3
Stainburn Road
Openshaw
Manchester
M11 2DN
0161 438 4060
www.lwc-drinks.co.uk

Maison Maurice B C W SP SD

K1-K5
Northfleet Industrial Estate
Lower Road
Northfleet
Kent
DA11 9BL
01474 361200
www.maisonmaurice.co.uk

Matthew Clark B C W SP SD

Whitchurch Lane
Whitchurch
Bristol
BS14 0JZ
01275 891400
www.matthewclark.co.uk

Morecambe Bay Wines & Spirits B C W SP SD

Newgate Whitelund Industrial Estate
Morecambe
Lancashire
LA3 3PT
01524 39481
www.baywines.co.uk

Molson Coors B C W SP

137 High Street
Burton upon Trent
Staffordshire
DE14 1JZ
01283 511 000
www.molsoncoors.co.uk

Morgenrot Group I B C W SP

Unit 2
Canary Way
Swinton
Manchester
M27 8AW
0845 070 4310
www.morgenrot.co.uk

Nectar Imports I B C W SP SD

Cold Berwick Hill
Berwick St Leonards
Wilts
SP3 5GN
01747 827030
www.nectar.net

Olivers Beer & Wine B C W SP SD

Units 5, 6 & 12 Borers Yard
Borers Arms Road
Cophthorne
West Sussex
RH10 3LH
01342 712777
www.oliversbeerandwine.co.uk

One Way Wholesale B C W SP SD SN

Unit A Anglian Industrial Estate
Atcost Road
Barking
Essex
IG11 0EG
020 8500 1600
www.onewaywholesale.co.uk

Ooberstock B C W SP SD

9 Queen's Square
Ascot Business Park
Ascot
Berks
SL5 9FE
0844 493 0000
www.ooberstock.com

Page and Sons B W SP

49-51 Hopes Lane
Ramsgate
Thanet
East Kent
CT12 6UW
01843 591214
www.pageandsons.co.uk

Park Royal Beers

B W SP

Western Avenue Greenford
London
UB6 8AA
0208 9630085
www.parkroyalbeers.co.uk

Pierhead Drinks

I B SP

Unit 1 The Paddocks
Wood Street Swanley Village
Kent
BR8 7PA
01322 662377
www.pierhead.uk.com

Pigs Ear Beer

B

Units 5/6 Ridge Farm
Rowhook
Surrey
RH12 3Q
01306 627779
www.pigs-ears.co.uk

Pivovar

I B SP

Station Yard York Road
Elvington York
YO41 4XP
01904 607197
www.pivovarorders.co.uk

Primo Drinks

B C W SP SD

Corrie Way Bredbury Industrial Park
Bredbury Stockport
Cheshire
SK6 2ST
0161 4060606
www.primodrinks.co.uk

Real Ale

B

371 Richmond Road
Twickenham Middlesex
TW1 2EF
0208 892 3710
www.realale.com

St Austell Brewery Co

B W SP

63 Trevarthian Road
St Austell
Cornwall
PL25 4BY
0845 2411122
www.staustellbrewery.co.uk

Select Cash & Carry

B W SP

49 Hurricane Way
Norwich
NR6 6JB
01603 481300
www.selectcashandcarry.co.uk

SkinnyBrands

B

Ashton Old Baths
Stamford St West
Ashton-under-Lyne
OL6 7FW
0161 871 1188
www.skinnybrands.co.uk

Slurp

B C W SP

2 Riverside Tramway Road
Banbury
OX16 5TU
01295 672 290
www.slurp.co.uk

Small Beer

B

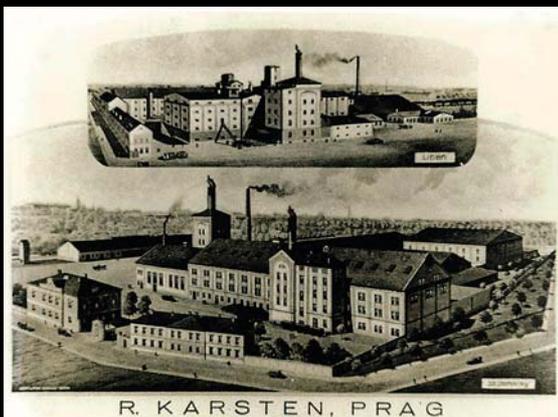
Unit 1 Churchill Business Park
Sleaford Road Bracebridge Heath
Lincoln
LN4 2FF
01522 540431
www.smallbeerwholesale.co.uk

Spencers Bromsgrove

B W SP SD

2 Sanders Road
Bromsgrove Worcs
B61 7AR
01527 831070
www.bromsgrove-ltd.co.uk

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Shrewsbury
Shropshire
SY1 1XD
01743 234500
www.tanners-wines.co.uk

Tate Smith

B W SP SD

Sheepsfoot Hill
Sundella House
Castlegate
Malton
North Yorkshire
YO17 7EE
01653 693193
www.derventiowines.co.uk

Telford Wines

B W SP SD

Arcall House
Stafford Park 1
Telford
Shropshire
TF3 3BD
01952 291129
www.telfordwines.co.uk

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NDK House
472 Church Lane
Kingsbury
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NW9 8UA
0208 905 9484
www.templewines.co.uk

The Beer Warehouse

B C W SP SD SN

Hyde Farm
Marlow Road
Maidenhead
Berkshire
SL6 6PQ
01682 634535
www.bwhdrinks.co.uk

Tolchards

G

Western House Silverhills Road
Decoy Industrial Estate
Newton Abbot
Devon
TQ12 5ND
01626 333 426
www.tolchards.com

TotalServe Wholesale

G

Unit 2A Arbour Court
Arbour Lane
Knowsley
Liverpool
L33 7XE
0151 549 0151
www.jeroboam-and-schott.co.uk

Turner & Wrights

G

Vine House Way
Lostock
Bolton
BL6 4TW
01204 673010
www.turnerandwrights.co.uk

United Wholesale

G

110 Easter
Queenslie Rd,
Glasgow
G33 4UL
0141 781 6600
www.uniteduk.com

VC Vintners

B C W SP SD

Unit 1 Marine Park
Gapton Hall Road
Great Yarmouth
Norfolk
NR31 0NL
01493 667586
www.vcvintners.co.uk

Venus

I B C W SP SD

Venus House Unit 3
62 Garman Road
Tottenham
London
N17 0UT
020 8801 0011
www.venusplc.com

Vertical Drinks

I B

Kirkstall Brewery
100 Kirkstall Road
Leeds
West Yorkshire
LS3 1HT
0113 898 0280
www.verticaldrinks.com

Warwickshire Beer Co

B

The Bakehouse Brewery
Queen Street
Cubbington
Warwickshire
CV32 7NA
01926 450747
www.warwickshirebeer.co.uk

Westside Drinks

I B C

126 Newgate Street
City of London
London
EC1A 7AA
0208 996 2000
www.westsidedrinks.co.uk

The Wigan Beer Company

B C W SP SD

Unit 13-14
Victoria Trading Estate
Miry Lane
Wigan Lancashire
WN3 4BW
01942 821711
www.wiganbeer.co.uk

Wines of Interest

W

46 Burlington Road
Ipswich
Suffolk IP1 2HS
01473 215752
www.winesofinterest.co.uk

WJ Armstrong

B C W SP SD SN

12 London Road
East Grinstead
West Sussex
RH19 1AG
01342 321478
www.wjarmstrong.com

Wild's of Oldham

B

Westwood Industrial Estate
Arkwright Street
Oldham
Lancashire
OL9 9LZ
0161 626 1990
www.wildsofoldham.co.uk

World Beers

I B

Allen House The Maltings
Station Road
Sawbridgeworth
Herts
CM21 9JX
01279 600044
www.world-beers.co.uk

Young's Beers Wines & Spirits

B W SP

Unit 20 Churchill Way
Lomeshaye Industrial Estate
Nelson
Lancashire
BB9 6RT
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