



The OnTrade Preview 2012

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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 2012 will bring the licensed ontrade

IN A GLASS OF ITS OWN



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Welcome to The OnTrade Preview 2012

Raising the Game

All eyes will be on the UK in 2012, as we host the world's greatest sporting event.

Our hospitality sector will also be in the spotlight, with pubs, bars, restaurants and hotels throughout the country hoping to get a piece of the action, whether by providing a venue for watching it, or by offering visitors food, accommodation and entertainment.

Euro 2012 and the Queen's Jubilee also have the potential for generating additional business, especially for sports and community venues. But to make the most of these golden opportunities it is essential that we focus on value added, ensuring we offer great places, great products and most importantly, great people.

Successful operators in the licensed hospitality sector have made great strides in this direction, and we will continue to invest in our people, raise standards...raise the game...go for gold

Good luck to everyone for 2012

Nick Bish

Chief Executive of the ALMR

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Changing the Outlook



It is the worst of times; it is the best of times, says Nick Bish, Chief Executive of the Association of Licensed Multiple Retailers

It is the worst of times; it is the best of times. Worst, because the economy is in the pit of one of its periodic bouts of gloom and despondency, this time writ large at a European, even global level. This translates into that most terrible of circumstances for business – uncertainty. Uncertain money means uncertain investment and that spreads and spreads into lost jobs and missed opportunities. In our world the unending stream of reports about pub closures epitomises a problem, but of itself does little to resolve it; worse, it masks some really good news. It's the best of times because licensed hospitality is at last redefining itself and doing rather an impressive job.

Misleading Impressions

Everything that is happening is set in the context of two misleading impressions. One is the classic, tourist brochure ideal of an English pub. It's a rose tinted view not least because it's about roses round the door, mine host and foaming tankards with cricket on the green or roaring winter fires – you know the sort of thing. We smile indulgently and say "It's not really like that" but do we not secretly yearn for it to be so? The media does. They have to have a 'stereotype' of everything so there can be a benchmark for variance; a family car, a bank holiday washout, a single mum.

The problem being of course that all these stereotypes get values and characteristics assigned and get stuck into a time-warp that fails entirely to reflect reality.

Then something happens that offends the comfortable norm and suddenly all single mums are indigent, children are feral and pubs are to blame for street violence and social mayhem. This new stereotype is of course no more true than the original but the cry goes up "Something must be done!", the bandwagons roll and the politicians panic. The government gets in on the act, does something and frequently makes the situation worse.

We in the industry are not entirely without blame. Our kneejerk reaction, sometimes led by eminent trade bodies, is to shout "It's not fair; it's not really like that". We blame the sensationalism of the popular press and the current affairs programmes in hot pursuit of ratings. We tell the government that things would be so much better if you didn't tax us so heavily or impose unending red tape. And of course there is no smoke without fire; there is more than a kernel of truth in the allegations about irresponsible drinks offers, under-age drinking, hygiene nightmares and rude service. The bad apples however do not ruin the barrel if they are extracted quickly enough and we do have a good story to tell – it's about changing perceptions to suit the new truth, self evident to many eyes.

Changing Places

Evolution has happened and is having a stunning impact on the licensed hospitality scene. The most significant change has been with food. The former, less charitable view of the pub was that it offered food to match British Railways – stale sandwiches, suspect pork pies and pickled eggs. Now there is a pub in Buckinghamshire that has not one but two Michelin stars, and 'food-led' now means more than a proportion of sales but a passion and focus on quality that is unsurpassed anywhere. And coming the other way are the casual dining brands that now understand the point of having a bar and offering a great night out – more than just burgers or pizzas. Family dining burgeoned from the pub estate but is now a specialised sub sector in the industry – true to its roots but embracing the need for quality with value and providing a serious alternative to meals at home.

The late night entertainment community is escaping from its exclusive nightclub ancestry and providing a whole package of food, drink and entertainment with clever marketing that pre sells booths and rooms and any bookable space to the extent that some bars know next week's sales before they happen. The discreet, high value cocktail bars are making their mark too. Much more than hideaway speakeasy type places, they provide high energy fun that is aspirational for a new cohort of customers that would not think

of a pub as the place to go – except for sports, real ale and meeting their friends. The classic community pub may be in decline but pubs and bars that work for their community of customers are most definitely in the ascendant.

The Diversity of Hospitality

This then is the licensed hospitality sector. We have failed to find a new portmanteau word for the image and service of this group, but it is certain that traditional pubs are now only one element. For the time being we will have to content ourselves with pubs & clubs & bars & dining – which sets out the offer clearly enough.

But to return to the image of the industry; we have to change the outlook of those who observe us with outdated and jaundiced eyes. We have been here before but too often have tried to reach back to the safety of historic imagery – Saving the Pub or Beautiful Beer. The future is where we are going and the perceptions of our industry must match the reality. We have a huge responsibility to match our promises with our actions.

It might be comfortable to encourage good practice and provide a good example but when the leader charges the enemy and looks over his shoulder to find no one there it's a pretty lonely place. The most effective way to change things is to drive success. Leadership is crucial but in a managed environment it is a whole heap easier to deliver. The results are self evident in the chains of bars and pubs that are managed, not just the big ones but the smaller ones too. The reputation gained by some smaller companies is astonishing and out of all proportion to their size. They are the driving force of quality, value and the perception of the industry as a whole.

Managing Progress

The managed companies are the essence of the Association of Licensed Multiple Retailers. The 'Retail' is crucial because it is about customer-facing businesses and the 'Multiple' means companies. The membership is infinitely varied from the largest to the smallest and by type from high end cocktail bars to boutique gastro businesses, and taking in on the way hostels and hotels, wine bars and champagne bars and the quality mainstream pubs that are still the bedrock of the industry.

Their combined dimensions are significant in terms of jobs sustained and tax returned but the impact they have is even greater. We know that government has this insatiable need to legislate in order to address political challenges; we know too that they need information and advice in order to frame the new rules and regulations. A trade body that not only has the facts but has marshalled its opinions is respectable, but when that group can provide results because they fully control their business then they start to exert real influence.

The relationship with government is underpinned by help not complaint; if we propose solutions and deliver them, then we are in a great place when the chips are down and we have a particular need. We are authoritative, coherent, reasonable – and effective.

With that power comes responsibility. Operators will set the highest standards, be the most innovative and employ more people - and satisfy their customers. That is the way to change perceptions and to ask politicians and media people the justifiable question "Now look, have you changed your outlook about us?"

ALMR

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BBPA Making Progress



Industry Leader

Brigid Simmonds OBE, Chief Executive of the BBPA, looks forward to a year that is set to bring both challenges and opportunities

There is a huge amount in our industry we can be proud of. We have 51,000 pubs with an astonishingly diverse range of hospitality on offer. We are still at the heart of the nation's social life in tens of thousands of communities. While many pubs have closed, most have responded to the challenges of a difficult economic, trading and regulatory environment. They have diversified, improved their offer, and continue to do so.

Food is now so central to the business that pubs sell around one billion meals per year – more than all of Britain's' restaurants combined. There is tremendous diversity in food, from high end 'gastro' venues, to the thousands of pubs that offer outstanding value for money as favourite places to eat. We must not forget the increasingly central role pubs play as the home of live sport.

Yet challenges remain. As trade associations, we can of course do more to improve that trading environment for pubs. In 2012 we have a year that will continue to hold some big challenges, but it also brings some unique opportunities in what could be 'the year of the pub'.

Let the Games Begin

The Olympic and Paralympic Games in London 2012, are simply the biggest global celebration of the year. They bring an opportunity to showcase pubs at the heart of Britain's hospitality industry, and they will have a reach that extends far beyond the capital.

"Pubs sell around one billion meals per year – more than all of Britain's' restaurants combined. There is tremendous diversity in food, from high end 'gastro' venues, to the thousands of pubs that offer outstanding value for money as favourite places to eat"

We also have another unique celebration; the Queen's Diamond Jubilee, with the four-day bank holiday weekend in June that comes with it. The Government has recognised the importance of pubs at the heart of these celebrations.

The Royal Wedding in 2011 showed the way, with pubs playing a central role in bringing people together to enjoy a truly special day. Extra opening hours were a key part of this, and this is something the Government has recognised, with its consultation on extra hours for the Jubilee celebrations. We are being offered two days with extended hours, and to make the most of these, we would like these to be Sunday and Monday.

We shouldn't stop there. The British Beer & Pub Association is pressing for the same sense of celebration to be extended to the Olympic and Paralympic opening and closing ceremonies, too. This makes sense, as these ceremonies are possibly the biggest celebrations any of us have ever seen.

"The 35 per cent rise in beer duty we have endured since the Budget in March 2008 is simply not sustainable. It is shutting pubs, as well as nudging people to drink stronger drinks at home"

Hundreds and thousands of those enjoying such a huge occasion, will want afterwards to wind down, enjoy a drink, and experience some great British hospitality from our pubs, especially in the West End of London.

It is a truly unique opportunity for us. I've been to games in Delhi, Melbourne and Beijing, and there were no public order problems from later hours. Pubs should be able to open without the need to apply for an extension on these occasions. Let's hope we win that debate.

Taxation & Regulation Burdens

As well as ensuring the best possible start for these huge celebrations, we need to work hard to make the taxation and regulatory environment better for pubs. Tax remains a huge burden, and we will continue to work to show the Government that the 35 per cent rise in beer duty we have endured since the Budget in March 2008 is simply not sustainable. It is shutting pubs, as well as nudging people to drink stronger drinks at home.

Taxation isn't the only issue where we can all work to get a better deal for pubs – and we are making progress. In recent years, we have had a steady stream of new regulation. The Government is committed to cutting red tape, yet this stream hasn't dried up. However, there is some grounds for optimism, which show that the Government is beginning to grasp that over-regulation, however well-meaning, can have unintended consequences that shut down pubs and cost jobs.

“We must persuade Government to support pubs, providing an environment that encourages us all towards enjoying a great British beer in the pub with friends, rather than drinking more and more at home. With up to a million jobs depending on the beer and pub sector, it is vital that we that we succeed”

Take music in pubs. For years, we've been saying that many of the regulations surrounding it are unnecessary, and prevent pubs from making the most of their venues as the place where live acts first get a foothold on the music scene. The Government is now moving on this issue, and has been consulting on the removal of regulations that require pubs to notify their local licensing authority of any form of musical entertainment, providing there are not more than 5,000 people on the premises – an unlikely crowd in a small gig down your local.

In the Localism Bill, the Government backed away from plans that would have prevented legitimate, business-to-business sales of

pubs, keeping them outside the scope of the community-right-to-buy system. It is a change that removes the potential for huge uncertainty and delays under the original plans, while keeping the benefits of the new 'community-right-to-buy' proposals. The initial plans would have cost the pub trade millions of pounds, with no benefit to the local community, so this was a good result.

Good News from Government

In 2011, the Department of Culture, Media & Sport produced a further list of changes that spell good news. Requirements for prescriptive, no-smoking signs will be removed; there will be improvements to the forms - surely simplifications - required for premises licence applications.

There will also be more scope for deregulation when it comes to temporary events notices. The Government will also tackle the excess charges made for the inspection of private water, and there will be changes to simplify food regulations to avoid duplication.

“In 2012 we have a year that will continue to hold some big challenges, but it also brings some unique opportunities in what could be ‘the year of the pub’”

On machines, Minister John Penrose has said he will look at reviewing stakes and prizes across all gaming machines, and he has agreed to reintroduce the triennial review. He has rightly recognised the importance of machines to pubs, and this surely leaves open the option that we can secure £100 prizes for category C machines, where I believe he should have an open mind.

So, we are making progress on a number of fronts to improve the policy framework in which pubs operate. There is of course more to do to persuade Government to support pubs, providing an environment that encourages us all towards enjoying a great British beer in the pub with friends, rather than drinking more and more at home. With up to a million jobs depending on the beer and pub sector, it is vital that we that we succeed.



BEDA goes into Battle



BEDA's Campaign Director, Amy Wright, vows the association will fight the threat from PPL's proposed tariff increase which would devastate businesses already challenged by the economic climate

2011 has thrown up the biggest threat the nightclub industry has ever seen, in the form of the Phonographic Performance Limited's Specially Featured Entertainment Tariff Consultation document. This paper outlines the PPL's intentions to increase the SFE tariff by over 1000% in most cases.

2011 also saw Noctis revert back to its previous name of the Bar Entertainment & Dance Association. This was agreed at a meeting of late night operators in September called to consider the best ways in which to respond to the PPL consultation paper.

BEDA has a history of successfully engaging with the music licensing authorities to secure an acceptable result for late night operators. It was felt that, given the stratospheric proposed increase in tariff charges, it would be pertinent to face this threat under the BEDA banner.

For much of the last decade, BEDA warned that PPL would, at some point, look to introduce a significant increase in the tariff for specially featured entertainment. PPL finally made their move in July proposing an audacious restructuring of the tariff which would, quite simply, cripple the finances of many, if not all, venues with the provision of recorded music as a large part of their offer.

Illogical Conclusion

PPL's logic was founded on a survey of just over 1000 people who were asked to state their 'willingness to pay' for the provision of music. The results of this survey have been used to support PPL's long held view that the SFE tariff undervalues music in venues – often linking what they consider to be the excessively low cost per head of music to their notion that people are uniformly paying a pound or two to 'hang up their coat'. The fact that this notional value is completely inconsistent with the reality that door charges have been declining for a number of years now has either not occurred to PPL or they have chosen to ignore it.

"PPL's logic was founded on a survey of just over 1000 people who were asked to state their 'willingness to pay' for the provision of music"

BEDA rallied the troops and joined the SFE Liaison Group alongside the ALMR, BBPA and BHA, in order to present a united front to PPL. In addition to the joint paper from all four trade bodies, BEDA also put together its own response, in order to represent its members fully, the membership being the late night sector and therefore those who would be catastrophically affected by the proposals.

BEDA's Response

This needed to be a strongly worded rebuttal of PPL's position given the scale of the threat it represents:

- ▶ BEDA does not accept that there has been any significant development in the market that warrants changes to the SFE Tariff. BEDA would argue that the changes to the market which can be evidenced, support our members' overwhelming contention that fees should be reduced under the existing tariff and not increased.
- ▶ The agreements reached in 1987 and 1990, as described by PPL at the time, were intended as a "radical reappraisal" of the tariff, and it was clearly agreed between PPL and BEDA that any amendments in future would be limited to RPI increases annually unless either party raised some new factor. Where are the new factors not dealt with in 1987 and 1990 which lead PPL to believe they can break the agreement reached previously?

► The current economic climate is not conducive to increased consumer spending, and in BEDA's opinion increased PPL costs of this magnitude would spell the end for many operators and the total demise of many late night venues.

► PPL's view is that it should receive one third of the "value of music" per customer - BEDA fails to see the logic in this approach. Taken to its conclusion, operators cannot open without toilets, so does a third go to the sanitary company? Music cannot be played without an audio system, so should a third go to the audio company? No, a functioning market sets the amount that goes to each of those. It is frankly ludicrous to suggest that two-thirds of 'value' perceived by a customer for their night out should be allocated to music copyright just because the copyright owners say it should.

"The importance of music in relation to what customers want from a visit to a nightclub has at best remained the same and in many cases is now less than [it was] 21 years ago"

► BEDA fundamentally disagrees with PPL's determination from the choice modelling study of the proposed tariff rates to reflect the value of music. We believe that there can be no conclusion on the tariff rates proposed until the data underlying the FTI research is publicly disseminated to show full transparency in the Consultation process and the questions put to PPL in this response are publicly answered.

► BEDA would argue that the importance of music in relation to what customers want from a visit to a nightclub has at best remained the same and in many cases is now less than when the SFE tariff was last re-negotiated 21 years ago.

► BEDA believes that the current SFE tariff using average attendances is both fair and reasonable, as it allows for changes in the market situation to be reflected in the level of licence fee payable.

► BEDA believes that the PPL repertoire is of decreasing value to some of the events organised by its members.

► BEDA is concerned that PPL have not taken into account the use of Non-PPL repertoire when determining the rates for the proposed new SFE tariff.

► BEDA members question the accuracy of PPL's distribution model. They are concerned that a lack of sampling leads to licence fees that are paid to PPL not going to the rightful performers and record labels.

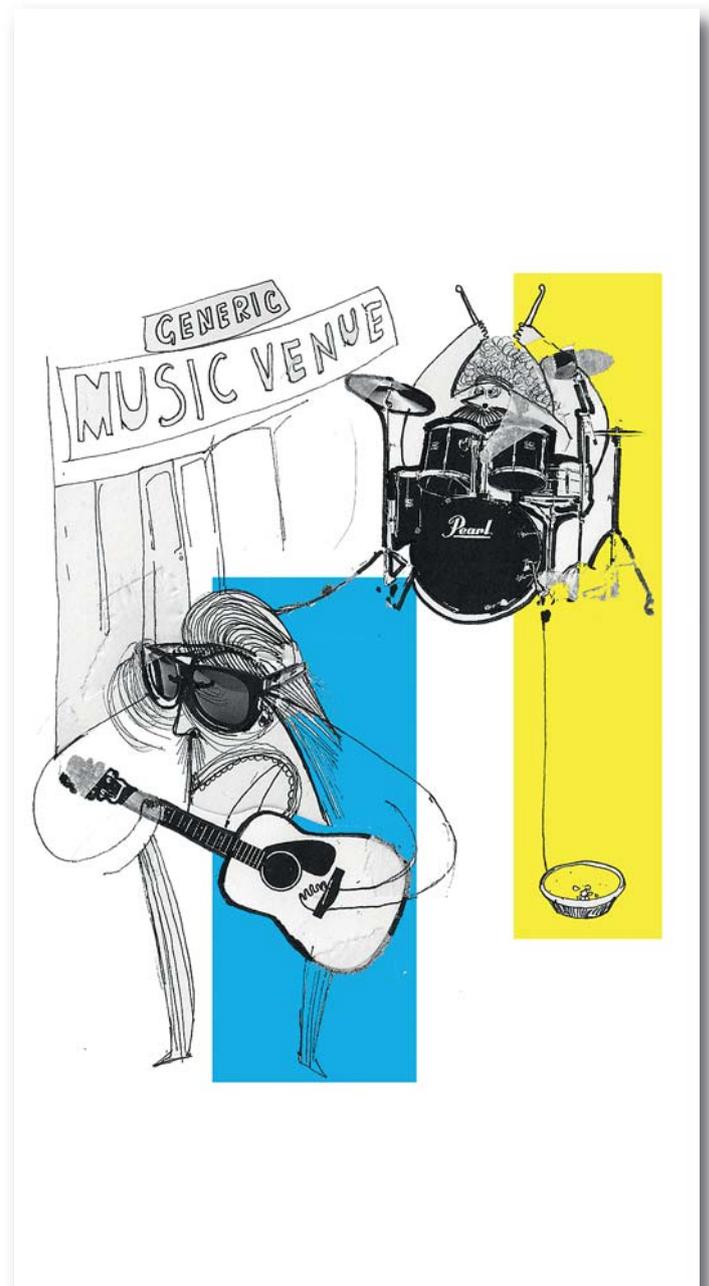
► PPL's proposed increases are wholly unjustified, economically unsustainable and totally unacceptable to BEDA's entire membership. Increased costs of the magnitude proposed within the

► PPL SFE consultation paper, if implemented fully or even in part, would result directly in the closure of many venues and yet more nightclubs switching their offer from SFE to become a late night

bar with background music. The provision of SFE would then move underground (akin to the rave and warehouse scenes of the late 80s and early 90s). This would decimate the late night sector as we know it and actually deliver a reduced level of revenue to PPL.

The consultation period ended on the 14th October. Since then we have had word from PPL that they will not be seeking to increase the fees prior to January 2013 (having previously suggested April 2012 was the target). This is clearly good news as it shows PPL are taking the industry response seriously but this is by no means over. Whilst BEDA cautiously welcomes this decision, the fundamental threat has not gone away. We will not ease up in our efforts to halt this proposal; we still need to lobby to make clear that PPL's proposed increases are unjustified, economically unsustainable and totally unacceptable. That is our clear priority for the year ahead.

For more information on BEDA please contact amy.wright@beda.org.uk



Delivering Quality



Dr Isaac Sheps, chief executive of Carlsberg UK, believes there are major opportunities for on-trade businesses to drive growth in the year ahead

As always, these opportunities have to be considered against the background of the challenges that our industry faces.

The number of pubs continues to decline, with a closure rate of around 25 pubs a week during 2011. While the number of businesses shutting their doors has reduced, this is still a key issue for the industry – and for the government. It is important to remember that every pub is also an employer and a purchaser of services, putting money back into the local economy and contributing to the national exchequer through income tax, national insurance, as well as alcohol duty.

This duty burden falls heavily on Britain's beer drinkers. A recent report commissioned from Ernst & Young by the European brewing industry shows that contributes 40 per cent of the total European beer tax bill, despite having only 12 per cent of the EU population and 13 per cent of its total beer consumption

Duty rises meant that 2011 saw the average price of a pint of beer in UK pubs pass the £3.00 mark, an important psychological barrier that means on-trade operators have to significantly raise their game in order to bring customers into their businesses. At Carlsberg, we are committed to giving our on-trade partners the support they need to ensure their customers continue to enjoy a visit to their local, time after time.

While recent research for the ALMR highlights the growing importance of food to the on-trade, it is also important to remember that a pint of great beer is the heart and soul of the pub.

"That Calls for A Carlsberg", our new global brand philosophy launched in 2011, encourages consumers to 'step up and do the right thing'. This includes making the right choice of venue, and rewarding themselves with a Carlsberg for their efforts. For example, sport is a key driver of trade for pubs, and enjoying a pint while watching the match at the pub is one of life's simple pleasures,

"It is important to remember that a pint of great beer is the heart and soul of the UK pub"

Through our innovative year-long partnership with Sky Sports, which sees Carlsberg adverts appear every hour during weekday evenings across all Sky Sports channels, we are reinforcing this everyday reward message that 'beer tastes better when you've earned it'.

This campaign will come into its own during the build-up to the Euro 2012 finals next summer, which will be the focus for a range of Carlsberg activity in the on-trade, building both on our long-standing relationship with the England team, as well as the Carlsberg brand's status as a key sponsor of the European Championships.

Business Support

Successful operators need a market-leading range of beer brands that meet their customers' aspirations, backed by industry-leading business support. All our initiatives are underscored by the award-winning We Deliver More programme, which gives licensees the support, tools and advice they need to attract and retain business.

The many initiatives across our brand portfolio in the past year have included increased investment in the iconic Tetley's brand, with four Tetley's seasonal ales offered alongside Tetley's Cask, and a redesigned font for Tetley's Smooth Flow.

With World Lager showing strong growth in popularity with beer drinkers, 2011 saw us welcome Staropramen to our market-leading portfolio, joining San Miguel and Tuborg to give Carlsberg UK three out of the top four World Lager brands in the on trade.

I am moving on from Carlsberg UK to take responsibility for Carlsberg's operations across Eastern Europe, including Baltika Breweries in Russia. Carlsberg is now the third biggest brewer in the on-trade, and I will look forward to continuing to help shape the business as a member of the Carlsberg Executive Committee. The programme of innovation and support will continue during 2012, and working together, there is a major opportunity for the on-trade to further raise its game in the year ahead.



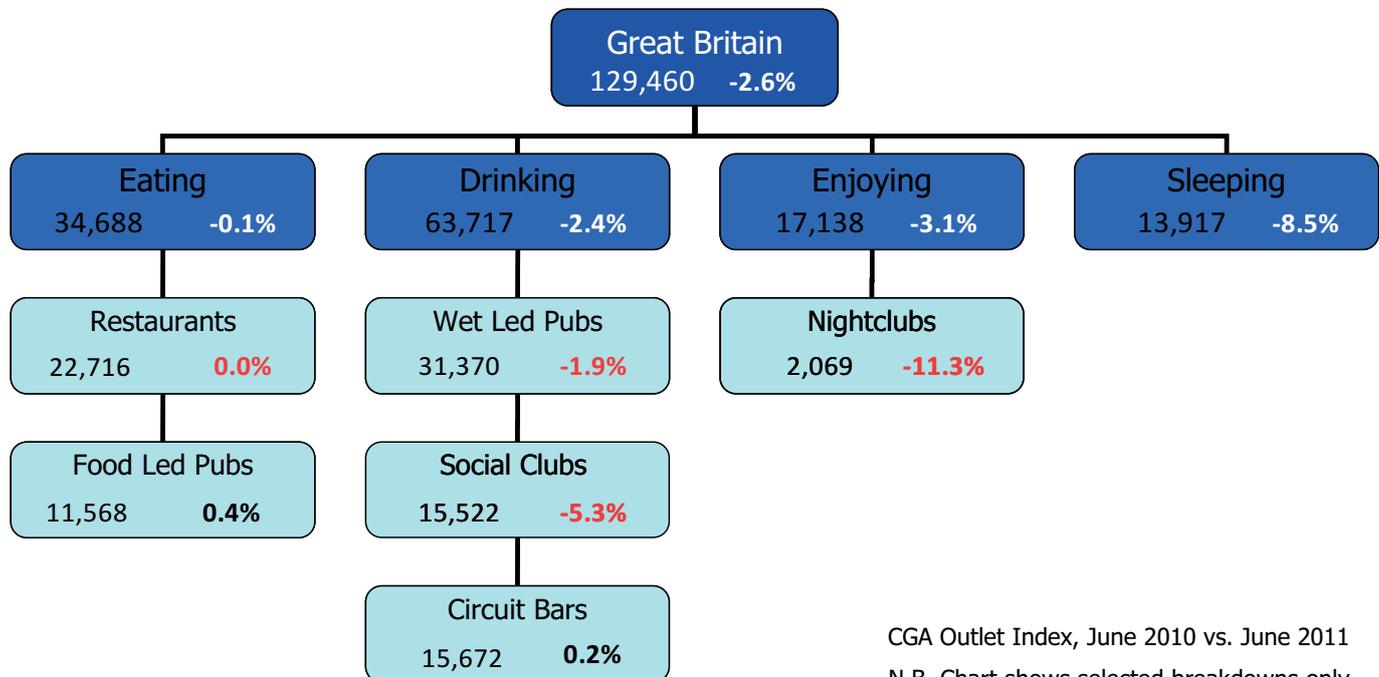
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Opportunities for the Taking

GB On Trade Total Universe and Structure



CGA Outlet Index, June 2010 vs. June 2011
N.B. Chart shows selected breakdowns only

The Road Ahead

The road ahead remains difficult, but there are opportunities for the taking... comments Mark Newton, on behalf of CGA Strategy Limited

The last 12 months have undoubtedly been tough for the industry, the long awaited BISC report has continued to shine a spotlight on the issues around the pub tie, the summer weather, although better than last year, was nothing to write home about and the continued doom and gloom surrounding the Euro Zone debt crisis has stifled the little economic growth we might have reasonably hoped to expect.

Nevertheless, there are a number of reasons why we should be hopeful that 2012 may provide some new and, potentially profitable, opportunities for the on trade.

The on trade universe continues to decline, but over the course of 2011 the net rate has slowed significantly.

Interestingly this is not so much due to a wholesale reduction in pub closures, but more an increase in the number of new outlets coming in to the marketplace and a migration of those more traditional wet led venues into more profitable/successful sections of the on trade such as café bars and food led outlets.

Nightclub Sector

Of course, this is only part of the story as the nightclub sector continues to struggle against ever greater competition for the weekend pound and sports and social clubs (particularly in their North of England heartland) suffer from the declining spend of their key demographic.

One of the strongest areas of resurgence has been the increasing number of high-end suburban outlets, primarily - but not exclusively - centred around the major conurbations such as Liverpool, Manchester, Nottingham and Bristol.

"From coffees and cake for mums in the morning, through business lunches, to a more high energy, occasion led offer in the evening – often with live music and/ or DJs"

As the city centres continue to struggle, more and more people – particularly in more affluent suburbs - are looking for good quality offers in their local area. This has led to a proliferation of quality café bar style outlets with offers that cover the whole day and all customer types. From coffees and cake for mums in the morning, through business lunches, to a more high energy, occasion led offer in the evening – often with live music and/ or DJs. They are truly 'chameleon' operations...

Opportunity of Change

The potential offered by the changing make up of the on trade is bringing opportunity for both drinks companies and retailers alike.

“There are now numerous examples of these more flexible and dynamic companies taking over struggling pubs and changing round their fortunes with the help of their locally based offer and loyal customer base”

Many of the major pub co’s have seen the advantages that formalised partnerships with some of the smaller regional micro brewers can bring to the offer provided by their outlets.

There are now numerous examples of these more flexible and dynamic companies taking over struggling pubs and changing round their fortunes with the help of their locally based offer and loyal customer base.

This is all in addition to the continued popularity of the dining sector. Although a focussed food offer is no longer seen as the ‘catch all’ panacea to the problems of the under pressure pub market, casual dining is still an area of growth.

Outlet Closures

Outlet closures and openings provide another benchmark for the fluctuations within the marketplace.

From the decline of 29 per week during the course of 2010 - and let us not forget the peak of 52 per week seen in the first half of 2009 - the pub closure numbers have declined again to 14 per week during 2011.

CGA’s published closure rates are always net numbers taking into account new entrants to the market.

Innovation in Drinks

The changes in the retail sector have been mirrored closely by the pervasive innovation trends in the drinks market hinted at in the CGA feature from the last On Trade Preview.

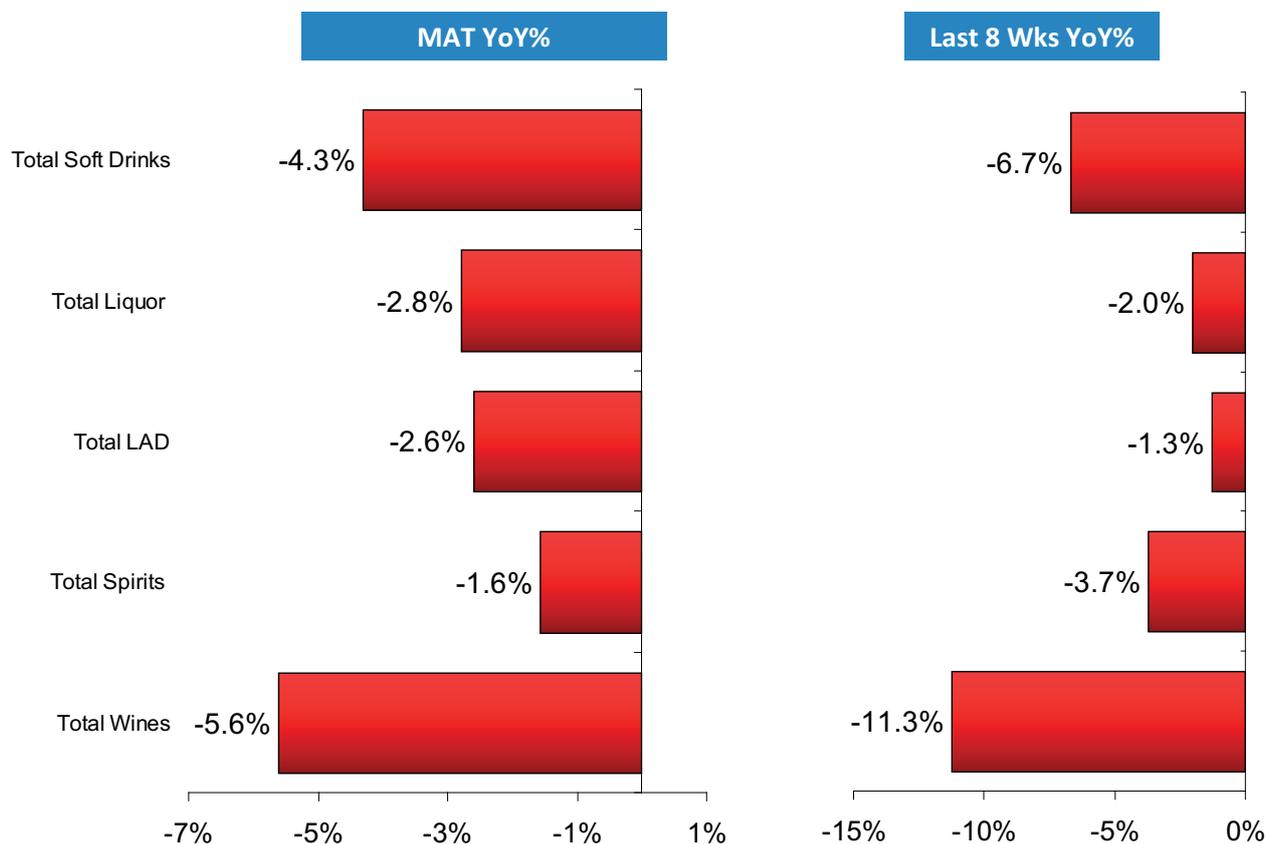
“Comparisons between 2010 and 2011 highlight some interesting trends, particularly when looking at volume declines against some positive value results”

Comparisons between 2010 and 2011 highlight some interesting trends, particularly when looking at volume declines against some positive value results.

Obviously some of the value increases can be set against continued VAT and Duty hikes which have affected the cost of beer, wine and spirits over the course of the last 12 months.

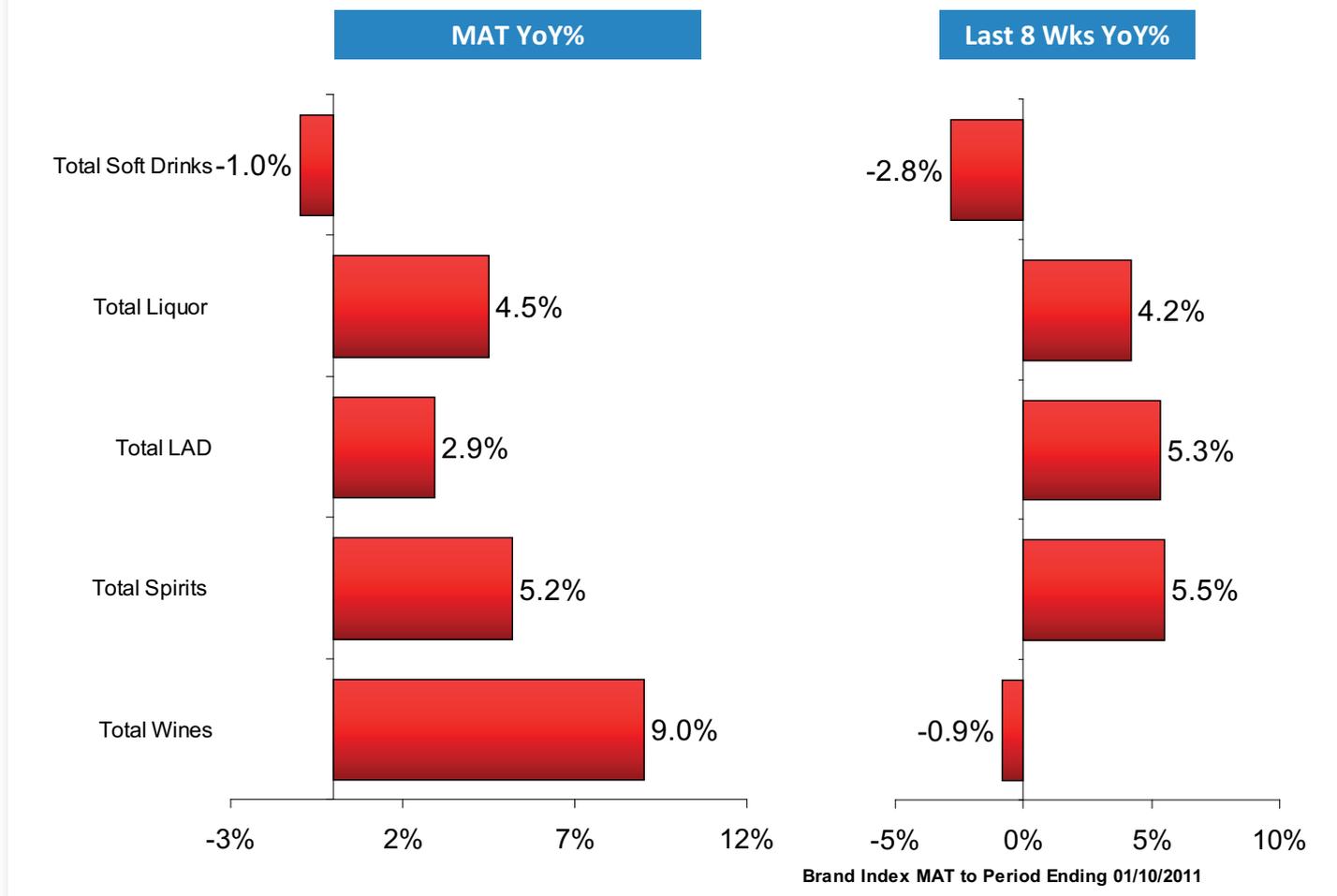
Nevertheless, there are some interesting performances which help to suggest that certain categories – in particular wine – are seeing a change in customer buying behaviour.

GB Total Volume Category Performance



Brand Index MAT to Period Ending 01/10/2011

GB Total Value Category Performance



Wine Sector

Taking a look at the wine category in more detail, there has been a continued decline in volume performance - down -5.6% against -1.9% in 2010. This is counterbalanced by a significant uplift in value of +9%.

There are a number of reasons for this. Firstly, as food led pubs and restaurants continue to increase there is a wider range of wines available over a broader spectrum of pricing levels. As consumers – and outlets themselves – are becoming more knowledgeable about what is available, there is a tendency towards ‘trading up’ to newer varietals and (what are perceived as) higher quality brands. Moving up the pricing ladder is becoming both easier to justify and more desirable. This is mirrored to a degree by changes in off trade promotions and the increase in more upmarket offers. The 3 for £10 deals that saturated the marketplace 12 months ago are now being replaced by ‘half price’ deals on generally more expensive wines. As consumers focus higher at the supermarket, this behaviour also becomes more prevalent in the food pub or restaurant...

Spirits Sector

This focus can also continue to be applied to spirits – where value also continues to increase at a higher rate (+5.2%) than the volume figures – although it should be noted that overall spirits have also performed well at -1.6% volume decline against total liquor (-2.8%).

Treat Spend Trend

The premiumisation trend which was first seen in the vodka sector has continued to go from strength to strength with more sub categories moving onto the bandwagon of providing high quality product at higher prices.

“Whereas 12 months ago polarisation between premium and value brands was squeezing traditional mid market brands, now many outlets have moved away from budget offers and the established brands are becoming the entry level offer”

Vodka itself has proliferated into highly successful fruit flavoured variants – driven by Smirnoff. Gin has continued to see success with brands such as Hendrick’s and Tanqueray.

Whisky has also seen a shift towards more and more malts being offered, a trend that started in hotels and is now seen across more segments of the trade.

The other, less obvious, consequence of spirits premiumisation is that the whole marketplace has shifted. Whereas 12 months ago polarisation between premium and value brands was squeezing traditional mid market brands, now many outlets have moved away from budget offers and the established brands are becoming the entry level offer.

LAD Sector

In the LAD sector, volume declines are still seen particularly in the beer segment. This is a continuation of the fall in demand for many of the traditional keg ales produced by the major brewers, but is counterbalanced by the increased interest in craft and cask ales.

Indeed, over the last 12 months the hype around the American 'craft' beer model, centred on brands such as Brooklyn, Goose Island and Sierra Nevada, has created a massive wave of interest in high quality, keg ales – almost invariably sold at a significant price differential over established premium/ world lagers such as San Miguel, Staropramen and Peroni.

Many smaller UK producers - such as Brewdog and Meantime - are now tailoring their offers to take advantage of this trend.

Cider Sector

Cider remains another area where traditional English producers such as Weston's, Thatcher's and Aspell's are all capitalising on increased interest in provenance and their diversification into the mainstream draught cider market through brands such as Stowford Press and Thatcher's Gold. In the packaged sector, fruit flavours from the likes of Brothers continue to drive growth and further inroads have been made by more upmarket products such as Rekorderlig – innovation remains the key here with products such as mulled cider helping to break into the traditionally difficult winter seasonal market for cider.

One Year On

How does the market place at the beginning of 2012 vary from 12 months ago and what potential does it provide?

The much looked for flexibility in the retail market has, to a degree, taken effect. The increase in 'all purpose' outlets has helped to foster stability and the changing role of the pub companies in actively developing new, more innovative retail partnerships is broadening the outlook for the entire on trade.

The economic outlook remains bleak for the immediate future, but consumers appear to remain committed to looking for something more from their visits to the on trade

At the same time, this has led to many outlets offering a more diverse range of products, tailored to the changing requirements of the on trade customer. The polarisation towards the 'weekend millionaire' has continued and an increase in general consumer drinks knowledge is of benefit to all. Innovation and premiumisation remain key to retaining interest and broadening pricing strategies. The success of 'craft' beer brands is a prime example of this.

Extra Interest

It appears that more and more consumers are prepared to pay extra for an interesting, unusual product that displays distinctive

branding, innovative marketing, local provenance or quality of manufacture/ ingredients.

Drinkers are less inclined to accept the standard mainstream branded products that have been the bedrock of the licensed trade over the last decade and are truly engaged with the developments that have been instigated primarily by the spirits, and smaller cask ale, producers.

Music Matters

Music remains a positive area of diversification, especially for those venues not fundamentally suited to the development of a food related offer.

Increased footfall continues to be an important factor here and many live music orientated outlets are seeing improved volume sales on nights when entertainment is provided.

General Outlook

Looking at the way forward for the next 12 months, it is true to say that the increased quality of experience and offer needs to be counterbalanced with the need to retain perceived value for money. The economic outlook remains bleak for the immediate future, but consumers appear to remain committed to looking for something more from their visits to the on trade.

“The success of brands such as Crabbies Ginger Beer continues unabated - as does the drive towards higher quality drink experiences. Premium cocktails and the ever increasing diversification of the cask market are testament to this”

New and different drinks products remain important -the success of brands such as Crabbies Ginger Beer continues unabated - as does the drive towards higher quality drink experiences. Premium cocktails and the ever increasing diversification of the cask market are testament to this.

An Eventful Year

Another, important driver for the on trade in 2012 is the plethora of events – focussed primarily around the London Olympics and the Queen's Diamond Jubilee celebration.

Although the Olympics are likely to benefit the South East to a greater degree than the UK in general, the additional Bank Holiday provided for the royal event should help business countrywide. Factor in the Euro football tournament as well, and the potential for increased sales over the spring and summer is significant.

Cost in itself is not necessarily the primary driver; the true key is the quality of the product, its serve and the environment in which it is enjoyed. There are plenty of signs that the on trade – from both a retail and producer perspective - has clearly recognised this and is primed and ready to take advantage of the potential benefits this can provide in 2012.

'New Puritanism' And the Politics of Drinking



Paul Chase, Director and Head of UK Compliance for CPL Training, believes the trade must unite to defend itself against the dangers posed by a resurgence of the Temperance Movement

There's no doubt that alcohol as a social problem has made a spectacular return since the Licensing Act 2003 (LA2003) was introduced at the end of 2005. The pendulum has well and truly swung back in the direction of restriction and control.

But what has driven this reactionary retrenchment? I would argue that we are witnessing a resurgence of the Temperance Movement in a modern form. Historical or 'moral temperance', with its ritual denunciations of the 'demon drink', was imported from America in the 19th Century, first to Ireland and then to Scotland, where it filtered down to the cities of England.

At its height at the end of the 19th Century there were 3 million people who had joined temperance organisations and 'taken the pledge' not to drink!

The whole population approach

Today's new puritans are not religious moralists, they just behave like them. Medical Temperance in the form of the Alcohol Health Alliance (AHA), has replaced Moral Temperance, but many of the basic beliefs are the same. So what are those beliefs?

- ▶ That the substance of alcohol is, in itself, the main cause of drinking problems
- ▶ That it's the availability of alcohol that makes people drink it
- ▶ That the overall level of alcohol consumption across the whole population is what drives drinking problems – therefore "we all need to drink less" – not just problem drinkers
- ▶ Price and availability drive alcohol consumption – the first needs to go up, the second down!
- ▶ Alcohol education and policy should therefore focus on 'excessive consumption', (defined arbitrarily by reference to daily unit levels of dubious scientific validity), and should promote abstinence

The alternative view

The drinks' industry needs to de-construct the 'whole population' approach, expose its myths and distorted statistics, and articulate an alternative analysis. In this regard the excellent research of Diageo's Mark Baird, of journalist Phil Mellows and beer writer Pete Brown, are examples of what we need more of.

"At its height at the end of the 19th Century there were 3 million people who had joined temperance organisations and 'taken the pledge' not to drink"

But we can't be 'alcohol-harm-deniers'. We have to acknowledge that alcohol is a substance that has the potential to be abused without crossing the line and seeking to appease Medical Temperance.

Binge drinking and chronic drinking

The six-fold increase in the number of young people going to university – up from 8% when I went, to 49% today is a major driver of binge drinking. Without wishing in any way to stereotype students, they drank too much when I was one, and they still do! But pumping six times as many young people through a pre-existing drink-to-get-drunk culture has obvious consequences.

Demographic changes are also having an impact. For the first time we have more people aged over 55 than under 25, and chronic drinking among isolated, elderly people is acknowledged to be a growing problem.

But the elephant in the room, the main driver of real alcohol abuse is poverty, and always has been. It's not that some middle class people don't also drink too much, they do, but the potential for harm is mitigated by other factors – what they drink, how quickly, with food and in a safe environment.

“The excellent research of Diageo’s Mark Baird, of journalist Phil Mellows and beer writer Pete Brown, are examples of what we need more of”

There is now a significant body of research that backs up what we know intuitively: that poverty, health inequalities and harmful drinking are closely correlated.

The politics of drinking, moving forward

The two ‘sides’ in the alcohol responsibility debate are likely to become even more polarised in the future. The basic position of the health lobby is that the only way to reduce alcohol-related harms is to suppress the mass market for alcohol. That’s what the ‘whole population approach’ means in practice.

“The problem for ‘the trade’, in opposing the remorseless attacks of Medical Temperance, is that it is a house divided against itself. Not just between ‘on’ and ‘off’ trades, but even within those categories”

The industry response has to be to champion social responsibility in advertising and sales; champion the pub as the home of supervised drinking; health education in schools; and targeted help to that minority of people whose relationship with alcohol really is unhealthy.

The Holy Grail of trade unity

The problem for ‘the trade’, in opposing the remorseless attacks of Medical Temperance, is that it is a house divided against itself. Not just between ‘on’ and ‘off’ trades, but even within those categories: supermarkets versus convenience stores versus independent off-licences.

“The industry response has to be to champion social responsibility in advertising and sales; champion the pub as the home of supervised drinking”

Pubs versus city centre bars in the night-time economy. When the going gets tough the tendency is for solidarity to break down: ‘we’

becomes ‘me’, and everyone points the finger at other sections of the trade in a never-ending, destructive blame-game.

In addition to the excellent work of ALMR, I think that the drinks’ producers have a much bigger role to play, moving forward, in defending alcohol and the trade that sells it. They sell to all sections of the trade and they have the resources to fund media PR campaigns, and the level of lobbying necessary to see-off further legislative assaults on an already battered trade. We need bold leadership like never before.



Legal Eye



Industry Leader

John Gaunt, Senior Partner of John Gaunt & Partners, one of the foremost licensing practices in the UK and an on-licence trade legal expert, comments on matters facing the on-licence trade.

The past year, since publication of the 2011 Preview, has seen significant developments in the licensing laws affecting all operators. The Police Reform and Social Responsibility Act is now law but yet to be brought into force; for more detail refer to the licensing section on page 278.

More favourable to the trade is the consultation recently launched by the Department of Culture Media and Sport on the possible or proposed de-regulation of the majority of regulated entertainment, that is, the performance of a play, an exhibition of a film (including non-live television) an indoor sporting event, boxing or wrestling entertainment (which is not covered by the consultation and will remain regulated), a performance of live music, any playing of recorded music (which is not background), a performance of dance etc.

Again, we comment in more detail on this consultation in the licensing section.

Increased Enforcement

What remains clear, however, is that most “re-balancing” (a Government expression) is against and at the expense of the trade, witnessed separately in ever increasing enforcement activity. These initiatives are often multi-agency, including both the Police and the Fire Authority but also other Council Departments.

There is also increased enforcement activity by the Gambling Commission in respect of the underage playing gaming machines. At least with the demise of tobacco vending machines this is an area of enforcement that will now cease – as long as they have been removed!

“Most “re-balancing” (a Government expression) is against and at the expense of the trade, witnessed separately in ever increasing enforcement activity”

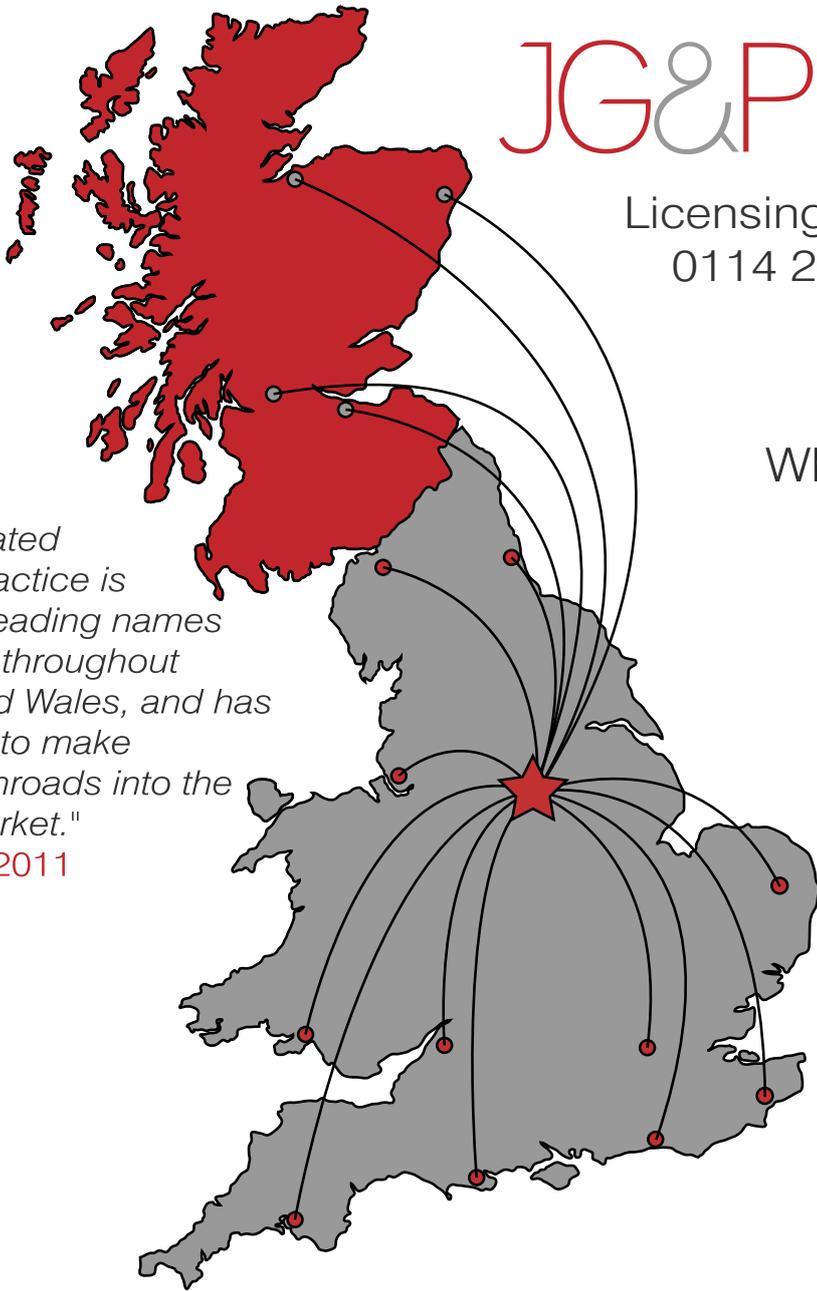
We are, however, also seeking enforcement to excess and, most notably, of late, the improper interpretation of the service of Closure Notices under Section 19 of the Criminal Justice and Police Act 2001. These apply where the Police or Local Authority are satisfied that any premises are being used, or have been used, within the last 24 hours for the unauthorised sale of alcohol (usually in breach of condition) when a Notice can be served.

The effect of such Notice is that, if not complied with, the Police or the Local Authority can apply to the Magistrates Court some 7 or more days later for a Closure Order. What is clear, despite the view of certain Police Forces, is that a Closure Notice, of itself, is not a requirement to close the premises, something which should be vigorously opposed.

She shoots, she scores - or does she? The Murphy case

As I write this, the ECJ has just handed down its judgment in the long running ‘Murphy’ case. The press has it as a resounding victory for Karen Murphy but closer reading does not entirely bear this out. Whereas the use of foreign (EU) decoders should not be outlawed and the live Premiership matches themselves are not protected by copyright, other parts or the transmission (such as the Premier League anthem) are protected and as such foreign decoder suppliers may have to ‘doctor’ their broadcasts. The final decision in the case lies with the High Court to whom this judgment is directed and the full ramifications of the judgment and how Sky will respond have yet to be seen.

What can be said for certain is that the life of a lawyer in the leisure sector is never particularly dull!



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Grounds for optimism



Industry Leader

Neil Morgan, Director and Head of Pubs and Restaurants at Christie + Co, looks back on a rocky year for the pub sector and forward to a future where diversity is king.

By definition, reviews of activity in the UK's public house sector in 2011 - and forecasts for the year ahead - will inevitably be clouded by the general worldwide economic malaise for which no swift end appears to be in sight.

That said, 2011 has given those of us involved in the sector some grounds for optimism.

Freehouses entice back entrepreneurs

In the private freehouse sector in 2011, values remained lower than their historic peak meaning that vendors were disinclined to place their assets on the market. Yet this didn't prevent the sector growing during the year, as the corporate operators who were engaged in estate rationalisation and disposal activity placed many good pubs - at good prices - on to the market.

An encouraging by-product was the return to the public house sector of many entrepreneurs who had left it before or when the going got tough.

It is reassuring to know that these experienced operators have come back as it will provide for a more competitive and, by association, higher quality sector.

No tsunami of closures from Pub Co disposals

The pub co disposals did lead to fears that the pub property market was becoming flooded with tenanted pubs. However, those fears, and also the suspicion that this would lead to an escalating rate of pub closures, were largely unfounded.

"In 2010, some 60 per cent of the pubs sold by Christie + Co from the tenanted pub co's 'churn' were bought to remain as pubs"

What we are witnessing through disposals and, admittedly, some administrations, is a steady stream of good quality pubs coming to the market.

And far from increasing the rate of attrition, there is a real case for believing that more sold pubs are staying as pubs under new ownership.

In 2010, some 60 per cent of the pubs sold by Christie + Co from the tenanted pub co's 'churn' were bought to remain as pubs.

With the quality of proposition that the pub co's are bringing to the marketplace now, not to mention the volume, that percentage looks like increasing by some margin.

Christie + Co has yet to complete its research but would fully expect more pubs to remain in the market. Certainly a greater number of a higher quality remain, and this will hopefully inspire improved quality and service standards across the whole sector.

Food overtakes wet-led for first time

One noteworthy trend to emerge during 2011 was the rise of food-led pubs.

"A greater number of a higher quality (Pubs) remain (in the market), and this will hopefully inspire improved quality and service standards across the whole sector"

It was interesting to monitor a number of reports demonstrating that UK consumers plan to continue to eat and drink away from

home, despite the ongoing pressure on the family purse-strings.

And side by side with that, it was equally enlightening to know that while most pubs continue to report falls in sales, those that offer food are actually showing an increase in sales.

The giant M&B is of course leading the way thanks to its powerful brands like Toby Carvery and Harvester. Its plans for expansion in this area come as little surprise as food sales outstrip drink sales for the first time in the company's history.

But M&B is not alone in sensing the time is ripe for expanding food-led propositions.

“It was interesting to monitor a number of reports demonstrating that UK consumers plan to continue to eat and drink away from home, despite the ongoing pressure on the family purse-strings”

For instance, Christie + Co is working with The Restaurant Group's Brunning & Price family-pub brand to find suitable, family-friendly, characterful properties to extend their brand across the UK from their current north-west focused operation.

Traditional wet-led pub operations definitely felt the strain in 2011, so a more diverse offering may be the common way forward.

Politics, tax and the 'elephant in the room'

Activity and stimulus in the pub sector of course will depend on the lenders.

Early in 2011 the Government announced a deal it struck with big banks - Project Merlin - under which £76 billion was made available to small businesses. Reports of how, or even whether, this pot has been distributed have been confusing and contradictory.

“Traditional wet-led pub operations definitely felt the strain in 2011, so a more diverse offering may be the common way forward”

One thing we have to hope for is that the majority of this £76 billion is directed towards new transactional business. If it is aimed at stimulating activity, and if the private equity fraternity displays signs of returning to the pub sector - as it did to a degree in 2010 and 2011 - then we might see a much more exciting and faster-moving pub marketplace in the year ahead.

A detailed analysis of the public house sector, some predictions for 2012 and key statistics are contained in Christie + Co's Business Outlook 2012 publication. This is published in January and available online at www.christie.com.

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Trained on Success



Business Matters

Ted Bruning finds out why Lee Woolley of the award winning Stonegate Pub Co believes that a commitment to training is a wise investment

A wise brewer once said: “Any fool can sell a man a pint of beer. What counts is selling him a second.”

Of course the ability to generate repeat sales depends on many factors, and in this context the brewer was talking about the quality of the beer itself. But look at the active verb in the sentence. Sell. Selling is something that one person (your staff member) does to another (your customer). And whatever the scale of your operation, whether it's one pub or, in the case of Stonegate, 552 pubs, you're going to depend on your staff to make sales - and in such a way that the customer will come back for more.

“Staff retention is one of the biggest benefits when a high churn can cost a small operator more than stock losses. Trained staff upsell more proactively and have the confidence to work unsupervised”

In everything but size, Stonegate is the baby of the nation's pub companies. It only sprang into existence in late 2010 with the purchase of 333 “non-core” wet-led M&B brands, growing to its current size nine months later by merging with Town & City. So suddenly we have this big managed house operation spread across several brands and scattered from Aberdeen to Plymouth without an established corporate culture to glue it together, without the assurance of a career path to keep the 10,000 staff whistling while they work, and with a tier of middle management who scarcely know each other, let alone the guys upstairs.

Training at Every Level

One way of building the inner strength that any large corporation needs is through training. And not just the nuts-and-bolts training in operational efficiency and customer service that makes a sales force out of thousands of bar staff – that sells that second pint of beer – but training at every level throughout the hierarchy. And Head of Learning & Development Lee Woolley has a £500,000 annual budget to do the job.

“Training is essential in any service industry, but even more for us because we are trying to knit two companies together,” he says. “Our people have to understand that we are creating new career pathways and that training and career development will continue.”

Training in essential areas such as compliance or stock control almost goes without saying, but there's more to it than that. Talent management is vital to Stonegate, says Lee, because although the company does value new blood most of its promotions are internal.

“We want people to be able to come through because they will understand the ethos of the company,” he says. “We train our staff up from team member to team leader, team leader to deputy manager, deputy manager to site manager, site manager to area manager, area manager to head office, head office to corporate level.

“Many people think that senior management don't need training, but they do.” A sentiment that anyone who has just been promoted and has to feel their way unaided into their new role and new responsibilities will surely share!

So for Stonegate, training is clearly more than a means of ensuring operational efficiency. It's also, says Lee, about loyalty and engagement. “Everyone knows that the company is willing to invest in them and in return they are willing to stay with us and give their best,” he says. “We're in the business of giving customers a good time, and staff who are truly engaged will engage the customer.”

Training Methods

Training is delivered by various methods. The usual in-house induction and training sessions are backed up by seminars and workshops at which attendees can also network with colleagues from across the company. Mentoring is important, and Lee is also developing links with universities to train area teams in distance management. But one comparatively recent development about which Lee is particularly enthusiastic is e-learning, which is supplied to Stonegate by CPL.

"CPL delivers e-learning which is pretty impressive for speed and flexibility and the MA250 award we won in November belongs as much to CPL as it does to us," he says.

One of the benefits of e-learning is that staff can work at their own pace and in their own time. They almost train themselves. Another, says CPL's Dan Davies, is that operations of all shapes and sizes can take advantage of the economies of scale his company has achieved in its 20-year history to put staff through courses for as little as £20 or £30.

"E-learning is something we have developed in the last couple of years and our courses take advantage of the whole range of computer techniques such as animation, interactivity, puzzles, videos, games and so on and we find that people who use it really enjoy it and want to go on and do more courses," he says.

"Of course, it's not all we do. We hold 1,000 face-to-face seminars

a year, and we have very important partnerships with people like Cask Marque, Coca-Cola, Diageo, and Venners to give specialist training to everyone from kitchen staff to door staff. "But the beauty of e-learning is that it gives access to training and all its benefits to everyone from a big company like Stonegate right down to single-site operators. In fact SMEs have been our key market ever since we started, so we understand their requirements perfectly."

And single-site operators, he says, shouldn't underestimate the concrete bottom-line benefits that proper training can bring.

Train to Gain

"Compliance, obviously, has been a big growth area for us in recent years, but softer skills such as time management and customer service do have an effect on the bottom line," he says.

"Staff retention is one of the biggest benefits when a high churn can cost a small operator more than stock losses. Trained staff upsell more proactively and have the confidence to work unsupervised, which leaves the operator with the time and energy to focus on the business.

"And customers are more likely to come back to a pub where the service really stands out, even if the meal they had wasn't particularly spectacular."

So there it is – selling that second pint! And if satisfied customers bring their friends with them you'll be selling a third pint, and a fourth, and a fifth...

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Training centred around you



Across the country pub companies are constantly coming up with innovative ideas to get bums on barstools, people supping pints and tucking into their food. In the same way, CPL e-learning are backing their innovations with technology to provide learner management solutions for busy pub companies.

Their new innovation, The Hub, enables pubs to manage their entire organisation's training and development from one central location ensuring staff are ready to work quickly and can complete their courses anywhere with 24/7 accessibility and secure logins.

From inductions and appraisals to setting course reminder dates and reporting incidents, the learner management system is tailored around your pub so you get the results you want swiftly and with minimal fuss.

Award winning pubs, emerging with fresh focus on customer service, offer a variety of goods and services for their customers to enjoy. These pioneers agree that The Hub has ensured consistency across all site training, encouraged learner's to be proud of their achievements and enabled them to get the results they want.

Prior to using CPL, training at the Bull's Head was an ad-hoc affair. Staff would learn from peers, while compliance training was carried out by external agencies.

No easy task for an organisation with more than 65 staff. Richard, licensee of The Bull's Head, explains: "Getting people in a room at the same time and organising a transient workforce, consisting of a large number of students, was extremely difficult and expensive."

Richard has found CPL's e-learning particularly good for training larger groups in compliance. With 24/7 accessibility, the system has allowed staff to train when they want, and at the same time has taken a real weight off Richard's mind.

The easy accessibility of CPL's e-learning meant staff adapted well and learnt very quickly to use the system. "You can see it is definitely a positive step for them," says Richard. "They are particularly proud when they complete their courses, as they can use their certificates for their CV."

And Richard has noticed interesting behaviour among the team since they began their online training. "A competitive spirit has broken out between the team with those who have completed all their courses egging on their colleagues to do the same," he says.

Tellingly, around 90% of staff completed their courses at home or in their own time without being prompted. CPL's short easily accessible courses have meant staff have had the freedom to complete their courses either in their breaks, or at home.

Richard believes that a combined e-learning and face-to-face method offers them the best training solution as higher level courses, such as Food Safety Level 3, require a number of days of face-to-face training. So far Richard has 18 members of staff, including himself, trained in Food Safety Level 3.

Overall, e-learning has helped Richard develop a more qualified and competent workforce, who feel more professional and understand the value The Bull's Head has to offer them. As a result

The Bull's Head, Repton, Derbyshire



Richard is now in the process of developing bespoke modules and an induction programme, using CPL's course creator tool on the e-learning system, to help develop his team even further.



Running a busy, successful award-winning pub company you want access to the most efficient, innovative way of doing things. And this is where CPL has come in to help Kent-based pub company Whiting & Hammond. CPL's e-learning is now being used across all its six sites, helping head office maintain a firm grip on training standards.

Brian Whiting, Whiting & Hammond's managing director says: "We've found it incredibly useful. It's just one less thing to worry about when you know your staff are being trained to the same standards, especially in areas such as health and safety, where the laws are tighter than ever." Brian has also been impressed with his direct dealings with CPL. "Any questions and they always get straight back to us, it's a very personal service," he says.

At the Old Dunnings Mill, a Whiting & Hammond pub, manager Jan Webb has been particularly impressed by the benefits. "It's just a really easy and enjoyable way for staff to learn these vital things. And rather than me have to go through it all with them, and perhaps forget the odd thing, they can just complete the courses in their own time."

Jan says the courses also inspire interaction between staff on areas they would not normally talk about. "One member of staff got 100% on their fire safety, but another got 95%, so they were talking about the details of the course," she says. "It just makes them more aware of how important these things are."

Staff have also been convinced of the benefit of the courses by the fact they get a certificate that can then be used to further their job prospects in the hospitality industry. Jan says: "We have a lot of students who work here who may not see their long-term career in the industry. But getting a certificate for completing is a big thing for them and can help them stand out if they want to pursue a career in the industry."



Award-winning pub company Yummy has noticed a range of huge positives since starting using CPL for all its training needs.

With Yummy recently taking on its third site, it now employs around 60 staff who have all benefited from the wide-ranging on-line courses. For Anthony Pender, a Yummy director, the consistency that CPL can offer has been one of the main attractions. "If you're designing the courses yourself through CPL it allows you to make sure all the staff are getting exactly the same training," he says. "Before we were doing a bit here and a bit there, but now we can easily monitor which staff have completed which courses."

Anthony says consistency is also vital from a customer's perspective. "We're able to give exactly the same training on how to serve a coffee, for example, in all our sites, which is so important," he says. "It means a customer can walk into any of our venues and expect exactly the same quality serve and customer service standards."

Another attraction for Anthony has been the time and cost saving that he attributes directly to using CPL e-learning. "Previously I was having to travel to each site for training, while we were having to pay staff wages while they trained. Now this can all be done on-line, this saves masses in time and money."

The CPL system has also helped Yummy with its compliance issues on areas such as health and safety. Anthony says: "This is just so important and again can save you lots of money if you can prove staff have had the correct training."

Meanwhile, Anthony has also been impressed by the internal staff messaging system that CPL offers. "This is really useful as staff can easily communicate with each other, or us, on any issue that arises."

Overall, using CPL e-learning means Yummy can really look forward with confidence to making the most of its new site – the Somerstown Coffee House, near Euston, London – with professionally trained staff, all helping maintain consistent, safe standards across the business.

The Family Way



Work with the IFBB

As 2011 comes to a close, pause to celebrate the traditional brewery tenancy, favoured by Family Brewer members. Against a backdrop of two pubs closing every day (source: CAMRA), the traditional brewery tenancy is a business model that has survived, not just this difficult year but many years before, thanks to it being much closer to a joint venture between brewer and tenant.

A brewery tenancy is a short term renewable agreement, typically for a three to six-year term, with a full or partial drink Tie, as offered by Family Brewer members. The cost of entry is low because new tenants only have to purchase the trade inventory when they enter the pub, together with stock at value and a refundable trading deposit. There is also less risk with a brewery tenancy because the Family Brewer member maintains the structure of the pub, decorates and signs the exterior, provides building insurance and maintains fixtures.

Family Brewer members' currently operate 3,151 brewery tenancies across the UK. In a recent survey of Family Brewer tenanted business partners, 51 per cent of tenants agreed their rent was fair for the business they do with only 27 per cent actually disagreeing. Furthermore, 82 per cent would look to renew their agreement when their current agreement expires.

Family Support

Both new and experienced pub licensees who enter into a brewery tenancy benefit from comprehensive training and support from their Family Brewer member. Out of all the tenants that were surveyed 72 per cent agreed that they received good overall support from their Head Office. The full support package is headed by access to a Business Development Manager (BDM) who works with the tenant to advise on how best to operate the pub and therefore deliver business growth. Within Family Brewer members' tenancy estates, the BDM manages an average of just 34 pubs; considerably less than most other pub companies who can operate as many as 55 pubs per BDM.

Martin Perkins, a Brewery tenant from Croydon comments: "Having been with the company for 22 years, it still feels like a family company and the hierarchy are still approachable and very supportive. When I recently asked for help with refurbishing our toilets they assisted with capital investment and managed the project from beginning to end.

We have also received business support from our brewery in the form of beer discounts, the Master Cellarman scheme, beer quality, the Tenants Extra publication and our BDM. All of this coupled with a great range of products, provides substantial benefits over anything I could expect from a Free of Tie scenario, whether freehold or leasehold."

The Tied Pub System

There has been much political debate over the past three years over the use of the Tied pub system, by both pub companies and breweries. In the previous BISC (Business, Innovation & Skills Committee) report, dated 13th May 2009, Chairman Peter Luff recognised that: "the position of local brewers operating a small tied estate also needs to be considered; we do not wish to damage regional brewers."

Nevertheless, this year's press coverage of the BISC report has seemingly overlooked the differentiation between pub companies and Family Brewers and their use of the Tied pub system. So far, little attention has been given to the importance of the traditional brewery tenancies to an essential part of Britain's pub culture, the

Family Brewers*. Within Family Brewer member estates, 75.1 per cent are brewery tenancies, 4.1 per cent are leased and the remainder are managed houses.

Mike Benner, Chief Executive of CAMRA comments: "Without the right to tie pubs, the Family Brewers wouldn't bring their beers to the bar. Closures amongst the smaller brewers would be inevitable. The tie is a viable way for them to run their pubs."

In stark contrast to the 1,275 pubs that closed in the UK in 2010, Family Brewer members closed just 42. According to CAMRA Good Beer Guide editor, Roger Protz, "Free of tie pubs, managed pubs and tied pubs run on a more sustainable basis by the Family Brewers and are much more likely to survive and continue serving communities long into the future."

Great British Beer

Family Brewer members brew over 500 brands of beer and work hard to introduce these brands to a new generation of beer drinkers, thus providing excellent choice for both tenants and consumers, the free trade (including pub companies) and in bottle and can, so they can be enjoyed at home.

Paul Nunny, Director of Cask Marque comments: "Cask beer is one of the few growth areas in pubs today, largely driven by Family Brewers. Having their own estate as a shop window for their brands allows the consumer more choice and a significantly better quality product. Being a brewer and a retailer means they can confidently invest in cellars, equipment and training and show, by example, how other pub operators can benefit their business. Cask beer is only found in the British pub which is part of Britain's culture and, in many villages, the centre of the community."

History of the Independent Family Brewers of Britain

Founded in 1993 to defend the Tie, the Independent Family Brewers of Britain currently operates around 4,200 pubs in the UK and its members include some of the most respected brewers in Britain.

Recently welcoming its milestone 30th member; the Family Brewers represent a distinct and unique sector of the UK brewing industry; owning regional breweries and pub estates that are, in the main, private, family run businesses. Family Brewer members' currently employ around 36,000 people across their breweries and pubs, in addition to supporting many suppliers in malt, hops and filtration products.

The name of the brewer is still found on all Family Brewer member pubs, indicating which cask beer is available inside. Innovation is a hallmark of these breweries with new beers constantly being brewed and many hundreds of pubs being improved with investment capital.

In a very tough trading environment, Family Brewer members continue to steadily improve their properties and supply the highest quality beers to enjoy in them.

Visit: www.familybrewers.co.uk

** Correct at time of writing*



Robinsons - Join the Family



John Lavin

Since the first pub was bought (on the current brewery site) in 1838 we have been passionate about trading pubs to their maximum potential. 173 years later we are looking for quality multiple operators and individual licensees to work with us in continuing this work. We have 385 pubs mainly in Cheshire but with 40 in North Wales, 60 in Cumbria and the Lake District and around 50 in Derbyshire and Lancashire there is plenty of choice.



David Nixon

Once you join our family business us the journey begins. Over the last few years we have put together a team to help you deliver our mutual goals.

John Lavin is your first point of call; he can help you understand what the opportunities are. Once we find the perfect pub for you David Nixon will make sure everything is right on the change-over day. He will help get all the utilities on the right tariffs for your business and make sure all other business costs start off on the right basis.



Sarah Rogers

When it comes to developing sales we have Sarah Rogers our Retail Marketing Manager, she will help you with retail standards, footfall promotions and how to access our on-line support. Sarah will identify who you need from the support team; whether it is catering from Christian Whittleworth, our development chef; web, database and social media help through Carmen Byrne our Digital Marketing Manager; or advanced wine development with Noel Reid.



Christian Whittleworth

Our in-house Beer Quality Team are there to train initially and provide the ongoing support you and your staff might need and John Robinson, our Brands Manager, to help you develop sales of cask beers. And all through this your Business Development Manager is there to make sure we deliver our promise and that your business is running smoothly from a financial standpoint.

Our standard agreement is a 4-year tenancy with various options to help you get started and building repair obligations borne by us. Our property team are aligned to help you when needed and the designers and architects come into the frame when we want to consider a joint investment. This is all driven from the brewery in Stockport.



Carmen Byrne

We believe that when you join us, it is for the long term. Retail standards, cask beers, food and pub marketing will sort the good pubs from the bad over the next 10 years and this team is here to make sure we have more than our fair share of good ones. Within the current £5m investment in the brewery over 2011/2012 is £1m in a new training centre with a training kitchen and cellar. We don't pay lip service to support and we don't cut corners.

So what's to lose? We'll even give £25 to charity for contact made to John Lavin as a result of this feature (just quote On Trade Preview 2012). To find out more:

Call John on 0161 6124112 OR

Click www.frederic-robinson.co.uk OR

E-mail John.Lavin@frederic-robinson.co.uk



Noel Reid

If you're still not convinced, come along to one of our invitational tenant lunches and ask those who have already joined the family.



“After the large pub companies, it's good to be back with a family brewer”

Robert Southerton

The Spinner and Bergamot

One of Robinsons 389 individual pubs in the North West and North Wales



The best move I ever made...

...Run your own



pub

An Appetite for Success



Yummy Pubs

Almost all of us have sat in an indifferently-run or underperforming pub and, over a pint, insisted that we could do better. However, few people put their money - and their careers - where their mouth is, and fewer still succeed

All of which explains why many bigger operators are watching the progress of Yummy Pubs with interest.

The business was founded when its four directors, who were already working in the industry in roles varying from beer marketing to technical services, decided to make the leap into pub operation.

“The Yummy philosophy has been described by the business as ‘arrive as a customer, leave as a friend,’ but it would be a mistake to confuse the pubs’ friendliness with a casual approach to service”

The four founding partners - Anthony Pender, Jason Rowlands, Tim Foster, and Colin Charlesworth - took on the Wiremill in Lingfield, Surrey in 2007, initially on a private lease and later acquiring the freehold. In 2010, the pub was named Freehouse of the Year and Pub of the Year at the Publican Awards, and as we went to press it had just been named as a finalist in the Beautiful South awards.

In the meantime, the business had expanded with the Grove Ferry Inn at Upstreet, near Canterbury, Kent, on a lease with Shepherd Neame. October 2011 saw a third addition to the Yummy empire, the Somers Town Coffee House near Euston Station in central London.

The Yummy Approach

All three are striking sites, but Pender makes the point that the Yummy approach is less about the bricks and mortar, and more about the quality of food and drink and, most importantly, the service. “We don’t have huge sums to invest in refurbishment when we take over a pub,” he says. “We’ve learnt how to create the right feel with small touches, such as the lighting and the furniture, and then it’s really about our approach.”

The four Yummy directors each bring different skills to the business. Pender takes the operational lead, Rowlands focuses on food, Foster’s expertise is in marketing, and Charlesworth, who is now part-time, is

a cellar specialist. The pubs don’t use discounts and deal to drive trade, the food is freshly cooked to order, and the quality of cask beer, wine, coffee and other drinks is very high.

The Yummy philosophy has been described by the business as “arrive as a customer, leave as a friend,” but it would be a mistake to confuse the pubs’ friendliness with a casual approach to service. There is a clearly defined Yummy style, and a structured approach to training which would put operators with many more outlets to shame.

People Focus

A programme of qualifications is offered to staff under the Yummy Academy umbrella, and working with trainer CPL, the company has just launched an online training portal featuring 12 modules built around its service standards.

Crucially, training starts on appointment, with staff expected to have completed the initial modules before they encounter a customer, and progresses right through to manager level - a position called Yummy Boss.

There is a strong focus on developing staff internally. Matt Ward, Yummy Boss at the Somers Town Coffee House, was a member of the team working at the Grove Ferry when Yummy took over. His counterparts are Jake Alder at the Grove Ferry and Rebecca Park at the Wiremill.

Both the Wiremill and the Grove Ferry are waterside locations, with strong destination food and accommodation trades. As a city centre pub, particularly in London, the Somers Town is clearly a different animal. “We weren’t sure we wanted a central London pub – if nothing else, there is so much competition for good sites, with so many operators looking to expand in London,” says Pender.

A New Dimension

The Yummy directors had met the Charles Wells team at the Publican Awards and the Bedford company had been working with Yummy to identify a suitable site for 18 months. "In the end, the Somers Town became vacant very quickly and Charles Wells offered us the lease," says Pender.

The Yummy style is being adapted without being fundamentally changed for the new pub. "People won't have 40 minutes to wait for a meal to be cooked, particularly at lunchtimes, so we've adapted our menus to offer classic pub dishes that can be cooked quickly, as well as home-made pub snacks."

There are also plans to supplement the online booking system which is already successfully used at the Wiremill and Grove Ferry, by going to local offices each morning and taking bookings directly – "a bit like the caterers who go around offices taking sandwich orders."

"Pender makes the point that the Yummy approach is less about the bricks and mortar, and more about the quality of food and drink and, most importantly, the service"

If that was not enough to occupy the kitchen team at the Somers Town, headed by chef Olivier Daniel, there are also plans to develop a Supper Club format.

"We have upstairs rooms can be used by business customers during the day, and for dining in the evening. The London supper club scene is popular at the moment, and we think we can bring something different to it."

A Yummy Prospect

Beyond the Somers Town, Yummy is already planning a fourth pub for summer 2012 and is also considering a franchise format, which would initially see a former employee operate his own pub within the Yummy model.

"Franchising is one way we could expand the Yummy concept without stretching ourselves too thinly," says Pender. "But the good thing is we have great staff who are ready to be running their own businesses."

A more varied portfolio of businesses will also create more opportunities for customers on Yummy Pub's carefully-maintained database to buy into the Yummy lifestyle further.

"We can already see scope to sell the accommodation at the Wiremill and Grove Ferry to customers at the Somers Town," says Pender. "We're also considering offering Glamping. With the growth of the staycation culture, we think we can definitely expand the business into different areas."

Based on the success of the business so far, it's hard to argue with such confidence and enthusiasm. Before long, we could all be living in a Yummy world.





Popping to the local for a pint... potatoes, a parcel and a paperback!

Pub is The Hub

With over 100 post offices, 125 shops, 30 computer training centres, provision for allotments, play areas, libraries, school meals, local cinemas, and in the region of 30 pubs being run by their own local community, it is fair to say that Pub is The Hub has driven one of the few positive news stories about pubs since the licensing reform and the smoking ban.

Since its inception in 2001, Pub is The Hub has always encouraged local communities, licensees and the owners of pubs to work in partnership to support, retain and locate local services, wherever possible, within the one place that is accessible, open and welcoming; the local pub.

Who would have thought, ten years later with over 350 projects completed, that it would have evolved as an independent, not-for-profit body where many experienced surveyors from licensed property work in partnership with other businesses, local authority and third sector colleagues to make projects happen?

It also assists licensees with guidance on the availability of local or regional project funding. Independent and professional understanding of the pub business means that advisors can facilitate the best way to progress many individual schemes.

Rural Services

Although much has been written about the decline of rural services and an almost equal amount on the demise of the village pub, this decline still continues. What many urbanites and indeed central Government did not seem to realise was the fragile nature of the rural services structure.

As an experienced surveyor with a thirty-year career in the pub and leisure sector, John Longden was all too painfully aware of the effect of the decline in rural services. So when his Royal Highness The Prince of Wales enquired if existing businesses such as the local pub, with a good licensee, could support the local community, John was the ideal candidate to make Pub is The Hub a reality.

As Chief Executive for the last ten years, he continues to steer the initiative as the professional; fundraiser, administrator, spokesperson, networker and above all, supporter of rural services. It can be difficult to say no to John, as his network of volunteers and supporters will testify. As will Diageo, Dairy Crest, the Post Office Ltd, British Beer and Pub Association, Enterprise Inns, Punch Taverns, Marston's Pub Company, Greene King, Frederic Robinsons, Theakston's Adnams and St Austell Brewery and many other trade associations such as CAMRA, all of whom have provided support over the years.

The Pub Champion

But rural pubs do need a champion, as John explains: “When a business fails in the high street it usually creates an opportunity for another business to thrive. In contrast the closure of a business in a rural community adversely impacts on the viability of many other businesses leading to a domino-like effect on the collapse of further local services and amenities. Often a rural pub is now the only socially significant business still running in many rural communities. Pub is The Hub is not directly about saving pubs but about supporting them and encouraging them to diversify and support local services in this rapidly changing world.”

“As an experienced surveyor with a thirty-year career in the pub and leisure sector, John Longden was all too painfully aware of the effect of the decline in rural services”

He realised that if projects were to succeed the first challenge had to be to win the trust, not only of the pub companies but of local authorities and licensees to ensure that the initiative was not just seen as an attempt to save pubs, particularly as there were many pubs in areas that had long since outgrown their usefulness and perhaps a time had come to deserve a change of use for some alternative demands?

Benefits for All

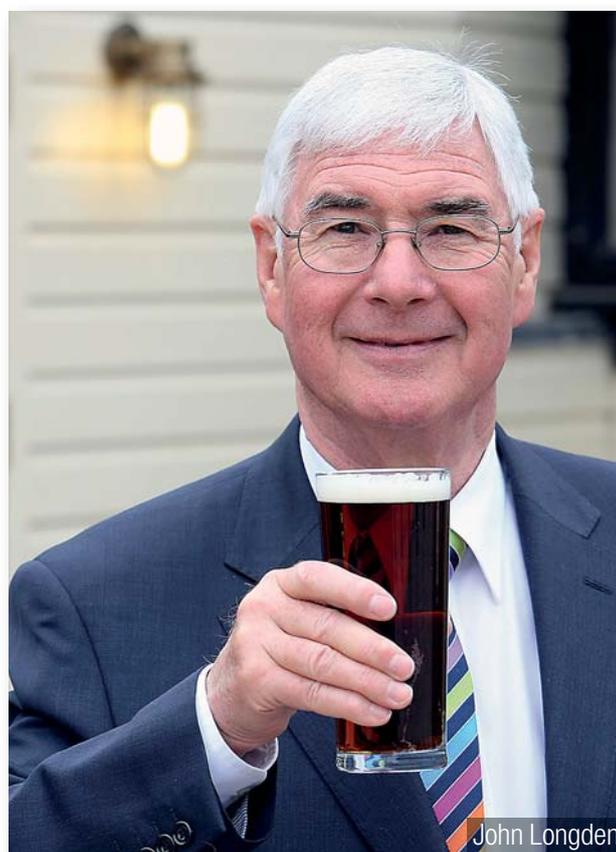
Recent research has highlighted the wider merits and impact that pubs providing services can play, both with community benefits but also environmental and economic, such as the saving of travel cost, fuel and time and the support provided for local suppliers and local businesses. Even the milkman on a recent project in Cumbria explained how he now had £600.00 a month more trade purely by the pub using a former bedroom as the village shop.

Following support from the Big Lottery Fund, Pub is The Hub has now launched a Local Community Services Champions project, which works directly with local authorities to identify their priorities for services. Pub is The Hub helps licensees in the identified communities respond and take action that may support their local area. As well as providing services there will also be activities that benefit vulnerable groups and individuals to help improve the social wellbeing or health of the local community.

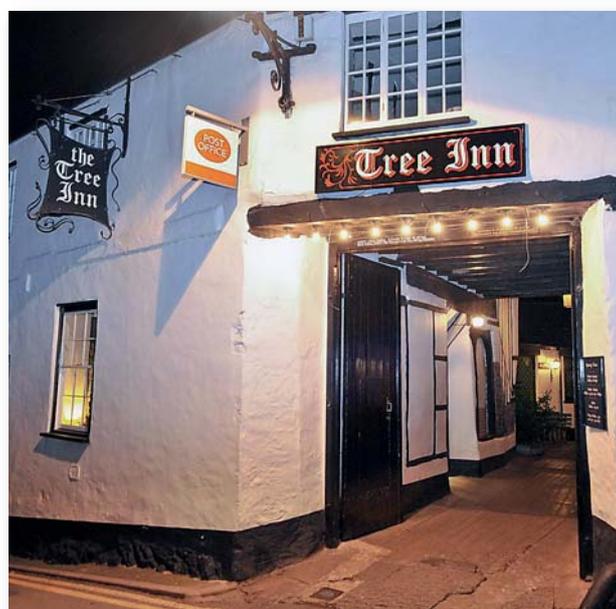
As Bob Neill the Minister of Community Pubs said in supporting a recent community pamphlet, quoting Henrik Ibsen the 19th century Norwegian playwright: “A community is like a ship, everyone ought to be prepared to take the helm”.

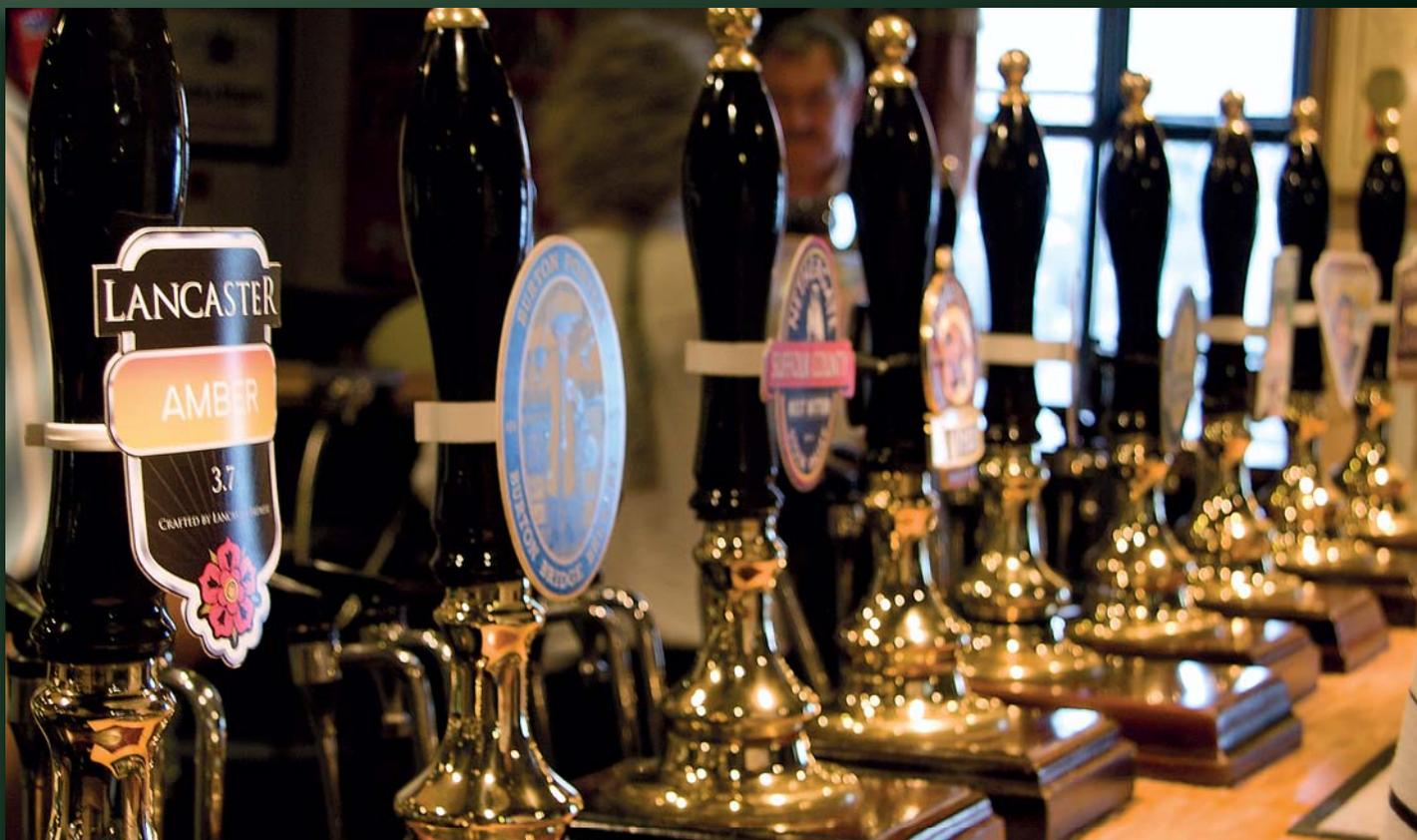
Today many good licensees and communities are doing just that, but with tremendous help and encouragement from a partnership of property and business professionals, local authorities and suppliers. All trying to provide support or their time to put something back, either into the business or into their beliefs that perhaps the community itself is the real creator and driver of any real value today.

Anyone interested in supporting Pub is The Hub or enquiring further about their work can phone 01423 568987 or go to www.pubisthehub.org.uk for more details.



John Longden





The Cask Collection

6X Premium 4.3%

Brewed in Devizes for over 80 years, a copper coloured beer with a malty fruity nose & restrained hop character.

Wadworth 01380 723361

www.wadworth.co.uk

Abbot Ale Premium 5.0%

Greene King's Flagship Brand, brewed for longer leading to a full flavoured, smooth & mature ale. Perfect for those who appreciate quality & character.

Greene King 0845 6001799.

www.greeneking.co.uk

Acorn Blonde Pale 4.0%

A beautifully balanced pale ale with a clean crisp finish

Acorn 01226 270734

www.acorn-brewery.co.uk

Adam Henson's Rare Breed Bitter 4.2%

Combines a shared passion for farming & brewing. A distinctive pale amber beer...hoppy, citrus, & refreshing.

Butcombe Brewery 01934 863963

www.butcombe.com

Admiral's Reserve Premium 5.0%

Sweet fruit flavours create a complex & satisfying dark chestnut-coloured beer.

Woodforde's 01603 720353

www.woodfordes.co.uk

Alton's Pride Bitter 3.8%

CBOB for 2008. An excellent clean tasting golden-brown session beer, full bodied for its strength. A glorious aroma of floral hops with a hoppy, bitter finish.

Triple fff Brewing Co Ltd 01420 561422

www.triplefff.com

Augustinian 1248 Bitter 4.5%

A smooth drinking premium beer, a hint of crystal malt & the late addition of Styrian Goldings in the boil gives a continental feel.

Nethergate 01787 283220

www.nethergate.co.uk

Banks's Bitter Mild 3.8%

Crafted with the finest ingredients to deliver a really easy drinking belter of a beer with malty, hoppy flavours & a refreshing clean, bitter finish

Marstons 01902 711811

www.marstonsbeercompany.co.uk

Banks's Mild Mild 3.5%

A light chestnut coloured beer, exhibiting a glorious balance. Malty, with a subtle but perceptible burnt note; full bodied, with a hint of bitterness counterbalancing the rich, biscuity flavour that derives from the pick-of-the-crop barley we select for this brew

Marstons 01902 711811

www.marstonsbeercompany.co.uk

“A PINT *of* PRIDE IS
CASK ALE ^{AT ITS}
BEST

DEEP
— yet —
BALANCED
TASTE
— IT IS —
COMPLEX
— YET —
drinkable



EMBODIES
Everything
BRITISH
BREWERS
CAN
DO”

PETE BROWN, BEER JOURNALIST.

At Fuller's, we believe that no cask ale range worth its salt is complete without London Pride. For more information, please call David Spencer on 020 8996 2000.



Belhaven IPA Bitter 3.8%

Belhaven has launched an exciting new permanent cask product, Belhaven IPA. This modern, flavoursome 3.8% golden beer offers a delightful fusion of malt & fresh hop. Refreshing floral hints combine to produce a crisp clean flavour. Early feedback from customers has been positive

Greene King 0845 600 1799 www.greeneking.co.uk

Belhaven St Andrews Ale Premium 4.9%

Make the most of St Andrew's Day with this complex but refreshing beer of 'Sweet & Sour' flavours for the discerning palate. The Malt Whisky of beer

Greene King 0845 600 1799 www.greeneking.co.uk

Betty Stogs Bitter 4.0%

An award winning beer with a light hop perfume & underlying malt. An easy drinking copper ale with a bitter finish that is slow to develop & long to fade.

Skinner's 01872 271885 www.skinnerbrewery.com

Bishop's Finger Premium 5.0%

A strong, premium cask-conditioned ale brewed to a traditional Kentish recipe. Full bodied with complex fruit flavours.

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

Bishop's Tipple Premium 5.0%

A legend amongst ale drinkers ever since it was originally brewed to commemorate the Bishop of Salisbury.

Wadworth 01380 723361 www.wadworth.co.uk

Bitter and Twisted Golden 3.8%

Champion Beer of Scotland 1999, CBOB 2003 & World's Best Ale at The 2007 World Beer Awards - a sharp blonde beer with a hint of honey & the tang of grapefruit & spicy fruitiness, like the twist of a lemon

Harviestoun Brewery 01259 769100 www.harviestoun-brewery.co.uk

Black Prince Mild 4%

One of St Austell's best kept secrets, a black mild ale that's well worth investigating. Deep, dark & intriguing, with a full-bodied fruity flavour, the perfect complement to a Steak & Kidney Pudding or Steak & Ale Pie

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

Black Sheep Ale Bitter 4.4%

A clean-drinking premium bitter with robust fruit, malt & hops. It has an aroma of hops, orange-fruit & roast coffee maltiness. The taste is bittersweet in the mouth with a dry finish, packed with fruity notes & Goldings hops. It is brewed using the unusual Yorkshire Square fermentation system. The bottled ale was awarded a Gold Award at The Great Taste Awards in 2008 & 2010 & a 2 Star Gold in 2011.

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Barnsley Bitter Bitter 3.8%

Brewed using yeast strains used in the 1850's to brew 'Barnsley Bitter'. Silver Award award in its class at GBBF 2006

Acorn 01226 270734 www.acorn-brewery.co.uk

Bass Ale Premium 4.4%

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

InBev 01582 391166 www.inbev.com

Bateman's Dark Mild Mild 3.0%

A creamy award winning mild with a fruity palate, some roast character & a hoppy finish

Batemans 01754 880317 www.bateman.co.uk

Bateman's XXXB Bitter 3.7%

Superb strong bitter with a complex palate, consisting of a delicate hop aroma, delightfully balanced by a prominent malty character. 5 times 'Premium Beer of the Year' at CAMRA's Great British Beer Festival

Batemans 01754 880317 www.bateman.co.uk

Beacon Bitter Bitter 3.8%

A light, refreshing, hoppy bitter in the Burton Style

Everards Brewery 0116 201 4100 www.everards.co.uk

Black Sheep Best Bitter Bitter 3.8%

A pale golden session beer with a pronounced hop character. The aroma is of Fuggles hops against a malty background. It tastes of peppery hops in the mouth with a long, bitter finish enjoyed through a rich creamy head. Awarded the Publican Licensees' Choice Gold Award for Cask Ale in 2009 & 2010.

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Boddingtons Bitter 4.1%

Enjoyed by beer drinkers in England for more than 200 years, well known for its creamy head & smooth body. The brand has a history of award-winning advertising behind it

InBev 01582 391166 www.inbev.com

Bombardier Premium 4.3%

Synonymous with St. George's Day & all that is English. Brewed using natural mineral water from the brewers own well, & hand sampled hops. It also contains more malt than other premium bitters which is crushed rather than ground. It has a lingering soft spicy finish with sultana fruit character.

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Boondoggle Golden 4.2%

The name is taken from a Scots/American word to mean 'work of little value' or to us, a jolly! We can think of nothing better than going for a Boondoggle or two & enjoying this pale golden beer with a light citrus aroma & delicious fruity finish

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Boundary Golden 4.0 %

Combines finest pale ale malt with a lightest touch of crystal malt. The classic combination of Fuggles & Goldings hops are blended together to give a distinctive & punchy hop kick.

Wadworth 01380 723361 www.wadworth.co.uk

Brakspear Bitter Bitter 3.4%

The quintessential English ale. An amber coloured beer with a light hoppy aroma. The full malty sweet rounded flavour is balanced by a powerful bitterness providing a perfect contrast to the malt palate.

Brakspear 01902 711811 www.marstonsbeercompany.co.uk

Brewers Gold Golden 4.3%

A refreshing & hoppy beer with aromas of tropical fruits, Camra's Supreme CBOB 2 years running.

Crouch Vale Brewery 01245 322744 www.crouch-vale.co.uk

Broadside Premium 4.7%

Originally brewed to commemorate the Battle of Sole Bay, fought over 300 years ago off the coast of Southwold. Brewed with East Anglian malted barley & First Gold hops, a dark ruby red beer, rich in fruitcake aromas, almonds & conserved fruit.

Adnams plc 01502 727200 www.adnams.co.uk

Butcombe Bitter Bitter 4.0%

The West Country's favourite beer derives from pure Mendip spring water. . . .notably bitter, clean tasting, refreshingly dry & distinctive.

Butcombe Brewery 01934 863963 www.butcombe.com

Butcombe Gold Golden 4.4%

A refreshing golden bitter brimming with character. . . .not to mention citrus hops & fruit. A malty fresh vitality gives way to a full bittersweet finish. . . .pure Gold!

Butcombe Brewery 01934 863963 www.butcombe.com

Butcombe Blond Premium Blond 4.5%

The palest English malt, flavoured with the finest European hops (Styrians from Slovenia & Saaz from the Czech Republic), combine to deliver a clean tasting, refreshing, easy to drink premium beer

Butcombe Brewery 01934 863963 www.butcombe.com

Caledonian 80/- Premium 4.1%

Inaugural Champion Beer of Scotland. Russet brown, smooth & creamy with a malty/fruity aroma. The definitive 80/- ale, full bodied, complex malt & hop flavours, dry but spicy. Characterised by a superb creamy head & soft hoppy finish.

Caledonian 0131 337 1286 www.caledonianbeer.com

Canterbury Jack Bitter 3.5%

Brewed with pale & crystal malts & gently hopped with Cascade & East Kent Goldings, grown within a few miles of the brewery, this pale chestnut beer has aromas of grapefruit & full-bodied, malty, citrus note.

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

Cocker Hoop Golden 4.6%

One of the original golden ales, light in colour with a citrus finish. Extremely drinkable.

Jennings Brewery 01902 711811 www.marstonsbeercompany.co.uk

Cornish Coaster Golden 3.6%

A smooth, easy drinking beer, golden in colour with a fresh hop aroma & dry malt & hops in the mouth. The finish starts malty but becomes dry & hoppy

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Courage Best Bitter 4.0%

Pale in colour, fully balanced malty flavour & distinctive hop character, making an easy drinking session beer

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Cumberland Ale Bitter 4.0%

A carefully balanced hop character combined with residual flavours from the malt, gives this beer its refreshing taste & unique characteristics.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

Cumbria Way Bitter 4.1%

A full bodied bitter beer with superb mouth feel of rich malt & hops complemented by complex aromas of spicy hop, malt & tart fruit. A long dry finish with citrus fruit notes

Frederic Robinson 0161 480 6571 www.frederic-robinson.com

Dartmoor Best Bitter 3.5%

Superbly balanced copper session bitter with a fruity malt nose. Relunched this year at a lower abv, it is full bodied & grainy in the mouth but with a noticeable hoppy bite.

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

Deuchars IPA Golden 3.8%

CAMRA Champion Beer of Britain 2002. Golden coloured refreshing, hoppy session beer. Surprisingly tasty for the alcohol level, hops and fruit are evident and are well balanced by the malt. Solid gold colour, remarkably aromatic. smooth body with hints of fresh citrus. Dry delicate hop flower finish. A drink that is both distinctive & long on refreshment

Caledonian 0131 337 1286 www.caledonianbeer.com

Directors Premium 4.8%

Originally brewed exclusively for the Directors of the Alton Brewery & not for public sale, this is a genuine premium ale, pale brown in appearance with a deep rich taste.

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Dizzy Blonde Bitter 3.8%

Straw coloured with a distinctive herbal or perfume-like hop aroma. A light refreshing beer with a clean zesty hop dominated palate complemented by a crisp dry finish.

Frederic Robinson 0161 480 6571 www.frederic-robinson.com

Doom Bar Premium 4.0%

One of the fastest growing beer brands in the UK & the best selling locally produced beer in the South West. Amber in colour, fruity, bitter-sweet balance with a dry finish

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Double Stout Stout 4.8%

Brewed to a recipe that is over 100 years old. Savour the black malt which enriches the colour & teases the palate & the brown malt which gives it a pleasant dryness.

Hook Norton 01608 737210 www.hooky.co.uk

Eagle IPA 3.6%

Described by beer connoisseur Roger Protz as having a complex finish of bitter hops, nuts & citrus fruits. Locally renowned for its rare, notably dry-bitter finish.

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Elbow-Build a Rocket Boys Golden 4.0%

"Build" is a golden ale with a rich balanced body, smooth bitterness, subtle tang of malt & fruity aroma. A premium session ale available in cask & bottle

Frederic Robinson 0161 480 6571 www.frederic-robinson.com

Essex Border Golden 4.8%

Fruity, spicy overtones on the nose & palate whilst at the end the sweet, soft orange notes return, ultimately resulting in a complete, well rounded finish.

Nethergate 01787 283220 www.nethergate.co.uk

Explorer Golden 4.3%

Two American hops from the Yakima Valley - Columbus & Chinook add grapefruit flavours to the beer. Light, refreshing & suffused with aromas of grapefruit.

Adnams plc 01502 727200 www.adnams.co.uk

Flying Scotsman Bitter 4.0%

Sophisticated & full-flavoured, brewed with the best barley from the North & robust southern hops. Profoundly malty in aroma & balanced with a hint of raisin spiciness & toasted dryness. A fresh citrus tang leads to a rich rounded finish.

Caledonian 0131 337 1286 www.caledonianbeer.com

Fortyniner Premium 4.9%

A golden full-bodied malty beer with a deep bitter-sweet finish. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles & Challenger hops, this delicious beer has been brewed since 1978. The name is taken from the beer's strength at 4.9% & also evokes its golden colour.

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Fuller's Chiswick Bitter 3.5%

A light, refreshing bitter with a good malt base & lots of fresh flowery hop character. A refined brewing process ensures that the beer tastes & looks consistently clean & fresh. Former CBOB.

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

Fuller's Discovery Golden 3.9%

A delicious, chilled blonde beer brewed with a unique blend of malted barley & wheat for a crisp base, complemented by zesty, citrus hop character. Offers the perfect balance between flavour & refreshment. Perfect accompaniment for food & ideal for converting lager drinkers!

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

Fuller's ESB Premium 5.5%

Quite simply, The Champion Ale - no other beer of its type has won more awards around the world. Rich, powerful & bursting with flavour. 3 times former CBOB.

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

Fuller's London Pride Premium 4.1%

The UK's leading premium ale, this much-loved award winning beer has a good malty base & a rich balance of well developed hop flavours.

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

Gales HSB Premium 4.8%

A popular & distinctive premium beer; HSB is full bodied & silky textured, with a hint of Dundee cake that leads to a rich, fruity taste & a smooth finish.

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

Gales Seafarers Bitter 3.6%

A light, golden beer brewed with the finest English malt & hops & the unique Gales yeast for a hugely satisfying, refreshing taste. The fresh 'bracing' aroma of zesty, spicy hops is followed by a palate full of fruit & malt character, for a perfectly balanced beer.

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

Golden Sheep Bitter 3.9%

A beautifully balanced blonde cask beer, with a dry & refreshing bitterness. It develops with light, citrusy fruit flavours, & a clean, crisp finish. Brewed using time honoured methods & fermented in our Yorkshire Square vessels

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Greene King IPA IPA 3.6%

The Number 1 cask in the country, Gold medallist in the bitter class in the 2004 CBOB, this is a moreish session ale with a fresh hoppy taste.

Greene King 0845 600 1799 www.greeneking.co.uk

Greene King XX Mild 3.0%

A cask mild traditionally brewed using dark malt to give a sweet & roasted flavour

Greene King 0845 600 1799 www.greeneking.co.uk

Growler Bitter 3.9%

A delicately smooth, well balanced session bitter. Amber in colour, fruity & light on the palate with a hint of earthy spice

Nethergate 01787 283220 www.nethergate.co.uk

Hancocks HB Bitter 3.6%

A traditional cask ale, brewed in Cardiff since 1925, now including a series of seasonal specials for the free trade

Molson Coors 0845 6000888 www.molsoncoors.com

Hartleys XB Bitter 4.0%

XB is famed for its rich rounded body, smooth bitterness & subtle tang of malt. This pale tart beer is brewed to Hartley's original recipe & has a dry, slightly acidic finish with fruit notes

Frederic Robinson 0161 480 6571 www.frederic-robinson.com



Harvest Pale Pale 3.8%

CBOB 2010, with assertive citrus hop bitterness & some underlying sweetness, leading to a refreshing zesty finish.

Castle Rock Brewery 0115 985 1615 www.castlerockbrewery.co.uk

Hatters Mild 3.3%

An excellent easy drinking light mild with a dry roasted nutty malt palate & delicate golding dry hop aroma. Hatter has a quenching balance of malt & hops in finish.

Frederic Robinson 0161 480 6571 www.frederic-robinson.com

Henry's Original IPA 3.6%

Light, refreshing & sessionable, with an aroma of gentle malt & a long-lasting after taste which becomes biscuity.

Wadworth 01380 723361 www.wadworth.co.uk

Hobgoblin Bitter 4.5%

Award winning beer. A classic mild, with complex layers of taste that come from roasted malts that predominate & give lots of flavour.

Wychwood 01902 711811 www.marstonsbeercompany.co.uk

Hooky Bitter Bitter 3.6%

A subtly balanced, golden bitter, hoppy to the nose, malty on the palate & is easy to drink. A classic English bitter.

Hook Norton 01608 737210. www.hooky.co.uk

Hooky Gold Golden 4.1%

A crisp, golden ale with citrus aromas & a fruity body.

Hook Norton 01608 737210. www.hooky.co.uk



Horizon Golden 4.0%

Brewed with 100% pale ale malt & a blend of Fuggles, Styrian Goldings & Cascade hops. Pale gold in colour with zesty, citrus & hop aromas & a crisp, tangy finish.

Wadworth 01380 723361 www.wadworth.co.uk

HSD Premium 5.0%

Our most famous & notorious ale, a full-bodied strong Cornish ale brimming with a kaleidoscope of flavours. Brewed with plenty of malt & lashings of English Fuggles & Golding hops. Truly a classic ale of considerable depth & complexity.

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

INDUS IPA 3.9%

The INDUS was a ship that voyaged to the East Indies – trading Lancashire cotton for exotic Eastern delights & INDUS Pale Ale celebrates ales of that period. A refreshing amber coloured IPA, enriched with four hop varieties for a flavour that stays fresh & crisp to the finish

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Jaipur IPA IPA 5.9%

Award winning complex, well balanced IPA with a lovely blend of citrus & fruit flavours mixed with a slight sweetness & ending with a lingering, bitter finish.

Thornbridge Brewery 01629 641000 www.thornbridgebrewery.co.uk

Jennings Bitter Bitter 3.5%

Slightly darker than one would expect, for a bitter with such fullness of flavour. It is well balanced & satisfying with a character which belies its 3.5% ABV.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

John Smith's Bitter Bitter 4.0%

Available in cask & keg, this iconic Yorkshire beer is the number one ale in the UK, selling well over half a million pints every day with annual retail sales in excess of £700 million.

Heineken 08457 101010 www.heineken.co.uk

Kelham Island Pale Rider Bitter 5.2%

Brewed from a combination of British & continental malts & a mixture of hops. It has a honeyed flavour, a powerful aroma & a dangerously deceptive drinkability

Kelham Island Brewery 0114 249 4804 www.kelhambrewery.co.uk

Kents Best Bitter 4.1%

An ambient bitter which successfully merges the biscuity sweetness of English malt with the fruity, floral countryside to give a clean, satisfying & moreish drink (to quaff effortlessly among friends).

Shepherd Neame 01795 532206 www.shepherdneame.co.uk

Lancaster Bomber Premium 4.4%

This rich amber beer is brewed using pale ale & crystal malt to achieve a full-bodied flavour. with a finely balanced hop character from the late addition of Styrian Goldings.

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Landlord Bitter 4.3%

Camra's CBOB 1999 & famously Madonna's favourite beer. A classic strong Pale Ale.

Timothy Taylor 01535 603139 www.timothytaylor.co.uk

Lighthouse Bitter 3.4%

A classic amber beer, delivering a crisp, refreshing taste. With a light fragrance, lovely malt flavours & lingering hoppy aftertaste.

Adnams plc 01502 727200 www.adnams.co.uk

Lees Bitter Bitter 4.0%

Award winning copper-coloured beer, with malt & fruit in aroma, taste & finish

JW Lees & Co Ltd 0161 643 2487 www.jwlees.co.uk

London Glory Bitter 4.0%

A rich & fruity beer that combines crystal malt with Challenger & Golding hops; brewed in celebration of our capital city.

Greene King 0845 600 1799 www.greeneking.co.uk

Mad Goose Pale 4.2%

Named for the fearsome geese that patrol the brewery, light copper in colour with a zesty, hoppy character and creamy finish

Purity Brewing Co 01789 488007 www.puritybrewing.com

Maldon Gold Golden 3.8%

Award winning beer. A pale golden ale with a sharp citrus note moderated by honey and biscuity malt.

Mighty Oak Brewing 01621 843713 www.mightyoakbrewery.co.uk

Mansfield Cask Ale Bitter 3.9%

A clean, lightly fruity bitter, it derives much of its character from the age old Mansfield strain of brewers' yeast. A malty, amber coloured beer, it has a subtle bitterness, followed by a satisfying hoppy aftertaste.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's Burton Bitter Bitter 3.8%

Marston's Bitter is a full flavoured bitter balanced by a malt flavour to give a bright, refreshing beer, using the best Fuggles and Goldings Hops. This is a slightly richer ale short of amber.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's EPA Pale 3.6%

A refreshing, lighter blonde ale with subtle citrus flavours and a delicate bitter aftertaste. It will appeal to drinkers both of traditional bitters, ales and even lagers because it delivers refreshment with flavour. An easy drinking, but flavoursome beer, EPA uses modern brewing methods and a combination of the modern and classic Cascade and Stryian hops.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's Old Empire IPA 5.7%

Crafted to a traditional recipe to produce a beer with a tangy clean bitterness and wonderfully refreshing character. With its pale appearance, strong hoppy taste and higher alcoholic strength, it comprises all the characteristics of a true IPA

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's Pedigree Premium 4.5%

Still brewed in the oak casks of the Burton Unions to preserve its individual character, consistent quality and taste. Brewed with Maris Otter malt to give a malty depth to the flavour. Traditional Fuggle hops are added for fruitiness & fine English Goldings for a spicy high note. Together with the use of Burton water, this makes a nutty flavour with delicate hoppy aroma and a dry bitter finish

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Master Brew Bitter 3.7%

Brewed using only the finest Kentish barley & hops, it is the best-selling cask ale brewed in Kent. A clean, dry, refreshing, session bitter, with a touch of sweetness, but an assertive & vibrant hop with a lingering bitter finish.

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

M&B Bitter 3.6%

M&B ales have a long & rich history & are truly products of the Midlands. Now including a series of seasonal specials for the free trade

Molson Coors 0845 6000888 www.molsoncoors.com

Moorhouse's Black Cat Mild 3.4%

Dark & refreshing with a distinct chocolate malt flavour & a smooth hoppy finish. Double Gold Medal Winner, IBA 1998; Supreme CBOB 2000; Silver CBOB 2001; Bronze CBOB 2002; Gold Medal Winner IBA 201.

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

Moorhouse's Blond Witch Blond 4.5%

Moorhouse's first ever 'Blond' ale, this beer is as light as you can get with a lager colour (minus the bubbles). Drinks to the strength of any good White Witch

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

Moorhouse's Premier Bitter 3.7%

A session bitter, smooth & creamy, amber in colour with a refreshing hoppy finish. IBA Silver Medal 1982 & 1992 & Gold Medal 2004.

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

Moorhouse's Pride of Pendle Bitter 4.1%

An exceptionally fine balance of malt & hops give this beer a long dry & extremely satisfying finish. IBA 2004 Gold Medal Winner & 'Champion Cask Ale'

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

Moorhouse's Pendle Witches Brew Premium 5.1%

A full malty flavoured beer with a strong fruity hop aftertaste. Runner-up CBOB 1989/90 & 1994/5 Silver Medal, IBA 1996

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

Morland Original Bitter 4.0%

A moreish & refreshing ale with a subtle malt & fruit character & pronounced bitter finish

Greene King 0845 6001799. www.greeneking.co.uk

Nelson's Revenge Bitter 4.6%

Rich, fruity & floral aromas, sweet Norfolk malts & a burst of 'citrus' hops embody this award winning ale

Woodforde's Brewery 01603 720353 www.woodfordes.co.uk

Nethergate IPA IPA 3.5%

A superb apple-crisp session beer. Hoppy throughout, with a lingering bitter end

Nethergate 01787 283220 www.nethergate.co.uk

Norfolk Nog Bitter 4.6%

Past winner of Camra's CBOB. Smooth, rich & rounded 'Old Ale' with a velvety texture & hints of chocolate, treacle and liquorice

Woodforde's Brewery 01603 720353 www.woodfordes.co.uk

Nutty Black Mild 3.3%

One of only four ales to ever win the CBOB twice! Thwaites uses only the finest dark kiln roasted malts, English barley & select fuggles & goldings hops to create a smooth dark mild with a deliciously dry finish

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Oakham JHB Golden 3.8%

A Past CBOB. Jeffrey Hudson Bitter is a straw coloured golden ale with a hoppy, citrus aroma & a dry hoppy finish with soft fruit flavours

Oakham Ales 01733 358300 www.oakhamales.com

Old Hooky Premium 4.6%

A pale copper beer made with pale & crystal malt & a hoppy aroma & taste, with a sweet & fruity finish

Hook Norton 01608 737210 www.hook-norton-brewery.co.uk

Old Golden Hen Golden 4.1%

Crafted by the Master Brewer of Old Speckled Hen, this light golden beer delivers both flavour and refreshment. Brewed using the finest pale malts and the rare Galaxy hop to give a light golden colour, subtle tropical fruit notes and a deliciously smooth finish

Greene King 0845 600 1799 www.greeneking.co.uk

Old Growler Porter 5.0%

One of the first of the new wave porters, & winner of numerous awards including the only beer to have won the CAMRA Winter Beer of Great Britain twice, in 1998 & 2003. Based on a 1750's London porter, a complex ale, smooth drinking & very distinctive, roast malts & fruits dominate, liquorice is also detectable with age

Nethergate 01787 283220 www.nethergate.co.uk

Old Speckled Hen Premium 4.5%

Old Speckled Hen is the perfect indulgence for the independent thinking premium ale drinker. High quality, flavoursome & very drinkable

Greene King 0845 600 1799 www.greeneking.co.uk

Old Thumper Premium 5.6%

A past Champion beer of Britain, Old Thumper is a copper coloured full-flavoured strong ale. It is Ringwood Brewery's flagship brew and it's distinctive taste has made it a winner nationally & internationally

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Old Tom Strong Ale Strong Ale 8.5%

Voted World's Best Ale in the 2009 World Beer Awards & three times Supreme Champion Winter Beer of Britain at CAMRA's National Winter Ales Festival. Old Tom is a smooth, mellow ale with a dark winery colour & is available on draught or in 330ml embossed bottles.

Frederic Robinson 0161 480 6571 www.frederic-robinson.com

Olde Trip Premium 4.3%

A rich toffee flavoured beer bursting with fruity character, a perfectly balanced premium ale with a clean & bitter finish.

Greene King 0845 6001799. www.greeneking.co.uk

Original Bitter Premium 5.2%

Our premium ale & winner of the gold medal in the IBA. Original is best known for its smooth, full-bodied taste.

Everards Brewery 0116 201 4100 www.everards.co.uk

Oscar Wilde Mild 3.7%

Another award winning beer from the Essex brewery. A wonderfully mellow, nutty, morish dark mild.

Mighty Oak Brewing 01621 843713 www.mightyoakbrewery.co.uk

Oxford Gold Bitter 4.0%

English Target hops give this beer a remarkable aroma. Late hopping with Goldings and fermentation by the Brakspear yeast creates a remarkably zesty aroma, a full fruity flavour and a golden colour. Over 200 years of brewing tradition ensures Oxford Gold is renowned for what is best in English brewing

Brakspear 01902 711811 www.marstonsbeercompany.co.uk

Proper Job Bitter 4.5%

A powerfully hopped IPA with a modern twist. Brewed with Cornish spring water & malt made from a blend of malts including Cornish grown Maris Otter barley. (Winner, CAMRA Great British Beer Festival Best Bottled Beer 2011)

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

Pure Gold Golden 3.8%

A refreshing Golden Ale handcrafted & brewed using only premium ingredients, creating an easy drinking beer with a lovely dry & bitter finish

Purity Brewing Co 01789 488007 www.puritybrewing.com

Pure UBU Premium 4.5%

Pronounced OO-BOO—a distinctive premium amber coloured beer with a spicy and caramelised flavour, which is a pleasure to drink

Purity Brewing Co 01789 488007 www.puritybrewing.com

Riggwelter Premium 5.9%

From the Old Norse “rigg” meaning back, and “velte” meaning to overturn. When a sheep is on its back and cannot get up without help, local Yorkshire dialect says it is ‘rigged’ or ‘riggweltd’. A wolf in sheep’s clothing - this is a well-balanced, deep chestnut coloured ale, with distinctive roast malt, Golding hops and banana fruit aromas. It delivers a strong and refreshingly dry finish of hops and roasted barley malt, with a liquorice aftertaste. It is brewed using the unusual Yorkshire Square fermentation system. Riggwelter (in bottles) was awarded a 2 Star Gold Award at The Great Taste Awards in 2009 & 2010 & a 1 Star Gold in 2011

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Ringwood Best Bitter 3.8%

Brewed in the heart of the New Forest, Best Bitter is a well-rounded beer with a delicious malt flavour balanced by a tangy citrus hoppiness. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles & Challenger hops, it is the market leader in the South. The first brew & still the top seller, Best accounts for over 70% of our production due to its refreshing, easy drinking style.

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Ringwood Boondoggle Golden 4.2%

The name is taken from a Scots/American word to mean 'work of little value' or to us, a jolly! We can think of nothing better than going for a Boondoggle or two and enjoying this pale golden beer with a light citrus aroma and delicious fruity finish.

Ringwood 01425 471177 www.ringwoodbrewery.co.uk

Ruddles Best Bitter 3.7%

Ruddles Best roots itself in the heart of real ale, with a distinctive late hop character this sessionable beer balances bitter & citrus flavours in a surprisingly full bodied pint.

Ruddles Brewing 0845 6001799 www.ruddles.co.uk

Ruddles County Premium 4.3%

Ruddles County is brewed for the established real ale fan. It's strong dark toffee & caramel flavours are combined with the crisp bitterness of the rare Bramling Cross hop.

Ruddles Brewing 0845 6001799 www.ruddles.co.uk



St Edmund's Cool Cask 4.2%

The first ever UK pint that allows punters to choose how they like their head. The revolutionary new beer, specially brewed to be served cooler at between 6-8 degrees, uses a unique beer engine to serve up your pint just as you like it - whether you prefer a “north” style tight, creamy head or a “south” with a crowning glory of loose bubbles.

Greene King 0845 600 1799 www.greeneking.co.uk

Sharp's Own Premium 4.4%

Rich roasted & malty notes with some light hop tones. The mouthfeel is one full of malty sweetness complimented by a good measure of hop bitterness.

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Sharp's Special Premium 5.2%

The sweetest & strongest of Sharp's cask ales. The sweetness complements most desserts, especially those with a good measure of sugar such as treacle puddings & stewed fruits. Also works well with rich, creamy cheeses

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Signature Range Various

The four best beers from the 2011 Signature range, represented as Quarterly Favourites for 2012 plus a calendar of twelve bespoke Signature Beers. Thwaites aim to challenge, delight & captivate newcomers to the world of cask ale, whilst continuing to tantalise their growing legions of loyal followers. The 2012 range features a unique assortment of hand pulled ales to suit all tastes

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Snecklifter Bitter 5.1%

A very individual style of beer that has a fullness of flavour created by the chocolate & amber malt. A rich full bodied multi-award-winning beer.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

Southwold Bitter Bitter 3.7%

This copper coloured beer is brewed with the finest East Anglian malted barley, sourced locally to the brewery. We use a blend of hop varieties, including Fuggles, which we add late in the boil to preserve the herbal flavours of this traditional English hop.

Adnams plc 01502 727200 www.adnams.co.uk

Spitfire Premium 4.2%

Spitfire Premium Bitter, produced in 1990 as a Battle of Britain commemorative brew, has a full malt & hop flavour with a well balanced & lasting aftertaste. Awarded the Gold Medal at the International Brewing Industry Awards.

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

Stones Bitter 3.6%

Stones is a light, golden ale, still brewed today using the same principles as it was in 1865.

Molson Coors 0845 6000888 www.molsoncoors.com

Sunchaser Blond 4.0%

A permanent feature in the Everards range following great success as a beer able to attract a variety of drinkers to cask ale. A thirst-quenching beer made in the style of a continental lager with subtle fruit flavours & a little sweetness within.

Everards Brewery 0116 2014100 www.everards.co.uk

Tetley's Cask Bitter 3.7%

- Full bodied roasted malt with hint of caramel & a smooth hop character, brewed in traditional Yorkshire squares

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Tetley's Seasonal Ales Bitter 3.8-4.3%

- Seasonal ale programme from Tetley's, four great ales including Mad Trumpet, Midsummer Madness, Headless Huntsman & Christmas Cracker

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Theakston Best Bitter 3.8%

The definitive English Bitter. This fine, golden coloured beer has a full flavour that lingers pleasantly on the palate. With a good bitter-sweet balance, it has a robust hop character described as citrus & spicy. A refreshing & very satisfying pint, noted for the aroma of its Fuggles hops & the dry hopping of Styrian Golding to add its characteristic Theakston aroma.

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

Theakston Black Bull Bitter 3.9%

A bright, amber bitter, well attenuated to give a crisp, refreshingly dry taste. The late and dry hopping with Golding hops ensures a pronounced citrus fruit flavour and aroma.

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

Theakston XB Premium 4.5%

A premium strength ale, ruby coloured with a rich flavour and full body. The balance between bitterness and fruitiness from the Bramling Cross and Fuggle hops used give XB the distinctively complex aroma, making it the beer to savour

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

Theakston Old Peculier Premium 5.6%

The beer that made Masham famous – rich, dark & smooth tasting, with a character all of its own. Brewed using the traditional Fuggle hop, Old Peculier is our best known beer and has a large and enthusiastic following all over Britain and around the world

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

Theakston Lightfoot Golden 4.1%

This is a very pale, straw coloured ale that uses a blend of finest English ale malt, wheat and German and Slovakian hops to achieve a 'continental blonde' style, flavour and aroma

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

Theakston Mild Mild 3.5%

A dark, delicious beer with a dry palate and a full, rounded, hoppy flavour. Brewed using three malts: pale malt for body, crystal malt for rich flavour and black malt for texture and taste and is the only truly national, permanently available Mild.

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

Thwaites Original Bitter 3.6%

A clean dry tasting and refreshing session bitter with a glowing amber appearance. Brewed using premium grade Maris Otter malt and a blend of traditional English Hops including Goldings and Fuggles to give a malty flavoured beer with a delicate dry finish

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Tiger Best Bitter 4.2%

A true award winning best bitter with universal appeal. Tiger is a classic example of getting the perfect balance between sweetness & bitterness. Crystal malt gives the beer its rounded toffee character.

Everards Brewery 0116 201 4100 www.everards.co.uk

Tolly English Ale Low Alcohol 2.8%

This fine amber ale has a balanced bitterness, with a slight taste & aroma of citrus & tropical fruit. All the flavour you would expect from a great English ale but at only 2.8% ABV

Greene King 0845 600 1799

www.greeneking.co.uk

Trelawny Bitter 3.8%

A traditional, appealing & distinctive ale offering a unique & harmonious blend of traditional English Golding, with specially imported Galaxy hops from South Australia to provide a distinctive blend of old & new world flavour.

St. Austell Brewery 0845 2411122

www.staustellbrewery.co.uk

Tribute Bitter 4.2%

A Supreme Champion Ale of Cornwall as voted by CAMRA, Tribute is a popular favourite with locals & visitors to Cornwall, as well as being a much sought after guest ale throughout the rest of the UK. A real Cornish ambassador, it has a unique hoppy palate & citrusy nose.

St. Austell Brewery 0845 2411122

www.staustellbrewery.co.uk

Umbel Ale Golden 3.8%

Gold award winner in Camra's 2000 Speciality Beer category. A golden beer, brewed with coriander to give a fruity tang. Well rounded finish.

Nethergate 01787 283220

www.nethergate.co.uk

Unicorn Bitter 4.2%

A magnificent pale tart & thirst quenching bitter beer. Unicorn has a superb mouth feel of rich malt & hops & complex aromas of golding hops, malt & tart fruit. This award winning beer has a long dry finish with citrus fruit notes. A Gold Medal Winner at the Brewing Industry International Awards.

Frederic Robinson 0161 480 6571.

www.frederic-robinson.com

Wainwright Golden 4.1%

Exquisitely lovely golden ale. Named after Alfred Wainwright, the renowned Lakeland author who was born in Blackburn, Wainwright is a refreshing, golden ale with subtle sweetness & delicate citrus fruity overtones

Daniel Thwaites 01254 686868

www.thwaites.co.uk

Wherry Best Bitter 3.8%

CBOB in 2005 & Supreme Champion in 1996/97, this multi award winning beer is fresh & zesty with crisp floral flavours & a background of sweet malt leading to a hoppy 'grapefruit' bitter finish

Woodforde's 01603 720353

www.woodfordes.co.uk

Worthington's White Shield IPA 5.6%

Worthington's White Shield is the oldest, original IPA still available today, dating back to the 1820s, & the most decorated beer in CAMRA history. Famous for the bottle conditioned ale, it is now available in cask, along with other versions, including Red Shield & a cask Worthington E.

Molson Coors 0845 6000888

www.molsoncoors.com

Young's Bitter Bitter 3.7%

Traditionally brewed to deliver a clean taste. The fastest growing standard cask ale in England & Wales & a 'Top 10' standard cask ale brand

Wells & Youngs 01234 272766

www.wellsandyoungs.co.uk

Young's London Gold Bitter 4.5%

Light, golden & full-flavoured with a refreshing bite

Wells & Youngs 01234 272766

www.wellsandyoungs.co.uk

Young's Special Premium 4.5%

A smooth fruity cask ale, brewed with 100% malt: Maris Otter & crystal malt & Fuggle & Golding hops. Now brewed by Wells & Young's this is a classic premium bitter with cult status amongst cask ale aficionados. Its distinctive taste makes Young's Special a beer that is eagerly sought out by its loyal fans the length & breadth of the UK

Wells & Youngs 01234 272766

www.wellsandyoungs.co.uk



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The UK brewing scene has never been so exciting.

The 2011 Cask Report showed that while older consumers are rediscovering the joy of ale, its taste and provenance has also captured the imagination of the younger generation. On the following pages we highlight some of Britain's best brewers, their mash tuns brimming with inspiring, innovative and interesting beers - from well-loved favourites to experimental brews.

Introduced by Pete Brown, who shares his insight into why cask is cool and how to cash in on it, we offer some helpful marketing tips, and Julian Grocock, SIBA's chief executive admits to the continuing power of big brands.

Melissa Cole reveals the thinking behind matching beer & food, while Mitch Adams, owner of the renowned Thatchers Arms, gives practical advice on running a successful event. Ted Bruning talks to some of the country's top operators making the most of the pub's USP and Pete Brown has the last word on the Craft Controversy - for now!



Real Ale Means Business

The message has got through.

It can be quite difficult to accept. When you're having an argument with someone, when it takes you a long time to convince them of your point of view, it can take quite a while for it to permeate through your defences that they're no longer shaking their heads, they're saying, "OK, OK, I get it. I agree with you!"

That's what's just happened with the argument to convince the beer world – and the world in general – that cask ale is in revival, and is something that both publicans and drinkers should be taking an interest in.

People now know that cask is back. Of course, it never went away – but when we did the first Cask Report there was a perception – inaccurate though it was – that cask ale was in long-term, terminal decline, of interest only to a niche group of real ale enthusiasts who accounted for most of its volume.

The Case for Cask

For five years now, the Cask Report has been making the case that cask ale is outperforming almost every other beer, certainly doing better than the beer market as a whole, and that cask ale adds value to pubs by bringing in more drinkers, more often, who spend more while they're in the pub, and bring non-cask drinking friends and family with them.

When your whole aim is to get this message across, how can you tell when you've succeeded?

I think for us, this year, that realisation came with the reaction of the national press. Years one to three were a struggle to get any recognition whatsoever for what we were trying to say. We got coverage, but it was small, and it was hard work. But last year we got good splashes across various national titles and radio stations. And this year, when we went back to them with our latest key headlines, the response was, "We're always writing about how good cask ale is. We've kind of done it before. Several times."

Pessimists (and we all have a tendency to pessimism in the beer and pub industry) could read this as people being bored of hearing about real ale. But we felt very differently. We believe this is a sign that the primary message has got through, and we can now focus on building out from it. Now people are listening, we can start to expand the message about cask, fill in some of the detail.

"Cask ale is in revival, and is something that both publicans and drinkers should be taking an interest in"

Making it Work

If you're a publican who has seen the Cask Report before, or you've read this article in previous editions of the OnTrade Preview: don't worry, I'm not going to tell you yet again that you should be stocking cask on the bar for the reasons outlined above, and I'm not going to go on about the profile or the number of cask drinkers, or how



many more pubs are stocking it or how well it's doing compared to the total beer market. You already know this, and while we've got updated figures, you don't really need to hear the message again. Instead, the real value in this year's Cask Report is the insight behind the scenes – and if you're a landlord stocking cask, or thinking about doing so, this is what you really should read.

“Cask is now seen as fashionable thanks to its quirkiness, variety and flavour, and the fact that people are seeing more pumps from more brewers on more bars”

For the first time, we commissioned a professional market research company to conduct in-depth qualitative research groups with die-hard cask drinkers, ‘dabblers’ who experiment with cask but also drink other stuff, and people who maybe don't think of themselves as cask ale drinkers, but don't actively reject it. We spoke to nine groups of drinkers, in London, Edinburgh, Manchester and Birmingham. When we received the independent research report, we then corroborated it with statistics and data from other sources. We believe the result is the best insight yet into the motivations for drinking cask ale, and its perceived strengths and weaknesses.

Where Does Cask Fit?

The stereotype of the old man in a flat cap sitting drinking on his own is a thing of the past – if anything, that guy will now be drinking standard lager. Cask is now steadily recruiting younger drinkers.

These days all drinkers – even those who consider themselves cask die-hards – are ‘repertoire drinkers’ – 80% of cask ale drinkers

also drink wine, for example. This means that while they're disposed to cask, it has to compete with other alternatives at all times.

Within the repertoire, there are many occasions when cask is right. As you'd expect, these are the quieter, mellower drinking occasions, in pubs that feel like they are quality establishments, run by people who know what they're doing. In environments where the quality cues aren't necessarily there, drinkers will switch to lager, Guinness or wine.

Reasons for drinking cask

The headline of our research was that drinkers in general now see cask as ‘natural, flavoursome and a little bit cool’. It's largely shaken off its old stigma about image (it still exists in places, but is not strong enough to be a major factor in putting people off). By contrast, especially for younger drinkers, cask is now seen as fashionable thanks to its quirkiness, variety and flavour, and the fact that people are seeing more pumps from more brewers on more bars – ‘It must be good, because there seems to be so much more happening in it these days’.

“Drinkers talk about ‘familiar’ versus ‘unfamiliar’ beers...A micro can be very familiar in its heartland, just as a regional brewer's brand can be unfamiliar outside its territory”

But cask ale is more than just a fad. We've been saying for years that cask fits contemporary trends towards more interesting flavours, local production and craft ingredients. Finally, people are seeing it in that context.

SOUND THE TRUMPETS, HE'S BACK!

- Throughout 2012 our enigmatic, charismatic and down right bombastic Bombardier will be blasting onto televisions across Britain as once again he marches to victory.

Thanks to the success of our last battle campaign:

41% OF TV VIEWERS SAID THEY WERE MORE LIKELY TO DRINK BOMBARDIER*

BOMBARDIER IS TWICE AS LIKELY TO BE SPOKEN ABOUT WITH FRIENDS THAN OTHER COMPETITORS' BEERS*

- As a result, we can proudly say it's one of the best selling cask beers and is this year's must stock. Huzzah! And expect new, exciting and bigger Bombardier battle plans and action in 2012!

- So make sure your barrels are loaded and ready for action as once again The Bombardier (English, ever reliable and damned tasty) delivers more beer sales to your pub.

● **JOIN THE REGIMENT**

Call the troops now on **01234 279279** to sign up and we'll award you with a Bombardier pump clip and limited edition crowner.



Bang On!



drinkaware.co.uk Please enjoy responsibly

*HPI2011



The perfect portfolio

In the trade, when we're talking about cask ale brewers we often default to 'regionals' versus 'micros'. The two groups of brewers often come into conflict, with regionals feeling they are under threat from the new wave of microbrewers.

But crucially, drinkers don't see cask ale in these terms. Instead, they talk about 'familiar' versus 'unfamiliar' beers. This may sound like it's the same thing – big, established, advertised brands versus obscure, adventurous micros – but it doesn't always fall that way. A micro can be very familiar in its heartland, just as a regional brewer's brand can be unfamiliar outside its territory. Many micros produce individual brands that have a strong following, while a growing number of regional brewers now curate ranges of seasonal, guest beers and limited editions.

"A range consisting only of familiar beers is seen as 'high street' and 'boring' while a line-up of exclusively unfamiliar beers is seen as too eclectic, niche, and trying too hard"

Most drinkers don't really care how big the brewery is that brewed the beer – they're just interested in whether they know it or not. Most cask ale drinkers claim that when they enter a pub, they're looking for something new and different. But after a while, they always seem to resort to familiar old favourites. This behaviour is consistent across all drinker groups – those who have been drinking cask ale for decades, and those who are very new to it and have little knowledge.

This means that any decent range must be a mix of familiar and unfamiliar brands if it is to appeal to all drinkers. If you stock, say, four ales, it could be two familiar, two unfamiliar, or 3-1 either way. But a range consisting only of familiar beers is seen as 'high street' and 'boring' (even if the drinker likes individual beers within that range) while a line-up of exclusively unfamiliar beers is seen as too eclectic, niche, and trying too hard (apart from in specialist, niche craft beer pubs, where drinkers expect the obscure).

Based on the research, we developed a ten-point plan:

- ▶ **Try before you buy** – offering pre-emptive tasters proves consistently to be the main way to overcome uncertainty about cask.
- ▶ **Information and signage** – for example, a chalkboard clearly visible behind the bar with names and ABVs of ales on offer makes it much simpler to choose, especially in a busy pub.
- ▶ **Range** – as discussed above, a mix of familiar and unfamiliar beers to your clientele satisfies needs for both safety and novelty.
- ▶ **Styles** – traditional bitter still rules, but cask ale now extends well beyond that. Mix things up with milds, golden ales and IPAs.
- ▶ **Knowledge** – knowledgeable staff are essential to perceptions of quality – hire people who are interested in beer and invest in staff training.
- ▶ **Clear language** – use words like 'natural' and 'flavoursome' on promotional material, this is what really attracts drinkers to cask.
- ▶ **Recommendations** – Use beer lists and give food and beer matching suggestions.
- ▶ **Promotions** – events like beer festivals don't just boost cask sales, they bring new people into the pub and drive overall turnover.
- ▶ **Retro-chic** – we need to be a bit wary of this one (fashionability always comes with the risk of a backlash) but cask is currently 'trendy' in a 'retro' way. If you have a young, urban clientele, you can really use this.
- ▶ **Stereotypes** – the hoary old clichés aren't true any more – it's up to everyone promoting cask to help demolish them – or at least refrain from spreading them!

There's much more depth in the main report, including many comments in drinkers' own words. Some of it confirms what capable landlords have always known – but it's still nice to hear it verified independently. Cask ale remains in rude health – and we can now tell you why that is, and how to keep it that way.

Pete Brown is the independent author of The Cask Report, which is supported by CAMRA, SIBA, IFBB and the leading cask ale brewers.

The full Cask Report can be downloaded from www.caskreport.co.uk



Pete Brown

Beer Style Guide

Milds

Less hoppy than bitters, milds are predominantly malty, with at least a hint of sweetness. Light milds are tawny and quite fruity while dark milds have more of a roasted, caramel character and are a deep brown or even black.

Bitters

By far the most popular style of beer, a pub's 'bread & butter' beer. Colours range from pale to medium brown and include:

'Session' bitters - below 4%. Easy drinking, as the name implies, with a light mouthfeel, gentle hoppiness and medium bitterness.

'Best' bitters - from 4-4.6%. They have a richer mouthfeel and are noticeably hoppier, sometimes citrusy with a stronger malt character

'Strong' or 'premium' bitters - 4.6-6.5%. Not just stronger in alcohol, they also have a more pronounced hoppiness and intense maltiness, balanced by increased bitterness and fruitiness.

Gold/Blond

Despite the pale gold appearance these can be intensely hoppy with strong citrus overtones, and are usually made with hops imported from the US. Refreshing and thirst quenching they can handle being served even cooler than traditional ales, and are extremely popular in the summer.

Stouts and Porters

The difference between stouts and porters is hotly debated in beer circles, and the only thing anyone can agree on is that originally stouts were stronger, darker, maltier, less hoppy porters. This definition has lost its relevance nowadays with microbrewers leading a revival of the style and brewing stronger porters and hoppier stouts. They are all much darker and maltier than bitters, due to the use of dark malts and roasted barley.

IPA

Most beers called IPA are in fact bitters. India Pale Ale was the style that put Burton on the world map, a high strength beer preserved by hops and alcohol to enable it to survive the journey to all parts of the empire.

Old Ale

Rich malty beers, brewed for the dark winter months, often fruity with a thick, almost creamy mouthfeel. Old Ales range from 4.3% to 6.6%, while Strong Old Ales can be very strong – up to 12%

Speciality

Beyond the above traditional styles there is a whole world of ingredients for brewers to experiment with; honey, ginger, coriander and elderflower are the most popular ones but any fruit, herb, spice or grain can be grist to the brewer's mill.



Simon Yates

It's the Beer Talking

Cask ale is flavour of the moment, and part of the reason is that consumers are far more interested in what they're eating and drinking these days. What is it? Where does it come from? How is it made? Cask ale can answer all those questions with pride, and the wonderful variety of styles and brands can keep the conversation going, night after night, pint after pint.

Britain's brewers, large and small have got their creative juices flowing, and are mashing up a marvellous array of ales to keep the interest piqued and the appetite whetted. Seasonal ales have long been reasons to be cheerful and nowadays many brewers are bringing out new beers not just four times a year, but on a monthly basis - which offers even the less intrepid beer drinker the chance to try something different from a brewer they already trust.

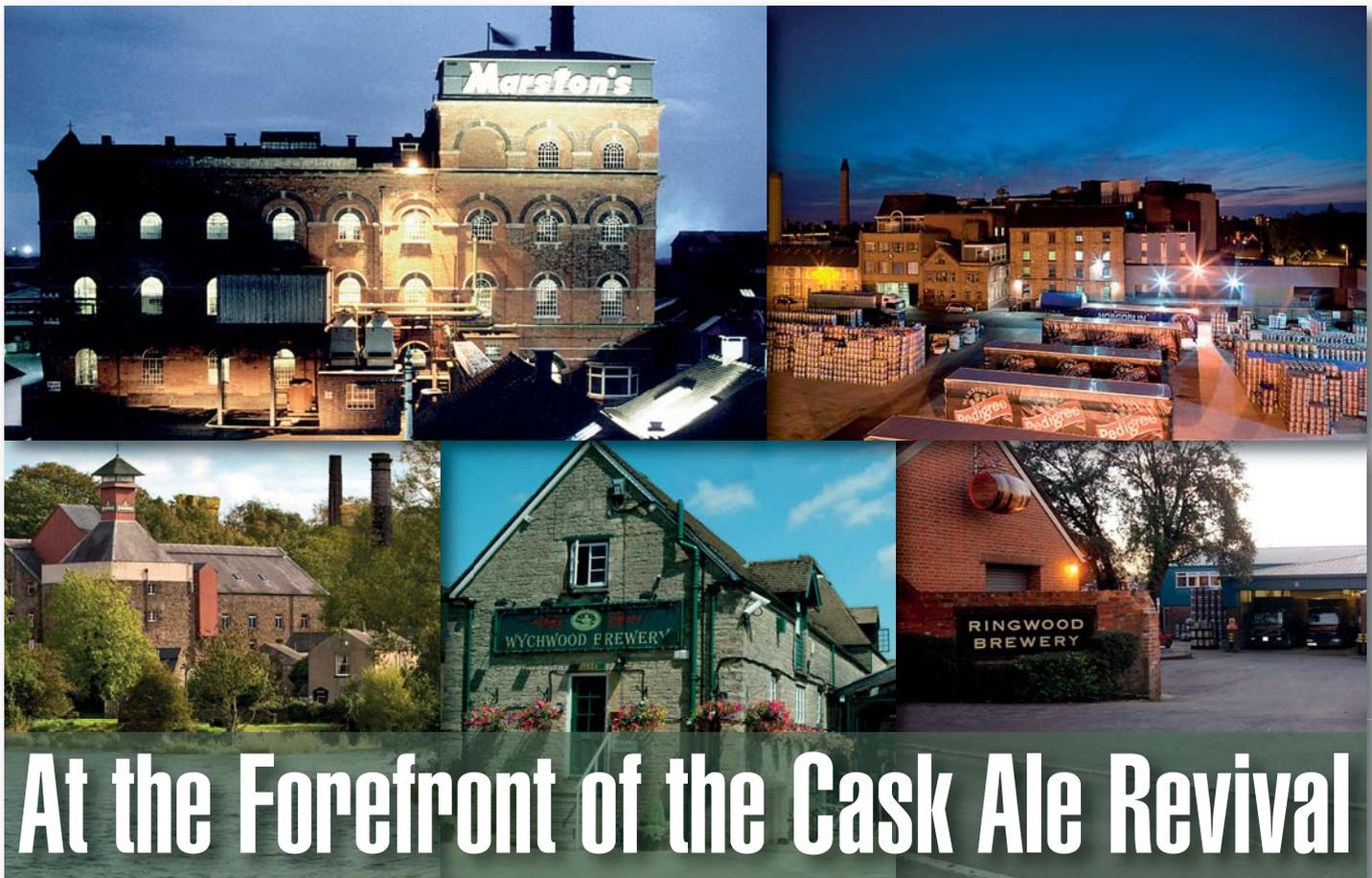
For example, 2011 saw Daniel Thwaites bring out no less than 14 beers in their limited edition Signature range of craft beers, including the organic golden ale Crowd Pleaser as well as a couple of Help For Heroes fund raisers and a spicy Crafty Devil for Halloween

Creativity on the Hop

In an innovative move Marston's have taken this creativity a step, or should that be hop, further. Each month in 2012 they'll brew a short run of 4% beers using a different, carefully-selected single hop, some never seen before in UK brewing.

Assistant Head Brewer Simon Yates explains "By using the same basic recipe, with only the hop changing, we will be allowing the unique tastes and qualities of each hop to shine through. It will be a very different, but intriguing taste experience that will naturally appeal to people passionate about taste and ingredients."

Creating a single hop ale, the brewery hopes, will give bar staff and drinkers something thought-provoking to discuss at the bar.



At the Forefront of the Cask Ale Revival

Marston's

In recent years cask ale has enjoyed a revival in popularity and is continuing to gain an increased share of the UK beer market.

This is great news for Marston's, the UK's leading brewer and pub operator, which now produces one in four pints of all premium cask ale consumed in the UK. Through its five regional breweries, its portfolio delivers an unrivalled national ale trail of 17 permanent and over 50 seasonal beers.

With its unique and innovative fastcask format of cask beer and innovative longbow style of hand pull, the brewer is working hard to ensure cask beer is an option for many pubs and bars which previously wouldn't have been able to offer it to their customers.

"Through its five regional breweries, Marston's portfolio delivers an unrivalled national ale trail of 17 permanent and over 50 seasonal beers"

Justin Way, head of category marketing said: "Many pub and bar operators have seen that cask beer offers their customers a unique experience that they cannot buy in a supermarket. However they view the operational complexity of cask beer as a barrier. Our fastcask format delivers genuine cask beer that can be moved at anytime and always be ready for sale.

"Since launch last year we have helped many customers with small cellars and unconventional trading patterns to offer cask for the first time. It has also proved a great success for existing cask stockists, making the operation of events and festivals much easier and providing a solution to always having a brand ready to put on sale to meet unexpected demand."

Marston's is also helping to recruit new drinkers to the cask category through the character of the mischievous Hobgoblin brand (the fastest growing Premium Cask Ale brand in the UK*) appealing to a younger audience. It's also introducing a new initiative for 2012 with a range of Single Hop guest beers to educate drinkers on how different hop varieties influence beer flavour.

Marston's Ale Category Marketing Manager Ian Ward: "Hops are the spicing ingredient of beer and each hop has its own special flavour and fragrance - working in a similar way as grape varieties do in wine. Most beers use a mixture of hops, so by producing an ale from a single hop, we are allowing drinkers and trade customers to understand the flavour characteristics delivered by different hop varieties.

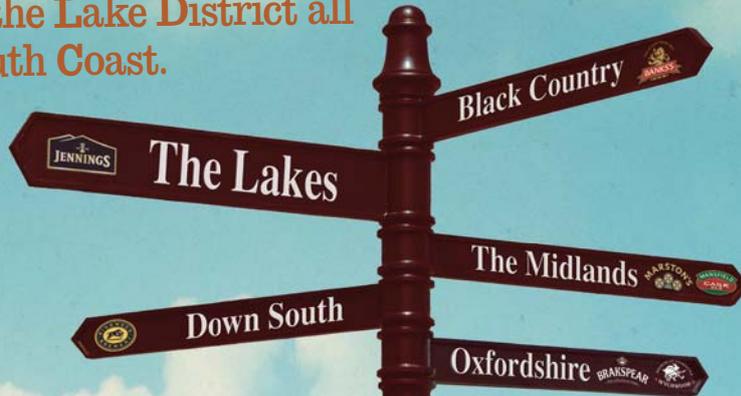
"We hope that this will help to de-mystify cask beer and attract new drinkers as well as generate a lot interest and debate as to drinkers' favourite hops."



Marston's Ale Trail.

At Marston's we have some of the country's best selling cask ales, so hop on board and take a taste tour from the Lake District all the way to the South Coast.

2012



Jennings

Start in Cumbria, the home to the stunningly beautiful Lake District as well as Jennings, one of the oldest brewers in the country. Famous for their unique tasting brews as different as the waters, lakes and tarns themselves. That'll be because they're brewed with pure Lakeland water.



Banks's

Banks's are the West Midlands' favourite ales, brewed using only natural, local ingredients at our Park Brewery in Wolverhampton since 1875, with over 50 million pints enjoyed each year. A taste enjoyed across the whole country – straight from the Black Country.



Ringwood

As far south as we go to Ringwood in the heart of the New Forest. Beer has been brewed in Ringwood for centuries. Since 1978 Ringwood Brewery has been the proud custodian of this great brewing tradition. Thumping good beer!



Mansfield

Head east to the Midlands, m'duck and you're in Mansfield territory. Brewed using traditional methods and recipes this regional ale has been a way of life in Mansfield and the surrounding area for generations. You could say it's a Man's beer for a Man's world.



Marston's

Just a hop, skip and a jump and you'll pitch up at the home of British brewing in Burton-Upon-Trent, where the unique qualities of spring water from the Trent Valley, produce stunningly bright beers. Here you'll find Marston's Pedigree brewed in the oak barrels of the world famous Burton Unions.



Wychwood

Make your way south to Witney in the heart of the Cotswolds, where you'll find Wychwood, on the fringes of an ancient medieval forest. So don't be surprised to hear that the brewers take inspiration from its myths and legends to create beers full of flavour and character.



Brakspear

Stay in Witney where the renowned Brakspear beers are hand crafted using the famous Henley 'Double-Drop' system and Victorian square fermenting vessels. The Oxfordshire Beer.



Fresh. Natural. Real.

Beer as it should be.

To start your ale trail call us on 0800 587 0773 or visit us at www.marstons.co.uk



Get them to ask for Cask

Cask Marketing

When it comes to attracting new customers, pubs are just like any other business; they have to play to their strengths. That's why it's vital that managers and licensees stay focused on the things that set them apart from the competition and capitalise on their unique selling points, particularly cask ale – something drinkers cannot get at home or from the supermarket.

And with demand growing for products that are authentic, fresh and natural – all the things cask ale has to offer – you'll be pleased to know there's plenty more you can do to promote our national drink to the Great British pint-buying public. Here are some pointers that may prove helpful when encouraging your punters to ask for cask.

Your cask ale range

It doesn't really matter how many handpumps you have on the bar, a good range can be created with as few as two pumps, providing they're chosen and managed well.

Drinkers want choice for different occasions and varying palates and preferences. Your range should offer a choice of colours and

styles, a range of strengths and a selection of familiar and permanent 'tried and trusted' brands with a few new, unfamiliar guest or seasonal beers, possibly on rotation.

Pricing

Cask ale is generally sold cheaper than similar strength lager, in most pubs. The average price of standard cask is 16p per pint lower than standard lager and the average price of premium cask is 52p per pint lower than premium lager.

"Beer festivals can be a great way of boosting business. They can attract new customers, drive sales over a particular period of time"

However, research by CGA proves that cask beer can sell best when sold at the same price as lagers.

Display and Visibility

Promote your range at point of sale as well as around the pub itself. And if you doubt the power of eye-catching chalk boards and banners to push sales then the following statistic may persuade you otherwise. According to research, 63% of customers who choose ale decide what to have as they approach the bar¹. Help them make the right decision by promoting what beers you have on offer.

Promoting the category

Bar staff who know their cask from their keg can make all the difference when it comes to capturing sales. Those with an understanding of ale basics can make recommendations based on their knowledge of different flavours and styles.

“Your range should offer a choice of colours and styles, a range of strengths and a selection of familiar and permanent ‘tried and trusted’ brands”

Sampling and ‘try-before-you-buy’ are proven tactics for converting new drinkers. Indeed, research from CAMRA has found that 42% of non-cask ale drinkers would drink it if they could try it as a sample first.

Beer festivals can be a great way of boosting business. They can attract new customers, drive sales over a particular period of time, e.g. bank holidays; introduce consumers to new beers and generate PR for your pub.

As food becomes more important to pubs why not suggest specific brews next to appropriate items on the menu?

Full bodied ales, such as “Old Speckled Hen” are the perfect accompaniment for meat dishes, while IPA’s are the natural choice with curry. Golden ales make tasty accompaniments to fish dishes.

The experimental among you may want to take it a step further – Abbot Ale is particularly good as a sauce reduction or braising liquor. But why not experiment yourself to see what works with your menu?

“Having a reputation for keeping and serving great quality cask ale is a beacon for drinkers, which is why a good cask pub keeps its regular customers coming back”

Making the most of sporting events, such as rugby tournaments and football matches can help fill your pub. Teaming these with brand promotions at the same time can really help to drive sales.

Quality, quality, quality

Glassware should be clean, cool and carry the correct brand. Lines should be cleaned every seven days to ensure optimum quality. Cellars should be kept between 11 – 13°C and should never be used to store food. For more on cellar care go here: www.cellardoctor.co.uk

Having a reputation for keeping and serving great quality cask ale is a beacon for drinkers, which is why a good cask pub keeps its regular customers coming back time and time again.

¹ Cardinal Research online survey with 1553 male ale drinkers April 2009)





Beef's Stake on Ale

Cask Master

Ted Bruning talks to the man behind the legendary *Ribs of Beef*, a pub that has been serving great beer since the eighties, when Norwich was almost a real ale desert

It wasn't the most promising of years for cask ale, 1985. True, the keg beer tide had peaked and was rapidly receding; but cask was still declining as lager continued its upward march from 30% of the market in 1980 to nearly 50% by 1990. Meanwhile regional breweries, traditionally more focused on cask than the nationals, continued to fall like ninepins.

"With the law courts and the headquarters of Norwich Union nearby I saw an opportunity for somewhere more sophisticated and comfortable"

Nevertheless, there were entrepreneurs who saw a future in cask, even if it was thought at the time to be no more than a niche. David Bruce of the Firkin brewpub chain and Tim Martin of JD Wetherspoon had both set up in business at almost the same time in the late 1970s and were growing rapidly, as was Michael Cannon's now all but forgotten but then very influential Inn Leisure chain. The microbrewing revolution was gathering pace, too: more than 200 were established in the 1980s, although a full half of them proved short-lived. And CAMRA, although small and inadequately financed, was in those days still an effective lobbying organisation and a rallying point for vocal and articulate traditionalists.

Past Master

By that time Roger Cawdron was already an experienced publican with more than 20 years in the business behind him. He had been both a pub manager and a Norwich Brewery tenant before it was bought out by Grand Metropolitan, and was at the time a GrandMet multiple tenant running half-a-dozen pubs. As immediate past president of the National Union of Licensed Victuallers and chairman of Norwich & Norfolk Licensed Victuallers Association (the largest LVA in Britain) he was also a respected advocate of the licensed trade. He and his wife Anthea also owned a small hotel near Norwich, Catton Old Hall, which they only sold a couple of years ago. So Roger wasn't short of experience and nous.

*"The basic formula at the *Ribs of Beef* hasn't changed - it still fills up with businesspeople at lunchtime during the week, which is a session a lot of pubs have had to write off in these abstemious days"*

Like David Bruce, Tim Martin, and Michael Cannon, Roger saw space in the cask ale niche and in 1985 bought a former pub in Wensum Street, Norwich. The *Ribs of Beef*, an 18th-century pub with roots going back to the 15th century, had been closed in 1958 and turned into a shop. With a small riverside terrace and the city's business district on its doorstep, it seemed the ideal site for an upmarket cask beer venue.

"East Anglia was still a keg zone, but I knew there were many professional and business people who preferred traditional beer," says



Roger. “By that time there were one or two high-profile real ale pubs in the city centre, but they were all rather spit and sawdust and with the law courts and the headquarters of Norwich Union nearby I saw an opportunity for somewhere more sophisticated and comfortable.”

A Victory for Ale

It was quite a battle to get the pub’s licence back, though. There was stiff opposition from vested interests, and with so many licences in the immediate vicinity Roger had a fight to persuade the justices that there was a need for the Ribs to reopen. In a day-long court hearing two local microbrewers, Ray Ashworth of Woodforde’s and Ted Willems of Reepham, gave evidence that although central Norwich wasn’t short of pubs, all of them were so rigidly tied that there were no outlets for independently-brewed traditional ales. It was an argument that swayed the justices, and the Ribs was back in business. It was the first new licence they had granted since the end of the war!

“The microbrewing revolution was gathering pace, too: more than 200 were established in the 1980s, although a full half of them proved short-lived”

“We opened with six handpumps selling beers not only from micros but also from regionals such as Theakston’s,” says Roger. “And actually some of our first beers came from nationals: Whitbread was still doing some good real ales such as Strong’s and Castle Eden in those days and I was perfectly happy to stock them.

“That made us something of a landmark pub in Norwich, and pretty soon we had to up the number of handpumps to nine, which is where we’ve been ever since.”

The Perfect Pub

The perfect location, an attractive exterior matched by a comfortable interior, good food – anything from a sandwich to a steak – and, of course, a wide range of interesting and well-kept beers proved the perfect recipe for success, and although much

has changed in Norwich and Norfolk since (not least the number of local micros, now around 40), the basic formula at the Ribs of Beef hasn’t. It hasn’t had to – it still fills up with businesspeople at lunchtime during the week, which is a session a lot of pubs have had to pretty much write off in these abstemious days; and the proximity of the Cathedral ensures a steady flow of tourists.

“Roger isn’t obsessive about sticking to his theme and concentrates on sourcing top-quality ales across as wide a range of strengths and styles as possible”

Success enabled Roger to give up his GrandMet tenancies as they fell due – “I wouldn’t sign any Inntrepreneur 20-year leases because the brewery wouldn’t repair the pubs first,” he says – and concentrate on turning the Ribs into a city landmark. Localism has always been a key note, although not to the exclusion of all else: the regular beers include Elgood’s Black Dog Mild, Charles Wells Eagle IPA, Oakham JHB, Woodforde’s Wherry, and Adnams Bitter, all from East Anglia, and a Norfolk-made farmhouse cider, Kingfisher. But then Fuller’s London Pride is a regular, too, because people like it; and the guests can come from anywhere – at the time of writing they came from Cornwall, Hampshire, and Birmingham.

Trafalgar Day Festival

The annual beer festival strikes a local chord, too: it’s held on and around Trafalgar Day on 21st October (Nelson being, of course, a Norfolk Boy). The 2011 event featured ales with a nautical theme – Adnams Broadside, Harvey’s Armada, Bateman’s Victory, that sort of thing – among the 20 brews on offer. But again, Roger isn’t obsessive about sticking to his theme and concentrates on sourcing top-quality ales across as wide a range of strengths and styles as possible.

Establishing the Ribs of Beef as a standout business was a matter of doing something different to satisfy a niche market. Maintaining it as a standout business in what is now the mainstream has been a matter of doing it superbly well.



Back to the Future

Britain's Brewing Heritage

Pubs and drinkers have never had a greater choice of interesting, innovative beers, many with strong local connections from one of the new wave of microbrewers. But by turning their back on tradition licensees could be missing out on sales. Tim Hampson talks to some of Britain's greatest brewers, steeped in heritage while quietly fermenting an ale revolution

With more than 800 micros in the UK today, most free traders could probably walk - or at most take a short car ride - to their nearest wholesale brewer.

The trend towards localism has meant a welcome revival of interest in local, hand pulled beers, adding colour and theatre to the pub and its pumps. But the increase in cask beer sales hasn't purely been driven by the new brews on the block - ale's association with heritage and traditional craft values is a key part of its attraction.

Too much emphasis on novelty could see some real punter-pulling pints not getting a fair share of space on the bar, and licensees could be missing out on the business generated by some of Britain's best beers from some of Britain's best brewers.

With several generations of experience, traditional brewers are renowned for the quality and consistency of their beers and trusted by lovers of cask ale.

"Licensees could be missing out on the business generated by some of Britain's best beers from some of Britain's best brewers"

And it is not just history they offer; while they have a long and illustrious past, most are at pains to make it clear that they live in the present and have a clear, unimpaired vision of the future. They don't intend just to be here in 2013 - they are already putting plans in place for 2113, and investing heavily in innovation, new equipment, and even new breweries.

Family Values

Many of this band of brewing brothers are members of the Independent Family Brewers of Britain (IFBB). Chairman Paul Wells, of Bedford brewer Wells & Youngs, said: "The Family Brewers' membership occupies a unique space in the UK brewing industry. It combines the depth of brewing tradition of family businesses with the greatest respect for the finest natural ingredients. This guarantees the quality, consistency and choice demanded by today's discerning consumers and by the trade that serves them"



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Far from resting on the laurels earned by their heritage and experience, the collective view of IFBB members is that tradition on its own does not sell beer - companies also have to be modern and innovative to survive and thrive in the 21st century.

Fuller's John Keeling has his eyes firmly focused on the future, even though he draws inspiration from beers the company brewed 100 years ago. Renowned in the brewing fraternity for his creativity, John is adding freshness to the London family brewer's offering by replicating and developing some of them.

"We've been moving towards greater choice with more premium beers and less commodity beers" he says "I think that will continue, with people willing to pay more for good beers and increasingly ignoring bland beers.

"People will be less influenced by standard marketing and advertising and more open to exploration and discovery. In short, less factories and more breweries."

Hook Norton's James Clarke is passionate about beer. As both MD and Head Brewer, he believes his beers have proved their worth in recent years by winning a hatful of awards in brewing competitions. Says Clarke: "Hook Norton is a local brewer with an international reputation for the quality of its handcrafted draught and bottled beers. It uses only the best natural raw materials - malted barley and hops - most of which is grown in England."

He is adamant that the very best raw materials together with the craft and skill of the brewer are essential if beers are to have a depth and quality of flavour.

Investment in the Future

The 200-year old Lancashire brewer Daniel Thwaites is certainly looking to the future, and has recently announced plans to build a new state-of-the-art brewery.

"This is a great opportunity for us to reinvigorate our business by building a new modern and efficient brewery," said the company's chief executive Richard Bailey. "It signals our commitment to brewing our fine ales over the longer term."

"People will be less influenced by standard marketing and advertising and more open to exploration and discovery. In short, less factories and more breweries."

The company's commercial director Sue Allen said pubs have never had so many beers to choose from, but she cautions licensees against stocking beers just because they are new, as they might not be able to deliver quality and consistency to drinkers.

The brewery has enjoyed tremendous success with its Signature range of innovative seasonal ales but she believes licensees should also be aware of the reassurance offered by brewers with heritage.

"Never underestimate the value of a "brewed since 1807" message to the cask ale drinker" she says "Like most family brewers we have a history and longevity of brewing that in the eyes of the consumer means quality is assured."

Down in Dorset, Hall & Woodhouse is also investing in a long-term future. The brewery is set to unveil new brewing kit, which will last it for at least the next 50 years. Company director Mark Woodhouse said: "We are not building for now, but the next century.

The St Austell brewery in Cornwall is finally decommissioning its Victorian brewing equipment. The old kit has gone into a museum and head brewer Roger Ryman is looking to the future.

"Never underestimate the value of a "brewed since 1807" message to the cask ale drinker"

The work undertaken at the brewery at the brewery was the final stage of a multi-million pound continual investment over recent years.

Roger Ryman said: "At St Austell Brewery we are proud of our heritage, yet remain a contemporary business committed to the brewing of beer.

He said the investment ensures the company's future as an independent brewer of cask ales for another generation.

Brains sales and marketing director, Richard Davies, knows that in order to prosper the company must break out of its heartland and develop an appeal to drinkers the other side of the River Severn.

"In recent years we have seen increased demand for our beers outside of Wales," he said. Brains has been given a distinct and modern identity, which draws on our Welsh heritage.

Greene King, although not a family brewer, is equally passionate about beer and its traditional place at the heart of British history. While the brewery itself has a heritage which can be traced back a mere 200 years, The Domesday book records brewing activity at least 1000 years ago in the Benedictine monastery of Bury St Edmunds, whose ruins stand next door to today's brewery, and the water for brewing still comes from the well used by those ancient brewers.

The company recoils at the suggestion that it is an industrial scale brewer. As far as head brewer John Bexon is concerned his brewery, with its grand art deco brewing hall is as imbued in the art of craft as the new wave of micros.

“The Domesday book records brewing activity at least 1000 years ago in the Benedictine monastery of Bury St Edmunds, whose ruins stand next door to today's brewery”

“We love beer at Greene King - it's our passion” he says “We've been brewing quality cask beer in the charming market town of Bury St Edmunds for over 200 years. My team and I use the same authentic brewing methods as our brewing ancestors did all those years ago.

“Cask ale is crafted and is natural. We use only the finest ingredients to brew our beers – from the best barley malted just two miles from our brewery, to water from the chalk well sunk deep below our brewhouse.

We want to provide pubs with the optimum range of quality cask beers as we brew over 20 each year. Greene King is a real brewery, making real beer by real people. And we love it.”

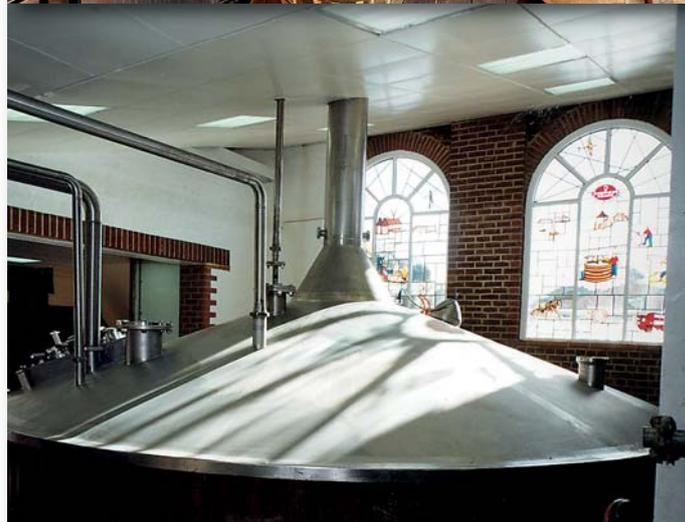
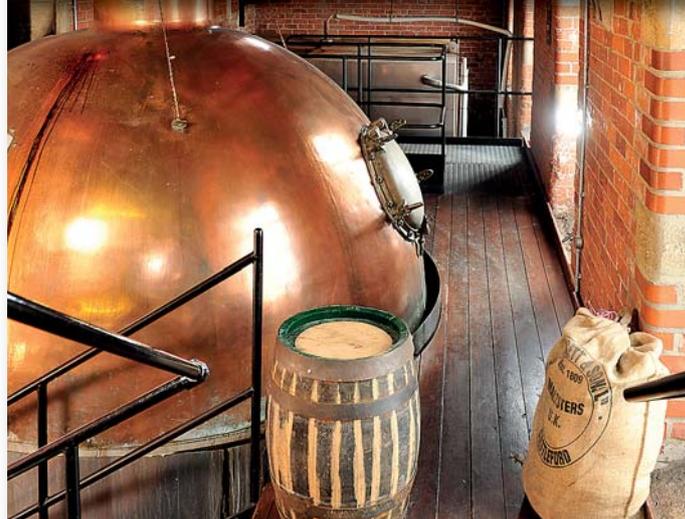
The Main Attraction

They're clearly not the only ones; Greene King's historic brewery is one of Suffolk's top tourist attractions too, with popular tours that take in the working brew house itself.

Britain's oldest brewer, Shepherd Neame, also offers a Brewery Tour and Visitor Centre, which has won a multitude of awards - most recently 'Best Little Treasure of Britain' in the Group Travel Awards, and 'Small Visitor Attraction of the Year' in the Enjoy England Awards.

The tour gives visitors the chance to follow the beer making trail from the picking of the hops to the pouring of the pint. And in the brewery's hometown of Faversham there is an annual hop festival that brings in 20,000 people a year, celebrating and commemorating another part of the nation's history, the people's summer holiday - hop-picking.

The increasing popularity of these attractions and events (the number of visitors at Shepherd Neame was up 25% in 2010) is proof that brewing is at the heart of Britain's heritage and is a significant part of the appeal of real ale.





Britain's oldest brewer

Shepherd Neame

Shepherd Neame brews a wide portfolio of distinctive brands

With award-winning Kentish ales, international lagers and a host of distinctive seasonal and special event beers, Shepherd Neame offers a breadth of quality and character guaranteed to serve the needs of any pub or bar.

Based at Faversham in the heart of Kent's hop country, Shepherd Neame brews a diverse portfolio of its own traditional cask ales and renowned global lager brands under licence.

Britain's oldest brewer combines centuries of brewing expertise with modern, sustainable production methods. Our beers are brewed with chalk-filtered water from an artesian well deep below the brewery and 95% of the hops used in our cask ales are grown locally.

"Britain's oldest brewer combines centuries of brewing expertise with modern, sustainable production methods"

Each beer has focused marketing support including sport and music sponsorship, sales promotions, point of sale material, and

social networking, building awareness and demand with customers and making our brands the must-stock ales and lagers for any successful bar.

Ales

Flagship ale Spitfire (4.2% abv) has built a reputation for its cheeky, tongue-in-cheek advertising and affiliation with good causes that strike a chord with consumers, raising thousands for Help for Heroes and the Royal Air Force Benevolent Fund.

"Our beers are brewed with chalk-filtered water from an artesian well deep below the brewery"

This year the ale has thrown its weight behind Movember, a global charity aimed at increasing awareness of men's health. The charity encourages ale-lovers to grow moustaches throughout November to raise funds for research into treatments and cures.

As an official licensed partner of the RAF, Spitfire encourages men growing a moustache for Movember to fashion it in accordance with the Queen's 'RAF Guidelines'.

Bishops Finger is a premium cask ale (5.4% abv) for the connoisseur. It is named after the distinctively-shaped Kentish

signpost, pointing pilgrims towards Canterbury Cathedral. A great choice for beer and food matching events, Bishops Finger can be paired with game, strong cheeses and sweet desserts.

“Shepherd Neame brews an additional selection of seasonal cask ales and bespoke brews to mark special events throughout the year”

Another cask ale with wide appeal is Master Brew (3.7%) a hoppy, distinctively Kentish beer available across the South East.

Shepherd Neame brews an additional selection of seasonal cask ales and bespoke brews to mark special events throughout the year. Each has its own distinctive character and is brewed with the finest ingredients.

Ale-lovers can follow the seasons with Early Bird Spring Hop Ale (4.3% abv) a fragrant taste of spring; Whitstable Bay (4.1% abv) evoking the Kentish seaside; Canterbury Jack (3.5%) a light, refreshing summer ale; Late Red (4.5% abv) a full-flavoured, triple-hopped beer; Christmas Ale (5% abv) a delicious festive treat and the warming Amber Ale (4.5% abv) for the coldest days of winter.

Our event edition ales include Spooks Ale (4.7% abv) for Halloween; 4-4-2 (4% abv), a 10-hop beer with a kick celebrating major football tournaments; and Dragonfire (4.5% abv) which celebrates St George’s Day.

Lagers

This year, Asahi Super Dry (5% abv) was voted the best keg lager in the world by a panel of experts at the Brewing Industry International Awards, the Oscars of the brewing industry. Asahi is a sophisticated brand which partners many high-end international-quality events, from sport to the arts and is the lager of choice for leading hotels, bars, nightclubs and restaurants, where its clean, dry taste makes it the perfect accompaniment to pan-Asian foods.

“Asahi Super Dry was voted the best keg lager in the world by a panel of experts at the Brewing Industry International Awards”

Oranjeboom (3.9% abv) is a vibrant beer with a relaxed feel and a light, hoppy taste. It is supported by a new website, www.oranjeboomlager.co.uk, can be seen at music and sports events and runs competitions through Facebook and Twitter.

Hurlimann (4.8%) is a popular premium lager that loves to support grassroots football, enjoyed by a wide range of drinkers for its clear, crisp taste.

Hong Kong-style Sun Lik Beer (5% abv), brewed under licence in the UK by Shepherd Neame, is a favourite at Chinese restaurants across the UK where its floral bitterness and long, dry finish – thanks to the finest malted barley, hops, malt and rice – makes it an ideal accompaniment to oriental food.



Whatever the time of year, whatever your clientele, Shepherd Neame can deliver a diverse portfolio of ales and lagers, backed by imaginative marketing, efficient distribution and full technical support.



Cask at the Heart of Oak

Cask Masters

It's often said that a good way of building traffic in a pub is to customize the offering to suit the pickiest – the aficionados will then drag the indifferent along with them and hey presto! Your pub is packed. Ted Bruning asks Simon Collinson of successful pub company, Oak Taverns, whether he believes that it's true

This idea is most relevant to cask ale, because cask ale is the product sector which allows the greatest variation.

There are now almost 900 ale breweries in Britain, each producing at least three regulars and most of them brewing seasonal and special editions too. That gives the licensee, in theory, more than 3,000 brands to choose from.

Lager, by contrast, has in this respect at least been a victim of its own success: "drive brand" marketing has reduced the number of nationally significant draught brands to single figures, with scarcely two dozen more imports and newcomers. The publican who seeks to create a point of difference – on the wet side, at any rate – has to become something of an ale specialist.

But does it work? Does hacking out a real ale niche really generate traffic? Or do you have to become one of those multiple ale houses with six beers on handpump and another 10 on stillage to create a perceptible impact?

Proof Positive

Yes, it works, says Simon Collinson. And you don't necessarily have to reinvent yourself as an Aladdin's cave of weirdly-named microbrewery beers to feel the difference.

"Cask beer is at the heart of what we do. Our ambition for our pubs is that they should be the pub of choice for people in their trading areas who like cask beer"

Thame-based Oak Taverns is an interesting company because of the varied styles of operation among its 30-odd pubs, which are spread across the south of England from Dorset and Gloucester in the west to Norwich in the east. Some of them are quite large destination pubs. Most are more modest locals. Most are Enterprise Inns leases and, although tied, have a very wide range of stocking options. Some of the Enterprise pubs are members of SIBA's Direct Delivery Scheme, and others have a guest ale provision written into their leases. Some are owned freehold and can be run as free houses. Two are brewery tenancies with full ties.

Oh... and two of them are actually brewpubs!

So when Simon – managing director, and son of founder Ian Collinson – speaks, he speaks from experience.

"We're not nightclub operators or food operations," he said. "We have about a dozen cask stars, but the rest are traditional community



locals – pool, darts, that sort of thing – turning over £5-6,000 a week rather than £25-30,000 and with only two or three handpumps.

Cask Works

“Still, cask beer is at the heart of what we do. Our ambition for our pubs is that they should be the pub of choice for people in their trading areas who like cask beer. What we’re after is good throughputs that we can look after and develop.

“You don’t necessarily have to reinvent yourself as an Aladdin’s cave of weirdly-named microbrewery beers to feel the difference”

“Why? Well, the times may be challenging with rising overheads and margins under pressure, but we’ve stuck to running wet-led traditional pubs and we haven’t lost thousands or gone bust. That’s because we believe that cask beer is something only the pub can offer and that cask beer is the future of our business, and we’re becoming experts in the field.

“Good cask beer – not necessarily a huge selection, but well-chosen and well-kept – is a traffic-builder, of that I have no doubt, because the lager offering is pretty much the same everywhere and lager drinkers take the national brands more or less for granted.

“As well as that it generates repeat business and word-of-mouth, which is the best marketing there is. We took over one pub in Bracknell, a 1970s flat-roofed brick box which never did much in the way of cask, but the manager persevered and pretty soon he had built up a good trade.”

Brewpub Development

The two brewpubs – the Swan at Faringdon and the Cross Keys in Thame – are a recent departure for Oak Taverns although they follow the acquisition of an existing micro, Tom Brown’s pub and the associated Greenfinch Brewery in Dorchester, after the death of founder Alan Finch.

Greenfinch was kept going for a while by Giles Smeath of the Dorset Brewery in Weymouth, but it was a comparatively large plant that needed both wholesale customers and substantial investment to survive. After a while it was closed and Greenfinch beers are now brewed at Weymouth. But the bug had bitten, and in 2009 Oak decided to install a one-barrel plant at Thame, followed by a second at Faringdon a year later. These breweries, however, are not intended to supply the rest of the Oak Taverns estate.

“The breweries are part of the retail offer at each pub,” insists Simon. “We make the beer in one room and sell it in the next. Even people who don’t normally use pubs are drawn in out of curiosity, try the beer, and stick with it.”

A Varied Range

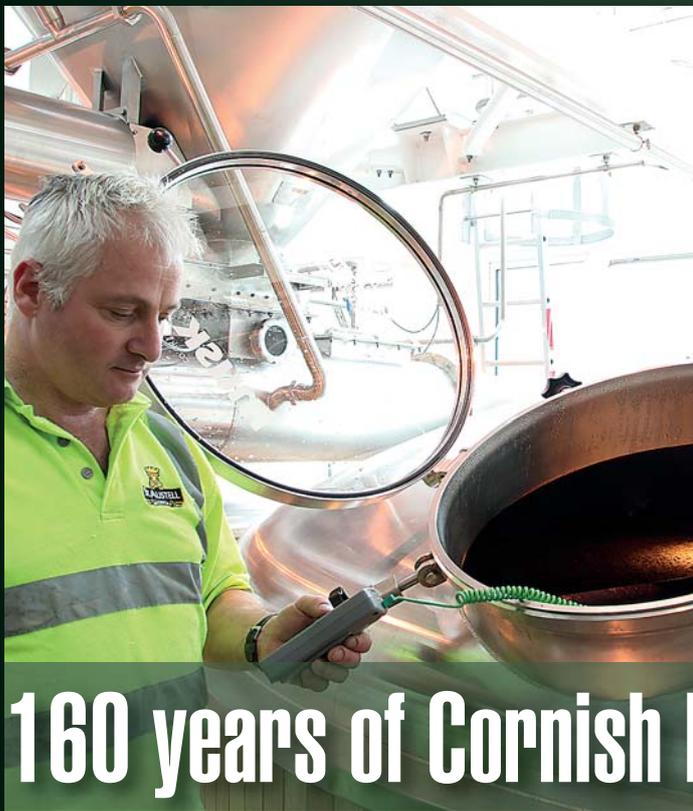
Even in the brewpubs, though, the principle of variety obtains.

“They don’t have one regular recipe that they stick to,” says Simon. “Big breweries do that, but we’re not trying to build the beers as brands in their own right. We’re a pub company, not a brewery, and we certainly don’t want to have to invest in the cask population and logistics we would need if we were to supply other pubs in the estate.

“Good cask beer – not necessarily a huge selection, but well-chosen and well-kept is a traffic-builder, of that I have no doubt, because the lager offering is pretty much the same everywhere”

“We encourage the managers at Faringdon and Thame to brew different beers all the time, along the lines of guest ales.”

At time of writing a third plant is being installed at the Half Moon in Bishop’s Stortford, already a busy site where the aim is to increase turnover from £10,000 to £15,000 a week, and Simon says: “It seems to be working well so far and we are actively looking at developing more breweries at the right sites.”



160 years of Cornish Brewing and Innovation

St Austell 2011 marked a very special year for St Austell Brewery: its 160th anniversary.

And what better way to celebrate a 160th anniversary than by revamping the Brewery's portfolio of permanent cask ales and launching a new cask ale and a new draught lager?

In June, St Austell launched Trelawny, their latest cask ale which they hope will follow in the footsteps of the South West's favourite Tribute in becoming a mainstay of pubs throughout Cornwall and beyond. A 3.8% abv ale, Trelawny invokes the best Cornish traditions, heritage and innovation. Cornish grown barley is gently roasted to give it a classic burnished copper colour and a robust full body which belies its modest strength. A unique blend of traditional English Golding, and specially imported Galaxy hops from South Australia give the beer a distinctive character of the old, and the new world.

Peach and apricot notes dominate the aroma, with hints of butterscotch and toffee apple. The taste is full, with toasted biscuit and jam balanced by the mellow, yet assertive bitterness of tangy hops.

Other changes to the cask ale range included a stylish new pump clip design and branded glass for old favourite HSD, and Dartmoor Best was relaunched at 3.5%. The new range of permanent cask ales now comprises:

- ▶ HSD 5%,
- ▶ Proper Job 4.5%,
- ▶ Tribute 4.2%,
- ▶ Trelawny 3.8%
- ▶ Dartmoor Best 3.5%.

Major Expansion

In March the Brewery had the equivalent of a heart transplant when it replaced its old mash tun and installed new equipment making it a 24-hour brewing operation for the first time in the company's history. A £750,000 investment saw new equipment installed in the historic Brewery buildings. This was necessary due to the phenomenal popularity of St Austell's beers, most notably Tribute. The latest equipment increased brewing capacity from 100,000 pints a day to 150,000 pints a day - 80% of which is Tribute.

All equipment in the Victorian Brewery is less than 12 years old. The work was the final stage of a multi-million pound continual investment over recent years, creating a state-of-the-art brewing process in the Victorian brewery, seeing it into the 21st century.

Head Brewer Roger Ryman said: "At St Austell Brewery we are proud of our heritage, yet remain a contemporary business ...this latest investment assures our future as an independent brewer of cask ales for another generation. Walter Hicks, who built our current brewery in 1893, would be proud to see how we have progressed and innovated over the years."

Beyond Cask Ale

St Austell owes its brewing success to more than fine cask ales and 2011 was a spectacular year for its packaged beers - in August, St Austell's Proper Job won bottled ale of the year at the GBBF, following the success of Admiral's Ale in 2010.

A new kegging plant was installed in September to launch a draught version of Korev Cornish lager. Introduced in bottle in 2010, "Korev", Cornish for "beer", is a premium quality 4.8% abv central European inspired lager with a delicate pale colour and a clean, crisp taste.

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Best of the West

Great British Brewers

Adrian Tierney-Jones reports that down in the West Country, brewers large and small are creating local beers that are sought after all over the UK

Licensees searching for something special to whet the appetite of their customers should look to the west for some of the best ales in the country. Whether it's the vibrant brewing scene - reflected in pubs, bars and breweries - or a reputation for an impeccable brewing heritage, ale drinkers are always happy to see West Country beers on the bar, so for licensees it's an easy decision to stock many of the beers coming out of the west. The only difficult question is 'what to choose?'

There are long established family brewers such as St Austell in Cornwall and Wiltshire's Arkell's and Wadworth; Sharp's, Skinner's, Butcombe, Bath Ales and Otter all started life as micros and have thrived and grown to be known and loved way beyond their home territory; meanwhile, a host of newer guys on the brewing block are well worth seeking out - Moor Beer Company, Bristol Beer Factory and Arbor Ales to name just a few.

A Tribute to Cornwall

Beyond the Tamar lies the unique Cornish peninsula. The Duchy is home to at least 20 breweries of all shapes and sizes, of which St Austell is the venerable elder statesman. A family run traditional brewer that produces a range of great ales. Licensees up and down the UK will be familiar with Tribute, one of the first beers to be

designed by St Austell's award-winning head brewer Roger Ryman when he joined at the end of the 1990s. It's also one of the most popular – selling through quickly wherever it appears on the bar.

"Tribute continues to drive our sales growth," says Ryman, "It's a strong brand proposition, flavoursome, yet accessible. Although pale in colour it is not as extreme as some golden beers. Proper Job, which is more golden and hoppy, also does well. However, it's important to remember that there is also a sizeable market out there, although not necessarily as vocal, who enjoy a classic copper coloured English bitter"

"It's important to remember that there is also a sizeable market out there, although not necessarily as vocal, who enjoy a classic copper coloured English bitter"

Dartmoor Best is designed to keep these drinkers happy, as is the brand new Trelawny. Launched in June 2011 and named for Cornish national hero Bishop Trelawny, who was imprisoned in the Tower of London, it has already started winning awards like its more established stable mates.

Ryman's creativity doesn't just run to ales though, and regularly brews up one-off beers inspired by other countries. Permanent bottled beers include a wheat, Clouded Yellow, and Smugglers, a strong vintage ale made in whisky barrels. He also created the first Cornish lager - Korev means beer in Cornish and was launched in bottles in 2010, and is now available on draught, but only locally and in limited quantity for the time being.



The Sharp End

St Austell's great Cornish rival is Sharp's, a brewery that started life as a 10-barrel unit in the mid 1990s. Last year it was bought by Molson-Coors, a brewing industry transaction of the sort usually greeted with dismay amongst beery circles. Granted there have been the usual Cassandra-like warnings, but the common consensus is that Sharp's has continued to prosper under its new owners.

Cask beer is essential to the growth of Sharp's with its bestseller Doom Bar at the top of the tree - stock this and you can't go far wrong. For a start it's the fastest growing top 10 ale brand in the UK, and, according to the latest figures from CGA Strategy, is now the fifth best selling cask beer in the UK, the third best selling ale in London and the best selling cask beer in the southwest.

It's not all Doom Bar either. According to Sharp's General Manager Emma Bebbington, 'Cornish Coaster, which is our light golden 3.6% beer, saw growth of 26% in 2011 to October (Sharp's' own internal sales data) and Atlantic IPA, our spring beer in the seasonals range (4.2%), was extremely popular this year, with huge year-on-year growth of 43% (again Sharp's' own data).

'The southwest remains our heartland, and Doom Bar is the best selling cask beer in the region. Though there is more variety in the region, with the number of microbreweries on the increase, Doom Bar is rising in popularity still - evidence that cask as a whole is increasing its share of throat and deserves its place on the bar.'

Other Cornish breweries worth investigating include Skinner's in Truro, whose Betty Stoggs Bitter has a dedicated fan base, while its Cornish Knocker is also a familiar face at bars

throughout the region. Like St Austell, Skinner's have also turned their hand to lager, in the form of the 4.4% Skin Dog, available in bottle and on draught.

Smaller breweries to consider include Coastal, Penzance Brewing and Tintagel.

The Cream of Devon

Devon, just north of the Cornish border, now has almost 30 breweries: back in the late 1970s the county was home to some of the pioneers of the microbrewer renaissance, with the likes of Blackawton (who relocated to Cornwall in 2000 and returned to Devon in 2011) and Cotleigh (who've moved over the border to Somerset).

"Otter Head at 5.8% is a fabulous strong ale if you own the sort of pub where beers of this ilk can be sold. For something lighter there are four other permanent Otters"

Otter Brewery was a relatively late starter, when former Whitbread brewer David McCaig began brewing in the Blackdown Hills above Honiton in 1990. It has now grown into a 100-barrel brewing operation, selling beer throughout the region.

Its Otter Head at 5.8% is a fabulous strong ale if you own the sort of pub where beers of this ilk can be sold. For something lighter there are four other permanent Otters - the original Otter Ale (4.5%), Bitter (3.6%), Bright (4.3%) and the latest addition to the family, the award winning Otter Amber at just 4%.



Whilst still in Devon let's not forget the Bays Brewery, a family outfit located in the popular resort of Torbay, which opened in 2007. Prior to that brewer Will Freeland, was head brewer at Skinners for ten years. Meanwhile further inland, Tuckers Maltings (one of the few traditional floor-maltings left in the country) is home to Teignworthy Brewery, whose Reel Ale won the silver in the bitter category at 2011's Great British Beer Festival.

There's more to Devon than cream teas.

Somerset Success Story

And so to Somerset: Butcombe are one of the region's greatest brewing success stories. The brewery was set up in 1978 by former Courage executive Simon Whitmore who then sold it to Guy Newell in 2005. Whilst Whitmore was in charge, the brewery famously made its name with Butcombe Bitter.

"Newell is very excited about Adam Henson's Rare Breed, a new golden ale developed with the eponymous TV farmer"

Even though the Bitter remains the brewery's mainstay, head brewer Clive Ham has been busy developing new brews - Butcombe Gold has proved extremely popular and seasonals such as Brunel IPA and Old Vic Porter have done well too. Newell is also very excited about Adam Henson's Rare Breed, a new golden ale developed with the eponymous TV farmer.

'We spent a year working on a beer built on Henson's provenance using his own Maris Otter barley, Mendip spring water and Herefordshire hops,' says Newell. 'It's been a pleasure working with him - having his name on the beer will appeal to the millions of people who watch him regularly on the television and his endorsement is likely to introduce many new consumers not only to Rare Breed but also the rest of the Butcombe range.'

Asked what he thinks is the appeal of Butcombe's beers he replies: "Our brands are strong, people know and trust them, while service is a key issue. We won't be beaten for service, we will never let anyone down!"

Not So Wild West

Leaving rural Somerset for inner city Bristol, you'll find a pair of young breweries - Arbor Ales and the Bristol Beer Factory. Already urban legends in the world of beer, these youthful companies are growing steadily, picking up awards - not to mention a network of fervent (& thirsty) fans. The appearance of their beers on the bar will provoke discussion and interest on both sides of it.

'We're busier than ever and not really seeing any signs of slowing down,' says Arbor's Jon Mercer. 'I'd say the market for cask beer is very healthy indeed. Our biggest seller throughout the year is our Single Hop range, which is a 4% pale golden beer. That said, we are often surprised at how quickly we get through a whole brew of the strong and/or dark beers.'

"The market for cask beer is very healthy indeed. Our biggest seller throughout the year is our Single Hop range, which is a 4% pale golden beer"

Meanwhile, Bristol Beer Factory is pushing more and more hops into their beers, creating such goodies as Southville Hop and Sunrise. The brewery is also keen on food and beer matching, something that savvy licensees are starting to use as a way to get the punters in.

'We have just done a 'Beer & Food' Tour,' says the brewery's Simon Bartlett, 'where we have worked with a number of pubs to create a menu to go alongside many of our beers. We are also looking to do a 'Beer & Food' evening with Tim Richardson from Masterchef in December.'

No tour of the West Country would be complete without a mention of Wadworth of Devizes. The brewer has wholeheartedly embraced the beer and food revolution with the launch of their Beer Kitchen range of bottled beers. Of course the brewery's famous 6X is still going strong if you need a trusty pint for the bar, but this collection of limited run beers such as a 6% Orange Peel Beer, a robust 6.2% IPA and a jangling Espresso Stout at 5.5%, were all brewed especially to accompany food.

Food for thought? One thing is certain, the choice and quality of beers from the southwest has never been as good. Go west indeed

PRIDE IN EVERYTHING WE BREW



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www.butcombe.com

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Butcombe Brewery

www.butcombe.com

You can find Butcombe Brewery nestling at the foot of the Mendip Hills, just south of Bristol Airport. Recession or not, the brewery has undergone considerable expansion in 2011, to cope with an ever increasing demand for the West Country's favourite range of beers.....the one thing I've learned about owning a brewery is that you NEVER stop spending money! (however the brewery is now capable of producing circa 1,000 barrels a week).

BUTCOMBE BITTER

With over 1,000 pub and club stockists within a 60 mile radius of the brewery, Butcombe Bitter (still 80% of Brewery production) can legitimately claim to be the West Country's favourite pint of bitter. This is what respected Beer Writer and regular Daily Telegraph contributor Adrian Tierney-Jones had to say recently:



Adrian Tierney-Jones

"I have finally got Butcombe Bitter. A glass or two of it in the Ring O'Bells, a Butcombe owned pub (they have 20) in the Mendip village of Compton Martin, saw my palate ring and sing with its crisp, cracker-like character, exchanging high fives with an over- arching, invigorating punch of bitterness and dryness; I kept returning to the glass to take another sip. The finish was Sahara Dry with a crisp biscuit like character, clucked over by delicious citrus notes.

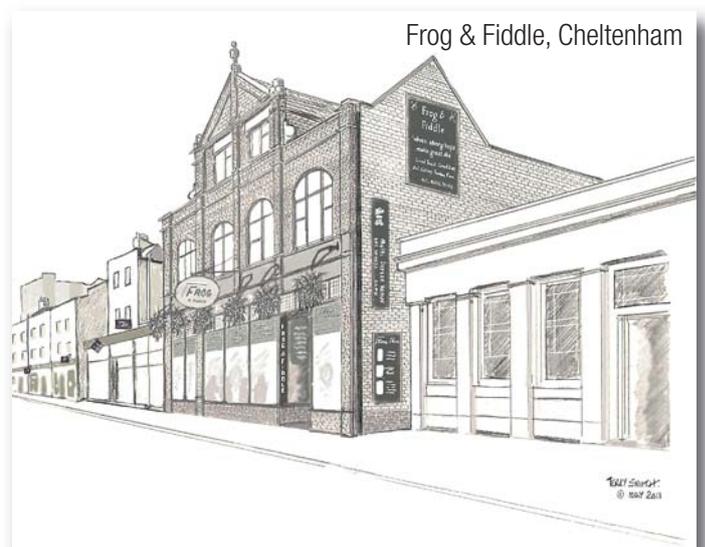
I couldn't have put it better myself Adrian! And by the way the Ring O'Bells was THAT pub where Kylie Minogue performed her one and only pub gig EVER in late 2010.IF Butcombe did Entertainment!

BUTCOMBE PUBS



Pig & Fiddle, Bath

We are very proud of our pubs. Butcombe Brewery (unlike many others) would never buy a pub just to sell beer.the pub has to add to the ethos of Butcombe! We bought 6 pubs from Simon Whitmore as part of the original brewery acquisition in 2003,



Frog & Fiddle, Cheltenham

and have painstakingly added a further 14 gems over the past 9 years. The acquisition of Triple Rock Ltd. in April 2011 has added 3 fabulous pubs with a combined turnover of £2.7 million.

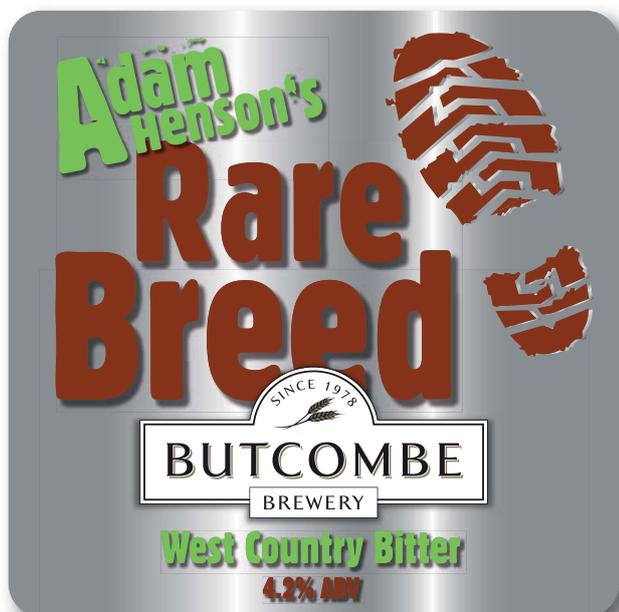
The Mill, Rode, nr Frome



THE LONG ASHTON CIDER COMPANY

In 2003 two unconnected things happened that have subsequently proved to be hugely important. Guy and Becky Newell bought Butcombe Brewery from founders Simon and Maureen Whitmore, and the National Fruit and Cider Institute, based at the Long Ashton Research Station near Bristol, closed its doors after 100 “fruitful” years. Back then Butcombe was in the main delivering only one product (the iconic Butcombe Bitter), so it seemed a good idea to launch a cider and deliver 2 products! Ashton Press business has boomed ever since. . . .strategic brilliance or the fact that Magners hit at exactly the same time?.....I’d love to think the former! The Long Ashton Cider Company is a wholly owned subsidiary of Butcombe Brewery, with our North Somerset neighbours Thatchers producing the West Country’s fastest growing cider brand Ashton Press, exclusively for Butcombe.

ADAM HENSON’S RARE BREED



How exciting. . . .a new permanent beer from Butcombe! Adam Henson’s Rare Breed combines a shared passion for farming and brewing, creating a unique field to glass partnership. Cotswold Farmer and TV Presenter Adam Henson has worked in partnership with Butcombe Brewery to bring together the finest West Country ingredients – Maris Otter malting barley, aromatic Herefordshire hops and Mendip spring water, to create this distinctive, refreshing, and clean tasting golden ale. A true “Eco-laboration!”



BUTCOMBE BOTTLES

25 years ago 90% of all alcohol consumed was in the pubs and clubs, with only 10% consumed at home. Today that figure is now 50% apiece, with the projection that in 20 years time it will be 70% consumption at home with only 30% drunk in the pubs and clubs. Supermarkets, off-licences, and cash and carries have therefore become extremely important for breweries such as Butcombe. This has been Butcombe’s highest growth sector in 2011, with volumes growing in excess of 300%!

To all our Customers. . . .Pubs, Clubs, Bars, Hotels, Restaurants, Supermarkets, Cash and Carrys and Off Licenses. . . .and most importantly our loyal Consumers, may I take this opportunity to say:

“Thank you all so much, enjoy, and keep drinking the Butcombe!”

Guy Newell
Managing Director





A Roaring Success

Cask Master

Adrian Tierney-Jones discovers beer paradise in a West Country market town, where a cask collection that balances trusty favourites with adventurous ales has been the key to a successful business

A recent article in a magazine for an organisation that represents the licensed trade carried a suggestion that would make the blood of any beer drinker boil.

'Do anything and everything to discourage customers from drinking draught beer' it said. The reasoning behind this heresy was that draught beer offered low margins. Granted, a pub is a business, but the writer of the article had presumably not come across somewhere like the Red Lion in the Wiltshire town of Cricklade.

In the traditionally furnished open bar of this 17th century building - stuffed animals and bric-a-brac; open fires, exposed brickwork - there are usually up to 10 cask beers available.

"Each handpump on the bar has a small shot glass of the beer lined up in front. This is an easy device to help the drinker who isn't sure what they want in their glass"

Local brewers and those from further afield are celebrated equally with bibulous passion. This is no doubt the element of the pub that has helped to win it CAMRA awards and a regular berth in the Good Beer Guide, but it is also a major part of what makes the Red Lion one of those successful pubs that are bucking the recession. What's the secret?

Beer Quality

The Red Lion has been known for its beer quality for at least a decade and its current landlord Tom Gee, who has been there since 2008, has maintained the reputation for choice and quality. 'My aim is to have as many different beers through the door as possible' says Gee, a young, passionate and knowledgeable character who ran a pub in Oxfordshire prior to buying the Red Lion. 'Local beers are important, but I also like to bring them in from other brewers all over the country.'

"Definitely only put on the bar what you can sell, it is far better to expand your range gradually than to have to shrink it because you are offering too many choices"

On the bar are his regular stalwarts Butcombe and Wadworth, which he will mix and match with local beers from the likes of Arbor, Bath, Bristol Beer Factory as well as those that come from further afield such as London's Redemption, and Copper Dragon in Yorkshire, thus having something to satisfy those who like their ale familiar, while offering something interesting for more intrepid beer explorers

With this tremendous choice, it could be hard for any but the cask cognoscenti to know what to pick, but at the Red Lion help is at hand.

For a start each handpump on the bar has a small shot glass of the beer lined up in front. This is an easy device to help the drinker who isn't sure what they want in their glass - rather than peering at pumpclips over customers' shoulders, it just takes a moment's contemplation of the line-up and the choice can be narrowed down according to a drinker's preference for a blonde, amber or black beer.



As if that weren't enough 'flights' of 3 third pints are actively promoted, allowing a taste of everything that might appeal before settling down with your favourite - although the turnover is so fast it can run out before you get back to it!

On my visit Gee also tells me that he is keen on sourcing 2/3rd pint glasses - this is a landlord who is covering all the bases in the promotion of good beer.

"I would recommend that you taste everything and develop your own flavour profiles"

'You definitely need to be passionate about these beers to really look after and sell them,' he says, 'they are not the easiest thing to keep properly and the way they like to be kept can vary from brewery to brewery and beer to beer. Staff training is very important, giving them the tools to recommend and talk about the beers especially if they don't necessarily have a passion for them themselves.'

'I would recommend that you taste everything and develop your own flavour profiles, no one can say that you can't taste something in a beer, as it is a purely personal thing. It is your association with flavours you can taste that will help develop your knowledge.'

'Certainly the shot glasses are a feature, they create conversation and encourage people to try different things. Offering tasters rather than waiting for the customer to ask is very important. If you understand and are passionate about beer then you will also be able to offer alternatives if you feel the customer will appreciate that. Definitely only put on the bar what you can sell, it is far better to expand your range gradually than to have to shrink it because you are offering too many choices and either throwing away beer or even worse selling poor quality beers.'

Wild about Food

Good food is another aspect of the Red Lion's appeal and success. There are bar meals and a separate restaurant, where the food - in Gee's words - 'has a few more ingredients'

'The restaurant side of the business is the part that we have developed from scratch,' he says, 'the food offering before was very simple and we have spent the last three years building up our trade significantly and have received numerous awards...we are still nowhere near where we anticipate going from a sales point of view, however we feel that we have created a perfect balance of pub and restaurant with the two food offerings.'

"Regulars bring in vegetables from their allotments to be exchanged for beer vouchers"

There's an emphasis on seasonality and local produce, regulars bring in vegetables from their allotments to be exchanged for beer vouchers. 'We grow our own herbs,' says Gee, 'and we're really into wild food, we have two foragers who do a lot of work for us.' This is very much a proper pub, but it's undoubtedly serving great food.

The menu offers beer recommendations with each of the dishes. 'I've always loved the idea of beer and food matching,' says Gee, 'and when this pub became available it was a natural fit.' The Red Lion is continuing to evolve but is already a success story, thanks to a combination of a great beer selection, fantastic food and a good balance between the needs of regulars and diners. Staff are well trained on beer, food and service, accommodation is even offered.

At a time when many pubs are struggling to survive - perhaps because they can't be bothered to serve draught beer - the Red Lion is proof that great pubs will continue to thrive.



Capital Growth

London Brewing Scene

Des de Moor, author of *The CAMRA Guide to London's Best Beer, Pubs and Bars* toasts the rebirth of the beer capital

London brewing's return to growth even in the teeth of a recession is a remarkable good news story. From an historic low in 2006, the capital's brewery count has tripled and looks set to grow still further. While pub closures continue, specialist beer pubs and bars are flourishing, as new London brewers jostle on the bar with a dazzling range of craft beers from all over the UK and abroad for the attention of a growing - and increasingly young and diverse - audience of discerning drinkers fed up with characterless international brands. It's a modest but welcome return to form for a city that was once the world capital of beer, exporting to every corner of the inhabited world.

London pioneered industrial brewing with the rise of the mammoth porter breweries in the 18th century. In their day, some of these were the biggest breweries in the world, capable of making their owners, in the words of Samuel Johnson, 'rich beyond the dreams of avarice.' Not content with inventing porter, the first global beer style, London brewers came up with a second, India Pale Ale, and in the 19th century a new generation of "ale" breweries established themselves as household names. In 1905 the capital's biggest brewers between them produced 3,328,949 barrels (5,448,133hl) – almost a billion pints.

But by then the baton of technical innovation had already been passed to Central Europe and Scandinavia and London's brewing industry soon entered a period of apparently relentless decline. The last half decade had been particularly grim. By 1971 nearly all the historic breweries were absorbed by national groups, who later quit the capital in favour of cheaper and less congested locations elsewhere. More recent microbrewery start-ups also found London a challenging environment, and many closed or relocated.

"Not content with inventing porter, the first global beer style, London brewers came up with a second, India Pale Ale, and in the 19th century a new generation of "ale" breweries established themselves as household names"

The low water mark was reached in 2006 when Young's, one of London's two remaining old established independents, closed its Wandsworth plant – one of the most historic brewing sites in Europe, with a history dating back to the 1530s – and merged with Charles Wells in Bedford. This left a mere seven breweries, of which only two – Fuller's and Meantime – were craft beer producers of any size. Of the others, one was the Stag at Mortlake, a historic brewery now dedicated to producing "American" Bud for AB InBev and itself under threat of closure. Another was the very small though rather decent Twickenham brewery, serving a local market in west and southwest London. The remaining three were tiny brewpubs.



The Turning Point

Yet Young's abandonment of London became a turning point, inspiring others to take action from the depths of apparent adversity. Duncan Sambrook was disappointed that at the Great British Beer Festival in 2006, only Fuller's represented the city in which the event was taking place, and vowed to start his own brewery. Sambrook's finally opened in Battersea in 2008, and Duncan found he was pushing at an open door, with many pubs delighted to feature something with local provenance. Even Young's started stocking Sambrook's exemplary traditional cask ales in selected pubs.

At about the same time, Brodie's revived an abandoned brewhouse at the rear of the King William IV in Leyton, producing beers in a dazzling range of styles for their own small chain of pubs as well as the free trade. Over the next year or so, a handful of further breweries came online, including Redemption in Tottenham, whose range of fine but unusual cask ales has managed to please both old school real ale drinkers and younger beer fans. By mid-2010, it was clear something was going on, and a new umbrella organisation, the London Brewers Alliance, emerged to champion the burgeoning scene, bringing the newcomers together with veterans, including Fuller's.

Since then, the rate of increase has rocketed. When I submitted the final text of my book *London's Best Beer, Pubs and Bars* in March 2011, there were already 13 commercial breweries operating in Greater London, and another new entrant about to launch. At the time of writing, not much more than six months later, there are 21, three times the number Young's left behind. Several others are at various stages of planning.

Brewpubs, Brewhouses & Breweries

Some of the new breweries are very serious players. Camden Town has its roots in one of that 2006 trio of brewpubs but has made several quantum leaps to a gleaming computerised plant that's probably the most significant investment in an entirely new brewery in London since Guinness built the now-closed Park Royal in the 1930s. Although it brews a small amount of cask, most of its output is in flawless "craft keg" beers including a US-style pale ale and a delicious German-style Helles.

It's an approach pioneered by London's second biggest craft brewer, Meantime, which itself enjoyed significant expansion in 2010. A state-of-the-art new brewhouse opened shortly after a magnificent brewpub and restaurant, The Old Brewery, in the heart of the Maritime Greenwich World Heritage Site.

Meanwhile London's biggest and oldest craft brewery goes from strength to strength. Although Fuller's is revered for its fine cask ales like London Pride and ESB, its cutting edge bottled specialities are arguably even worthier of attention. Annually produced bottle conditioned barley wine Vintage Ale, surely one of the world's best beers in terms of cellaring and ageing potential, has recently been joined by the Brewer's Reserve series matured in former spirit barrels, and a line of limited edition historical recreations known as Past Masters.

"By mid-2010, it was clear something was going on, and a new umbrella organisation, the London Brewers Alliance, emerged to champion the burgeoning scene, bringing the newcomers together with veterans, including Fuller's"

At the other extreme, one of London's smallest breweries is punching far above its weight. Founded in Bermondsey by former artisanal cheese specialist Evin O'Riordan, The Kernel produces handcrafted bottled beers, either old fashioned London stouts and porters or contemporary US-style hoppy pale ales and IPAs. One of the top new breweries in the world according to website ratebeer.com and supreme champion at the 2011 International Beer Challenge, the brewery is also changing the way we think about selling beer. Its bottles with their stylish minimalist labels find their way into top end restaurants and trendy bars as well as specialist beer pubs.

This year the world's eyes will be on London as it hosts the Olympic and Paralympic Games. If some of the hundreds of thousands of visitors due to arrive in the capital take the trouble to search out some fine London beer, they'll enjoy a range that's arguably the best the city has ever seen. I suspect it would leave the beers of 1948, when London last hosted the Games, still standing on the starting block.

For more info visit the Beer Culture website www.desdemoor.co.uk.



Bread & Butter Bitter

SIBA's chief executive Julian Grocock had to swallow his words when he took over the lease of a traditional community pub

"The report of my death was an exaggeration."

So wrote Mark Twain in 1897, after hearing that his obituary had been published. The line is often misquoted, but in all its variations the pithiness of the comment is plain – and sufficiently robust to stand repetition every time someone or something else's demise is announced prematurely. From a villain like Osama Bin Laden, believed slain on several occasions before it became a televised fact, to the hero that is the pint measure, which teeters forever on the verge of extinction but thankfully I expect will outlast us all.

"There are many in the industry - and among activist consumer groups - who forget that there is such a thing as an "ordinary" drinker"

I hope, therefore, that rolling it out once more will be forgiven. Especially given that I'm going to use it to wash down a thin slice of humble pie that I've got to eat. In the pages of this publication just a year ago – and elsewhere around the same time – I wrote about the terminal decline and imminent and inevitable death of national "big brand" cask beers. It was a sweeping statement, which I must now moderate in the context of some recent experience of my own.

For in the summer of 2011, when my family and I took on the lease of the Rose and Crown, in the Vale of Belvoir village of Hose in North Leicestershire, and in spite of my forecast of doom for all real ales that aspire to nation-wide celebrity in today's market – and yes, even in spite of my continuing mission as SIBA's chief executive and champion of its brewing members' local beers – I installed a big brand cask myself.

No Room for Nitrokeg

The initial reasoning was simple: we had inherited a rundown local, where declining sales increasingly cast doubt on the reliability of the handpulled ales. The only "default" draught beer that could offer some guarantee of consistency was John Smith's Extra Smooth and, although I have nothing against them, I have never stocked nitrokeg bitters and have no inclination ever to do so. My passion is for top quality cask, so I just needed something that would satisfy the smooth drinkers' visual and textural demands and their expectations of brand familiarity.

There are many in the industry - and among activist consumer groups - who forget that there is such a thing as an "ordinary" drinker - less informed or even bothered about production and dispense methods, or high-brow concepts of premium quality and provenance. Last year I wrote that "...whilst brand loyalty gave reassurance to an older, more staid type of drinker, it plainly bored the adventurous real ale enthusiast..." and I maintain that this is true. Nevertheless, even though I was prepared to count myself as

only just emerging from the stuck-in-the-mud masses myself, I have to concede that they might still constitute a larger percentage of the population than I then concluded.

The Huntsman's Rides On

Within the past twelve months I have mourned the departure of Tetley's from its Hunslet home on the edge of Leeds. In March, while passing through the great Yorkshire city, where I studied beer-drinking and history (in that order) I took what I thought would be my final opportunity to sup a proper pint of Joshua's finest. It was so good I was amazed to discover a few weeks later that cask production had already been transferred to contract brewer Banks's in Wolverhampton.

That sealed my decision; the smooth was sent packing and the real beer that it imitates in all but full cask-conditioned flavour was installed in its place. Since the pub reopened it's been my best-seller; the darts team – erstwhile smooth drinkers almost to a man – helped shift two firkins on one big-match night.

(It should be expected that accurate flavour-matching is less important to this customer base. But consistency isn't, and I should add a cautionary note to Carlsberg and Marston's: there's at least one Tetley "anorak" out here who knows from brew to brew just how well you're doing – and as I write the flavour's still mostly right but not as consistent as it should be.)

A Message to the Trade

On occasions like that darts match I feel I'm back in a pub twenty years ago – selling guest ales but fundamentally dependent on the volume-swilling sales of my bread-and-butter bitter. And that, of course, is where the serious on-trade message lies. Because it's that majority of less discerning customers, whom I refuse to criticise or feel superior to, who are being lost to cut-price off-trade beer on so many no-darts days of the week. Needless to say I stock an array of quality cask and keg beers, craft-brewed and of genuine local provenance, that have their appreciative followers among my regulars and especially among those who visit from further afield. Even the locals who drink premium lagers are impressed that they get a changing selection of genuine foreign and craft British beers, and have barely mourned the departure of the ersatz UK-brewed market leader.

"It's that majority of less discerning customers, whom I refuse to criticise or feel superior to, who are being lost to cut-price off-trade beer on so many no-darts days of the week"

But there is a real challenge here, which reflects the conflicting statistics of an overall shrinking beer market against burgeoning sales for micro, local and craft brewers – and helps me rebalance the picture I painted a year ago. Yes, there is a market for brewing imagination and creativity, promiscuity of choice, discernment, and

an exciting new world for brewers, contemporary beer enthusiasts and would-be connoisseurs; I stand by that, and I stand by my contention that this is indeed a market in which the global status of a brand has a limited shelf-life. However, away from the cosmopolitan craft beer bars and beer exhibition pubs, this market is not yet strong enough to fill the hole left by trolleys packed with slabs of cheap cans in the supermarket queue.

"There is a market for brewing imagination and creativity, promiscuity of choice, discernment, and an exciting new world for brewers, contemporary beer enthusiasts and would-be connoisseurs"

Put bluntly, community pubs must continue to appeal to and cater for what a beer snob would call "boring drinkers". And whether they choose to do it with reliable nitro keg or recognisable cask is their decision to make.

I may still be on the learning curve, but I know which I choose.





A Brewing Dynasty

Sheep have always figured largely in the history of Masham, so when a name was needed for the new Brewery Paul's wife, Sue, came up with 'Black Sheep'. A fitting name on all fronts, given Paul's maverick new start up! From the outset, giving visitors the opportunity to see the beers being brewed and to sample the ales at the brewery was always a high priority, and in May 1996 the doors were opened to the newly transformed Visitor Centre - now a major year-round attraction in the Yorkshire Dales. Now in 2011, the sixth generation of the Theakston family brewing heritage is also proudly part of Black Sheep, with Paul's eldest son Rob taking over as Managing Director, and second son Jo as Marketing and Off-Trade Sales Director. Paul has now moved to the esteemed role of Chairman.

Over the last few years, Black Sheep has considerably expanded the market for its lead cask ale, Black Sheep Best Bitter, a classic 3.8%ABV Yorkshire bitter brewed using Yorkshire Square fermenting vessels, and it is now widely available across the UK. In 2009, they launched a fully illuminated "Dazzler" handpump for Black Sheep Best Bitter - the first of its kind to the market - giving cask ale the presence on the bar that it richly deserves! In 2010 a revised version of Golden Sheep on draught was launched - a gloriously refreshing blonde beer that has seen great success over the summer period, and is now part of the permanent range.

Family of the Black Sheep

Black Sheep Brewery

It is almost impossible to believe that The Black Sheep Brewery is 20 years old in 2012.

Since first making an appearance in pubs in and around the Yorkshire Dales in October 1992 our beers have gone from strength to strength - most recently with Black Sheep Best Bitter being awarded The Publican Licensees' Choice Gold Award for Cask Ale in 2010 for the second year running. Black Sheep beers are now distributed not only across the UK but around the world, brewing over 20 million pints a year. 2012 will be a year of celebration for Black Sheep for their 20th Anniversary, with events through the year and an anniversary beer planned for the Autumn as part of the new seasonal range.

The delivery of those first casks of beer in 1992 began a new era for Paul Theakston, whose family has brewed in Masham for six generations. Following Paul's departure from the old family firm, T&R Theakston, fate played a kind hand and he was able to purchase an old maltings building in the heart of Masham. Here was an opportunity to return to what his family had done best since the 19th Century - making real beer in the time-honoured fashion. And so a new brewery was born!

The last year has also seen plenty of activity at Black Sheep including the creation of a limited edition Imperial Russian Stout as part of the Great Baltic Adventure, and the launch of Black Sheep's first fully fledged seasonal beer range. The first in the range for Autumn and Winter 2011 is Ruddy Ram, a 4% 'cracking Yorkshire Porter' - the perfect winter warmer!

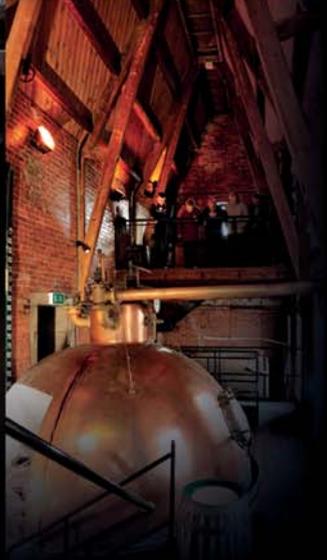
Sheep in a Bottle

Black Sheep bottled ales are well established nationally, with their lead beer, Black Sheep Ale, regularly in the top 10 bottled ales. Black Sheep Ale at 4.4% ABV, now in an eco-friendly lightweight bottle, is available nationwide from virtually all the major supermarket retailers alongside the rest of our excellent range. This was complemented by the launch of Black Sheep Ale in a Can in 2011 with Tesco and two new beers for the Sainsbury's Taste the Difference range.

As Paul Theakston says, "We are rightly proud of our award-winning range of bottled and cask ales and only brew our beers from traditional high-quality raw materials: crystal clear dales water from our own well, Maris Otter malted barley for extra flavour, a little roasted malt for colour and flavour, and generous amounts of whole English hops to make the beer really refreshing. Such a material bill is more expensive than the average, but we think it's well worth the extra!"

Great Yorkshire Beers

Brewed in Masham, North Yorkshire



www.blacksheepbrewery.co.uk



Northern Delights

Great British Brewers

Grim up north? Not if you're a lover of real ale, as Beer Writer of the Year Simon Jenkins reports.

Tetley's endured a lingering death. The closure of my home town's landmark brewery was a sad and drawn-out process culminating in a ceremonial "last shift" as a small knot of enthusiasts paraded their displeasure outside.

Carlsberg would say the product is still important to them, despite shifting production to the Midlands. Banks's might be even getting it right – and several lifelong Tetley fans say the Wolverhampton brew is pretty good. But it's not a Yorkshire ale, and there's plenty of us won't be drinking it again.

The void it left has already been amply filled and Leeds now has a greater choice of beers and brewers than any time in living memory. Leeds Brewery is in Position-A, not least because they have the perfect name. When they established the company, partners Sam Moss and Michael Brothwell can hardly have imagined that within four years they would be the biggest brewers in the city. Their trio of regular ales – Leeds Pale, Leeds Best and Midnight Bell – have already gained a major following; the arrival of three new tanks at their Hunslet site has increased capacity to 75,000 pints a week, more than ten times their original output, but still dwarfed by that of the former Tetley site.

Which still leaves a big marketplace up for grabs, into which four stripling companies have come. Wharfebank is the best-established, and has gained a great reputation for beers such as Slingers Gold and Camfell Flame produced at their industrial unit in Pool-in-Wharfedale.

Wharfebank started life at the Fox and Newt brewpub – where brewing has stopped and started many times over the years. But a year in, the pub's new regime is doing well, its Brickyard Ale already a favourite. As Leeds's only real brewpub it deserves to succeed.

"Copper Dragon brewery is going from strength to strength. It marked three years at its new premises in the autumn by announcing figures which show an 80 per cent increase in production of its cask ales over the three years"

There are two other brewers in the market, the newest of which is Kirkstall Brewery. Dave Sanders, best-known from his time at Elland Brewery was recruited to oversee the revival of brewing in Kirkstall, though on a far smaller scale. His Dissolution IPA is lovely.

I have a real soft spot for Ridgeside too, based on a small industrial estate in Meanwood. Its opening coincided with that of Market Town Taverns East of Arcadia bar – which put on a permanent Ridgeside pump from day one. "We've been on in lots of their other Taverns now," said brewer Simon Bolderson. "But if it hadn't been for East we'd have struggled to get our foot in the door."

Market Town Taverns now have a major tie-up with another confident Yorkshire brewery, Rooster's. The Knaresborough company, founded by Sean and Alison Franklin in 1994, is now owned by MTT boss Ian Fozard, whose sons Tom and Oliver are taking over the brewery. Their golden, passion fruity Wrangler is well worth trying.

Over at Skipton, Copper Dragon brewery is going from strength to strength. It marked three years at its new premises in the autumn by announcing figures which show an 80 per cent increase in production of its cask ales over the three years. Established in 2002, Copper Dragon supplies its Best Bitter, Scotts 1816, Challenger, Black Gold and seasonal ales to over 2,000 pubs across the UK as well as major supermarkets and foreign markets as far afield as Australia and Russia. To say nothing of its Golden Pippin, a splendidly citric refreshing bitter, which is a welcome sight on any bar.

Award Winning Ales

Their recent takeover of the Hallamshire House pub in Sheffield, is a clear sign that Derbyshire's Thornbridge brewery is on the up. Its beers are always a welcome sight; its top-rated three-stars at the Great Taste Awards for Jaipur and Bracia beers, are richly deserved.

"The winner of a Champion Beer of 2011 prize at the Brewing Industry International Awards - widely dubbed the 'Brewing Oscars' - Jaipur has set a new benchmark for IPA"

Pale and bitter Jaipur is a particular favourite. You expect an India Pale Ale to be bitter, it sort of goes with the territory, but this 5.9 per cent ABV beer takes it to a new dimension of full-on, dry, strident hoppiness, which continues into a long bitter aftertaste. The winner of a Champion Beer of 2011 prize at the Brewing Industry International Awards - widely dubbed the 'Brewing Oscars' - Jaipur has set a new benchmark for IPA.

Another prizewinner is Wold Top on the Yorkshire coast, whose Angler's Reward hooked first place in the drinks section of the Yorkshire Post Taste Awards. First brewed in spring, the beer has won serious new friends for Wold Top among the fishing community of the brewery's coastal catchment area. Another of their beers, Golden Summer, was the only Yorkshire beer to reach the final of Sainsbury's Great British Beer Hunt.

Magic Rock is another newcomer, opening early in 2011. Established by brothers Richard and Jonny Burhouse and aided by experienced head brewer Stuart Ross (Kelham Island, Acorn), the brewery has started weaving some serious magic from their Huddersfield base. There's a serious US craft beer influence to their 3.9% Curious Pale Ale and to their fruity hoppy High Wire. I particularly enjoyed the rich, luxurious, summer-fruits-and-chocolate experience offered by their Dark Arts stout, while lovers of the seriously potent will no doubt be drawn by their 9.2% Human Cannonball. Unusually for such a new brewer, Magic Rock beers



are available in cask, keg and in the bottle. They're certainly a name to watch for the future.

The recent hike in tax on beers over 7.5% was a spanner in the works for Castleford's Revolutions brewery, whose New Wave music-themed beers were all brewed at 3.3, 4.5 and 7.8% – reflecting the rpm speeds of vinyl records. Favourites like Kraftwerk Braun Ale and Clash London Porter are happily unaffected.

A little further south, Barnsley's Acorn are fast winning a strong reputation across Yorkshire, the north west and the north midlands. With multi award-winning core brews like Barnsley Bitter, Barnsley Gold, Old Moor Porter and Gorlovka Imperial Stout, Acorn are one of many who have found SIBA's Direct Delivery Scheme a real boon for getting their beers into the national pub chains. Their purchase of the historic Old No 7 pub in Barnsley is giving them a showcase for their beers; Thirst Degree, unveiled in time for freshers' week in September, is a clever bid to tap into Sheffield's huge student market.

"With multi award-winning brews Acorn are one of many who have found SIBA's Direct Delivery Scheme a real boon for getting their beers into the national pub chains!"

Flourishing Ilkley Brewery is targeting the diners. It has joined well-known local chef Stephanie Moon to create The Pint Chart which suggests the perfect food partners for each of the brewery's real ales. It includes oysters with Stout Mary and lamb chops with Ilkley Pale. My personal favourite, the crisp and citric Mary Jane is reckoned the ideal foil for lemon and thyme marinated chicken. Local rivals Moorview are keeping Ilkley on their toes.

Several brewers have expanded. The £2.7m extension and six new fermenters at Timothy Taylor speak volumes for the high regard in which the Keighley Brewer is held – its flagship Landlord is a world classic. A new £4.2m brewery for Moorhouse's not only signals the strength of the 150-year-old Burnley brewer, but a determination to expand sales far beyond their east Lancashire heartland. Local rivals Thwaites of Blackburn have also announced long-term plans for a new home.



The Masham Magnets

Visitor centres and brewery tours at both Black Sheep and Theakston's are a major boon for local trade, drawing in tourists to Masham - a village with a unique brewing heritage.

Theakston's flagship brand, the legendary Old Peculier, is set to increase its profile in the USA thanks to a new tie-up with a major importer. And having had a memorable encounter with their softly-spoken, fruity Lightfoot Ale in the lovely sun-trap beer garden at the Windmill in Linton recently, I am delighted to report that this quite un-Theakston like ale has now been added to their roster of permanent brews

Across town, rivals Black Sheep sent their Imperial Russian Stout in the opposite direction, joining 11 other British beers on The Grand Baltic Adventure to St Petersburg. The journey re-traced earlier voyages when British porter - a dark, rich beer - was shipped to Russia where it was a great favourite with Empress Catherine the Great and renamed Imperial Russian Stout.

Despite the explosion in new craft and micro-brewers across Yorkshire in recent years, this relative veteran continues to do well. Black Sheep Ale in bottle has grown by a healthy 13% over the past year, while cask beer sales of their best bitter have also been bolstered by the popularity of their new Golden Sheep.

Yorkshire's Brewing Boom

Back at Ridgeside, and reflecting on the strength and diversity of the sector, Simon Bolderson says he is proud of being part of a craft ale boom: "I don't think there has ever been a better time for real ale. We've lost Tetley's but there is a much bigger variety of flavours out there now."

Good Beer Guide editor Roger Protz agrees: "What's happening in Yorkshire is quite astonishing. People are fed up with Tetley Smooth and John Smiths Keg and these big companies which have utterly lost touch with their customers. Into that vacuum, lots of small brewers have brought crafted, quality beers to take their place."

"More people are starting to talk about which varieties of hops are used to make particular beers and beginning to understand that different hops create different flavours, in the same way that different grapes produce different wines."

"There's a real sea change going on in the world of brewing," he tells me. "Young people are switching on to real ale in a way that they never have done before. You only have to look at the number of young people who go along to beer festivals.

"More people are starting to talk about which varieties of hops are used to make particular beers and beginning to understand that different hops create different flavours, in the same way that different grapes produce different wines."

There have been false dawns before, but this time Protz is confident this is a genuine, sustainable shift in consumption. "This isn't just a fickle revival which will die out in a couple of years. I've talked to brewers about it, and we're certain that this is the real thing."

Simon Jenkins writes the weekly Taverner Column in the Yorkshire Evening Post and his first book, the Great Leeds Pub Crawl, was published in the autumn. He was named Beer Writer of the Year by the British Guild of Beer Writers in 2010.

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Thwaites' Signature Ale Range Hits The Spot

Creative Brewing

Since it celebrated its bi-centenary in 2007, Thwaites has continued to evolve and develop with the ever changing market and 2011 was no different for the family brewer from Lancashire.

This year, Thwaites' exquisitely lovely golden ale, Wainwright continued its march towards becoming a truly national ale brand, as the brewer increased distribution to ensure that it was more widely available for fans.

January saw Thwaites unveil their new Signature guest ale range, a selection of thirteen innovative cask beers to support the brewer's core range. The seasonal range, which are simply presented on chalkboard pump clips, were designed to create stand-out in a cluttered on-trade arena and have already received critical acclaim.

New beers such as 13 Guns, an American style, strong and hoppy IPA and the aptly named Triple C, which is brewed exclusively with

the fruity cascade hop, have proved so popular that they will be making a welcome return in 2012.

Meanwhile Old Dan and Tavern Porter have made their way into the off trade as bottle-conditioned premium ales and this conveyor belt for new brand development is set to continue next year.

Craft Brewery and New Brewery

And all of the 2012 Signature Ales will be brewed on a new 20-barrel craft brewery which will see more exciting recipe ideas including Golden Wunder, a wheat beer for Oktoberfest and a springtime fruit beer using Lancashire loganberries called Logan's Run.

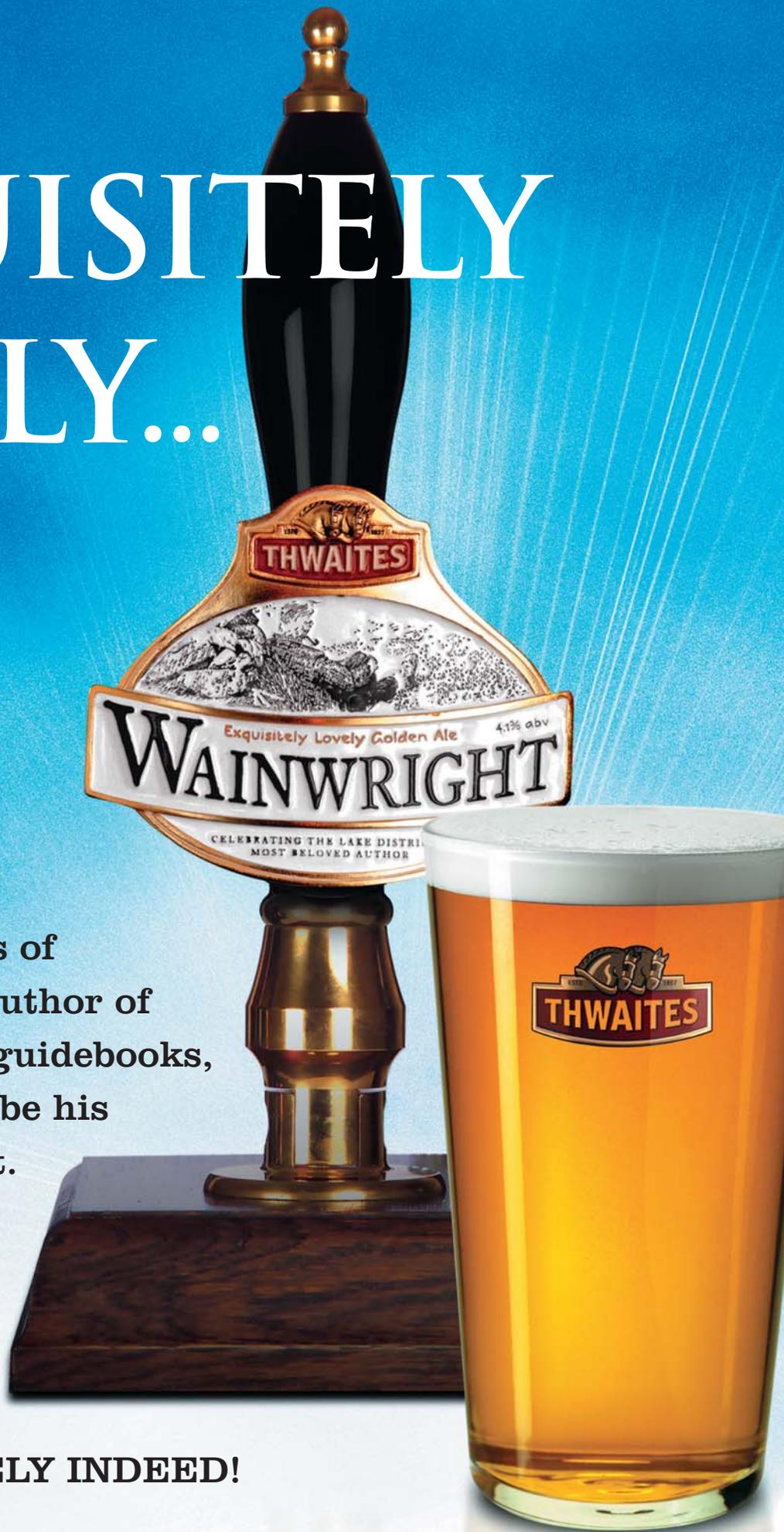
Finally, this year saw Thwaites take the momentous decision to invest in a new state-of-the-art brewery, commencing the next chapter in the history of Daniel Thwaites. The new brewery site location has still to be agreed but most importantly Thwaites has committed itself to continue the 200 years of brewing legacy in Lancashire.

EXQUISITELY LOVELY...

...these are the words of
Alfred Wainwright, author of
the famous walking guidebooks,
when asked to describe his
beloved Lake District.

These words are our inspiration
behind Thwaites Wainwright,
a golden, lightly hopped beer
with delicate citrus overtones
and a subtle sweetness.

EXQUISITELY LOVELY INDEED!





The Grove Preserved

Cask Master

Simon Jenkins visits The Grove in Water Lane at Holbeck, just south of Leeds city centre, where a renewed commitment to great beer has helped it to survive in a fast-changing landscape

Bridgewater Place dominates the Leeds skyline. This boot-shaped stub of concrete, steel and glass is the tallest structure in the city and the most potent symbol of the resurgence of Holbeck, once one of the engine rooms of the world.

In the 18th and 19th centuries, the mills and foundries of Holbeck made machinery, cloth and steam engines; the confluence of rivers and canals which bisect this hotbed of manufacturing were its arteries of trade to the world.

By the end of the First World War, its importance as a creator of wealth was over; by the 1970s, as the last of the canal traffic had been supplanted by road and rail, Holbeck was dirty, derelict and dangerous to know.

Its 21st century revival is a model of urban regeneration. Homes and offices have sprung up where once was a cradle of industry; the grimy canalside streets cleared for glitzy hotels, bars and restaurants.

Sole Survivor

The Grove is one of Holbeck's few unchanging features. When it was built in 1830, it was three cottages built to house workers at nearby Central Station, a major hub of goods and passenger trade. By 1850 the cottages had been knocked together to form a pub.

Given its proximity to the sole of the Bridgewater boot, it is perhaps surprising it survived at all. Yet the office staff and customers, the

restaurant goers and the residents, who each now frequent this once-shunned part of town, have found in the Grove a place of history, of tradition, of genuine hospitality. They have helped to preserve it for the future, rather than grind it into the past.

For the past 11 years it has been run by John Rowe, though leaseholder Rachel Skordos has held the place for almost a decade longer.

A Passion for Beer

They share a passion for great beer. The Grove always serves eight real ales, three of them – Black Cat Mild, Pride of Pendle and Daleside Blonde – are ever-presents on the bar. The five guest beers always include at least one stout and one porter. There's usually a good range of strengths too, from the session beers in the low 3-percentages, up to some premium ales around the 5.5% mark.

“Office staff, restaurant goers and residents have found in the Grove a place of history, of tradition, of genuine hospitality”

They're predominantly from Yorkshire brewers, though both Black Cat Mild and Pride of Pendle are from Moorhouses on the other side of the Pennines. The Grove has also given a couple of the area's newest breweries, Ridgeside and Wharfesbank, the opportunity to put their beers in the shop window.

So although you can never guess from one week to the next what beers are going to be on the bar, ale drinkers can always be confident the Grove will be serving something to their taste. And though other pubs nearby might be a little cheaper – notably the JD Wetherspoon's on City station, here customers are prepared to pay just a little more for some interesting, top notch, well-kept beer.



Something for Everyone

“People who come here want something a little bit different,” said John. “And we’ve certainly found that the quality of ale has improved dramatically with the rise of local breweries and the whole real ale scene.”

One of John’s favourites is crisp, refreshing, light and zesty Mary Jane from Ilkley Brewery: “It holds its own as an old fashioned luncheon ale. It’s 3.5% and it’s popular with the office staff who come in here all suited and booted. The darker ales come into their own in winter.”

Remarkably, the Grove is among the top three pubs nationally for the volume of business it does through SIBA. And this in a pub with four rooms, only one of which is big enough to swing a moderately-sized cat. When the Grove’s handpumps were nearing the end of their working lives, all eight were fitted at SIBA’s expense with Angram replacements. “The Rolls Royce of handpumps,” said John.

They also sell a real draught cider, Bellevue Kriek and Framboise, and Budvar lager: “Some people do buy Carling too, of course, but it’s amazing how you can win them over to real ale.”

Living History

The Grove will once have serviced the needs of the people living in the tightly-packed rows of terraced homes which were thrown up around industrial Holbeck; the pub a bolthole from the realities of life on the factory floor, from the heat of the foundry, the hard labour of the canals.

Though that captive constituency has gone, the Grove remains at the heart of the community, with its cluster of little rooms lending themselves to meeting places for local walking groups, church events, interest-groups, musicians and bands. Its rear concert room has a regular programme of live performances and jamming sessions.

In April Leeds Folk Club will celebrate its 50th anniversary at the Grove. The Guinness Book of Records has recognised this as the longest-running group of its kind in the world – and it has always met here.

And were a Victorian labourer to be transported through time to revisit the Grove today, there would be much about the place which he would recognise and cherish. To step inside is to take a small step back through time, to a public house seemingly oblivious to the change outside, where you can compare the relative merits of different beers while listening to a folk band or a guitar duo or just some local bashing out a tune on the piano.

“Although you can never guess from one week to the next what beers are going to be on the bar, ale drinkers can always be confident the Grove will be serving something to their taste”

It retains its attractive old tiled corridor entrance, its nest of rooms offering the kind of intimacy immediately lost in open-plan designs. The food is simple – pie and peas, chips and gravy – and served on weekday lunches only; there’s no TV, no jukebox, no pool table.

In the concert room a piano and a tiny stage fill one corner of the room; bare floorboards, a big gilded mirror, a turned-wood hatstand and candelabra-style lighting lend the feel of an old west saloon. Here you sit at sewing tables, whose wrought-iron treadles still rock in satisfying fashion, turning the wheel which would once have driven needle through cloth.

John is proud of his pub, but passionate to see still more preserved. “CAMRA has done a great job in expanding the range of real ales in Britain but we need to do more to preserve our pub stock. Once you lose a great pub, it’s gone and you won’t get it back.”



Family Business

Theakston's Brewery

Being in the right place at the right time is a good thing and as one wanders around Theakston's Masham brewery you cannot but help sense an extra spring in everyone's step.

It is now eight years since Simon Theakston and his brothers succeeded in winking out their old family company from Scottish & Newcastle, after sixteen years in their ownership and three years before in the hands of the former Matthew Brown Brewery.

The company was established in 1827 by Robert Theakston, the brothers' great-great grandfather, and for the first hundred and fifty years operated quietly in the Yorkshire Dales, similar to many old family brewers operating in tightly defined geographies with a few tied houses. The seventies and eighties brought huge upheaval in the UK brewing industry and in all the turbulence that followed, Theakston's was swallowed up. But unlike many, it has staged a remarkable revival, and despite being taken over by two other companies, has survived them both.

Since the buy-back there has been a huge resurgence of energy and passion in the business. Significant capital investment has increased capacity and upgraded the charming Victorian brewery to meet anticipated growth for Theakston ales.

Since the commissioning of the new fermenting room, all Theakston cask ales are now brewed only in Masham. With a complete rebranding of all their beers and the introduction of some of the best promotional support, advertising and sponsorship in the industry and with a growing customer base, the company is well

on its way to return to its previous position as one of the country's top traditional family brewing companies.

A Range of Styles and Flavours

Over the last eight years, the range of ales brewed by Theakston has grown considerably. Theakston now boasts a permanent range of five nationally available cask beers including Best Bitter, Lightfoot and the world famous Old Peculier and now nine seasonal brews. The sheer range of brewing styles enables Theakston to demonstrate the consummate skill of their brewing team. Roger Protz, the editor of the Good Beer Guide once said that "There are more flavours in the beers brewed by Theakston's of Masham than from an entire wine growing region in France".

"Since the commissioning of the new fermenting room, all Theakston cask ales are now brewed only in Masham"

And it doesn't stop there. The company has also launched a new keg ale and redesigned all their keg founts. Theakston Smooth Dark has enjoyed great success since being launched in 2009. A smooth dark 3.5% ABV ale, Smooth Dark is dispensed in an all black, illuminated, condensating fount which looks superb on bar. But it is for cask beer that Theakston has the greatest reputation. With the cask market now in growth and firmly established as the most exciting sector within the UK on trade and with growing consumer interest in authentic cask beers from brewers with proven skill and provenance, It's not surprising that everyone at Theakston's is looking so excited. As Simon Theakston himself puts it, "After 185 years it's our turn to be in the right place at the right time!"

Give your customers a moment to remember.

In every pint of Theakstons there's a moment of magic. You notice it when that chap at the bar pauses in mid-conversation to savour and reflect on the unique flavour swirling round his palate. Or when the general pub hubbub goes up a decibel or three as the Theakstons goes down. It's all part of the Theakstons brewer's art, defined by nearly 185 years of tradition. (SINCE 1827 TO BE PRECISE.) We're reminding your customers of these, and other great pub moments, in a new advertising campaign starting this autumn. Visit theakstons.co.uk or e-mail us at info@theakstons.co.uk and make sure that you're ready. The Theakstons drinkers will be along any moment now. 🍷 🍷 🍷 🍷



SAVOUR
EVERY
MOMENT.



Brewing Great Business

The Cask Condition

Eight hundred and forty! Say it out loud and it sounds like an unfeasible score in Fantasy Darts, says Roger Protz

But in the real world it's the number of breweries now operating in Britain - four times as many as when CAMRA was founded 40 years ago. Close to 100 new breweries fired their mash tuns between the 2011 and 2012 editions of the Good Beer Guide.

The figure takes us back to the 1940s when roughly the same number of breweries were working. But there all comparisons end, for in the mid-20th century most of the breweries would have been concentrating on mild and bitter. The rise of small specialist breweries has torn up the script. The volumes of beer produced today may be much smaller than 70 years ago but keen, committed, passionate new-wave brewers have brought much-needed choice to the pub and the beer shop.



Roger Protz

A trip to the pub can be a rewarding experience. Alongside bitter and - occasionally - mild you may find porter, stout, IPA, golden ale, Burton Ale, harvest ale, old ale, barley wine, and oak-aged and fruit beers. Old recipe books have been scoured to develop true

interpretations of long-lost styles while such new beers as golden ale have transformed the drinking scene.

Mutual Benefits

What is most remarkable about the growth of the modern brewing industry is that it's taking place against a background of recession and pub closures. Some 25 pubs a week are closing and many that remain are in the iron grip of giant pub companies that demand such ruinous discounts from suppliers that only the biggest brewers can work with them. But among the 54,000 pubs still open today there is sufficient genuine free trade for the small specialist brewers to deal with and turn a penny.

The brewers are given great support by publicans, those who know they have to do more than just open their pub doors every day and wait for customers to roll in. The pub trade faces a raft of problems: the high price of beer as a result of punitive levels of excise duty; grossly unfair competition from supermarkets; and a badly-thought-out smoking ban that ignored pleas to the government to allow pubs to set aside one room for smokers.

But the most successful publicans are rising to the challenge. They offer regular beer festivals, meet-the-brewer evenings and beer-and-food matching events. And they make sure there's a good range of beers on the bar, including the invigorating range of seasonal ales developed by brewers. Research shows that many drinkers are attracted to pubs that offer a rolling range of beers, changing monthly.



Duncan Sambrook



Sambrooks Success

The success of new brewers is often startling. Sambrooks in Battersea, south London, was the brainchild of Duncan Sambrook, who was keen to fill part of the enormous gap left by Young's of Wandsworth.

Duncan had worked in the City and knew how to get investment. He went on a crash course at Brewlab to learn the art of beer making. And he had the good fortune to meet David Welsh, founder of Ringwood in Hampshire, who had been bought out by Marston's and had not only the funds to invest in Sambrook's but also many years experience of the hard grind of making and selling beer.

"Alongside bitter and - occasionally - mild you may find porter, stout, IPA, golden ale, Burton Ale, harvest ale, old ale, barley wine, and oak-aged and fruit beers"

David's advice to Duncan was simple: brew four times as much beer as you have planned to do. He knew from first-hand experience the problems of being unable to meet demand, including in Ringwood's case winning Champion Beer of Britain with Old Thumper. The result of David's advice was a trawl for new investors. A total of £350,000 was raised to buy a custom-built 20-barrel

brewery based in old film studios and soon Wandle Ale and Junction Ale were appearing in the London free trade and were joined in the autumn of 2010 by Powerhouse Porter.

"The brewers are given great support by publicans, those who know they have to do more than just open their pub doors every day and wait for customers to roll in"

Sambrook's is now supplying some 200 pubs within the M25 and has expanded into North and East London. Punch Taverns have taken the beers as part of their Finest Cask scheme, proving that even the national pubcos realise they have to offer more than smooth-flow keg and lager at a time when cask ale is the only sector of the brewing industry showing growth.

The Youth Factor

The growth is boosted in no small measure by younger drinkers. In October I spent three days at the St Albans beer festival hosted by the local CAMRA branches. The number of young people flocking into the civic centre was astonishing. The fact that there's a university a couple of miles away in Hatfield may have boosted the numbers but students now exist in abundance in most towns and cities and for them real ale is the beer of the moment.



Chairman Bill Parkinson and David Grant

This observation is supported by David Grant, managing director of Moorhouse's in Burnley. In May 2011 Moorhouse's opened a new brewhouse that cost £4.5 million and, apart from small amounts of bottled beer, is geared solely to producing 50,000 barrels of cask beer a year. It's a major turnaround for a brewery that almost closed in 1985 and is based in an area that has lost all its traditional industries and thirsty blue-collar workers. But David Grant says there are "fantastic" pubs in surrounding suburbs and villages and he's convinced that cask beer is not going through one of its periodic peaks that will be followed by a trough.

"Perhaps the hard economic times could be of benefit to the battered pub trade as people stay at home and contemplate their local as a good place for beer, a meal and meeting friends"

"The market is changing," he says. "Young people, including a growing number of women, are switching to cask beer. The new brewery has been built to last for 30 or 40 years. The recipe for success is a simple one - sell more beer!"

Going for Growth

Pontypridd in South Wales is another town ravaged by the decline of heavy industry. "Ponty" has two main claims to fame: Tom Jones and coal. Jones lives mainly in the United States - though I'm told he enjoys a pint when he returns home - and the mines closed several years ago. The town has many boarded-up pubs but three that are doing brisk business are owned by the local brewery, Otley. It's run by three brothers, Nick, Matthew and Charlie, and they come from a family with a long history of the pub trade. Their main outlet, the Bunch of Grapes, offers first-class food as well as beer and it stages a number of beer-and-food events. The success of the pubs and beers ranging from O1 to O8, along with the tongue-in-cheek wheat beer O-Garden, has forced the brothers to look for new premises where they can expand to 4,000 barrels a year.

Expansion is on many brewers' agendas. Former BBC correspondent Alex Brodie opened his Hawkshead Brewery in a



The guys at Hawkshead

barn in Cumbria in 2002 with a 30-barrel plant. In 2007 he had to move to bigger premises in Staveley, near Windermere, to cope with demand. Further expansion in 2010 enables Alex and his large staff to brew 100 barrels a week of cask and bottled beer and also to offer a visitor centre that includes the highly-praised Beer Hall where diners can sit and watch the brewing operations below. More than 150 outlets are supplied with Hawkshead beer.

Cumbria, a region that often has as many visitors as residents, is now home to 29 breweries. Cornwall, Norfolk and Shropshire are also sparsely populated counties with a sizeable number of breweries, evidence that brewers and pubs are profiting from the fact that people are taking more holidays and short breaks in Britain than abroad. Perhaps the hard economic times could be of benefit to the battered pub trade as people stay at home and contemplate their local as a good place for beer, a meal and meeting friends.

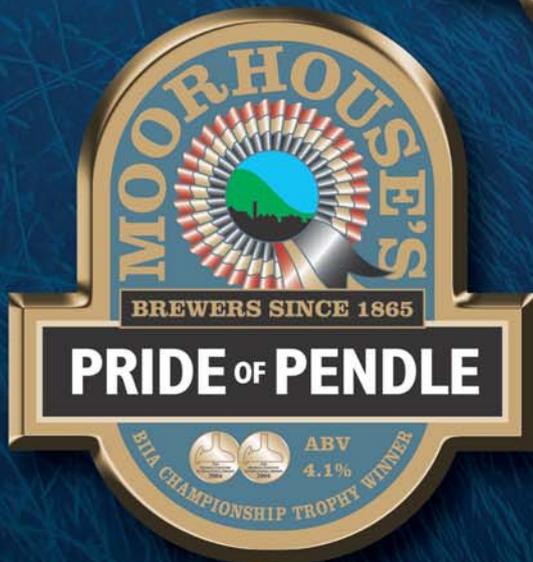
Ale for All

One myth dispelled by the resurgence of interest in cask beer is that it's a "middle class drink". I returned to my old stamping ground of East London for the 2012 Good Beer Guide in search of good pubs near the Olympic Stadium in Stratford. I felt that as the stadium will offer only a ubiquitous Duch lager I was duty bound to seek out pubs with a decent British pint. The Black Lion in Plaistow has a vast range of constantly-changing cask beers, including the current Champion Beer of Britain, Mighty Oak's Oscar Wilde. The pub is just 10 minutes from West Ham United's ground and is packed with fans on match days. Football fans in a working-class area drink real ale: time to dump the cliché of lager-swilling soccer louts.

The Rose & Crown in Walthamstow is a vast Victorian three-storey boozier dating from 1881. Three or four times the size of the Black Lion, it can stock a staggering range of cask beers from regional and smaller independent breweries. Casks of Adnams Broadside and Woodforde's Wherry can go in a day and the walls are covered with a vast array pump clips that show the enormous range of beers the pub has featured.

The 257 bus will take you swiftly to the Olympic Stadium. Personally, I'd prefer to stay in the pub.

The Famous Five



Perfection in a glass





The Magic of Moorhouse's

Bewitching Brewery

Moorhouse's 'remarkable' brewery helps customers grow sales

Moorhouse's is offering an 'unrivalled' ale selection and premier training support to publicans as it rapidly expands business for its ambitious £4.2m brewery.

Complete with visitor centre and a state-of-the-art trade training school, the 100-barrels-brew-length complex was hailed as a 'remarkable success' when officially opened last May. It trebles former production capacity to 1000 barrels a week and elevates the North West's largest dedicated cask-ale brewer to true 'regional brewer' status.

The development has already seen healthy sales growth for Moorhouse's world beating 'Pendle Witches' ales: Black Cat, Pendle Witches Brew, Blond Witch, Pride of Pendle and Premier Bitter.

It has allowed special ales to be rolled out, such as the historic Old Boss Bitter, while the bottled range has increased with the addition of Premier Bitter and Pride of Pendle.

Cask Club Success

In a pioneering marketing move, a Moorhouse's Cask Ale Club has successfully helped customers to grow their cask business - despite very difficult trading conditions.

Each month, the one-stop-shop club offers licensees the choice of 12 guest beers from three leading craft brewers alongside Moorhouse's five core brands and seasonal specials. In October, for Halloween, this means some 23 beers are on offer.

"New brewery...trebles former production capacity to 1000 barrels a week and elevates the North West's largest dedicated cask-ale brewer to true 'regional brewer' status"

The club is open to free traders with a minimum of two hand pumps and ordering at least one house brew. Guest ales are delivered with regular orders of Moorhouse's beers.

They have included beers from champion brewers Mordue of Tyneside, Crouch Vale in Essex, Elgood's of Cambridgeshire, Dark Star in Sussex, Vale of Buckinghamshire, White Horse of Oxfordshire and York Brewery. A professionally produced, full colour, promotional brochure is issued for each selection.

Business Growth

With the business development team strengthened, face-to-face meetings can be held with free trade licensees every month - while many other brewers move more to telesales - in order to offer advice and assistance.

CASK ALE CLUB MOORHOUSE'S BREWERS SINCE 1865

Guest beers available for delivery during...

October 2011

Flying in to warm up your Autumn!

Get ready for Hallowe'en now!

This month's selection of fine cask ales brought to you by Moorhouse's, brewers of world championship beers

TEL: 01282 422864

RUBY WITCH

Reciprocal deals with the supplier brewers means exposure for the celebrated 'Pendle Witch' ales is achieved in parts of the country they may not otherwise reach. This also yields a green benefit; guest casks are refilled with Moorhouse's beer and sent back to the supplier.

"In a pioneering marketing move, a Moorhouse's Cask Ale Club has successfully helped customers to grow their cask business - despite very difficult trading conditions"

By last summer guest ales had been sourced from 30 brewers from around the UK, with 25 of them agreeing to reciprocal trading. Sales of 1709 firkins or 123,048 pints of guest ales were reached without reducing the level of Moorhouse's own sales.

A Local Triumph

At the Greyhound in Barnoldswick, on the Lancashire/Yorkshire border, landlord Don Hinchcliffe says the club has been a great for boost for trade. Don re-opened the abandoned former Enterprise pub just before Christmas 2010, following a village co-operative buyout. The pub has been voted the 'Most Improved Real Ale Pub of the Year' by East Lancs Camra.

With a deliberate policy of keeping local ales the Greyhound is selling five firkins of Moorhouse's Blond Witch and four of Pride of Pendle each week alongside two ales from a nearby Yorkshire brewer. But, Don says, the guest beer brings in extra business.

"On Friday at 5pm I put on the guest ale and customers come in

for it. A firkin of Village Idiot from White Horse Brewery was emptied by 7-30pm and Aviator from Dent flew out. Moorhouse's salesman, Glenn Wright, is very good and calls once a month with a full colour brochure that describes the beers on offer.

"The fact that we can order beer from all over the country and get it delivered along with Moorhouse's regular ales is a real advantage. Moorhouse's Blond Witch is our best selling ale and Pride of Pendle is next but sales are not hit by the guest. So it is a real boost to trade."

THE Halloween brewer

Moorhouse's now lays claim to be THE Halloween brewer in the free trade. An annual promotion headed "Witch Ales Are You Drinking?" offers support to publicans with five special blended beers: Broomstick Bitter (4.0%abv); Witchhunt (4.8%abv); Black Witch (4.2%abv); Witches Cauldron (4.2%abv); Witchfinder General (4.4%abv). And in 2011 the Ruby Witch (4.6%abv) grist brew was added to mark the new brewery's first 'witch season'.

Today Moorhouse's has won more awards than any comparable brewer. Brewing accolades include the Camra Supreme Champion Beer of Britain title for Black Cat ale and the Champion Cask Ale Trophy for Pride of Pendle from the Brewing Industry International Awards (BIIA) – the 'Oscars' of the industry.

Black Cat (3.4%) from the new brewery was also proclaimed a world beating beer when it won gold for standard strength cask ales at the BIIA 2011.

Brewery Bucks Recession

The new brewery was welcomed by Burnley Borough Council and will help in the revival of the former mill town, which, in recent decades, has suffered economic and social deprivation.

David Grant, managing director, said: "Moorhouse's is acknowledged as a remarkable success in the UK craft brewing scene today. Our directors bravely bucked the recession to transform the 145-year-old business into a fully fledged regional brewer.

"The fact that we can order beer from all over the country and get it delivered along with Moorhouse's regular ales is a real advantage"

"Now we are fast building on our business partnership approach with publicans. Cask beer is a proven sales driver and marketing initiatives such as the Cask Ale Club, which offers an unrivalled beer selection, have enjoyed early success. The new brewery has backed this with first class training support available in the new school.

"As publicans enjoy healthy sales from stocking our beers we will be rewarded with growth. This approach, we firmly believe, will deliver success for both Moorhouse's and enterprising publicans for the future, despite the economic climate."



Ale around the World

BEER Festivals

Running a pub beer festival is pretty hard work, as anyone who's done it knows. But running 830 pub beer festivals, and twice a year at that... well, it's almost a full-time job.

It's got that way for Dave and Janet Aucutt, who have been sourcing cask ales for JD Wetherspoon for well over 20 years. They used to run pioneering wholesaler East-West Ales from a base at Paddock Wood in Kent, but as Wetherspoon expanded, the work involved in satisfying its customers' thirst for cask beers from craft and smaller brewers mushroomed, and recently Dave and Janet devolved the rest of their distribution on to Flying Firkin to devote themselves exclusively to Wetherspoon.

"The real trick is to get as good a range of strengths, styles, and colours as you can. The abvs are the starting point, and then you want a range of colours and, within that, styles"

Not that sourcing the beers for the festivals is the only work they do for Wetherspoon – they also source the weekly guest ales and handle the administration and accounts for the chain's smaller suppliers. But the festivals now sell over 6,000,000 pints between them of 100 different – often very different – real ales, and choosing the right ones takes a lot of legwork.

Why bother

But need Wetherspoon's really bother with the festivals? After all, a lot of work implies a lot of expense – especially when it comes to importing brewers from abroad – and the country's biggest and best-known high street pub brand hardly needs either the extra revenue or the PR exposure, does it?

"Twice a year he flies five foreign brewers to UK breweries including Shepherd Neame, Caledonian, Marston's and Everards to produce either special editions or faithful recreations of their own regular recipes"

Maybe, maybe not, says company spokesman Eddie Gershon. The £18 million the two events gross (they're held in March and October, and each festival is 19 days long) is a fair chunk of change by any standards, and very nice to have; but it's rather beside the point. Back in the late '70s, when Tim Martin started out, North London was the hegemony of Whitbread, Watney's, Courage, Charrington, and Taylor Walker. The pubs were dingy and the beer was awful. The vision of a decent pint in a decent pub was what drove him. The argument that a plethora of pubs didn't add up to providing the consumer with diversity and quality powered him through countless contested licensing sessions. Real ale is in Wetherspoon's DNA: the festivals may be nice little earners, but they're also articles of faith.

“Yes, it’s a fair amount of money and yes, the festivals do win us a lot of media and a lot of new customers,” admits Eddie. “It’s more than that, though. It’s where Wetherspoon’s cements its relationship with people who love real ale and who appreciate that we do things differently – and very, very well.”

***“Real ale is in Wetherspoon’s DNA:
the festivals may be nice little
earners, but they’re also articles of faith”***

“It’s also an opportunity for us to present our regulars with beers they can’t normally find in their home towns. Many of the beers are festival specials, and every festival features contributions from foreign brewers working in British breweries to produce beers that are genuine one-offs. Beers that you can’t get in a supermarket!”

So: not so much a commercial opportunity; more a renewal of vows.

Flying brewers

Those “flying brewers” are a unique feature of the Wetherspoon festivals and the one part of the circus that ringmaster Dave doesn’t run. They were the idea of York-based businessman Ian Jeffery, who sources foreign beers and ciders for the chain and who realised that it was easier, cheaper, more eco-friendly and rather more intriguing to bring foreign brewers to Britain than to import tanker-loads of their beers.

Twice a year he flies five foreign brewers to UK breweries including Shepherd Neame, Caledonian, Marston’s and Everards to produce either special editions or faithful recreations of their own regular recipes. So far, he has hosted brewers from the US, Belgium, Japan, New Zealand, South Africa, Jamaica, Italy... even Sri Lanka. “It’s our contribution to the environment,” says Dave.

A choice selection

Meanwhile he toils in the more local universe of the British brewing industry, and reflects both on the way the festivals have gone nova, and on how to whittle down two or three thousand possible choices to 45 actuals.

“The first festival was in October 1990 when Wetherspoon’s only had 23 pubs. Twenty-two of them were in North London and the 23rd was only in Streatham,” he recalls. “There were six different beers and the pubs all got a nine of each. It’s a bit different now!”

The first step in the selection process these days is to approach breweries to provide descriptions of the sort of beers they think will go down well with the novelty-hungry hordes that will descend on the pubs during the event.

The sheer size of it clearly excludes the bulk of Britain’s 840-odd micros, which couldn’t possibly hope to produce enough beer to meet the demand; but Dave says it’s surprising how many breweries you’d think were far too small had actually proved capable of pulling out the stops to meet the volumes required.

“Obviously not the smallest micros, but companies on the scale of

Tring, Brewsters and Coach House and many other longer-established micros have been represented at the festivals,” he says.

Getting the range right

Having chosen the breweries, he talks to them about the beers.

“A lot of them want to do specials, either ones they have produced before and that have worked well, or completely new ones,” he says. “Sometimes they’ll come up with an idea that really grabs you and that you know you have to go for; sometimes their ideas are a bit... well, dubious.”

“The real trick is to get as good a range of strengths, styles, and colours as you can.”

“The abvs are the starting point, and then you want a range of colours and, within that, styles – so your dark beers are going to span milds, strong milds, stouts, and porters and your paler beers are going to include both the hoppy golden ales and the wheat beers.”

***“The country’s biggest and best-known high
street pub brand hardly needs either
the extra revenue or the PR exposure”***

“It’s all about getting a really good spread within the limit of 45 beers. When they come to a beer festival, even people who normally stick rigidly to a pint of the usual feel they can experiment – our challenge is to give them plenty to experiment with.”

Ted Bruning





'Golden Era' Begins at 40

CAMRA Anniversary Party

Jon Howard, CAMRA Press Manager, toasts the organisation's 40th birthday and celebrates its history

For active members of CAMRA it's been a year of raising toasts, reminiscing, and looking forward to the challenges ahead. Forty years down no less, and CAMRA celebrates its birthday at a time when there are now 840 real ale breweries in operation across the land, and in excess of 5,500 beers in regular production. I wasn't alive in 1971, but to quote beer writer Roger Protz, 'Never will anyone alive today have seen 5,500 regular beers produced on these shores at any one time.'

I believe this means it's a good time to be a real ale drinker.

CAMRA was formed in 1971 by four men from the north-west who were simply disillusioned by the domination of the beer market by a handful of companies pushing products of low flavour and quality onto the masses. Enough was enough, the four men – Bill Mellor (Left), Michael Hardman, Graham Lees and Jim Makin – thought it was about time British consumers were given better variety and choice at the bar.

It was in fact inside the westernmost pub in Europe where the first foundations of the Campaign were laid. To quote Michael Hardman himself from CAMRA's 'Called to the Bar' -

'We had driven out along the Kerry coast to what Mellor (co-founder) reckoned was the westernmost pub in Europe. It was called Patrick O'Neill's and only the four of us and Mr O'Neill's mother could speak English. We elected ourselves as officers of the new campaign: Lees was to be secretary, Makin treasurer, Mellor events organiser and Hardman chairman. We settled on the Campaign for the Revitalisation of Ale and decided boldly to drop the E from CAMERA as it seemed to stand for nothing. CAMRA was born, with no clear aims, no battle plan and no membership to speak of.'

Campaign History

When doing my own research on the history of CAMRA, this is the passage I tend to reference back to a lot, as to me this paragraph sums up the early days of the Campaign perfectly.

*"Never will anyone alive today have
seen 5,500 regular beers
produced on these shores at any one time"*

Stories of how early membership records were kept in shoe boxes, how the Campaign's name was altered in 1973 to the now universally recognised Campaign for Real Ale for reasons of simplicity, and getting the term 'real ale' recognised by the Oxford English Dictionary, are other favourite anecdotes.

Apart from the founding four, there are countless campaigners who have devoted much of their lives to establishing CAMRA's position as a 130,000-member organisation and a familiar name around the world.

You might have seen these individuals - a mere handful of whom were officially recognised as part of CAMRA's recent Top 40 Campaigners initiative - selling CAMRA memberships, pulling pints, stewarding out in the cold at a local beer festival; appearing in the local paper as part of a campaign to save their local pub, or even down your nearby pub distributing newsletters pulled together to promote the area's licensed trade.

This level of dedication is the reason why word of mouth has spread to the extent that CAMRA boasts members as far afield as New Zealand, Saudi Arabia and Alaska, all signing up to support the cause of championing good beer and pubs.

Market History

But the reason for writing this little history lesson, aside from shamelessly plugging CAMRA's 40th birthday, is to provide some background context looking at how the beer market has changed from a consumer standpoint.

Taking CAMRA out of the equation yet using its history as some chronological perspective, it's astounding to note how the number of breweries operational across the UK has more than quadrupled since CAMRA's formation in 1971.

"It'd take you about 25 years to work through every beer currently brewed in Britain -at a sensible rate of one a day!"

While it cannot be denied how much of this growth has been achieved in the twenty-first century due (in no small part) to the introduction of Progressive Beer Duty, it's incredible to think how accessible good beer has become in the current climate.

Festivals for All

Aside from CAMRA's own 150+ beer festivals across the UK every year, including the Great British Beer Festival, the real positive area for the consumer is the number of pubs laying on festivals of all shapes and sizes, ranging from a couple of casks at the end of the bar, to a full-blown marquee with the capacity to host a whole village.

And while some may lament the lack of national media coverage for good beer, pointing out its somewhat rough treatment as a national product compared to wine, it's fantastic to see the support local and regional media outlets give to community events such as beer festivals.

Helping to push celebrations of local beer up the consumer agenda, one only needs to look at some of the coverage newspapers gave to local pubs during National Cask Ale Week 2011 (1st-9th October) to realise that the growth of British

brewing is something to be heralded, particularly when new breweries are instilling people with a sense of local pride and a drive towards support local, independent businesses.

Pints of Choice

So by returning full circle to the notion of 'we've never had it better', it has got to the stage now where I'll walk into my local pub and complain there is too much choice! Having brushed this ridiculously British mindset aside, I can only imagine how limited the beer market must have been in 1971 for four young men to invest so much time into starting a full-blown consumer organisation.

"It's astounding to note how the number of breweries operational across the UK has more than quadrupled since CAMRA's formation in 1971"

While there remain critical – and well-documented – issues in the beer and pub industry at present which CAMRA will be campaigning for and against for many years to come, the plain fact it'd take you about 25 years to work through every beer currently brewed in Britain -at a sensible rate of one a day! - is a cause for celebration, and one deserving of a pint or two during CAMRA's 40th birthday year.



Brian Kinney Depot manager at Thwaites receives the Distributor charter from Annabel Smith of Cask Marque



Cask Marque Joins The Digital World

Cask Marque

With over 7,500 pubs having the Cask Marque award for beer quality and currently 46% of cask ale drinkers aware of the plaque now is the opportunity to differentiate Cask Marque pubs from other pubs in the UK.

To achieve this we have made a significant investment in digital marketing through our website, smart phone app (CaskFinder) and social media such as Facebook, Twitter and LinkedIn. Our website is packed full of information for licensees about best practice guidelines, training and marketing and for the consumer a pub search by region together with links to the pub's own website.



The most exciting development is the CaskFinder app that can be downloaded to smart phones from either the iPhone Store or the Android Market. We have a target of 50,000 downloads by the end of December 2011 and from the progress to date this will easily be achieved.

What does it offer the consumer?

Pub Locations

The phone knows where you are located and can show you Cask Marque pubs in your locality and will navigate you to your chosen pub.

Beers on Sale

By tapping the name of the pub it tells you the beers that were on sale at our last Cask Marque inspection split between permanent and guest ales. This gives consumers a good indication of the range normally stocked by the pub.

Tasting Notes

Tap the beer name and it will tell you the Cyclops descriptor tasting notes.

Brewers and Beers

It lists separately details of over 200 brewers and their beers.

Visit A Brewery

Give details of the brewery visits with links to the brewery's own website.

Beer Festivals

This facility within CaskFinder lists all CAMRA beer festivals and individual pub beer festivals by location and date. All pubs should notify Cask Marque of their beer festivals so they can be listed on the app.

Bottled Beer Bar Code Reader

Whilst not a benefit to pubs the app can read bottled beer barcodes and display their Cyclops beer descriptor and suggest similar beers to try. It is hoped that the facility will help promote Cask Marque to a wider audience.

World's Biggest Ale Trail

The app has allowed us to develop a national ale trail based around the 7,500+ Cask Marque pubs. A QR code (Quick Response Code) is now on Cask Marque certificates displayed in pubs and all the consumer needs to do is download CaskFinder, register on the Ale Trail and

place their phone over the QR code to record their visit. Prizes are available based on the number of pub visits. All this activity on CaskFinder will create more awareness of Cask Marque pubs and increase footfall.

Developing followers on Twitter and Facebook can keep interested consumers up to date with Cask Marque activities and encourage them to share this information with their friends.

Training

Whilst our Cask Marque pubs are the main focus of our activity more resources are being poured into training.

With over 230 one day Bii Cellar Management Training Courses delivered by ourselves this year it is an important element in contributing to improve beer quality. Also becoming an attractive offer is the One to One training to licensees in their own cellar.

There is also increased recognition that bar staff play an important role in increasing pub sales and improving yields. Again using the internet, we have developed with CPL Training a Bar Persons e-learning course which covers the perfect serve of all drinks and also, importantly, customer service, their legal obligations and health and safety. The Bar Excellence Award will be followed by another e-learning course on an Introduction to the Cellar.

“Again using the internet, we have developed with CPL Training a Bar Persons e-learning course which covers the perfect serve of all drinks and also, importantly, customer service, their legal obligations and health and safety”

The advantage of this method of delivering learning means that the bar staff do not have to leave their pub. It also proves to the authorities that bar staff know their responsibilities to customers, their employee and importantly their legal obligations which will become more and more onerous. More information can be found on the website www.barexcellence.co.uk



Cask Ale Week

The Cask Report 2011/12 identifies Try Before You Buy as the strongest driver to cask sales and this was the theme for this year's Cask Ale Week which was organised in conjunction with CAMRA. We will continue to promote Try Before You Buy in all Cask Marque pubs so that customers not only have a guarantee of beer quality but can also try many different beers. Staff knowledge is important and to help implement Try Before You Buy Cask Marque have developed guidelines so that pubs can make the most of this promotional tool. Details can be downloaded from www.cask-marque.co.uk

Distributor Charter

Gathering momentum within the industry is compliance with the Distributor Charter. This covers the use of best practice in the supply chain. We have for years highlighted the importance of looking after beer in the cellar and the perfect serve. Now we are addressing the issues in the supply chain. As the demand for cask grows beer is commonly shifted all round the country.

“Staff knowledge is important and to help implement Try Before You Buy Cask Marque have developed guidelines so that pubs can make the most of this promotional tool”

We need to ensure the beer delivered to the licensee is in the best possible condition. Therefore we are asking brewers and distributors to comply with certain standards such as holding beer in temperature controlled warehousing, a minimum of 14 days sell by dates, strict stock rotation and a robust ullage system. Many companies have now signed up to the Charter. Do check to see if your supplier is accredited by looking on the Cask Marque website and if they are not listed ask them why and challenge their procedures. The success of Cask Marque has led to other drinks suppliers looking at improving quality. Cask Marque has worked with Coors, Heineken and Carlsberg on the lager front and Coca Cola on minerals. All this work helps to illustrate to bar staff and bar managers the importance of drinks quality and the perfect serve. Most of the major pub groups now have a beer quality programme in place.

However the main focus of Cask Marque is still the Cask Marque award and the delivering of extra benefit to licensees who achieve these high standards. Even though the award is made to the licensee and not to the pub and therefore there are constant changes the scheme has enjoyed double digit growth in the last four years. In this cost conscious time it proves an investment in quality gives commercial benefits. All in all another busy year.



Matching Beer & Food

Matching beer and food can seriously boost your business, says expert and author of *Let Me Tell You About Beer* Melissa Cole.

But how do you go about it? Well, here are some easy-to-follow tips that will help you start.

Matches Made in Heaven

The great thing about great beer is that it can go with everything, from the simplest of dishes to haute cuisine. And sometimes a plate of cold meats and cheese, with a perfect beer, is all you need.

But beer and food matching takes some thought, it's not as simple as just throwing a pint at a Ploughman's and hoping it sticks! You need to think about it as carefully as you would any other flavour combination you put together.

So, first step is to get your chefs enthused about the idea, get them trying beers in an analytical way, perhaps even blindfolded to take away any colour prejudice, and get them truly thinking about flavours and textures to make your beer and food offering as perfect as it can be.

Then, your next step is to make sure your staff are four-square behind the concept and, most importantly, train them on what the beers are and allow them to taste the matches. In my experience, once your staff are trained, and get a feel for what it is they are selling, they inevitably fall in love with one of the matches and passion sells better than any PoS ever could.

What's in a Beer?

Many people believe wine is generally a better match with food than beer is – I disagree.

Take cheese: it's a myth that wine is cheese's best friend. When you drink wine with cheese (though there are some exceptions) you end up with sensory overload, as your mouth is coated by the fats from the cheese.

Beer, on the other hand, has a good, cleansing carbonation and a higher proportion of water, so it continually refreshes your palate.

"it's a myth that wine is cheese's best friend. When you drink wine with cheese you end up with sensory overload, as your mouth is coated by the fats from the cheese"

Chocolate is difficult to match with wine for similar reasons, yet many beers go beautifully with chocolate.

However, you do have to keep an eye on bitterness levels when dealing with higher cocoa solids chocolate – it's always best to steer towards the sweeter end of the beer spectrum, and the best partners I've found are beers like old and Scotch ales, barley wines and strong stouts.

Having said that, some pale ales and IPAs are surprisingly good with white chocolate.

Basic Principles

To help you discover some great gastronomic experiences, I would suggest that you stick to the following rules:

Cut, complement and contrast

- ▶ **Cut** – think about the way a sharp fruit- or vinegar-based sauce cuts through the richness of duck or pork belly and choose a beer style accordingly: it could be a citrusy pale ale or wheat beer to go with sashimi or a sharp geuze with a ripe blue cheese
- ▶ **Complement** – a creamy stout or coffeeish imperial porter goes brilliantly with a tiramisu, while a Trappist ale with a Flemish carbonnade (beef and beer stew) is a match made in heaven
- ▶ **Contrast** – a bold cherry wild ale is a delightful contrast to a chocolate mousse, while a shy, English-style mild is a surprising foil for rich pâté

“Once staff get a feel for what it is they are selling, they inevitably fall in love with one of the matches and passion sells better than any PoS ever could”

Match strength of flavour in beer and food

Delicate beer styles such as pilsner lager, golden ales and Kölsch will go well with delicate dishes, like steamed fish, whereas more robust beasts like IPAs and bocks will be needed for dishes like curries and barbecued or smoked meats

Try seasonal beers with seasonal foods

Just as an example; light blonde ales are delicious with asparagus, whereas deeper, richer old ales and winter warmers are excellent with rich casseroles.

Final Tip

Try your beer first and then think about food. That’s what I do when I’m planning a beer and food matched meal because, unless you are 100% familiar with your beer and your dish, it’s all too easy to miss the mark.

Let Me Tell You About Beer: A beginner’s guide to all things brewed by Melissa Cole is published by Pavilion at £14.99. Or visit her blog www.girlsguidetobeer.blogspot.com



Melissa Cole



Successful Match Making

Beer & Food Matching

After enjoying a marvellous matching evening at The Thatchers Arms, we asked licensee Mitch Adams to share his tips for organising a successful event

Why?

Beer and food matching is becoming increasingly popular partly due to the current UK trend towards cask ale and craft beer, but also because beer often works well with foods that wine can struggle with. Spicy foods, chocolate and cheese are all stumbling blocks for wine and often a match made in heaven for beer. The variety of styles and flavours in beer make it an extremely versatile partner for food. What could be better with classic British fare like Fish and Chips, Steak Pie or a Ploughman's than a pint? Food pairing events are a great way to introduce people to different styles of beer or even to just try beer at all. Cask ale volumes at The Thatchers Arms, in particular dark beers, continue to grow after each event. The evenings often attract a diverse audience and are an ideal opportunity to show off your food offering too. It can be a great challenge for the kitchen, they have to be precise with the flavours, conservative with food costs, creative and swift with service, all while ensuring your guests leave satisfied.

When?

The evenings work particularly well at beer festivals where there are a large range of beer styles available or if you have a comprehensive craft or world beer selection. Organising a pairing event using mass market beers of limited or similar style will not 'wow' your customers. Beer and food matching is still a relatively

niche market, so convincing people to book can be a challenge. Try marketing the event with a theme such as 'National Curry Week' or 'British Food Fortnight' to catch people's attention. The events can be used to brighten up an otherwise quiet evening, although remember you may be asking people to drink on a 'school night'. Alternatively use the event to pack the place out on a Friday or Saturday night. Just make sure you don't overstretch your front of house or kitchen staff, serving a large number of guests each course with beer at the same can be a strain on resources. Don't be afraid to limit numbers to your event to make sure it goes smoothly, a sell out event will keep people wanting more.

Who?

A successful evening should have a charismatic host who guides the guests through each course. The host should have a reasonable understanding of the pairings. A little research online or in Garrett Oliver's 'Brewmaster's Table' will set you off in the right direction. There is no 'right' answer, so don't be afraid to experiment, tastes are subjective and a healthy discussion will add to the guests' entertainment and enjoyment of the evening. If you don't feel anybody at your establishment has what it takes to host the meal then try asking your wholesaler or a local brewer. The beer writing community are also very amenable, try The British Guild of Beer Writers to see if there is anybody suitable in your area.

What?

We usually offer a seven course menu with tapas size dishes, this gives us a chance to serve a larger range of beers and a more diverse menu. Some courses can be served 'family style' to keep crockery usage down. You can choose to design either the menu or the beer list first, the key is to try and use a range of beer styles



The Thatchers Arms Mount Bures 01787 227460



Beer & Food Matching

October 8th 2011

Remember to taste:

BEER-FOOD-BEER

Carrot & Beetroot Borscht

Pilsner Urquell 4.4%

The original golden pilsner beer, full bodied with a sweet caramel malt and a strong refreshing bitterness from the saaz hops

Chorizo Scotch Quails Egg

Crouch Vale Cluster 4.5%

Golden amber beer with a deep biscuity malt and spicy hop finish

Diver Caught Scallop Wrapped in Smoked Bacon with Smoked Dapple

Schlenkerla Rauchbier 5.1%

German smoked marzen beer, deep amber with strong flavours of roasted smoky malt

Palate Cleanser of Homemade Yakima Gold Beer Sorbet

Crouch Vale Yakima Gold 4.2%

Pale golden beer with a high bitterness from the excellent Yakima Valley Amarillo hops

Homemade Lamb, Chilli & Mint Burger

Erdinger Dunkel 5.6%

Dark german wheat beer with sweet malt and warming spices with a roasted nut & chocolate finish

Autumn Berry Cheesecake

Mauldons Blackberry Porter 4.8%

Dark porter, the addition of blackberries complimenting the tart finish

Homemade Petit Fours

Adnams Tally Ho 2009 Vintage ~7.2%

Brewed in 2009 and laid down this cask of Tally Ho has mellowed to produce lovely flavours of dark caramel and strong dried fruits, easy drinking for 7.2% the alcohol flavour has also mellowed.

www.thatchersarms.co.uk

to appeal to different palates. Typically with any tasting event, the lighter and weaker beers should be sampled first with stronger and darker beers coming towards the end of the menu. This doesn't have to be set in stone though, dark milds are great with pâté and IPA's can be great with a cheeseboard. Just try to avoid flitting between dark and light beers too often, if your menu dictates a sharp change in beer or food style you could always serve a palate cleanser of beer sorbet, either made from a hoppy ale or a wheat beer, Fiona Beckett has a great recipe in her book 'An Appetite for Ale'.

"Beer and food matching is about the occasion when beer intensifies the flavour of the food, adds something to it or alternatively when the ingredients in the dish lift the beer skywards and reveal an hitherto unknown dimension. Or it could be when the two of them collide and come up with something totally new - a gastronomic particle accelerator." Adrian Tierney-Jones

Don't try and match the beer you've used to the sorbet, we tried it and it doesn't work, there is too much sweetness in the sorbet which obliterates the flavour of the beer.

How?

Guests should be reminded to try the beer first, and even if they don't like it, try it with the food; they'll be amazed at the magic that can happen on the palate. We serve everybody a third of a pint of the same beer with the same meal at the same time. The host talks through the background behind the beer and the pairing as it is

served. We then ask diners to comment or vote on the pairing for feedback. Alternatively you could serve fewer courses and have two different beers with each to show contrasting and complementary pairing styles. Another idea I've seen work for Pete Brown is to have a talk and tasting first. Guests can then be given a menu to choose from with suggested beer matches with each dish. This way they can experiment by themselves. Whichever route you go down make sure the price is affordable for your target market, we try and keep ours to around £30 per head for seven courses inclusive of beer. Above all, keep things light-hearted and not too technical, remember, it's a night out not an evening class.

Top Tips

- ▶ Research through books, blogs and attending other events
- ▶ Market your event, local press, trade press, social media
- ▶ Train, inform and inspire staff to talk about it, they'll do half the marketing for you
- ▶ Don't forget to consider vegetarians, coeliacs etc. when planning your menu
- ▶ Remember to canvas your guests opinion and assess the success of your event

Where?

- ▶ Garrett Oliver: Brewmaster's Table – ISBN 978-0060005702
- ▶ Fiona Beckett: An Appetite for Ale – ISBN 978-1852492342
- ▶ Adrian Tierney-Jones: 1001 Beers You Must Try Before You Die ISBN 978-1844036820
- ▶ The Cask Report 2011/12- www.caskreport.co.uk
- ▶ British Guild of Beer Writers – www.beerwriters.co.uk



Beer Sommeliers and How to Judge Beer

The Beer Academy

'Sommelier' is a term generally understood in the drinks industry to describe a person with the requisite skills and experience to advise on the selection, keeping and presentation of wine.

In many countries there are official associations of sommeliers, often with a series of examinations, qualifications, or at least competitions. The Court of Master Sommeliers holds exams and awards the initials MS. But beer? Despite the fact that the knowledge and experience demanded of an expert beer taster is at least equal to that of a wine expert, few attempts have been made to elevate the status of the beer expert to that of the wine sommelier. In the USA a programme to recognise the skills required was created in 2007 with persons passing the rigorous process of written and practical exams and assessments called 'Cicerones'. In the UK we have many excellent beer experts and tasters, but up to now no formal recognition or appreciation of these special skills.

Become a Beer Sommelier

In 2011 the Beer Academy introduced the first formal recognition system with the inception of the Beer Academy Accredited Beer Sommelier award. To achieve the Award candidates must be able to demonstrate a comprehensive knowledge of beer, including:

- ▶ the fundamentals of the brewing and packaging of beer
- ▶ the sensory evaluation of beer
- ▶ positive and negative features of beer
- ▶ an understanding of the different styles of beer and how to differentiate them
- ▶ beers from around the world
- ▶ cellar management and stock control
- ▶ beer dispense and presentation
- ▶ preparing a beer list
- ▶ how to match beer with food and preparing a beer-with-food menu
- ▶ beer vocabulary

Candidates must have attended and passed the Beer Academy's Advanced Course and the Cask Marque ABCQ course on cellar management, as well as attending the Beer Academy's How to Judge Beer course.

A Portfolio of Evidence

In application for the Award, candidates must submit a Portfolio of Evidence (PoE) detailing relevant practical experience and examples of work achieved which could involve; evidence of beer and food matching; coaching and training of others; awards and recognition



George Philliskirk (Beer Academy) with Alastair Scott



(eg. Pub Guides); trade merchandising and POS based on beer range and choice; beer judging, writing and other publications.

Having satisfied the assessors with the PoE material, candidates are invited to attend an oral examination at which the PoE is reviewed and a practical tasting of different beers is carried out to test the detailed knowledge of different beer styles, flavour defects and opportunities for beer and food matching. Satisfactory completion of these assessments leads to the award of a Certificate with the successful candidates recorded on the register of Accredited Beer Sommeliers which is listed on the Beer Academy website, www.beeracademy.co.uk

Beer Pioneers

The first oral assessments were held on the 27th September 2011 and four successful candidates duly enrolled on the list. Alastair Scott, one of this illustrious group commented as follows. "It is so exciting that the Beer Academy have introduced this qualification for beer. As one who enjoyed beer without really understanding it for too many years, I have really enjoyed the process of learning to become a Beer Sommelier. Finding great beer and food matches is always fun and understanding different beers is so interesting. I love telling people that the German lager Kolsch is actually an ale!! While I was very nervous having not done an exam for too many years, George (the examiner) made me relax but still took me through my paces. While I am one of the first to become a Beer Sommelier I hope that this is not an exclusive qualification and that we overtake wine sommeliers in supporting and understanding our national drink! I am also very pleased that my own pub, in Bristol, is hosting Beer Academy courses and helping not only to give people a greater knowledge and understanding of beer but, more importantly, enabling them to enjoy it more.

A Matter of Judgment

The 'How to Judge Beer' course was rolled out in 2011 to help professionals, enthusiasts and beginners understand how to assess and judge the quality and style of a beer. This knowledge can be used to enhance the experience and enjoyment of tasting beer as well as preparing judges in beer competitions for the processes and standards required. There are many and varied beer competitions organised variously by Camra, SIBA, supermarkets, trade bodies and trade media but the course could help licensees and managers organise their own beer competitions in the pub. The course, which lasts half-a-day, is held at venues throughout the UK and covers the following subjects:

- ▶ flavour; taste; aroma; smell – what do we mean?
- ▶ where do beer flavours come from? – raw materials; brewing processes
- ▶ identifying the major flavour contributors in beer - the language of flavour
- ▶ beer defects – flavours in the wrong place?
- ▶ beer styles – where do they come from and what do we mean?
- ▶ how do beer competitions work – how to prepare; practical tips; panel interactions

This new course has proved very popular with over 200 people attending to date and with the prospect of a longer, more advanced course on a similar theme being rolled out in 2012. With this course and the introduction of the Beer Sommelier Award, 2011 was another busy year for the Beer Academy.

For information on all Beer Academy courses visit the website or contact Dan Cannas at dan.cannas@beeracademy.co.uk



The Craft Controversy

Defining Craft

Pete Brown, good beer lover and award winning beer writer, believes the craft beer boom creates opportunities for Britain's best brewers and pubs

A new spectre is stalking the corridors of Britain's pubs and bars, a dangerous idea that is turning drinker against drinker, and causing more virtual green ink to be spilled in the beer blogosphere than at any time since the great Cask Breather debate of whenever that was.

Some see it as the salvation of quality drinking. Others believe it threatens the death of real ale.

Ladies and gentlemen, beware the arrival of... craft beer.

OK, perhaps that's enough sarcasm. But this really has been one of the biggest topics of discussion in beer circles over the last twelve months for all sorts of reasons, some good, some bad.

What is Craft Beer?

The term 'craft beer' was in common use in America for years, and has quite a specific definition there, which we'll come to later.

But I've been using it personally in the same way I talk about 'artisanal bread', 'interesting cheese' or 'proper meat'. To me, it's a broad brush term that makes a distinction between something that's probably made on a small scale, is probably not owned by a big multinational, and probably has a more interesting flavour than mainstream lagers – though not necessarily, on any count.

Over the last year, the phrase has become much more popular, with the growth of 'craft beer bars' such as Craft Beer Co in London, Port Street Beer House in Manchester, and the Sheffield Tap in, well, Sheffield.

These bars are characterised by their policy of stocking no mainstream beer brands. They start with a good selection of real ales – often from newer, more experimental microbreweries – and complement this with a range of imported Belgian and German lagers, and eclectic beers from the new wave of American, Italian and Scandinavian microbreweries.

"Cask ale probably accounts for 90% of what we would consider craft beer in the UK, but craft is letting in keg beers too, challenging the notion that cask is always, by definition, superior"

A few years ago, we were happy to call these 'speciality beers'. But that doesn't quite do the job any more.

Cask, Craft, Special

Firstly, is, say, an imported Czech lager brewed by a small brewer, but product-wise quite similar to mainstream lagers, really 'speciality'? Maybe it's still brewed in small batches in someone's barn to a recipe that hasn't changed for a century, which would certainly make it 'craft'. But 'speciality' feels forced.



Secondly, cask ale and speciality beer always had a confusing relationship. In the US, cask ale is still exotic and unusual, a foreign style, and therefore definitely speciality.

We wouldn't call it speciality in the UK because it's so common. But it is definitely crafted, and deserves a distinction from mainstream beers. Real ale of course has a technical definition that differentiates it from mainstream beers, but even the majority of real ale drinkers don't really understand that it rests on secondary fermentation in the cask.

In research we did for this year's Cask Report, they were more likely to say it is a beer that had been made 'properly', with natural ingredients and traditional processes. That's not the definition of cask ale. But it's a great definition of a craft beer.

Thirdly, there's a whole new category of beer emerging in these craft beer pubs that is neither real ale nor speciality beer: what we might call 'craft keg'. And for many, this is the part that makes the notion of craft beer so controversial.

21st Century Keg

When CAMRA began forty years ago, it was pretty accurate to say that good cask beer was superior to good keg beer - if you could find any good keg beer that is, beer lovers back then would say there was no such thing.

Many still say the same today. But forty years ago, as well as being filtered and aggressively pasteurised, keg beer was being brewed

with all manner of nastiness and cheap adjuncts. It was poor quality beer however you chose to frame it.

Now, in a small but growing number of British microbreweries, this is changing. Filtration and pasteurisation techniques have massively improved, and there are gentler alternatives, such as putting the beer through a whirlpool. British brewers live in a globalised world, and are experimenting with foreign beer styles. If a London brewer brews a lager adhering strictly to the *Rheinheitsgebot*, and filters that beer in a method identical to a Munich lager brewer, it's a keg lager – but also a traditionally brewed quality beer.

“Craft beer is therefore a useful catch all term for imports, speciality beer, cask ale and quality keg ales. Drinkers who enjoy one tend to be interested in the others”

And as British brewers start to experiment with super-hoppy American style brews, these are beers that were never designed for cask conditioning – chilling and gentle carbonation improve the balance between aroma and body in more extreme beers.

Good Beer, Well Crafted

Craft beer is therefore a useful catch all term for imports, speciality beer, cask ale and quality keg ales. Drinkers who enjoy one tend to be interested in the others. It puts beer into a similar space for curious consumers as good quality food.



So what's the problem?

Firstly, it's one of definition. Beer drinkers enjoy being precise. But as soon as you start being strict, you get all sorts of arguments about what is and isn't a craft beer.

The most generally used definition is the American one, which relates strictly to the output of the brewery. Brew below a certain barrelage and your beer is craft; sell a few more barrels and it's not. So someone brewing a watery, tasteless, pale imitation of Budweiser, but not selling very much of it, becomes a craft brewer.

"In the US, cask ale is still exotic and unusual, a foreign style, and therefore definitely speciality. We wouldn't call it speciality in the UK because it's so common. But it is definitely crafted, and deserves a distinction from mainstream beers"

On the other hand, the subjective definition I gave above is hopelessly woolly, open to disagreement and therefore not fit for purpose. You certainly couldn't use it to create a workable definition to measure volume in the sector.

Secondly – and here's the really controversial bit – it challenges the notion that good beer and real ale are synonymous. Cask ale probably accounts for 90% of what we would consider craft beer in the UK, but craft is letting in keg beers too, challenging the notion that cask is always, by definition, superior.

And this makes some champions of cask very frightened, and unfathomably angry.

Opportunity not a Threat

The typical drinker of interesting, flavourful beer seems to be able to survive these quandaries, however.

We can agree that, say, Thornbridge Kipling is a craft beer, and that Tetley's Smooth is not. You don't need to be able to define the key principles of scientific taxonomy and have a working knowledge of species, phylum and genus in order to distinguish a giraffe from a zebra.

"And as British brewers start to experiment with super-hoppy American style brews, these are beers that were never designed for cask conditioning – chilling and gentle carbonation improve the balance between aroma and body in more extreme beers"

Craft beer is an exciting development in an increasingly dynamic, globalised beer scene. It's also a loose term that most people who are interested in it have a common understanding of.

Far from being a threat to cask ale, it's a huge opportunity - and an area to which any pub with a clientele of curious, experimental drinkers should be paying close attention.

Key Craft Kegs

Anyone already stocking craft keg will know which beers to stock, from which brewers. Licensees wanting to dip their toes in the water need to be sure that they're offering their customers the very best that the category has to offer, so we asked Pete Brown to recommend a few readily available, consistently good brands

Hefeweizen, WEST Brewery, Glasgow, 5.2%ABV

A traditional German wheat beer brewed in Scotland? WEST MD Petra Wetzel was born and raised in Germany and educated in Glasgow, creating a potent combination of skill, reverence for tradition and ballsy, uncompromising attitude. Founded in 2006, this is a brewery with high ambition indeed, hoping to save diehard standard lager drinkers from mediocrity by offering them a quality alternative to British cask ale. Her Hefeweizen is as authentic as they come, full of refreshing banana notes with a fine, soft carbonation. Champion speciality beer at last year's SIBA national awards.

Kipling, Thornbridge Brewery, Derbyshire, 5.2% ABV

Jaipur is the most awarded beer in recent years, but Kipling is its slightly more svelte, stylish younger brother. Widely available in both cask and keg, it provides an interesting comparison between formats, and for me personally marks the cusp of what format works best for what beer. The cask version is rich, full and fruity, while the carbonation in keg just lifts the New Zealand hops slightly, making it cleaner and more refreshing. My own preference depends on the day and mood, but either way, it's a great beer.

Camden Pale, Camden Brewery, London 5% ABV (4.5% on cask)

Another beer available in both cask and keg, here the keg is a clear winner (cask scores 52 on beer geek website Ratebeer - a very respectable score - but keg scores 67). Increasingly available in London pubs, it's one of those light, quenching beers where you think 'I'll just start off with one of those first, to cleanse my palate,' only to find you're still drinking it many pints later when last orders is called. The brewery is currently investing heavily in both marketing and production capacity, and this is likely to become a nationally recognised beer in a very short space of time.



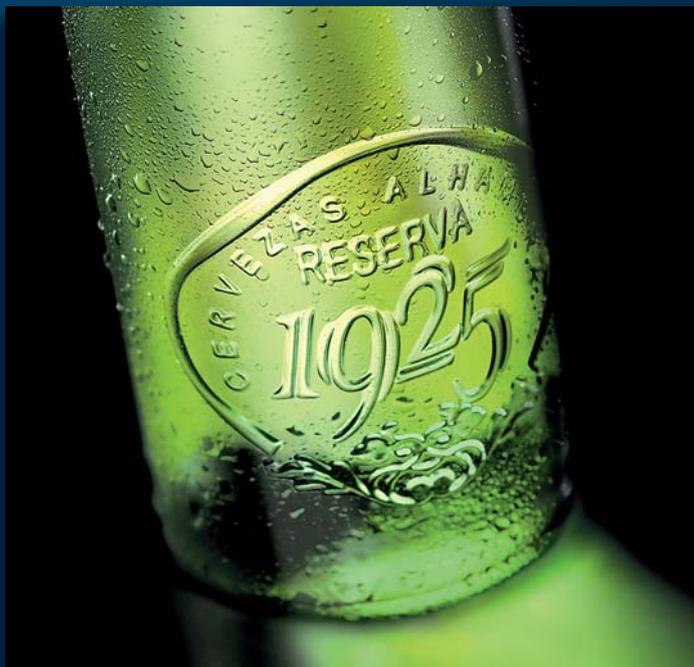
Punk IPA, Brew Dog, Aberdeenshire, 5.6% ABV

The attention-seeking headlines and super-strength brewing experiments can sometimes disguise the fact that Brew Dog's core range offers some superlative beers. Punk was recently reformulated to make it more accessible to non-hop freaks. Accusations of 'dumbing down' soon disappeared when the beer turned out to be less brash, friendlier, but also much more interesting. Of course it's dominated by hops, but rather than a brutal hit there's a huge complexity of flavour, from floral to citrus to herby, in a beer that could be an ample substitute for anything from mainstream lager to an elegant white wine. Has also proven that good quality beer and cans are not incompatible.

Cannonball, Magic Rock, Yorkshire, 7.4% ABV

The inaugural brew in May 2011 from one of the newest, most exciting breweries in the UK. Yes, craft keg beers tend to go a little higher in alcohol than cask to perform at their best, but no one is saying you have to drink six pints. An unapologetic full strength IPA, the tropical fruit and resin from the bucket loads of hops are tethered by a firm malty base. This is another brewery with serious investment and big ambitions. They're only six months in, at the time of writing, but a strong social media presence coupled with a gifted brewer finally getting the kit he deserves means Magic Rock is already a favourite among the beer bloggerati, and is sure to spread to the mainstream very soon.

Specials List



Adelscott France 5.8%

Known in France as 'The Different Beer', the Adelschoffen Brewery was founded in 1982. The first brewery to experiment with peat-smoked whisky malt, it is this ingredient that gives the beer its amber colour and distinctive taste - deep smokey aromas with caramel and fruit. Offering a good balance of sweetness and bitterness, Adelscott is a unique beer that is appreciated by those drawn to speciality ales.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Achel Trappist Belgium 8%

From the newest Trappist brewery, a Blonde and a Brune are the main styles, and the beers are matured for a month before being released

Cave Direct 01622 710339

www.cavedirect.co

Affligem Abbey Belgium 7-9%

An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.

Cave Direct 01622 710339

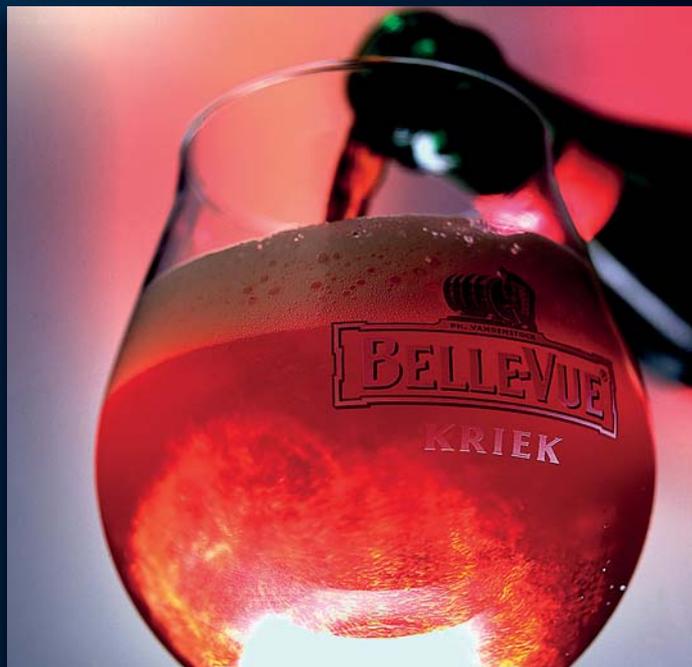
www.cavedirect.com

Alhambra Mezquita Spain 7.2%

This special and almost sacred Abbey style beer pays homage to the ancient Spanish city of Córdoba. A striking ruby-red in colour, it has an intense spicy aroma, is full bodied and offers touches of coffee and plenty of sweetness. One that will please even the most experienced of palates.

Morgenrot Group 0845 070 4310

www.morgenrot.co



Ambar Especial Spain 5.2%

Founded in 1900 La Zaragozana still operates its original brewery in the centre of Zaragoza where traditional methods live side by side with state of the art technology. The careful mix of malts, made from the most select varieties to two-row barley, give it body and roundness to the palate and its unmistakable finesse and bouquet. Yeast ferments the wort at low temperature (12°) and slow maturation and conditioning at 0° brings out the beer's refinement and brilliance. Its amber colour is a result of the half roasted malts used in its brewing and which give it a unique bitterness in harmony with its body. The choice of bitter and aromatic hops lend the beer its characteristic fresh bitterness.

Pierhead 01322 662377

www.pierhead.uk.com

Amigos UK 6.0%

A tequila flavoured beer with a 6% ABV. South American limes and real Mexican tequila contribute to the beer's zesty and refreshing taste profile, and the Amigos brand is about celebrating friendship and social occasions.

Global Brands 01246 216000

www.globalbrands.co.uk

Anchor Steam America 4.9-5.9%

San Francisco's famous beer is virtually handmade, with an exceptional respect for the ancient art of brewing. A range of ales and a Porter which uses specially roasted malts, a top-fermenting yeast and only fresh whole hops - mainly exported in bottles but limited quantities of draught are also available

James Clay 01422 377560

www.jamesclay.co.uk

Barbar Honey Beer Belgium 8.0%

Full bodied & warming, honey bitter-sweet, Blond Speciality. This wheat ale includes natural honey for a smooth taste.

Cave Direct 01622 710339 www.cavedirect.com

Bacchus Belgium 5-5.8%

Brewed by Van Honesbrouck in Belgium these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560 www.jamesclay.co.uk

Belgoo Belgium 6.4-8.1%

A range of bottle conditioned ales from a new artisan brewery. Award winning beers include Arbo, Magus and Luppoo as well as organic beers Biolo Amber and Blond.

Cave Direct 01622 710339 www.cavedirect.com

Blanche de Brussels Belgium 4.5%

You need only take a sip of this delicious drink to appreciate the fresh and mellow flavour with its hint of orange. It is really not like any other beer.

Cave Direct 01622 710339 www.cavedirect.com

Blanche de Namur Belgium 4.5%

Named for the daughter of John, Count of Namur. It is told that Magnus IV Eriksson, King of Sweden and Norway, was attracted by the young princess's beauty, & in memory of her beauty, her sweetness and her delicacy, the Brasserie Du Bocq dedicated a wheat beer to her. Cloudy, smooth and mellow, the Blanche de Namur is a very high-quality wheat beer. From the first sip, you will feel all its roundness and its delicacy that make it an outstanding wheat beer.

Pierhead 01322 662377 www.pierhead.uk.com

Blue Moon USA 5.4%

A refreshing unfiltered wheat beer with a distinctive and complex taste and an uncommonly smooth finish. Serve with a slice of orange to bring out Blue Moon's subtle flavours

Molson Coors 0845 6000888 www.molsoncoors.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Boon Gueuze & Lambics Belgium 4.5- 8%

From a Belgian brewery in Lembeek, the village that gave Lambic its name. A range of traditional lambic fruit & gueuze beers brewed using modern brewing techniques & equipment.

PALM UK 0795 79 41 428 www.palmbreweries.com

Brooklyn Brewery USA 5.2-10%

Pioneering American brewery that retains its craft credentials despite being a global phenomenon. Best known for their award winning lager, they also brew a range of permanent and seasonal ales and the incomparable Black Chocolate Stout

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Brugse Zot Belgium 6.0%

Translated as Bruges Fool. A Flemish golden beer, produced by brewing four different types of malt and two varieties of hop. The only beer that is brewed and lagered in Bruges, it is refermented in the bottle.

James Clay 01422 377560 www.jamesclay.co.uk

Brussels Fruit Beers Belgium 3.2%

A brainchild of Du Bocq, the 100% natural Brussels beers are brewed from wheat and fruit juices. They are light, low in sugar, and contain no artificial flavours or colouring. These subtle blends of wheat beer and natural fruit juices give this series a flavourful balance and great thirst-quenching power. Characterised by its ability to refresh. Available in refreshing Apple, smooth Peach and sumptuous Red Fruit versions.

Pierhead 01322 662377 www.pierhead.uk.com

Casablanca Morocco 5.0%

Produced by Brasseries du Maroc, this is the leading domestic and export beer brand from Morocco. With a perfect balance of malt sweetness with a clean hop finish. A pale straw colour with hints of malted grain and bread. An ideal accompaniment to the ever popular North African cuisine

Pierhead 01322 662377 www.pierhead.uk.com

Celt Golden Wales 4.2%

From the Celt Experience brewery this excellent Golden organic Ale has rich full-bodied texture and a unique blend of traditional and fruity hops. Drinkers will experience a mouthwatering taste of citrus fruits with a slightly spicy aroma

Pierhead 01322 662377 www.pierhead.uk.com

Celt Bleddyn Wales 5.6%

This delicious pale strong ale has a fine full bodied texture due to the high mash temperature. Generous US & NZ variety hopping gives a very bitter tongue, which is complemented by a crisp sweetness & a delicious citrus and grapefruit aroma

Pierhead 01322 662377 www.pierhead.uk.com

Celt Bronze Wales 4.5%

Organically crafted ale with a delightful rich bronze colour, distinguished by a full bodied character with crystal maltiness. A lovely delicate sweetness develops into a long hop finish through the traditional blend of hops. Drinkers will enjoy the real traditional values of this great smooth ale

Pierhead 01322 662377 www.pierhead.uk.com

Chalky's Bark Cornwall 4.5%

Following on from the success of Chalky's Bite, Bark is lightly flavoured with fresh ginger. It is designed to be an ideal accompaniment to spicy food

Sharps Brewery 0208 862121 www.sharpsbrewery.co.uk

Chalky's Bite Cornwall 6.8%

An award winning beer with a delicate flavour balance of three different hop varieties and wild Cornish fennel. Triple fermented with a long aging period of three months

Sharps Brewery 0208 862121 www.sharpsbrewery.co.uk

Chili Beer Mexico 4.2%

Cave Creek being the desolate excruciatingly hot place that it is makes beer pretty important, so in 1989 Crazy Ed Chilleen started brewing his own beer. The town folk got wind of the fantastic beer and when they started to a whinge for lime in their lager Crazy Ed tossed in a Chili, and thus Chili beer was born. Today the brewery in Cave Creek is closed but Chili beer lives on and is brewed in Tecate, Mexico and distributed worldwide. Hot Hot Hot ! Strange sensation, very hot and very cold at the same time, mind blowing!

Pierhead 01322 662377 www.pierhead.uk.com

Chimay Blanche Tripel Belgium 8.0%

This beer has a typical golden colour, its slightly hazy appearance and its fine head is especially characterised by its aroma which is a result of the combination of fresh yeast and hops. The beers flavour first comes from the nuances in the fragrance from the hops, above this are fruity notes of muscat and raisins complimented by a bitter sweetness

Cave Direct 01622 710339 www.cavedirect.com
Pierhead 01322 662377 www.pierhead.uk.com
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Chimay Blue Belgium 9.0%

This particular brand is known as the 'Grande Reserve' in a 750ml bottle distinguished as this, by its strong character. This beer has a fresh yeast and light flowery rose fragrance. It is a top fermented unpasteurised Trappist beer. Its flavour is first noticed in the pleasant flowery yeast fragrance going on to reveal a light but pleasant touch of roasted malt

Cave Direct 01622 710339 www.cavedirect.com
Pierhead 01322 662377 www.pierhead.uk.com
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Chimay Red Belgium 7.0%

Is noted for its coppery colour which makes it particularly attractive. Topped with a creamy head it gives of a very pleasant light fruity apricot aroma. When tasting initial fruity nuances noticed in the fragrance come to light its taste imparts a silky sensation to the tongue made refreshing by a light bitterness

Cave Direct 01622 710339 www.cavedirect.com
Pierhead 01322 662377 www.pierhead.uk.com
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Cooper's Pale Ale Australia 4.5%

With its fruity and floral characters, balanced with a crisp bitterness, this ale has a compelling flavour which is perfect for any occasion. Naturally fermented in the "Burton upon Trent" style, a secondary fermentation creates the trademark sediment that gives 'Pale' its fine cloudy appearance.

Pierhead 01322 662377 www.pierhead.uk.com

Cooper's Sparkling Ale Australia 5.8%

With its famous cloudy sediment & a full bodied ale flavour with a distinctive balance of malt, hops & fruity characters, this is a world class brew. Little has changed since Thomas Cooper produced his first batch of Coopers Sparkling Ale in 1862. It's still brewed naturally using the centuries old top fermentation method & it still tastes great!

Pierhead 01322 662377 www.pierhead.uk.com

Cooper's Vintage Ale Australia 7.5%

Vintage ale is brewed once a year with the finest commercial release being in 1998. This usually around 7.5% with a beer being immensely complex with rich fruit, orange, sherry and fresh tobacco on the nose and palate. The beers are bottle conditioned with live yeast and improve with age

Pierhead 01322 662377 www.pierhead.uk.com

Crocodile Sweden 5.2%

A family owned brewery established in Halmstad, Sweden over 200 years ago making it Sweden's oldest family run brewery. A light coloured and light bodied lager with definite fruity notes on the nose. On the taste this is a dry style with light fruity flavours and a sweetish finish. A previous winner of the Worlds best lager..

Pierhead 01322 662377 www.pierhead.uk.com

Cubanero Fuerte Cuba 5.4%

Also brewed by Cerveceria Bucanero this strong and full-flavoured, beer is made from the most natural and freshest ingredients, with superior malt and blended with just a touch of Cuba's finest sugars. 100% original Cuban beer. Full flavoured with subtle malt undertones whilst maintaining refreshing sweet notes.

Pierhead 01322 662377 www.pierhead.uk.com

De Koninck Belgium 5.0%

One of the world's great draught beers produced in Antwerp De Koninck is a sparkling, spicier tasting and velvety smooth counterpart to a British bitter. The glass in which De Koninck is served is called a Bolleke, although this term is most colloquially used to refer to a glass filled with the beer itself Available on draught and in bottle

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Delirium Tremens Belgium 8.5%

A strong golden ale that looks like a lager but is a complex pale ale. Eye catching bottles and glasses have pictures of pink elephants and green crocodiles.

James Clay 01422 377560 www.jamesclay.co.uk

Desperados France 5%

A unique tequila flavour beer which is hugely popular all over Europe and is growing fast in the UK, a must stock brand in YPV's and high energy outlets.

SHS Sales and Marketing 01242 588000 www.desperadosbeer.co.uk

Deus Brut des Flandres Belgium 11.5%

An exquisite beer brewed with barley in Belgium but re-fermented in the bottle, followed by traditional 'remuage' and 'degorgement' in the champagne region of France, 'Brut des Flandres' is the beer equivalent of champagne.

James Clay 01422 377560 www.jamesclay.co.uk

Dixie USA 4.5%

The Dixie brewing company history can be traced back to 1907, where it was originally brewed, sadly when hurricane Katrina hit in 2005 the brewery was tragically destroyed. Most notably unsalvageable was the Cypress wood vats where Dixie was fermented. Today Dixie is craft brewed in the UK using Cypress wood chippings during the brewing process to replicate the authentic taste in line with the original recipe.

Pierhead 01322 662377 www.pierhead.uk.com

Dos Equis Ambar Premium 4.8%

Imported from Mexico, an amber coloured lager beer with a rich creamy head and smooth mellow flavour.

Heineken UK 08457 101010 www.heineken.co.uk

Duchesse de Bourgogne Belgium 6.2%

A slightly tart and sour Flanders Red ale, brewed in honour of Mary of Burgundy, daughter of Charles the Bold

James Clay 01422 377560 www.jamesclay.co.uk

Duvel Belgium 8.5%

A bottle conditioned, Golden Ale, Duvel is drunk through its thick, creamy head and provides a rich, complex, yet silky smooth palate. Duvel is a designated "Love Mark" brand and has achieved iconic status for its unique presentation (look out for the 'tornado' in the glass) as well as its superb taste. A perfect accompaniment to food or on its own for a "winding down" drinking occasion.

Duvel Moortgat 020 7729 7216 www.duvel.de
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Duvel Single Fermented Belgium 6.8%

With the refreshment and drinkability of a fine lager and the flavour and aroma of a fine ale. Brewed exactly like the Duvel bottle conditioned Beer, but with no second fermentation. Dry but elegantly hopped with a very refreshing and crispy taste. Always served in its own tulip-shaped ½ Pint glass. The huge, white fine head (a Belgian tradition) fills the glass to the rim and leaves a delicate 'Belgian lace'.

Duvel Moortgat 020 7729 7216 www.duvel.de
James Clay 01422 377560 www.jamesclay.co.uk

Eggenberger Austria 5-14%

The brewery produces an eclectic mix of beers including Hopfenkonig, Macqueens Nessie (made with Scottish whisky malt), Urbock 23 and Samichlaus (one of the rarest beers in the world)

James Clay 01422 377560 www.jamesclay.co.uk

Einstock Iceland 5.2-6.7%

The Einstock 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 Doppelbock

Love Drinks 020 7501 9630 www.lovedrinks.co.uk

Fischer Reserve Ambree France 6.3%

Brewed using a traditional recipe which has been unchanged for nearly 200 years, Fischer Reserve Ambrée is a well rounded, smooth beer which is a deep amber in colour. Packed with a host of malty flavours along with caramel and fruity notes, Ambrée finishes with a light sweet spice taste.

Morgenrot Group 0845 070 4310 www.morgenrot.co





Flensburger Germany 4-4.8%

Available as a crisp, dry, hoppy pilsener and a pale golden Dortmunder as well as a draught lager. This is exclusively brewed for export and reminiscent of a 'Dortmund' style beer but with a northern twist.

James Clay 01422 377560 www.jamesclay.co.uk

Floris Belgium 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%, Strawberry 3.6%, Raspberry 3.6%, Honey 4.5%

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Flying Dog USA 5.5-9.2%

American craft brewer exporting a range of styles including Pale Ale, Lager and Porter, with quirky names such as Raging Bitch and Doggie Style.

James Clay 01422 377560 www.jamesclay.co.uk

Fruh Germany 4.8%

A dangerously drinkable beer with an unsurpassed balance in Kölsch beer of malt and soft delicate hops. Pale gold in colour with a good lasting head, the hoppy, dry finish is from using Hallertau and Tettnang hops.

James Clay 01422 377560 www.jamesclay.co.uk

Fruili Strawberry Belgium 4.1%

High quality Belgian fruit beer. It is a unique blend of white beer and strawberry juice. The juice complements the zestiness of the wheat beer and the result is a balanced and refreshing beer that is packed with strawberry fruit flavour

Cave Direct 01622 710339 www.cavedirect.com

Gaffel Kölsch Germany 4.8%

Probably the best example of a Kölsch beer – the unique beer style brewed only in Cologne.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Goose Island USA 4.2-7%

American craft brewer producing a range of bottled ales and wheat beers, both permanent and seasonal. Best known for the IPA which is quite simply a hop lover's dream.

James Clay 01422 377560 www.jamesclay.co.uk

Gulden Draak Belgium 10.5%

Golden dragon in English, a strong dark Belgian triple ale, similar in style to a barley wine. With a malt toffee-like sweetness & some hoppy accents it is a perfect dessert beer.

Cave Direct 01622 710339 www.cavedirect.com

Grimbergen Belgium 6.5-10%

There are 5 beers in the Grimbergen family, ranging from the Dubbel at 6.5% to the powerful Optimo Bruno at 10%. Distinctively different, they are all based on original recipes from the Abbey of Grimbergen

James Clay 01422 377560 www.jamesclay.co.uk

Hercules UK 5.0%

Premium lager craft brewed in small batches by master brewers. Every pound of malt, every whole real hop is weighed out and added by hand. It's brewed more slowly than mass-produced beer so that time and yeast can work in harmony to remove the harshness that "fast" beer can retain. The result is a distinctive sparkling lager with a delicate citrus nose

Pierhead 01322 662377 www.pierhead.uk.com

Hirter Austria Various

Austria's oldest brewery dating back to 1270. This small national brewer spends a huge amount of time and money to create delicate, refined beery delights such as their bohemian styled Privat Pils and their amber coloured 1270.

Euroboozer 01923 510 547 www.euroboozer.co.uk

Hoegaarden Belgium 5.0%

A leading brand in the white beer or "authentic Belgian wheat" sector. It has a unique brewing process to create a one-of-a-kind, sweet & sour beer with a little bitterness, slightly spicy, with a strong touch of coriander & a hint of orange, providing the perfect beverage for warm summer days. Refreshing, a little quirky, & decidedly different -naturally.

InBev 01582 391166 www.inbev.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Hopfenkonig Austria 5.1%

the pinnacle beer of the Austrian Schloss Eggenberg brewery. It is a lightly golden pils style beer with a mild flavour, fermented and matured for twelve weeks in the historic cellars.

James Clay 01422 377560

www.jamesclay.co.uk**Hue Vietnam 5.0%**

The brewery was first opened as a joint venture between the state and private investment to meet the local demand for beer with a capacity of 3 million litres per year. Brewed on the banks of the perfume river in the old provincial capital of Hue City, using the purest Water, Barley, Rice and Hops. creates a distinct beer, the rice flavour and note on the nose makes it stand head and shoulders above most other Asian beers.

Pierhead 01322 662377

www.pierhead.uk.com**James Boags Premium Australia 5.0%**

In 1853 Boag commenced his brewing tradition on the banks of the Esk River in Launceston, Tasmania. Fermented at a lower temperature than most Australian lagers, Boags employs an extended maturation period. These combine with a mixture of kettle & late hopping to yield a crisp pale lager which perfectly complements fine food. Hoppy & lightly malted. Its flavours are clean and dry, with a nice bite on the finish, truly a premium beer in every sense. lager with clean and dry finish

Pierhead 01322 662377

www.pierhead.uk.com**Jenlain Ambree France 7.5%**

Brasserie Duyck, is above all a family affair, with a passion for beer shared by four generations since 1922. The brand name Jenlain was given to the beer in 1968, due to the name of the village where the brewery is located. The Jenlain Ambree is a Biere de Garde and a top fermented beer with a 7.5% abv. This unpasteurised beer is made using 3 different types of malt and 3 varieties of hops

Pierhead 01322 662377

www.pierhead.uk.com**Jenlain Blonde France 7.5%**

The Jenlain Blonde 7.5% abv pours a clear golden colour with a medium white head. It has aromas of bready malt and notes of yeast. The taste is of candied sugars followed by honey and malt. A smooth and medium bodied beer.

Pierhead 01322 662377

www.pierhead.uk.com**Karmeliet Tripel Belgium 8.4%**

Belgian Abbey Triple from the Bosteels Brewery, very refined and complex with hints of vanilla mixed with citrus aromas. It has the lightness and freshness of wheat, the creaminess of oats together with a spicy lemon dryness

James Clay 01422 377560

www.jamesclay.co.uk**Kuppers Kolsch Germany 4.8%**

A delicate golden colour with a lovely white head and a honeyed hoppy aroma

James Clay 01422 377560

www.jamesclay.co.uk**Kwak Belgium 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**La Chouffe Belgium 8.0%**

A top fermenting, hazy, yellow-gold beer with a touch of coriander and hops, this is the main brand from the highly acclaimed Achouffe micro brewery which also includes McChouffe and Houblon Chouffe (Belgian IPA)

Duvel Moortgat 020 7729 7216

www.barmusichall.com

James Clay 01422 377560

www.jamesclay.co.uk**La Trappe Dubbel Holland 5.5-10.0%**

La Trappe is the only Trappist brewery not in Belgium, and was founded in 1880 by monks seeking refuge from France. 100 years later the friars regained control of their brewery & now brew a range of beers including Dubbel, Tripel, Quadrupel and Witte, the first and only Trappist white beer in the world .

Pierhead 01322 662377

www.pierhead.uk.com

James Clay 01422 377560

www.jamesclay.co.uk**Lefte Blonde Belgium 6.6%**

A dry, fruity, lightly spiced beer, full and creamy - a perfect balance of strength and subtlety. The brand has a delicate and light, malty aroma and a subtle, sweet finish.

InBev 01582 391166

www.inbev.com

Matthew Clark 01275 891 400

www.matthewclark.co.uk

Lefte Brune Belgium 6.5%

Substantially more robust than the Blonde, combining the rich aroma of roasted caramel with a slightly sweet finish.

InBev 01582 391166 www.inbev.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Left Hand USA Various

A renowned craft brewer from Longmont, Colorado. Left Hand produce some cracking beers with perhaps their Left Hand Milk Stout being the most well known.

Euroboozer 01923 510 547 www.euroboozer.co.uk

Liefmans Cuvee Brut Belgium 6.0%

Based on 'oud bruin' beer this exceptional beer is macerated with fresh whole cherries, matured for a year then blended with both Oud Bruin and Goudenband to produce a well balanced, sour and sweet Kriek of great complexity.

Duvel Moortgat 020 7729 7216 www.liefmans.be
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Liefmans Fruitesse Belgium 4.2%

A unique fresh fruit beer maturing on cherries for 18 months and then blended with natural fruit juices for a pleasantly sweet, sparkling refreshing beer. It retains these delicious flavours whilst served over ice "Liefmans on the rocks".

Duvel Moortgat 020 7729 7216 www.liefmans.be
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Liefmans Goudenband Belgium 8.0%

A brown beer of high fermentation, brewed with special malts. A dry complex maltiness with fruity caramel notes

Duvel Moortgat 020 7729 7216 www.liefmans.be

Lindeboom Holland 5.0%

A high quality, very drinkable fruity pilsener with a dry, lime-like hoppiness to finish

James Clay 01422 377560 www.jamesclay.co.uk

Lindemans Belgium 2.5-5.0%

A range of Lambic beers or spontaneously fermented beers, are among the world's rarest. Produced in a similar way to champagne, and matured in oak for nearly two years

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Little Creatures Australia 5.2%

The leading independent craft beer in Australia, this award winning, bottled conditioned beer is now available in the UK.

Aspall 01728 860510 www.aspall.co.uk

Lone Star USA 4.7%

Lone Star beer uses the finest hops from the Pacific Northwest with the hearty grains from the Central and Northern Plains. Malted barley and corn extract combine to provide Lone Star with nature's finest ingredients for brewing. The choicest hops lend complexity and aroma to this beer, and its proprietary mashing regimen creates the perfect balance of alcohol, body and character.

Pierhead 01322 662377 www.pierhead.uk.com

Maredsous Belgium 6-10%

The authentic abbey beer of the Benedictine monks of the Abbey of Maredsous in the Belgian Ardennes, still brewed to the original recipe and under close supervision of the Abbeys community. The three styles of this fine Abbey beer (Blonde, Brune and Triple) provide excellent accompaniments to food. Available on draught and bottle

Duvel Moortgat 020 7729 7216 www.duvel.de
James Clay 01422377560 www.jamesclay.co.uk

Meantime UK Various%

Speciality beers include Chocolate and Coffee and a Raspberry Grand Cru as well as exceptional versions of more traditional beer styles.

Meantime Brewing 020 8293 1111 www.meantimebrewing.com

Menabrea Italy 4.8%

This pale lager is a well-balanced beer with a marked floral fruitiness coming through from the aromatic yeasts used in its production - aged 45 days in Slovenian oak.

James Clay 01422 377560 www.jamesclay.co.uk

Mexicali Mexico 5.0%

Original formula is bright deep golden yellow in colour. The aroma is of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet & a perfect balance of two row barley malt, Chinook, Mt. Hood and Peerless hops that culminate to a very clean and semi-dry finish.

Pierhead 01322 662377 www.pierhead.uk.com

Mongozo Fruit Beer Belgium 3.5%

Easy drinking Fair Trade white fruit beer in Banana, Mango and Coconut flavours

Cave Direct 01622 710339 www.cavedirect.com

Monteiths Original New Zealand 4.0%

A New Zealand pale ale that has been brewed to the same Monteith's family recipe since 1868. It is a well-rounded ale with caramel-malt and burnt sugar characteristics and robust hop presence. On closer inspection there is a subtle blackberry aroma which originates from the female flowers of the Pacific Gem Hops.

Pierhead 01322 662377 www.pierhead.uk.com

Monteiths Pilsner	New Zealand	5.0%
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A bohemian-style lager, Pilsner is brewed in the heritage of extremely hopped blonde beers from Eastern Europe. This beer has an explosive hop tang and its refreshing cleansing attributes come alive with peppery and spicy meals that complement its strong herbaceous bitterness.

Pierhead 01322 662377

www.pierhead.uk.com

Monteiths Radler	New Zealand	5.0%
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Monteith's Radler is a refreshing fruity lager beer. Radler, originates from Bavaria. It was first created in the early 1920's by the owner of a Austrian Gasthaus, Franz Xaver Kugler, in search of an invigorating brew, they developed an easy drinking lager beer with a citrus twist, the perfect treat for the many cyclists (Radler in German) and mountain hikers who visited his alpine guesthouse. This easy drinking beer has an invigorating tangy fruit character and zesty finish its a great match with lighter foods, especially seafood and salads.

Pierhead 01322 662377

www.pierhead.uk.com

Moosehead Lager	Canada	5.0%
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Canada's oldest independent brewery was established in 1867 in St John, New Brunswick by the Oland family who were English emigrants. Moosehead is still produced to the original recipe and pours a light golden coloured beer with real lemon crispness to the aroma. The taste is of real hoppy, herbal notes and a finely balanced sweetness.

Pierhead 01322 662377

www.pierhead.uk.com

Moosehead Light	Canada	4.0%
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Moosehead Light, known to many as 'Moose Light' contains 4.0% alcohol by volume and is a true Canadian-style lager. It is fully fermented and age, also being aged, also being longer producing a crisp, highly refreshing beer with a smooth aftertaste and well balanced flavour.

Pierhead 01322 662377

www.pierhead.uk.com

Moosehead Pale Ale	Canada	5.0%
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Moosehead Pale ale is brewed with premium 2 row barley malt and traditional top fermentation process to produce flavourful, smooth ale with a clean finish. The yeast strain used for Moosehead Pale Ale is over 100 years old. With its inherent strength, distinctive taste and clean European character, Moosehead Pale is a genuine beer drinker's beer.

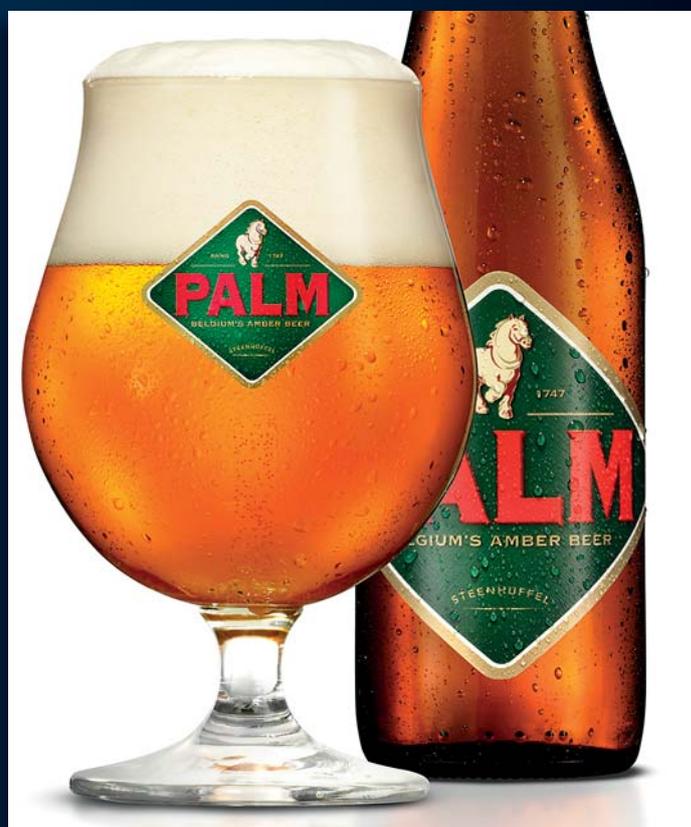
Pierhead 01322 662377

www.pierhead.uk.com

Mort Subite	Belgium	4.5%
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Lambic Kriek and Gueze beers, Bottles have corks and wired tops to illustrate the beer's champagne qualities

Cave Direct 01622 710339

www.cavedirect.com

Newburgh American Craft Beers	USA	Various
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A range of exciting beer styles from a new craft brewery located in the town of Newburgh in New York State. The brewing team are very experienced and are producing some classic brews. Available in bottles and cans

SBD Brands Ltd 01788 891735

www.sbdbrands.com

Odell	USA	4.8-7.0%
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Colorado based brewery producing Pale Ales and a Porter

Vertical Drinks 0113 345 8835

www.verticaldrinks.com

Orval	Belgium	6.2%
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A very dry, herby beer which is ideal as an aperitif and characterised by a bouquet of fresh hops, with a fruity note and pronounced bitterness - a genuine Trappist ale, distinctive in its skittle shaped bottle.

Cave Direct 01622 710339

www.cavedirect.com

James Clay 01422 377560

www.jamesclay.co.uk

Palm	Belgium	5.2%
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The best selling ale in Belgium, from a family run brewery that dates back to at least 1747. Ale in style, amber in colour, PALM is a well-balanced and easily-drinking beer that is full flavoured up front, but with a nice clean finish. The PALM malts determine its honey-like mellowness. PALM's own selected yeasts give it a fruity yeast aroma. Fine aroma hops from Kent result in subtle harmony. "Speciale Belge" is the quality Belgian beer of the early 20th century

PALM UK 0795 79 41 428

www.palmbreweries.com

Pelforth Ambree	France	6.0%
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A classic French red ale, Pelforth Ambrée is a full flavoured, rich and rounded beer. Golden in colour, Ambree offers plenty of aromatic hop and malt character followed by a fruity finish

Morgenrot Group 0845 070 4310 www.morgenrot.co

Petrus Blonde & Dark Brown	Belgium	6.5%
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Award-winning Belgian Abbey-style beers craft-brewed in an independent family brewer. Petrus Aged Pale won the award for the World's & Europe's Best Pale Ale Speciality at the World Beer Awards 201. Available in 33cl bottles and 30-litre kegs

SBD Brands Ltd 01788 891735 www.sbdbrands.com

Piraat	Belgium	10.5%
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A full bodied and rich, malty bitter, strong golden ale, like a Blond Barley wine

Cave Direct 01622 710339 www.cavedirect.com

Red Pig	Mexico	5.0%
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This craft brew is a bright, deep red copper ale, very aromatic, intensely floral-hoppy, lightly sweet & malty. with a very pleasant bitterness, smooth sweet malt character, creamy head and good carbonation. An excellent bitter sweet finish

Pierhead 01322 662377 www.pierhead.uk.com

Rochefort Trappist	Belgium	7.5-11.3%
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Top-fermented, bottle-conditioned beers brewed within the abbey in Rochefort, Belgium.

Cave Direct 01622 710339 www.cavedirect.com

Rodenbach	Belgium	5.2/6.0%
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The definitive example of a Flanders red beer. Aged in oak barrels to give the beer its sour, tart taste & unusual red colour. Also available is a Grand Cru version which consists of 1/3 of young beer & 2/3 of beer that has aged in oak for two years. The result is a complex beer similar to a Grand Cru wine

PALM UK 0795 79 41 428 www.palmbreweries.com

Rosarda Rosé Beer	Belgium	4.3%
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Crisp, refreshing and fruity. A medium-sweet beer with a well-balanced flavour and just a hint of light hoppy notes in the finish. An attractive rosé colour with a tight white head and a natural fruit aroma. This exciting beer, which is brewed by Bavik brewery in Belgium, was selected as Europe's Best Fruit Wheat Beer at the World Beer Awards 2011.

SBD Brands Ltd 01788 891735 www.sbdbrands.com

St Bernadus	Belgium	10%
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A traditional abbey ale, brewed in the classic style of Belgium's Trappist monks.

Cave Direct 01622 710339 www.cavedirect.com

St Feuillien	Belgium	7.5%
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Abbey Ale, in both peachy Blonde or chocolatey Brune.

Cave Direct 01622 710339 www.cavedirect.com

Schlenkerla Rauchbier	Germany	5.1%
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This classic smoked beer has a distinct aroma through its palate to a clean, dry finish -a very unusual beer that goes exceptionally well with barbequed meats.

James Clay 01422 377560 www.jamesclay.co.uk

Schremser	Austria	5.2%
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A small local brewery from the north of Austria. Schremser produces a range of traditional and innovative beer styles such as their famous Rye beer that won silver medal at the beer world cup in 2008

Euroboozer 01923 510 547 www.euroboozer.co.uk

Sierra Nevada	USA	4.4-5.8%
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The acclaimed Californian brewery exports a range of craft beers, the draught version was voted Champion Draught Beer in the 2004 - 2006 Brewery Industry International Awards. Also available are an American-style Porter, a Stout and an American-style cloudy Wheat beer.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Sleeman's India Pale Ale	Canada	5.2%
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Craft-brewed Canadian homage to the classic British beer style.

SBD Brands Ltd 01788 891735 www.sbdbrands.com

Sleeman's Honey Brown	Canada	5.2%
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The famous Canadian amber beer. Honey-sweet.

SBD Brands Ltd 01788 891735 www.sbdbrands.com

Steenbrugge	Belgium	5.0-8.7%
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Dubbel Bruin, Wit, Blond and Tripel are all certified Abbey beers and available as either bottle conditioned or on draught

PALM UK 0795 79 41 428 www.palmbreweries.com

Timmermans	Belgium	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

Troubadour	Belgium	6.5%
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A top fermented bottle conditioned golden ale with fruity aromas and a hoppy, spicy taste, from one of Belgium's newer breweries, the Three Musketeers.

Cave Direct 01622 710339 www.cavedirect.com

Tui **New Zealand** **4.0%**

As the legend has it, early in 1889, entrepreneur Henry Wagstaff stopped for a cup of tea at the banks of the Mangatainoka River. He found the water made the finest cuppa he'd ever tasted and decided this would be the ideal place to build a brewery. More than 100 years on, it's as popular as it was when Wagstaff brewed the beer by hand & delivered it around the district by horse & cart. This fine ale is a thoroughly refreshing beer with a light palate best suited to beaches, barbecues and all beer related occasions. Serve lightly chilled on its own or with any manner of barbecued meats.

Pierhead 01322 662377 www.pierhead.uk.com

Umbel Magna **UK** **5%**

Gold award winner in Camra's 2009 & 2007 Speciality Beer category, a porter with coriander. Re-creates a taste of history with the infusion of coriander. Step back in time and taste the spiciness of this porter

Nethergate 01787 283220 www.nethergate.co.uk

Vedett Extra White **Belgium** **5.2%**

A unique beer refermented in the bottle and keg for one week. It has a delicious refreshing taste, surprisingly crisp, punctuated with a citrus like zest, rounded with a mildly bitter taste and dry finish. Available on draught and in bottle

Duvel Moortgat 020 7729 7216 www.vedett.com
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Victory **America** **4.8-9.5%**

A selection of beers from the Philadelphia brewery including Prima Pils, Hop Devil IPA, and Storm King Imperial Stout

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Vivat Blonde/Triple **France** **6.5/8.3%**

Blonde is top fermented, manually skimmed, 100% pure malt, while Triple is triple fermented and brewed from a unique process using two different yeasts, creating a beer of great aromatic complexity with a long and round finish

Cave Direct 01622 710339 www.cavedirect.com

Waterloo Dark **Belgium** **8.5%**

Everything began for Du Bocq back in 1858 when Martin Belot a farmer from Purnode began brewing beer during winter when farming wasn't fruitful. Today hardly anything has changed. The accents of caramelised, lightly roasted malts and hops in this dark beer blend harmoniously to yield a palette of silky sensations. It has a powerful, balanced aroma accompanied by a fruity touch

Pierhead 01322 662377 www.pierhead.uk.com

Waterloo Tripel **Belgium** **7.5%**

Waterloo Triple is full-bodied with character and a malty, slightly fruity, taste. It is mellow without being too bitter. Despite its high alcohol content, it is highly digestible. When served in its traditional chalice, it gives a generous head of fine bubbles

Pierhead 01322 662377 www.pierhead.uk.com

Wendelinus **France** **6.8%**

Brewed to a recipe introduced to Brasserie Meteor originating from the 9th Century. Take time to savour this rich, Amber beer, with finely balanced bitterness, hints of caramel and fruit resulting in a sweet long finish to taste

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Westmalle Dubbel Trappist **Belgium** **7%**

A dark, reddish-brown beer with a creamy, fragrant head. The flavour is rich and complex, herby and fruity with a fresh-bitter finish brewed with natural ingredients and available on draught as well as in the bottle

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Westmalle Tripel Trappist **Belgium** **9.5%**

Clear, golden yellow with a fruity aroma & nuanced hop scent; an exceptional beer with finesse and elegance

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Witcap Stimulo **Belgium** **6.0%**

A golden Blond Abbey ale with a dense head and palate, and sweet dry, hoppy aroma's

Cave Direct 01622 710339 www.cavedirect.com



Brave New World Beers

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There's a beer revolution going on and intrepid drinkers, bored with the bland and the corporate brand, are exploring the exciting world of tastes, shades and shapes offered by craft beers.

Bars that cater for this thirst for something special are thriving, but pubs and bars that stick to 'the usual' will miss out on the fastest growing sector of the beer market. As the offtrade's share of beer threatens to overtake the ontrade for the first time, one of the UK's leading beer writers has a chilling message for the ontrade

"At a time when the economic news is comprehensively bad, and beer sales are in gentle but seemingly irreversible decline, to invest money in a business that specialises in selling bottled beer would seem to be folly. But that's exactly what I did this year, taking a 50% stake in the company that I've worked in for the last decade.

Even more surprisingly, sales have been good this year. There is definitely growth to be had if you know where to look for it, and it's characterised by a phrase that has been on everyone's lips this year, but nobody seems able to define: craft beer.



And it's not just that bottled craft beer is taking a larger share of a declining market, as cask ale is doing. Rather, the market is in actual, blossoming, rude-health growth, driven by a new generation of breweries, making the sort of unashamedly exuberant, hop-forward beers that have come to characterise the American craft beer movement.

That's not to say these beers aren't doing great business in pubs and bars, in cask and keg. One of my peak beer experiences this year was with a pint of Magic Rock Brewing Co.'s "High Wire", a beer so redolent of mangoes, lime leaf and dusty hopsacks that it robbed me of my usual loquacity, and as I put the beer to my nose and inhaled, all I could do was say "OH YES! GET IN!" And in it got.

But the streams are about to cross. Beer in the take-home market is about to exceed the volume consumed in the on-trade. The phenomenal growth of craft beer, combined with the trend to home drinking, may not be quite the thing you'd expected to see in a publication about the on-trade, but I know where I'd put my money. In fact, I already have."

Zak Avery is a beer writer, blogger, vlogger, retailer, wholesaler, importer, company director and 50% shareholder of Beer Paradise (York) Ltd. He needs a bigger business card.



Specialist Subject

Better Beer

Some pubs and bars have been quick to pick up on the trend for drinking better beer, and are making speciality beers their specialist subject - but the vast majority are letting this premium profit opportunity pass them by

It's a rare soul these days that hasn't travelled to foreign countries, experienced their culture, tasted their cooking - and enjoyed their beer.

Whether just popping over to Paris or Brussels for a weekend break or trekking up a mountain on the other side of the world, we are truly a nation of globetrotting sophisticates.

So, it's hardly surprising that along the way we've also developed a thirst for beers from other lands. And if we can't find them in our local, more and more of us are buying them to drink at home, to the tune of over £1 billion in the year to October 2011 - according to CGA Strategy's world lager stats.

"Much like pubs that are offering cask, his customers are clearly doing well from stocking these styles of beer as well:

'Nobody's going out of business and they just seem to be buying more and more'"

It makes good sense to turn this situation to a pub's advantage - after all, the ontrade is the natural habitat of beer. And luckily, it doesn't take any major investment

Beer expert Melissa Cole asked the leading specialist beer suppliers why pubs and bars should serve something special, and how to get started

Commercial Edge

Graham Archibald, Senior National Account Manager at the Morgenrot Group, importers of beers from Europe and South America explains why the right world beers can give pubs, bars and restaurants a commercial edge: "First and foremost, speciality beers can play a key part in giving venues a point of difference which is vital in these competitive times. I think independents in particular are realising this and many of our customers are now using our brands as a way of attracting new customers and setting themselves apart from the competition."

"World beers also offer other benefits, such as providing better margins by tempting consumers to part with more cash. They can also be used to drive complementary sales through beer and food matching"

But as he says, world beers also offer other, even more quantifiable, benefits, such as providing better margins by tempting consumers to part with more cash. They can also be used effectively to drive complementary sales through beer and food matching.

"People are moving away from tasteless so called 'international' beers, generally brewed under licence in the UK, and are instead

PORTER TRAPPIST american wheat
 FRUIT KÖLSCH VIENNA kellar
 BOCK LAGER GUEUZE
 ale german
 STOUT
 PALE ALE ipa
 abbey
 belgian ale
 WORLD BEERS
 craft
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 and tap into
 your bar's
 real potential

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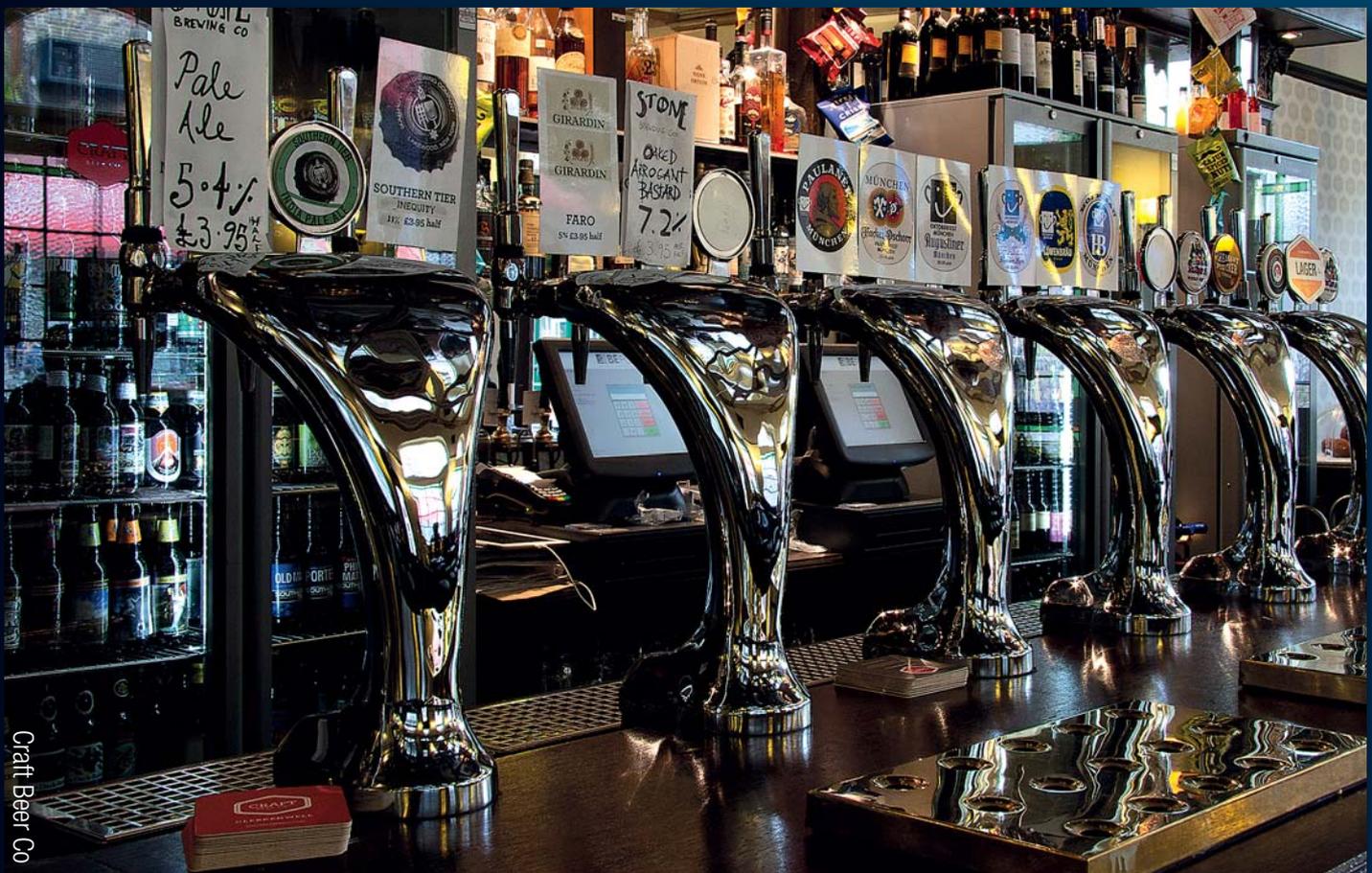
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Duvel



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searching out authentic brands which have interesting histories, exciting taste profiles and real provenance. This is exactly what our brands offer.

“Our world beer brands have been seeing incredible interest over the past couple of years, with Cruzcampo and stylish Argentinean brand Quilmes being the stand out performers with sales growth of 20% and 35% respectively.

“But it is not just these brands that are seeing growth, in fact all of our beer brands have seen double digit growth in the past 12 months, so you could say they have been pretty recession proof.”

Building a Beer List

Nigel Stevenson of James Clay, who have been importing speciality beers and helping the licensed trade sell them for more than 30 years, made this plea to licensees planning their beer list:

“Don’t have a dull range of world lagers simply because they’re cheap for you to buy. A few cases of more radical taste sensations will cost you less than a hundred quid and if you were doing a wine list it wouldn’t be full of Blossom Hill and Jacob’s Creek”

“Please don’t have a dull range of world lagers simply because they’re cheap for you to buy. A few cases of more radical taste sensations will cost you less than a hundred quid and if you were doing a wine list it wouldn’t be full of Blossom Hill and Jacob’s Creek, so why would you do that to your beer list?”

Asked for his advice on putting together a good list he replied, “Overall, hops seem to be in fashion, big beers with big flavours are really popular right now, and Brooklyn Brewery in particular has seen great success, in fact our biggest growth has been US craft - although this is admittedly from a small base.

“I think it’s important that you send a ‘we are serious’ message about your beer offering with a selection of different draught beers, as well as bottled, so your customers can see that you have a commitment and a knowledge, it’s also vital that you train your staff well on these more esoteric offerings too.”

“Correct branded glassware adds to the pleasure of the drinking experience and it shows customers that the pub cares about the beer; in turn, that makes the consumer care more about the beer and this all adds to the perceived value of the product”

“It’s important not to overlook the steady sales and growth of Belgian and German speciality brews like Vedett White or styles like Kolsch; we’ve also seen a huge uplift in Oktoberfest beers as people try to capture some of the magic of Munich on our own shores.

And that’s something that Monika Gromala from Madison Drinks also echoes:

“German beers are selling well these days - Warsteiner, Krombacher, Konig Ludwig etc - and their popularity is also shown by more and more German and Bavarian themed venues opening across London.”



Niche Demand

“There is still demand for speciality beers and American niche brewers are doing well, Sierra Nevada, Brooklyn Lager, Goose Island” says Monika, while Phil Johnson of Beer Direct is also finding speciality brands, particularly Belgians are increasingly popular.

“Training and education, and engaging with the staff, is really important. On opening nights we try to get in, help with staff training, and demonstrate the intrinsic value of the beer’s qualities”

“We are seeing more interest in specialities, both British and imports. There are a lot of Belgian brands doing very well: Blanche de Bruxelles goes from strength to strength in both bottle and keg; Barbar; Gulden Draak; Piraat; Rochefort 10 are always in our top half dozen”

And he notices, much like pubs that are offering cask, that his customers are clearly doing well from stocking these styles of beer as well: “Nobody’s going out of business and they just seem to be buying more and more.”

Duty Calls

Richard Dinwoodie of Utobeer, London’s leading specialist beer wholesaler, urges licensees to ensure their customers know exactly where the blame lies for sharp price rises since the higher rate of duty was introduced. “Unless you make a fuss about it, consumers could think it’s just greedy licensees putting prices up, it’s really important to let consumers know”

But, as he points out, the increase hasn’t seen an end to demand for top-quality beers from overseas.

“We’re seeing massive growth in availability from new breweries and the good thing is they are brands with longevity, like Einstock that’s just come in from Iceland, it’s well-priced and packaged, it’s a nice introductory range.

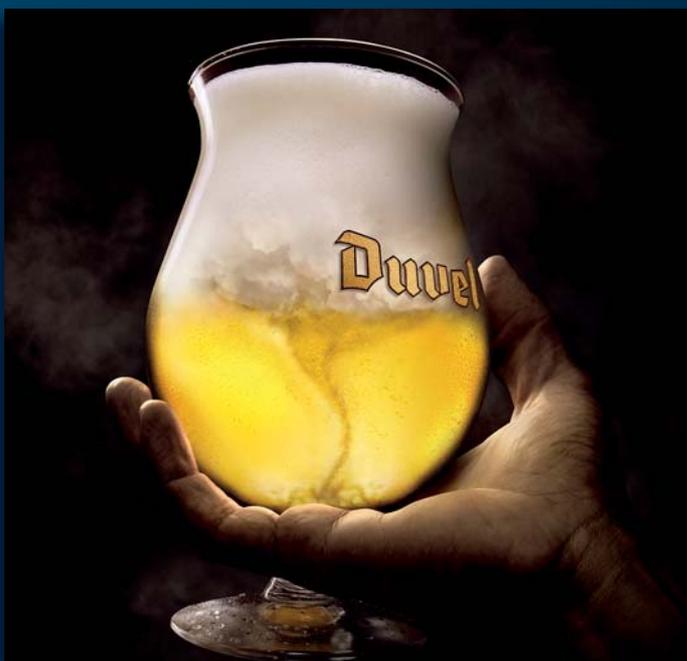
“The Nogne range is also proving very successful and now has a solid route to market and a good following; they are very steady sellers for us. Also, the Odells beers from Colorado are very popular.”

If you are seeing strong growth in existing established brands, he suggests moving on to seasonal extensions, but this needs some planning. “We’re seeing a lot more uptake in pre-orders of seasonal beers. With quality established brands like Goose Island or Brooklyn our customers can sell the brand extensions, and we’re asking them to order early or risk disappointment.”

The Glass Issue

Branded glassware is one of the key issues for ontrade venues looking to improve their beer offering, and successful pubs & bars are genuinely passionate about it.

As Nick Holmes from beer importers, SBD Brands, remarks: “Given the very challenging trading conditions and the impact of high excise duty and VAT increases, it’s more important than ever to enhance the perceived value of the beer. We all have to fight harder to justify the cost of a beer.



Branded Glassware

“Correct branded glassware adds to the pleasure of the drinking experience and it shows customers that the pub cares about the beer; in turn, that makes the consumer care more about the beer and this all adds to the perceived value of the product.

Also, most imported specialty beers are not advertised because the distribution doesn't justify it - so branded glassware is a way of encapsulating and advertising the brand to a smaller target audience, whilst also offering all the right quality cues.”

Sales and marketing director for Cave Direct, Aubrey Johnson, is equally convinced that glassware plays a huge role. “You have to make sure the dispense is correct, some of our clients will, for example, need glass refreshers and we encourage branded glasses, because they are generally designed to enhance the style of beer.

Training Matters

After 25 years of importing and distributing artisan & craft beers, Cave Direct have a wealth of knowledge and experience to offer the ontrade.

“Training and education, and engaging with the staff, is really important” says Aubrey. “On opening nights we try to get in, help with staff training, give them ideas about different temperatures and demonstrate the intrinsic value of the beer qualities.

“You need some theatre too, we help our customers run beer-tasting events, we work with chefs, offer recipes and we take people across to breweries as well.

“It's all about demystifying the beer experience and getting customers to engage with it and this is important because it's been so dumbed down, people are used to thinking ‘can I drink six pints of this of an evening?’

“We want people to drink beer with respect and we're delighted with initiatives like the two-thirds pint.”

And tasting notes, advice on staff training and other events is something that Zak Avery, from Beer Paradise in Leeds, is more than happy to offer his personal touch to as well.

“I'm the guy on the end of the phone, although I'm sure that is a positive! Just kidding, I am always on hand on email or on the phone to help people with tasting notes, advice on events and also staff training and it's a service we hope to expand on in the next year, having only taken over ownership of the business a few months ago.”

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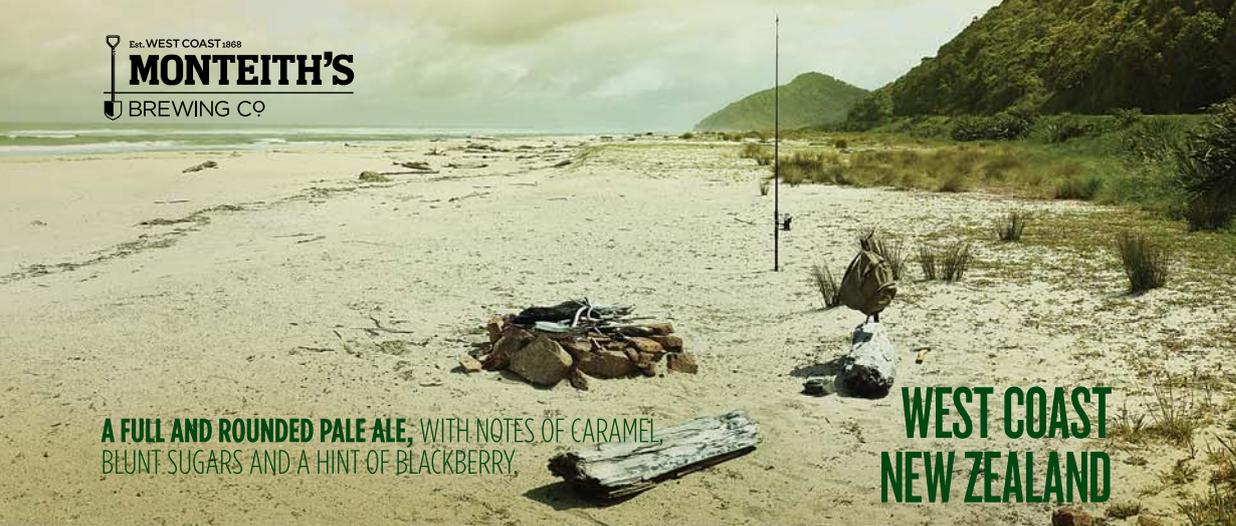
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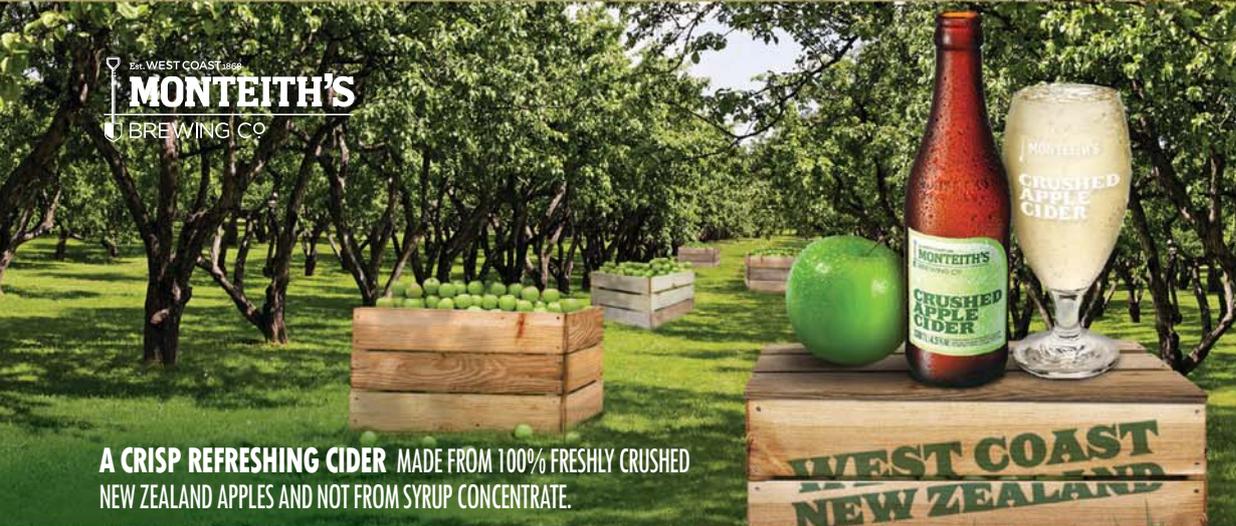
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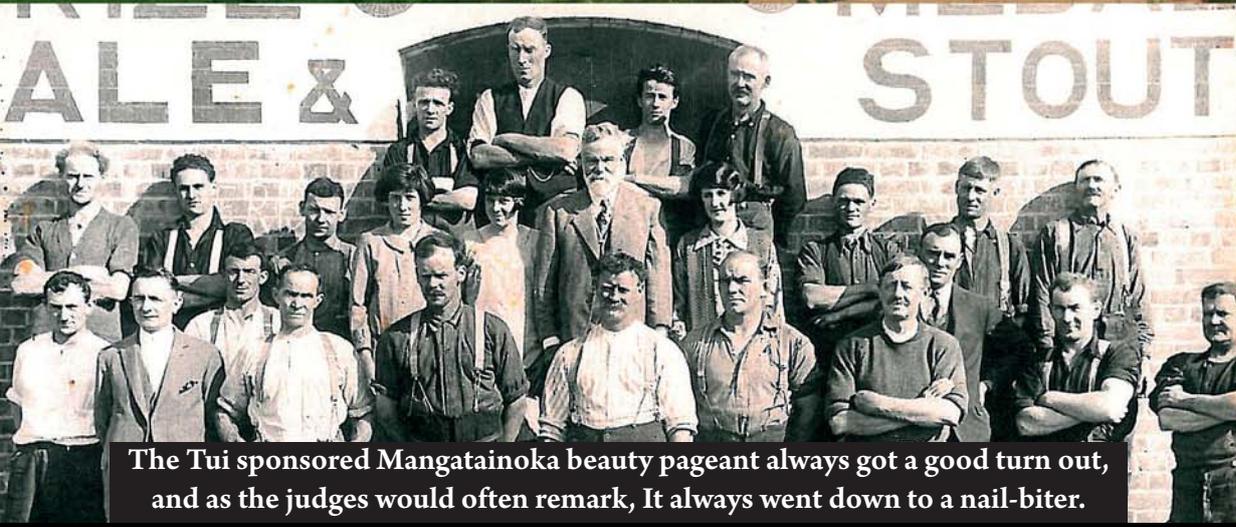


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Matt Gorecki



Notes from a Beer Seller

Better Beer

Matt Gorecki, General Manager of Leeds' North Bar, famous for the finest selection of beers in the North of England, offers some advice on how to profit from the increasing thirst for better beer

Unless you've been living down a hole for the last few years you might just have noticed that beer is well and truly back on the agenda. And for good reason, our national drink is one of the most versatile beverages available and can be the bedrock of a great pub or bar business.

If you haven't got some great beer options in your arsenal you're missing a trick.

"The world of beer has a vast variety of styles you can get your teeth into and beer is the drink with the most diverse range of flavours available to you and your customers"

Firstly and most importantly don't be too fooled by the term 'premium', bigger brands have their advantages of course but a couple of different types of lager is more than enough. The world of beer has a vast variety of styles you can get your teeth into - beer is the drink with the most diverse range of flavours available to you and your customers, but if you've an array of similar tasting products you're never going to get everything selling.

There are sweet beers, sour beers, bitter ones, dry ones, deep chocolaty ones and light and zesty beers. Explore these flavours, you'll find that some of the more extreme flavours are much more interesting for you to sell and they will capture your customers imaginations and taste buds.

Get the Price Right

Don't be afraid of price and pricing things correctly as per your GP you're buying into a centuries long tradition and it's only recently that big brands and wine moved in on territory held for years by properly crafted beer. It only takes a little faith to get a great reward from beer, the explosion of cask ale and imported craft beers has resuscitated an industry in decline and it can help you too. Pricing might be a little higher on these products but you're paying for quality.

Don't be too distracted by fancy point of sale merchandise or 'classic serves' they can be useful to make a point but you shouldn't avoid the main issue which is the quality of your product. Appropriate glassware is always a good idea but again nothing beats staff knowledge and good old fashioned quality service.

"It only takes a little faith to get a great reward from beer, the explosion of cask ale and imported craft beers has resuscitated an industry in decline and it can help you too"

Have faith in yourself and your staff – train them and for god's sake let them taste things, I don't think anyone should actively sell something unless they know how it tastes. Getting people to try things gives them a knowledge and enthusiasm that you can't replicate through other training. It's also much easier to sell something you like, and your customers will appreciate that.

Take Your Pick

So, what are you going to sell? Start by doing some research. Find out what you like and what your customers like. Ask them! Go to other more beer focused venues (there are lots) and see

what's on offer, try products - after all, this can be one of the most fun parts of your job.

Look at what you can get on cask from your local brewery, they'll likely offer some pale ales, stouts and porters and perhaps some other interesting offerings. Remember that many breweries will likely pay for the install of a pump if you can sell a fair bit of their beer, they will also be happy to show you and your staff what they do, again this will likely involve some good fun tasting sessions!

Other good products to start with are Belgian fruit beers, as those fruity flavours can easily convert your cider drinkers and many people who like a glass of wine. Classic Trappist beers like Orval, Westmalle and Chimay are an easy sell, many people will have sampled them if they've been to Belgium and their balance and complexity makes them an extra delicious choice.

US beer has undergone a renaissance in the last few years too and imports can be found fairly cheaply, breweries like Anchor and Sierra Nevada pack tons of flavour into nicely branded bottles and it's the US scene that's had the biggest impact on the brewing scenes worldwide, giving everyone a taste for more flavoursome and offbeat beers.

“Breweries like Anchor and Sierra Nevada pack tons of flavour into nicely branded bottles and it's the US scene that's had the biggest impact on the brewing scene worldwide, giving everyone a taste for more flavoursome and offbeat beers”

Don't be too distracted by seasonal offerings, great beer should be able to be drunk at any time, just because it's got a pumpkin on it doesn't mean it's great to drink in autumn, it's a trick to make you buy it. Yes there are great seasonals but again, try to look past the marketing to the actual product. Don't, and this is a big don't, be distracted by brands that use buxom wenches, sports stars or bad puns. Take it from me - they are almost universally rubbish.

Give Great Beer

Think your customers don't like beer? It might just be because they don't know anything about it yet, I've lost count of the converts I've made over the last few years, and of course I was once converted myself, through training and by passionate people. Besides, alongside the customers that you already have, you should always be trying to attract more - and improving your selection of beers will give you the tools for the job.

Any supplier worth their salt should always be happy to take you and your staff through a whole range of products, give staff some input in the process and they'll reward you with sales.

There are literally thousands of people who are excited about beer and happy to help you make choices. Look through the abundance of blogs and social networks like twitter; look at the beer ratings sites like www.beeradocate.com and www.ratebeer.com

Sell what you like, or sell what you appreciate at the very least, choose a combination of classic beers and newer offerings, get behind the product, not the brand.

“Think your customers don't like beer? It might just be because they don't know anything about it yet, I've lost count of the converts I've made over the last few years”

Enjoy what you do - it's a great business to be in. Unlike most others, your customers are spending their spare time with you because they want to.

Give them something to talk about, give them great beer.

For further beer inspiration check out www.newbriggatebeerblog.blogspot.com



Revolutionary Hops



American Beer

The startling success of US brewing and its influence on the British, and subsequently the world-brewing scene can be put down to pretty much one thing - hops.

American brewing, like America itself, is a hybrid or rather evolution, of the European tradition.

From the earliest times, back in the late 1600s, it was the German, Eastern European & British immigrants that brewed most of the beer in the US. They brought their hop strains from Europe, and these strains adapted, mutated and crossbred to create whole new strains; in isolation American beer developed a style that is now rightly upheld alongside the great brewing traditions of Great Britain, Germany and Belgium.

America is such a massive marketplace and has that pure sales and service ethos. This means that brewing, with its fairly straightforward business model, is able to thrive. Having such an open market means you can experiment; initially the beers that made it to the UK from US micro breweries were very much adaptations or copies of styles almost forgotten in Europe. A combination of old world tradition and new world hops - American beer has taken the whole world by storm, with its strong hop-led bitterness nuanced with citrus and tropical fruits. US brewers have added new dimensions to traditional beer styles.

The Wheel Keeps Turning

The charge has been led in the UK with breweries such as Brooklyn, Sierra Nevada and Anchor. Slowly but surely, wonderful world-beating ales have filtered back to the UK and prepared the ground for more specialist and offbeat breweries. Importantly, exciting British breweries like Roosters, Marble, Thornbridge, Brewdog and now Magic Rock have gone from strength to strength. They use many of the same types of hops as their US cousins, and have been gifted that same sense of experimentation. These breweries have rejuvenated the British scene and laid the groundwork for the beer renaissance we are witnessing today. As a result quality has soared and beer is being taken seriously by the entire industry again, from pubs to bars to off-licenses to supermarkets and restaurants.

“A combination of old world tradition and new world hops - American beer has taken the whole world by storm, with its strong hop-led bitterness nuanced with citrus and tropical fruits”

Show me a modern British pale ale (the dominant style in British micro brewing) and it'll no doubt be choc a bloc with American hops like Cascade, Willamette and Nugget. But it's not just one way traffic, brewers like Garrett Oliver (Brooklyn) and Doug Odell swear by specialist malt imported from the UK. As interest in beer and brewing expands and gathers pace the US digs further back to those great British styles and develops them further - barley wines, IPAs, porters and stouts are now firmly back on the agenda. As a result in the UK we have a renewed passion for amazing old styles such as Imperial Stouts, Brown ales and Strong IPAs because of the curiosity in the US and their ability to breathe new life in to them.

So the circle continues, the beer world is so much richer for it and more importantly drinkers are more knowledgeable and ready and willing to try new things, experience new tastes and experiment with all sorts of beer.

Which I'm sure you'll agree is better for everyone!

Matt Gorecki





Tom Gee @ The Red Lion

There's a revolution going on in the world of beer and its leaders are not all trendy urban bars. Tom Gee, owner of The Red Lion in Wiltshire and one of the pioneers at the forefront of the battle for better beer talks to Adrian Tierney-Jones

Beer is the lifeblood of any pub, and while cask may be king of the bar at this traditional Wiltshire pub, The Red Lion offers more adventurous customers the ultimate beer experience. On the bar they'll find craft keg beers from the US, Germany and Belgium, and it's not uncommon to discover an American Imperial Stout or a Bavarian Weisse being served alongside a pint of Best. The bottle selection is also diverse enough to excite any intrepid beer explorer. These are kept in a fridge but as it's out of sight, temptation comes in the form of a display that brightens up the back bar

"Every dish on the restaurant menu is matched to a carefully chosen bottled beer rather than a wine"

In the pub's restaurant however, another beer fridge, full of goodies from all over the globe, is a prominent part of the furniture.

'The fridge is very important,' he says, 'and a major feature of the restaurant area. In addition we have all the bottles displayed behind the bar. We also offer a leather beer menu in addition to a wine list to every table in the restaurant; we try and make it obvious at every stage that we are all about beer. Every dish on the restaurant menu is matched to a carefully chosen bottled beer rather than a wine. Again this is where training comes in as it's important to be able to

discuss the list and offer suggestions if people want to try something a little different.

'I have always loved the idea of beer and food matching, and so when this pub became available it was a natural fit. It has been a labour of love - what I really like about it is that so many people don't know about craft beers. For instance, they still think that US beer is all just Budweiser. I love the look on their faces when they taste something like Odell IPA.'

Licensees might be worried about price - after all, these bottled beers are not cheap.

'Speciality beers are inherently expensive,' agrees Tom, 'as a result there's a danger of alienating your prospective customers with a product they're unwilling to pay for - especially if you sell lots of draught beers, that they may see as better value.

We decided very early on to price with a cash margin rather than a % margin to keep the prices a bit lower; also we really want as many people to try these fabulous beers as possible with their meal so we don't sell them as massive money earners. Dogfish Head's Palo Maron is £6.50 but then it is 12%. I normally try to stick to the £4-4.50 mark though.'

This still leaves room for profit; beer certainly runs through the veins of the Red Lion, but it's pumped not just by a heart of passion but by a shrewd business head. The news of the pub's brews has spread much wider than the town of Cricklade, and is attracting visitors from all over the county, and beyond.

Great Beer Pioneer



The Champagne of Beers

Belgian Beers

Serious about offering a good selection of great beer from around the world? The first stop on a world discovery tour should be this tiny European country, famous for its fantastically diverse range of top quality craft beers

They're a bit of a puzzle, Belgian beers. Everyone in the beer world knows perfectly well that Belgium ranks with Britain and Germany as the three most diverse brewing nations on earth - historically, at least. And everyone who's ever browsed their way through a good variety of Belgian beers will appreciate that quality, as well as diversity, is the hallmark of Belgian brewing.

You'd think, then, that the shelves of Britain's supermarkets would be groaning under the weight of Trappist beers, abbey beers, blonde beers, oud bruins, krieks and the like, and that the chiller cabinets of Britain's pubs would be bursting with them. But it's not so. Why should that be?

Two cultural barriers to wider ontrade distribution have always been (a) the tie and (b) the fact that artisanal Belgian beers are mostly sippers of anything between 6-10% abv, whereas we Brits have historically preferred swiggers of 3.5-5% abv. But little by little both of those barriers are crumbling - and it's the current economic crisis that's to blame. Or, of course, to thank.

The New Locals

Cave Direct imports a range of Belgian beers including Affligem, Morte Subite, Delirium Tremens, St Bernardus, Floris and Cristal pilsner for distribution throughout London and the South-East. And the ontrade market for these products is widening despite the tie, says sales and marketing director Aubrey Johnson.

Traditionally, Cave Direct's principal targets would have been the prestige trade - restaurants, posh hotels, style bars and the like - and the more traditional free trade. But in the current climate even tied pubs have to diversify to attract new custom, says Johnson, and brewers and pubcos are beginning to give the ambitious tenants and lessees of these "new locals" their head.

"Belgian beers supply that interest. It's there in the classic beer styles, the right glassware, the pour, the presentation, the whole theatre of the correct dispense"

These, he explains, are traditional wet-led locals that have been at the sharp end of the recession and have been let to innovative entrepreneurs - unfettered by traditional thinking, forward-looking, and often comparatively young - who are willing to take the risk provided they're given the latitude to determine their own style of operation.



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"There are lots of these new locals springing up in our trading area, particularly in London and Brighton, and they're both willing and able to experiment," he says. "They need to offer their customers something more interesting than the traditional range of real ales and lagers and they're approaching us to provide it."

A Competitive Edge

"Pub companies including Punch and Enterprise are dipping their toes in the water by relaxing the terms of their tie to allow these entrepreneurs to tackle the local competition, and our beers are there to make the offer more interesting to the customer."

And Belgian beers, with a provenance that is known and appreciated even by the less obsessive, certainly supply that interest.

"Brands like Duvel are affordable luxuries for younger, well-travelled people who appreciate the finer things in life"

"It's there in the classic beer styles, the right glassware, the pour, the presentation, the whole theatre of the correct dispense," he says. "Of course, this involves a lot of staff training and we devote a lot of resources to education - going into bars, talking about the beers, showing how they should be served."

"We believe that beer today is where wine was 15 or 20 years ago and we want bar staff to regard themselves as beer sommeliers."

But is all this effort paying off? The number of pubs may have fallen from over 60,000 before the recession to a shade under 50,000 now; but despite the clear and present dangers there will be a very

sizeable majority of publicans who don't see a bar stuffed with exotic and for the most part very strong beers as the answer. The strength alone, many feel, is an obstacle to throughput; and the high price that goes with the strength is an additional obstacle.

Affordable Luxuries

And Matt Willson of Duvel-Moortgat agrees that what we're dealing with here is still very much a niche, even despite the fact that since taking over its own marketing from James Clay (which still imports and distributes) six years ago, sales of Duvel and sister brands such as Liefmanns, Chouffe, de Koninck and the increasingly popular Vedett pilsner have been in double-digit growth every single year.

"We believe that beer today is where wine was 15 or 20 years ago and we want bar staff to regard themselves as beer sommeliers"

"We're in 1,000 pubs," he says. "That's 1,000 pubs out of 48,000. But they're the best pubs. There's a lot of buzz about world beers at the moment, but we see the Belgian provenance as being a benchmark of quality and our brands as being the Champagnes of the beer world."

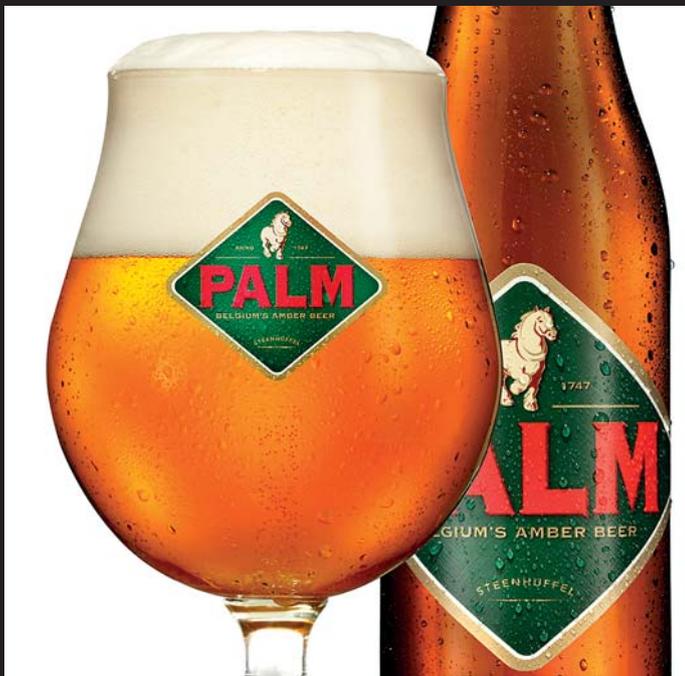
And even in times of recession - especially in times of recession - the Champagne market is the best market to be in. It's a trade axiom that when times get hard people go out less, but when they do go out they expect more.

"Yes, the beer geeks love it, but it's not just the beer geeks," says Willson. "Brands like Duvel are affordable luxuries for younger, well-travelled people who appreciate the finer things in life - media people



Duvel, regarded as one of **the world's best beers**,
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and the like. Going out for them is an occasion – often they're going out to eat rather than just for a casual drink. They're not going to drink eight pints of Carling. They want something to savour."

A Tax on Good Taste

The Treasury's refusal to differentiate between strong craft beers and mass-produced super-strength lagers in its new tax on beers of more than 7.5% abv is, as you'd expect, a source of rage and bafflement to both Johnson and Willson, as it is to many others in the industry. But they refuse to be cowed.

"There's a lot of buzz about world beers at the moment, but we see the Belgian provenance as being a benchmark of quality and our brands as being the Champagnes of the beer world"

At time of writing it's too early to say what impact, if any, the tax will have on sales at the top end of the market (and nobody seems to believe it will make much of a dent at the bottom end!); but, says Willson: "Even if a Duvel is more expensive than a pint of bitter, it's still generally better value than wine by the glass, and people appreciate that."

This talk of trading up, of heritage and provenance, of the theatre of dispense, is all very well for the people who manage the category - they would say that, wouldn't they? But how does it play at the sharp end? Publicans on the whole tend to be a trifle cynical about premiumisation; in particular, they're sceptical about displacing proven sellers like Bud and WKD and Smirnoff Ice and Magner's to devote precious cabinet-space to an unknown quantity.

"Even if a Duvel is more expensive than a pint of bitter, it's still generally better value than wine by the glass, and people appreciate that"

After all, if variety is such a large part of the appeal, it's best to stock more than one Belgian beer. And to make an impact they have to be displayed and marketed: you don't just stick them in the chiller and hope. Luckily, both Cave Direct and Duvel Moortgat UK are prepared to devote endless time and patience to instructing stockists in the arcane art of bar-back management, sweeping away those dusty bottles of curaçao, removing the milk from the chiller cabinet, and using the eyeliner to its best potential.

Pub's Point of View

One licensee who is neither cynical nor sceptical is John Nunn of the Pig n Falcon in St Neots, Cambridgeshire. John took on the Greene King tenancy almost as a retirement project, having spent a lifetime running a small chain of greetings card shops. When he took it over it had no real ale and no customers. Three years on, and thanks to an extremely flexible tenancy agreement, it has four ales on handpump and 10 on gravity dispense in what used to be the trade kitchen. As for customers, it's rammed.



Are you thinking what we're drinking?

For over thirty years, we've been importing, distributing (and yes, drinking!) the very best speciality beers available. In that time, beer has come a long way. Today, not only are a host of adventurous craft brewers creating vibrant new brews, consumers themselves are broadening their horizons, discovering the exciting spectrum of tastes and flavours that beer can offer.

Be it Belgian fruit beers and Trappist ales, German helles and weiss biers or American and English pale ales and porters, we've got the beers to help you create your own world class beer list.

What's more, our expert support services including in house staff training, advise on matching beer with food and tutored customer beer tastings will ensure that your speciality beer range works as hard as possible to drive up sales and profit.

If you think your range of draught or bottled beers could use a make over, come and join the beer revolution at Cave Direct.

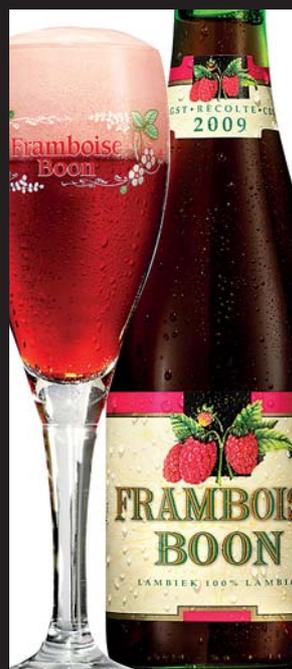
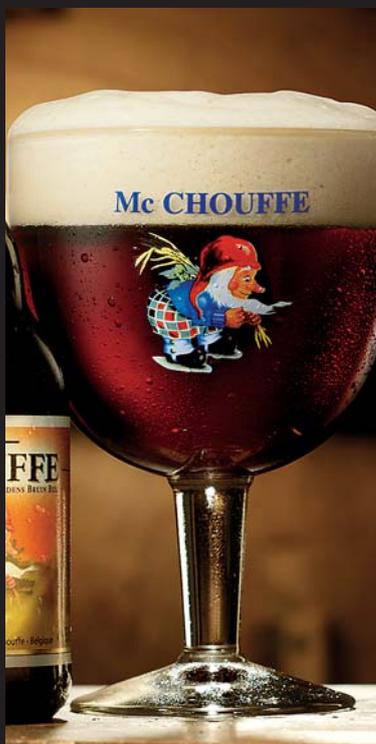
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CAVE DIRECT
beer merchants

Let's talk beer.



His latest venture has been to lay in a good range of foreign bottled beers, almost all Belgian, which are stored not in the chiller but in the stillage room. The specials board is a focal point of the bar, and that's where their availability is trumpeted. And John's over the moon.

"People are uptrading, some from real ales and some from Leffe, and for a promotional product the bottled foreign beers have been selling extremely well - normally 12 bottles a day from Thursday to Sunday and 50-60 bottles a week overall," he says.

"Okay, so they're £3-4 for a 33cl bottle, but one thing I've learnt in a lifetime in retail is not to be afraid of premium pricing for premium products. People who want quality will pay for it.

"What I want is for the Pig n Falcon to be a prestige pub, the best in town at what it does. Stocking these beers represents an upgrade for the pub itself and for all the other beers we have. Locally, it puts us on a higher level."

Like John, Martin Harley is a lessee with an extremely flexible tie in his four North London pubs. And like the Pig n Falcon in St Neots, the Jolly Butchers in Stoke Newington was "a toilet" - his word - when he took it over and turned it into a specialist beer bar. It now has 22 draught beers including Delirium Tremens and, he says: "The Stoke Newington crowd have really embraced it."

Fresh Thinking

Martin is a big fan of Belgian beers and carries a wide range. But he has a warning: the Jolly Butchers is in with the in crowd, and the in crowd likes novelty.

"Belgian beers are still up there, but they're under pressure from American craft brewers and American craft beers are the coming thing. So are British craft brewers like Brewdog, who are very clever at marketing.

"The beers are great, but there's not enough innovation coming out of Belgium. The Trappist thing - we've heard it all before."

While few places are as achingly trendy as N16, and even there Belgian beers are a long way from being passé, perhaps he has a point. And perhaps the Belgians heard him.

Certainly they're determined to prove that they're not prisoners of their own beer history, however glorious that might be.

Look out for something special from Duvel Moortgat: Fruitesse is a sure-fire winner for next summer. It's a 4.2% abv version of Liefmanns flavoured with cherry, strawberry, raspberry, gooseberry, bilberry and even elderberry, just perfect for Wimbledon fortnight. Your entire five a day all in a single - correctly branded - glass!

Ted Bruning

Big up your Belgians

Whether you decide to stock just one or two Belgians, or a range of them, you need to make a feature of them rather than simply put them behind the bar and hope they sell themselves.

Let your customers know what you've got - make sure that the brands you stock are clearly displayed, and not just at the bar. If a group or even a couple come in, the chances are that only one of them will go to the bar straight away. A blackboard is the simplest option, but posters or menu cards for the tables will let people know what you stock

Every Belgian beer has its own specially designed glass, which adds to the prestige and helps to justify the premium price that they command. They are also extremely eye-catching and will tempt people to try the beer. Sampling is another powerful sales tool. Suggest food matches or organise a formal or informal tasting session. You can make an event of it, and sell tickets - but make sure it's properly promoted and try to get someone who knows at least the basics about the beers to present it. Your first stop for assistance should be your supplier - it's their business to help you sell more beer, so ask for practical and promotional support.

Know your Achel from your Duvel

Belgian beers conjure up a world of monks, monasteries and mysterious brewing practises, intriguing beers drunk by discerning drinkers. This is very much part of their appeal, the mystique makes them feel like a real discovery. Each brand has its own heritage, its own history - take the trouble to learn a little about the ones you stock to help your customers appreciate them and you'll be rewarded with increased sales. The information below will give you a basic introduction; check out the Special List on page 116 to help you decide which brands to stock, and where to get them

Abbey Beers

Abbey beers were formerly brewed by monks. Some simply use the name of defunct monasteries, others retain links with the original monastic breweries, following the recipes and traditions, and returning some of the profits to the monks.

Flanders Brown /Oud Bruin/ Old Brown /Red

Brown and Red ales which combine a malty, caramel sweetness with a tart acidity, are aged for up to a year (Brown) or 2 years (Red). Liefmans' 8% Goudenband is the classic Brown, while their Cuvee Brut is a Kriek beer macerated with whole fresh cherries and then blended with Oud Bruin and Goudenband, to produce a unique beer of great depth and complexity. The best example of a Flanders Red is Rodenbach Grand Cru



Lambic/Gueze

Dating back 5,000 years, this is the oldest beer style in the world - and the most unusual. Brewed using a wild yeast which causes spontaneous fermentation to occur, giving it a unique sour flavour. The most popular are gueuze (pronounced gurz), a sparkling beer that is the basis for some fruit beers. Examples include Bellevue, Lindemans and Mort Subite

Pilsener

Despite the emphasis on their more unusual beers, Belgium also exports some fine examples of the world's most popular beer style, so for lager drinkers looking for something different try the quirky, crisp Vedett, the aromatic Estaminet or the sublimely named Silly Pils!

Strong Ales

These are top fermented, Blonde, Golden, Amber and Dark ales. Typically hoppy and slightly spicy, the undisputed champion is Duvel, at a devilish 8.5%! Other fine examples include Brugse Zot, De Koninck, served in its famous Bolleke glass, Kwak, La Chouffe (Flemish for gnome) and Palm.

Trappists

Trappist beers must be brewed within the walls of a Trappist abbey, by or under control of Trappist monks, all decisions must be made by the monks and they must not be made for financial profit. Belgium's 6 Trappist breweries - Orval, Chimay, Rochefort, Westmalle, Westvleteren and Achel - produce top-fermented, bottle conditioned ales that are relatively strong.

Witbier

Wheat, or white, beers are brewed using at least 25% wheat grain, and unlike Bavarian wheat beers, also use other ingredients such as coriander and orange peel.

PALM Breweries - Belgium's Craft Brewer



PALM Breweries is Belgium's largest independent family craft brewer dating back to 1747, with lineage to the current owner.

PALM Breweries holds a unique position in the beer universe as it is the only brewery group in the world brewing according to the four fermentation styles at 3 historical brewing sites :

- ▶ top fermented ales and bottom fermented lager at the PALM Brewery in Steenhuffel
- ▶ mixed fermentation sour ales at the RODENBACH Brewery in Roeselare
- ▶ and spontaneously fermented lambics at the BOON Brewery in Lembeek (50/50 JV)

With great passion for authenticity and tradition, PALM Breweries offers a complete range of Belgian craft beers.

The PALM brand is the absolute flagship of the PALM Breweries portfolio. Ale in style, amber in colour, PALM is a well-balanced and easily-drinking beer that is full flavoured up front, but with a nice clean finish.

PALM is Belgium's best selling ale and leads the authentic Belgian beer category of "Spéciale Belge". Originally brewed at the beginning of the 1900s, as pilsners and lagers were becoming popular, the Belgian Brewing Guild challenged its brewers to create an ale that was true to Belgian tradition but was lighter and had refreshment. They called this style "Spéciale Belge", and PALM became the brand synonymous with this style.

The complete portfolio of PALM Breweries is an extraordinary collection of internationally acclaimed and award-winning beers.

STEENBRUGGE offers a complete range of internationally awarded authentic Belgian Abbey beers with Tripel, Dubbel, Blond and Wit / Blanche. The STEENBRUGGE Abbey beers are brewed with "Gruut", a mixture of spices following a brewing tradition dating back to the middle ages.

Beer enthusiasts all over the world consider multiple medal-winning RODENBACH beers the pinnacle of sour ales. After years of maturation on oak vats, the result is a complex beer with a great deal of wood and esters, vinous and with a very long aftertaste, just like a vintage wine.

Gold medallist at the 2011 Brewing Industry International Awards, ESTAMINET Premium Pils is a Classic Belgian Pilsener. With a strong emphasis on aroma hops, especially the Saaz variety, ESTAMINET is a refreshing lager beer with plenty of taste and character.

PALM Breweries considers the 50/50 joint venture with Geuze brewer Frank BOON a cultural project to preserve the authentic spontaneous fermentation tradition of Lambic beers. All of BOON's champion beers are 100% lambic and left to mature for years on oak casks. In addition to the Oude Geuze styles, BOON offers delicious Kriek and Framboise fruit beers.

Discover PALM Breweries, Craft Brewer of authentic Belgian beers !

*"I would encourage anyone to start the
PALM journey - it's a lot of fun!"*

Charlie McVeigh - The Draft House, London

For more information on PALM Breweries in the UK, contact
Maarten Broekx 0795 79 41 428 or
maarten.broekx@palmbreweries.com
www.palmbreweries.com

ESTAMINET
PREMIUM PILS



RODENBACH

BOON



BELGIUM'S AMBER BEER



Beer Festival in a Bottle

BOTTLED BEERS

The pub is traditionally the home of the pint, but licensees need to have plenty of bottle to cash in on the growing interest in craft beers. Jeff Evans attends a beer festival with a difference at a pub that takes its beer very seriously indeed

It's a bright, sunny Saturday in October but the atmosphere in Pontypridd is dark. The Wales rugby team has just been dumped out of the Rugby World Cup in controversial circumstances. Nick Otley stands behind the bar of The Bunch of Grapes and shakes his head. 'Two hours ago we were packed and now everyone's gone home,' he complains. 'The result has killed our trade'.

Fortunately, Nick has a trick up his sleeve. This weekend the pub is hosting an international bottled beer festival and he's confident that customers will soon flow back in, putting their earlier despondency behind them.

The Friday night before has already been declared a success, as the celebration opened with a list of more than 130 exotic beers in bottle. By the time the event closes on the Sunday, Nick is able to say that some 250–350 new customers have come through the doors. He'll definitely be hosting a bottled beer showcase again.

Low Risk, High Interest

The Bunch of Grapes is no stranger to beer events. Each year the pub organises half a dozen draught beer festivals, but this is the first bottled beer equivalent. It makes complete sense to Nick.

'I thought it would be an interesting alternative and allow us to get some beers we wouldn't normally be able to showcase,' he explains. The advantages of a bottled beer event are obvious, he says, especially when publicans are fearful of the financial risks attached to a draught beer event, with its potential for waste. 'The good thing about a bottled beer festival is the long shelf life of the bottles. You can carry on selling the bottles after the festival has finished and enhance your existing bottled beer list.'

"By the time the event closes on the Sunday some 250–350 new customers have come through the doors. He'll definitely be hosting a bottled beer showcase again"

Indeed, as long as you have enough space to store left-over supplies, those bottles are probably good for up to 12 months. If there are any strong bottle-conditioned beers in the range, such as Belgian abbey and Trappist beers, then you can relax knowing they will remain drinkable several years down the line. If, for some

reason, the bottles do not sell through, then you have the option of discounting as the best before date approaches. If everything fails and you are still left with some beer, well it won't break the bank, as you'll have only paid around £30–40 for a case anyway.

Greater Variety

But that's the pessimistic view, the bottom line if you like. Far more impressive an argument for holding such events comes through the positives they bring, not least, as Nick says, the chance to offer a far greater variety of beers than pubs can generally stock on draught. It's also surprisingly easy to do. Major importers now supply a good choice of beers from all over the world and are happy to get involved.

“Pubs that might struggle to host a draught beer festival can establish their beer credentials through a bottled beer festival, sending out a message that they're serious about the quality of beer they sell”

On this occasion, Nick used James Clay and Vertical Drinks, their ranges covering all the major beer countries, from the USA to the Czech Republic, via Belgium and Germany.

According to James Clay's Nigel Stevenson, pubs that might otherwise struggle to host a draught beer festival can establish their beer credentials through a bottled beer festival, sending out a message that they're serious about the quality of beer they sell. These events 'increase awareness of your beer range' and 'set you aside from the competition', he claims.

Something Completely Different

His views are echoed by Andreas Fält of Vertical Drinks. 'It's not just another beer festival with cask ales but a beer festival with something different,' he says.

Some companies can even choose the beers for publicans. 'We will always offer advice,' says Nigel. 'We are actually looking at a way now for our website to service this sort of event via the downloading of images, notes, etc.'

Using promotional material is, of course, key to the success of the festival, and when you can advertise beers from such renowned breweries as Anchor, Goose Island, Victory, Flying Dog, Sierra Nevada, Schneider, Schlenkerla, Cantillon and most of the Belgian Trappists - all of which featured at The Bunch of Grapes - then it becomes that much easier to attract people in.

The Glass Issue

These beers look stunning in their authentic, branded glassware, and limited supplies of glasses can be acquired from the same importers, but you don't need to go down this road. If you encourage your customers to share bottles - a great way of helping them around the higher prices of bottled beers and also to sample more beers - you can get away with using shapely

half-pints or even wine glasses. You may, however, need to budget for the hire of some extra fridges - whatever you do, don't serve the bottles warm - but these also make good display cases, allowing customers to drool over their next selection like kids in a sweet shop.

Pick n Mix

When choosing beers, Nick Otley says that he tried to pick bottles from well-known brewers, but also take into account what was topical. 'You get a sense of what is in the zeitgeist by being in the trade. The beers had to appeal to a new audience and appear fresh and interesting.' But pubs don't even need to be so adventurous. 'You could start with as little as 30 bottles and try to avoid mainstream beers from larger brewers,' Nick suggests. The festival can grow from there.

Added Interest

Pubs can also enhance the theatre of the event by offering free samples, pairing beer with food, presenting live music or even hiring in someone to host a tutored tasting. That Saturday afternoon, I add my own contribution to the Bunch of Grapes festival by leading a group of customers through half a dozen of the bottled beers on sale and then, like a racing tipster, pointing them in the direction of 'ones to follow' through the evening.

“When you can advertise beers from such renowned breweries as Anchor, Goose Island, Victory, Flying Dog, Sierra Nevada, Schneider, Schlenkerla, Cantillon and most of the Belgian Trappists it's that much easier to attract people in”

By the time I leave The Bunch (several bottles later), the funereal mood of the early afternoon has disappeared. Beer has banished the immediate pain of the rugby defeat and Nick's bottle festival is a roaring success.



Jeff Evans is the author of the Good Bottled Beer Guide www.insidebeer.com



ERDINGER *Weißbräu*

The Fine Art of Pouring ERDINGER Weissbier

A unique beer in a unique glass – we recommend the following classic method to serve and to pour ERDINGER Weissbier in its original glass.



1. *Rinse the glass with cold clear water. Hold the glass slightly at a slant.*



2. *Slowly pour the beer down the side. Leave about an inch of beer in the bottle.*



3. *Gently swirl the bottle to mix the remaining yeast at the bottom.*



4. *Finish pouring. The yeast will disperse through the whole glass. Now you can serve a perfectly poured ERDINGER Weissbier!*

1. *First of all, rinse the glass with cold clear water. Hold the glass at a 45 degree angle and open the tap fully. Slowly pour the beer down the side of the glass.*



2. *Gradually straighten the glass to allow a firm head to develop on the beer.*



3. *The perfect glass of ERDINGER Weissbier is served with the logo facing to the customer.*



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Bavarian Wheat Beers



Erdinger Weissbier Germany 0.4-7.3%

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants available - Hefe (5.3%) Draught & Packaged, Dunkel (5.3%) Draught & Packaged, Urweisse (4.9%) Draught & Packaged, Kristall (5.3%) Packaged, Pikantus (7.3%) Packaged, Leicht (2.8%), Packaged, Champ (4.7%) Packaged, Alkohol-Frei (0.4%) Packaged, also imported are seasonal beers Oktoberfest, Schneeweisse and Bavarian Speciality - Fischer'S Helles Bier (5.5%) draught.

James Clay 01422 377560 www.jamesclay.co.uk
 Wells & Youngs Brewing 01234 272766 www.wellsandyoungs.co.uk
 Belhaven Brewery 01368 862734 www.belhaven.co.uk
 Nectar Imports 01747 840100 www.nectar.net
 Matthew Clark 01275 891400 www.matthewclark.co.uk

Hopf Germany 7.0%

A concentrated Wheat Bock Beer with sweet, fruit flavours of pineapple and coconut and a slightly spicy coriander essence

Cave Direct 01622 710339 www.cavedirect.com

Kaiserdorn Weizen German 4.7%

Kaiserdorn's beers are all brewed adhering to the decree of 1489 – "When brewing takes nothing more than hops, malt and water", which predates the much publicised Bavarian Purity Laws by 27 years. Kaiserdorn Weizen is a world renowned wheat beer, naturally cloudy and light in colour with subtle citrus aromas and a well rounded fruitiness

Morgenrot Group 0845 070 4310 www.morgenrot.co



Konig Ludwig Germany 5.5%

A genuine German Weissbier from the royal house of Prince Luitpold of Bavaria, descendent of Duke Wilhelm IV who issued the original Bavarian Reinheitsgebot in 1516. Available on draught.

Warsteiner 0049 2902 88 1631 www.warsteiner.com

Krombacher Weizen Germany 5.3%

From the Siegerland Hills surrounding the small town of Krombach, emerges Germany's most exciting wheat beer. It delivers a full bodied texture with tangy and fruity flavours and superb grassy aromas.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Maisel's Germany 0-5.2%

Ranked among the best of the Bavarian Wheat beers, and is available both in Non-alcoholic, Hell and Dunkel varieties.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Paulaner Germany 5.5%

A golden, unfiltered, cloudy wheat beer with a refreshing flavour. Easy drinking yet full of typical weiss beer fruit flavours, the classic cold fermentation method & long maturation in the world's deepest beer cellar guarantees the beer quality & character. Available in 33/50cl bottles & 30-l kegs

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Schneider Weisse Germany 5.2-8.0%

Schneider Blondes at 5.2% (renamed from Weizenhell) has a light honey-colouring and a clove-like aroma, and is available on draught. The Original Weisse is 5.4%, while the more exclusive Aventinus at 8% is sweeter with a taste of chocolate

James Clay 01422 377560 www.jamesclay.co.uk

Weihenstephan Germany 5.4%

An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available in bottles as both Kristal and Hefe versions

Branded Drinks 0870 066 0947 www.brandeddrinks.co.uk

Great Beer over Here

Leading beer writer Adrian Tierney-Jones is a big fan of German beers in all its forms, crisp, classy Pilseners, wonderful Weiss beers, as well as beautiful Bocks, Dunkels, Kölsches and some seriously smoky Rauchbiers.

If ever there were a country synonymous with the idea and ideal of beer it would have to be Germany. This is the home of the 16th century Bavarian Beer Purity Law, which was rolled out through the whole nation in the late 19th century; it's a country that takes its beer very seriously indeed, especially when it comes to the Oktoberfest.

This is a time when Munich is brimming with plates of bratwurst, towering steins filled to the brim with golden beer and buxom waitresses in dirndls, all of which add to the theatre of beer.

But there's much more to German beer than foaming steins and buxom Frauleins.

“When consumers are drinking in the on-trade they are searching out something a bit different from the brand they drink by the caseload on the sofa at home”

Here in the UK, although German beer has had a presence since the late 1800s, it wasn't until the last 30 years when the overwhelming growth of lager consumption (both foreign and of the more dubious home-grown variety) meant that names such as Beck's and Holsten became familiar faces at the bar top.

Today however there are many more interesting beers available to pubs and bars not tied to a restrictive supplier.

Veltins

One of Germany's most popular lagers is Veltins, a golden Pilsener style



brewed in western Germany in the Sauerland. During the past few years it's become a popular choice of lager, especially in M&B pubs, thanks to the pioneering efforts of Dan Fox. Until the summer of 2011 Fox was landlord at the iconic White Horse pub in Parsons Green, where he was successor to the legendary Mark Dorber.

According to Fox, now at the helm of a new brewpub in Highgate 'We promoted it on flavour, great glassware and good p-o-s (massive fonts!).

There was also a huge drive in staff training that was backed by great incentives such as visits to the brewery. For me, I think part of its success was that there was a glut of premium lagers on the market and it was good to offer something that brought a quality German Pils back into focus.'

Bitburger

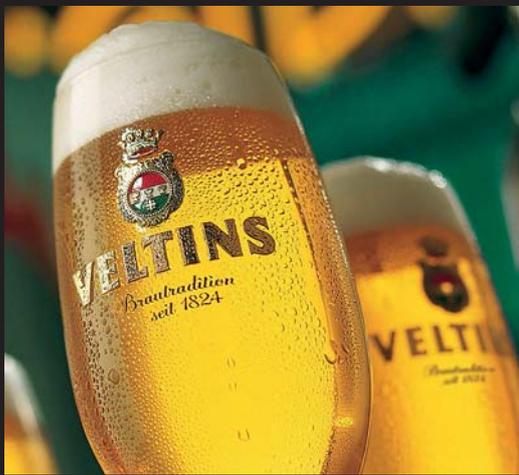
One of Veltins great rivals in the German beer market is Bitburger, whose Bitte ein Bit (A Bit, please) is one of the more ubiquitous beer marketing slogans in Germany.

“There was a glut of premium lagers on the market and it was good to offer something that brought a quality German Pils back into focus”

The brewery, which is based close to the border with Luxembourg, has always focused on its single Pils; this single-mindedness helping to contribute to its success as one of the best selling beer brands in Germany.

Available in the UK through Adnams, it's a quality brand with an elegant font that has proved popular in upmarket bars and pubs.

German Beers



Warsteiner

The largest German brewer that remains family-owned, Warsteiner's beers come from the Rhine Valley and their Premium Verum (a clean and fresh tasting Pilsener) has for several years been seen in British pubs on draught.

It's a brand that offers provenance, heritage and flavour. Communicate these values to your customers and it can be sold at a premium to those who want something a bit different, without going off the scale into the extreme world of heavily hopped ales and strong lagers.

Krombacher

Krombacher Pils is a relative newcomer to British pubs and bars, even though it's one of Germany's biggest brands and has a considerable brewing heritage going back at least 200 years.

"It's not all Pilsener though. German beers offer a range of styles – Altbiers, Bocks, Dunkels, Smoked beers, top fermented ales, and of course Weiss beers"

'As UK consumers continue to be adventurous in their beer selections they are also becoming more knowledgeable on the different world beers available in the UK,' says Graham Archibald of importers Morgenrot. 'Increasingly they are moving away from brands which are brewed under licence in favour of the real brewed-at-source article. Furthermore, when

consumers are drinking in the on-trade they are searching out something a bit different from the brand they drink by the caseload on the sofa at home.'

Lowenbrau

One of the first Germans to infiltrate the pubs of Britain, Löwenbrau had all but disappeared in recent years, until AB InBev rolled it out in draught format during the summer of 2011. 'Löwenbräu complements our portfolio of world beers and offers our customers another quality German draught beer,' says Tim Clay, Ontrade Sales Director for the brand's owner Anheuser-Busch InBev. 'Löwenbräu appeals to consumers who want new taste experiences and can appreciate the brand's authenticity and provenance.'

More than Pils

It's not all Pilsener though. German beers offer a range of styles – Altbiers, Bocks, Dunkels, Smoked beers, top fermented ales, and of course Weiss beers.

Bavarian Weiss (or wheat) beers in particular have become a common sight in a lot of good pubs and bars, with their long elegant glasses and cloudy appearance which appeal both to cask beer and premium imported lager drinkers - a win-win situation.

Erdinger

One of the most frequently seen Weiss beer brands is Erdinger, a privately owned brewery that only brews wheat beers. The brand has good distribution throughout the UK and many

THE BLACK LAGER WITH A *BLONDE SOUL*

MADE IN BAD KÖSTRITZ, GERMANY

Köstritzer is an authentic, smooth, full-bodied dark lager with a touch of sweetness. The subtle malty tones and a hint of chocolate offer so much more than a standard lager. Try it for yourself.

*To stock this unique lager, call us on
01502 727272*

Seit  1543

Köstritzer

BLACK LAGER

Alc 4.8% Vol

dedicated admirers, although its increasing popularity can lead some beer aficionados to dismiss it. According to Nigel Stevenson of speciality beer importers James Clay, there are other options if you want to offer a more unusual beer, while sticking with the tried and trusted Erdinger brand: 'We have introduced the retro Erdinger Urweisse for those pubs wanting something different. Erdinger Dunkel has also seen some growth in the past few years.

All in all Erdinger is doing OK!

James Clay also bring in a variety of other German speciality beers, such as Schneider Weiss, Schlenkerla Rauchbier and the St Georgen beers from Franconia.

'We are raising our German beer portfolio in response to customer demand. We are actively talking to a couple of special beers to try and match that demand. That includes the Gose beer from Leipzig - currently the price is very prohibitive and we have been lacking warehousing, but we've recently doubled that space. So look out Britain the Germans are going to have more good beer in the UK!'

"Although you don't need to be an expert to appreciate their purity and style, or to profit from their popularity, knowledge is a useful tool when it comes to increasing sales"

So the choice coming in from Germany continues to expand and licensees need to stock up on these exciting premium lagers, wheat beers (Weiss or Weizen), Kölsch and various specialities such as Rauchbier that are currently flowing into the country.

Your customers will certainly thank you.

German Beer Sellers

Train staff on the provenance of the beers and how to serve them with a sense of theatre. You can get support from any good supplier. They should also be able to help you organise German beer and food dinners (think German Bratwurst).

Even better, organise your own Oktoberfest - try to persuade the staff to wear lederhosen and dirndls!

In Munich there are only 6 brewers allowed to celebrate the Oktoberfest, but in the UK the rules are not as strict!

As with all premium beers, German Bier must be stored and served correctly. Follow these guidelines to ensure they are always served in perfect condition

Storage: Always be keep in a cool, dark room.

Temperature: Store at 7°C-9°C for several hours prior to serving;

Presentation: Most brands come with their own glasses, which help to promote the premium quality of the beer - and to justify a premium price. Glassware should obviously be grease and soap-free and should be rinsed with cold water before filling;





Serving: The beer should be poured into the centre of the glass until the foam reaches the rim. Pour again until the head 'rests'. The only exception is Wheat or Weiss beer, which should be slowly poured into a tilted wet glass 'swilling' the brew half way through in order to disperse the yeast evenly.

German Lessons

There are many styles of German beer available and although you don't need to be an expert to appreciate their purity and style, or to profit from their popularity, knowledge is a useful tool when it comes to increasing sales.

Altbier - The closest the Germans come to British ale, 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 - Smooth, malty, warming, and well matured - a delicious winter warmer.

Doppelbock - Another beer made for drinking by a warm fireside. 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 - Also known as dark lager, this is 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.

Gose - Style of wheat beer brewed in Leipzig, using coriander, salt and sometimes oats. As a regional speciality it's exempt from the Reinheitsgebot. Originally spontaneously fermented by wild yeasts it is now brewed with conventional added yeast.

Hell or Helles - The name means pale or light and these beers have a mild hop character with a touch of malt sweetness.

Kölsch - Despite a pale lager appearance, this is a top-fermented style unique to the Cologne area.

Marzenbier or Festbier - 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 - 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.

Rauchbier - Literally smoked beer, an old beer style enjoying a renewed popularity due to its perfect matching with smoked meats. The distinctive smoky taste originally came from malting the barley over an open flame

Weissbier - see separate feature



WARSTEINER

The Premium German Beer with Modern Class

Today's discerning beer drinker faces a widening choice when selecting their perfect tipples in the on-trade environment. But what determines their ultimate decision? Whether it's quality, heritage, great taste or a unique point of difference, Warsteiner offers the ideal solution.

Warsteiner has been brewing one of the world's best-selling German pilsners since 1753, when Antonius Cramer first produced beer from his modest home brewery in Warstein. Since then, nine generations of the Cramer family have built Warsteiner into the world's No 1 exporting German private brewer, our beers are enjoyed in over 60 countries, including the UK.

Warsteiner's portfolio of premium German beers caters for any occasion and palate. Our flagship pilsner, the legendary Warsteiner Premium Verum is made from the finest ingredients and as a result, its

quality and taste has marked it out as one of the most sophisticated German beers on the market. The portfolio also includes Warsteiner Premium Fresh, a non-alcoholic beer, and König Ludwig products including König Ludwig Weissbier and König Ludwig Dunkel.

A complementary range of glassware further enhances the Warsteiner offering for the consumer. Our unique tulip beer glass is reminiscent of a champagne flute and has become a brand icon.

Special Warsteiner pint glasses are available for the UK market along with special fonts and a range of eye-catching point of sale materials and promotions. All reflect our international marketing theme of Modern Class, as we continue to support our on-trade customers.

Warsteiner has a long heritage of international sponsorships and partnerships around the world which are

strategic pillars for building the brand. All reflecting the Modern Class theme, activities include culinary partnerships with Palazzo in Amsterdam and Rotterdam, as well as the international Cooking School ConGusto in Milan and Rome, and the 'Bloom Award' by Warsteiner for young creative talent linked up with one of the largest of international art fairs, in Cologne.

And of course, the brand enjoys exclusive listings at numerous flagship venues such as the Hotel Adlon, Berlin, the Trump Tower Bar in New York, the Emirates Palace in Abu Dhabi and the Banyantree in Bangkok. At all of these places connoisseurs appreciate the delicate flavour of Warsteiner – which has long earned its reputation as 'the champagne of beers'.

UK on-trade enquires: *Sandra Ketter, Warsteiner International KG, Domring 4-10, 59581 Warstein, Germany. Tel: 0049 2902 88 1631 Email: sketter@warsteiner.com*

Top: Warsteiner enjoys exclusive listings at flagship venues such as the Banyantree in Bangkok.

Above right: Reminiscent of a champagne flute, the stylish tulip glass is designed to draw out the unique and perfectly balanced taste of Warsteiner.

Right: Warsteiner is recognised as one of the most sophisticated beers on the market



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Dark Side of the Beer



The more adventurous and beer curious are discovering a taste for dark beers, and there are now brands of various styles from all over the world, we list a few here, but there are others listed in the Speciality Beer List, and several Bavarian wheat beers also have a dark and Dunkel side to them.

Alhambra Negra Spain 5.4%

A real trend in 2010, this dark lager from the Alhambra brewery has seen huge interest from the on-trade due to its premium quality, depth of flavour and food matching qualities. Offering the on-trade a real point of difference, Alhambra Negra is a crisp, dark beer with earthy fruit aromas plus hints of liquorice and toasted malt on the palate.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Bernard Dark Czech 5.1%

A unique full flavoured lager produced from five types of malt, including pale, caramalt, Munich, black and roast. The chocolate and coffee aromas are balanced by floral hops, and continued on the palate. A multi award winning beer including Best Dark Lager at the World Beer Awards 2010.

Pivovar UK 017963 913589

www.pivovar.co.uk

Bohemia Regent Dark Czech 4.4%

Export lager, garnet in colour with a clean roasted malt flavour giving a full round bodied flavour.

James Clay 01422 377560

www.jamesclay.co.uk

Budvar Dark Czech 5.0%

A complex dark lager beer with roasted malt character balanced by good hop bitterness, brewed in Budweis by the legendary Budvar company. Reproducing, as closely as possible, Bohemian and Bavarian lagers until the 19th century, it is fermented for at least 90 days. The delicious roasted flavour comes from the use of three types of malt: Munich, caramel and roasted. Available on draught and in 500ml bottles it is now also on sale here in a 330ml bottle.

Budweiser Budvar UK 020 7554 8810

www.budweiserbudvar.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Calvors Dark England 4.5%

A craft lager brewer based on a farm in Suffolk. Unpasteurised lagers are brewed in small batches to traditional methods using locally grown and malted barley and whole hops. This deep red/brown lager uses four malts to produce a beautifully smooth, roasted malt flavour.

James Clay 01422 377560

www.jamesclay.co.uk

Cusquena Malta Peru 5.6%

Cusqueña (CUS-KEN-YA) Malta is a multi award winning dark lager from Peru. Brewed to the same high standards as its better known golden counterpart, but uses darker malts, and has rich notes of chocolate, coffee and liquorice.

Chilli Marketing 0870 2424 608 www.cusquena.co.uk

Freedom Organic Dark England 4.7%

Based in rural Staffordshire, Freedom were one of the early pioneers of craft brewing. This sparkling ruby brown lager with a rich latte foam is brewed with a blend of four malts, including crystal and cara malt, to create a burnt toffee multi-layered sweetness with a gentle bitterness

Freedom Brewery 01283840721 www.freedombeer.com

Kaiserdом Dunkel German 4.7%

Named after Bamberg's historic cathedral known as The Emperor's Cathedral, Kaiserdом produces its beers using the finest local ingredients and age old techniques. This heavenly Dunkel offers complexity, depth of flavour, beautiful roasted barley aromas with touches of coffee on the palate.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Konig Ludwig Dunkel German 5.1%

Almost 30 years ago it single-handedly revived the dark beer market. König Ludwig Dunkel has grown steadily in popularity over the years and has established itself as the market leader in German's dark beer category. Then, as now, it is brewed without any compromise to quality and tast.

Warsteiner 0049 2902 88 1631 www.warsteiner.com

Krombacher Dark German 4.3%

From the largest privately owned brewery in Germany, Krombacher Dark is deeply coloured and full bodied with a moderate bitterness and rich high roasted malt.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Kostritzer Schwarzbier German 4.8%

With over 460 years of brewing tradition, the Köstritzer Schwarzbierbrauerei is among Germany's oldest breweries. Founded in 1543 and located in Bed Köstritz. This is an exceptional speciality black beer. It has a light and sparkling character, well-rounded by a mild hop flavour. Barley malts give a distinctive flavour, delicate aroma. The legendary black beer was famously used by Goethe to sustain himself when he was too ill to eat. Now an integral part of German beer culture - 'a black beer with a blonde soul'.

Adnams 01502 727200 www.koestritzer.de

Lasko Dark Slovenia 5.9%

Considered the elite among Slovenian beers: this is because of its nobility and fullness, rich taste and appearance. It was traditionally brought to the table to crown a banquet, although it is more unusual nowadays, with Lasko Gold far more frequently seen.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Mexicali Dark Mexico 5.0%

What a 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. Great aftertaste.

Pierhead 01322 662377 www.pierhead.uk.com

Monteith's Black Beer New Zealand 5.2%

In the heritage of dark West Coast beers, this crisp, rich and smooth black uses five premium malts to provide chocolate and coffee characteristics and complexity. With biscuit, nutty caramel chocolate and coffee malt characteristics it is a special taste in beer that is truly remarkable.

Pierhead 01322 662377 www.pierhead.uk.com

Negra Modelo Mexico 5.3%

Known as the "cream of beer", first sold in Mexico in 1926 and the country's biggest-selling dark beer.

Molson Coors 0845 6000888 www.molsoncoors.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Paulaner Dunkel Germany 4.9%

Bavarian dark lager with a smooth, dry, quite intense malt character. Available in 33cl & 50cl bottles and 50-litre kegs.

SBD Brands Ltd 01788 891735 www.sbdbrands.com

Pelforth Brune France 6.5%

France's number one dark beer Pelforth Brune is irresistible in both taste and appearance. Mahogany coloured with spicy aromas plus some caramel and roasted malt character in its full bodied taste, this beer was originally named Pelforth 43 due to the 43kg of malt used in each mash.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Xingu Brazil 4.6%

Pronounced Shin Goo, a named after a tributary of the Amazon. An opaque, full-bodied black lager with mild bitterness which takes its colour from roasted malts and pours with a thick, tan-coloured head. Extravagant treacle and aniseed aromas lead to a sweetish tasting beer with notes of chocolate, nicely cut through with hoppiness. Inspired by an old recipe of Indian beer it has twice carried off the Beverage Testing Institute's Gold Medal for the best dark lager in the world.

PLB Group 01342 318 282 www.plb.co.uk



Beer from Bohemia

CZECH BEER

The land we now know as the Czech Republic has a turbulent history. Bohemia and Moravia were at the heart of the bloody 30 years war in the 17th century; subsumed into the Austrian Empire in 1804; wedded to Slovakia in the turmoil of 1918; gifted to Hitler by the Allies in exchange for 'peace in our time'; invaded by the Soviets in 1968; and finally divorced from the Slovaks in 1993. This seismic timeline creates a fiercely independent spirit in a country rich in culture and history – and with a blessed gift for brewing, as Simon Jenkins reports.

Given that three of its cities are called Pilsen, Michelob and Budweis, you might easily guess that beer is the lifeblood of the Czech Republic. It has been for centuries. Though the country's first commercial breweries were established around 1,000 years ago, for long before that, wealthier households would brew their own beer, both for their own families and for those of lesser means.

In 1265 Bohemian King Ottakar II granted brewing rights to the new city of Ceske Budejovice. Trade was brisk – within 35 years local brewer Zacharias was sufficiently wealthy to establish the city's hospital. Over the years, breweries came and went – Budejovice had almost 50 at one time. Its reputation for great beer

was such that when German emigrants Anheuser and Busch established their brewery in St Louis in 1875, their beer was named after the German name for the city, Budweis.

Beware Pale Imitations

Whatever fine intentions they had at the time, the American beer which carries the Budweiser name is no longer comparable to that produced in the Czech Republic, its original recipe now corrupted by the addition of rice and the almost total anonymity of any hop content.

Almost 150 years on, Budvar and Anheuser-Busch InBev continue to cross swords in the courtrooms of the world. As recently as September 2011, the European Court agreed the Americans must continue to share the trademark "Budweiser" in Britain with the Czechs. The ruling was telling: "UK consumers are well aware of the difference between Budvar's beers and those of Anheuser-Busch since their taste and prices have always been different."

"Whatever fine intentions they had at the time, the American beer which carries the Budweiser name is no longer comparable to that produced in the Czech Republic"

Too right. In a recent tasting, 94% of volunteers who tried both preferred the Czech. And a beer which has long enjoyed a loyal following in bottle is increasingly available to British drinkers on draught.



The Importance of Being Brewed Well

So what makes Budweiser Budvar so good? Well, you can start with its strict adherence to German beer purity laws; its soft water drawn from an ancient well deep below the brewery; its Zatec hops and local Moravian malt.

And then you come to its lagering time. For three months, the beer is stored in giant horizontal tanks, where it matures, softens, ripens and gathers a beautifully balanced malty, fruity, gently bitter taste. This is not merely an investment in time, but an investment in space, equipment and money.

For every extra litre of beer they add to daily production, Budvar must add an extra 90 litres of storage capacity. And as sales continue to grow, so lagering volume increases exponentially. Each time I visit the brewery, another building seems to have been added, stocked storeys high with storage tanks.

The Dark Dimension

The addition of Budvar Dark to their draught range, and the novelty of a beer font which creates a further alternative by mixing Dark and Original, has kept sales strong. A commitment to tradition, to quality, and to fighting the Americans at every turn, has kept Budvar fiercely independent. As brewery chief Jiri Bocek once told me: "Anheuser-Busch say they would like to be strategic partners. But they would be more like strategic liquidators."

Drinkers around the world are voting with their wallets. While some Czech beers have seen a decline in sales amid the recession, to the point that Czech business magazine *Hospodarske Noviny* claimed beer exports were experiencing their biggest ever crisis, Budvar's continue to grow, and now account for almost half the output of the sprawling Budejovice plant.

King of the Pils

Even so, production is dwarfed by that of Pilsner Urquell, the world's first golden lager and still the undisputed King of the pilsners, 170 years after Bavarian brewer Josef Groll first perfected the recipe.

Previously, beer from Pilsen had been second-rate, overshadowed by that of the dark lagers of neighbouring towns. Groll's beer was a crisp, golden, bottom-fermented revelation. It still is.

PU has recently attracted a small sideshow of dissenters, those who claim the beer has seen marked changes in character since the 1989 Velvet Revolution and the end of Communist control. Those who visited the Pilsen brewery in the decade or so before the Millennium talk of a way of life now past, and a complexity of taste now lost. Pitch-lined oak casks have been replaced by conical steel fermenters; lagering is now 40 days. The beer is also brewed under licence in Poland, its independence sacrificed long before it was swallowed whole by global giant SAB Miller.

"Pilsner Urquell, the world's first golden lager and still the undisputed King of the pilsners, 170 years after Bavarian brewer Josef Groll first perfected the recipe"

Yet – despite everything – PU remains a wonderful beer, remarkably bitter and refreshing, and a welcome sight for a knowledgeable lager drinker as they step across the threshold of any pub.

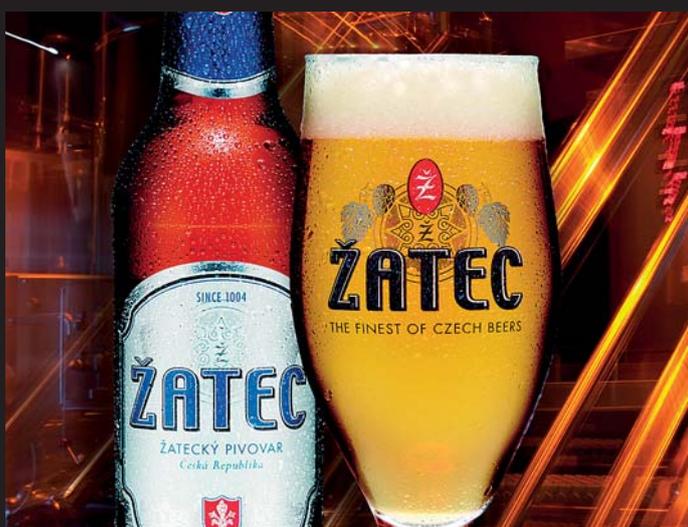
Star Performer

The second biggest brewer in the Czech Republic is Staropramen of Prague. The name means "old spring" and the beer was first brewed in 1871. Though now owned by private equity group CVC, after a period in which it was part of the Anheuser-Busch

stable, Staro remains true to its traditional brewing methods, though with a lagering time of four weeks and is distributed in Britain by Carlsberg.

This follows a brief hiatus when Interbrew switched Staro from the Smichov Brewery in Prague to Salmesbury in Lancashire – a move which offended the purists and turned off the customers in roughly equal measure.

Smooth, soft, malty and full-bodied, yet with a crisp bite as it hits the palate, Staropramen is now a big-hitter in the UK. Despite the difference in lagering times it is analogous in taste to Budvar, and is a popular sight on the bar for customers who are looking for some genuine alternatives to the big brand lagers.



Ones to Watch

As well as giving its name to a key ingredient of choice, Zatec is also a name you'll find on the map of Bohemia, and occasionally in the pub fridges of Britain. This town of 19,000 souls manages to support three breweries, one of which is dedicated to experimental brews using the local hop.

Kozel is another brand which is fast gaining a hold on the drinkers of Britain. Kozel means "goat" in Czech, but whether the beer is quite so popular in Russia, I'm not so sure. In Russian the word means "idiot". Even so, you'd be foolish not to try it, and at 4% ABV it is a deal less potent than most of the standard 5% Czech beers. Its most remarkable quality is its sharp, citric nature.

"A long-time favourite in Bohemia, draught Kozel was introduced into the UK in 2010 by owners SAB Miller and is available exclusively to the ontrade"

It is brewed at Velké Popovice, near Prague and founded in the 1870s by an industrialist from the capital who gloried in the name Frantisek Ringhoffer. A long-time favourite in Bohemia, draught Kozel was introduced into the UK in 2010 by owners SAB Miller and is available exclusively to the ontrade. A dark version is available in bottle too.

Plenty of others are available in bottle over here. Bernard, from the town of Humpolec is another fine crafted lager, though now under the ownership of Belgian giant Duvel Moortgat; slightly sweet-tasting and largely undistinguished Gambrinus is almost literally in the shadow of Pilsner Urquell, brewed right next door.

The brewery at Stasek – the town of a hundred carp lakes – was established in 1379, and produces a range of beers under the Bohemia Regent name, each lagered for at least 80 days, as local custom demands. Its slightly sweet, malty, coffeeish dark lager provides an interesting diversion.

Beware Of Cheap Imitations

I came across a beer called Bratislav during a recent trip to Tesco, and it had clearly been styled in imitation of Budvar. Brewed and bottled in Prague, its label says this is a "classic example of Czech Republic lager", though it has only been around for seven years so hardly merits "classic" status just yet. It's not a bad beer – slightly resinous, with a surprisingly rich and smoky quality to it – but pales into insignificance against some of the country's true beer classics.

Visitors to Prague would also be well advised to take in some of the city's many brewpubs, the most famous of which, U-Fleku, has been brewing for at least 500 years. Nearby U-Medvidku, also a stylish hotel, has the distinction of brewing the X-Beer range, which at almost 12% ABV is reckoned the strongest beer in the country.

1,000 years on, beer remains right at the heart of Czech life. Thanks to the wonder of international trade, for many in Britain, Czech beer is a big part of their lives, too.

DON'T MISS OUT ON THE NEW BUDVAR DARK AGE



The past year has seen a new dark age gathering pace, the Budweiser Budvar Dark age. Whether on the counter or in the fridge on-trade sales of our dark lager have doubled year on year as more and more drinkers as well as retailers discover the special qualities of Budvar Dark.

To encourage you to become one of this growing band of outlets who love our dark side we now offer Budvar Dark in a 330 bottle. It will continue to be available in the 500 package and on draught.

For further information contact salesdept@budvaruk.com

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Know The Not Known

TIGER BEER

TIGER Beer is a brand making world beer a relevant and exciting option that consumers will pay a premium to enjoy. Brewed since 1932 with its roots placed firmly in the Far East, TIGER Beer has successfully established itself in the UK by creating a presence in the top bars, pubs & Asian restaurants nationwide.

The theme of 'discovery' remains important to the brand. TIGER'S activity is being delivered through the 'Know The Not Known' campaign, which provokes curiosity and rewards engagement in a range of creative, exciting and innovative ways.

Enlightenment

'Know The Not Known' is a digitally-led campaign that relates to the 'social media savvy' consumer and includes a mix of activity including events, engaging content and consumer rewards. All the activity is spearheaded through digital channels with Facebook at its heart (facebook.com/Tigerbeeruk); supported by an iPhone app, twitter feed, flickr page and YouTube channel.

The campaign has appeared within lifestyle publications including VICE, Clash, Dazed&Confused and Empire as well as being supported by outdoor advertising.

Targeted at men in their twenties, the campaign features four leading contemporary artists from the fields of art, design, film and music who have been incorporated within a truly integrated campaign. Using a variety of hooks, consumers have been challenged to find and follow TIGER references to exclusive events and offers.

Supporting The OnTrade

Educating and supporting the on trade has been an important element of the 'Know The Not Known' campaign and TIGER has developed partnerships with outlets in key locations across the UK to help bring the activity to life.

Key elements in selling a range of premium bottled beers in any on trade outlet are visibility, trial and bar staff recommendation. Outlets are rewarded by TIGER for delivering on these 3 key elements.

Recent Activity

In July and August TIGER formed a partnership with Empire magazine for film season during which 3 exclusive indie film screenings were hosted at Soho Hotel with the cast of the respective films. For the final '8 NotKnown' event in the series held in August this year, TIGER Beer brought "The Dante Fried Chicken Show!" to London for a day of fine food and music, featuring LA's No.1 fried chicken chef Dante. Following this in September, TIGER further cemented its association with music launching a new partnership with Phonica, London's leading vinyl specialist based in Soho, regularly holding exclusive in store events. In October TIGER released the final burst of creative with David White. David is one of the UK's most sought after young set designers, who has been commissioned by brands such as Louis Vuitton and Burberry, as well as credible magazines such as AnOther and Vogue.

For further information on TIGER Beer please contact 0131 528 1000 or visit our website www.tigerbeer.co.uk

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Don't Blame It on the Sunshine

Spanish Beers

Spanish beers are often labelled 'sunshine beers', but this is misleading, suggesting that people only drink them out of sense of nostalgia for holidays. As Claire Dodd discovers, there's more to Spanish beers than sun, sea and sand.

The massive popularity of Spanish beers is certainly a great deal more complex than a simple association with the sun. So what's their appeal? Is continued growth likely? And which are the brands to watch? With a plethora of other beers now available and big brew houses and distributors constantly looking for something new to bring to the market, what, if anything makes Spanish beers stand out?

Despite an increasingly competitive world beer market, sales of beers from sunny Spain are not only holding their own, but are outshining the market. While total on-trade beer volumes have plummeted by 7.8%, and premium lager generally by 2.6%, Spanish brands are enjoying significant growth.

Star Performer

One brew frequently referred to as a sunshine beer is Estrella Damm. No doubt some drinkers recognise it from their holidays – but certainly not in the kind of numbers that are now fuelling its phenomenal growth.

Wells and Young's, who took on distribution of Estrella Damm in April 2010, are delighted with the progress of the beer from Barcelona. The brand has come from almost nowhere and has already increased its sales three-fold year on year, and is continuing to put in a stellar performance.

"Many of our customers have replaced more mainstream European lagers with Estrella Damm because consumers are simply bored with seeing the same lagers on the bar all the time"

Estrella has been a major player in its home market for over a hundred years. Wide scale, prominent (a giant bottle of the 4.6% ABV beer confronts arrivals just outside Barcelona airport) and innovative marketing in its home territory, would have suggested that any UK launch would have gone with a bang.

Initially, however, it didn't. Things got off to a slow start under AB InBev who introduced the brand to the UK in 2007. They targeted high-end, city outlets, and in the three years to 2010, volumes had only reached 100,000.

And then in April 2010 Wells and Young's took over marketing and distribution, a draught version was launched, and growth accelerated.

"Many of our customers have replaced more mainstream European lagers with Estrella Damm because consumers are simply bored

with seeing the same lagers on the bar all the time,” says Chris Lewis, marketing director.

“Estrella Damm suits premium and popular bars and pubs, and with a higher price point than competitor brands (£3.80-£4.20 for a pint), it suits venues that attract an affluent and aspiring clientele.”

A Bright Future

With an unrivalled track record for turning a relatively unknown imported beer into a must stock brand, Wells & Young’s are committed to growing Estrella still further. They believe it’s got a long way to go to achieve its full potential and support so far has included two bursts of cinema advertising during 2011. Reaching an audience of 1.8m the advert featured an endorsement by celebrity chef and Estrella Damm collaborator, Ferran Adria.

“With the rise of the “Foodie” and increased foreign travel, consumers have definitely become more discerning and adventurous when it comes to the food they eat and the beers they drink”

In addition, sponsorship of the Taste of London food festival is estimated to have reached a further 50,000, and the careful positioning alongside high end food has added to the brand’s premium credentials.

Exclusive Brands

According to Richard Yarnell, category manager for beer and cider at Mitchells & Butlers, the exclusivity of the genuine imported brands is an important factor when he’s selecting which beers the group will stock. Yarnell has placed Estrella into its most up-market chains such as All Bar One, and reports that, against a backdrop of a declining beer market, sales are proving strong.

“Spanish beer is very much an important part of the world beer category that’s still doing well, irrespective of the market.

“Though country of origin is less of a priority for people, Spanish beers do offer a point of difference to the more traditional Czech and German lagers. Beers like Estrella, that obviously isn’t bulk discounted in the off-trade, provide us with a nice little lever that we can use in the on-trade.”

Indeed, the top Spanish brands, such as Estrella, Alhambra, Cruzcampo and newest kid on the UK block, Mahou, have so far all maintained an air of exclusivity through limited off-trade availability. Certainly a major plus point for the ontrade, as exclusivity means greater potential profit margins.

Mahou

Carlsberg have had incredible success with San Miguel, but they clearly believe there is further market potential for imported Spanish beers. As of November 15, 2010 it became the exclusive distributor of Mahou. By March it had already launched the draught version of the 5.5% golden lager. But make no mistake, this



BARCELONA



speedy expansion doesn't mean that Carlsberg has its mind set on taking the beer mainstream.

As with Estrella, it's still early days and there are as yet no official figures with which to track Mahou's growth, but Carlsberg has turned down listings with major pub groups, and limited distribution almost entirely to the free trade in a bid to keep it exclusive. The company is clearly confident that the brand resonates enough with more knowledgeable drinkers, who make a point of looking for something different, and are prepared to pay a bit more for it

“Cruzcampo has always been a strong performer in the Spanish restaurant sector but in the last 12 months, the brand has also been making massive strides in picking up listings in a range of pubs and bars”

Paul Davies, director of brands and insight at Carlsberg UK, says: “Mahou ticks all of the boxes for the World Beer category - the fastest growing sector in the beer market. It is a beer with real heritage in its home market and will really appeal to beer explorers who have a desire to try high-quality imported beers with genuine provenance.”

Hot Spanish Beers

For premium brands such as Alhambra and Cruzcampo, the strategy is to bring them out of their cultural heartland - tapas bars - and into mainstream pubs. Graham Archibald, senior national account manager at specialist beer importers, Morgenrot, says: “Cruzcampo has always been a strong performer in the Spanish restaurant sector with listings in restaurants like Brindisa and La Tasca. But in the last 12 months, the brand has also been making massive strides in picking up listings in a range of pubs



and bars. In 2012 we look to ramp up listings for both the draught and the bottled formats.”

The Alhambra range of beers is extremely special and along with Cruzcampo they give Morgenrot an eclectic Spanish offering that ticks all the ‘world beer’ and ‘authentic’ boxes. And Graham believes they also have a promising future beyond the niche restaurant business: “Although the Alhambra range has seen double digit sales growth in the Spanish restaurant sector, the different beer styles and stand out packaging have also started to be recognised outside of this sector.

The Reserva has performed exceptionally well in the B@1 bars and the dark lager Alhambra Negra has also been incredibly successful in picking up new listings and more importantly keeping them”

So why does he think that the world beer category is continuing to grow? “With the rise of the “Foodie” and increased foreign travel, consumers have definitely become more discerning and adventurous when it comes to the food they eat and the beers they drink,” he explains. “They’re moving away from tasteless so called “international” beers which are brewed under licence in the UK and are instead searching out authentic brands which have interesting histories, exciting taste profiles and real provenance”

And that's one thing that everyone can agree on: you have to give consumers a convincing reason to pay more. David Gwalliam, senior purchasing manager for Orchid Groups pubs, which stocks Estrella, says:

“I think it's more about being a world beer in general than a Spanish beer because I think people have probably had enough of the traditional, premium mainstream lagers and are looking for something a bit different. And people continue to be willing to pay more for something they see as a bit different and a bit special.”

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Latin Lovers

South America

Tweak your moustache, tilt your sombrero and raise a bottle to the beers from South America. Born of sunshine, South American beers offer a ray of light in the gloom of declining beer sales

Since way back in the 80s, when some marketing genius stuck a wedge of lime into a bottle, and called it 'designer lager,' South American beers have had a starring role in the world beers. Though no-one claims they've reinvented the wheel, they are consistently good sellers and crucially, they're pretty unisex. And judging by the amount of investment being poured into the brands by owners and distributors there's plenty of room for growth yet.

2010 was a great year for such beers as Corona, Sol, Cusquena, Quilmes, Cubanero, Mexicali et al. And, after a year of building solid foundations under the brands, it's perhaps not a surprise that 2011 proved just as successful. However, such growth hasn't been achieved without a bit of turbulence.

Coors Takes Corona

In a dramatic move that began a game of musical chairs in the UK's Hispanic beer sector, Grupo Modelo ceased its 15-year distribution deal for Corona Extra with Wells & Young's in late 2010 and moved across to Molson Coors, on the promise of weighty marketing support. Has Coors stuck to its word?

Molson Coors duly put £5 million behind what it called the brand's biggest ever marketing campaign. Darius Barrows, senior brand manager for Corona Extra estimates that it reached 20.6 million consumers during 2011, with activity including, confusingly, a campaign to bring 'a taste of Ibiza spirit' to the UK. The campaign offered trips to the Spanish island as prizes in a promotion designed

to drive the rate of sale in both the on and off-trade, with an on-trade focus on five bottle bucket deals.

"We've invested more than ever in the brand with strong promotions in the on and off-trade to increase footfall, rate of sale and ultimately profit for our customers," he says.

Sol Survivors

Another brand in this multiple beer shuffle is also looking to aggressively grow share. Sol and the Dos Equis brands left the Molson Coors stable and found a new home with Heineken, following the company's purchase of Mexican brewer FEMSA. Since then Rick Lawrence, marketing manager for Amstel & Sol at Heineken, says the strategy has been to get the brand into the outlets of existing customers.

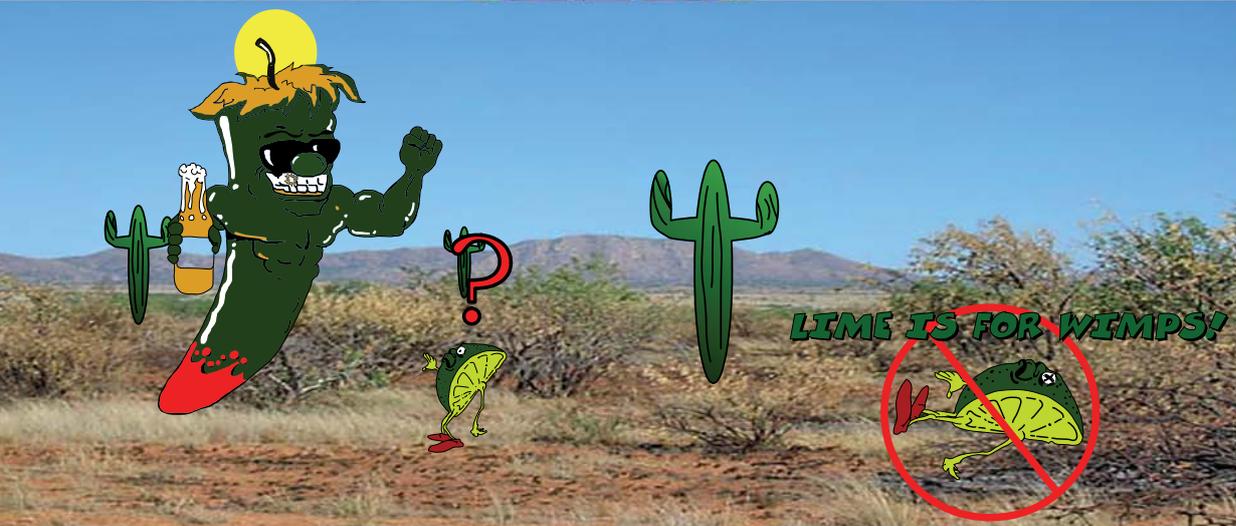
"People have adopted a quality rather than quantity attitude and want something different to enhance their social experience. The on-trade needs to give consumers a reason to cross their threshold"

"Sol is a tactical brand that plays a tactical role in helping us grow a portfolio" he says. "When you look after a brand the size of Sol, in an organisation the size of Heineken, we're less focused on market share and more focused on what proportion of our current customers are currently taking it.

"When a customer takes Corona out and puts Sol in, in the majority of cases it won't be because they think they're going to sell more beer, as they sell pretty equally. It's about the relationship, and operationally using fewer suppliers." This approach is working; the brand is in 20% yoy growth and now worth around £50m in retail sales. Amber Taverns has just removed Corona in favour of Sol across its 78 pubs.



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Cubanero
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A World of Choice

But if Amber Taverns feel it is one or the other, Wetherspoon does not share that view. Spokesman Eddie Gershon says: "We stock both. We are particularly keen to offer a range from across the world. Sol and Corona are probably two of the more established beers and that is a good enough reason to stock them."

"But Wetherspoon is always keen to bring in new brands and yes, if we felt that there was a good beer out there from South America, we would be keen to add it to our list of beers on offer."

Beyond the Big Boys

So what other beers are pushing through to take on the might of the big two?

Cusquena, the brew from the mountains of Peru continues its ascent in the high end of the market, and is outperforming the market with strong double digit growth year on year. Importer, Chilli Marketing's MD, Gareth Whittle says "Our target consumer remains the discerning, beer enthusiast actively looking for a brand with both heritage and flavour. We expect to deliver further growth in 2012, with a firm focus on seeking listings with key on-trade outlets offering their customers something different from the 'norm'"

Morgenrot is also concentrating on high-end outlets with stylish Argentine brand Quilmes, which has put on an impressive performance through premium outlets such as Floridita, Be@one and Guanbara. Senior national account manager, Graham Archibald says: "Quilmes has gained a host of new listings including the Pitcher & Piano outlets, which have definitely helped sales surge during the summer months, we're confident that it is still only the beginning for brand in the UK."

Cuban Cool

Drinks distributor, Pierhead Purchasing has two Cuban beers on its books, Cubanero Fuerte and Palma Cristal, a niche Sam Johnson of Pierhead, believes will drive sales.

"Being the only UK importer for Cuban beers we have been quite successful," she says. "The 'Cuban experience' is becoming very popular of late with more and more restaurants and bars popping up."

"Wetherspoon are particularly keen to offer a range from across the world. Sol and Corona are probably two of the more established beers and that is a good enough reason to stock them"

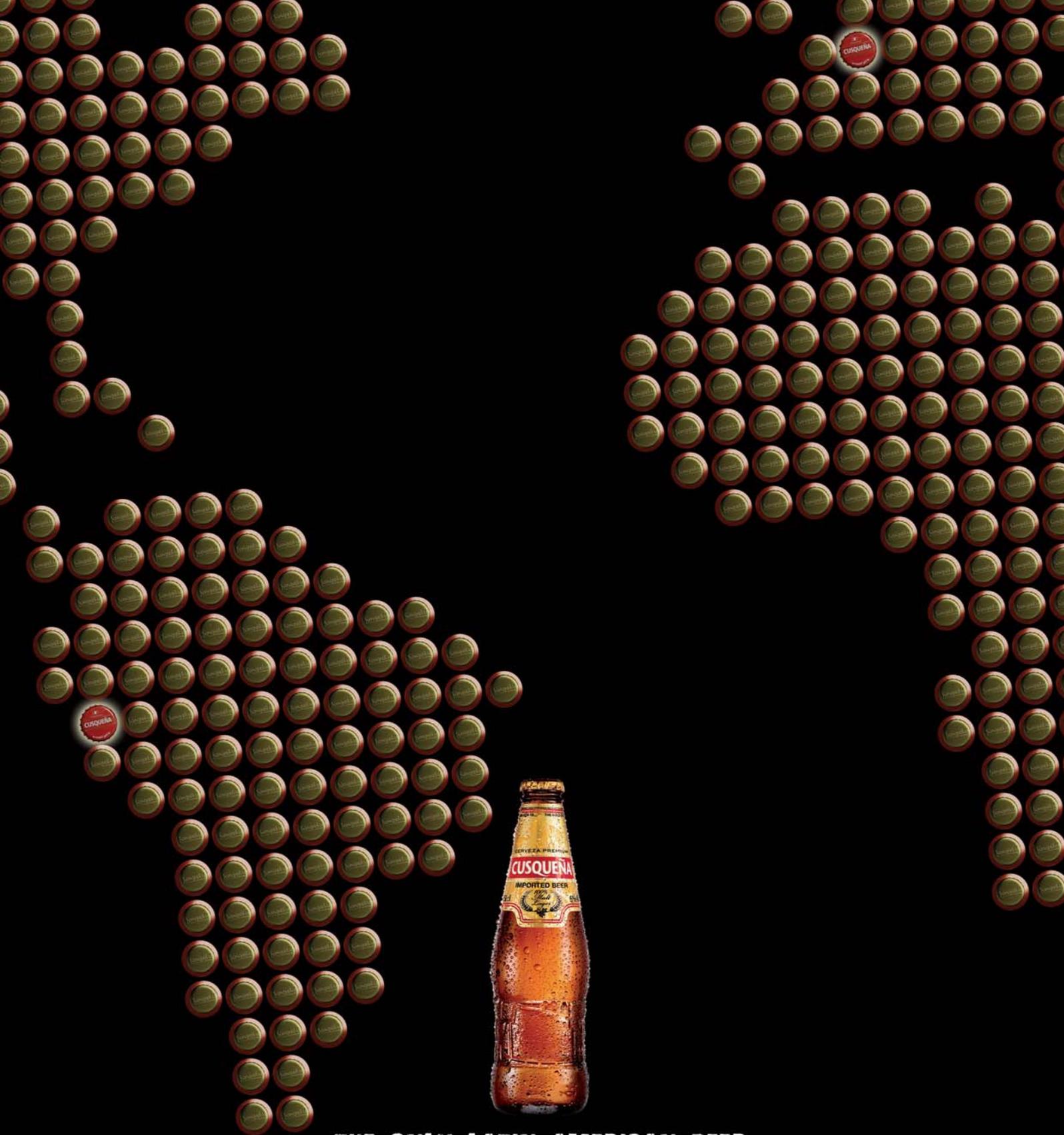
"We have had record sales for these beers this year and we feel it's because people have adopted a quality rather than quantity attitude together and want something different to enhance their social experience. The on-trade needs to give consumers a reason to cross their threshold."

"The need and interest is there. If people can't get these diverse offerings when they go out then what's stopping them from drinking at home?"

Sam makes the point that licensees need to be strategic in their choices of bottled beers. With more and more 'world beers' entering the market, it's no longer just brand image and consumer awareness that's important when choosing a range. Each brand in your fridge has to be doing a very different job than its neighbour, and happily that's where South American beers come into their own.

Chilli's Gareth also believes it's important to look for something different "Whilst the world beer category grows, the 'authentic' world beer category remains fresh and exciting. Authentic 'from source' beers will always entice and excite the discerning consumer as they offer something a little bit more exotic, something that is less 'safe' - and South American brands certainly tick this box."





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The French Collection



In the heart of Hochfelden, an Alsace village just a stone's throw from Strasbourg, Brasserie Meteor has been producing beer with expertise and dedication since 1640.

A family-run business for the past 7 generations, the Brewery is today managed by husband and wife team Michel and Yolande Haag and boasts of being the oldest family-owned independent brewery in France.

French Style

Meteor Blond gives high profile bars and restaurants the chance to offer an authentic premium French Beer to the more discerning drinker.

Available in 330ml bottles and on draft in 30 litre key keg. Light and disposable, Key keg has provided Meteor with a unique opportunity to consistently deliver brewery fresh beer for the consumer, while providing a more manageable product for the retailer.

Biere d'Abbaye

Most recently Wendelinus Biere d'Abbaye has been introduced to the UK in 330ml packaged and, with the first draft installation due to take place imminently, looks set to follow the pattern of its emerging sibling brand.

Feedback and success have been positive throughout 2011, and Brasserie Meteor together with UK Importer Casa Julia are planning continued growth for 2012. Stockists are supported by quality glassware, and POS, along with other bespoke packages designed to reinforce the brands' heritage and quality. Licensees can be confident that Brasserie Meteor beers will appeal to drinkers of quality imported beer as well as those looking for stylish craft beer.

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Lager List

Alhambra Premium Lager Premium 4.6%

The Alhambra brewery was founded in Granada in 1925 and is named after the city's magnificent Alhambra Palace. Alhambra Premium Lager is the brewery's largest volume brand and carries the characteristic stamp of Alhambra beer. It pours a stunning golden colour with herbal and lemony fruit aromas on the nose and offers a refreshingly crisp finish with citrus undertones.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Alhambra Especial Premium 5.4%

Like all the Alhambra beers, this elegantly presented premium lager benefits from finest ingredients used in the brewing process including water from the Sierra Nevada snow-capped mountains. A deep golden colour, Alhambra Especial is smooth, bold and rich in both texture and flavour with fruity and honeyed malt undertones.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Matthew Clark 01275 891400

www.matthewclark.co.uk

Alhambra Reserva Premium 6.4%

Regarded as a connoisseur's lager, Reserva 1925 is developed over a low fermentation period of 35 days. This full-bodied, amber delight has a malted, caramel-like aroma with earthy tones and a bittersweet herbal finish. Voted 'World's Best Standard Premium Lager' at the 2009 World Beer Awards, it is presented in a sleek, embossed ultra stylish bottle making it just as at home in style bar, pub or restaurant.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Matthew Clark 01275 891400

www.matthewclark.co.uk

Alhambra SIN Low Alcohol 1.0%

Brewed using a natural and exclusive process, the formation of alcohol is prevented without any loss in flavour. A mild, bitter taste on the palate, with a good and consistent head. The world's best low alcohol lager.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Amstel Premium 4.1%

Amstel, the No 2 beer in Europe, available on draught and in bottles, is closely associated with the 'perfectly chilled' atmosphere of its home city Amsterdam.

Heineken 08457 101010

www.heineken.co.uk

Animee New 4.0%

A range of beer aimed at women, available in Clear Filtered, Crisp Rose and Zesty Lemon flavours.

Molson Coors 0845 6000888

www.molsoncoors.com



Asahi Premium 5.0%

Brewed to the same standard that it is in Japan, using identical ingredients - the finest water, malt, hops, maize and rice. The result is a clean crisp beer with a refreshing taste. Available on draught as well as in bottles.

Shepherd Neame 01795 532206

www.shepherdneame.co.uk

Bavaria Premium 5.0%

A refreshing and very crisp tasting import from an independent Dutch brewer, supported by sport sponsorship and TV advertising. Available on draught and in bottle.

Bavaria UK 01283 507970

www.bavaria.com

Bavaria Malt Alcohol Free 0.0%

A great tasting alcohol free lager, this unique beer is brewed with absolutely no alcohol at all. Available in bottle.

Bavaria UK 01283 507970

www.bavaria.com

Bavik Premium Pils Belgium 5.2%

Award-winning golden lager. Smooth, firm with a floral aroma and hoppy notes, typical of the Belgian style. Available in 25cl bottles, 33cl cans and 30-litre kegs.

SBD Brands Ltd 01788 891735

www.sbdbrands.com

Beck's Premium 5.0%

The UK's favourite imported beer (Nielsen & CGA 2011) and is brewed in accordance with the Reinheitsgebot. Beck's has a long, rich history of independent thinking. From 1874 when it was the first German brewery to use green bottles instead of the standard brown to the Beck's Art Labels launched 25 years ago.

InBev 01582 391166 www.inbev.com

Beck's Vier Mainstream 4.0%

Matured at sub zero temperatures to ensure a smooth taste and crisp finish. It is the fastest growing beer brand in the UK on trade. Unlike most standard lager brands, Beck's Vier is produced in the EU, brewed to German Reinheitsgebot purity laws and imported.

InBev 01582 391166 www.inbev.com

Beer Lao Premium 5.0%

A premium authentic rice beer brewed in Laos from a unique blend of the finest European and Laotian ingredients, a fusion of the best traditions of East and West.

Cave Direct 01622 710339 www.cavedirect.com

Birra Moretti Premium 4.6%

A genuine Italian import with a golden colour produced from the top quality malt that has been used in the brewing process for 150 years.

Heineken 08457 101010 www.heineken.co.uk

Birra Poretti Premium 5.0%

A floral, fruity flavoured lager brewed in Italy it has a cleaner, less grainy flavour than other Italian beers making it the perfect accompaniment to traditional Italian food.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Bitburger Drive Low Alcohol 0.5%

A genuine Bitburger beer, with all the pils flavour and only a 'Bit' of alcohol. The impressive taste is due to the unique way it's produced, brewed exactly the same way as the full strength Bitburger pilsner. Only when the beer has matured completely is the alcohol gently removed - leaving a fresh tasting Pils with all of the characteristics you would expect from Bitburger.

Adnams 01502 727200 www.noteveryonewillgetit.com

Bitburger Premium Pilsner Premium 4.8%

Germany's number one draught lager, brewed exclusively at source in the German town of Bitburg, in accordance with Germany's ancient beer purity laws, using only 4 ingredients; barley, finest, dry Bavarian hops, pure, clean Eifel mountain water and yeast from their own pure culture sources.

Adnams 01502 727200 www.noteveryonewillgetit.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Bohemia Premium 4.8%

Bohemia was produced to celebrate Mexico's heritage and culinary excellence. Bohemia is made using a combination of the finest ingredients to create a top quality beer which is bold and full bodied in flavour, and the perfect match for Mexican and strong flavoured foods.

Global Brands 01246 216000 www.globalbrands.co.uk

Bohemia Regent Premium 5.0%

Superb quality, genuine import from the Czech Republic, this beer is extremely popular in the rest of Europe and is now available on draught in the UK.

JW Lees 0161 643 2487 www.bohemia-regent.co.uk

Brahma Premium 4.8%

A beer with Brazilian flair, brewed in Rio since 1888. Brahma is one of the world's top ten beer brands, with a distinctive, easy-drinking taste that is low in bitterness and has a fruity aroma. Even the bottle seems to sway a little - that's why we designed it with that extra curve.

InBev 0158 239 1166 www.inbev.com

Brooklyn Lager Premium 5.1%

Award winning craft brewed lager imported from New York. Dry hopped, fresh and flowery with a firm flavour it is now available in very limited quantities on draught.

James Clay 01422 377560 www.jamesclay.co.uk

Bud 66 Mainstream 4.0%

A lightly carbonated lager brewed with a touch of sweetness for a smooth, easy taste.

InBev 0158 239 1166 www.inbev.com

Bud Premier Select Super Premium 7.6%

This beer is brewed with Saaz hops and Moravian malt, a 100 year old strain of yeast and water from the brewery's own ice age lake, and is then fermented for 250 days, giving it its unique flavour and super strength. Described as Budvar Original with a go-fast stripe, and hailed by Esquire magazine as "the greatest beer in the world". Available in 330ml bottles.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Budweiser Budvar Premium 5.0%

The number one imported Czech lager and one of the UK's best selling premium brands. A perfect blend of magnificent local ingredients combined with a fermentation period of not less than 90 days gives this beer its soft malty nose, bittersweet palate and fruity finish. Only ever brewed in Budweis using natural ingredients, this beer is a legend among lovers of fine beer. !

Matthew Clark 01275 891400 www.matthewclark.co.uk
Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Budweiser Budvar Non Alcoholic 0.4%

New to the UK but brewed since 1992 it has established itself amongst Czech drinkers as one of the leading products of its kind. The secret of its success is that it is brewed very much like Budvar Original using the same Saaz hops and Moravian barley malt but primary fermentation is so designed as to ensure an ABV of 0.4%. Available in 330ml bottle.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvar.co.uk

Budweiser Premium 4.3/5.0%

Known as the 'Great American Lager' A medium-bodied, crisp, pure beer with blended layers of premium American and European hops. Brewed since 1876 – Budweiser has been universally popular, transcending regional tastes ever since and is now sold in more than 80 countries around the world.

InBev 0158 239 1166 www.inbev.com

Carling Mainstream 4.0%

Britain's best selling beer for over 3 decades, brewed using 100% British Barley to ensure the perfect pint every time.

Molson Coors 0845 6000888 www.molsoncoors.com

Carling C2 Low Alcohol 2.0%

A mid-strength lager specially brewed to 2% to contain all the taste of Carling but with half the alcohol.

Molson Coors 0845 6000888 www.molsoncoors.com

Carling Premier Premium 4.6%

The smooth tasting premium lager dispensed using Extra Cold technology, gives you a great tasting pint that keeps its head to the bottom of the glass.

Molson Coors 0845 6000888 www.molsoncoors.com

Carlsberg Mainstream 3.8%

"That Calls for A Carlsberg." Carlsberg has proud, longstanding football relationships and is the Official Beer of the England Football Team.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Carlsberg Export Premium 5.0%

"That Calls for A Carlsberg."

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Carlsberg Special Brew Premium 9.0%

The UK's number one super-strength lager.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Casablanca Premium 5.0%

Produced by Brasseries du Maroc, this is the leading domestic and export beer brand from Morocco, and has a perfect balance of malt sweetness with a clean hop finish. A pale straw colour with hints of malted grain and bread. An ideal accompaniment to the ever popular North African cuisine.

Pierhead 01322 662377 www.pierhead.uk.com

Celt Lager Premium 5.0%

From the Celt Experience Brewery in Wales this slow mashed, hand produced beverage, with a continental hop presence. The resulting beer has a refreshing and spicy flavour that the drinker will immediately love. A real crafted lager, bottom fermented with pilsner yeast.

Pierhead 01322 662377 www.pierhead.uk.com

Cobra Premium 5.0%

Award-winning Cobra Beer is brewed to an authentic Indian recipe using only the finest natural ingredients. A unique blend of barley malt and yeast with maize, hops and rice gives Cobra its distinctive, clean and extra smooth taste.

Molson Coors 0845 6000888 www.molsoncoors.com

Cobra 0.0 Alcohol Free 0.0%

Alcohol-free beer that will appeal to sophisticated drinkers. It is a full-flavoured and well-rounded alcohol-free beer with a hint of sweetness on the tongue and incorporates Cobra's trademark drinkability and smoothness.

Molson Coors 0845 6000888 www.molsoncoors.com

Coors Light Premium 4.5%

A light tasting beer first brewed in the Colorado Rockies in 1873. It is the seventh biggest beer brand in the world.

Molson Coors 0845 6000888 www.molsoncoors.com

Corona Extra Premium 4.6%

The best-selling Mexican beer in the world and in the UK. It is also the world's fourth best-selling brand. Serve with lime.

Molson Coors 0845 6000888 www.molsoncoors.com

Cristal Pilsner Premium 4.8%

A light and easy drinking, Belgian Pils with a well-balanced malty flavour and light hoppy finish. Available on keg or bottled.

Cave Direct 01622 710339 www.cavedirect.com

Cruzcampo Premium 4.8%

Spain's number one authentic lager dating back to 1904 and one of the biggest volume Spanish brands in the UK. Proudly brewed at source in Seville, Cruzcampo is golden in colour, with a malty aroma and a clean, refreshingly crisp finish, which leaves you wanting more.

Morgenrot Group 0845 070 4310 www.morgenrot.co
Matthew Clark 01275 891400 www.matthewclark.co.uk

Cubanero Fuerte Premium 5.4%

Brewed by Cerveceria Bucanero this strong and full-flavoured, beer is made from the most natural and freshest ingredients, with superior malt and blended with just a touch of Cuba's finest sugars. 100% original Cuban beer. Full flavoured with subtle malt undertones whilst maintaining refreshing sweet notes.

Pierhead 01322 662377 www.pierhead.uk.com

Curious Brew	England	4.7%
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A truly premium lager beer. Brewed in England with precision and passion to create a uniquely satisfying, drier, cleaner, fresher, lager beer. Using East Anglian malt, saaz and cascade hops, then re-fermented using Champagne yeast before adding a "dosage" of the rare and fragrant Nelson Sauvin hop, before cold filtering this unpasteurised beer into bottle.

Cave Direct 01622 710339 www.cavedirect.com

Cusqueña	Premium	5.0%
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Cusqueña (CUS-KEN-YA) is brewed using the finest natural ingredients, including 100% malt, Saaz hops & pure glacial melt water from a staggering source, 18,000 feet high in the Peruvian Andes. Genuinely brewed at source for nearly a century, in accordance with German purity laws, this exceptional multi-gold award winning lager is intensely crisp with a rich, yet clean refreshing aftertaste.

Chilli Marketing 0870 2424 608 www.cusqueña.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

DAB	Premium	5.0%
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Brewed by the largest brewery in Dortmund under the strict German Purity Laws laid down in AD 1516, DAB ORIGINAL is a full flavoured, smooth Dortmunder lager with a firm, rounded palate. Winner in World Beer Awards 2007. Exported to over 50 countries worldwide.

James Clay 01422 377560 www.jamesclay.co.uk

Dos Equis Lager	Premium	4.5%
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Brewed using the Krausen brewing process, Dos Equis is a refreshing 'pilsener' style beer from Mexico.

Heineken UK 08457 101010 www.heineken.co.uk

Estaminet Pils	Premium	5.2%
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The latest example of PALM Breweries' craftmanship. A thirst-quenching, refreshing golden-yellow pilsner with a subtle hop aroma, low alcohol content and distinct fruity flavour.

PALM UK 0795 79 41 428 www.palmbreweries.com

Estrella Damm	Premium	4.6%
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Estrella means star in Spanish, and is associated with good times, like Barcelona itself, where the beer is brewed - cosmopolitan and passionate yet at the same time relaxed, festive and welcoming.

Wells & Youngs 01234 279298 www.wellsandyoungs.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Fischer Tradition	Premium	6.0%
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Brewed in Strasbourg - the heart of France's brewing industry, Fischer's Tradition lager dates back to 1821. It is amber in colour, lightly hopped and delivers strong malt flavors with fruity undertones. This smooth and low carbonated lager is available in authentic, crowd pleasing swing top bottles.

Morgenrot Group 0845070 4310 www.morgenrot.co

Foster's	Mainstream	4.0%
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Second biggest selling lager in the UK now accounts for 28% of all draught standard lager sold in the country. Annual sales on draught, in can and bottle total £1.5 billion and more than 1.5 million pints are sold in the UK everyday.

Heineken 08457 101010 www.heineken.co.uk

Furstenberg	Premium	5%
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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. First introduced into Scotland in the 1970's where it is well-known as 'Fursty'.

Branded Drinks 0870 066 0947 www.brandeddrinks.co.uk

Grolsch	Premium	5.0%
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Untraditional since 1615, the classic premium Dutch lager, owes its superb quality to the selection of the finest ingredients, a totally natural brewing process & the unique combination of two hop types; taste and aroma hops, discovered by Peter Cuyper in the mid 1600s and still used today.

Molson Coors 0845 6000888 www.molsoncoors.com

Grolsch Blond	Premium	4.0%
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Launched exclusively in the on-trade in 2008, Grolsch Blond is a great tasting continental lager, imported from the Royal Grolsch Brewery in Holland.

Molson Coors 0845 6000888 www.grolsch.com

Hacker-Pschorr Munich Helles	Premium	5.5%
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In Bavaria, this beer is recognized as the benchmark of the lager style and the Hacker-Pschorr Brewery is known as Bavaria's Heaven - Munich Gold represents the real thing from one of the oldest breweries in Munich.

Cave Direct 01622 710339 www.cavedirect.com

Heineken	Premium	5.0%
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Heineken was reintroduced to the UK in the form of its genuine premium variant in 2003 and is available on draught and in bottles. The brand is supported by consumer promotions, including TV advertising that promotes the quality continental serve.

Heineken 08457 101010 www.heineken.co.uk

Holsten Export	Premium	4.7%
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A traditional German lager brewed in accordance with the Reinheitsgebot purity law. This classic, continental lager combines a full bodied malty sweetness with flowery hop overtones and finishes with a spicy aftertaste.

Shepherd Neame 01795 532206 www.shepherdneame.co.uk

Holsten NA	Alcohol Free	0.0%
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All the taste of genuine lager but without the alcohol.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Holsten Pils	Premium	5.5%
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The original Premium Packaged Lager with a distinctive taste because more of the sugar turns to alcohol.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Holsten Vier	Mainstream	4.0%
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Distinctively flavoured, easy drinking lager.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

James Boags	Premium	5.0%
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In 1853 James Boag commenced his brewing tradition on the banks of the Esk River in Launceston, Tasmania. In 1881 the Esk Brewery was established. Under the leadership of James Boag & son the brewery quickly established a reputation for brewing the highest quality beers. This Beer is fermented at a lower temperature than most Australian lagers with an extended maturation period. This combines with a mixture of kettle and late hopping to yield a crisp pale lager which perfectly complements fine food.

Pierhead 01322 662377 www.pierhead.uk.com

Jever Pils	Premium	4.9%
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One of the most bitter, hoppy beers in the world, as indicated by 'herb' on the label.

James Clay 01422 377560 www.jamesclay.co.uk

Kaiserdome Helles	Premium	4.7%
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A family run, proudly independent brewery, Kaiserdom's beers have been perfected over 300 hundred years and are enjoyed in 5 continents around the world. This traditional Munich style Helles beer is golden in colour and has a malty sweetness with a slight bitterness on the finish.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Kaiserdome Pilsener	Premium	4.8%
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The Kaiserdom brewery was founded in 1718 in Germany's brewing epicentre of Franconia, which boasts the highest density of breweries in the world. The brewery's flagship brand Kaiserdom Pilsener is a pale, finely hopped lager with a distinct aromatic dryness.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Kaltenberg HELL	Mainstream	4.1%
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Brewed to the Reinheitsgebot of 1516 (the German Purity Law), HELL is brewed using only 4 natural ingredients – water, malt hops and the unique Bavarian yeast from the Kaltenberg Brewery. Kaltenberg HELL is a smooth, refreshing 4.1% Bavarian lager with no aftertaste.

Daniel Thwaites 01254 686868 www.thwaites.co.uk



Kirin Ichiban	Premium	5.0%
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A world Top 10 beer brand and Wells & Young's is the only brewer outside Japan, other than Anheuser Busch, licensed to brew this super-premium beer using the legendary and demanding Shibori process.

Wells & Youngs 01234 279298 www.wellsandyoungs.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Konig	Premium	4.9%
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König (the German word for 'King') is one of Germany's most popular pilsener beers. Pale gold in colour, it has a light, refreshing taste and distinctive hop aroma. It is also one of Germany's oldest pilsener beers, brewed at the König brewery in the German city of Duisburg since 1858, according to the German purity laws.

Adnams plc 01502 727200 www.adnams.co.uk

Kozel	Premium	4.0%
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Brewed in the small Czech village of Velke Popovice (pronounced Velce-pope-viche) since 1874. It is an easy to drink, flavoursome beer with low bitterness, full body and creamy head. The most widely exported Czech lager and is now available in the UK, exclusive to the ontrade on draught.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Krombacher Pilsener	Premium	4.8%
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Germany's best selling pilsener from the Krombacher Brauerei founded in 1803. Traditionally brewed using Hallertau hops and summer barley malts, it is well balanced with a slight bitterness and a wonderful crisp finish.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Kronenbourg 1664 Premium 5.0%

Kronenbourg 1664 continues to build on its position as the UK's second-biggest selling premium lager. and its reputation as the premium quality lager was enhanced by consecutive gold medal wins at the prestigious Brewing Industry International Awards.

Heineken 08457 101010 www.heineken.co.uk

Krušovice Imperial Premium 5.0%

The Imperial Beer of Bohemia since 1583 when the Emperor Rudolf II liked the Beer so much he bought the brewery. Brewed using spring water and Zatec hops. It is a traditional full-bodied Czech lager with a rounded finish. Gold Medal winner at the 2006 World Beer Cup.

Branded Drinks 0870 066 0947 www.brandeddrinks.co.uk

Lech Premium 5.2%

The 2nd largest Polish brand in the UK market, brewed at the Poznan Brewery where the finely tuned production process guarantees the highest quality and a refreshing taste. Lech offers perfect refreshment and refined bitterness. Its thick white head maintains the bouquet long after the bottle has been opened.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Lowenbrau Premium 5.0%

Brewed since 1383 & still produced in Munich according to the German Reinheitsgebot (purity law) that dates back to 1516. A genuine import, available exclusively on draught in the UK. aA refreshing yet characteristic beer, slightly dry, spicy, with a trace of malt and delicately bitter.

InBev 01582 391166 www.inbev.com

Lucky Beer Premium 4.8%

A true Asian style lager beer for all occasions. 100% natural in accordance with the "green" culture. Lucky is delivered in an iconic Buddha shaped bottle symbolising wealth, happiness and life fulfilment. Naturally clean and fresh with a light aroma of hops with nuances of honey.

Pierhead 01322 662377 www.pierhead.uk.com

Mahou Premium 5.5%

Authentic Spanish lager available on draught and in bottles, imported from Madrid.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Menebrea 1846 Premium 4.8%

An award winning, hand crafted beer from Italy's oldest brewer. Additive free, it's the only Italian lager still brewed using a completely natural "slow fermentation" process.

James Clay 01422 377560 www.jamesclay.co.uk

Meteor Premium 4.6%

A traditional blond Biere d'Alsace. Discover a rich foam, golden colour and lightly hopped Blond Beer. Delicate on the palate with a fresh, clean and crisp taste to finish.

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Mexicali Lager Premium 5.0%

Original formula is bright deep golden yellow in colour. The aroma is of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet and just a perfect balance of 2 row barley malt, Chinook, Mt. Hood and Peerless hops that culminate to a very clean and semi-dry finish.

Pierhead 01322 662377 www.pierhead.uk.com

Miller Genuine Draft Premium 4.7%

Created in 1986 as the world's first cold filtered draft beer in a bottle using a four times cold filtering process. Cold filtering removes impurities, giving Miller Genuine Draft its remarkable clarity and crisp freshness. Its unique production process, using no heat, instead sees the beer filtered at near freezing temperatures using porous ceramic filters, repeating this process four times locks in its brewery fresh taste.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Modelo Especial Premium 4.4%

A hand crafted super premium imported Mexican pilsner style beer in a distinctive bottle.

Molson Coors 0845 6000888 www.molsoncoors.com

Mongoose Premium 5.0%

Brewed to an original Indian recipe, Mongoose is brewed with Hallertau and Hersbrucker hops. Its exceptional smoothness and soft carbonation make it the perfect match for Indian food.

Wells & Youngs 01234 279298 www.wellsandyoungs.co.uk

Monteith's Golden Premium 5.0%

Brewed to the heritage of brewing in Munich Germany. A special yeast strain and selected fermentation conditions allow the master brewer to develop a crisp natural freshness from the lager yeast during maturation. This smooth malty lager has mellow hop character & cashew nut richness - a superb accompaniment to smoked salmon and many other foods.

Pierhead 01322 662377 www.pierhead.uk.com

Monteith's Pilsener Premium 5.0%

A bohemian-style Pilsner, brewed in the heritage of extremely hopped blonde beers from Eastern Europe. With an explosive hop tang, its refreshing cleansing attributes come alive with peppery and spicy meals that complement its strong herbaceous bitterness.

Pierhead 01322 662377 www.pierhead.uk.com

Monteith's Radler Premium 5.0%

A refreshing fruity lager beer. Radler originates from Bavaria. First created in the early 1920's by the owner of a Gasthaus, in search of an invigorating brew for the many cyclists (Radler in German) & hikers who visited his alpine guesthouse, they developed an easy drinking lager beer with a citrus twist. An invigorating tangy fruit character and zesty finish make it a great match with lighter foods, especially seafood & salads.

Pierhead 01322 662377

www.pierhead.uk.com

Moosehead Premium 5.0%

Golden lager that is light in body and highly refreshing. Offering a fine balance between malt sweetness and hop bitterness. Made from an age-old yeast culture, it is brewed longer to impart its unique flavour.

Pierhead 01322 662377

www.pierhead.uk.com

Moosehead Light Premium 4.0%

Known to many as 'Moose Light', a true Canadian-style lager. It is fully fermented & aged, producing a crisp, highly refreshing beer with a smooth aftertaste & well balanced flavour.

Pierhead 01322 662377

www.pierhead.uk.com

Moritz Premium 5.4%

A pale, blond lager from Barcelona. Great history, great beer. Spanish sunshine in a bottle.

Cave Direct 01622 710339

www.cavedirect.com

Mythos Premium 4.7%

The No.1 Authentic Greek Beer. A refreshing, easy-to-drink lager, with a blonde colour and rich head. It expresses the Greek lifestyle and way of thinking, and on a broader scale it is representative of Mediterranean way of life. Brewed using select varieties of malt barley and hops.

Adnams plc 01502 727200

www.adnams.co.uk

Oranjeboom Mainstream 4.1%

Judged 'The Best Draught Lager in the World' at the 2002 BIIA. A light continental pilsener style lager with all the body and flavour of a higher alcohol brew.

Shepherd Neame 01795 532206

www.shepherdneame.co.uk

Oro di Milano Premium 5.1-8.2%

A range of beers from an Italian craft brewery, including Puro Malto, Doppio Malto and Riservio Speciale.

Cave Direct 01622 710339

www.cavedirect.com

Pabst Blue Ribbon Premium 4.7%

An American style Premium lager crafted with a hefty infusion of 6row barley carefully balanced with domestic hops blended with an imported Yugoslavian variety. Pabst as a brewery has won more awards at the Great American Beer festival than any other brewery.

Pierhead 01322 662377

www.pierhead.uk.com



Pacifico Clara Premium 4.4%

Imported pilsner style beer brewed with water from fresh springs in the Mazatlan province of Mexico.

Molson Coors 0845 6000888

www.molsoncoors.com

Matthew Clark 01275 891400

www.matthewclark.co.uk

Palma Cristal Premium 4.9%

The authentic Cuban beer, - its personality & truly refreshing taste has made it the favourite & most popular beer in Cuba, the brand of choice for 80% of Cuban consumers & a favourite amongst tourists. Each bottle is stamped with the Royal Palm tree, the national tree, which symbolizes the authenticity of this fine beer. Brewed with top quality malt & natural water from a deep spring source making it crisp, light & refreshing with a revitalising light hop flavour.

Pierhead 01322 662377

www.pierhead.uk.com

Pelforth Blonde Premium 5.8%

Established in 1914 in Northern France, the brewery's flagship brand - Pelforth Blonde is a lager-styled beer with a clean, malty, thirst quenching taste that belies its strength.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Peroni Gran Riserva Premium 6.6%

A full flavoured lager brewed from Saaz hops and Prisma barley malt.

James Clay 01422 377560

www.jamesclay.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Peroni Nastro Azzurro Premium 5.1%

The number one premium Italian imported lager in the UK; a crisp & refreshing beer with an unmistakable Italian taste. It is brewed using the creativity & flair of Italians, blending the finest hops with two row spring-planted barley & Italian maize.

Miller Brands (UK) Ltd 01483 264 118

www.millerbrands.co.uk

Pilsner Urquell	Premium	4.4%
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In 1842, revolutionary brewmaster Josef Groll created the world's first golden beer, Pilsner Urquell, in the town of Pilsen in Czech Republic. The beer is still brewed in Pilsen using the same brewing process and ingredients: finest Saaz hops, barley and soft local water as it did when it was first created. Intensely hoppy with a balance of subtle sweetness and velvety bitterness, wrapped in a gloriously crisp body.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Quilmes	Premium	4.9%
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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. With a strong association to the Argentinean and UK polo scenes, the brand has already benefited with high-end London listings in venues such as "Floridita" and "Guanabara" which have helped position the brand as ultra premium.

Morgenrot Group 0845 070 4310 www.morgenrot.co

Red Stripe	Premium	4.7%
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A Jamaican lager superbly brewed with care using quality hops from the Yakima Valley, USA & choice European Malt. It boasts a full bodied but smooth taste & is best served cold.

Diageo 0845 7515 101 www.diageo.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Sagres	Premium	5.0%
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This leading Portuguese import joined the S&N portfolio in 2008 and is available on draught and in 330ml bottles.

Heineken 08457 101010 www.heineken.co.uk

San Miguel	Premium	5.0%
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The UK's No 1 Spanish lager and the UK's fastest-growing premium lager. Available on draught and in bottles, combines premium quality with refreshing, smooth yet distinctive taste.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Sapporo	Japan	5.0%
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Premium Japanese beer. 5.0% abv. Available in the unique and iconic Japanese 65cl silver can.

SBD Brands Ltd 01788 891735 www.sbdbrands.com

Singha	Premium	5.0%
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The original Thai beer brewed and bottled in Thailand. A true premium Asian beer brewed from the finest ingredients, Singha is a full bodied 100% barley malt beer, distinctly rich in taste with strong hop characters.

Molson Coors 0845 6000888 www.molsoncoors.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Slag Pilsner	Premium	5.0%
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Easy drinking and thirst quenching, malty-hoppy Belgian Pils.

Cave Direct 01622 710339

www.cavedirect.com

Sleeman's Honey Brown Lager	Canada	5.2%
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The famous Canadian amber beer. Honey-sweet and well balanced. Available on draught.

SBD 01788 891966

www.sbdbrands.com

Sol Lager	Premium	4.5%
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Characterised by its smooth drinking qualities, Sol is the original 'Mexican sunshine lager', brewed since 1899. Still imported direct from Mexico today, Sol should always be served ice cold and with a wedge of lime.

Heineken UK 08457 101010

www.heineken.co.uk

Staropramen	Premium	5.0%
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The original Czech lager, available on draught and in bottles.

Carlsberg UK 0845 6013 432

www.carlsberg.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Stiegl	Austria	4.9%
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Stiegl is Austria's largest privately owned brewery. The award winning Stiegl Goldbräu is one of Austria's best loved beers.

Euroboozer 01923 510 547

www.euroboozer.co.uk

Stella Artois	Premium	5.0%
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Brewed using a unique yeast strain and rich Saaz hops, which create the pleasantly distinct, crisp and slightly bitter taste that has made Stella Artois the #1 Belgian beer in the world and the #1 UK draught premium lager in both volume and value. Originally brewed in Leuven as a Christmas beer - a golden lager in contrast to the popular dark ales of the time, it was named after its brilliant amber colour.

InBev 01582 391166

www.inbev.com

Stella Artois 4%	Standard	4.0%
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A premium alternative to other standard strength lagers. It benefits from the same quality, heritage and taste credentials synonymous with Stella Artois though unlike other standard lagers, it uses a pioneering triple-filtered brewing technique to create a smoother liquid.

InBev 01582 391166

www.inbev.com

Stella Artois Black	Premium	4.9%
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Launched in 2010 - a blonde pils imported from Leuven, Belgium exclusively for the UK On Trade. Brewed in the classic continental style, using only the finest ingredients, flavoured with citrus peel & coriander, it is a beautifully balanced brew, matured for longer to offer a rich, rounded, full-bodied flavour.

InBev 01582 391166

www.inbev.com

Tiger Beer Premium 5.0%

A world-acclaimed lager with an award-winning taste, Tiger is fast becoming one of the UK's best-known bar calls. Available in 330ml and 640ml bottles and on draught.

Heineken 08457 101010

www.heineken.co.uk**Tuborg Premium D4.2 B4.6%**

Accessible easy drinking lager imported from Denmark.

Carlsberg UK 0845 6013 432

www.tuborg.co.uk**Tsingtao Premium 3.8%**

The highly malted flavour and well-hopped character make this a refreshing complement to any Chinese meal.

Halewood 0151 480 8800

www.halewood-int.com

Matthew Clark 01275 891400

www.matthewclark.co.uk**Tyskie Premium 5.6%**

The most popular Polish beer within Poland and the UK. With a pleasant aroma of hops, caramel and a hint of fruit, it gives a balanced sweetness and bitterness based on its unchanged historic recipe.

Miller Brands (UK) Ltd 01483 264 118

www.millerbrands.co.uk**Vedett Premium 5.2%**

The anarchic, alternative and trendy blonde beer is a light, well hopped imported premium pilsner. Vedett is a huge success in Belgium - what followed was a UK launch and an imaginative and creative marketing campaign that captures the essence of the brand and its unique proposition of the back label - everyone has the ability to be a star. The bottle has a quirky, retro style front label but it is the back label that the brand's core message can be found. Vedett translates literally as "Star" in both Flemish and French and every back label features an image that has been uploaded to Vedett.com. Available on draught and bottle.

Duvel Moortgat 020 7729 7216

www.vedett.com

Matthew Clark 01275 891 400

www.matthewclark.co.uk**Veltins Premium 5.0%**

The 5th largest Pilsner brand in Germany.

Vertical Drinks 0113 345 8835

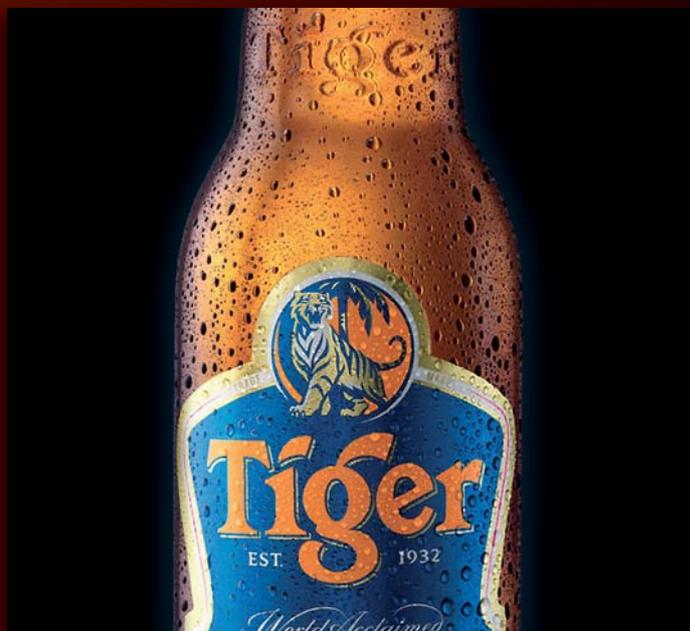
www.verticaldrinks.com**Viru Premium 5%**

Viru is an award-winning 5% premium lager produced in Estonia. Viru is brewed using fresh spring water, Lithuanian barley and Saaz hops to produce a distinctly refreshing beer with a clean, crisp flavour.

Global Brands 01246 216000

www.globalbrands.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk**Warsteiner Premium 4.8%**

Brewed with passion since 1753, WARSTEINER Premium Verum is a Pilsener-style beer with a perfectly-balanced taste, with 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.

Daniel Thwaites 01254 686867

www.thwaites.co.uk

Madison Drinks London 02085949900

www.madisondrinks.co.uk

Warsteiner 0049 2902 88 1631

www.warsteiner.com**Windhoek Premium 4.8%**

Namibia's most famous and finest beer, arrived in the UK in April 2010, to offer licensees the chance to bring consumers a taste of Namibian adventure. Brewed and imported from Namibia, the lager is authentically crafted according to Reinheitsgebot to create a high quality, 100% pure beer.

Diageo 0845 7515 101

www.diageo.com

Matthew Clark 01275 891400

www.matthewclark.co.uk**Zatec Premium 4.6%**

Brewed with the finest ingredients, Zatec is imported and has uniquely retained traditional Czech brewing methods for over one thousand years.

Different World Drinks 0113 823 1065

www.differentworlddrinks.com

Matthew Clark 01275 891400

www.matthewclark.co.uk**Zywiec Full Light Premium 5.6%**

Brewed in the ancient city of Zywiec, using only natural ingredients. Straw coloured with a tight beading of foam and a fine floral hop aroma balanced by juicy malt. Tart hop resins fill the mouth, balanced by rich, juicy, and slightly toasted malt. The finish is long, lingering, packed with rich malt, spicy and peppery hops and a hint of citrus. Internationally renowned and Poland's number one export beer.

Heineken UK 08457 101010

www.heineken.co.uk



It's a Quality Issue

Premium Cider

While the number one cider brand may still be Strongbow, sales of mainstream cider are in decline as consumers turn to premium brands to quench their thirst for a quality drinking experience

Growth in the on-trade cider market has come at both ends of the field - while young and energetic fruit ciders are rewriting the rules around trendy drinks, traditional and craft cider producers have also been enjoying a boom in business, says Nigel Huddleston.

Packaged cider is seeing the biggest growth, but CGA report a 4% increase in sales of draught cider for the year to October 2011 - a more modest rise but a rise nonetheless.

As well as increased sales, the draught cider market has seen increased competition as more brands have gone for draught options and smaller producers have succeeded in getting increased distribution for their brands.

Geoff Bradman, joint managing director of Suffolk cider maker Aspell, says: "If you go back five years, draught cider was all about the mainstream brands - Strongbow, Blackthorn, Olde English, Woodpecker and perhaps Scrumpy Jack - but with the popularity of premium packaged cider and the growth in more premium outlets, that's changing.

Aspell's Premium Draughts

"If you're the type of outlet that sells cask ale, continental draught lager and serve more gastro-style food, then Aspell or one of the other premium ciders is going to be a better fit."

Aspell's main draught brand is Suffolk Draught Cider at 5.5% abv but towards the end of 2011 they started to trial a draught brand called Harry Sparrow at 4.6% abv, named after a former cider maker at the company.

"If you're the type of outlet that sells cask ale, continental draught lager and serve more gastro-style food, then Aspell or one of the other premium ciders is going to be a better fit."

The test is in a Mitchells & Butlers chain and the brand is also being made available through the free-trade in London and East Anglia.

"The best way of looking at it is that Harry Sparrow is to cider what Beck's Vier or Stella 4% are to lager," says Bradman. "It's an entry point into the premium cider market. The early signs are extremely encouraging. We do have it in some accounts alongside Suffolk Draught and where they're together it's adding to the overall category sales. There's no evidence that one is stealing from the other, so it's doing its job."



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www.aspall.co.uk



Bottles for All

In bottled cider, Aspell launched new ciders at both ends of the strength scale during 2011: the ultra premium 8.2% Imperial Vintage, and the 4% Lady Jennifer's, a crisp, light premium fruit cider firmly aimed at women.

These recent launches join the collection of premium products in the Aspell stable, such as the champagne of ciders, Premier Cru and Peronelle's Blush, a blend of cider and Crème de Mure that is unequivocally upmarket.

"It's quality cider that is doing well, whether that is in premium cider or the slightly more premium mainstream. People are happy to spend money as long as they are getting something they like"

Bradman says that Aspell will add to its range in 2012 but wouldn't be looking to change course and follow cider fashion trends.

"We are looking at more NPD for 2012," adds Bradman. "We have a couple of things that are still in the development stage, but if we do bring anything out we'll look to add breadth to the cider category, not just replicate what's already out there.

"The over ice trend has moved into pear and fruit ciders, which are doing well and capturing the imagination of a younger type of consumer. We've had three goes at doing a perry and frankly we can't do any better than the best that's already on the market. Until we can, we won't go into that market just so we can say we've jumped on the bandwagon."

Wyld about Cider

The UK's leading organic cider has had a facelift to make the most of this demand for premium packaged ciders. The cider formerly known as Premium Organic has been relaunched as Westons Wyld Wood Classic Cider, and the new name and packaging is designed to reflect its origins and create a sophisticated premium look.

Westons have also had tremendous success in the ontrade with their Stowford Press brand, now the UK's 3rd largest draught cider. Sales have soared by 81% in the last 12 months, and the brand is now on the bar in over 8,500 pubs nationwide

Proof of the Pudding

If proof were needed that cider has earned its place at the dinner table, Marco Pierre White is testimony to its gastronomic credentials. The Michelin starred celebrity chef, owner of 5 pubs and several restaurants, was keen to offer his own brand cider to his guests, and turned to Weston's to help him create it.

He already stocked Old Rosie and Weston's Bounds, and knew exactly what he was looking for in a cider - something lightly sparkling, and neither clear nor cloudy, just a little hazy.

Even more importantly he wanted a cider that had heritage and provenance despite being a new brand. As Marco commented: "Without question Westons cider mill produces the greatest commercial cider in the world! My mother taught me as a young boy that a tree without roots is just a piece of wood. Westons has very long roots."

The Governor Cider, which is traditionally matured in old oak vats, is available both in bottle and in 20litre boxes.

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* CGA Strategy MAT April 2011



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Please enjoy responsibly. drinkaware.co.uk for the facts



Thatchers Gold & Rosé

Martin Thatcher, managing director of Thatchers, says that it too has new ciders being worked on for possible 2012 launches.

"We've got a few ideas which we're working on for the spring," says Thatcher. "Inevitably we'll see more flavours coming into the market in 2012, but I'd hope to see more genuine innovation from the cider industry."

Thatchers' recent launches have included Katy Rosé which aims to take cider into wine territory, and the fruit cider brand Ciderberry. The former is a bigger focus for the company. "It's good to see different ciders coming on to the market because it means it's reaching a wider range of consumers," says Thatcher.

"Ciderberry is going OK but we've focused on other products. It's out there and fruit ciders in general are doing very well. Katy Rosé is good quality but has a slightly different flavour to what people expect from cider. People are starting to recognise that it's a very good drink."

Thatchers Gold draught cider was the other major area of growth for the company, and he said the hot weather in the early autumn bode well for cider quality in 2012.

"The crop in 2011 was one of the best for quality that we've had in a very long time," he said. "There was a long harvest and the fabulous weather in October was a big help."

"Product quality is the main aim for us. Gold is head and shoulders above any of its direct rivals which is down to the investment we've made in equipment, people, systems and quality fruit."



Sustainable Future

"It's quality cider that is doing well, whether that is in premium cider or the slightly more premium mainstream. People are happy to spend money as long as they are getting something they like."

"The whole industry has shifted its image in recent times to better quality, a better emphasis on sustainability and a more responsible approach to its marketing and products."

"Cider producers like Aspoll, Weston's and ourselves - and even Bulmers in Herefordshire - are also doing a lot more to connect with their local communities."

Cider Riding High

The focus on cider is definitely shifting upmarket: Darryl Hinskman, head of customer marketing at Heineken UK, said the trade could expect another limited edition for its Bulmers bottled cider range in 2012 "It's likely that we'll look at some sort of craft, vintage or premium version to fit alongside the rest of the portfolio and perhaps attract a more male audience" he says.

And craft ciders are certainly hot at the moment, with local micro producers such as Hertfordshire's Millwhites offering hand pump installation for trade customers.

A sure sign that quality cider is being taken seriously is the opening of specialist bars such as The Cider Tap in Euston, which stocks up to 15 draught ciders and over 500 bottles - and very little else.

Cider has now enjoyed 10 years of continuous growth since the launch of Magners over ice, and with all this activity and innovation there's definitely no sign of the market going flat.



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/magnerscider



Driving the premium cider category

Aspall Cyder

With the cider category now in its eighth consecution year of growth, and premium cider continuing to grow at an impressive rate, if you do not stock a premium English cider, you are most certainly missing a trick.

Think of all those extra customers your pub could be enticing through its doors, and think of all those customers that would then make repeat visits if the cider was well-served – chilled, and in the correct glassware.

“All Aspall cyders are made from a complex blend of both bitter-sweet and culinary apples which are based on the original recipes handed down through eight generations of the Chevallier family since 1728”

At Aspall we are driving development of the premium cider category, with our total business currently growing in excess of 40% year-on-year, and on-trade business growing at 70% year-on-year. Having produced hand-crafted, premium, artisan cyders at the same site in Suffolk since 1728, we use our heritage and expertise to ensure the liquids are always of the best quality. Likewise, we also have the trade experience to know exactly which cyder will work in which pub and offer continued trade

support to ensure that our products continue to work as best they can in your outlet.

“Many of our on-trade customers find that listing a premium cider such as Aspall on the bar (in keg format) together with a more mainstream brand vastly improves overall cider sales”

All Aspall cyders are made from a complex blend of both bitter-sweet and culinary apples which are based on the original recipes handed down through eight generations of the Chevallier family since 1728. This means they have been tried and tested through the centuries, and our cyder's exquisite taste profile ensures your customers will be coming back for more.

What to stock?

Many of our on-trade customers find that listing a premium cider such as Aspall on the bar (in keg format) together with a more mainstream brand vastly improves overall cider sales. Licensees should also stock a good range of ciders in the fridge, which would typically include a pear offering and a mainstream fruit variant, together with a more premium fruit variant such as Aspall Perronelle's Blush. Not only does this ensure a really solid cider range, but it also adds balance to a pub's overall long drinks offering.

What's next?

Aspall remains focused on carefully considered innovation which will genuinely drive the market forwards and not simply offer a repeat of what's already out there. We have just launched two new products: Aspall Imperial Cyder, which is an 8.2% abv vintage cyder designed to sit at the top of the premium cyder category, and Aspall Lady Jennifer's.

Imperial is based on an original Aspall family recipe which dates back to 1921 and uses an exclusive blend of the highest quality bittersweet and culinary apples from the 2010 harvest with added muscovado sugar to aid the fermentation. The cyder comes in our iconic flute-shaped 500ml bottle and is designed to be savoured by cyder connoisseurs.

"Lady Jennifer's was created to provide a more accessible, lighter and more premium alternative to fruit and pear competitor products"

At the other end of the spectrum is Aspall Lady Jennifer's, a lighter, softer, 4% abv cyder named after the mother of the current Aspall owners, Barry and Henry Chevallier Guild. Lady Jennifer's was created to provide a more accessible, lighter and more premium alternative to fruit and pear competitor products and is likely to be more popular with women.

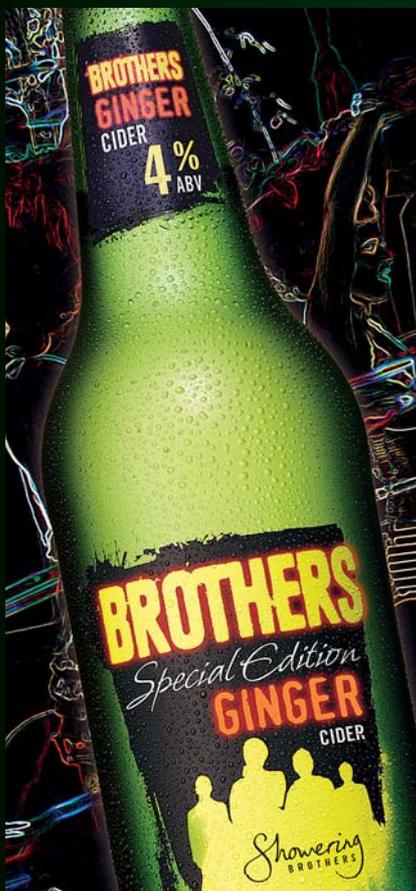
Feedback so far has been incredibly strong and very, very positive; what consumers particularly like about the product is that it truly satisfies a different need from other ciders on the market, it is highly refreshing and lower in alcohol.

We also have further genuine innovation in the pipeline, which will come to the fore in the coming months. For more information on the Aspall brand, and how it could build profits in your pub, you know where we are!



Aspall's 2011 key highlights:

- ▶ Aspall was chosen as the sole cyder supplier to the Royal Albert Hall, in an exclusive three-year deal
- ▶ Aspall Draught Suffolk Cyder became the first cyder brand to be available in PizzaExpress
- ▶ The multi award-winning cyder Aspall Premier Cru scooped first prize in the cyder category at the Quality Drink Awards 2011 and also won the World's Best Cider Award for two consecutive years
- ▶ Corney & Barrow, the City's leading premium bar group, listed Aspall Premier Cru
- ▶ Aspall earmarked a total of £4m for equipment and installation costs over the next two to three years, demonstrating its on-trade support
- ▶ Aspall was named sponsor and sole cyder supplier of Harvest 2011, the food and music festival held at locations in Suffolk and Oxfordshire
- ▶ Aspall launched two important new products: Aspall Imperial Cyder and Aspall Lady Jennifer's
- ▶ Aspall was named a CoolBrand for a second consecutive year



Something Special

Modern Ciders

2012 marks 10 years since Magner's reinvented cider, and a decade of innovation and growth looks set to continue with a new generation of original and exciting flavours

Cider continues to be one of the ontrade's most dynamic drinks categories, with modern fruit ciders leading the charge. CGA figures for the year to October 2011 show packaged cider volumes ahead by 17.65%, an impressive performance given that the category is now several years into its growth cycle.

Even more remarkable is that value has grown by 26.3%, showing that unlike some sectors, growth isn't being driven by discounting.

Darryl Hinksman, head of customer marketing at Heineken UK, says: "Packaged cider is being driven by the growth in fruit-flavoured ciders. New flavours from Kopparberg and Magners, along with our own Bulmers No 17 have been very successful in adding to the category as a whole. It's a dynamic category, not one that's just stealing from what already exists."

No 17 is a red berries & lime version of the bottled Bulmers brand, which also launched its limited edition Crisp Blend in 2010.

Hinksman advises licensees to get limited editions on the back bar display as, by their nature, they're never at the front of the

consumer's mind. He also points out that packaged cider is more unisex than draught cider, so its growth is bringing more women into cider as a whole.

"Strongbow has been advertised on TV for many years but we're seeing brands like Brothers and Thatcher's coming on to TV as well which helps make a buzz around the category as a whole."

"The other driver of growth is that people are more willing to experiment with their drink tastes" he says, adding "We've also seen a lot more advertising noise around cider, especially from some of the smaller brands. Strongbow has been advertised on TV for many years but we're seeing brands like Brothers and Thatcher's coming on to TV as well which helps make a buzz around the category as a whole."

Brotherly Love

As well as upping its TV presence, Brothers expanded its flavour range in 2011 with the launch of the first ginger cider on the market, tapping into the popularity of another on-trend drink, alcoholic ginger beer.

Cheryl Sheppard, customer marketing manager at Brothers, says the company's overall sales are up 50% year-on-year.

Continued on page 196

Enjoy Kopparberg responsibly

FIND THE PREMIUM FRUIT CIDER

FIND



Premium
SWEDISH CIDER

PREMIUM CIDER
KOPPARBERG

findkopparberg.com

Cider Has Never Been So Fruitful.

Brothers Cider

Cider is very much the hot category in all channels of trade and continues to outperform all other alcoholic drink categories.

It is therefore critical that pubs and bars offer a range of mainstream apple, premium pear and fruit ciders to take advantage of changes in consumer demand with an exciting portfolio of newer, faster growing brands such as Brothers Pear Cider, Brothers Strawberry or the new Tutti Frutti, Ginger and Toffee Apple ciders.

Brothers are the fastest growing cider brand in the on-trade and continue to outperform all other mainstream and premium brands.

Ciders most innovative family.

The Brothers have been busy over the past year looking at exciting opportunities to grow the market. They recently introduced their first draught product – a font which can dispense four different flavours. The font dispenses pear cider and syrups which can be added to create Strawberry, Toffee Apple and Tutti Frutti flavours. “It’s about setting the on-trade apart from the off-trade and creating a bit of theatre.” said Cheryl Sheppard, Consumer Marketing Manager. “Because it is so different it can help drive footfall and bring new people into the pub.”

Brothers has also just launched an exciting new flavour, Ginger, which was conceived during a tea break when one of the Brothers dunked a biscuit into his brew. Unfortunately it was a chocolate biscuit rather than ginger, but it still started the Brothers reminiscing over times gone by when ginger used to be a popular accompaniment to cider in the local pubs around Somerset. Ground ginger would sit on the bar for the locals to add to their cider and a hot poker from the fire used to warm the drink and extract the flavour.



“Our customers wanted us to go one step further to see if we could deliver a refreshing ginger flavour but with their favourite cider taste, so we did.” says Brothers Drinks, Matthew Showering. “The flavour fits with our proposition and is relevant, distinctive, fun and exciting and above all delivers something new to the cider category.”

Fortunately the Brothers now recommend serving the product chilled to make the most of its spicy flavours which is a big improvement on using a red hot poker. Now 50 years on, ginger is making a big comeback in alcoholic drinks and the Brothers have received numerous consumer requests for a new ginger flavoured cider. Containing a natural ginger extract it has a distinctive, fresh aroma, a smooth palate which balances ginger and cider flavours plus an after-taste of ginger heat.

We’re putting a lot of loot behind our fruit.

Brothers have seen another record year in 2011 growing at over 100% year on year, and are the fastest growing brand in the on-trade. Brothers launched a new TV advert in summer 2011 as part of their biggest ever investment of £5 million delivering their largest ever month of sales in August 2011.

Matthew Showering, Managing Director at Brothers said: “We are delighted at the rate of growth Brothers has experienced. Brothers are committed to building rate of sale for its outlets so investment will continue throughout 2012.”

For additional enquiries and a free POS kit, retailers should call 08450 944 966.



BORN IN SOMERSET. RAISED EVERYWHERE.

Brothers is the fastest growing cider in the on-trade with a staggering growth of 100% year on year. Our TV ad is part of a £5 million media investment and we are also the official pear and flavoured cider to the O2. So share in our growth and stock up on Brothers now.



BROTHERS. WELCOME TO THE FAMILY.

brotherscider.co.uk



“Cider continues to be the hot category in all channels of the trade and outperforms all other alcoholic drink categories,” says Sheppard. “The over ice segment is now growing at a slower rate, with higher growth being experienced in pear and fruit cider”

Despite cider’s success she believes there is plenty of opportunity to increase it still further and advises pubs and bars to stock a wider range of ciders to appeal to various segments of potential consumers.

“Simply stocking the same old boring mainstream brands will not excite the average consumer. If standard ale, lager and RTDs are no longer selling, the bar space needs to be refreshed with the new and growing drinks that the consumer is demanding.

This would result in cider moving from typically a service-line to a must-stock and must-promote status that could help transform the economics of an outlet and help step-change cider to the next level.”

Sheppard said Brothers will back its cider range with a £5 million marketing investment in 2012. “We’ll continue to invest in 2012 with a big TV presence on national channels across the summer backed up with sampling at festivals and the O2 Arena, social networking, website and viral activity,” she adds.

Kopparberg Keeps Growing

Davin Nugent, MD of COS Brands, says that its Kopparberg brand saw year-on-year increases in the ontrade of 88%.

“The market has moved significantly towards fruit ciders, which is where we’ve been innovators,” Nugent says, “we’ve seen new brands move into the market and existing brands launch fruit variants, and Kopparberg is benefiting from that activity”

“The repertoire of the UK alcohol consumer has changed completely over the past decade. 47% of consumers are new to the category, so we’re not just building rate-of-sale but actually bringing in new consumers”

Kopparberg reinforced its line-up of Apple, Pear, Elderflower & Lime, Strawberry & Lime and Mixed Fruit with two seasonal variations in 2011. A summer Raspberry & Mint was followed by a debut for Cranberry & Cinnamon just ahead of Christmas.

“Raspberry & Mint did so well that it was very difficult to take it back out of the market,” says Nugent, “but we want to make sure we take the consumer with us and not leave them frustrated because they can’t get their favourite flavour of the moment in a given pub.”

As he points out, the number of winter ciders coming onto the market shows the current lack of seasonalisation in what was historically seen as a summer drink.

Kopparberg also invested heavily in TV for the first time in 2011 and Nugent says it will be doubling its UK advertising and promotions presence for 2012.



BEAUTIFULLY SWEDISH

Rekorderlig Cider has a clear identity that stands out in a crowded marketplace.

Modern and progressive, Rekorderlig fruit ciders are in 154.68% value growth* and 148.09% volume growth,** with the flavour packed range offering huge consumer loyalty.

FOR MORE INFORMATION CALL 0870 2424 608

* Nielsen - Total GB Off Trade MAT% Value growth 52we to 1.10.11 vs 52we Last Year.
** Nielsen - Total GB Off Trade MAT% Volume growth 52we to 1.10.11 vs. 52we Last Year.

REKORDERLIG
CIDER

ORDER A REKORDER
REKORDERLIG.COM

drinkaware.co.uk for the facts



“We’re a fruit cider in our domestic market, so right from the start we set out to establish a fruit cider category in the UK, not just take share from existing brands.

“The repertoire of the UK alcohol consumer has changed completely over the past decade. Some 47% of our consumers are new to the category in the past year, so we’re not just building rate-of-sale but actually bringing in new consumers. That’s important to the brand from a long-term health perspective.”

Order a Rekorder

Another major brand from Sweden is Rekorderlig which has a 6-strong range of flavours; alongside Pear and Apple, the company was first to market with Strawberry & Lime, which has been joined by Wild Berries, Apple & Blackcurrant. There’s also an apple, cinnamon & vanilla Winter cider that can be served either cold over ice or hot with a slice of orange.

Distributed through Chilli Marketing, the brand has continued its rapid growth in the last 12 months. Managing director Gareth Whittle says: “Consumers are becoming increasingly familiar with the idea of a fruit cider category and therefore more confident in ordering it.”

In the ontrade Chilli Marketing have promoted the pitcher serve, poured over ice and fruit and garnished with mint, which is especially popular in summer months. Along with stylish packaging and elegant glassware this has helped to underpin the brand’s premium credentials

“We work closely with every outlet to be innovative, and tailor our support to match their needs and push the brand. In 2012, we’ll be doing significantly more marketing to substantially increase Rekorderlig’s growth.”

The Future’s Fruity

The future of fruit ciders certainly looks bright; demand shows no signs of fading, and interesting new players are still coming into the market. Spotting a niche for a ‘girls’ brand Halewood, the company behind the manly Maguires, launched sparkling fruit cider versions of its hugely successful Lambrini perry brand. Packaged in distinctive 33cl bottles, Pear & Apple, Forest Fruits and Summer Fruits are the initial flavours, but unlikely to be the last from a company synonymous with innovation.

Director of innovation Richard Clark says: “There is a huge opportunity to innovate with the UK cider category and gain market share. Lambrini Cider is tapping into the strength of the core Lambrini brand equity and provides a glamorous entrant into the market.”

The Magners Effect

The Magners Effect is still referred to by many in the cider world, ever since the over-ice brand sparked the cider revolution a decade ago, launching a whole new category and changing the way it was perceived - there is now a whole generation that has only ever known cider as the coolest drink in the chill cabinet.

The importance of the flavoured sector is clearly shown by the launch of Magners Specials, an innovative range of spicy ciders - Magners blended with Pear & Ginger, Spiced Apple & Honey and Spiced Apple & Rhubarb flavours. Billed as “helping consumers discover a more indulgent way to enjoy flavoured ciders” and continuing the promotional theme of ‘There’s Method in the Magners’

Head of brand marketing Kirsty Hunter says: “Consumers are always looking for something new and we want to ensure Magners continues to meet demands for a range of different drinking occasions. We have created Magners Specials to suit the more special treat occasions.”

In 2012 we can expect to see plenty more special ciders to excite and inspire adventurous drinkers - get some in!



Cider Decider

Addlestons Cider D 5.0%

A naturally cloudy, premium cider, rich and mellow in character, with bittersweet apple fruit flavours & a smooth, rounded finish. Made using a unique recipe of locally sourced genuine bittersweet cider apples from Somerset

Magners GB 020 7784 2060

www.magners.com

Ashton Press Cider D 4.8%

Made from English apples, pressed locally & conditioned in oak vats, producing a medium dry, strong, golden cider of superb quality - a premium quality cider that tastes of apples!.

Butcombe Brewery 01934 863963

www.butcombe.com

Ashton Still Traditional Somerset Cider D 4.9%

Cloudy, golden straw coloured, robust and dry, with a slight bite. Light and refreshing, and may be slightly carbonated through natural conditioning.Totally Scrumptious!

Butcombe Brewery 01934 863963

www.butcombe.com

Aspall Draught Suffolk Cyder D 5.5%

Available in both 500ml and 330ml bottles. The product outsells mainstream draught brands by 4:1. It is only made with 100% apple juice and has a lower ABV to attract male and female consumers.

Aspall 01728 860510

www.aspall.co.uk

Aspall Organic Suffolk Cyder B 7.0%

A unique product made with locally grown Suffolk organic apples. The ancient organic apples varieties deliver a unique flavour profile. Available in 500ml bottles.

Aspall 01728 860510

www.aspall.co.uk

Aspall Perronelle's Blush Suffolk Cyder B 5.4%

A specially blended cyder made from fresh-pressed apple juice, which is then re-blended with Crème de Mur blackberry liqueur. Its flavour is redolent of traditional English blackberry and apple pie. Packaged in Aspall's iconic 500ml bottle as well as a 330ml bottle, the cyder predominantly targets 18-45 year-old women but also appeals to men

Aspall 01728 860510

www.aspall.co.uk

Aspall Premier Cru Suffolk Cyder B 7.0%

A dry, crisp and refreshing cyder produced in Suffolk from fresh-pressed apple juice, available in distinctive 500ml and 330ml bottles. The combination of premium packaging and exceptional taste makes it an ideal accompaniment to food.

Aspall 01728 860510

www.aspall.co.uk



Aspall Imperial Cyder B 8.2%

Launched in July 2011, Aspall Imperial Cyder is based on an original Aspall family recipe dating back to 1921, when it was awarded the Daily Mail Imperial Fruit Award. The 90-year old recipe uses an exclusive blend of the highest quality bittersweet and culinary apples from the 2010 harvest with added muscovado sugar to aid the fermentation. This creates a dark golden cyder, with a rounded, rich aroma which is warm, medium sweet and mellow with a lingering fruit and oak finish. Available in 500ml bottles.

Aspall 01728 860510

www.aspall.co.uk

Aspall Lady Jennifer's B 4.0%

Launched in August 2011, Lady Jennifer's has the lowest abv in the Aspall range and was created to provide a more accessible, lighter and more premium alternative to fruit and pear competitor products. The cyder is pale to mid-straw in colour and is crisp and thirst-quenching with a pleasing fresh apple finish. Available in 500ml bottles.

Aspall 01728 860510

www.aspall.co.uk

Blackthorn Medium Dry Cider D 4.7%

As tastes have changed slightly over the last 38 years Blackthorn has become a little more medium dry in taste. However Magners still press English bittersweet cider apples to deliver its distinctive crispness

Magners GB 020 7784 2060

www.magners.com

**Blackthorn Dry****B 5.0%**

A little sharper than its Blackthorn counterpart. Made to the original recipe with the crisp character of an authentic West Country dry cider

Magners GB 020 7784 2060

www.magners.com**Brothers Original Pear Cider****B D 5.0%**

The first to be known as a pear cider in the UK. Pear 5.0% is a true original. Refreshing and with a level of sweetness that is perfect for all occasions. Now available as a unique draught product. A font which dispenses pear cider, with syrups added to create Strawberry, Toffee Apple and Tutti Frutti flavours

Brothers 01749 333456

www.brotherscider.co.uk**Brothers Festival Pear Cider****B 7.0%**

The original festival-strength pear cider served at Glastonbury Festival since 1995. Light & easy drinking with a subtle kick. The Brothers favourite and our signature cider

Brothers 01749 333456

www.brotherscider.co.uk**Brothers Strawberry Cider****B D 4.0%**

This unique strawberry mixed pear cider gets everybody going and is our biggest seller. Bright in colour and sweet in taste topped with a summery aroma it always takes you back to the first time you drank it

Brothers 01749 333456

www.brotherscider.co.uk**Brothers Toffee Apple Cider****B D 4.0%**

Fast becoming the people's favourite. Memories of cream soda mixed with smouldering toffee, cinnamon & cloves. This was originally created for winter but goes down well anytime of the year

Brothers 01749 333456

www.brotherscider.co.uk**Brothers Tutti Frutti Cider****B D 4.0%**

Created by our fans at Glastonbury, it's a combination of all of our others flavours. A fruit explosion of pear, strawberry, lemon, blackberries and passion fruit. Six fruits using your tongue as a bouncy castle

Brothers 01749 333456

www.brotherscider.co.uk**Brothers Ginger Cider****B 4.0%**

Meet ginger; our latest addition. The idea came to us one morning during a tea break. Can you guess what type of biscuits we had with our tea? Actually, they were chocolate! Containing natural ginger extract with an after-taste of ginger heat, this fiery little cider will cut through the toughest of thirsts

Brothers 01749 333456

www.brotherscider.co.uk**Brothers Bittersweet Apple Cider****B 5.5%**

This cider has no pears but plenty of juice from the most bittersweet apples we could find. Full of flavour this is a refreshing and crisp medium dry cider

Brothers 01749 333456

www.brotherscider.co.uk**Bullfinch****B 7.0%**

Award winning light, medium, slightly sparkling cider, refreshing and bright

R J Sheppy & Son 01823 461233

www.sheppycider.com**Bulmers Original****B 4.5%**

Since its launch in 2006, this premium 'serve over ice' cider in pint bottles has enjoyed meteoric acclaim & is now the No 1 premium packaged cider in Britain. Pear & Light bottled variants of Bulmers Original have added to the brand's success and a draught over ice option now sells in more than 2,000 bars

Heineken 08457 101010

www.heineken.co.uk**Dabinett Apple Cider****B 7.2%**

Single variety cider with a full-bodied taste

R J Sheppy & Son 01823 461233

www.sheppycider.com**Dunkerton's Premium Organic****B 6.8%**

Dunkerton's is one of Herefordshire's best. The medium-sweetness is offset by a dry finish with a hint of acidity

Dunkertons 01544 388653

www.dunkertons.co.uk

Farmhouse Cider D 6.0%

Farmhouse Draught at its finest, made from a variety of local apples fermented in wood. Dry medium and sweet.

R J Sheppy & Son 01823 461233 www.sheppycider.com

Gaymer's Devon County B 5.8%

This cider is crafted to reflect the character of the best cider apples of Devon, with a hint of wood and smokiness. Devon County cider has a rich golden colour that smells like a basket of freshly picked apples. Noticeably sweeter than Somerset with a slight hint of classic Devon woodiness that combines with but does not overpower the full fruit flavour

Magners GB 020 7784 2060 www.magners.com

Gaymers Original Cider B 4.5%

An easy-drinking medium cider, cold filtered for a crisp, refreshing taste. Made using English apples & crafted to create a flavour that retains its distinctive qualities when served ice cold. Best served ice cold or over ice to complement the mellow apple aroma & soft, fruity character

Magners GB 020 7784 2060 www.magners.com

Gaymers Pear Cider B D 4.5%

Launched in 2008, this cider delivers a full aroma of fresh cut pears, alongside pleasant fermentation notes. The medium body and sweetness balanced with mid range acidity, crisp flavour of ripe pears.

Magners GB 020 7784 2060 www.magners.com

Gaymers Pear Cider with Berry Fruit B D 4.0%

Launched in 2010, combining medium-intensity berry fruits with pear undertones. Classic English blackcurrant is complemented by hints of ripe strawberries and fresh cut blackberries

Magners GB 020 7784 2060 www.magners.com

Gaymer's Somerset County B 5.8%

Crafted to reflect the character of the best cider apples of Somerset. A light amber cider with aromas of green apple and lime. A lively and refreshing mouthfeel that combines the fruit flavour with a little dryness in a medium length fruit hit

Magners GB 020 7784 2060 www.magners.com

Gold Medal Farmhouse Cider B 7.5%

Strong, still vintage quality cider made from finest cider apples, such as Kingston Black, Dabinett, Yarlington Mill and Harry Master's Jersey. Available in dry, medium and sweet.

R J Sheppy & Son 01823 461233 www.sheppycider.com

Goldfinch Cider B 7.0%

A dry, slightly sparkling cider, with a clear crisp flavour.

R J Sheppy & Son 01823 461233 www.sheppycider.com

**Henry Westons Extra Dry B 6.0%**

A very dry, crisp tasting cider. Fermented and matured in old oak vats to develop its very special character and flavour

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Henry Westons Medium Dry Cider B 6.5%

This popular cider is full bodied, mellow in flavour with the traditional character of an old oak conditioned cider. Fully matured in old oak vats to develop its very special character an flavour

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Henry Westons Medium Sweet Cider B 4.5%

Made from many traditional bittersweet cider apple varieties ensuring a rich fruity character. Fully matured in old oak vats to develop its very special character and flavour

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Henry Westons Vintage Cider B 8.2%

A very special, rich, full-bodied cider made from top quality cider apples of a single year's crop. Selected by our Master Cider Maker as the very best of the year's vintages.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Jacques B 5.5%

Sparkling fruit cider available in 750ml and a new 440 ml bottles in two flavours – Fruits of the Forest and Orchard Fruits. Served over ice, Jacques has become a firm favourite with wine drinkers who are increasingly looking for a stylish drink with lighter and more refreshing qualities.

Heineken 08457 101010

www.heineken.co.uk



Kopparberg Alcohol Free Mixed Fruit **B 0.0%**

Mixed Fruit's unique taste is now captured in a new alcohol free offering. Enjoy the refreshingly, fruity taste of the popular Mixed Fruit with only the alcohol missing.

C.O.S. Brands 028 90 668901 www.findkopparberg.com

Kopparberg Alcohol Free Pear

The first alcohol-free pear cider. Kopparberg Alcohol Free delivers the same great Kopparberg taste but without the alcohol

C.O.S. Brands 028 90 668901 www.findkopparberg.com

Kopparberg Apple **B 4.0%**

Naturally light, mild and deliciously easy to drink. The sweet apple taste is the perfect alternative to other drier tasting cider brands

C.O.S. Brands 028 90 668901 www.findkopparberg.com

Kopparberg Elderflower & Lime **B 4.0%**

The juice of both Elderflower and Lime are added to Kopparberg Apple Cider, resulting in a drier yet still invigorating and refreshing taste. Clear in colour and slightly less sweet, this old Swedish favourite brings a different taste profile to the Kopparberg cider family

C.O.S. Brands 028 90 668901 www.findkopparberg.com

Kopparberg Mixed Fruit **B 4.0%**

A unique twist to the traditional cider flavour. The juice of raspberries and blackcurrants are mixed with Kopparberg Apple Cider to produce a truly unique, fruity taste, rich in colour and refreshing down to the last drop

C.O.S. Brands 028 90 668901 www.findkopparberg.com

Kopparberg Pear **B 4.5%**

Fermented using an original Swedish recipe that dates back to 1930, using naturally occurring soft water sourced close to our town and the finest quality pears. Light in colour and refreshingly fruity to taste, Kopparberg is the UK On-Trade's Number 1 packaged pear cider brand.

C.O.S. Brands +44 (0)28 90 668901 www.findkopparberg.com

Kopparberg Strawberry & Lime **B 4.0%**

The juice of strawberries and limes are added to Kopparberg's Apple Cider to deliver an intense fruity tasting cider with an unmistakable strawberry aroma

C.O.S. Brands 028 90 668901 www.findkopparberg.com

Lambrini **B 4.0%**

A fruit based cider for the ladies - available in three variants - Pear and Apple, Forest Fruits and Summer Fruits

Halewood 0151 480 8800 www.halewood-int.com

Magners Golden Draught **D 4.5%**

Produced with the same craft, care and dedication but differs from bottled Magners as it is made using a higher proportion of the smaller, harder Dabinett and Michelin apples. This produces a crisper, less sweet taste which is perfect for draught cider. Magners Golden Draught is served extra cold so there is no need for ice..

Magners GB 020 7784 2060 www.magners.com

Magners Original Irish Cider **B D 4.5%**

A premium, traditional brand of Irish cider. A blend of seventeen varieties of fresh culinary, dessert and cider apples are used. Patiently matured in vats close to the orchards of the Tipperary countryside, Magners Irish Cider has a crisp, refreshing flavour and a natural authentic character.

Magners GB 020 7784 2060 www.magners.com

Magners Pear **B D 4.5%**

Crafted to the highest standards that you would expect from Magners. The only fruit used in is pear. The best quality pears are ripened, carefully selected & then slowly fermented & cold filtered to provide a distinctive character & a delicately refreshing taste

Magners GB 020 7784 2060 www.magners.com

Magners Specials **B D 4.5%**

Magners Original & Pear, but blended with intriguingly different flavours - Pear and Ginger, Spiced Apple and Honey, Spiced Apple and Rhubarb

Magners GB 020 7784 2060 www.magners.com

Merrydown Vintage Cider B 7.5%

The 15% wine fermentation is blended with apple juice to reduce the ABV to 7.5%. This results in the fresh and fruity flavour recognised as Merrydown's hallmark

Merrydown Cider Co 01737 735007 www.merrydown.co.uk

Monteiths Crushed Apple Cider B 4.5%

A light refreshing French style cider made from whole sun ripened Nelson apples crushed to retain the natural apple flavour and freshness, while being light and effervescent on the pallet.

Pierhead 01322 662377 www.pierhead.uk.com

Monteiths Crushed Pear Cider B 4.5%

Made purely with sun ripened Nelson Pears which are first crushed to release their juice then fermented. Syrup concentrate is not used resulting in a lighter and truer cider

Pierhead 01322 662377 www.pierhead.uk.com

Oakwood D B 6.0%

Blended to suit medium and dry tastes, Oakwood is a careful mix of home grown apples, fermented and matured in the finest oak vats. Available on draught and in bottles.

R J Sheppy & Son 01823 461233 www.sheppycider.com

Old Rosie Cloudy Scrumpy D 7.3%

Award winning scrumpy, 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

Olde English D 4.5%

Olde English is a medium dry cider made with a unique blend of English dessert and cider apples. It is enjoyed for its deliciously refreshing taste.

Magners GB 020 7784 2060 www.magners.com

Orchard Cornish D 4.5%

A quality Cornish kegged cider, naturally made from premium grade local cider apples.

Sharp's Brewery 01208 862121 www.sharpsbrewery.co.uk

Rekorderlig Apple Cider B 4.5%

Made using the finest fermented apples to deliver a truly crisp, refreshing taste! Serve over ice.

Chilli Marketing 0870 242 46 08 www.chilli.uk.com

Rekorderlig Apple & Blackcurrant B 4.0%

A modern twist on the popular 'cider & black'.

Chilli Marketing 0870 242 46 08 www.chilli.uk.com

Rekorderlig Pear Cider B 4.5%

Made using the finest fermented pears, this is bursting with deliciously fresh ripe pear flavours! Serve over ice.

Chilli Marketing 0870 242 46 08 www.chilli.uk.com

Rekorderlig Strawberry and Lime Cider B 4.0%

Made using the finest fermented pears with an added summery burst of strawberries and limes. Pour over ice and add a couple of fresh mint leaves for a real taste sensation!

Chilli Marketing 0870 242 46 08 www.chilli.uk.com

Rekorderlig Wild Berries Cider B 4.0%

The latest addition, made using the wondrous pear base with the addition of fresh berries. Serve over ice with berries of your choice for an uber refreshing experience!

Chilli Marketing 0870 242 46 08 www.chilli.uk.com

Rekorderlig Winter Cider B 4.0%

Limited edition. A blend of the finest apples infused with cinnamon & vanilla, the best flavours of the season have been packed together to make a truly stunning cider. Serve over ice for ultimate refreshment or hot for a perfect winter warmer!

Chilli Marketing 0870 242 46 08 www.chilli.uk.com

Roaring Meg B D 5.5%

This cider was a winner at the Three Counties Show in 2007. It is named after a cannon used to defend Goodrich Castle in the south of Herefordshire.

Lyne Down Farm 07756 108501 www.lynedowncider.co.uk

Samuel Smith's Organic B 5.0%

Bright straw-gold with excellent clarity, Samuel Smith's Organic Cider has a light body, with brilliant conditioning, a crisp clean flavour, and a dry finish. The bouquet is fresh apples, with a soft floral note.

Samuel Smith Old Brewery 01937 832225

Savanna B 6.0%

Premium dry bottled cider from South Africa made with Granny Smith Apples. Generally served in the bottle, often with a lemon wedge in the neck.

Babco 0871 222 0127 www.babco.co.uk

Scrumpy Jack D 5.2% B 6.0%

Available on draught and in bottles, Scrumpy Jack is a premium dry cider that perfectly complements the Bulmer's cider range.

Heineken 08457 101010 www.heineken.co.uk

Sheppy's Organic Cider B 7.0%

Made to organic standards from home-grown cider apples, this traditional cider spends time 'on the lees' after fermentation to develop a richer flavour.

R J Sheppy & Son 01823 461233 www.sheppycider.com

**St Helier Cider****B 5.0%**

Light lively and refreshing, Attractive new flint packaging and available in 5 distinctive variants: Pear, Apple, Blueberry, Raspberry & Lime, Blackcurrant and New for 2011 Pink

InterContinental Brands 01642 256 154 www.stheliercider.com

Stella Artois Cidre**B 4.5%**

A premium crafted Belgium cider made with hand-picked apples, with full flavours of red apple and peachy, apricot hints, complemented with a subtle flavour of spicy oranges and an almond flowery character, giving a clean, refreshing, crisp and sweet sour taste, with a woody pleasing finish

InBev 01582 391166 www.ab-inbev.com

Stowford LA**B 0.5%**

Matured in old oak vats this cider is then carefully blended producing a refreshing low alcohol drink with that particular quality and character only associated with Westons.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Stowford Press**B-D 4.5%**

A truly medium dry cider taste. Light, refreshing and fruity with a long lingering finish

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Strongbow**D 4.5 B 6.0%**

The unrivalled consumers' favourite, Strongbow accounts for more than 3 in every 5 pints of draught cider sold in the UK every day. The availability of Strongbow Extra Cold fuelled draught sales to new heights and helped the brand to tap into the buoyant 'cold sector'

Heineken 08457 101010 www.heineken.co.uk

Symonds Founders Reserve**D 4.5%**

A premium cider with a rich heritage dating back to 1727 and the golden age of traditional Hereford cider making. Pressed and blended from the finest Herefordshire bittersweet cider apples including Dabinett and Michelin varieties the result is a characteristically fresh, crisp, fruity cider, with a high degree of complexity and depth of character.

Heineken 08457 101010 www.heineken.co.uk

Taylor's Gold Cider**B 6.0%**

Taylor's Sweet is an old Somerset cider apple, a mild and delicate variety which produces a medium sweet cider with a light, refreshing flavour, and subtle aroma.

R J Sheppy & Son 01823 461233 www.sheppycider.com

Thatchers Cheddar Valley**D 6.0%**

A traditional Somerset cider, naturally cloudy and matured in oak vats to ensure a distinctive full flavoured robust cider.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Ciderberry**B 5.4%**

A rich red, lightly sparkling medium Somerset cider with blueberry, blackcurrant & raspberry.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Gold**B D 4.8%**

Thatchers Gold is full of flavour made with English apples, many of which are harvested from Thatchers own family orchards in Somerset. This crafted medium dry cider has a smooth, refreshing taste and a bright sparkle.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Green Goblin**B D 6.0%**

Made with English apples and matured in 100 year old oak vats, Green Goblin cider is a full-flavoured, bittersweet blend, beautifully balanced to give a fresh character with a medium dry finish.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Heritage**D 4.9%**

A light, refreshing, unfiltered traditional Somerset cider with a rich haze and matured in oak vats.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Katy**B 7.4%**

Thatchers Katy is a light, medium dry single varietal cider, made with the finest Katy apples.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Katy Rosé**B 5.4%**

Refreshingly light and fruity, this medium Rosé cider has been blended and blushed from the rosiest Katy apples.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Pear B 4.5%

Thatchers Pear cider is refreshingly light, with a smooth and fruity taste, crafted from the finest quality pears.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Traditional D 6.0%

Based on an original 1904 recipe, this naturally hazy, unfiltered and uncarbonated cider is produced from a blend of English apples to create a mellow, smooth cider.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Tremletts Bitter B 7.2%

A fine old Somerset cider apple which produces juice with a high tannin content, the mark of quality found in traditionally made cider - one for the connoisseur, .

R J Sheppy & Son 01823 461233 www.sheppycider.com

Westons 1st Quality Cider D 5.0%

A clear, bright still cider, with a smooth well balanced fruit flavour and a clean apple finish

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Bounds Brand Scrumpy D 4.8%

A crisp, still, dry, fruity, traditional cloudy scrumpy cider

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Cider with Raspberry B 3.8%

A delicious fusion of refreshing cider blended with pure raspberry juice. This light, sparkling, fresh and fruity sensation will delight the taste buds and quench the thirst

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Country Perry D 4.5%

English perry made traditionally in Herefordshire. Fully matured in old oak vats to develop its strength and traditional character. An exquisite, delicate, light and fruity character, softly floral with a pale natural colour

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Perry B 7.4%

A superior quality, lightly sparkling perry, crafted to deliver a fresh medium dry fruity flavour

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Premium Cider with Cider ICE D 4.5%

Refreshing, contemporary cider topped with Cider ICE. No added water, just pure Cider ICE. No risk of dilution to lessen the flavour.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Traditional Scrumpy D 6.0%

A hearty and wholesome cloudy cider. Sufficiently strong to satisfy but not too sweet to smother the mature flavour of traditional bittersweet apples

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Vintage Organic Cider D 7.3%

A clear, still cider, made with specially selected top quality organic cider apples, from one year's harvest. Well balanced, robust, astringent, medium dry with a clean fresh taste rich with autumnal fruitiness

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Woodpecker D 4.0% B 3.5%

The UK's no 1 sweet cider offers 'refreshing enjoyment' on draught and in bottles.

Heineken 08457 101010 www.heineken.co.uk

Wyld Wood Organic Classic Cider B 6.5%

Produced using organic cider apples and matured in old oak vats which results in an easy to drink cider with a ripe apple aroma and a refreshing well balanced taste.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

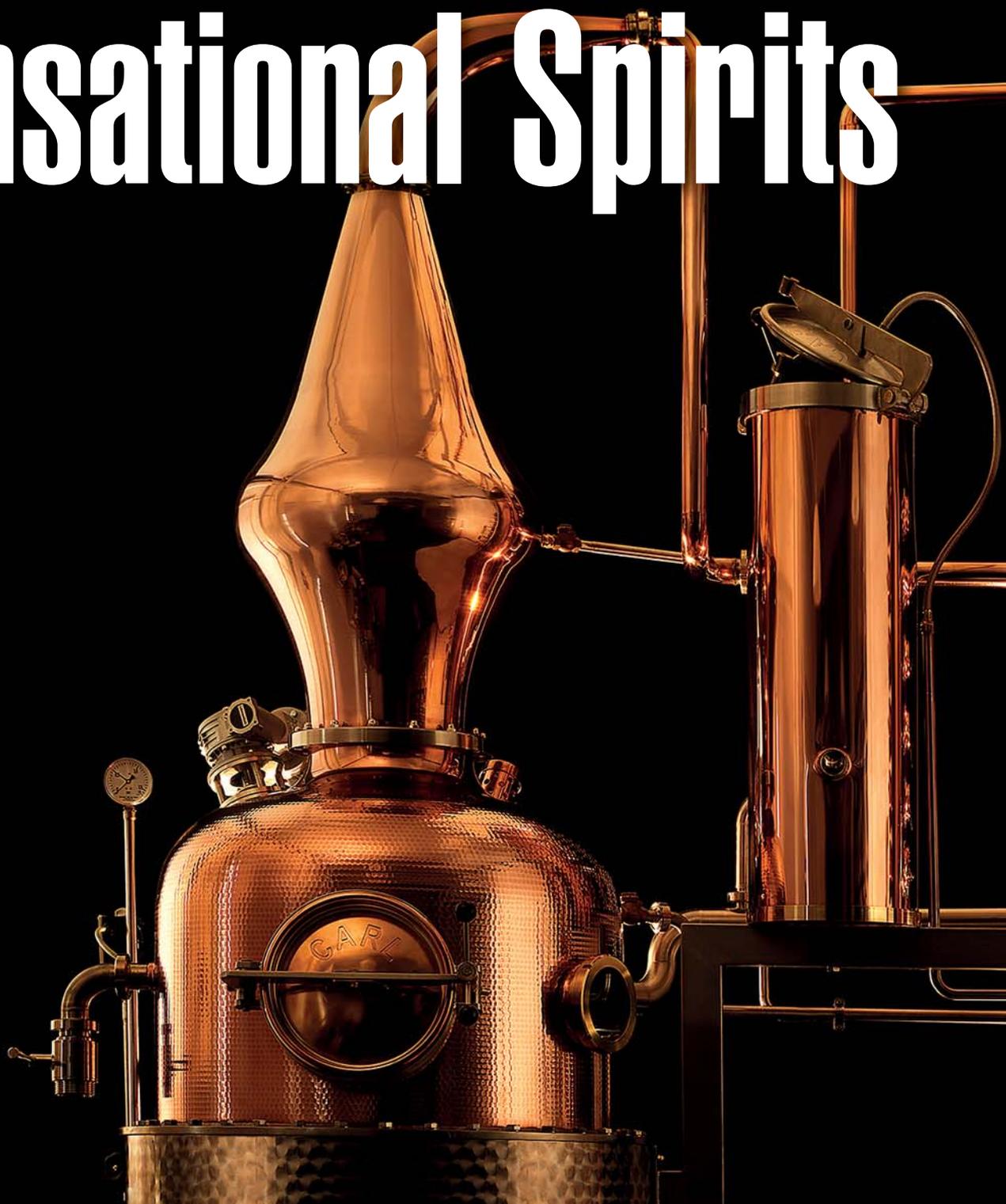
Wyld Wood Organic Pear Cider B 6.0%

A refreshing pear cider produced from organically grown pears. Fresh and fruity with a rich pear flavour.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk



Sensational Spirits



"I often ask myself why great pubs have an average spirits selection. Is it stock holding? I doubt it, a few more bottles really isn't that much in the grand scheme of things. Is it a lack of interest from customers? Surely not, if that were the case why stock any at all?"

I am left with one possibility, a genuine love and understanding of beer and, though not in all cases, a lack of knowledge of what's on the back bar.

It is always great to wax lyrical about the beers we sell. I certainly do! We have a knowledge and let's face it, most of our customers bow down to our knowledge, we look good talking beer don't we? But when it comes to the back bar our

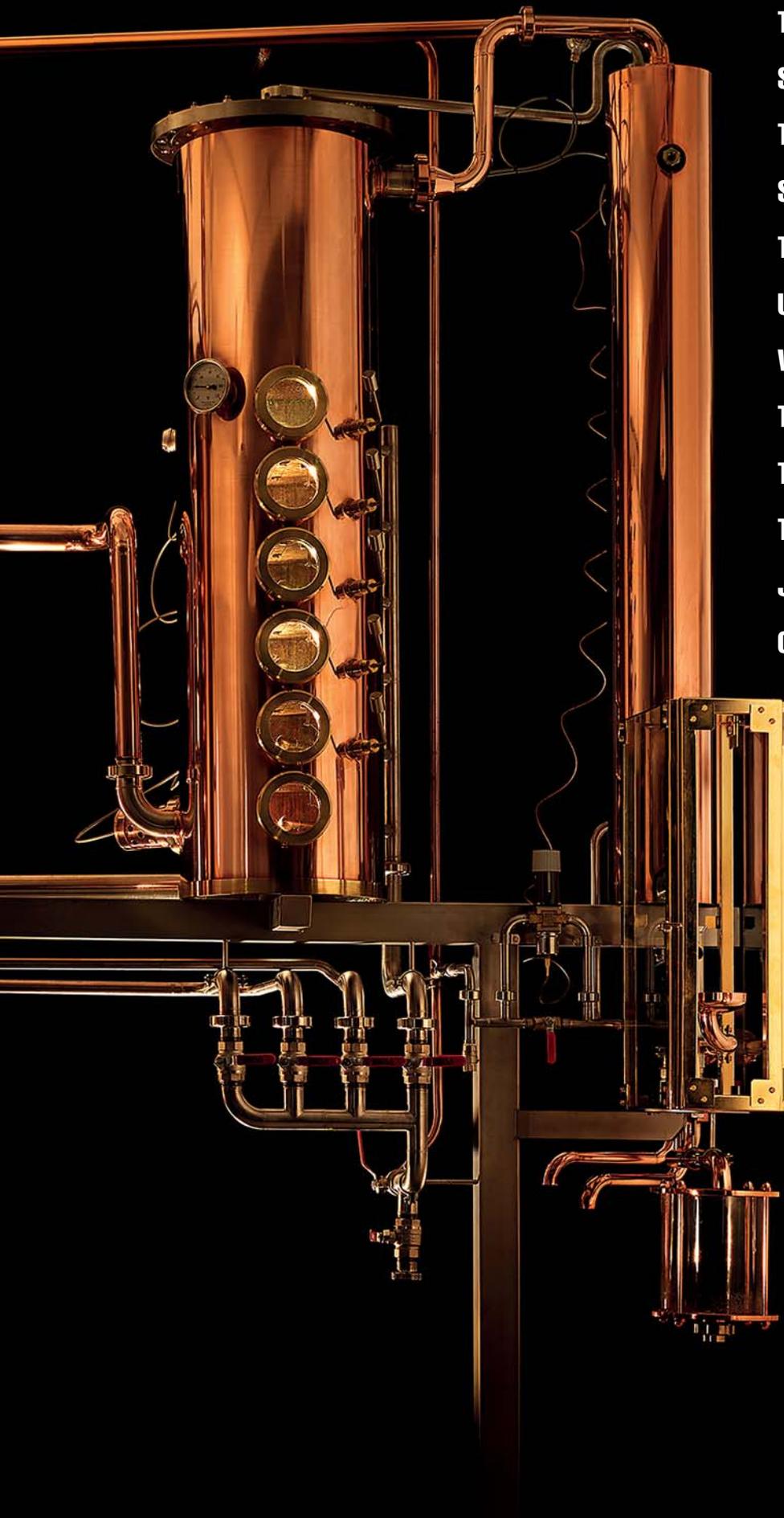
knowledge often falters. Beyond the basics there is often a gap in our knowledge, this leaves us talking up our beer again and so we complete the vicious circle!

It doesn't have to be this way though. Spirits are a great way of improving margins and are one of the most exciting sectors of our great industry. Cocktail anyone?!

The next few pages are full of useful information that will hopefully inspire you to get into the spirit, and there's loads of help and training out there.

I would urge anyone to dip their toe in the water. It may be rewarding both personally and financially!"

Nick Griffin
Pleasure Pubs



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Pourfection

from Bacardi Brown-Forman Brands

POURFECTION.COM LAUNCH NEW TOOLS FOR THE NEW YEAR TO BOOST YOUR PROFITS!

Bacardi Brown-Forman Brands continues to offer publicans and bartenders an easier way to create effective and profitable menus by launching a new set of integrated tools to their trade website Pourfection.com.

The site will feature a full set of user friendly tools, designed to take you through the stages of creating a lucrative menu quickly and simply featuring an enhanced Cocktails Database and Gross Profit Calculator.

Available at the touch of a button, both tools will be offered as a mobile app early in 2012.

A range of cocktail creations

Continuing to support the on-trade BBFB have revamped the Cocktails Database, offering complete ease of use, simpler navigation and creation, and a wide selection of cocktails using their range of leading bar-call brands.

The sleek new format allows users the chance to select cocktails based on new criteria including bar staff experience, occasion, flavour profile and more. Users can then add their preferred serves to 'favourites lists', building a catalogue of cocktails suitable for occasions throughout the year



Boost profits with the NEW GP calculator!

Launching in January this new tool is designed to help licensees understand the profit opportunity behind simple cocktails and spirit mixer serves. Add your cost price to a basic list of ingredients then watch the system calculate an accurate cost price for each cocktail. Insert a target GP and a recommended selling price appears for the entire database of delicious simple serves.

Perfect for busy bartenders, the GP Calculator has been designed to help users maximise their bar offerings and boost profit turnover.



The final step to menu 'Pourfection'

Once you've chosen your selection of profitable serves head over to the Create A Menu tool, which allows you to create custom built menus for your outlet. With a range of fonts and colours to reflect individual bar identities, you'll also benefit from low prices and speedy service, with orders placed before 2pm shipped the next working day.



Finally we would like to introduce Tom the new On-Line member of the BBFB Training Team. Tom will be on hand to offer hints and tips on creating the perfect menu and share his knowledge about our serves and spirits...

Alex Turner, Head of Trade Advocacy at BBFB, comments,

"2012 is set to be a busy year for the on-trade, with the wide range of occasions leading to increased footfall as people look to enjoy events with friends and family. We want to support publicans and bartenders looking to make the most of the opportunities the New Year is set to bring by providing them with even easier ways to create effective and lucrative menus. Bacardi Brown-Forman's new Cocktail Database has a wide range of serves, which are easier to find and track, whilst the GP Calculator will ensure drinks menus are cost-effective and worthwhile. So to make the most of your bar in 2012, visit www.pourfection.com!"

For more advice, the full range of cocktails and to create your own menus, visit
www.pourfection.com



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Train to Gain

World of Spirits

It's a funny thing, but from the customer's side of the bar your display of spirits might as well be invisible. There they are at eye-line on the Optics, flaunting their labels temptingly, but sometimes it seems that no-one can even see them. And that's because people take them for granted.

Spirits, along with soft drinks, are far and away the most profitable items among the publican's stock with gross margins of 75% or more; but few pubs have made them a speciality in the way that many have with lower-margin ranges such as real ale and food. And you don't even have to go that far. If you could only convert 10% of your RTD, beer, and cider volume to spirits and mixers – not just gin and tonic but JD and Coke, Malibu and lemonade, Amaretto and Coke – your bottom line would be so much healthier!

The good news is that it can be done. Rising consumer expectations have made shorter drinks with their accessible flavours and hint of cocktail-bar glamour far more popular despite the recession. A garish array of schnapps, Sourz, sambuccas and shots is displacing the dust-covered sherries and old-school

liqueurs on the bar-back, and a truly exciting new generation of vodkas, rums, and gins is pushing out the standard brands on Optic. Pitchers of cocktails are big sellers at peak sessions, Pimms is a huge favourite on sunny summer days, and many publicans are already sprucing up their mixed drink offering with eye-catching but easy to make cocktails such as the mojito.

Simple Strategies

There are many strategies that pubs can deploy to boost their spirits volume beyond the old trick of getting staff to upsell by suggesting a double every time a customer orders a short.

“Not just to respond to customer orders, but to shape them, to enhance them, and thus to improve the customer's whole experience and get them coming back with all their friends”

Attention to the bar-back is the simplest, ensuring that key brands are positioned in the hottest spots. A short menu of simple cocktails will generate interest. And attention to detail – plenty of ice, the right glassware, freshly-sliced lemon, lime, and orange – will add that flourish, that swagger, that makes customers feel they're getting something special.



Get your staff working the bar, not just behind it

Help from the Experts

But there's plenty of help at hand if you want to maximise your spirits sell. The big companies have seen their own volumes hit by the tidal wave of pub closures in recent years, and for most of them the natural response is to do all they can to grow sales through the survivors.

"If you could only convert 10% of your RTD, beer, and cider volume to spirits and mixers your bottom line would be so much healthier!"

Their principal weapon has been comprehensive training schemes such as Bacardi Brown Forman's Pourfection programme and Maxxium's Mixxit initiative. Both companies see pub staff, whether in large multiples or owner-operated single sites, as their front-line sales force. Galvanise them to sell proactively and throughput, especially of premium brands, will gain share however poorly the overall market performs.

The Complete Package

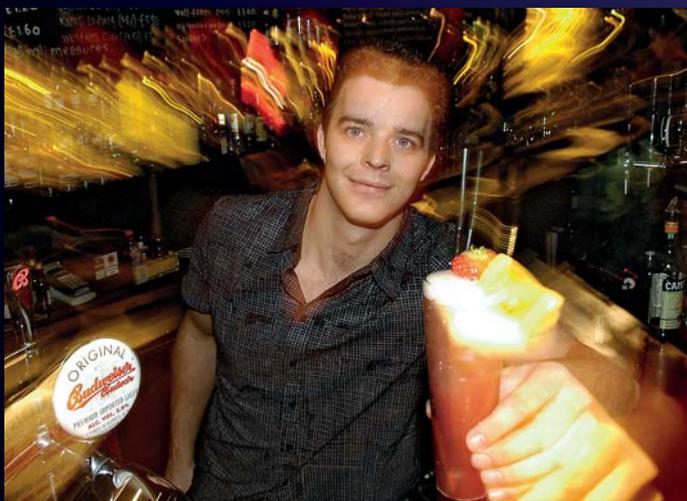
Both Pourfection and Mixxit work in a similar way, with teams of trainers out in trade backed up by all-singing all-dancing websites which are an education in themselves.

Their aim is pretty much the same, too: to equip your staff with the product knowledge and serving skills - and hence the confidence - they need to upsell effectively. Not just to respond to customer orders, but to shape them, to enhance them, and thus to improve the customer's whole experience and get them coming back with all their friends.

"Staff who are given expertise and responsibility rise in status, in worth, and in satisfaction. Not only do they perform better; they stay longer too. And training is critical to giving them that extra boost"

"Our teams are working everywhere from high street cocktail bars to community locals all over the UK and we know from experience how tough times are and how many pubs are struggling," says Wayne Collins, head of Maxxium's Mixxit programme. "We see how many wet-led pubs are only getting a 50% GP on the beer sales that make up 80% of their turnover when spirits can have a margin of 74-78% and mixers can be even higher, and we want to give them the support that can really improve their bottom line.

"We supply point of sale kits - tent cards, table talkers, print-on-demand drinks menus - as well as recipes for simple mixed



drinks, tips on presentation, and product knowledge, but the aim of it all is to get the staff involved in 'suggest this' selling. Bar staff deal with customers and know their regulars. Once they feel confident enough to be proactive and make suggestions then many possibilities open up."

Something Special

Dining pubs, for instance, could stock a wider range of after-dinner spirits. Pubs could develop their own house specials which need not be too complicated to prepare (one of Wayne's favourites is a gin and tonic with a dash of elderflower cordial in it). Different mixed drinks could be promoted to different customers at different times of day. A "cocktail of the week" could be promoted. Pouring brands could be upgraded. But everything, says Wayne, depends on the staff's confidence and skill.

"BBF have been bloody brilliant. They showed us how to create a more dynamic environment that our staff love working in. And across the estate as a whole, spirits have gone from 5% of our sales mix to 15%"

"Staff have conversations with regulars," he says. "You could ask a customer what they drank at home and then, using your product knowledge, suggest your own twist on it.

"Much of this is pretty simple, and it works. We have had some pretty good results where spirit and mixer sales have gone up by 30% - but it does depend on engaging the staff, and that is what training does."

Younger customers with less fixed habits are keener on mixed drinks than the older clientele, and women are more willing to experiment and therefore more open to suggestion than men. But, says Alex Turner of Bacardi Brown Forman's Pourfection programme, the opportunity is open across the board. It's a question of staff matching the palates of different types of customer to the properties of different spirit categories and brands.

Keeping it Simple

And maximising spirit sales, he says, doesn't have to be hugely complicated. "It's a question of scale," he says. "We've worked with single-site operators and with the likes of M&B and JD Wetherspoon.

"And it's a matter of knowing your market, too: you don't have to be preparing and serving a long list of shaken cocktails: with some mint leaves and plenty of ice you can transform a vodka and lime into a mojito, which takes about 20 seconds to make. And a twist of lime turns a straightforward Bacardi and Coke into a Cuba Libre with almost no effort."

The Pourfection website includes a GP calculator alongside its 600 cocktail recipes, instructional videos, and other whistles and bells. But it's backed up by teams of face-to-face trainers competent to

deal with all levels of complexity from the Savoy down, and one operator who has become a fan is Peter Linacre, who runs the London-based New Pub Company.

New Pub Company has seven outlets, three of them wet-led and the rest of them destination dining pubs. One of the wet-led pubs is the Camden Eye in London's Camden Town which, since Pourfection's visit, now stocks 200 different spirits and has improved its spirits sales from 7% of the total to 20% - with a commensurate boost for the company's bottom line.

"I switched to BBF because the company that was supplying me previously seemed to have lost interest," says Mr Linacre. "We found it increasingly difficult to establish contact with them and their brands were commoditised and dull.

BBF took the trouble to come and talk to us, and their portfolio was much more exciting for the consumer.

Great Results

"Even at the Camden Eye, which is quite a small pub, we don't do cocktails, but new high-end rums, tequilas, and vodkas are very big there. Some of them are quite exotic and we charge as much as £7.50 a measure for some of them.

"In the food-led pubs we started stocking a much broader range of whiskies as an after-dinner sell, and across the estate we upgraded our pouring brands from the well-known but very dull ones to more interesting alternatives – our pouring gin, for instance, is now Bombay sapphire.

"I must say that BBF have been bloody brilliant. They showed us how to create a more dynamic environment that our staff love working in. And across the estate as a whole, spirits have gone from 5% of our sales mix to 15%.

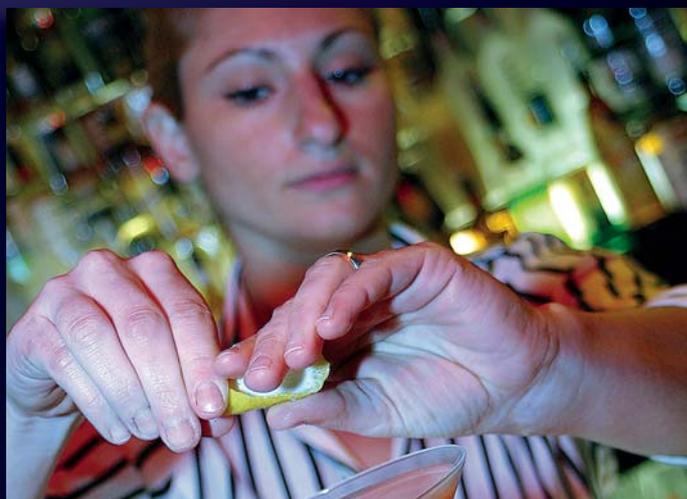
"Much of this is pretty simple, and it works. We have had some pretty good results where spirit and mixer sales have gone up by 30% - but it does depend on engaging the staff, and that is what training does."

"And of course, with almost every sale you make, you sell a mixer as well – another high-margin product!"

An added bonus is staff retention. Staff churn is a more expensive item than many perhaps realise; but, says Wayne Collins, staff who are given expertise and responsibility rise in status, in worth, and in satisfaction. Not only do they perform better; they stay longer too. And training is critical to giving them that extra boost.

For many licensees, though, choosing and promoting a new and more exciting spirit offering is a step outside the comfort zone - and that's why companies like BBF and Maxxium are placing so much emphasis on helping them to take that step.

"After all," says Wayne, "our business is your business!"



mixxit® trainers from left to right: Wayne Collins, Patsy Christie and Andy Gemmell



Education through inspiration

mixxit®

Inspiring the perfect serve

Maxxium UK believes that to attract and retain customers and build sales, establishments should invest in staff education. mixxit®, the training and education programme created by Maxxium, aims to inspire bars to create perfect mixed drinks and cocktails through comprehensive training on all major spirit categories and is proven to significantly boost sales.

Around 7,000 bar staff have benefited this year from the training carried out by the mixxit®-trained sales force and dedicated mixxit® trainers led by Wayne Collins, Andy Gemmell and Patsy Christie.

Maxxium UK's on-trade Sales Director, Jim Grierson says: "Maxxium UK provides mixxit® training free to its customers as we believe that understanding spirits and implementing the perfect serve is fundamental for every bar and pub to maximise spirits sales. Our training can also enhance profits by educating staff on the potential of broadening the spirits offering which can help to increase the customer base and profitability in a bar."

mixxit with...

A 90 minute introductory training session per category, covering history, essential methods, classic taste profiles, brand information and classic serves.

mixxit masterclass...

A two to three hour session per category, covering history, essential methods, drink classic styles and flavour matching, brand information, classic serves and twists.

mixxit is a unique training programme because:

Every cocktail created by the mixxit® team can be made in five simple steps.

mixxit® is driven through the Maxxium UK sales team, which is the reason why it reaches so many bartenders across the UK
mixxit® vs other training programmes, has its own content.





Thornton Hall Hotel & Spa, Wirral David Pike, events operation manager

Thornton Hall invested in four mixxit® training sessions for 40 members of staff. It had lacked cocktail serves on the drinks menu and so the objective was to drive straight spirit and mixer sales and to increase staff knowledge to create more premium, high-end cocktails.

David Pike says: "The staff have really embraced the mixxit® training by signing up to mixxit® on facebook and twitter and getting new tips and ideas from the new mixxit® website. They always ask when Patsy is coming back and are keen to keep developing their knowledge. They are all quite young so it is easy for them to relate to Patsy who is fun and full of life, which makes learning easy. I would definitely recommend this training to other establishments.

Highlights included learning about the presentation of drinks' serves and simple elements that go into making a perfect mixed drink, such as cutting fruit and how much ice to use.

Our staff are always looking to improve and so we will continue to invest time in mixxit® training in order for them to move to the next level of bartending. Our primary aim of increasing spirits sales and average spend per customer has been achieved through not only serving great drinks but also introducing cocktails on to our menu too."



The Tapestry Pub and Tapas Bar, Richmond Lucia Fiorini, bar and restaurant manager

Having developed an excellent relationship with the Maxxium account manager, the mixxit® team was drafted in to further enhance standards and results at the bar. The mixxit® training developed for The Tapestry was focused around their entire spirits offering, with an emphasis on vodka, as this is the best-selling spirit in the outlet.

Lucia Fiorini says: "The service and support that we received from mixxit® was both personal and tailored to The Tapestry. I don't think other training programmes from other spirits companies would take so much time to create bespoke training unique to one outlet.

Ten of our staff gained an understanding and background of the spirits that they were serving, giving them more confidence with customers. They also gained excellent knowledge in mixing spirits with particular flavours and learnt how to create visually pleasing drinks, allowing staff to up-sell cocktails to customers more knowledgeably.

At The Tapestry we are intending to invest in further mixxit® training, with the aim of reaching five sessions a year. Consumers are becoming increasingly knowledgeable about cocktails and what ingredients should go into them, so our staff should be on top of the latest developments too. Since the mixxit® masterclass we are selling far more cocktails than previously. We are delighted with the results."

Golden Mojito

2 shot(s) Brugal Añejo
Dominican Republic Rum
3 wedge(s) fresh lime squeezed
2 barspoon(s) Monin Pure Cane Syrup
8 – 10 fresh mint leaves, Splash soda
Clap mint and drop in empty tall glass, add all other ingredients except ginger ale and gently muddle, add ½ glass with crushed ice and churn well to infuse flavours, top with fresh crushed ice and ginger ale.



Each Golden Mojito contains 2 units of alcohol

Purple Rain

1 shot(s) Sourz Cherry
1 shot(s) Bols Blue
Curaçao
1 wedge(s) fresh lime
squeezed
Top with lemonade
Pour all ingredients over
cubed ice in tall glass
starting with citrus,
swizzle



Each Purple Rain contains 1 unit of alcohol

Classic mixxit® recipes

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Top End Trend Watch



Spirit Business

Alex Turner has for many years been a pioneer of the move to improve the service of spirits which started in bars and is now being embraced by successful pubs. Head of Trade Advocacy at BBFB, he is well placed to spot the early trends that are also likely make their way into mainstream drinking culture

2012 looks to be shaping up to be another interesting year for the UK drinks scene, especially with the number of different ideas and trends that are starting to emerge.

One of the advantages of judging a number of cocktail competitions around the UK is the chance to see what bartenders are influenced by and which ingredients they are currently using. Many of the bartenders are creating drinks that are inspired by the early days of cocktails, using old recipes as a base and then adding newer ingredients or even old forgotten ones.

This means that ingredients that have not been that popular for the last few decades are now being used in these drinks and forgotten drinks like The Last Word are now popping up on menus all over the place. The new/old wave of drinks making has led to an

increase in the use of bitters and it is not unusual to see a multitude of small bottles on bars around the country in fact, bartenders are now creating their own styles of bitters and copying old styles that are no longer available. Bear in mind that around five years ago the general trend in cocktail competitions was to make long drinks with ingredients like ginger, apple and elderflower, it goes to show how quickly tastes change in the industry.

“New bars are producing drinks with the past very much in mind, speak easies are becoming a very popular style of bar, serving vintage style drinks in a vintage environment... the speak easy is a trend that is set to remain”

There has been a recent increase in the amount of bartenders arriving at cocktail comps with their own kit, glassware and in some cases ice to ensure they make the perfect drink.

It shows how professional bartenders have become over the years that they will make the effort to source a particular glass for that drink and also invest money in kit that their bar provides for free.

One of the trends has grown out of chefs' use of science in creating new dishes, with bars like Whistling Shop, 69 Colebrooke Row & Zetter Townhouse opening in London over the last two years and pioneering a new scientific approach to drink-making that opens a new world of flavours and experience.

Being able to distil flavours that are not readily available allows their bartenders to produce unique drinks as well as changing the textures & temperatures.

Other new bars are producing drinks with the past very much in mind, speak easies are becoming a very popular style of bar, serving vintage style drinks in a vintage environment. Following a trend that is common in the US and Europe, the speak easy is a trend that is set to remain

The last two years have seen some major trends emerging all of which are massively beneficial to our industry as they push the boundaries of what bartenders can do and also make it more enjoyable for our guests.

Of all the trends we have seen the one I have noticed over the last year is the bartenders' dedication to their craft; the way they dress, the way they prepare for their work, the level of detail on creating their drinks and their knowledge of what they are doing.

In 2012, I am sure there will be more trends emerging but the ones we have are seeing now are likely to be around for a very long time

Alex Turner

The Treat Spend Trend

Premium spirits are riding high on the back of an increased focus on quality by pubs and bars, and customers' desire to sip something special. Nigel Huddleston gets the lowdown on what's going up

Despite tough trading conditions, spirits have proved remarkably resilient with ontrade sales holding up well overall. Even better news for licensees is that buoyant sales and growth of 7% for premium brands indicate a willingness by customers to pay for style, flavor and presentation.

"Premium spirits volumes have doubled since 1995 and more than £1 in every £5 spent on spirits is spent on premium brands. Premium spirits' share in the US is 46%, compared to 13% in the UK"

"You have to offer value for money," says Diageo's Andrew Leat. "But that doesn't mean cheap. It means great tasting, great looking drinks that suit the consumer's mood and occasion at a fair price. In the current climate, consumers look to established brands and are happy to pay for quality of serve and service that enhances their experience."

Premium Doubles

Dan Reuby, of Pernod Ricard UK, whose brands include Absolut, Beefeater and Havana Club, believes there is still plenty of potential for premium spirits in the ontrade across all categories. Research conducted by the company showed that 62% of consumers are willing to pay more, as long as they can see they're getting something special.

"Premium spirits volumes have doubled since 1995 and more than £1 in every £5 spent on spirits is spent on premium brands," says Reuby. "Premium spirits' share of total spirits volume in the US is 46%, compared to 13% in the UK. We know there is scope for further growth in the UK."

Nick Williamson, at First Drinks, agrees. "People are making the most of occasions when they do go out," he says. "They might not go out three or four times a week but on the one night they do, they are prepared to splash out to enjoy themselves."

Fortune Telling

So what do the big hitters in the spirit world think will be big in 2012?

"Malt whisky and non-cream liqueurs are two areas where we're seeing good growth along with premium gin and premium vodka,



with the more mainstream brands suffering," says Williamson. "I think 2012 will see more of the same: less but better, with both the best-supported and the more premium brands continuing to grow."

Leat predicts: "Continued growth from vodka, liqueurs and rum in 2012 as the current trends continue. These categories and the brands within them make great cocktail ingredients and much of their growth can be attributed to the increase in the number of outlets offering cocktails."

After Dinner Treats

Maxxium UK's Jim Grierson highlights the double digit growth of Malt Whisky in the on-trade. "This growth shows a clear sign that whisky is definitely something consumers are treating themselves to, by trading up to premium brands."

"As food-led outlets are in growth, it's likely that the malts and Cognac categories will continue to grow too, as consumers trade up to premium brands for their after-dinner drinks"

While premium spirits are healthy in the ontrade, they are soaring in the offtrade where consumers have virtually unlimited choice. This is partly because many pubs are still not offering their customers the option of trading up, and are missing out on potential profits from the 'treat spend' trend.

So go on, boost your spirits...

Premium Spirits



Join the Rum Revolution

Rum Business

There's a rumble in the spirit jungle; revolutionary rums are stealing vodka's thunder and taking the world of drinks by storm - driven by the seemingly unquenchable thirst for Mojitos, a surge in specialist rum bars and booming sales of spiced and golden rum brands

Seen as more daring than other spirits, Rums - dark, light, golden and spiced - are getting mixed up in bars up and down the country. The uprising has begun - the time is right to join the Rum Revolution

Straight up, mixed up or all shook up, no other drink has quite the same aura of excitement, linked as it is with cool Caribbean culture and hot Latin passion, with a little of the Cuban rebel spirit for good measure.

The popularity of rum and rum based drinks has inspired party nights and rum clubs, it has motivated a chain of vodka revolutionaries to launch a rum concept; it has instigated a hugely successful rum festival.

Hell, rum even got a starring role alongside Johnny Depp in his latest Hollywood movie, *The Rum Diary*

This buzz has generated a wave of activity from spirit players large and small, with brand owners putting their money where the growth is, launching and relaunching a treasure trove of rums

The Spice is Right

Leading the charge is Diageo's Captain Morgan's Spiced, now the ontrade's second best-selling rum brand.

Violeta Andreeva, Brand Manager at Diageo commented: "Golden rum has experienced such tremendous growth over the last year or so because it attracts younger consumers thanks to its sweeter taste compared to other rums."

2011 saw the already popular Morgan's Spiced relaunched with the addition of the Captain figurehead to the title and the label giving the brand an identifiable personality

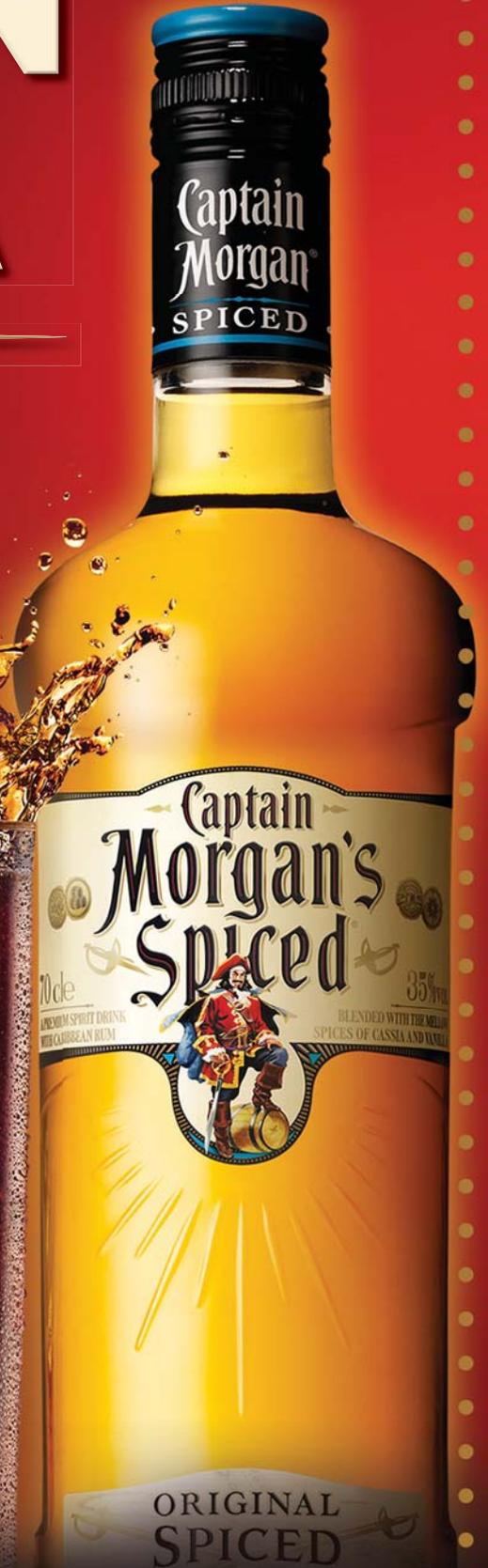
"Golden rum has experienced such tremendous growth over the last year or so because it attracts younger consumers thanks to its sweeter taste compared to other rums"

The liquid and the distinctive bottle stayed the same, and Diageo backed the relaunch with a raft of activity, especially in the ontrade. Between June 2011 and June 2012, bars across the country play host to 3,000 Captain's Party Nights featuring the Captain himself, as part of a significant nationwide investment in above the line and digital activity, POS material and sampling.

With a 'Captain and cola' fast becoming a regular bar call in the UK, Violeta reports: "The redesign has had a fantastic response from

DISCOVER

CAPTAIN & COLA



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drinkaware.co.uk for the facts

With cola is still the top rum call, but try these simple but sophisticated serves for something a little more interesting

Dark 'N Stormy®:

Simply add ice cubes to a highball glass pour in the ginger beer then add the 50ml of Goslings Black Seal Rum and watch as it floats down the glass.

Add a Squeeze & Garnish with lime



China Sea Fizz

25ml Sailor Jerry

15ml Belvoir Elderflower cordial

150ml Tonic Water

Fill a tall glass with ice and add 1 measure of Sailor Jerry. Pour in 15ml of Elderflower Cordial and 150ml of Tonic Water. Stir gently and serve with a garnish of 2 fresh lemon slices.



licensees and consumers thanks to our digital activity and consumer events with the Captain”

“It’s important that outlets promote the finished drink so that consumers know what to order and don’t feel intimidated by the choice of serves available” she advises, adding “Make sure the price-point for the finished drink is advertised clearly as it allows people to know exactly how much they will need to spend.”

Heart of Oak

Not content with being the number one rum brand with Bacardi Superior, the ubiquitous white rum that launched a thousand drinks, including the original Mojito and Cuba Libre, the company has set out to challenge Captain Morgan’s Spiced with the launch of its own Oakheart brand.

Alex Turner, head of product training and mixology at Bacardi Brown-Forman Brands, adds: “Spiced is a very dynamic part of the rum market at the moment and we’re excited that with Oakheart Bacardi can become a big player in the spiced rum world as well.

“The category has been growing for a little while but there’s still a huge amount of growth there. It’s much more developed in the US, and the UK market tends to follow the American market.

“Most of the brands within golden and spiced rum are quite different propositions. It’s good to give consumers the choice”

“Oakheart’s USP is to do with the brand being rested in charred barrels which gives it a smoky, woody note that differentiates it from other brands on the market.

“We’re not doing a massive amount of cocktail stuff with it; it’s more of a long mixing drink. It’s the same price as Superior, so it’s a quality rum but not designed to be at the top of the price range. We want people to drink it, not just look at it and think they can’t afford it.”

Sailor Jerry

Norman “Sailor Jerry” Collins RIP, was the big daddy in the world of tattooing, and constantly sought to reinvent himself and perfect his craft. In 2010 the spiced golden rum that bears his name followed in his footsteps and tweaked the recipe to make it smoother but slightly less sweet, with hints of caramel and vanilla.

Tom Wade, senior brand manager for Sailor Jerry at First Drinks, recommends that licensees offer more than one brand: “Most of the brands within golden and spiced rum are quite different propositions. It’s good to give consumers the choice”

Rum drinkers are also getting increasingly adventurous and open to trying different rums in different ways. It’s a versatile spirit that bartenders can use to create classic and contemporary cocktails, it also adds a spicy edge to simple mixers like cola or ginger.

“With cola is still the most popular, and ginger beer is doing well,” says Wade “but bartenders are also coming up with different serves that appeal to their customers”

★ THE ORIGINAL ★
SAILOR JERRYTM
SPICED

**“GOOD WORK AIN’T CHEAP,
CHEAP WORK AINT GOOD.”**

— NORMAN “SAILOR JERRY” COLLINS 1911-1973

Sailor Jerry Spiced is made the only way it should be, the way they made it back in the day—**bold, spiced & smooth.**

It bears the name of *Norman “Sailor Jerry” Collins*, the father of old-school tattooing, and carries on his legacy of unyielding standards and consummate craftsmanship. Like Collins’ himself, *Sailor Jerry Spiced* can stand up to just about anything—mix it with cola, your favorite mixer or just pour it over ice and let our work speak for itself.

The experts agree. Sailor Jerry won Gold: Best in Class at the 2011 IWSC awards.



THE PERFECT STORM

- ★ 2 parts Sailor Jerry Spiced
- ★ splash of fresh lime juice
- ★ 2 dashes of Angostura® bitters
- ★ ginger beer

*Build in a highball or rocks glass over ice. Garnish with a lime wedge.
Top with ginger beer.*



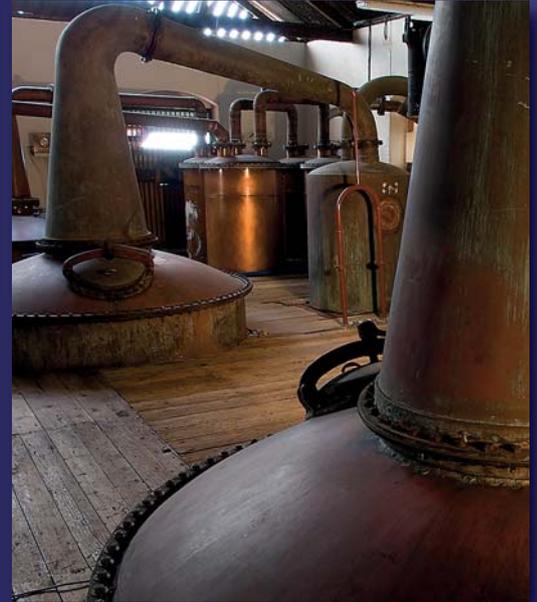
SAILOR JERRY AND COLA

- ★ 2 parts Sailor Jerry Spiced
- ★ 2 parts cola

*Serve in a highball or rocks glass over ice.
Garnish with a lime wedge.*



FIND OUT MORE AT: SAILORJERRY.COM
RESPECT HIS LEGACY. DRINK SAILOR JERRY RESPONSIBLY.



Crack open the Kraken

One of the most hyped drinks launches in the UK in the last 12 months has been that of the cult US black spiced rum, The Kraken.

Dave Steward, business development director at supplier Marblehead, says: "Up until fairly recently, rum had been perceived as pedestrian and lacking in innovation by comparison with the vodka and gin categories.

"Over the past decade there's been the muscle of Diageo behind Captain Morgan, and Havana Club has helped enhance rum's product credentials, but it's been a slow burn and it's only now that we're starting to see rum steal share from other categories.

"All sorts of people drink rum. Navy rum is most likely to be consumed by older, more traditional, usually male drinkers; white rum will have a broader appeal across an age spectrum of both males and females; and the new generation of rums such as The Kraken are being consumed by cool, young urbanites."

The Golden Touch

Wray & Nephew's Nick Worthington, brand manager for the Jamaican brand, Appleton Estate, says it will be focusing on maintaining product quality in its existing golden rum range rather than going down the spice route.

"Spiced rum is becoming pretty much saturated with new entrants," he says, "and in the top end, bartenders can create their own spiced rum if they want to."

On the other hand, he believes that golden rum delivers on a number of fronts for a wide cross section of people.

"It's a happy medium for male and female markets, appealing to men who might drink bourbon or whisky, but also to women who might already be drinking white rum. It builds on that with more interesting flavour to it."

A serve we're seeing some success with in the pub market is the Jamaican Mule, which is Appleton Estate with a really good quality ginger beer - preferably Old Jamaica, which has a fiery quality that really opens up well and also has a bit of sweetness."

Brugal

Jim Grierson, on-trade sales director for Maxxium UK, says sales of its premium Brugal golden rum from the Dominican Republic are 69% ahead year-on-year.

Consumer sampling activity such as a pop up traditional rum shack and in-bar kits have been helping to drive this success.

A relative newcomer to the UK, Brugal is the number one rum in the Caribbean and the third largest rum brand in the world.

The Dark Side of the Rum

Gold and spiced rums are getting the most attention at the moment, and are certainly enjoying the fastest growth rate, but not everyone is going for gold in the world of rum. Dark rum sales are also on the up as consumers rediscover the more complex, sweeter taste of the original 'grog'

Dark rums are the more traditional, 'Navy' style rums, aged in charred barrels. Most of the sweetness comes from the molasses that it is distilled from, although some also have added caramel.

Our love of rum dates back to times when rum was safer to drink on board a ship than water or even beer. In fact it was so much a part of the navel tradition that right up to 1970 a daily tot of rum was issued to all sailors, and the day it finished - July 31st - is still known as Black Tot Day – a great excuse for running a rum event!

For many rum lovers, black is the new black. Not only is The Kraken a Black Spiced rum, Gosling's Black Seal - the only rum you can use in a Dark 'n Stormy - is seen by many as the ultimate rum, one of the few brands ever to go Platinum at the World Spirits Championships

From bestsellers Captain Morgan's & Lamb's Navy, through to super premium brands like Woods 100 at 57%, there's a tremendous variety of flavours to whet the whistle of your more adventurous customers. Check out the following pages for a selection of white, gold, spiced and dark rums to get the party started.

An Inventive Revolution

One sure sign that rum is no passing fad is the love being lavished on it by the guys who spotted the power of vodka back in 1996 when they opened the first Revolution in Manchester. Inventive Leisure now operate 65 bars, including 12 dedicated rum bars under the banner of 'Revolucion de Cuba'.

The first one opened in Sheffield at the beginning of the year, but was so successful it has already been rolled out across the country to 12 locations, both as stand-alone bars and as 'implants' within already established vodka bars. And not just in metropolitan cities – one of the first was Beaconsfield, the latest is Harrogate and there's a stand-alone one in Norwich. It seems that rum is just as hot in the shires.

Inventive's Sales & Marketing Director, Neil MacLeod says the company had been considering the move for some time, recognising the growth in rum's popularity, it's association with good times, music and dancing.

Revolucion de Cuba has a fantastic array of 40 rums, and also specialises in cocktails, but Neil says the straight rum and coke is still very popular.

So which cocktails are the big sellers? "Mojito's, Daiquiris – especially strawberry ones. The simple ones are the most popular, not too much going on in them -the quality of build is more important"



No Other Rum Makes A Genuine Dark 'n Stormy®

Bermuda's National Drink Requires
Bermuda's National Rum.

Only Gosling's Black Seal Rum can give you an authentic Dark 'n Stormy cocktail, the uniquely tasty drink that is taking the U.K. by storm. This deep, luscious rum has been slowly crafted by the Gosling's family for seven generations.

Nothing else comes close.

Gosling's. For Seven Stubborn Generations.

We make it slowly, stubbornly. Please enjoy it slowly, responsibly. 40% ABV. Product of Bermuda. Gosling's Rums are imported and distributed in the U.K by Love Drinks Ltd. info@lovedrinks.co.uk

Rum Round Up



Appletons Jamaica 37.5-43%

A range of rums from Jamaica, considered among the best in the world, including Appleton Estate, a blend of aged rums, Estate Extra which is aged in bourbon barrels and V/X which is aged in oak for at least 5 years.

J Wray & Nephew 020 7378 8858 www.appletonrum.com

Bacardi 8 Year Old Puerto Rico 40%

This premium "anejo" (aged) rum is Bacardi's smoothest and most complex rum, best savoured neat or over ice but its depth of flavour makes it the perfect base for cocktails.

Bacardi Brown-Forman Brands 01962 762450 www.bacardi.com

Bacardi Gold Puerto Rico 40%

A light bodied golden rum created using the same pioneering techniques as BACARDI Superior. It is matured in American oak barrels for a longer period, the colour is entirely derived from the barrel, no caramel is added.

Bacardi Brown-Forman Brands 01962 762450 www.bacardi.com

Bacardi Superior Puerto Rico 37.5%

Founded in Cuba in 1862, it is the world's original premium aged white rum; fermented using a single strain of cultivated yeast for a consistent, light bodied spirit, distilled through a parallel process of distillation to give a balance of character and smoothness, aged for a minimum of 12 months for complexity, then filtered through charcoal to remove flavour spikes and ensure harmony.

Bacardi Brown-Forman Brands 01962 762450 www.bacardi.com



Bacardi OakHeart USA 35%

A spiced rum-based spirit, boldly spiced, velvety smooth and with just a hint of smokiness from the barrels. Can be served as a spirit and mixer, for example Oak n' Coke, or as part of a variety of cocktails

Bacardi Brown-Forman Brands 01962 762450 www.bacardi.com

Brugal Dominican Republic 38%

One of the world's top golden rum brands, and the best selling rum in the Caribbean. Imported from a family run estate, it is now the fastest growing rum brand in Europe. Although both are aged rums, Extra Viejo contains more mature rum in the blend than the Anejo.

Maxxium UK 01786 430500 www.brugal-ron.com

Bundaberg Australia 37%

Australia's bestselling rum & no 1 spirits brand. With a nose of sweet molasses & a mellow, wooded palate, there is mild heat in the finish, as well as oak and spice.

Global Brands 01246 216000 www.globalbrands.co.uk

Captain Morgan's Caribbean 40%

A unique dark rum blend that is full bodied and rich, flavoured with potstill rums that have aged to a deep dark colour with a sweet caramelised aromatic bouquet. The taste is dry with nutty mild wood nuances.

Diageo 0845 7515 101 www.captainmorgan.com

Captain Morgan's Spiced Caribbean 35%

A spirit drink of premium Caribbean Rum blended with the mellow spices of Cassia and Vanilla. Its smooth, mellow taste makes it ideal for mixing and extremely versatile

Diageo 0845 7515 101 www.captainmorgan.com

Cruzan Single Barrel US Virgin Islands 40%

A unique blend of select Cruzan rums from the Diamond Estate Distillery in St Croix in the US Virgin Islands, which has been making rum since 1760.

Maxxium UK 01786 430500 www.cruzanrum.com

El Dorado Guyana 40-43%

Award winning aged rums made from 100% demerara sugar. Using the world's only wooden stills, it marries over 340 years of distilling expertise with modern techniques.

Global Brands 01246 216000 www.globalbrands.co.uk

Gosling's Black Seal Bermuda 40%

The main ingredient in the trademarked Dark 'n Stormy cocktail, this award-winning rum was first produced in 1806. Still made according to the original family recipe from a unique, premium blend of pot still & continuous still distillates aged independently in used American Oak bourbon barrels.

Love Drinks 0207 501 9630 www.lovedrinks.co.uk

Havana Club Cuba 40%

The most widely distributed authentic Cuban rum worldwide, Havana Club embodies the spirit of Cuba with its unique and delicate aroma. The brand's range includes a 3 year old white rum, Havana Club Especial (5 year old), a 7 year old rum and a 15 year old variant, as well as Cuban Barrel Proof and super-premium Máximo Extra Añejo.

Pernod Ricard UK 0208 538 4484 www.havana-club.co.uk

The Kraken Caribbean 40%

Black Spiced Rum with a cult following, named after mythical Norwegian sea monsters that Pirates of the Caribbean made famous.

Marblehead 0141 955 9091 www.krakenrum.com

Lamb's Navy Caribbean 40%

Famous for Navy, the traditional oak aged blend of 18 Caribbean island rums, the Lamb's family also includes a golden Spiced version at 37.5%

Halewood 0151 480 8800 www.lambsnavyrum.com

Mount Gay Barbados 40%

Produced on Barbados since 1703, blending single distillate and double distillate rum produced in their centuries' old copper pot still and matured in 200-litre charred oak barrels

First Drinks Brands Ltd 01256 748200 www.firstdrinks.co.uk

Myers's Rum Jamaica 40%

Jamaica's finest dark rum & the best selling premium dark rum in the world. First produced in 1879, it is made from 100% pure, sweet & dark Jamaican molasses, its smoothness and complexity makes it a great base for cocktails.

Global Brands 01246 216000 www.globalbrands.co.uk

OVD Guyana 40%

Scotland's No 1 Dark Rum and the best selling Demerara rum in the world. Made from the finest Demerara Sugar, produced from premium sugarcane - the sweetest in the Caribbean, grown on the banks of the famous Demerara River.

First Drinks Ltd 01246 748200 www.firstdrinks.co.uk

Pampero Venezuela 40%

Award winning range of premium golden rums matured in oak casks from Venezuela. Named after an intense 3 day thunderstorm that occurs over the plains of Latin America

Diageo 0845 7515 101 www.pampero.com

Pink Pigeon Mauritius 40%

Vanilla spiced rum, distilled five times to create a light, elegant rum, using handpicked vanilla from the rainforest canopy of nearby Madagascar

Global Brands 01246 216000 www.globalbrands.co.uk

Plantation Caribbean 40%

A range of premium gold and dark rums from eight different islands in the Caribbean, with 11 different expressions.

Bibendum 020 7449 4120 www.plantationrum.com

Pussers British Virgin Islands 54.5%

The traditional rum of the Royal Navy, the heart of the original grog, a blend of water sugar, rum and lime juice given to sailors twice a day to keep their fluids up when at sea.

Cellar Trends 01283 217703 www.pussers.com

Sailor Jerry Caribbean 40%

With an authentic story in the shape of Norman Collins, the founding father of tattooing and the man behind the Caribbean spirit that bears his name. It is the UK's no.2 golden rum and has shown exceptional growth.

First Drinks Brands Ltd 01256 748200 www.firstdrinks.co.uk

Santa Teresa Venezuela 40%

Created by an independent family-owned company bringing 21st century style and technology to the production of the finest aged rums kept at the Hacienda.

Mangrove 020 8551 4966 www.mangroveuk.com

Wood's 100 Guyana 57%

Due to its high alcoholic strength and flavour it has gained a reputation amongst bartenders as being "the real deal" - an essential item in their cocktail kit.

First Drinks Brands Ltd 01256 748200 www.firstdrinks.co.uk

Wray & Nephew White Overproof Jamaica 62.8%

The world's top-selling white overproof rum, a legend in its Jamaican homeland. An essential ingredient in an authentic rum punch, as well as cocktails such as daiquiris.

J Wray & Nephew 020 7378 8858 www.jwrayandnephew.co.uk

Zacapa Guatemala 40%

A super-premium range of rums includes Zacapa Centenario 23 & the exclusive Zacapa Centenario XO. The Zacapa brand has been recognised internationally as one of the best rums in the world, receiving multiple, top-tier awards & accolades

Diageo 0845 7515 101 www.diageo.com



Spirit of Adventure

Spirit World

Nick Griffin, MD of Pleasure Pubs, recommends some hero brands to get you started

"The juice of the carrot, the smile of the parrot. A little drop of claret - anything that rocks. Elvis and Scotty, days when I ain't spotty, Sitting on the potty - curing smallpox"

So sang a sadly missed Ian Dury. List songs are not to everyone's taste, but at least they have a tune to carry them along. When I sat down to pen a guide to the perennial question "What's a little different and where can I get my hands on it?" my first thought was 'how do I avoid a list?!' It needs a little music to add some substance; otherwise it'd be drier than Churchill's Martini on a hot summer holiday. In the trade we'd call it a garnish!

"Improved margins, customer choice, access to enhanced staff training, interesting cocktails - these are all sound reasons for indulging in the most exciting and widest sector of our wet trade"

The reasons for all of us to turn our minds to the spirits world are well rehearsed, though sadly all too regularly ignored. Improved

margins, customer choice, access to enhanced staff training, interesting cocktails - these are all sound reasons for indulging in the most exciting and widest sector of our wet trade. It's not just a case of looking at what you've already got though, there are many fantastic products out there which fall under the radar and would enhance any good pub. I'll do a whistle stop tour through the sector and highlight just a few.

So with my best Alan "Fluff" Freeman, here goes, pop pickers.

Very Special Vodkas

Starting at the end of the alphabet, to be a little rebellious, with Zubrowka - a personal favourite. This bison grass flavoured vodka, readily available from most wholesalers, is fantastic. Simply serve with apple juice - cloudy if you can get it - and add a little cinnamon. I'd also recommend everyone stock a vodka made from potatoes - it adds a whole new dimension to the classic drink with a creamy finish. It's not difficult to find, with brands such as Luksusowa, Chopin or the English produced Chase all being excellent examples

Revolutionary Rums

The rum renaissance is long overdue, and there's plenty of interesting varieties to keep your customers asking for more.

Goslings Black Seal in its trademarked drink, the Dark 'n' Stormy, is perfect for all seasons, just rum and ginger beer garnished with lime it's not challenging to make but will go down a storm at the bar. Spiced rum is flavour of the moment, but how many dark ones have you tried? The Kraken Black Spiced rum, simply mixed with coke or ginger beer is a wonderful extension of this growing category and is sure to give Sailor Jerry a run for its money

Winning Whiskies

If there is one spirit that many pubs do well and where customers have choice it is whiskey, whether Scotch or American. A few years ago most pubs wouldn't even have stocked a bourbon, now many do, with Makers Mark and Jim Beam growing in popularity year on year to complement Jack Daniel's, a Tennessee sour mash. But it's an exciting category and I still have a couple of special products to suggest. American rye whiskey is growing so much in popularity that they can't keep up and its spicy notes make for a real point of difference. I'd recommend one a little more expensive such as Sazerac, it also looks fantastic on the bar. For something really different and brand spanking new Makers 46 is well worth investigating, though a little tougher to get hold of.

"Don't be afraid of speaking directly with the brand owner or distributor. They are always very keen to help and they can not only advise a route to market but are also likely to offer help with training, point of sale and serving suggestions"

Genius Gins

Which brings me to gin, that most British of spirits - though it's not British in origin. We have always had a love affair with gin, enjoyed by both young and old. Indeed gin has been popular for generations but in the 19th century it was Old Tom gin which tickled the taste buds. A little sweeter and more rounded than London Dry Gin it's the perfect gin for a Tom Collins or Gin Fizz. Easy to find, I would recommend Hayman's Old Tom for a fine example of this variety, and while picking up a bottle of Old Tom why not get your hands on a bottle of Sloe Gin. Again Hayman's make a fantastic one, as do Adnams and Sipsmith. Sloe gin was mentioned as a must stock product for a bar as far back as 1882 and I see no reason to question that advice.

Sourcing the Sauce

Now for the tricky bit. Great products, but where can you get them? Well it's not as difficult for most of these products as you might imagine. The majority of good wholesalers will certainly sell some if not most of them. I use two specialist suppliers for the majority of my spirits, Coe Vintners and Speciality Drinks, and I would wholeheartedly recommend both of these. Indeed Speciality Drinks have an online ordering presence, The Whisky Exchange (www.thewhiskyexchange.com) if you are really struggling. Have a

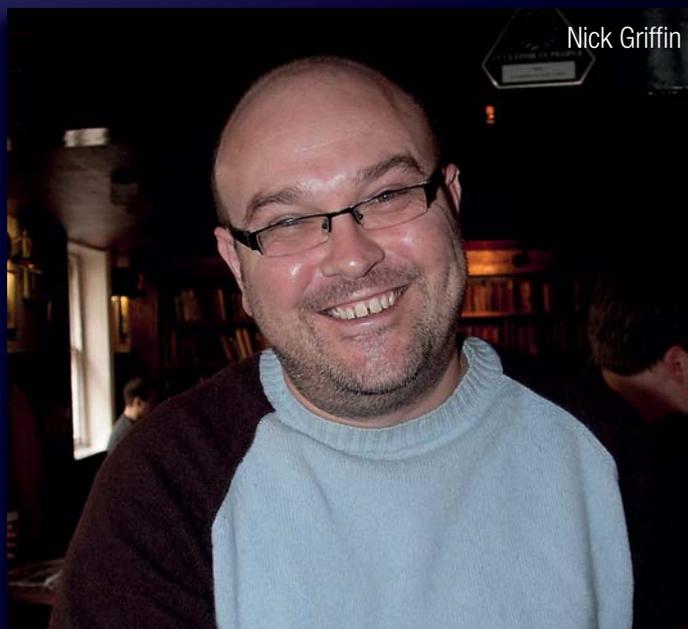
look at your current suppliers list and I am sure you'll be pleasantly surprised, but if they look to be falling short speak to them, after all they are in the business of selling.

Finally don't be afraid of speaking directly with the brand owner or distributor. They are always very keen to help and they can not only advise a route to market but are also likely to offer help with training, point of sale and serving suggestions. Companies such as Marblehead, who have a few of the products I've mentioned, are truly wonderful in the job they do and their support for the on-trade. And they are far from alone, with bigger companies such as Brown Forman and Maxxium setting the standards and ensuring the sector continues to go from strength to strength.

All of which leads me back to where we started; the spirits world is a wonderful one, with exciting products which will enhance even the most spit and sawdust boozier.

Go on dip your toe in the water. You will enjoy it and it will enhance your margins. I promise.

Now that's what I call "Reasons to be Cheerful"!





The Angel of Gin

GinGinGin

People visit Woodbridge to see Sutton Hoo, the fascinating and mysterious Anglo-Saxon burial mound. People visit Woodbridge to see Rendlesham Forest, eerie site of Britain's best-known UFO sighting. And people visit Woodbridge to marvel at what must be the most astonishing collection of gins anywhere in Britain.

Yes, that's right: gins. Because since Sarah and Chris Mapey took over the 17th-century half-timbered Angel there nearly three years ago, they've amassed an astonishing collection of 75 of them. And it's growing.

"It may stock 200 different gins, whiskies, rums, brandies and vodkas but it also has handpulls and a regular pub-going clientele. The spirits aren't there for show – they have to earn their keep"

When the Mapeys arrived, the pub had been closed for six months as the result of an ill-considered attempt to run it as a sports bar. "Timber-framed buildings aren't meant to be painted bright blue!" says Sarah. "But one good thing about it being closed was that there was no horrible legacy stock – no dust-covered half-empty bottles of crème de menthe that hadn't been touched for five years. So we could start from scratch."

That meant a sensibly-priced menu of good, wholesome, and in the main locally-sourced food, a more than half-decent wine list, and four handpumps sporting local favourites such as Adnams and Woodforde's.

The Spirit of Choice

It also meant a wide selection of American whiskeys (his tittle) and unusual gins (hers).

"We'd been out of the trade for 10 years and when we came back we decided we'd run the sort of pub we would go to ourselves," she says. "One thing we insisted on was having only branded spirits rather than house spirits, and at the same time we thought we'd try six or eight others as well."

"She always uses the right branded glassware and has invested in a massive ice-machine after being offered too many sad G&Ts in glasses warm from the washer with half a lump of melting ice"

"It just grew from there. We kept coming back from places with new ones for customers to try, and in time they started bringing different ones in as well, or suggesting brands that they'd tried and liked; and it just expanded."

Surprisingly, it was the gin that really took off – the choice of American whiskeys languishes to this day at a positively miserly 18, while the range of gins races towards the ton.

Perhaps that's because gin is in a pretty exciting place these days, populated by newcomers ranging from Adnams to the tiny artisanal London rectifier Sipsmiths. Anyone who thinks gin still means Gordon's or Greenalls with Plymouth or Tanqueray on Sundays is well behind the times. A glance at the gin list on the Angel's shelves reveals Beefeater, Blackwood's, Bloom, Brecon, Brockman's, Bulldog, Finsbury, Foxdenton, Geranium, Hayman's – and we've only got as far as H!



The Craft of Distilling

And these new-wave rectifiers (few of them, according to Sarah, actually distil their own base spirit) are making gins across a huge spectrum of styles: dry ones, sweet ones, rich ones, round ones, warm creamy ones, sloe ones, even floury ones, using a host of botanicals ranging from geraniums to grapefruit. Chase's from Herefordshire actually does distil its own base spirit – from cider! (I'd quite like to try the base spirit, actually). So does Adnams, using as wash the same unhopped wort that goes into its beer (hence Sarah's epithet "floury").

But this compendium of craft-made gins would surely be lost on the good folk of Woodbridge if it weren't for Sarah's enthusiasm and expertise. She is an expert taster who has tasted all her gins neat over ice as well as with different brands of tonic: to hear her describe her stock is the next best thing to drinking it. She always uses the right branded glassware and has invested in a massive ice-machine after being offered too many sad G&Ts in glasses warm from the washer with half a lump of melting ice.

A Gin Genius

Sarah's quest for the perfect G&T doesn't stop at the G: more than half of a G&T is made up of T, after all, so the Angel offers a choice of Schweppes, Fentiman's, and Fever-Tree. Each has a flavour of its own, and each complements different gins, she says.

"One thing we insisted on was having only branded spirits rather than house spirits, and at the same time we thought we'd try six or eight others as well"

Now you might think that she carries her enthusiasm to the point of geekishness, but the difference between Sarah and a geek is

that geek can talk about his or her passion for hours and you fall asleep, whereas Sarah can talk about gin for hours and you're fascinated. And from the point of view of brute commercialism, that's her schtick. She engages her customers. She can offer them a titbit of information and advice about everything she stocks ("But I never preach," she says firmly). She makes them want to join her – and to make sure they do, she charges £3 a shot however much the bottle cost. It all evens out in the end, she says.

And it works.

Spreading the Gospel

"I get groups of ladies who might otherwise go to a wine-bar but have decided to give the Angel a go, and I'll serve them each a different gin and they'll try each others' and next time have something different," she says. "And they come back."

Not that the Angel's speciality has taken over completely. It may stock 200 different gins, whiskies, rums, brandies and vodkas but it also has busy handpulls – six now, not four – and a regular pub-going clientele. The spirits aren't there for show – they have to earn their keep and any line that doesn't sell is discontinued *toute suite* – but they're only one act in the circus.

"It's a pub," says Sarah. "We wouldn't make a living without the food and the beer. The spirits may be our usp but we have to attract people from right across the spectrum, and they don't all drink gin!"

Every town has a niche for a speciality pub but it would be a mistake to think that any pub can achieve the Angel's success by choosing a speciality at random: tequilas, say, or sausages. The speciality itself is only the face-powder that brings the customers in; the baking powder that keeps them is genuine zeal both for the speciality and the customers. There's nothing cynical about Sarah: if there were, her 75 bottles of gin would be gathering dust along with the *crème de menthe*.

Ted Bruning



Use Your Ima *Gin* ation

Gin Genius

The innovation in vodka has all but dried up, and the in thing now is definitely gin, thanks to an amazing range of genuinely interesting brands.

Vodka made its mark by virtue of its virtually flavourless liquid. Although it then went on to add interest with flavours, and often colour, its success was based on a neutral spirit for mixed drinks. This led to gin's fall from fashion, but thanks to the creativity of distillers large and small, it's right back at the cutting edge. The thing with gin is that it's all about taste, and as consumers turn their backs on the bland and seek out more complex flavours to savour, the new wave of gins delivers in spades.

The renaissance has been slow, with those in the know predicting gin's comeback ever since Bombay Sapphire was launched in 1987. With its distinctive bottle and a focus on its botanicals, it heralded the beginning of a gin revival. Now over 20 years later, premium gin is finally getting the respect - and the sales - that it deserves.

There are premium gins, super-premium gins, small batch gins, hand crafted gins; there are gins distilled with almonds, angelica, anise; with cardamom, coriander, citrus; with gentian, geranium, ginger; lavender, liquorice, rose petals, sage, vanilla - the list is almost endless. There are even gins distilled without any discernible juniper, but that's another story!

Who's for Gin?

But who's drinking all these fine gins? Well, everybody is, it seems, from the gilded patrons of glamorous West End cocktail bars through to regular pubgoers with a taste for the new and exciting - especially the aficionados of flavoured vodkas, which have been around for 10 years or more and are perhaps not as new and exciting as they were.

"The thing with gin is that it's all about taste, and as consumers turn their backs on the bland and seek out more complex flavours to savour, the new wave of gins delivers in spades"

"As the vodka market has become more saturated, people have become a bit bored," says Nick Worthington of Wray & Nephew, which distributes Bulldog. "They're looking for something more interesting. Bulldog brings together some very non-traditional botanicals but with traditional gin-making. It's got more aromatic floral notes that work in getting a younger audience interested in the gin category. Super-premium bars have been working with high quality gins for some time, but we're starting to see a big spread into good quality food-led pubs who are serving a really premium quality gin and tonic."

The new generation of gin drinkers are generally adventurous, keen to discover the diversity of gins and explore the different

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Garnish with orange peel

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combinations of botanicals - which makes it worth stocking a range and not simply one brand.

As Dan Warner, brand ambassador for Beefeater explains, "Consumers tend to be split between old-school gin drinkers who prefer the classic flavours of gins such as Beefeater and the new-school that seem to prefer the more modern interpretations with unusual botanicals. In the case of the former, they will be looking for an established name and a gin that has bold flavours of juniper and citrus, while those with more floral notes tend to appeal to the latter."

"Gin mixes well with cranberry, grapefruit, ginger, bitter lemon - even beer and cider. But it is still the Gin & Tonic that rules supreme"

A Tonic for Gin

The unique complexity of gin means that it adds sophistication to the simplest ingredients, making it the ideal spirit for creating

classic and modern drinks alike. Gin works well with cranberry, grapefruit, ginger, bitter lemon - even beer and cider. But it is still the Gin & Tonic that rules supreme.

Nick Tilt, head of marketing for Sloane's Gin, recommends jazzing up the traditional G&T serve with glassware and garnishes that make it aspirational, giving customers choices as they do with other spirit-mixers and cocktails.

"Why not give customers a choice of tonics, or whether they have lemon or lime in it?" he asks. "If you look at what many pubs have done with the Bloody Mary where they use fresh tomato juice, premium vodka and offer a choice of garnishes and other ingredients, there's no reason why it shouldn't be just as simple to do something similar with the gin and tonic."

"The new generation of gin drinkers are generally adventurous, keen to discover the diversity of gins, exploring the different combinations of botanicals - which makes it worth stocking a range and not simply one brand"

"An element of that should be offering two or three premium quality gins that have a distinct point-of-difference that bar staff can talk about to customers so they can understand the differences."

While a relatively recent entrant to the premium gin market, Sloane's - produced by Dutch distiller Toorank - has already made quite a splash, winning not just World's Best Gin but also World's Best White Spirit at San Francisco's prestigious World Spirit Competition.

"We're aiming to be at the premium end where the volume is, along with products like Tanqueray 10 and Hendrick's. We've seen an expansion over the last 10 years in vodka and the emergence of flavoured vodkas, but there's only so far that can go. There's room for a high quality gin to move into the volume market but you've got to establish your credentials first.

"One of the main drivers in the resurgence of interest in gin has been bartending and mixology and the drive for premium quality products that comes with that. We're seeding through Speciality Drinks in top-end hotels and style bars before filtering down through gastropubs and into the mainstream on-trade."

Kirsty Loveday at Love Drinks, which handles the Hayman's range, is a little more cautious. "We're premium brand builders so we stay in the upper segment, not really in the high street," she says. Having said that, she concedes, Hayman's is stocked by the Geronimo and Revolution chains.

And the truth is that the new-wave gins, however super-premium, are far more democratic than, say, fine wines. The entry price per single measure may look high, but if history proves one thing it's that even in a recession almost everybody is prepared to pay for quality - to treat themselves to something a bit special on a good night out.



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No. 3 – A Taste of Tradition



The Renaissance of Gin

Gin Genius

Ted Bruning gets into the spirit of creativity that is firing the stills of modern and classical ultra premium gins

Exciting stuff, gin.

Now you wouldn't have said that a few years ago! Received wisdom used to be that it was moribund, drunk only by the elderly and in a handful of cocktail bars where they still knew how to make a martini.

But it's true. In the last three or four years there has been a renaissance in gin distilling compared by many to the early growth of the microbrewing sector in the 1970s. Adnams, Berkeley Square, Bulldog, Chase, Hayman's Old Tom, Hendricks, ish, Juniper Green, No 3, SW4, Tanqueray 10, Sacred, Sipsmith, Sloane's – the list of newcomers to the gin scene goes on and seems to be growing all the time.

There's a key difference, though. The players are different, and so for the most part are their motives. More than half of the first generation of microbrewers were refugees from the mainstream brewing industry, equipped with redundancy cheques, a lot of technical knowledge, and boundless optimism - but not a lot marketing savvy. With some exceptions - Adnams, Sipsmith, Sacred, Chase - the new generation of gin entrepreneurs doesn't fit the same artisanal mould. Most of them don't even distill their own products but have their recipes (carefully and expertly, it must be said) made for them.

Super Marketing

Unlike those early microbrewers, who started with a product and then thought about marketing it, most of the new wave gin genies started by thinking about the market and then created the product. That's not to devalue the brands or to attribute any cynicism to their creators: the premium end of the market was inhabited by Tanqueray Export Strength, Bombay Sapphire, and Plymouth: the conclusion that there was room for a super-premium sector on top of that seems to have been an extraordinary case of simultaneous invention.

"In Spain and the US, high-end bars see gin as the core spirit of the cocktail business and England as the historic home - the stately home, if you like - of gin distilling"

And the products they have come up with all amply justify the "super-premium" tag. Many of them are distilled in traditional small-batch pot stills rather than big industrial continuous stills.

Some bathe their botanicals in the boiling wash; others hang them in baskets in the neck of the still to infuse more gently and release only the lighter, fresher, more floral components. And the range of botanicals! Juniper, of course, and coriander and citrus peel, but also roses, poppies, lavender, even cucumber – and many of these gins don't even need tonic, just ice.

The Gin Genies

The protagonists in the gin renaissance are a fascinating mix. At the artisanal end we have straightforward enthusiasts like Fairfax Hall and Sam Galsworthy, the Sipsmiths, who set up their microdistillery in Hammersmith, and Ian Hart, ex Lehmann Brothers headhunter, who set up his in Highgate.

"Many are distilled in traditional small-batch pot stills...Some bathe their botanicals in the boiling wash; others hang them in baskets in the neck of the still to infuse more gently and release only the lighter, fresher, more floral components"

Then there are established businesses with existing distribution chains to whom distilling gin seemed like a sensible diversification. In fact the pioneer of super-premium gins falls into this class: Juniper Green Organic Gin, distilled at Thames Distillers, was launched 11 years ago by the Organic Spirit Company, a division of Surrey-based London & Scottish International.

Then come Berry Brothers & Rudd, the aristocratic Mayfair wine and spirit merchant whose London Dry, No 3, and Good Ordinary gins are doubtless to be seen in the finest addresses in London; Suffolk brewer Adnams, whose distillery celebrated its first birthday in November 2011; and William Chase of Herefordshire, who after

selling Tyrell's crisps for £40 million started distilling vodka from his potatoes and is optimising his capacity by distilling gin from his cider as well.

Entrepreneurial Spirit

Among the entrepreneurs are numbered ex-investment banker Anshuman Vohra, who launched Bulldog (distilled at Greenalls) in 2007, and Christopher Hayman, former master distiller at James Burroughs in Kennington, South London, whose ancestors have been in the distilling business for generations and who for seven years has been making Hayman's London Dry and Old Tom at Thames Distillers to ancient family recipes.

Both of these brands were launched partly in response to demand from export markets, especially Spain and the US, where high-end bars see gin as the core spirit of the cocktail business and England as the historic home - the stately home, if you like - of gin distilling.

Finally - and here we depart from the microbrewing comparison completely - the big boys of the industry are in on the act too. Hendrick's is distilled in Girvan, Scotland, by William Grant & Son, better known for Glenfiddich malt whisky; Tanqueray is an old-established member of the Diageo family; Bombay Sapphire is a Bacardi Brown Forman brand previously made at Greenalls but now settling into its own distillery in Hampshire; and Greenalls itself has celebrated its 250th birthday with the launch of Bloom and Berkeley Square, with Veda coming soon.

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Ginformation



Gin is a genuinely exciting spirit, and there is a renewed thirst for the quintessential gin & tonic. Licensees that want to make the most of this profitable serve should they deliver a perfect drink with plenty of ice and a wedge - not a sliver - of fruit in a nice glass. They should also consider stocking a few different styles of gin at all price points. This will help them promote themselves by creating a talking point while giving customers the chance to trade up to a treat gin.

There are now well over 100 gins on the market, so we can't list all of them, but these are a few of my favourite Gins, must-stock brands and ones-to watch

Adnams Copper House 40%

Made with 100% East Anglian Malted Barley - the same that's used in Adnams beer, it's created in copper stills to produce something crisp and pure with a smooth, soft finish. Infused with six botanicals, this is an aromatic gin with classic notes of juniper alongside sweet orange and hibiscus flowers.

Adnams 01502 727200

www.adnams.co.uk

Adnams First Rate 48%

Only the sweetest, purest cut from the hand-made copper pot still is used to create this fine gin. Infused with a complex blend of thirteen botanicals, this is silky-smooth and balanced with integrated aromas of juniper berries, spice & fresh citrus.

Adnams 01502 727200

www.adnams.co.uk

Beefeater/Beefeater 24 40/45%

Beefeater, the world's most awarded gin and the only major international gin still distilled in London, steeps its botanicals for 24 hours before distillation to create vibrant and intense flavours. The Beefeater range includes Beefeater Dry and Beefeater 24.

Pernod Ricard UK 020 8538 4484

www.beefeatergin.com

Blackwoods Vintage Dry 40%

Blackwood's Gin is triple distilled for smoothness and subtly infused with the locally harvested wild botanicals from the Shetland Island which complement the other classic ingredients to achieve the creation of a singularly iconic gin.

Blavod 020 7352 2096

www.blavoddrinks.com

Bombay Sapphire 40%

This is the one that got the whole premium gin wagon rolling, and its distinctive blue bottle is eyecatching on the back bar. Made with 10 botanicals it should be served with fresh lime (not lemon, as it has a perfect balance of lemon from the peel used during distillation).

Bacardi Brown-Forman 01962 762100

www.bombaysapphire.com

Bulldog 40%

I haven't yet tried this one, but the unique packaging along with good reviews get it included in the ones-to watch category. Billing itself bullishly as a brazen breed, perfectly balanced with natural poppy, dragoneye & hints of crisp citrus.

J Wray & Nephew 020 7378 8858

www.bulldoggin.com

Chase 48%

From the people who brought us the UK's first potato vodka, a gin distilled from cider made using apples from their own organic orchard. This is a gin for juniper lovers, as this is dominant both on the nose and on the palate, although there is also enough citrus and spice going on to make it a well-balanced gin. Bring out the delicate apple notes with a slice of apple as garnish.

Chase 01531 670 049

www.chasedistillery.co.uk

Gordon's 37.5%

Established in 1769, far and away the best-selling gin, with a hugely loyal following that makes it a must stock brand, no matter how many other gins you list. It's made to a secret recipe that gives it a distinctive crisp taste and fragrant aroma, with a strong juniper and citrus character which shines through in a G&T. Significant spend on TV and consumer press is helping to rejuvenate the category and boost the demand for gin generally. Also available is a sloe gin at 26%.

Diageo 0845 7515 101 www.gordons-gin.co.uk

Hayman's 40%

An exquisite range of gins created by Christopher Hayman, the great grandson of James Burroughs, the creator of Beefeater. The London Dry recipe consists of ten natural botanicals handpicked from around the world to create a fresh crisp and elegant flavour, while Old Tom is lightly sweetened and an authentic recreation of the traditional gin dating back to the 18th century. The recently launched 1850 Reserve is aged for 3 to 4 weeks in whisky barrels, replicating the gin that was served in London's Gin Palaces in 1850. The Hayman's stable also includes a sloe gin and a gin liqueur.

Love Drinks 0207 501 9630 www.lovedrinks.co.uk

Hendricks 41.4%

A most unusual gin, distilled in Ayrshire, Scotland and made in miniscule batches of 450 litres. The odd yet marvellous addition of cucumber and rose petals delivers a wonderfully refreshing gin with a delightfully floral aroma.

First Drinks Brands Ltd 01256 748200 www.hendricksgin.com

Juniper Green 43%

A London Dry Gin, made using 100% organic botanicals; the only UK gin to be certified as Organic.

Organic Spirit Co 01483 894650 www.junipergreen.org

Martin Miller's/Westbourne Strength 40/45.2%

Using only Icelandic spring water, renowned for its clarity and purity, Martin Miller's uses a traditional distillation method with a modern twist. Made from two distinct and different distillations, one includes the juniper berries and the other 'earthier' botanicals, the other comprises the citrus element.

Reformed Spirits 7352 8697 www.millersgin.com

No 3 46%

An exquisite gin that will delight connoisseurs. Developed with the help of a panel of gin lovers, writers and experts, led by Dr David Clutton, one of the world's leading distillation authorities. With juniper firmly at its heart, this is an archetypal London Dry gin in the highest tradition. Proving that less is most definitely more, this superb gin uses just 3 fruit botanicals (Juniper, Orange & Grapefruit peel) and 3 spices (Angelica root, Coriander seed and Cardamom pods) to create a refined and characterful gin.

Berry Bros. & Rudd Spirits www.no3gin.com

Plymouth Original/Navy Strength 41.2/57%

Unlike London Dry which can be made anywhere, Plymouth gin can only be produced in Plymouth. A slightly sweeter style due to the use of more root botanicals, it is based on an original recipe and distilled on a 160 year old still using only grain spirit & soft Dartmoor water.

Pernod Ricard UK 020 8538 4484 www.plymouthgin.com

Sipsmith London Dry 40%

Hand-crafted small-batch gin made with the pure water of Lydwell Spring, one of the sources of the River Thames. Made using 10 carefully selected botanicals from around the globe: Macedonian juniper berries, Bulgarian coriander seed, French angelica root, Spanish liquorice root, Italian orris root, Spanish ground almond, Chinese cassia bark, Madagascan cinnamon, Sevillian orange peel and Spanish lemon peel.

Sipsmith 020 8741 2034 www.sipsmith.com

Sloane's 40%

Unashamedly inspired by the great gins of the past, when gin had the wonderful influence of juniper & didn't have to worry about being 'cool'. Made from individually distilled botanicals & whole fresh citrus fruits, it has won a host of high-profile awards including Best Gin, Best White Spirit and Double Gold at the San Francisco World Spirit Competition 2011. With an elegant balance of juniper and citrus, this splendid gin holds its own against other far more expensive brands, and is as classy as its name suggests.

Toorank 01865 343395 www.toorank.com

Tanqueray London Dry Gin 43.1%

A complex multi-layered combination of botanicals – the finest, refreshing Juniper, peppery Coriander and aromatic Angelica - the rest are a secret. Tanqueray London Dry has an elegance and balance that sets it apart from the rest.

Diageo 0845 7515 101 www.tanqueray.com

Tanqueray No 10 47.3%

The heart of Tanqueray No. Ten is made by distilling fresh oranges, limes and grapefruit. Chamomile flowers create the signature velvety mouth feel and other hand selected, inconveniently sourced botanicals provide further layers of unrivalled taste. Tanqueray No. Ten is made in very small batches, using only the highest quality distillate.

Diageo 0845 7515 101 www.tanqueray.com

Whitley Neill 47.3%

Inspired by Africa, small batch distilled in England uniquely using two African botanicals - the fruit of the Baobab tree (also known as the tree of life - and Cape Gooseberries, along with 7 other more usual ones others. It has less dominant juniper notes than most, so might appeal to those that are new to gin.

Halewood International 0151 480 8800 www.whitleyneill.com

Vodka Variations



42 Below New Zealand 42%

Super premium vodka from New Zealand. The classic version has aniseed and vanilla flavours on the palate with a dry, peppery finish. It is also available in a range of infusions including Manuka, Passion, Kiwi & Feijoa.

Bacardi Brown-Forman Brands 01962 762100 www.42below.com

Absolut Sweden 40%

Absolut is a global icon, as well as being the world's No.1 premium vodka and the world's 4th largest spirit brand. Absolut's range includes original, Citron, Pears, Raspberri and Vanillia variants, as well as the premium Absolut 100.

Pernod Ricard UK 020 8538 4484 www.absolut.com

Adnams Copper House England 40%

Made with 100% East Anglian Malted Barley - the same that's used in Adnams beer; it's created in copper stills to produce something crisp and pure with a smooth, soft finish.

Adnams 01502 727200 www.adnams.co.uk

Adnams Longshore England 48%

A silky smooth handcrafted vodka with an elegant sweetness on the finish from the addition of barley, wheat and rye to the distillation. Serve from the freezer, simply over ice.

Adnams 01502 727200 www.adnams.co.uk

Adnams North Cove England 50%

Barrel fermented in the cellars in Southwold, new French Oak imparts rich butterscotch notes, sweet vanilla and a delicately balanced spirit. Serve at room temperature, over ice.

Adnams 01502 727200 www.adnams.co.uk

Belvedere Poland 40%

Super premium Polish vodka made from 100% Dankowskie Gold Rye along with pure artesian water, distilled four times for a perfect balance of purity and character. The tall elegant bottle makes it a style bar favourite & it will stand out on any back bar.

Moet Hennessy 020 7235 9411 www.belvederevodka.com

Blavod UK 37.5%

A uniquely black vodka; a must stock for halloween. Triple distilled English Grain Vodka, which is fused with the natural botanical Black catechu to give it the alluringly dark colour, doesn't affect the taste, but the dramatic colour makes it a fun cocktail ingredient.

Blavod 020 7352 2096 www.blavoddrinks.com

Chase UK 40%

The world's only English potato vodka, made in Herefordshire from the same potatoes that are used to make Tyrells. Launched in 2008, it was voted Best Vodka at the San Francisco World Spirits Competition 2010.

Chase 01531 670 049 www.chasedistillery.co.uk

Ciroc French 40%

Fresh tasting premium vodka made exclusively from fine French grapes.

Diageo 0845 7515 101 www.ciroc.com

Crystal Head Canada 40%

Crystal Head vodka is a 40% ABV pure spirit with no additives that has been quadruple-distilled and three-times filtered through quartz crystals for an ultra-smooth end product. Owned by Hollywood actor, Dan Aykroyd, Crystal Head is an award winning spirit from Newfoundland, Canada.

Global Brands 01246 216000 www.globalbrands.co.uk

Czysta de Luxe Poland 40%

Pronounced Chista the lux, this multi award winning vodka is the number one brand in Poland and the fastest growing vodka in the world. The exceptional quality is the result of a six stage filtration and distillation process.

BDD 020 8955 6878 www.bdd.net

Eristoff	Finland	40%
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A triple distilled premium vodka made from 100% pure grain. It is an exceptionally pure spirit that can be drunk neat or with a variety of mixers. Also available is Eristoff Black, a great tasting Wild Berry flavoured premium vodka based spirit and Eristoff Gold, a caramel vodka based spirit (20%) with a silky smooth, buttery caramel taste with rich vanilla aroma.

Bacardi Brown-Forman Brands 01962 762100 www.eristoff.com

Finlandia	Finland	40%
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Made from glacial spring water, six row barley and a state of the art distillation process, Finlandia vodka is known for its unique Nordic heritage and pristine quality. In addition to the classic original there are four Finlandia Fusion flavours, Cranberry, Mango, Lime and Grapefruit.

Bacardi Brown-Forman Brands 01962 762100 www.finlandia.com

Grey Goose	France	40%
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A small batch vodka, smooth, light and crisp with citrus undertones. An Orange version is made using a five step distillation process with an infusion of succulent oranges.

Bacardi Brown-Forman Brands 01962 762100 www.greygoose.com

Ketel One	Holland	40%
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A copper pot distilled super-premium from the Nolet family in Holland, who've been distilling spirits for more than 300 years.

Diageo 0845 7515 101 www.ketelone.com

Russian Standard	Russia	40%
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Russia's number one premium vodka is distilled and bottled in St. Petersburg at a new state-of-the-art distillery and is made from only the finest Russian ingredients. In order to achieve optimal clarity it is distilled four times and filtered twice through charcoal.

Whyte and Mackay Ltd 0141 248 5771 www.whyteandmackay.com

Sipsmith Barley Vodka	England	40%
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Hand-crafted small-batch vodka made with the pure water of Lydwell Spring, one of the sources of the River Thames.

Sipsmith 020 8741 2034 www.sipsmith.com

Skyy	US	40%
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An American grain spirit, the distinctive cobalt blue bottle stands out on the back bar. Made using a 4-column distillation and a 3-step filtration process. Natural flavour 'infusions' include Citrus, Passion Fruit and Raspberry.

Cellar Trends 01283 217703 www.skyy.com

Smirnoff Black	Vodka	40%
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A super premium vodka from the Smirnoff portfolio, Smirnoff Black is small batched distilled in copper pot stills to create a distinctively smooth vodka with a mellow character.

Diageo 0845 7515 101 www.smirnoff.com

Smirnoff Nordic Berries	Vodka	37.5%
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A distinctive vodka cut with Norwegian berries for a smoother taste. Drink over ice, or with your favourite mixer.

Diageo 0845 7515 101 www.smirnoff.com

Smirnoff No 21	Vodka	37.5%
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Smirnoff is the global number one vodka brand (Impact 2009, by volume). Triple-distilled and ten times filtered, for extraordinary purity.

Diageo 0845 7515 101 www.smirnoff.com

Smirnoff No 57 Blue	Vodka	45%
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Renowned for its purity, quality and strength, making it ideal for cocktails.

Diageo 0845 7515 101 www.smirnoff.com

Smirnoff Flavours	Vodka	37.5%
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Made with natural fruit flavouring, the range includes Green Apple and Blueberry, both perfect mixed with lemonade; and Lime and Vanilla which go well with cola.

Diageo 0845 7515 101 www.smirnoff.com

Sobieski	Vodka	40%
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A competitively priced premium vodka, produced in Poland exclusively from the revered Dankowski rye. Quadruple distilled & expertly filtered to create one of the purest & smoothest vodkas in the world. Also available is Sobieski Estate - a luxury, super premium single estate vodka.

Global Brands 01246 216000 www.globalbrands.co.uk

Stolichnaya	Russia	40%
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Authentic Russian vodka available in a wide range of flavours including vanilla, raspberry, peach and cranberry.

Maxxium UK 01786 430500 www.stoli.com

Wyborowa	Poland	40%
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Polish Vodka Wyborowa is crafted using 100% of the finest quality rye grain in Poland. Wyborowa offers a natural sweetness, silky texture and balanced character. The range includes Wyborowa Pure, super-premium Exquisite and a range of flavoured vodkas; apple, pear and lemon.

Pernod Ricard UK 020 8538 4484 www.wyborowa.com

Zoladkowa Gorzka	Poland	40%
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Traditional herb infused vodka, its aroma and bitter sweet taste has made it Poland's favourite flavoured vodka. Recently launched and already winning awards is Bison Grass flavour.

BDD 020 8955 6878 www.bdd.net

Zubrowka	Poland	40%
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Pronounced Jhoo-Brov-Ka, the last word in premium vodkas, infused with Bison Grass.

Marblehead 0141 955 9091 www.zubrowka.net



Personal Preference

This all creates a little bit of a problem. A good one I'll grant you, but a problem none the less.

I regularly do whiskey tastings to audiences keen to understand the nuances of such a wonderful sector and one question is asked every time, without fail.

"So Nick, what's your favourite?"

"There's a whiskey for every mood, every occasion. Whiskies to celebrate with and whiskies to settle down with. In the bar with friends, or relaxing at the end of the night. In your dancing boots, or feet up, boots off"

I can't ever remember answering the same way twice! Narrowing it down to one, my condemned final meal if you wish, is just too hard. They'd fry me before I made my mind up! They do that in America I hear, so it's not all good over there!

Drink the American Dream

American Whiskey

"Sip it and dream - it is a dream itself. Sip it and say there is no solace for the soul, no tonic for the body like old Bourbon whiskey" -Joshua Soule Smith (born 1848)

Now there's a confederate soldier who knew a thing or two about great whiskey. Okay, so suggesting that whiskey was a "tonic" would probably get me hauled before the fun police these days, but I think we all know what old Joshua was driving at don't we!

American whiskey is born of the pioneering spirit of the Americas. Those Scots, Irish and Welsh settlers took their own whiskey making traditions across the Pond and found new materials in their new world, using corn and rye to make their moonshine.

I fell in love with the world of American whiskey many years ago. The diversity is simply awesome, as great as any range of whisky from Scotland. The taste profiles can range from the truly challenging, spicy hot ryes through to silky smooth bourbons that I am sure Joshua Soule Smith would wax lyrical about.

There's a whiskey for every mood, every occasion. Whiskies to celebrate with and whiskies to settle down with. In the bar with friends, or relaxing at the end of the night. In your dancing boots, or feet up, boots off.

From sophisticated bourbons, through to the rock 'n' roll Tennessee sour mash of Jack Daniel's. You name the time and the place, and I'll find you an American whiskey for it!

I can hear you urging me on so I'd better pin my colours to the mast. Just don't ask me next week, I may have changed my mind! For anyone setting out on Route 66 there has to be a start and a finish so in true pioneering style let's do the same. Let's charge up the chevy, let's start the journey.

"Narrowing it down to one, my condemned final meal if you wish, is just too hard. They'd fry me before I made my mind up!"

Maker's Mark

I can think of no better all round introduction than Maker's Mark Whisky. Smooth and accessible, Maker's is unusual as they use no rye in the mash instead adding red winter wheat and barley to the predominant grain of all bourbons, corn. The result is a whiskey of exceptional quality at a price that won't break the bank, well rounded and a little sweeter with hints of vanilla and caramel. The perfect starting place!

Gentleman Jack

If you love your whiskey smooth then you won't be disappointed by Gentleman Jack, sister product of the most rock 'n' roll of whiskies - Jack Daniel's. A little more expensive, but this Tennessee Sour Mash is super smooth, Whilst Jack Daniel's is charcoal filtered once (known as the Lincoln County Process which defines Tennessee sipping whisky) Gentleman Jack is filtered twice through ten feet of sugar maple charcoal resulting in a wonderful sipping whiskey that won't fail to impress.

Jim Beam

From Tennessee let's return to Kentucky. Just up the road from Loretto where Maker's Mark is distilled we arrive at Clermont, the historic home of T. Jeremiah Beam and now the distillery for Jim Beam. Many have tried Jim Beam White Label, but it's the Black Label that I love.

An award winning premium bourbon double-aged for eight years, twice as long as it's little sister, creating a bourbon bursting with flavour. a little bit spicier than many others, a consequence of the rye used in the mash. There are real woody overtones and a thrilling back taste of caramel and vanilla. It's perfect to sip either over ice or straight up.

Rye Whiskies

Right, it's time to get serious and challenge those taste buds. time to be a little less subtle and recall those shots of whiskey thrown along bar tops in those western movies we used to watch way back when. Those cowboys weren't known for their subtlety, what would they make of the world we live in today? I even wonder what they would have called Joshua Soule Smith in the saloon with his glorious description of the whiskey he clearly loved - probably best left to the imagination that one!

The whiskey they drank was rye, which is as uncompromising as those cowboys of old. As subtle as a brick, more Dukes of Hazzard General Lee than Prius! But don't be put off, rye whiskey is as thrilling as NASCAR, hot and spicy (now that's a description I like on many things – see, I told you it wasn't subtle!) and full-flavoured.

“The diversity is simply awesome, as great as any range of whisky from Scotland. The taste profiles can range from the truly challenging, spicy hot ryes through to silky smooth bourbons”

If I had to pick one out, then Sazerac would be a suitable starting place, spicy enough without being over-powering. It comes in a bottle that would grace any bar, and one those old-timer cowboys would recognise - google it, you'll see what I mean!

One to Watch

It would be wrong of me not to give you a hint of a star of the future, one to get on your bar first, before all those copy cats muscle in. A whiskey that you can boast about to all those armchair experts. Maker's 46 has only just arrived in the UK for the first time and is only available in a very limited quantity so keep it under your hat!

Those smart cookies out in Loretto, Kentucky have taken Maker's Mark and added wooden staves into the barrel and rested it again. The resulting whiskey combines the smoothness of Maker's Mark with an added spice that is making it my current favourite.

But ask me again next week - it may well be something different!

Nick Griffin



Native Americans

Most people try new drinks and new serves at the pub, a great opportunity for licensees to tap into the American dream...

There is so much more to American spirits than Tennessee whiskey, Jack Daniels. America's native spirit, Bourbon is almost exclusively distilled, aged and bottled in Kentucky. For more than 200 years, Kentucky's legendary distilleries have crafted the world's finest Bourbons, using secret recipes passed down from generation to generation.

Kentucky has more running water than any other US state except Alaska. This special iron-free limestone water is a critical element in the production of fine bourbon and the huge number of springs in Kentucky is why so many distilleries are located here.

The colour and most of the flavour come from the new charred oak barrels. The charring creates a caramelised layer of sugar inside the barrels and Kentucky's dramatic temperature and humidity changes push the Bourbon in and out of the wood through the caramelised layer during ageing giving Bourbon its unique and flavourful character as well as its deep amber colour.

Publicans should encourage customers to explore the world of bourbon. It is an extremely versatile dark spirit: great neat or delicious served as a refreshing long drink. Bourbon is sweet, full of flavour and mixes well with other spirits and soft drinks to create many great cocktails.

Red Stag & Cola

Fill a clean tall glass with cubed ice Squeeze a wedge of lime over the ice and drop into the glass Add 1 shot of Red Stag Top up with cola

Kentucky Fizz

25 ml Maker's Mark served in a champagne flute, topped up with Appletizer.

Apple Buck

25ml Jim Beam White and 25ml Sourz Apple in an ice-filled highball glass, topped up with ginger ale, garnished with fresh lime.



In 1795, Jacob Beam sold his first barrel of whiskey and since then, the seven generations of the Beam family, who are featured at the side of every bottle, have faithfully followed the original, time-honoured recipes and traditions.

Fred Booker Noe III, Jim Beam's great grandson now oversees production, making sure today's Jim Beam is exactly the same as Jacob Beam would have made it.

"I've learned the business pretty much top to bottom. From working at the plant and listening to my father, I know what it takes to make a good Bourbon - it's part science, part art and all pride. Every bottle we produce is a reflection of my family, so I know it has to be perfect."

Jim Beam Bourbon derives its rich flavour and uncommonly smooth taste from its treasured 216-year-old family recipe and a minimum of four years ageing in new, charred oak barrels.

Jim Beam White is the number one selling Bourbon in the world and sold in over 120 countries. It is a medium bodied bourbon, with light caramel and vanilla notes and has a long, crisp, clean finish.

Jim Beam Black has been aged for a minimum of 6 years, three times the minimum legal requirement of any bourbon, making it more distinctive than other bourbons with its richer aroma, darker colour and smoother, more complex flavour with notes of oak and caramel

Enjoy the full flavour of Jim Beam Bourbons however you please. On its own, over ice, with a dash of water or alternatively, serve mixed with ginger ale or cola. For something more adventurous try Jim Beam Black in a classic cocktail such as the Whiskey Sour, with fresh lemon juice and sugar.



Red Stag is a truly innovative piece of news in Bourbon and a welcome addition to the Jim Beam family. Launched in April 2011, it is a first in the UK market – a flavoured Bourbon. Taking 4 year old Jim Beam Bourbon and infusing it with natural black cherry, gives a completely new twist on the Bourbon category.

Aimed at a younger generation of drinkers to encourage them to try and enjoy Bourbon, Red Stag is sweeter and easy drinking and can be enjoyed neat, chilled and in mixed drinks. Hugely versatile, it has been adopted by a number of cocktail bars who are using it in classic American cocktails such as the Manhattan to give a new twist on classic drinks.

The brand has been launched under the strapline “A different breed of Bourbon” and different it most certainly is. In fact it’s the first innovation in Bourbon that is not aimed at premium Bourbon drinkers. The core consumer for Red Stag is 18-24yr olds who like to socialise and have fun, which is why Red Stag by Jim Beam has teamed up this year with some really innovative partners to get the brand in front of consumers and allow them to try it.

Partnerships with “Kigu”, “Underground Rebel Bingo” and “The end of the world” nights, as well as an extensive sampling campaign at student balls and the Newquay Boardmasters, has seen over 50,000 consumers sampled and reached well over 25million through PR and editorial coverage.

To increase awareness even further, Red Stag by Jim Beam is the official shot of the O2 arenas, which have 3.5million consumers through their doors every year. In addition a “Video on Demand” program on Sky Player, ITV Player, C4OD and Demand 5 will ensure the brand is seen by over 10 million people too.

Serve Red Stag as a shot, in a long drink with cola or ginger ale, or in classic Bourbon cocktails with a simple but unique twist.



Maker's Mark is the original premium hand-crafted Bourbon, created in 1943 when Bill Samuels Sr burnt the family's 170-year-old Bourbon recipe and set out to create a new, more distinguished and smoother style of Bourbon, and the premium Bourbon category was born.

Maker's Mark uses soft red winter wheat, instead of rye, and its own iron free water source to create the unique taste. The brand continues to use the very same production techniques as used by Bill Sr and stands out from other Bourbons with its iconic red wax seal, the result of hand-dipping every bottle.

It is the oldest operating whisky distillery in the US and uses the same handcrafted methods which started the brand over 50 years ago. It is only ever made in small batches of 19 barrels at a time, the only whisky distillery to rotate barrels during ageing and is one of the only Bourbon distilleries that makes just one brand.

In 2011 Bill Jr handed over the running of the distillery to his son Rob, the eighth generation of the Samuels bourbon making family. Rob Samuels insists “Maker's Mark is still the only handmade Bourbon in the world. It's slow and time-consuming, but I'm sure that it's the only way to make a truly great whisky.”

Maker's Mark has an exceptionally smooth flavour and is well-balanced and versatile. It's also unique in that it's one of very few Bourbons to finish at the front of the mouth. To taste, it has a light, spicy flavour with a hint of butterscotch and vanilla. Wonderfully smooth, short and warm to finish - it is remarkably clean.

Serve Maker's Mark neat, on ice or with a little cool water. The soft red winter wheat gives a sweeter taste which makes it ideal for mixing and recruiting new drinkers into the category.

American Spirit Selector



To really get into the American Spirit, stock an interesting range that offers something for customers to explore and discover.

They may not all be best sellers but they can be a talking point which increases the interest in them and gives people a chance to treat themselves

Baker's Bourbon 45%

A remarkably smooth bourbon. Intensely flavorful, full-bodied and ideally balanced, it is preferred by Cognac aficionados, making for an excellent after dinner drink.

Maxxium UK 01786 430500 www.smallbatch.com

Basil Hayden's Bourbon 40%

The abundance of rye gives it a slightly peppery taste and aroma, perfect for sipping on the rocks. Aged 8 years, it has a broad appeal and is delicious in mixed cocktails.

Maxxium UK 01786 430500 www.smallbatch.com

Blanton's Bourbon 46%

The original single-barrel bourbon, first introduced in 1984, and winner of a Gold medal at the International Wine & Spirits Competition every year from 1999 - 2004.

Speciality Drinks 0208 838 9444 www.blantonsbourbon.com

Booker's Bourbon 60%

The only uncut, unfiltered, straight-from-the-barrel, connoisseur's sipping bourbon available today. Bottled at its natural proof, and aged between six and eight years.

Maxxium UK 01786 430500 www.smallbatch.com



Buffalo Trace Bourbon 45%

Blended from a maximum of 45 barrels of whiskey, all aged for at least nine years and bottled by hand, this is an exceptional easy drinking whiskey with hints of vanilla, mint, and molasses, its taste is pleasantly sweet.

Hi Spirits 01932 252100 www.buffalotrace.com

Bulleit Bourbon 40%

Russet in colour with a rich, oaky aroma. The dry, clean flavour is mellow and smooth, not hot in the throat. This award winning 80 proof Kentucky bourbon delivers a wonderfully complex taste with hints of vanilla and honey and a long smoky finish

Diageo 020 8978 6000 www.bulleitbourbon.com

Elmer T Lee Bourbon 45%

Single barrel rye recipe bourbon named for the legendary retired master distiller at the Buffalo Trace Distillery.

Hi Spirits 01932 252100 www.buffalotrace.com

Four Roses Bourbon 40-55.1%

Named American Whiskey Distiller of the Year in the 'Icons of Whisky' Awards for 2012, Four Roses is the only bourbon distillery in the world to combine five yeast strains with two separate mash bills to produce their 10 distinct bourbon recipes. Each has a unique character, spiciness and rich fruit flavour. Yellow label is easily available, while the Small Batch at 45% is rarer, since only four casks are used for each release. The 50% Single Barrel is more expensive but is a masterpiece, smooth as silk, sweet, rich and spicy - whisky expert Jim Murray's Best Bourbon 2012 in the no-age statement category.

Global Brands 01246 216000 www.fourroses.us

Gentleman Jack	Tennessee	40%
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Jack Daniel's sophisticated older brother, Gentleman Jack receives an additional "blessing" when it is Charcoal Mellowed again after reaching maturity - making it the only whiskey in the world to be Charcoal Mellowed twice, giving it ultimate smoothness. Gentleman Jack is full-bodied with fruit and spices, and its finish is silky, warm, and pleasant

Bacardi Brown-Forman Brands 01962 762 100 www.jackdaniels.com

George T Stagg	Bourbon	various%
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Something truly special for the connoisseur. The crown jewels of the award winning Buffalo Trace Distillery, and considered by many to be the best bourbon in the world, having scooped Bourbon of the Year in Jim Murray's Whisky Bible four times in the last five years.

Hi Spirits 01932 252100 www.buffalotrace.com

Jack Daniel's No 7	Tennessee	40%
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From the oldest distillery in America Jack Daniel's is the UK's no 1 Imported Whiskey. Over 80% is consumed with Coke. Produced in Lynchburg, Tennessee since 1866 using a charcoal mellowing process.

Bacardi Brown-Forman Brands 01962 762 100 www.jackdaniels.com

Jack Daniel's Single Barrel	Tennessee	40%
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The ultimate super premium American Whiskey. Single Barrel is matured in the highest reaches of the Lynchburg barrelhouse where the dramatic changes in temperature cause its colour and taste to deepen further. Each barrel is hand selected for its robust taste and notes of toasted oak, vanilla, and caramel.

Bacardi Brown-Forman Brands 01962 762 100 www.jackdaniels.com

Jim Beam Black	Bourbon	43%
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Jim Beam Black is aged for 8 years, and bottled at 86 proof producing a refined bourbon of truly distinctive character - a smooth sipping whiskey with elegant toffee and vanilla notes. The bottle and label were redesigned in 2010 to reinforce the quality and premium credentials of the brand

Maxxium UK 01786 430500 www.jimbeam.com

Jim Beam White	Bourbon	40%
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Distilled today by Jim Beam's descendants to the original formula and with the same commitment to quality since 1795. The youngest member of the Jim Beam family, it's the world's number one bourbon and its sweet and spicy taste makes it a great mixer

Maxxium UK 01786 430500 www.jimbeam.com

Knob Creek	Bourbon	50%
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Bottled at 100 proof as all good bourbons were a century ago, and aged nine years in wood, giving it the distinction of being aged the longest of the Small Batch Bourbons. Awarded Bourbon of the year in its class in the 2011 Whisky Bible

Maxxium UK 01786 430500 www.smallbatch.com

Maker's Mark	Bourbon	45%
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Spicy with hints of butterscotch & vanilla, this small batch bourbon is produced using yellow corn and winter wheat as opposed to traditional rye. The casks are aged for a minimum of 6 years and each bottle is individually hand dipped in wax.

Maxxium UK 01786 430500 www.makersmark.com

Red Stag	Speciality	40%
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Launched to great success in the States, and now available in the UK. Jim Beam Bourbon, infused with natural black cherry to create a sweeter, more accessible drink designed to introduce younger drinkers to the category

Maxxium UK 01786 430500 www.jimbeam.com

Sazerac	Rye	45%
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From the award winning Buffalo Trace Distillery, Sazerac Kentucky Straight Rye Whiskey is a powerful spirit, despite its mellow colour. The aromas of caramel and vanilla take the edge off the strength but this is not a whiskey for beginners.

Hi Spirits 01932 252100 www.sazerac.com

Southern Comfort	Speciality	40%
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The Grand Old Drink of the South hails from New Orleans, the birthplace of jazz and cocktails. Originally invented by a bartender to smooth the edges of some of the rough whiskies of the day, Southern Comfort is neither a bourbon nor even a whiskey. It is a grain spirit based liqueur which adds a contemporary twist to many classic cocktails and can be used as the base for long mixed drinks. Serve with lemonade and a dash of lime cordial over ice

Bacardi Brown-Forman Brands 01962 762 100 www.jackdaniels.com

Wild Turkey 8 year old	Bourbon	50.5%
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Authentic Bourbon Whiskey found on the top shelves of some of the UK's leading style bars. Named to commemorate a successful hunting trip, the Wild Turkey family includes this aged version. It is both rich and mellow, with powerful vanilla and caramel flavours, along with aromas of oak and citrus.

Cellar Trends 01283 217703 www.wildturkeybourbon.com

Woodford Reserve	Bourbon	45.2%
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A hand crafted, small batch bourbon, with a creamy, buttery taste and distinctly fruity nose. It is the only bourbon which is triple distilled in copper pot stills, the time-honoured method of production. The distillery is the oldest of ten working bourbon distilleries in Kentucky. In 1995, the distillery was listed on the National Register of Historic Places. In 2000, it was designated a National Historic Landmark

Bacardi Brown-Forman 01962 762200 www.woodfordreserve.com



Rikki Tequila

The Pull & Pump

Rikki Broderick left the bright lights of the London style bar scene to take on a pub in Brighton, bringing with him enthusiasm and experience in equal measure

He's certainly not your usual publican; Rikki Broderick may be new to the pub trade, but he's no stranger to the world of drinks and bars.

He began his career as a flair bartender in his native South Africa before moving to London to immerse himself in the capital's style bars, cocktails and mixology. Rikki's time at the top of the London bar scene gives him a tremendous bank of knowledge to share with both staff and customers.

"I learned with the best," he said, referring to his spell with Match Bars and experts such as Dave Broom, Mark Ridgwell, Dale DeGroof and Nicholas Faith. Rikki went on to be a judge for the Golden Rum Barrel Awards and a respected expert in his own right.

But he's the first to admit that some parts of running a pub are new to him - such as real ale - so he intends to learn and teach at the same time.

He's already proving an asset to Pleasure Pubs, a group that takes an enthusiastic approach to spirits across its estate. Each of its four Brighton pubs specialises in a different spirit, and The Pull & Pump's shtick is tequila, selling over 80 different varieties.

Moving Spirits

With a few simple twists and tweaks, says Rikki, most pubs can dramatically improve their spirits offer. "Lots of people simply do not know what they are drinking," he says. "It's important to be able to talk to customers about what you sell," he adds.

Plans for the future include improving the cocktail menu, launching a Tequila Club and a pub quiz with £100 of tequila as a prize. There are also plans to challenge people to try 25 different tequilas (only four in any one evening) to win recognition of the pub's connoisseur status - those who achieve this feat will have their names etched around the pub. Rikki is also working on the bar to improve the look and its presentation space.

"Publicans are the perfect educators because they see a much wider spectrum of people than style bars. A lot of bars turn their nose up at pubs, but this is wrong" he says.

Soon, all of his staff will know how to make drinks as good as those available in London's best style bars, such as Trailer Happiness, where Rikki worked for several years.

Tasting Tequila

Rikki believes tequila can bring much more to the party than vodka. If you're a fan of vodka in your long drinks, prepare to be shocked: "Any distillery can make a vodka, but can anyone make an aged scotch or a good tequila? Vodka has no flavour. If you drink a vodka and tonic, the flavour is tonic; if you have a vodka

and cranberry, you only taste the cranberry - the vodka is just there to add the alcohol.”

He adds: “Why not use a tequila instead?” He is prepared to challenge drinkers to change their Bloody Mary to a Bloody Maria (made with tequila instead of vodka). “If the customer doesn’t like it, I’ll make him another drink with the vodka. He has tasted something new and got his original drink,” says Rikki. So far, no-one has sent back their Bloody Maria, he says.

“Publicans are the perfect educators because they see a much wider spectrum of people than style bars”

Once people have been introduced to simple tequilas and cocktails, they can be moved on to stronger flavoured cocktails such as an Old Fashioned or a Dark ‘n’ Stormy.

No More Mr Bad Guy

Tequila needs to lose its stigma as a quick shooter drink. “When people get hungover, they always blame the drink they don’t usually drink!” says Rikki, “The cheaper the alcohol, the worse the hangover.” But among the 80 tequilas on sale at the Pull & Pump are top grade brands and enough variety to keep you entertained for a lifetime.

“Different companies have different production methods, there are some basic rules and laws but the flavour depends on the soil, the altitude, and the atmosphere where it is made,” he says.

“Tequila isn’t the bad guy any more. Younger drinkers are looking to it to provide that premium flavour and cachet. Unfortunately whisky is too often seen as an older person’s drink.”

Rikki points to the work of Mitchells & Butlers Premium Country Dining Group with spirits as evidence that pubs can take positive steps in the right direction. “We need to draw people into pubs, improve what we do and give people more reasons to come,” says Rikki.

Get the Right Mix

Of course, all of this has to be done within the constraints not only of the economic climate but of the tilted playing field and the presence of cut-price competitors.

“We can’t over-price what we sell, but by creating the right mix of entertainment and education, we can make people feel proud of where they drink, and what they drink.”

Tequila is a flexible drink with exciting heritage and pedigree. This means it can be taken neat, be served in cocktails, with food or even other alcoholic drinks.

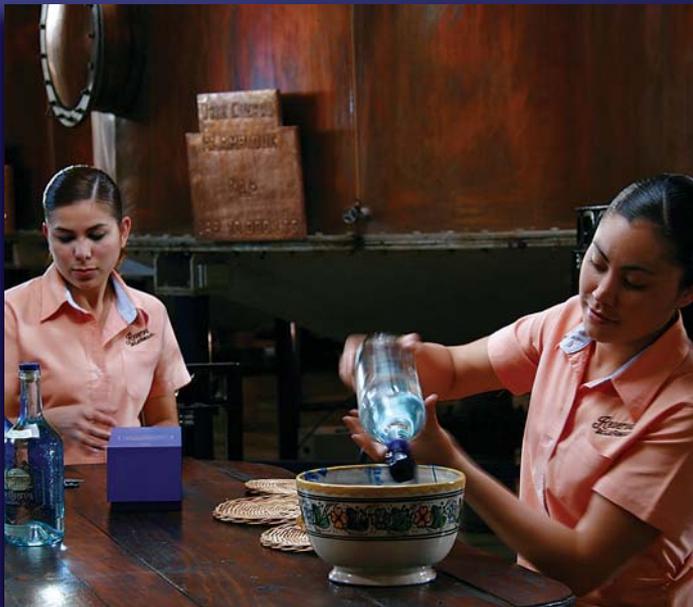
“We are looking at pairing ale and tequila,” says Rikki. “The customer would choose an ale; we would choose a tequila to match it.” He is also looking at a hot ale and tequila offering, perhaps in time for Christmas.

Rikki is definitely a man to watch – the lessons he learns and the lessons he teaches should be well worth following.

Andrew Burnyeat



Tequila Talks



Tom Estes has been talking tequila for so long he's surprised to find that people no longer need convincing that it's a spirit worthy of respect

I feel something's gone wrong. The room is filling with ladies of various ages and I'm afraid they don't know what they're in for. I think they've strayed into my space unwittingly. I say to them once they're settled that the event is about tequila and I expect them to show alarm. They don't. They're perfectly devoted to being there.

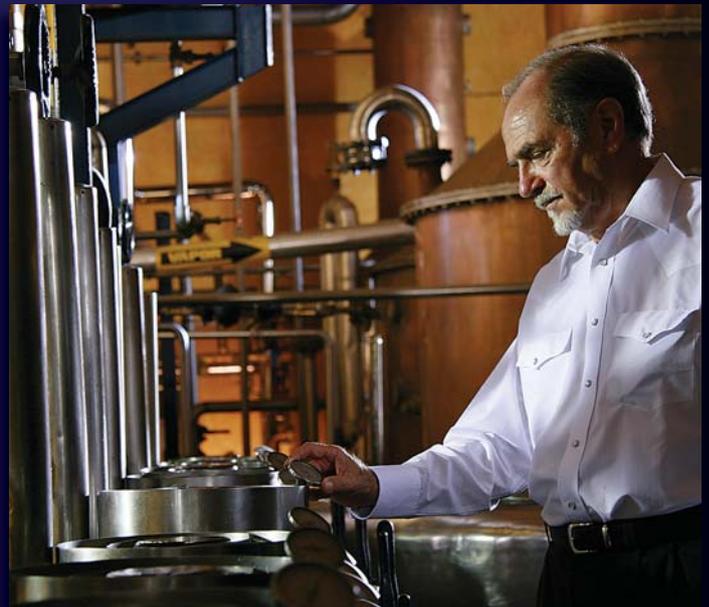
I take a step back to gain my composure and wonder how this can be. Why do they not show discomfort at the very mention of tequila as many do? Is it that they have not had that experience of many, that experience of regret at too many poor quality tequilas on 'one of those nights'?

Cazadores Tequila 40%

The one with the deer, as it is often referred to. Cazadores means hunter in Spanish, and the deer is the symbol of the Jalisco highlands known as Los Altos where the tequila is produced. A 100% agave premium tequila with a rich, fruity, naturally sweet taste. Unlike many other tequilas which are aged in used bourbon barrels, Cazadores only ages in new American oak casks, adding a distinctive oaky spiciness to its unique flavour profile. Available in three variants - the youthful, un-aged Blanco; the Reposado which is rested for a minimum of 3 months; and the eldest of the trio, the Añejo, which is aged for a minimum of 12 months.

BBFB 01962 762 100

www.cazadores.com



These pure ladies are part of an evening of food and drink at Harvey Nichols in Edinburgh and they are keen to be there. I speak to them a bit about the virtues of tequila and we taste some. They want to know about what foods to pair with tequila and how to cook with it.

I am pleased to be with these ladies who seem oblivious to the 'darker side' of tequila. This is the side that represents the past of tequila for many and creates an image that gives it edgy interest. I am comfortable with this and am glad that it is currently balanced with the presence of very high-end, fine quality tequilas to create a wide spectrum of drinking experiences.

The ladies end up being intrigued with the tequila and I with them.

Gran Centenario Tequila 38%

Mellowed in French limousine Oak barrels made using an original Selección Suave (smooth selection) process. This unique process blends newly rested Tequilas with the smoothest, aged tequila reserves creating the highest quality and best tasting tequila available. The result is a collection of three award-winning, ultra-premium Tequilas - Plata (silver), Reposado (rested) and Añejo (aged).

Diageo 0845 7515 101

www.diageo.com

el Jimador Tequila 38%

The number 1 selling tequila in Mexico. el Jimador was created in 1994 to pay tribute to Casa Herradura's expert Jimadors. Three expressions; Blanco, Reposado and Añejo.

Mangrove 020 8551 4966

www.mangroveuk.com

Herradura	Tequila	40%
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The original ultra premium tequila, distilled since 1870, it is the only 100% hacienda-made tequila in the world. Four expressions; Plata, Reposado, Añejo and Seleccion Suprema.

Mangrove 020 8551 4966

www.mangroveuk.com

Jose Cuervo Gold Especial	Tequila	38%
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Exceptionally smooth tasting with a hint of sweetness and a rich, well-balanced character of oak, spice and vanilla tones. It has a unique amber hue, better known as gold. It is best served as chilled shots with salt and a lime wedge or alternatively as a sweet shot with a chunk of orange dusted with cinnamon. Cuervo Gold also makes the classic Margarita using fresh lime juice and Triple sec.

Diageo 0845 7515 101

www.diageo.com

Jose Cuervo Silver Especial	Tequila	38%
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Jose Cuervo Especial is also now available in Silver - a completely new liquid featuring light agave notes and a smooth, clean finish

Diageo 0845 7515 101

www.diageo.com

Jose Cuervo Tradicional	Tequila	38%
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Winner of a double gold medal at the 2010 San Francisco world's spirits competition. This is a pale straw-coloured reposado made from 100% blue agave and rested in white oak barrels. Only a limited amount of this rare tequila is produced each year.

Diageo 0845 7515 101

www.diageo.com

Maestro Dobel Diamond	Tequila	40%
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Maestro Dobel Diamond Tequila is a fascinating aged tequila that looks like an extremely clear silver tequila. It embodies the richness and wood flavor of the Reposado, Añejo and Extra-Añejo tequilas which create the blend and the spirit's clarity is due to the proprietary filtration.

Marblehead 0141 955 9091

www.maestrodobel.com

Monte Alban	Mezcal	40%
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Not a tequila, but a Mezcal which is frequently billed as tequila's big brother. Mezcal was first distilled from the agave plant 500 years ago. Made in Mexico, each bottle of Monte Alban comes with a worm in the bottom, and legend has it that the worm gives strength to anyone brave enough to eat it, and is also rumoured to be an aphrodisiac.

Hi Spirits 01932 252100

www.montealbanmezcal.com

Montezuma	Tequila	38%
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Named for the 16th century Aztec king who ruled when the first Europeans arrived in what is now Mexico, Montezuma is a true fusion between the two cultures. The Aztecs made a fermented beverage from the agave plant, which the Spanish distilled to create a unique spirit, tequila.

Hi Spirits 01932 252100

www.montealbanmezcal.com

OCHO	Tequila	40%
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An estate-grown, 100% Blue Agave Tequila range that is the first tequila to highlight the important role of terroir and vintage in creating premium tequilas. Available in 3 expressions, Blanco, Reposado and Añejo. Created in collaboration with the Tequila Ambassador Tomas Estes, Reposado is aged 8 weeks and 8 days while the Añejo is laid down for exactly 1 year.

CASK Liquid Marketing

www.caskliquidmarketing.com

Olmeca	Tequila	40%
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The original Olmeca is a premium mixto tequila, but the recently launched Olmeca Altos is 100% Blue Agave, and is available as both Plata and Reposada. Developed as a collaboration between tequilero Jesus Hernandez and Henry Besant & Dre Masso, two of the UK's leading bar experts. Olmeca Tezon is also available in the UK. While all Olmeca brands contain a percentage of it, Tezon is the only tequila to use 100% tahona liquid, the juice produced from traditionally milled agave plant.

Pernod Ricard UK 020 8538 4484

www.pernod-ricard.com

Partida	Tequila	40%
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An authentic estate-grown premium Tequila, made from 100% blue agave in the heart of Mexico's historic Tequila region. With a clean, smooth, exceptionally pure taste, this Tequila is one of the only major Tequila brands still produced - from agave cultivation and harvest to distillation and marketing - as an estate-grown product. Available in four styles, Blanco, Reposado, Añejo and Elegante.

InSpirit 020 7739 1333

www.inspiritbrands.com

Patrón	Tequila	40%
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Patrón is the world's number one Ultra-Premium Tequila. Handcrafted in Mexico by skilled artisans, the range includes five expressions, including the Gran Patrón Platinum and Gran Patrón Burdeos. This connoisseurs choice is distilled at 55% alcohol, from blue agave harvested in the highlands then aged for a full year in specially created barrels.

Cellar Trends 01283 217703

www.cellartrends.co.uk

Sauza	Tequila	40%
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The Sauzas are credited with creating the international market for tequila. In 1873 Don Cenobio Sauza bought a distillery and began turning the rough local 'vino mezcal' into tequila and exporting it to the US. The brand family now includes Gold and Blanco at entry level, and a full range of premium products. Sauza Hornitos is a unique style of 100% agave tequila which was developed by the 3rd generation Sauza to preserve more of the agave flavour. Hornitos is available in Plata, Reposado and Añejo, made from 100% blue agave and double distilled. Tres Generaciones (or 3G as it is called by its fans) from the same distillery is a super premium triple distilled tequila also available in Plata, Reposado and Añejo varieties.

Maxxium UK 01786 430500

www.mixxit.co.uk

Party Spirits



After Shock Liqueur 30%

Striking flask style bottles, each flavour has its own unique dual hot and cold taste sensation. Available in 5 flavours including Hot and Cool Cinnamon and new Fizzy Orange. Used as a shot or served over ice with cola or an energy drink, Maxxium also suggest a range of 'shocktails' for each variant.

Maxxium UK 01786 430500

www.mixxit.com

Angels Peach Schnapps 17.5%

An excellent entry level Peach Schnapps flavoured drink, delicious on its own over crushed ice - perfect as a long drink with fruit juice, lemonade or tonic water. Alternatively for an outstanding Bellini mix with Champagne.

InterContinental Brands 01642256154

www.icbrands.co.uk

Antica Sambuca 38%

A premium range of classic and flavoured Sambucas - Amaretto, Apple, Banana, Black, Cherry, Chilli, Liquorice, Mandarin, Orange & Mango, and Raspberry - using all natural flavourings and produced to a traditional recipe in Italy.

Hi Spirits 01932 252100

www.anticasambuca.com

Cactus Jack Flavoured Schnapps 15%

Cactus Jack's is an exciting Schnapps drink to enjoy straight. Also perfect as a long drink with lemonade or cola over ice. At 15% vol it is a great tasting drink with delicious fruity overtones and an eye catching packaging which gives the bottle 'shelf appeal'

InterContinental Brands 01642256154

www.icbrands.co.uk



Cococariba Coconut Flavour 17.5%

Cococariba is a Tropical Caribbean Rum & Coconut flavoured drink. It is perfect to be drunk on its own over ice or is equally delicious blended with fruit juices, tonic or cola for a truly tropical taste. An ideal base for many rum cocktails.

InterContinental Brands 01642256154

www.icbrands.co.uk

Disaronno Liqueur 28%

An amaretto known for its unmistakable flavour of marzipan and honey - unchanged since 1525 - and its distinctively shaped bottle and high versatility. Produced with only carefully selected ingredients such as the pure essence of 17 selected herbs and fruits soaked in apricot kernel oil and is characterised by an unmistakable amber colour due to caramelised sugar: no additives are used.

First Drinks Brands Ltd 01256 748200

www.firstdrinks.co.uk

Goldschlager Schnapps 40%

Goldschläger is the authentic hot cinnamon schnapps with floating flakes of real 24 carat gold. Imported from Switzerland, Goldschläger is packaged in a distinctive and iconic bell shaped bottle and has an ABV of 40%.

Global Brands 01246 216000

www.globalbrands.co.uk

Fireball Liqueur 33%

Seeing strong growth since its launch at the end of 2010, Fireball cinnamon & whisky liqueur is a versatile spirit with a range of signature serves.

Hi Spirits 01932 252100

www.hi-spirits.com



Jagermeister	Liqueur	35%
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Distinctive herbal liqueur from Germany, based on a unique and secret recipe of 56 herbs, roots and spices. Should be served as an ICE COLD Shot or alternatively as a mixer with Energy Drinks, Cola or Tonic. A massive hit in many top bars and music venues, there is a 'Jager Tap' which chills 3 bottles to -18 degrees, guaranteeing great stand-out and an ice cold shot every time. It is also popular as a Jager Bomb, a single shot dropped into a Red Bull.

Cellar Trends 01283 217703 www.jagermeister.com

Jungfrau	Liqueur	30%
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Herbal liqueur containing a carefully selected blend of more than 40 spices, herbs and their roots, fruits and their peels, and flowers. Jungfrau is a premium yet value for money challenger brand within Speciality Liqueurs, and can be enjoyed straight or as a base for long drinks and cocktails.

Global Brands 01246 216000 www.globalbrands.co.uk

Kings Ginger	Liqueur	41%
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A ginger liqueur that was specially formulated by Berry Bros & Rudd in 1903 for King Edward VII. Rich and zesty, it is created by the careful maceration of ginger root, enlivened by the addition of lemon oil.

Global Brands 01246 216000 www.globalbrands.co.uk

Luxardo	Sambuca	38%
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A range of premium sambucas including Original as well as black, cream, cranberry, pomegranate, spiced apple and raspberry. Designed to be drunk as long drinks, cocktails and layered cocktail shots – or shotails.

Cellar Trends 01283 217703 www.luxardo.it

Messer Schmitt	Herbal Schnapps	22%
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Enjoy Messer Schmitt over loads of ice and your favourite mixer or alternatively as an after dinner drink over ice.... goes great with espresso!

InterContinental Brands 01642256154 www.icbrands.co.uk

Monte Alban	Mezcal	40%
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Mezcal is billed as tequila's big brother, and was first distilled from the agave plant 500 years ago. Made in Mexico, each bottle comes with a worm in the bottom, and legend has it that the worm gives strength to anyone brave enough to eat it, and is also rumoured to be an aphrodisiac.

Hi Spirits 01932 252100 www.montealbanmezcal.com

Opal	Sambuca	40%
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The Opal brand includes Opal Nera, Opal Bianca and Opal Rossa, a range of premium Liqueure alla sambucas made in Italy at the prestigious Francoli distillery. The Opal range is of superior quality and is created using all natural ingredients.

Global Brands 01246 216000 www.globalbrands.co.uk

Red Stag	Speciality	40%
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Launched to great success in the States, and now available in the UK. Jim Beam Bourbon, infused with natural black cherry to create a sweeter, more accessible drink designed to introduce younger drinkers to the category.

Maxxium UK 01786 430500 www.jimbeam.com

Sambuxo	Liqueur	22%
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A lower lighter sambuca drink in Original, Black, Cherry and Blackcurrant, flavours, designed to be mixed, added to coffee or drunk as a chilled shot.

InterContinental Brands 01642256154 www.icbrands.co.uk

Soiree Amaretto	Liqueur	22%
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At 22% vol it is deliciously light drink which is versatile in its uses. Enjoy Soiree Amaretto with or without ice as an after dinner drink - great with coffee especially espresso. Alternatively, pour into a tall glass over loads of ice and add cola and a slice of lemon for a wonderful long drink.

InterContinental Brands 01642256154 www.icbrands.co.uk

Sourz	Special	15%
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Billed as the Brilliant Tasting Shooter and one of the fastest-growing spirits brands in the UK. Sourz brilliant fruit flavours and vibrant colours appeal to 18-30 year old drinkers, generating impulse sales and boosting profits.

Maxxium UK 01786 430500 www.mixxit.com

Tia Maria	Liqueur	40%
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Made from Jamaican coffee beans that are roasted to create a perfectly balanced coffee taste, then finely ground and added to high quality sugarcane spirit and allowed to sit for at least 14 days.

First Drinks Brands Ltd 01256 748200 www.firstdrinks.co.uk

Tuaca	Liqueur	35%
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Based on fine cask-aged brandy, with a blend of vanilla & orange essences, this Italian liqueur can be enjoyed on the rocks, as a chilled shot, in coffee or cocktails.

Bacardi Brown-Forman Brands 01962 762 100 www.tuaca.co.uk

Zamaretto	Liqueur	22%
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A rainbow of brilliantly coloured flavoured Amaretto liqueurs, in Apple, Cherry, Blue Raspberry, Chocolate and Original. They can be drunk over ice or mixed with juice or a sparkling mixer. Rich, sweet, smooth and almondy.

InterContinental Brands 01642256154 www.zamaretto.com

Zwack	Liqueur	40%
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A bitter herbal liqueur, which is distilled with over 40 different herbs and spices from around the world. It follows a traditional Hungarian liqueur recipe and boasts a smooth bite and bold taste with a slight citrus flavour. Zwack is best served as a 25ml ice cold shot.

Diageo 08457 515101 www.diageo.com



spirits is not for them, but they can go out and have one or two long mixed drinks made with V-Kat at 22% abv and still feel fine the next day.

“We’re really starting to grow in the on-trade,” he adds. “It’s hard for us because we’re a small company but we’re now in several major wholesalers and we also work bottom-up with our sales team to target the right types of account.

“It’s a late-night scene, but not necessarily the big nightclub chains, more the sorts of pubs and independent late night bars where students would go - but not the most expensive places.

“We also sell in a lot of community pubs as well. Entry-level is a big part of the supermarket offering so why should it be any different in the on-trade?”

Exciting Flavours

Jim Grierson of Sourz brand owners Maxxium also believes that this is an exciting area, with growth being driven by innovation in flavours and increased mixability options, and the instant success of Raspberry Sourz certainly bears this out.

Join the Party

Party Spirits

Liqueurs and speciality drinks are riding high on the wave of interest in cocktails and the importance of shots in up-tempo outlets.

John Mills, managing director at Intercontinental Brands, whose products include V-Kat and the herbal shot Messer Schmitt, says the category also scores because so many products have a lower abv.

“A lot of venues are struggling from Monday to Thursday, so they’re doing promotions with the lowest cost range of drinks on those days and switching back to brand leaders at the weekends,” says Mills.

As well as lower price, a lower abv also scores on responsibility, he adds, and despite the media’s addiction to binge drinking stories, the reality is that many people are actually moderating their drinking - especially during the week.

“There’s definitely been a move to more moderate drinking occasions, which we’ve seen in beer with brands like Stella 4 and Beck’s Vier,” Mills says. “We’ve been doing promotional work at Dundee University where the lower abv has been music to the students’ ears. These kids are getting up in the morning and going to lectures because they have to – not like in the old days.

“A lot of people are saying that a night out drinking full-strength

Diageo’s Andrew Leat agrees “Liqueurs have seen strong growth in the last 12 months, driven by the repositioning of some brands like Disaronno as a longer, mixed drink,” he says. “The trend for shots and short mixed drinks in high street and late night bars has seen the popularity of brands like Jagermeister continue to grow and we are seeing new entrants into the herbal liqueur sector with brands like Zwack.”

“Despite the media’s addiction to binge drinking stories, the reality is that many people are actually moderating their drinking - especially during the week”

Nick Williamson at Disaronno firm First Drinks says the brand had benefited from recent TV support which made it the second most heavily advertised spirit brand on TV after Smirnoff.

He adds that above-the-line support has to be backed by educational activity in outlets so that consumers can be offered tempting serves.

“Tia Maria is another example of a brand that perhaps a lot of people don’t know what to do with so we need to come up with interesting new ways to drink it such as the Tia Breeze, which we’ve been promoting through TV ads and lots of other activity focused on serves,” he says.

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Cocktails Made Easy

Party Spirits

Cocktails are the new rock n roll, and like rock n roll they're here to stay. Nigel Huddleston looks at three easy ways to join the cocktail party

The origins of cocktails are, perhaps unsurprisingly, a little hazy! First recorded in 1803, they peaked in speak eases during prohibition, swinging in and out of style over the next few decades - until Tom Cruise shook them onto the big screen in the eponymous 80's movie.

From Bond's Martinis, through Carrie's Cosmos and Mad Men's many Manhattans to the copious Cuba Libres in Johnny Depp's Rum Diary, cocktails are part of mainstream culture and increasingly popular with men and women of all ages.

As consumers expect more from their nights out, they are also expecting more exciting drinks – and are prepared to pay more for them. Luckily there's a range of premixed products that have made it easier for ontrade outlets of all types to deliver a quality cocktail with the minimum of fuss.

The Big Guns

For proof that this is serious business, you need look no further than the fact that big brands such as Smirnoff and Bacardi have entered the ready-to-serve cocktail category, giving pubs an easy solution to serving quality drinks at a decent price and margin.

As we went to press Diageo was still trialling their version, a draught Smirnoff 'Vodka Mojito', but Bacardi were quick off the mark in early 2011 with Bacardi Originals. Bacardi claims to have been the original spirit for both the Mojito and Cuba Libre, and inspired by these 'legacy cocktails' they have created a pre mixed version with all the ease of an RTD with none of the sticky sweetness that had that sector dubbed alcopops. These are pleasant tasting, refreshing drinks that are designed to be served over ice, in a branded glass, with a wedge of lime – although they're also often enjoyed straight from the bottle.

"As consumers expect more from their nights out, they are also expecting more exciting drinks – and are prepared to pay more for them"

"The whole idea with Bacardi Originals was to get a good tasting Cuba Libre or Mojito into the sorts of outlets that can't make their own cocktails," says Alex Turner, now head of trade advocacy at Bacardi.

"If there is a challenge it's getting people to recognise the quality of the cocktail in the bottle. A lot of people expect to see Mojitos made in the traditional way with fresh mint but a lot of people who have taken to Bacardi Originals as well. It's a different style of venue but a Mojito served to the same standard."

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Cocktails



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www.toorank.com / www.coppacocktails.com / www.drinkaware.co.uk



Coppa Quick Cocktail

Pubs and bars that want to deliver a bit more theatre with their cocktail serves need look no further than the Coppa range in their authentic looking silver cocktail shakers. Produced by Dutch distiller Toorank and supplied through Dedicated Wines in the UK, Coppa was launched in 2010 with four varieties – the Mojito, Cosmopolitan, Long Island Iced Tea and a Mai Tai – but the range has already been expanded with Strawberry Daiquiri, Sex on the Beach, Piña Colada, Sea Breeze, Margarita and Caipirinha. The range has already won a number of awards at the International Wine & Spirits Competition 2010, including Best in Class for its Mojito and Bronze medals for the Long Island Iced Tea and Cosmopolitan varieties.

“Pubs and bars that want to deliver a bit more theatre with their cocktail serves need look no further than the Coppa range in their authentic looking silver cocktail shakers”

The 700ml bottle contains 6 on-trade serves, and with a wholesale price at around £6 it works out at around £1 a serve. If a bar prices each cocktail in the region of £4.50 to £5, it means pubs can generate decent margin but still offer a more competitive price than many style bars.

“Coppa appeals to the majority of on-trade outlets who want to offer a cocktail menu but also want something that can be served quickly and provides consistency,” says Dedicated owner Chris Lake. “A lot of the time, even at the top end, you could have the drink made in two different ways by two different cocktail bartenders.

“With this type of product all you have to do is give the bottle a shake for a little bit of theatre, pour it over ice and add a garnish, and away you go.”

The instant success of the brand has led Toorank to launch a single serve version. Mini pouches are now available in all 10 flavours, and still offer a great margin while being even easier for busy staff to deliver the perfect cocktail



Funkin Amazing

For pubs looking for a happy medium between full hands-on mixology and the ready-to-serve solution, the Funkin range of cocktail mixers is the perfect solution. Purveyors of fruit purees to top bars and restaurants for over a decade, Funkin developed a range of top quality mixers with some of the UK’s top bartenders, so that any bar staff can make amazing cocktails quickly and easily. Made with 100% fruit, they’ve gone on to win gold medals in several drinks competitions.

Already famous for the quality of their fruit, Funkin became even fussier over its sourcing in 2011, and now use only wild-harvested blueberries, Fairtrade bananas and organic blackcurrants.

Funkin has experienced 35% growth in the UK in the past year, partly driven by an expansion into the mainstream on-trade. Chief executive Andrew King says: “Cocktail culture in the UK has become even more firmly-established in the mindset of consumers over the past two years and is a dynamic and exciting place to operate in.”

Funkin has recently launched 1-litre pouch in Strawberry Daiquiri, Mojito, Cosmopolitan, Strawberry Woo Woo and Sour Mix varieties. Each pack can make up to 10 cocktails.

“For pubs and bars looking for a happy medium between full hands-on mixology and the ready-to-serve solution, the Funkin range of cocktail mixers is the perfect solution”

“To meet the needs of high volume accounts we’ve created a larger pack format that allows for increased speed of serve and greater profits margins,” says King.

Like the other Funkin products, the mixers last 12 months unopened, and a week in the fridge after opening, making them a great choice even if you’re not sure how quickly they’ll sell.

Chances are, once your customers see the great cocktails you’re making, they’ll all want to join the cocktail party

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Pubs are the New Pubs

Soft Drinks

Recent claims that coffee shops are the new pubs are pretty far-fetched - after all, who would take their colleagues to Costa for a leaving do, or hold their wedding reception in Starbucks?

In much the same way as black is always the new black, whatever colour the fashion trade try to dress us up in, pubs are the new pubs. No longer male bastions, dedicated to the selling of vast quantities of beer - successful pubs have reinvented themselves to appeal to today's consumer.

In many cases this has meant a focus on the three Fs - females, families and food - all of which make it essential to offer a good range of soft drinks, and to serve them well.

CGA figures show the total soft drinks market to be worth almost £4 billion, with cola and energy drinks seeing the biggest rates of growth, and investment in perfect serve activity and staff training by major suppliers is paying off. Nigel Huddleston asks the leading players in the market what they think are the main opportunities for pubs.

Cola Quality

Sales of postmix were up 2.4% in value in the year to August. This was helped by CCE's Accredited Coca-Cola Establishment (ACE) training programme and guidelines on perfect serves for Coca-Cola and Diet Coke - see page 265 for more details.

Martin Sampson, CCE's shopper marketing controller, says: "Currently, customers often won't know what brand of cola they will

be served and the presentation varies across on-premise. People are willing to pay more for quality and a great serve, so the ACE initiative aims to standardise these variations across establishments ensuring customers receive the best value for money."

"Customers often won't know what brand of cola they will be served and the presentation varies across on-premise. People are willing to pay more for quality and a great serve"

Britvic invested £900,000 in on-trade support in 2011 including the launch of the Pepsi 500 Club with the British Institute of Innkeeping, giving participating outlets access to members-only category information online, POS and visibility kits and additional hospitality materials.

"The initiative formed part of the brand's wider Pepsi Gives You More campaign," says Andrew Boyd, Britvic's commercial director for leisure. "That was designed to emphasise the role that soft drinks play in helping improve the overall pub experience and increase customer satisfaction during every visit to encourage them to return."

Perfect Serves

2011 also saw CCE continue its partnership with spirits producer Diageo to encourage pubs to produce perfect served long, mixed spirit drinks, with a £2.5m investment.

The additional spend follows a successful launch in 2010, which achieved spirit and mixer category growth of up to 9%, showing the effect that a focus on quality can have.

To serve a perfect Coca-Cola and keep
your customers coming back for more
take a 'Georgia Green Glass'



Fill 1/3 with ice



Pour in correctly
chilled 'Coca-Cola'



Add appropriate,
fresh garnish



You've just
made history



Coca-Cola, Coke, the design of the Coca-Cola Contour Bottle and the
Dynamic Ribbon device are registered trade marks of The Coca-Cola Company.



“A greater emphasis on food, families and females is ideal for driving soft drinks,” adds Boyd, “but licensees have to deliver a greater customer experience to capitalise on this. Raising the profile of soft drinks in the on-trade and delivering the same quality of serve as any other part of the menu remains the biggest opportunity.”

Other recent activity from Britvic included the introduction of a 25cl Lipton Ice Tea glass for food-led outlets. The company says it has been pleasantly surprised by the growth in the ‘cold hot drink category’, which is relatively new to the UK but huge in Europe.

Small Brands, Big Plans

While the major soft drinks firms dominate the mainstream pub market, the emergence of modern independents has created opportunities for smaller soft drinks producers, with strong take-home brands crossing over into the on-trade.

“We’d like pubs to look at juice a bit more like cask ale, where you might have core brands but regularly-changing guest ales”

Andrew Cooney, Bottlegreen’s sales director says: “Really good pub operators are looking for points-of-difference whether that’s in food, ale or soft drinks.

He predicts an increasing focus on quality of serve and more interesting flavours in 2012, and is expecting good things from a Green Tea & Elderflower pressé, especially in pubs where the focus is on Asian food.

Shloer is another brand that has moved into the on-trade on the back of off-trade success. Shloer’s Amanda Grabham says: “The food-led managed estates we have spoken to are saying that 40% to 50% of their customers are not drinking alcohol – and that proportion is growing. This dovetails with our consumer research,

which shows that when people are dining out they want alternatives to alcohol and they are looking for something a bit more sophisticated than fruit juice, water and the usual carbonates.”

Grabham says Shloer are interested in working in partnership with operators on marketing initiatives that, for instance, put Shloer on Sunday lunch menus.

Marvin Henshaw at PAGO UK says pub customers’ interest in the company’s products is being driven by an interest in “health, natural ingredients and indulgence”.

“A greater emphasis on food, families and females is ideal for driving soft drinks but licensees have to deliver a greater customer experience to capitalise on this”

One of PAGO’s market strengths is its range of 14 flavours which can be used to offer seasonal and limited editions. In 2011 they offered mixed cases of 12 flavours so stockists could appreciate the wide range and the quality of the juices, and a mixed case of four flavours with sampling cups so pubs could offer samples to consumers.

“It’s all part of PAGO’s mission to encourage pubs to be braver with flavours,” says Henshaw “Very few operators give themselves a point of difference in this category. Operators need to think about seasonal flavours or a juice of the month, food and juice matching and a premium serve.

“We’d like pubs to look at juice a bit more like cask ale, where you might have core brands but regularly-changing guest ales,” says Henshaw.

Fancy a Fentimans?

Fentimans operations director Tiffany McKirdy says the company has seen a 30% increase in on-trade business for its retro carbonates and mixers in the past year. “This has been partly attributable to the range of mixers, but also consumer demand for premium quality soft drinks to be enjoyed as an alternative to some run of the mill options available. We launched Rose Lemonade two years ago and sales of that, particularly in the summer, have almost reached the level of our cola.

“A large proportion of Fentimans growth in the last five years has come in the ontrade. Soft drinks offer a higher profit margin than categories such as spirits, lagers and ciders, so ensuring your soft drinks range meets the needs of your consumers will help increase sales.”

McKirdy adds that 70% of customers have not decided what to drink when entering a pub and 51% of people will purchase on staff recommendation, according to research by Culture Marketing.

“Fentimans takes time to conduct product knowledge days with staff, which means that our drinks are at the forefront of the minds of staff when being asked for recommendations.”

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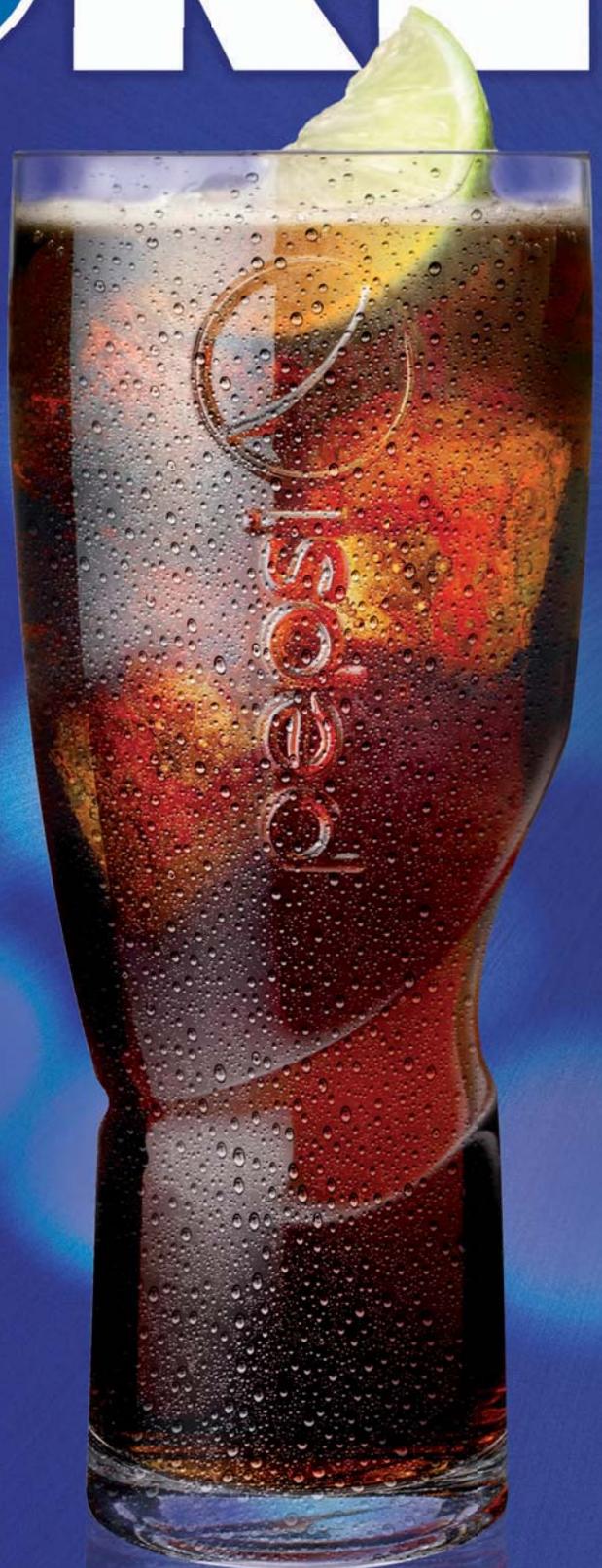
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1. Based on Pepsi dispense 16oz (473ml) serve vs. Coke 330ml packaged – both priced at £1.50. Pepsi yields 19p more profit per serve (assumes 290 average number of serves per week). Case price based on current average wholesaler pricing.

2. CGA Brand Index, Total Pubs and Clubs, value sales 52we 06.08.2011

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Make juicy profits from soft drinks

Tropicana

Not from concentrate fruit juice (NFC) is worth £594 million¹ and in healthy growth at + 9.6% with sales spearheaded by market leader Tropicana.

Ayman Nasreldin, Sales Director for Out of Home, PepsiCo comments; "This trend is also reflected in pubs with the consumption of soft drinks on the rise particularly NFC juices which cater for the increasing number of consumers seeking out healthier options throughout the day."

Squeeze the range and focus on best sellers

In order to maximise juice sales and drive rate of sale publicans need to focus on best sellers. Tropicana is the UK's No.1 juice brand and is an absolute must stock for publicans.

It's strong taste credentials has helped to ensure that it remains a firm favourite among consumers who are prepared to pay more for quality and will actively seek it out for consumption regardless of whether they're at home or on the go.

Tropicana's ambient on trade offering has the same health credentials but the added benefit of a four month shelf life to help publicans boost juicy profits.

Nasreldin continues; "Orange juice is no longer perceived as just a breakfast offering but has huge appeal to consumers

Must stocks

Tropicana Pure Premium Original 175ml

Tropicana Pure Premium Smooth 175ml

throughout the day both as a standalone healthier offering or mixed with other drinks.

Tropicana's field sales team are working with publicans to help them maximise the extended NFC juice occasion and ensure it remains a compelling proposition for their customers.

To order direct or for more information on how your juice sales could be more fruitful please email us on:

liscensedtrade@pepsico.com



Tropicana®

Perfect for
the Licensed
Trade!

Exclusive
275ml glass
bottle!

100% pure squeezed juice



Tropicana is the
no.1 Juice Brand
in the UK*



Just Eat More
(fruit & veg)

Stored Ambient,
serve chilled

* Source: Nelson L52 Feb 2011.

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Case count
24 x 275ml



Making the pips squeak

Pago Fruit Juices

Pago, the all natural fruit juice brand is on a mission to excite the tastebuds of the nation with its exciting range of flavours. Pago UK's Country Manager, Marvin Henshaw, is determined to shake up the juice category for 2012 and to provide a real alternative to the ubiquitous soft drinks range on sale in pubs:

"Despite the UK's high consumption we remain a very conservative nation in our choice of fruit juices, with the majority of the volume in orange and apple flavours.

Whilst our taste for international food has grown, we haven't really caught up in our choice of juices.

"Create a premium serve with the bottle, the right glassware filled with ice and some theatre from your staff"

Just as retailers are creating wine and beer menus or rotating seasonal choices to match their menus, we could be much more exciting in our juice choices too. How about a "juice bar" section on your menu or a fruit juice of the month? Pago have a big enough range of juices to offer seasonal flavours – in the winter choose Cloudy Cherry, Pear or Cloudy Apple and in the summer choose from flavours such as Strawberry, Lemon Lime and Raspberry Lime.

Or think about the food and juice combinations: Gammon with pineapple, duck with cherry and pork with apple are just a few obvious combinations for classic pub fare.

Pago juice comes in a distinctive single serve bottle that is vacuum packed for freshness. Banish the furtive tetra pack serve behind the bar and create a premium serve with the bottle, the right glassware filled with ice and some theatre from your staff. It means a premium price margin to match.

"Just as retailers are creating wine and beer menus or rotating seasonal choices to match their menus, we could be much more exciting in our juice choices too"

I'm not saying that we should banish volume and value but let's improve our retail proposition. There's an opportunity in the premium juice drink category to provide real soft drink choice and I haven't even mentioned the cocktail combinations.

Our on-trade focus, unique packaging and premium quality taste means that we can really offer retailers a point of difference but how many will take up the challenge for some juicy profits?"

14 permanent flavours of Pago fruit juices are available through on-trade drinks wholesalers in the UK and further details of the range, stockists and cocktail ideas can be found at www.pagofruitjuice.co.uk.

Making a Mark

Initiatives such as Coca Cola's partnership with Cask Marque and Britvic's Pepsi 500 Club are an acknowledgement by the major brand owners that on-trade quality of serve is an issue that has to be addressed - something anyone who has ever drunk an over-diluted postmix cola or a warm lemonade will echo.

Coca Cola recently announced that Cask Marque are to become the official training and auditing partner for their accredited Coca Cola Establishment (ACE) training initiative.

The ACE programme provides training and detailed guidelines on how to perfectly serve Coca Cola and Diet Coke to help licensees increase customer sales of postmix. Coke is looking to accredit only those outlets that consistently serve quality soft drinks to give consumers the confidence to order Coca Cola and know they will get a great serve.

Each outlet nominated for the programme will receive training and support materials provided by Coke, including a reference booklet, pack of house posters, video training, Georgia Green glassware and cleaning kit.

The training aspect covers:

- ▶ The perfect serve with the key elements of ice, garnish, glassware, product, bar (40 minutes)
- ▶ Care and maintenance of the equipment – shows the simple daily care and maintenance to prevent the build up of syrup deposits and airborne debris (35 minutes)

This is then followed by a mystery drinker visit which will judge the venue for accreditation and covers:

- ▶ Maintenance
- ▶ Product care
- ▶ Hygiene
- ▶ Perfect serve

Accredited Coca Cola establishments receive an ACE visibility kit to display that they offer the Coke approved standard post mix drinks. The kit includes plaque, certificate and font badge.

Paul Nunny, Director of Cask Marque said 'Customers expect to receive good customer service in pubs. This includes the perfect serve of all drinks and our partnership with Coca Cola Enterprises will help reinforce the responsibilities of bar staff to go the extra mile in delivering customer satisfaction'

100 % Natural Fruit • No Artificial Preservatives • No Artificial Sweeteners • No Artificial Flavourings • No Artificial Colours

Most
profitable
fruit juice

Welcome to the world of Pago.

100% Natural
Fruit & Best
in taste



Citrus

Orange*
Orange-Carrot-Lemon (ACE)*
Lemon-Lime
Pink Grapefruit

Red Fruit

Strawberry
Multivitamin Red **
Cranberry
Cloudy Cherry (Sept. 2011)
Raspberry Lemon Limited Edition
SUMMER 2011

Exotic

Pineapple*
Multivitamin Tropical*
Mango

Classic

Cloudy Apple*
Peach*
Pear
Tomato

*Also available in 330ml **Only available in 330ml



The Soft Sell

Mixability

John Porter looks at ways to turn premium soft drinks into hard cash

Soft drinks, like bagged snacks and processed ready meals, have had their fair share of attention from the food lobby over recent years. So it's perhaps inevitable that marketing for the category tends to focus on 'healthy' factors such as lower sugar and more natural ingredients.

However, this approach neglects the needs of a significant group of consumers who are far less concerned about knowing whether a soft drink provides one of their five a day, and far more interested in knowing how well it goes with a shot of vodka. Unlikely combinations of the type ordered by Del Boy in 'Only Fools and Horses', such as Tia Maria & Lucozade or Crème de Menthe & Tizer, have real potential if marketed properly to on-trade customers.

"Customers appreciate time and premium ingredients going into their alcoholic cocktails so why not put the same effort into soft cocktails?"

Nick Francis, commercial director of managed pub group TCG, says: "It's an easy mistake to put soft drinks in a 'ghetto' and not to consider them as a core part of the drinks range. A soft drink isn't just a negative bar call, ordered when a customer is driving or on a health kick.

Mixed Messages

Fresh juices, non-alcoholic cocktails and similar drinks are appealing in their own right – and can be just as profitable, if not more so, than alcohol.

"If you have a good range of soft drinks, you also have the option to think more imaginatively about mixers," Francis points out. "Customers might not think spontaneously about ordering a Gin and Sparkling Apple or a Bacardi and Fresh Orange, but if you promote unusual combinations on a chalkboard they can be big sellers."

"Customers might not think spontaneously about ordering a Gin and Sparkling Apple or a Bacardi and Fresh Orange, but if you promote unusual combinations on a chalkboard they can be big sellers"

In a market dominated by the big suppliers, some more niche operators recognise that a focus on mixability can give them an edge. Belvoir Fruit Farms supplies premium cordials, pressés and fruit crushes to the on-trade.

Belvoir on-trade channel manager Sarah Walker says: "Soft drinks receive such little focus that licensees often aren't aware what's available to them." Belvoir offers free POS and staff training to help outlets understand the versatility of the products and have the confidence to recommend them.

Walker adds: "The Belvoir on-trade team focuses on highlighting the mixability options of our pressé range. For example, a premium gin mixed with Belvoir Elderflower pressé is a lovely alternative to a standard gin and tonic. Belvoir Elderflower pressé also tastes great added to white wine for a sophisticated twist on a white wine spritzer."

Mocktail Menus

Even without adding alcohol, the creation of a mixed soft drink adds a touch of theatre to the occasion. Fentimans has created a Soft Cocktail Menu, designed to offer choice to customers who want an alternative. The range includes Winter Rose, made with Fentimans Rose Lemonade mixed with a fresh strawberry and crushed ice and The Reet Thing, which mixes Fentimans Curiosity Cola with a dash of lime cordial, served over ice with a slice of lime.

This 'on the wagon' cocktail menu also includes the Tenderberry, which combines Fentimans Traditional Ginger Beer, grenadine, strawberries and double cream mixed together over ice and the Dandelion Dream, a combination of apple juice, Fentimans Dandelion & Burdock, lime juice and clear honey over ice.

Eldon Robson, MD and master brewer, says: "As producers of an adult soft drinks range, we want to make soft drinks more exciting for those who are not consumers of alcohol, including drivers, pregnant women or simply non-drinkers.

Something Special

"Customers appreciate time and premium ingredients going into their alcoholic cocktails so why not put the same effort into soft cocktails?" asks Robson. "As establishments are improving their food offering, the appeal is evident in both gastro-pubs and restaurants, where consumers want a premium drink to accompany their meal – and perhaps a soft cocktail to begin with."

Halewood International, which focuses on the perhaps-neglected male market for soft drinks with its Iron Press and John Crabbie's Cloudy Ginger Beer brands, also highlights the appeal of adult soft drinks in food-friendly environments. Richard Clark, head of innovation for Halewood International says: "Iron Press is perfect for enjoying alongside traditional pub grub and spicy foods. It also has less fizz than other carbonated drinks so will not leave consumers feeling bloated."



FENTIMANS PRESENT



SOMETHING OLD



The original. Fentimans Ginger Beer. Still botanically brewed to Thomas Fentiman's original recipe from 1905. Originally sold in our 'Grey Hen' stone jars. Although now you can get it in bottles.

SOMETHING NEW

Fentimans Tonic Water. "Seguramente la mejor tonica del mundo" as they say in España. Where it appears to be going down rather well.



SOMETHING BORROWED

To create our Rose Lemonade, we borrowed a trick from the perfume trade. We sourced a pure rose Otto oil from the world-famous Rose Valley in Kazanlak, Bulgaria, which provides just the right degree of rose flavour and an appealing blush pink colour to the liquid.

SOMETHING BLUE

In the early part of last century, Thomas Fentiman gave his son-in-law John Hollows a factory to run, making ginger beer to his original recipe. We've brought back the Hollows name for our Superior Alcoholic Ginger Beer. Hollows is an authentic, stand-up ginger beer that makes lesser alcoholic gingers pale by comparison. Beware of imitations!



FAITHFUL TO THE ORIGINALS



Soft Spots

With fridge and back bar space always at a premium, on-trade outlets need to plan their soft drinks range carefully to supply the maximum number of consumer demands with the minimum number of products.

Mixers

A spirits and a mixer is a core bar call, but many customers increasingly expect a long serve over ice. If space allows, consider stocking large size mixers alongside the traditional 'baby' bottle. If space is tight, outlets can consider switching to a larger serve as standard, or use postmix carbonates and juice cartons for longer drinks where appropriate.

Carbonates

Cola and lemonade are still the on-trade's best-selling soft drinks lines, but a warm drink from a back bar shelf won't cut any ice with customers. Serving carbonates chilled, over ice and in branded glassware, is a clear sign of quality and value.

Juices

Making fresh juice can be time-consuming, but can also command a premium price. Investing in a back bar blender allows outlets to offer fresh juices, smoothies, and both soft and alcoholic cocktails. If these drinks are well marketed on chalkboards and drinks menus, the increased revenue should more than justify the investment. If time doesn't allow for fresh juices, display premium juice brands in high visibility sites in fridges

Squashes and syrups

The concentrated flavours of squashes and syrups mean that a bottle goes a long way without taking up too much space. A diverse syrup range such as Monin also increases options for adding flavours to cocktails and hot drinks.

Food, Female and Family Friendly

The 'three Fs' are all important drivers of soft drinks sales, and brands which appeal to these customers and occasions should be well-promoted and visible.

Customers know that pubs stock carbonates and mixers, but may not know that premium juices, pressés and packaged juice drinks with child appeal are available. Fridge displays and table drinks menus should highlight these ranges. With food, promote brands which offer a direct alternative to wine, such as the Shloer range

Mixability and seasonality

Staff training time is precious, but remember that the margins on a well-made mixed soft drink can be even higher than a spirit and mixer sale.

Simple combinations such as fruit juice topped with sparkling water and served as a long drink will have a strong appeal. Encourage staff to experiment with different combinations of fresh juice and carbonates to create bespoke soft cocktail drinks.

Vary the menu to reflect seasonal changes such as tropical fruit flavours in hot weather, and warming flavours such as apple and ginger in winter.



A GREAT TASTING OPPORTUNITY



'Cold hot drinks' is the UK's fastest-growing soft drinks category, with Lipton Ice Tea having a 64% share.¹ That makes it an opportunity you can't afford to miss.

Lipton Ice Tea is available in delicious Peach or Lemon, with its own unique glassware, extending your soft drinks range and giving your customers a refreshingly different experience.

250ML GLASS BOTTLE NOW AVAILABLE

To place your order, call Britvic on 08457 581 781 or ask your soft drinks supplier.



Energy Levels

However, Red Bull is increasingly a part of everyday life, for anyone wanting to improve their energy levels and increase their mental or physical performance, whether for work or play

“We’re seeing more solus consumption as an after-work drink, in that 5pm-8pm slot, ahead of a night out,” says Smith, “and after lunch in place of a coffee.”

In the on-trade, Red Bull is still focused on the 25cl can which raises the visibility of the brand and the category in an outlet when handed over with the glass to the customer.

Red Bull has therefore resisted the temptation to launch its bigger off-trade packs in pubs.

A Stimulating Performance

Energy Drinks

Nigel Huddleston gets the buzz on the most buoyant sector of the soft drinks market, which is still firing on all cylinders

Energy drinks volumes in the on-trade rose 7.8% in the year to September 2011 according to CGA figures. Having initially lagged behind the off trade, sales have taken off as pubs and bars realise their potential - and not just as an alcohol mixer

“2011 was good for the category,” says Tom Smith, trade communications and category marketing manager at Red Bull UK. “We’re seeing that people aren’t going out as much but when they do they’re going on a bigger night, and spending more on up-tempo occasions so that favours energy drinks. Our sales have echoed that trend.

“Consumers are getting a bit more understanding of the relevance of the product and how it can fit in with a night out, either through solus consumption, or as a designated driver drink, or for mixing.”



“If we launched a bigger can it wouldn’t be coming across the bar and we wouldn’t be getting the visible serve to help drive purchase,” he adds.

Smith says the brand’s own fridges also help increase visibility in bars and pubs, but giving prominent display in a pub’s own fridges can too.

“The margin of the category makes it a really successful product if displayed well,” says Smith. “Outlets should also display finished drink prices around the venue to avoid consumers getting a shock at the bar,” he adds.

Mixed Messages

The majority of mixes with alcohol are still a vodka and Red Bull, but the Jagerbomb – Jagermeister and Red Bull - is increasing in prominence, and consumers are also starting to experiment with other spirits and liqueurs.

“People aren’t going out as much but when they do they’re going on a bigger night, and spending more on up-tempo occasions so that favours energy drinks”

Simon Green, marketing director of Kick Energy supplier Global Brands, says it is promoting special serves including the Glitterball, 25ml of Goldschlager topped with energy drink.

“Despite a tough economic climate, the total energy drinks market has seen substantial growth over the last five years and is set to break the £1 billion mark by 2012,” says Green. “Research shows that there is every reason to believe it will continue to see robust growth over the next five years, even hitting £2.2 billion by 2016.”

DJ TONIGHT TILL 2AM
THE BEATS LIVE



Serve a full, cold can over your bar. After all, that's what your customers want and when other people see the can, they'll be up at the bar asking for the same. customer.marketing@uk.redbull.com

WALKERS SENSATIONS

Thai Sweet Chilli
FLAVOUR CRISPS



Each 30g serving contains

Calories	Sugar	Fat	Saturates	Salt
151	1.1g	7.9g	0.6g	0.47g

Doritos

TANGY CHEESE
FLAVOUR CORN CHIPS



Serving Suggestion

SQUARES

This pack contains

Calories	Sugar	Fat	Saturates	Salt
97	0.8g	4.0g	0.3g	0.5g
5%	1%	6%	2%	8%

of an adult's guideline daily amount



This pack contains

Calories	Sugar	Fat	Saturates	Salt
196	1.2g	10.0g	0.8g	0.6g
11%	1%	14%	4%	16%

of a child's guideline daily amount

Make a packet with crisps and snacks

The Crisps, Snacks and Nuts (CSN) category is experiencing significant growth with sales increasing at 5.6%¹ spearheaded by market leader Walkers (+6.5%). Worth a massive £2.4bn it presents a significant sales opportunity but continues to be an area that many publicans struggle to maximise.

According to Ayman Nasreldin, Sales Director for Out of Home, PepsiCo; "focusing on snack lines that provide big margins rather than best sellers and ineffective displays are the most common areas of mismanagement. In order to drive CSN sales and maximise profits publicans should follow these two key principles:"

"The CSN category is worth a massive £2.4bn annually"

Stock the Right Range

Use the space available to stock the best selling lines. Walkers accounts for 47% of the CSN category and its core four flavours are an absolute must stock including prawn cocktail which has the same rate of sale as salt & vinegar. These should be accompanied by a snacks and sharing variant selected to complement the customer base; for example, Squares, Monster Munch and Doritos for a family orientated pub, or something more premium like Sensations for a more niche gastro pub.

Must stocks

Walkers Core 4 Flavours; Ready Salted, Salt & Vinegar, Cheese & Onion, Prawn Cocktail (50g)

Snacks – Monster Munch (Roast Beef or Pickled Onion) or Squares 40g

Sharing – Doritos (Original, Tangy Cheese) or Sensations Sweet Chilli (175g/150g)

Make the Most of Secondary Display Opportunities

A large number of crisps and snacks purchases are unplanned, so they need to be seen to be sold. Walkers has made a significant investment in new menu clip strips that can be placed behind the bar to raise visibility in this premium spot without the need to be constantly replenished. Nasreldin comments; "We hope this investment and our dedicated sales force will help publicans unlock the full sales potential of their CSN offering:

To order direct or for a more tailored consultation on how you can make a packet from CSN please email us at:

liscensedtrade@pepsico.com



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100% BRITISH POTATOES

NATURALLY LOWER IN SATURATES*
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NO ARTIFICIAL COLOURS OR PRESERVATIVES
Delicious Seasonings

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Food For Thought

The Snack Pack

It remains a source of some national shame that, whatever the Daily Mail might want us to believe, Britons are a long way from being the biggest beer drinkers in Europe, says John Porter.

Although many of our European neighbours, including the Irish, Czechs, Spanish, Germans and Belgians, can claim a higher beer consumption per head, there is one closely-related area where the UK remains clearly ahead of the field.

Research published by analyst Mintel shows that Britons are the biggest snack eaters in Europe, spending £55 a head on bagged snacks such as crisps and nuts, more than double the £22.50 a head spent by second place Germany. The £2.47bn spent on snacks in the UK represents a quarter of all sales in Europe.

Crisps make up around half the bagged snacks market, with all other categories, including nuts, tortilla chips, pork scratchings and popcorn, making up the other half. For pubs, bagged snacks are an important source of revenue, driving incremental sales as customers enjoying a pint look for a savoury accompaniment.

Flavour Innovation

The challenge for pubs is deciding which brands to stock in a category that is more crowded than ever. Market leaders Pepsico and United Biscuits (UB) have continued to supplement the core Walkers and McCoy's range with flavour innovation, with 2011

seeing Walkers range of limited edition flavours for Comic Relief, and McCoy's offering Pickled Scrumion and Ruck of Ribs flavour to coincide with the Rugby World Cup.

The limited edition or seasonal flavour approach is now routinely used by brand owners to refresh their ranges and, just as importantly, to trial new flavours. The gauntlet has been taken up by the more upmarket crisp producers, with Devon-based Burts offering limited edition flavours Aberdeen Angus and Pesto in 2011, while Yorkshire Crisps offered a Roast Lamb limited edition.

Tuck into Texture

Crinkled crisps have also become a battleground. Tyrrells now offers the ridged Furrows range, while Kettle has a range of Ridge Chips. Walkers Crinkles, launched in April 2011 and backed by a £5m marketing budget, was the biggest crisps and snacks category launch of the last five years.

"Britons are the biggest snack eaters in Europe, spending £55 a head on bagged snacks such as crisps and nuts, more than double the £22.50 a head spent by second place Germany"

Among the many other launches of the past year are KP Nutty Nibbles, offering various combinations of nuts, sweet biscuits and fruit; and BigD Salt 'n' Malt, a flavoured peanut supported by pub cards featuring the charms of current 'BigD babe' Rosie Jones.

It Pays to Display

For pubs, storage and display are often the biggest dilemmas when it comes to deciding which and how many brands to stock, which makes display cards, with or without Rosie, a useful option. UB has also launched a multi-strip card range for the KP Nuts brand. With Original Salted, Dry Roasted, Jumbo Spicy Chilli and Jumbo Salt & Vinegar available, the cards can be broken up into individual strips of six packs, and sited at various display points around the pub.

Walkers has also invested in new menu clip strips for back bar display, and Ayman Nasreldin, sales director for Out of Home, PepsiCo, says “ineffective display” is a “common area of mismanagement” in pubs’ approach to snacking. Another is “focusing on snack lines that provide big margins rather than best sellers” – in other words, Walkers ‘core four’ best sellers Ready Salted, Salt & Vinegar, Cheese & Onion, Prawn Cocktail will sell in bigger quantities than expensive posh crisps.

Beyond the Bag

However, crisps and nuts face a challenge from the resurgence in home-made classic bars snacks. The phenomenon started in London, as so many food trends do, when chefs such as Ollie Pudney at the Bull and Last in Kentish Town began making their own Scotch eggs. In short order, every gastropub worth the name was making sausage rolls, pies, pork scratchings and similar delights to sell across the bar.

“ We eat more crisps and nuts than other Europeans in the first place – other countries are more accustomed to the tradition of eating small, tasty dishes with a drink”

British Tapas, as well as variations such as the ‘lffits’ served at the Pigs in Edgefield, Norfolk, have become all the rage. Featuring snacks such as crispy pig ears and North Sea fish cakes, the name is shorthand for ‘lffit tastes good and it’s in season, it’s on the menu’. Ironically, that goes to the heart of one reason why we eat more crisps and nuts than other Europeans in the first place – other countries are more accustomed to the tradition of eating small, tasty dishes with a drink.

Chris Knights, Young’s development chef, says that home-made snacks have a strong customer appeal on bar menus. “We encourage our chefs to make their own Scotch eggs and sausage rolls. Pork pies are more of a challenge because of the warm water pastry, so we have a supplier in the West Country who makes pork pies especially for us, which the pubs can bake freshly.”

Get Creative

Some of Young’s chefs have their own variations, such as the County Arms in Wandsworth, which serves up a home-made ham hock and foie gras terrine in puff pastry as an alternative to pork pies. “We try and put our own twist on things wherever we can,” says Knights.

“We have a food philosophy called ‘sharing the genius’ where we spread good ideas. For a revamp of the Plough in Clapham we came up with a black pudding Scotch egg, made with sausage meat and back pudding with a soft boiled hen’s egg in the centre, which is now being served by a number of our pubs.”

One clear benefit is that home-made bar snacks generate more cash and margin than bagged snacks, and are incremental to drinks sales without affecting food trade. “We encourage pubs to bake up a batch of bar snacks and put them out on display on the bar. A customer who’s just come in for a pint of Ordinary will be tempted to order a sausage roll or a Scotch egg to go with it. It’s an impulse sale.”



There is no such thing as poor weather: It's just poor choice of cover



The Cove Cornwall 2011
Rain will never again stop play

Take Cover

A certain well known Pubco exec is known not to bottom burp. People think this is because he is posh but the truth of the matter is that he simply cannot keep his mouth shut for long enough to build up the required pressure to pass wind. Had he used his undoubted energy to fix the roof when the sun was shining rather than fighting the world and its dog we would all be in a much better position and that's simple fact.

In the hospitality business, by the time you realise you're in trouble, it's too late to save yourself. So unless you keep running all the time, you're going to be history. All the current climate does is speed up this evolutionary process. If you don't believe me, take a look at the Pubco share prices. If you want all this doom and gloom to pass you by then you need to offer something different to the rest and you need to do it quickly - and probably without landlord assistance.

There is no such thing as poor weather and as you pay for all your space all the year round, why not use all your space all the year round? The public love the outdoor feel and in these days of austerity you need to provide what the public wants, if you want the public to spend with you. If you don't, then just like those wobbling pubco's, you will die. Please just take a moment to think about what you have at your disposal and how it can be used. A roof top terrace, a spectacular view, a courtyard, a garden area or disused car park. How can you get the best out of this and what can you do to set your business apart from the norm?

For every outdoor area there is a customised requirement unique from any other. A requirement for the total solution, a solution to bring each aspect of the outdoor space together, with the right lighting, the most suitable roofing system and furniture that blends with the setting and the surrounding nature.

The Personal Touch

The character of the owner, the brand and the expectations of the clientele and the usage of the area are all of crucial importance, and must form an integral part of the overall plan. The objective of all this is to convert the outdoor area into a new, unique and welcoming space for everyday use, matched with an unmistakable touch of style and innovation.

Functionality, aesthetics and quality should be the very essence of your 'without compromise' solution. The details, the choice of materials and the overall vision are all of paramount importance in the creation of perfection. At Crown we let your imagination run free and we then make our solution to match your dreams and desires because we know that no outdoor space is quite like another. Because, at Crown we understand that every customer has their own special requirements.

Just like the interior of a building, a terrace or a roof space can become a living space to be enjoyed all day every day. The outside becomes a place where lunch can be eaten all year round. A garden becomes a refuge, a meeting place, a homely and elegant year round living playing or entertaining space. To do this we bring the outdoors back to life by creating a place that can maintain its charm and its contact with nature whilst enhancing the sense of freedom that indoors cannot ever provide.

Crown Solutions

Crown have helped hundreds of hospitality operations transform the way they use their outdoor space and we are here to help you. Practical and stylish solutions that add more space to your facility for a fraction of the cost of traditional builds and vastly more functional. Think of the benefits, the tremendous ROI which is normally counted in weeks, that such a dramatic multifunctional room will provide to you, your clients and your stakeholders.

We asked a recent high profile customer of ours what he thought of the apparent recession and his message was pretty simple really.

"I didn't sign up to that one and I am going to let it pass me by! As sure as the spring will follow the winter, prosperity and economic growth will follow the recession and with my roof top terrace from Crown I am finding that the sun shines on the righteous every day of the year around here."

For more information please go to www.crown-outdoor.co.uk where you will find all you need to know about turning redundant space into a year round trading success story.

**FROM RARELY
USED SPACE.**

**WE CAN CREATE YOUR
MOST PROFITABLE SPACE**



**THERE IS NO SUCH THING AS POOR WEATHER ANYMORE BUT THERE IS STILL A LOT OF POORLY USED SPACE
THIS IS NO LONGER ONE OF THEM AND WITH AN ROI OF UNDER A MONTH IT'S A VERY WISE INVESTMENT**



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LA Law - Update

The Licensing Act 2003

JOHN GAUNT & PARTNERS is recognised as being one of the foremost licensing practices in the United Kingdom operating throughout England, Wales and Scotland. All the Partners of the firm are recognised in the independent Guides to the Legal Profession as being experts in their field.

The Licensing Act 2003 (LA 2003) which came into force on 24th November, 2005 made the most far reaching changes to the licensing regime seen for over a generation.

With control passing to the Licensing (Local) Authorities, the establishment of the four licensing objectives, and the aim of giving local communities an increased voice in licensing - particularly in respect of problem premises - the then new law represented something of a sea change.

Time has not, however, stood still and we have seen a number of developments in the intervening period which have in large

part been designed to strengthen the law, largely at the expense of the operator.

This article seeks to summarise some of those changes bringing it up to date with the Police Reform and Social Responsibility Act 2011 and the newly announced consultation on the deregulation of most forms of regulated entertainment.

The Violent Crime Reduction Act 2006

This was the first significant "follow on" to the LA 2003 and introduced, amongst other things, a Drinking Banning Order, prohibiting individuals against entering licensed premises as identified in the Order for a period of not less than 2 months or more than 2 years.

Very few of these have in fact been made but as a concept they were undoubtedly slightly more successful than Alcohol Disorder Zones which also were brought in under the same Act.

Suffice it to say that not one Alcohol Disorder Zone was adopted (to the best of our knowledge) in the intervening period – enough said!

The 2006 Act also brought into effect, from 6/04/2007, the new

offence of “persistently selling alcohol to children”.

As originally enacted, a Premises Licence Holder is guilty of an offence if, on three or more different occasions within a 3 month consecutive period, alcohol is unlawfully sold on the same premises to an individual under the age of 18. Upon conviction the maximum penalty is £10,000 and additionally the Court can order the suspension of the Licence for the sale of alcohol for a period not exceeding 3 months.

As an alternative, the enforcing authority can offer a voluntary period of closure in their discretion of up to 48 hours, which would serve to “wipe the slate clean”.

Not content with the rate of offence / conviction, the then Government amended the offence, reducing it to just two under age sales within that 3 month period. That is the test which currently applies.

The average fine upon conviction is currently in the region of £1,700.

Still not content, within the Police Reform and Social Responsibility Act 2011 (yet to be brought into force – see below) the maximum penalty is increased from £10,000 to £20,000 and the period of “voluntary closure” becomes a minimum of 48 hours up to a maximum of 14 days.

We see this as a potentially serious impediment to operators taking a period of voluntary closure, and we can see that in future operators, particularly those with good systems of due diligence, will take their chances before the Magistrates.

Operators will also be concerned to ensure that they are alert to the first failed test purchase so that they do not sleep walk into the second and the commission of this offence. It has been known.

Summary Reviews

The Violent Crime Reduction Act also introduced Summary Reviews, where premises are associated with serious crime or serious disorder or both.

These came into force on 1/10/2007. The consequences of a Summary Review are that, upon receipt of such an application, the Licensing Authority must, within 48 hours, consider the imposition of “interim steps” pending the determination of a full Review within the following 28 days.

We are seeing the increased frequency of applications for Summary Review but it is worth emphasising that it applies where the premises are **currently** associated with serious crime or disorder. As a result applications, if to be good, in law, need to be promptly issued.

Crime and Security Act 2010

This Act, which received Royal Assent on 08/04/2011 but has yet to be brought into force, introduced the concept of Early Morning

Alcohol Restriction Orders whereby Licensing Authorities can make an Order restricting licensed premises from otherwise opening between 03.00 and 06.00 in the morning if it is considered necessary by the Licensing Authority for the promotion of the licensing objectives.

The aim was to provide Licensing Authorities with an additional tool restricting alcohol sales between certain times.

The Police Reform and Social Responsibility Act 2011 makes a significant amendment which, when brought into force, will allow Councils to decide which hours from between 12 midnight and 06.00 (as opposed to 03.00 and 06.00 previously) they would like to prevent premises from opening.

Other changes in respect of EMRO’s include the fact that an EMRO could be created if it was felt to be “beneficial” for the promotion of licensing objectives rather than “necessary”, as is currently the case.

One could argue – and we have indeed argued – that issues with problem premises could be better dealt with on a selected basis by Review, rather than the wholesale limitation of hours, which may bring with it, if this power is ever utilised, the reintroduction of the concept of “area hopping”.

Police Reform and Social Responsibility Act 2011

This Act received Royal Assent on 15/09/2011 but has yet to be brought into force.

The original Bill was far more wide ranging in its scope and the licensing provisions only formed a small part, although they were significant in their own right.





It could be argued that those provisions should have formed part of a separate “Licensing Amendment Bill” and had they done so, the provisions would have received much more detailed Parliamentary scrutiny.

As it was, despite significant trade lobbying, which proved to be substantially ineffective as the Bill made its passage through Parliament, the licensing provisions remained substantially intact, although there was a promise of consultation on required secondary legislation, and amended guidance as to how the new provisions should be interpreted and applied.

The provisions of the Bill arose out of the Government consultation issued over the summer of 2010, being a “consultation on empowering individuals, families and local communities to shape and determine local licensing”. You get the message!

The provisions in the Act now will allow Licensing Authorities to be Responsible Authorities – a hugely controversial proposition as it means that the Licensing Authority themselves, who will ultimately determine any licence application before them, can initiate in their own right an application for Review, or indeed make a representation on a new licence application or variation application.

Depending on how they use their powers we can see ample scope for applications for Judicial Review.

Although the promotion of health did not survive to become a licensing objective, Primary Care Trusts (who themselves are proposed to be abolished by the current Government) and local Health Boards also become Responsible Authorities, giving them the opportunity to make representations etc on applications coming before the Licensing Authority.

How they choose to exercise this power will, no doubt, vary from area to area but we anticipate that any representations made will be accompanied by local health statistics and particularly alcohol admissions to accident and emergency / hospitals, the relevance and provenance of which will need to be carefully scrutinised.

Premises Licences – Who may make relevant representations?

Detailed provisions are made so as effectively to make it no longer necessary that anyone wishing to make a representation to a licence application be living in the vicinity.

Pressure was applied to seek to substitute the existing test with that found in the Gambling Act 2005, which defined the vicinity by reference to effect and area but this proposed amendment was unsuccessful.

Reducing the evidential burden on the Licensing Authorities

Another controversial proposal. In general terms the test which the Licensing Authority should apply in determining applications and attaching conditions etc is to do what is necessary for the promotion of the licensing objectives.

Once the Act is brought into force this requirement is diluted to doing what is appropriate for the promotion of the licensing objectives and will no doubt lead to a degree of uncertainty and confusion.

As an example of the possible difficulty, consider whether the actual proposed amendment to this piece of law is firstly appropriate and secondly necessary. We would say that the amendment is certainly not necessary, however, whether it is appropriate is a lot more open to debate !

Temporary Event Notices

There are detailed changes to the existing provisions for Temporary Event Notices (which of themselves seem to be working well) effectively giving the Environmental Health Officers the right to make objections. In certain circumstances, the Licensing Authority can impose conditions on the Temporary Event Notice.

Persistent Sale of Alcohol to Children

As mentioned above, the maximum fine is doubled and the period of voluntary closure is to be amended from an existing 48 hours to at least 48 hours but not more than 336 hours (i.e. 14 days).

Early Morning Restriction Orders – Amendments

Please see Crime and Security Act 2010

Suspension of Licence for Failing to Pay Annual Fees

Similar provisions already apply in the Gambling Act 2005 but were

an omission from LA 2003. There would be less concern over this proposal if Licensing Authorities were renowned for their administrative excellence in recording payment of the fees they have in fact received!

Power of Licensing Authorities to Set Fees

Going forward, Licensing Authorities, subject to regulations to be made by the Secretary of State, will be allowed to fix their own fees.

We are likely to see significant regional variation but it is anticipated that a national cap will be set.

Within 5 years of the above provisions coming into force, the Secretary of State is applying to publish a review of the effect of these changes.

Late Night Levy

In separate provisions, a power is given to Licensing Authorities to impose a late night levy on licensed premises across its area.

Of any monies raised, only 30% can be retained by the Licensing Authorities and informal comment from a number of Licensing Authorities suggest that they will not be rushing to impose a late night levy or indeed an EMRO.

We are urging careful scrutiny of any such proposed in times to come.

The suggestion is that these provisions, or most of them, will be brought into force and effect later in 2012.

Cigarette Vending Machine Ban

From 01/10/2011 Cigarette Vending Machines were banned, at least in England, with a fine of up to £2,500 for any premises continuing to sell tobacco products in this way.

Pubs will still be able to sell cigarettes and tobacco from behind the bar, but must carry out proof of age checks. In Scotland, tobacco retailers must be registered to continue to sell tobacco products.

Other changes - Employment Law

Under the Agency Workers Regulations 2010, temporary workers have been given significant new rights, while the default retirement age of 65, which allowed employers to force employees to retire at that age, was abolished.

Other changes - Weights and Measures

With effect from 1/10/2011, specified quantity of 2/3 pint for draft beer and cider added to existing 1/3 and 1/2 pint and multiples of 1/2 pint

Still wine, when sold by the glass, must be sold in specified quantities of 125ml or 175 ml or a multiple of either but wine in a quantity below 75 ml is exempt

Fortified wine, when sold in a glass, must be sold in 50ml or 70ml or a multiple of either

Regulated Entertainment

If you have got this far then we would like to end on a possibly positive note!

In September 2011 the Department for Culture, Media and Sport (DCMS) launched a consultation to examine the de-regulation of Schedule 1 of the Licensing Act 2003, which in laymen's English is for most activities currently defined as "regulated entertainment", on the basis that the mischief that can be caused by such entertainment can be adequately protected by other existing legislation. By the time you read this, the consultation is likely to have closed and we must await the outcome and the proposals that are brought forward.

The consultation excludes any performance of live music, theatre, dance, recorded music, indoor sport or exhibition of film where the audience is of 5,000 or more – we very much doubt that this figure will survive – boxing and wrestling, and any performance of dance that may be classed as sexual entertainment but is exempt from separate sexual entertainment venue regulations.

Within the proposals up for consultation is that any existing conditions on Premises Licences relating to such entertainment (such as those relating to prevention of noise nuisance etc) will remain on Premises Licences and if their removal is required, a Variation Application will be necessary in due course.

Conclusion

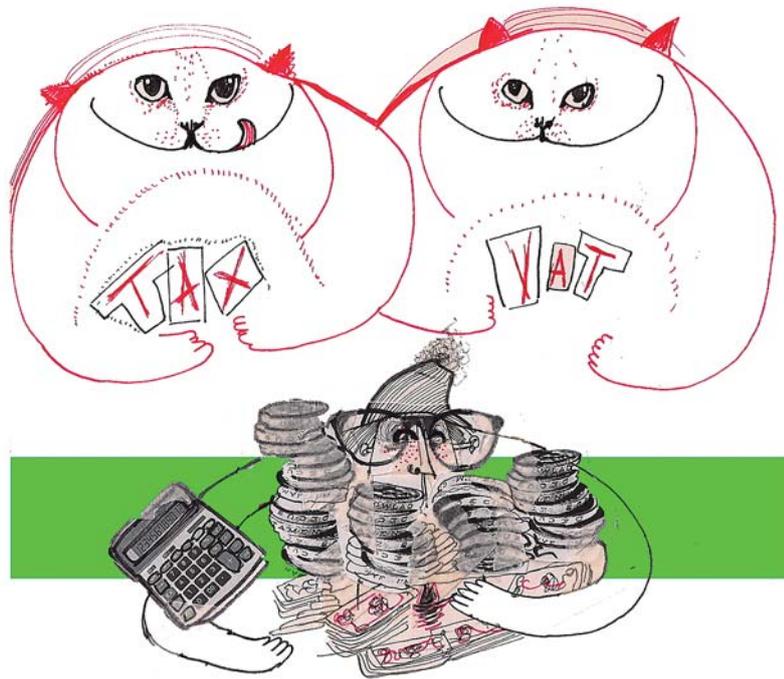
Time does not stand still and we have seen a number of significant changes both already and proposed to the licensing regime introduced in November 2005.

However burdened you may feel, spare a thought for your colleagues operating in Scotland where the relevant legislation is even more modern and has been subject to annual change.



Accounts Action

This business report has been compiled for you by David Jones Accountants Limited www.drjaccountants.com
Email - david@drjaccountants.com



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. **In the current economic**



climate it has become more important to consider trading as a limited company to protect personal assets.

ACCOUNTING

Your Trade Accountant will introduce you to a simple Weekly Statement of Business (WSOB) and then prepare all the necessary records and up-to-date financial information. It is in your own interest to obtain and retain invoices and receipts. They will form the proof needed to reclaim VAT.

Records must be kept for six years. It is essential at the outset to adopt a close control over takings and stock consumption. This can be achieved by either a simple computerised till supported by manual stocktaking or a fully integrated system linked to the till which would control both takings and stock. There are many systems which aim to eliminate pilferage and increase profits but employing a stock taker is essential in achieving this.

There is no definitive list in tax law of what records have to be kept; the law merely states that you have to keep records which enable an accurate return to be submitted. You have to record all amounts received and expended and retain supporting documents. These supporting documents can include accounts, books, deeds, contracts, vouchers and receipts.



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. **That's where we come in.**

DRJ are **specialists in licensed trade accounting**, giving you all the assistance you need, through our comprehensive and unique portfolio of accounting services, easing your workload and letting you focus on running the business.

**Call DRJ Accountants today on : 01937 581 356
and start celebrating your financial success**



BASIC RULES

Takings

You should record the cash taken (not the till reading) on your cash record sheet as this is the amount on which tax must be levied for both VAT and income tax purposes. If the till-roll figure is different from the cash taken then explanations as to the difference should be recorded against the Z reading on the till roll itself. VAT is still due if cash takings have been stolen.

Catering

If you are providing catering facilities for your customers and neither you nor your family are consuming any of the food, you should retain your private bills for food for say 3-4 months. This would prove that you are not consuming any of the food purchased for the business, and that no tax adjustment should be made.

Funds Introduced

If you introduce money into the business you must be able to prove the source of the funds. It is, therefore, essential that you have proper weekly cash-balancing procedures in place using your WSOB provided by your Trade Accountant.

Entertainers

Full details of payments to entertainers should be kept. A proper, signed, receipt with the name and address of the artiste should be obtained on each occasion. Resident entertainers e.g. DJ's, need to use their own equipment if PAYE charges are to be avoided.

Cash Payments

Wherever goods and services are paid for by cash and no invoice is given you should obtain a signed receipt. Recording the name and addresses of the person you have paid is essential.

Year End Stock

You should arrange for your regular stock taker to provide a stock valuation certificate at the year end. If you calculate the value yourself you must retain the list of all stock items and containers at cost.

Till Rolls and Restaurant Slips

There is no legal requirement for you to retain till rolls. You do however need to retain supporting evidence of your takings in order to justify the amount entered on returns. HMRC regard till rolls as prime records, but they have no legal grounds to demand that they should be retained. Your z readings are acceptable as supporting documentation as they summarise the till rolls.

HMRC cannot demand that restaurant slips be retained but you must be able to justify your food takings e.g. z readings.

HMRC can however impose a maximum fine of £3,000 if they can prove that records have been deliberately destroyed. It is therefore important to retain z readings as a minimum in order to avoid any such claims by HMRC.

Business Documents

HMRC regard till rolls, business diaries and restaurant slips as prime records and they often state business records are not complete if these are not retained. It is advisable that a diary is kept, which will help justify ullages, breakages, weather conditions as well as recording bookings.

The official guide, issued by HMRC suggests that 'Whatever records you keep it is sensible to organise and retain them in an orderly fashion'. When you appreciate that HMRC can impose a fine of up to £3,000 for documents and records which are not kept, it is in your best interest to set up a system of storage for future reference.

Try to avoid using private bank or building society accounts to deposit takings or to pay suppliers directly. If these accounts are used, HMRC can demand to see them, as they form part of the business records. You may then be asked to explain all other deposits into these accounts as HMRC will contend that all unexplained amounts are further business takings.

Wastage

You should keep a daily record of ullage, breakages, wastage and drinks given away, e.g. quiz prizes, staff drinks, team drinks etc. You should record the value of stock lost through pump cleaning and also wines, liqueurs, cider and stout used for catering purposes.

Stock

Keep a record, whether in a business diary or in some other form, of goods which are not sold at the normal retail price or are given away. Giving drinks away affects profit and a simple explanation will not satisfy the HMRC. In the case of a random tax enquiry you could face additional tax liabilities. HMRC would be quite justified in insisting that without a proper daily record such goods were taken for own consumption. To **set an example**  to staff and customers you should always be seen to pay for your own drinks.

Business Diaries

These should be retained for inspection by tax authorities if needed. Business diaries can provide supportive confirmation of trade activities, for example, bookings, events, bad weather etc.

Car Log

 If you are a **Sole Trader or Partnership** you should claim **all your car expenses** but you need to establish the business element of your motoring costs and the best way to do this would be to keep a car log over a number of months to establish average usage. In the case of an enquiry into your business affairs the HMRC could disallow any claims for business use unless you can provide them with such a daily record.

 If you operate as a **Limited Company** you are not allowed to claim any motoring expenses but should record your business miles in your car log. You claim the first

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.

P46

New employees must be asked to sign a form P46 certifying that they have no other employment.

If they do so and their wages remain below £136 for tax year 2011/12 (for National Insurance credits), then you should record individual weekly payments in a wages book but not operate PAYE. You must give them a payslip, and best practice is to ask them to sign for cash received. If you have staff who have another job or are paid above this limit you will need a PAYE scheme which must include every member of staff.

Casual staff

 Names, addresses and National Insurance numbers of casual staff should be recorded together with dates and amounts of wages paid; **Basic Rate Income Tax must be deducted** from the earnings of staff whose main employment is elsewhere since personal tax allowances cannot be given twice;

Regular 'part-timers' are entitled to proportionate holiday pay and to have the correct notice procedure applied.

Students should be asked to sign Form P38 (s) confirming that their employment is only temporary. This declaration allows you not to deduct tax from their earnings but NI will apply if their pay is sufficiently high.

Redundancy

You have the right to a redundancy payment if you 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

 You should 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 has **no right of appeal** to a tribunal for unfair dismissal, unless there is discrimination, or you have not followed the 3 Stage Process.

The objective of the legislation is that staff are given the opportunity to make changes to comply with your requirements.

It could be said that having been given every opportunity to change but not done so, the staff member has dismissed them self. This is the safe position for the employer from an Employment Tribunal perspective, as long as they have followed all the correct procedures.

(1, 2, and 3 above – www.tssa.org.uk/article-46 This is a **must do** short read)

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 you are allowed a 7 day extension of the "due date" and 10 days if you agree to pay by Direct debit (D.D.) (which could be invaluable to cash flow if you have to cope with other D.D. payments near this time).

The Finance Act 1986 included legislation to combat avoidance of VAT through the artificial splitting of a single business to avoid registration. Publican's wives running 'separate business' catering operations have been cited as an example.

If you have a gaming machine you could be obliged to open it and count the takings if asked to do so by a visiting VAT officer.

Registration

For previously nonexistent businesses, from 1st April 2010, the annual registration limit has increased from £70,000 to £73,000.

 Advice from your Trade Accountant is essential **if you are not taking over a "going concern"**.

The limit for deregistration has increased from £68,000 to £71,000.

Rate

From 4th January 2011 the rate of VAT increased from 17.5% to 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) 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 a cheque to HM Customs & Excise, or filing online, 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 maybe issued if the documents are not received on time. It is rarely necessary to register before you start trading.

Penalties are calculated as a percentage of the VAT outstanding when the VAT registration is finally received as follows:

- ▶ 30% for failure to notify.
- ▶ 70% for deliberate but not concealed default.
- ▶ 100% for deliberate and concealed default..

There is a minimum penalty of £50.

Catering And Accommodation

As there will be very little VAT to reclaim from catering and accommodation activities, the quarterly liability will be on all the VAT collected. Your VAT liability at current VAT rate is equal to approximately 16.6% of turnover.

Free Drinks

 If you give away drinks to team members, other customers or for "prizes", **a record must be made** when this takes place. You don't have to pay VAT on the sale price of free drinks, (as no transaction has taken place). But you are **not allowed to**

reclaim the VAT charged to you on the delivery of such stock items. However you can claim all the VAT on **staff drinks** (so you must keep a record of these too). The record you keep of "giveaways" is also essential for your stocktaker.

Despatching the Return

If you have been registered since before 1st April 2010 and your annual turnover is £100,000 or more (excluding VAT) you must file your VAT returns online, and pay electronically. (Weekly Turnover £2,250).

You can register to file online at www.hmrc.gov.uk

All businesses newly registering for VAT since 1st April 2010, whatever their turnover, must file their VAT returns online and pay electronically.

Acceptable payment methods for online submissions are:

- ▶ Direct Debit
- ▶ BACS
- ▶ CHAPS
- ▶ Bank Giro Credit
- ▶ Cheque - **only** if you have a Bank Giro Credit Book issued by HMRC specifically for your VAT registration number. Write the VAT registration number on the back of the cheque.

Different procedures apply to traders operating the Annual Accounting Scheme and/or Flat Rate Scheme.

Surcharges and penalties

 If you don't submit your VAT return, HMRC will make as "assessment" of the VAT due. **Your return and payment must be received by the due date** otherwise you could be "fined".

Should a return be submitted after the due date (one month and seven days after the end of the return period) a 'surcharge' (or fine) will be levied. The surcharge is calculated as a percentage of the VAT that is unpaid at the due date.

The declaration which you sign on the VAT return makes you ultimately responsible for conducting your own affairs within the law.

The surcharge due is (the greater of £30 and) a specified percentage, depending on the number of defaults as follows:-

No. OF LATE RETURNS	SURCHARGE LEVEL
1st late return	2% of the tax paid late
2nd late return	5% of the tax paid late
3rd late return	10% of the tax paid late
4th late return	15% of the tax paid late
Further late returns	15% of the tax paid late

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.

A far more strict penalty regime was announced in the 2009 Finance Act, but the date of the implementation of these has yet to be declared.

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 £230,000, (£5,308 inc.20% VAT per week).

 **The Flat Rate Scheme can reduce the VAT payable for Free Traders** especially if they have catering and/or accommodation income.

The same applies to Tenancies, but usually only when the Landlord's rent is not set at a high level.

Care must be taken should HMRC classify the "Public House" as a "Restaurant" in which case you would pay more rather than less VAT.

How does it work?

Under the normal VAT rules you have to identify the VAT on each sale you make, record the value and VAT separately and pay the VAT as OUTPUT TAX.

Similarly under the normal rules you have to identify the VAT included in the things your business buys, record the value and the VAT separately and claim the VAT back (on purchases) as INPUT TAX.

Under the Flat Rate scheme you do not have to identify the VAT on your sales and purchases to calculate the VAT owed. Your Trade Accountant simply applies the scheme percentage to your quarterly Turnover and that is the VAT payable, (you make no separate claim for Input tax).

Despite the simplicity of the calculation all business records must be maintained in the same way as if the business was registered normally.

The flat rate percentages are:

- ▶ 6.5% Public Houses
- ▶ 10.5% Hotels or accommodation

If you apply for the Flat Rate scheme when registering for VAT, you will get an extra 1% off for the first year. e.g. Public Houses would be 5.5% the first year then 6.5% thereafter.

CASH Accounting

Under the cash accounting scheme you account for VAT on the basis of payments you receive and make.

Often this scheme will benefit a business that gives credit on sales made, but this is not the case in your industry.

Who can use the scheme?

If your annual turnover (excluding VAT) does not exceed £1,350,000 you will be able to join the VAT Cash Accounting Scheme. Pubs or Bars already using the scheme will be able to continue to use it until their annual taxable turnover reaches £1,600,000.

Fuel Scale Charge

For Sole traders and partnerships using the fuel scale charge is a way of accounting for output tax on road fuel bought by a business that is then put to private use. Inevitably operating Public House does not involve high car mileage and very little private use.

For this reason it is never a saving to apply this scheme and far better to claim Income Tax on the VAT payable on business mileage.

The scale charge for a particular vehicle is determined by its CO2 emissions figure. For cars which are too old to have a CO2 emissions figure HMRC have prescribed a level of emissions by reference to the vehicles engine capacity (cc).

If the Public House trade is operated as a Limited Company different rules apply. Your Trade Accountant will advise you.

Visits to trading premises by HMRC Officers

'Control' visits occur to establish whether returns have been made correctly. Visits are becoming less frequent and could ultimately occur only when Customs & Excise suspect irregularities.

Please remember that all your business documents and bookkeeping records will be required for a detailed inspection.

You should ask for the name of the officer who telephones you, the local VAT office from where he/she operates, and **inform your Trade Accountant before you agree** to a date for the control visit. Always ask to see the Customs Officer's identity card.

Now that VAT and other business taxes are all dealt with by one body (HMRC) visits by officers will be dealt with more than 1 tax e.g. VAT & PAYE.

SUNDRY MATTERS

Pensions

The current retirement pension for a single person is £102.15 and for a married couple £160.95. It is, therefore, clear that such an amount is totally inadequate to live on without drawing on and possibly exhausting your savings.

Alternative pension arrangements should be made sooner rather than later whether you are young or nearing retirement age. Making pensions contributions is a "No1" tax saving tip but you should seek advice from an Independent Financial Advisor (I.F.A), so ask your Trade Accountant to recommend one.

Insurance

The importance of adequate insurance cannot be over-emphasised and indeed you may well be covered in areas such as buildings, contents, consequential loss insurance, etc. However other issues are all too often ignored through either lack of awareness or simply an over-optimistic outlook at one's future health and fortune:

- ▶ 1. Income protection;
- ▶ 2. Family insurance;
- ▶ 3. Sickness and accident — permanent health;
- ▶ 4. Hospitalisation cover.

Your Trade Accountant should be able to make an independent recommendation

Donating to Charity

Individuals, sole traders or partners can donate through Payroll Giving, Gift Aid, SA Donate and Gifts of land, buildings, shares or securities.

Businesses can also donate through Gift Aid, Gifts of land, buildings, certain shares and securities and Giving business assets. The latter is also available to sole traders and partnerships.

Detailed information about the above can be found on the HMRC website; click Charities and Donors.

TAXATION

Self Assessment

Self assessment is a system for collecting tax which places the responsibility for declaring income and expenditure on the taxpayer.

Tax Returns

All relevant information for the year ended 5 April 2011 must be entered on the annual self-assessment tax return. Paper returns must be submitted before 1 November 2011 but submissions on line can be made up to 31 January 2012. **A fine of £100** is levied for late submission.

A fine of £100 is levied on each partner if partnership returns are submitted late.

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 surcharge of 5% is added.

HMRC Enquiries

HMRC conducts enquiries into taxpayers' affairs. These may be random and do not necessarily mean that irregularities are suspected. HMRC need not give reasons for their enquiry and **you should not contact them** before speaking to your accountant.

HMRC can make an enquiry in one of the following ways:

- ▶ **A compliance review.** This will normally be into a previous years return and concern a specific entry which is suspected to be incorrect. HMRC would usually have evidence to support the enquiry. There is no time limit regarding these enquiries.
- ▶ **A full enquiry.** HMRC have to start these enquiries within 12 months of the date that particular return was submitted e.g. a 2010 return submitted on 30th September 2010 could only be opened for an enquiry by the HMRC before 29th September 2011.

Tax Rates and Allowances

From 5th April 2011 the tax free personal allowance is £7,475. This allowance is due on income less than £100,000 per annum.

The rates of tax applied to income above the tax free allowances are:

- | | |
|----------------------|-----|
| ▶ £0 - £35,000 | 20% |
| ▶ £35,001 - £150,000 | 40% |
| ▶ Over £150,000 | 50% |

Capital Gains Tax

The exempt band is £10,600 in 2011/12. Gains over this amount occurring between 6th April 2010 and 22nd June 2010 will attract a flat rate charge of 18%. Entrepreneur's relief will be available to you if you sell your business, business assets or shares in your company. The relief is given by reducing the

amount of gain by 4/9ths this relief is subject to a maximum lifetime gain of £10 million.

For gains after 22nd June 2010 the following rates apply:-

- ▶ 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 £35,000 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.

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 is free of tax, but changes made in the Finance Act 2006 have significantly affected the way that Inheritance Tax is charge on trusts, lifetime gifts and some pensions.

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 and one day after the end of the accounting period. Payment must be made no later than nine months and one day after the end of the accounting period. Care must be taken for periods of over a year as returns can only be made for 12 months. Two returns are therefore needed and the time limit applies separately to each of these. Penalties are charged for late filing.

A signed copy of the company's accounts **must be delivered to Companies House** within 9 months of the company's accounting date. (A copy of the accounts and the tax computation must be sent to the HMRC with the corporation tax return.

Corporation tax rates

The small companies rate of tax is currently 20%..

Marginal relief applies for small companies with taxable profits between £300,000 and £1,500,000. Above this the main rate of corporation tax is 26%.

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

Two different systems are in operation for accounting periods which straddle 6 April 2008 (1 April 2008 for companies).

Assets bought before those dates are eligible for a first year allowance of 50% to deduct from profits. From that date, this is replaced by the Annual Investment Allowance (AIA).

This allowance enables 100% of the cost to be claimed. The relief is due on the first £100,000 of plant and equipment purchased up to 5th April 2012, thereafter it reduced to £25,000.

Any balance not claimed as AIA will mostly be eligible for a Writing Down Allowance (WDA) of 20% pa, along with the general pool brought forward. The WDA is to reduce to 18% from 5th April 2012.

The exceptions are thermal insulation and integral features (e.g. lifts and air conditioning) which are subject to a WDA at 10% pa. in a special rate pool. Any existing long life asset pool, after writing down at a hybrid rate, is transferred to the special rate pool.

100% deduction (first year allowance) may be available for expenditure on energy efficient technology and water saving technology. For details on these enhanced capital allowances (ECAs) see www.eca.gov.uk

Cars

Expenditure on cars for business use is not eligible for AIA. Currently, cars costing under £12,000 are added to the general pool and given 20% WDA (18% from 6th April 2012); cars costing £12,000 and more are each pooled separately and WDAs are calculated in accordance with their CO omissions.

If the Co2 emissions are greater than 160g/km the rate is 10% and for under 160g/km it is 20%.

100% allowance is available for some cars with very low carbon dioxide emissions or which are electrically powered.

If you are planning substantial expenditure you should discuss this with your accountant to ensure you understand how the new rules will affect your tax bills.

DISCLAIMER

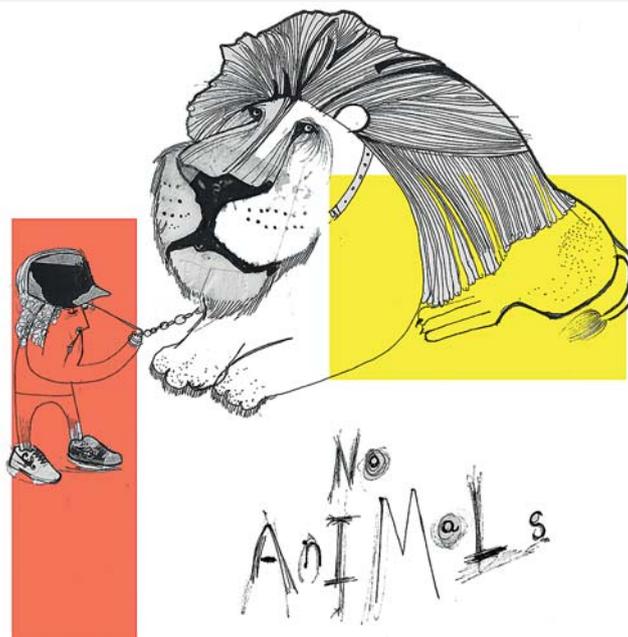
Whilst every care has been taken in compiling this Annual report David Jones Accountants Limited cannot be held responsible for any errors or omissions.

Any action you take as a consequence of reading this report should only occur after taking independent advice from your own trade Accountant.

For client advice please contact:-

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Health & Safety Regulations

The OnTrade Review presents a basic guide to the current Health & Safety Regulations as they apply to public houses Registration Requirements

All public houses have to be registered with the local Environmental Health Department at least 28 days before opening. If you have more than one premises, you need to register them all. Additionally, food premises operators must ensure the Local Authority is informed of any significant changes such as change of food business proprietor or the nature and style of the business and closure for a period of time. From 1 January 2006 a number of new food hygiene regulations came into force. If your business was already registered and you have just reopened after alterations such as a kitchen refit or a complete refurbishment or a completed extension you won't need to register with them again. Registration allows the Environmental Health Officers (EHOs) to keep an up-to-date list of all those premises in their area so that inspections can take place as and when required. The frequency of inspections depends on the type of business you are running. Health and safety in catering premises can be broken down into four main areas:

1 Premises:

The building, the bar, the kitchen, the store, the cellar, the toilets, the patio and gardens.

2 Preparation:

Food, drink and everything you use to store, prepare and serve it!

3 People:

Employees, Delivery Personnel and Customers.

4 Protection:

Everyone and everything!

Hygiene

Poor food hygiene controls may well lose you business, which is bad enough, but it could also cost you a pretty packet in any legal actions brought against you.

Under the Regulation (EC) No 852/2004 on the hygiene of foodstuffs and the Food Hygiene (England) regulations 2006 (and equivalent regulations in Scotland, Wales and Northern Ireland) each step of the food-handling ladder from delivery to kitchen to plate to table should have written systems and procedures set in place, and carried out, that prevent anything going wrong. You are now required to provide some simple written evidence of your procedures to ensure food safety has been thought through carefully and are being properly applied. Many of the requirements in the new regulations are the same as the regulations they replace. In order to comply you may follow a simple toolkit issued by the Food Standards Agency – 'Safer Food Better Business' ('SFBB') which will guide you through how to comply and provide the necessary documentation. This very well produced fold-out file is provided free of charge from the Food Standards Agency and you would be well advised to get a copy via your local Environmental Health Officer or call 0845 606 0667 for your free copy. HACCPs (Hazard Analysis of the Critical Control Points) to ascertain the risks involved with the delivery, storage, preparation, cooking, storing, reheating and serving with additional storage after of all foods you are going to serve to your customers must be undertaken to compliment the use of the SFBB packs.

Food Reception and Storage

All deliveries should be checked immediately upon receipt. Anything wrong should be recorded and reported (and, if necessary, the delivery refused). For example, 'use by' dates must not have passed

(and should allow adequate time for use), frozen food must show no signs of having thawed during transport and evidence of damaged packaging that could hasten deterioration of the product.

Make sure you have adequate refrigerators and freezers for all fresh, chilled and frozen food. Raw meat, fish and vegetables should be stored separately from cooked or prepared food. Refrigerators should be capable of maintaining food at or below 4°C; Freezers at or below -18°C. Temperatures should be regularly checked and a record kept on a daily basis and dependent on your level or trade, 2 or even 3 times per day.

Preparation

Cleaning Premises and Equipment

Cleanliness of premises and equipment is of the highest priority. This applies to storage areas as well as preparation and serving areas.

Dry food stores must be thoroughly cleaned weekly and a thorough clean at frequent intervals and fridges and freezers once per week and monthly respectively. It is important that the structure and equipment in bars and other food rooms are maintained in good repair and in a clean condition to comply with food hygiene legislation. Damaged or dirty surfaces are indicative of a lack of commitment to food hygiene and can easily lead to cross contamination.

Bars, bar counters and under-bar shelving must be kept clean and free from unnecessary equipment, ornaments and fittings and should again be cleaned at least weekly. For kitchens and food-serving areas, the cleaning programme should include routine daily cleaning and periodic, high level cleaning with cleaning rotas in evidence that state what gets cleaned when, with what, by whom and with what frequency. Suppliers very often have their own colour-coded charts with the necessary spaces left blank for easy completion by management.

Care should be taken to store cleaning chemicals in a suitably labelled and lockable cupboard so as to prevent any risk of contamination or tainting of foods, with the minimum of materials actually stored in the kitchen and other food preparation areas.

Sinks and glass-washing machines

If the double sink method is used for washing crockery and/or cookware, one sink should be used to wash in detergent or preferably sanitiser solution and the other sink should be filled with hot rinse water only. It is important to change the solution and water regularly; 'topping up' is not good practice.

Wherever possible, items should be allowed to air dry. Glasses may be polished with a clean, dry cloth or paper towel. It is easier to ensure that the rinse aid and machine detergent are correctly adjusted to the particular glasswasher requirements and that the salt supply or water softener is working properly. Glass-washing machines must be thoroughly cleaned at regular intervals and maintained in a hygienic condition and in efficient working order. Operating temperatures should be carefully checked - glasses should air dry in a few seconds.

Detergent and disinfectant or sanitiser should be maintained in a convenient place for sinks and glass-washing machines. Spare stocks should be stored safely in a marked cupboard or an allocated store to avoid contamination of glasses or drinks, beer pumps and optics.

Beer-dispensing equipment and optics must be cleaned in accordance with breweries' or suppliers instructions. The use of personal protective equipment, ie gloves and goggles, is essential when handling beer line-cleaning chemicals.

Glasses

Any overspill from pouring both draught and keg beers should be disposed of regularly and should not be used for topping up glasses. Clean, dry glasses should be used for serving drinks. The practice of 'topping up' or re-using glasses without washing permits risk of contamination.

Hygiene and People

Good Hygiene Practices:

You should ensure all staff have training as part of their induction before they are permitted to handle food:

Reporting illness

Staff must inform you or their supervisor before starting work if they have any skin, nose, stomach, bowel trouble or an infected cut or wound. If anyone in their household is sick or has diarrhoea, you must also be informed.

Protective clothing

All food handlers should have special clothes for work in the kitchen and this does NOT include the clothes in which they have come to work. They must wear suitable, clean, protective clothing plus head covering ie a hat. Table servers may have their ordinary clothes but must have a suitable overall, tabard, or apron as well.

Jewellery must not be worn except for a plain gold wedding ring and/or sleeper earrings while handling food. First Aid must include covering any minor lesions or cuts with highly visible blue waterproof dressings. Smoking now being confined to external areas only means that smoking may only take place totally out of doors. If this is permitted, then washing of hands afterwards is essential before handling food again.

Food Handling

Unnecessary handling should be avoided, food should only be prepared when needed and not too far in advance, perishable foods should be kept either in the fridge or about 7°C and keep all cooked and uncooked foods separate and stored separately.

Hand Washing

Hands should be washed frequently using an anti-bactericidal soap and dried with a paper towel or a hot air dryer. This must happen after using the toilet, entering a food preparation room before actually handling, before and after cleaning operations, after touching your mouth, nose and hair, after handling raw food and after every break.

Generally

Clean as you go and keep all equipment and surfaces clean and sterilized as necessary. If you see something wrong, make sure you tell your supervisor or boss!

Temperature Control

Poor and inadequate temperature control of food is the main cause of food poisoning. Bacteria that cause food poisoning need warmth to multiply and therefore correct use of temperature control is vital to prevent food poisoning by providing an environment which either destroy or dramatically reduces the growth of bacteria. Keeping food either above 75°C or below 4°C is ideal.

Food on display must be effectively protected and maintained under suitable temperature control where necessary to protect from atmospheric contamination and handling by customers: 1°C to 5°C is ideal. Refrigerated food must be stored at a temperature of 8°C or lower. Ice containers must be clean, and ice for drinks must only be handled with tongs or spoons.

Food temperature

In general, foods that are particularly susceptible to the growth of harmful bacteria and are more likely to cause food poisoning like cooked meats, poultry, cooked rice etc, must be maintained below 4°C or, if cooked, at a core temperature above 75°C. To allow foods to be served or displayed, the law allows high-risk chilled foods to be held at 8°C for up to four hours, and hot foods above 63°C, preferably at 75°C for a period of two hours. Only one tolerance period is allowed. After these times foods must be re-refrigerated at 4°C or below until final use, or discarded immediately

Personal hygiene

Personnel working in the bar and other food rooms are food handlers and are therefore subject to the requirements of the Food Hygiene (England) Regulations 2006. Staff who handle food must receive written or verbal instruction in the Essentials of Food Hygiene.

Ask yourself the following questions: Do you ensure that adequate facilities are available for staff to maintain a high degree of personal cleanliness? Have your staff been trained in good personal hygiene practices? Do you monitor and audit staff to ensure they are implementing safe personal hygiene methods?

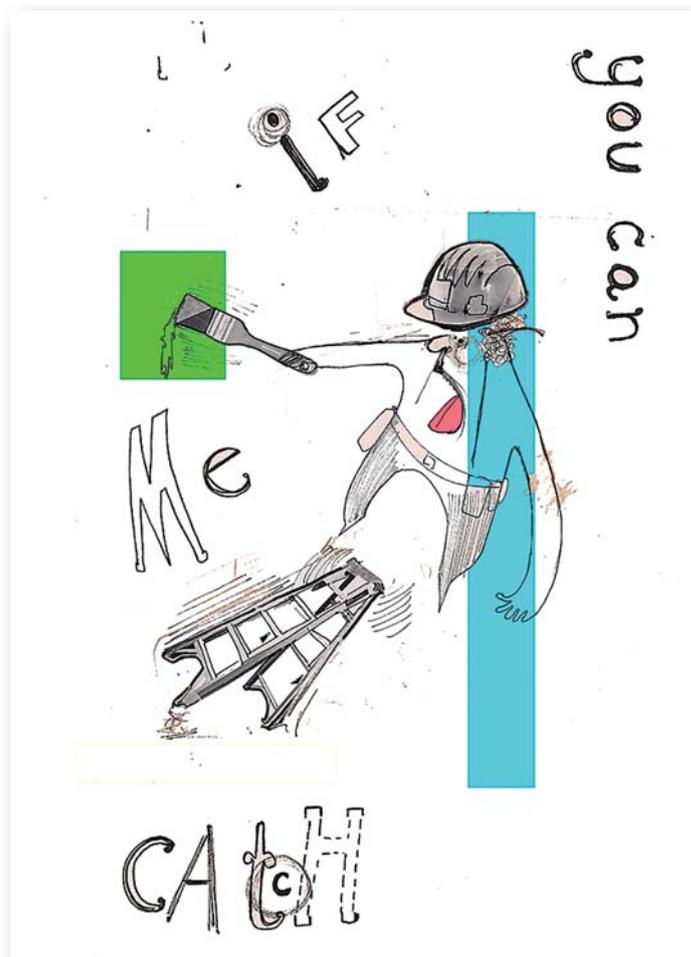
Animals

No animals of any type should be allowed behind the bar, cellar, food preparation or storage areas and of course, in kitchens.

Safety at your Premises

Accidents and emergencies

The Health and Safety (First Aid) Regulations 1981 require you to provide adequate and appropriate equipment, facilities and personnel to enable first aid to be given to your staff if they are injured or become ill at work. For 50 or more full time and part time



employees, an appointed person is required. For the vast majority of catering outlets of all types, someone designated to be able to take charge in an emergency and to look after the first aid boxes and to maintain the correct contents of each box should be in place. They should also keep a record of any first aid given via the Accident Book where the details are detached after entry and kept confidentially and to put up notices telling employees where they can find first aid equipment and names of First Aiders if over 50 employees are on the payroll.

The HSE suggests that for lower risk workplaces one appointed person is required for less than 50 people. For medium risk, (eg food processing) one appointed person is required for less than 20 people.

You are advised to prepare a procedure to be followed in the event of an emergency. An 'appointed person' should be responsible for overseeing injured persons and contacting the emergency services. It is wise to send one or more employees on a recognised workplace first aid training course, to ensure effective first aid to injured staff or customers. You must report certain accidents and injuries (including any which keeps an employee off work for more than three days) to the Environmental Health Department. Keep a record of all accidents, even minor ones.

The keeping of an Incident Book is also recommended should someone stumble, trip, fall or have any other 'mishap' where no actual injury is perceived other than perhaps a bruise but where there could be a potential for a bogus claim sometime in the future. This would be used as proof of the degree of severity or injury sustained should such a claim be made.

Bars

Bar counters and shelving for the storage of glassware should be smooth, impervious and capable of being readily cleaned. All glasses should be placed face down on plastic, latticed matting to allow air to circulate beneath. A wash hand basin with an adequate supply of hot and cold water, soap and towels (preferably paper disposable type) should be readily accessible by bar staff. Glass-washing facilities should comprise either a double sink and drainer unit, together with a constant supply of hot and cold water with the correct glass wash detergent, or preferably a glass-washing machine and at least one sink and drainer unit together with a constant supply of hot and cold water.

The use of the correct rinse aid and machine detergent should be connected to the unit for automatic dispense and the machine maintained on a regular basis. Particular attention needs to be paid to the cleanliness of the interior of the machine and the door recesses. A washable or disposable receptacle for waste paper, bottle tops and other debris should be provided behind each bar together with a lidded metal container for safe disposal of broken glass

Cleaning

The kitchens and food rooms should have non-slip floors, with wall/floor junctions to make thorough cleaning as easy as possible and preferably curved and not right angled. Walls should be smooth, impervious and capable of effective cleaning and, where necessary, disinfection. Ceilings should be easy to clean and kept in good repair with sealant to any joints for instance where the air extraction canopy is fitted flush to the ceiling.

Wall tiles must be grouted and not cracked. Wall cladding where fitted must be sealed at joints to ensure that they are impervious. Slips and trips can cause a lot of accidents! Spillages should be dealt with immediately and any worn areas should be replaced as soon as possible.

Down in the cellars and stores a floor drainage sump and pump unit should be provided, where necessary, to dispose of sink waste and floor wash water. Cellar floors must be debris free, totally hygienic, washed daily and any drain covers in place to prevent any chance of trips. A risk of gas asphyxiation monitor should also be in place along with the Pressure Dispense Guarantee Card currently in date to ensure safety compliance.

Carrying loads

The licensed trade is notorious for heavy lifting work often in inconvenient places. It is the duty of management to ensure that Manual Handling risk assessments are in place for all staff carrying out duties in the cellar that include lifting and moving barrels, kegs and gas cylinders. You must try to avoid lifting and carrying work that might cause injury. Where such tasks cannot be avoided, you are required to assess the risks and ways of reducing them. There may be cases where mechanical devices are practical and not excessively costly.

Heavy loads should have their weight marked on them and ideally

be no more than 25kg with 32kg being a maximum recommended weight for one person to lift. Irregular loads should have an indication of the heaviest side.

Safety training for staff should include training in the correct way to lift and carry loads which may include other items such as cases of wine, beer, and other miscellany that is stored in cellars.

Cellars and Storage Areas

One large sink and drainer unit should be provided in, or immediately adjacent to the cellar, together with a constant supply of hot and cold water for washing equipment.

A wash hand basin with antibactericidal soap and a supply of paper towels must also be in place since beers are counted as food and thus affected by the food hygiene requirements. Gas cylinders should be handled and operated strictly in accordance with instructions issued by the brewer or supplier. Cylinders should be suitably chained, caged in a storage rack or laid flat on the floor and chocked.

Storage of empty/used or new cylinders must always be in a cool, ambient area, away from any heat sources, boilers, direct sunlight or out in the rain. You should consider providing CO2 monitors if you use gas cylinders in any place where you have any doubt whether the ventilation is sufficient, for example in underground cellars.

All hoists must be constructed and guarded in accordance with the Lifting Operations and Lifting Equipment (LOLER) Regulations 1998 and maintained in good order with an up-to-date record of inspections in the prescribed form.

Examples of equipment subject to these regulations include passenger and goods lifts, dumb waiters, cellar hoists, bath and guest hoists, vehicle tail lifts, and others also. Shelving and storage units within the cellar should be of non-absorbent material, capable of being easily cleaned and if wooden, sealed.

Electrical Safety

All electrical equipment should be suitable for its intended purpose. It is important that the wiring installation and portable appliances are annually Portable Appliance Tested ("PAT") with records kept of all such appliance testing and a sticker duly affixed to each unit by a qualified electrician to ensure electrical safety.

Power points must not be overloaded and electrical cables should not be used if at all possible and if it cannot be avoided only as a very short term period and not be coiled, or allowed to tangle or trail (especially across footways). Switches, plugs and sockets must be situated away from water and other liquids and anywhere that spillage is likely to occur or anywhere near a heat source, such as next to a quartz lit heated food display unit.

Check microwave ovens annually via PAT for possible leakage. Make sure door seals are clean and in good condition, hinges and catches are working properly and that the appliance is always clean and is generally in a good state of maintenance. Pay particular attention to the roofs of such units where heat may have buckled or broken them and replace immediately.



Heavy duty equipment

All cookers open top and solid top, deep fat fryers, combination ovens, convection ovens and other heavy duty equipment should be cleaned in accordance with the manufacturer's instructions daily for 'working debris', weekly for general cleaning and if possible, a 'deep clean' via a contractor every three months. Air extraction canopies, trunking to the outside and to the fan should be undertaken every 3 months if possible also. Grease filters should be cleaned every week and if possible, a spare set provided for use when the other set is being cleaned. The use of a 'decarbonizer' commercial caustic cleaning tank would be a useful addition to help this side of cleaning.

Falls

Adequate precautions should be taken to prevent people tripping or falling and to prevent people being injured by falling objects via a risk assessment for all areas of the establishment

It is essential that hatchways and cellar flaps are suitably guarded when in use, and flaps must be properly secured when the hatchway is in use. In cellars where a slide is in use, adequate steps must be taken to ensure safety of personnel when deliveries are being made and staircases must have handrails or handgrips properly positioned and firmly fixed. Low beams, ceilings or other low objects (a ceiling mounted cellar cooler for instance) must be suitably marked and a notice drawing people's attention to these facts should be put on the door leading to such areas.

Information and training

You are required to provide all staff with relevant information on the risk to their health and safety and on necessary precautions that must be taken. This would normally be provided within a 'Policy and Overview Document' or similar where a brief summary of Management Responsibilities would be displayed, details of the organisation needed to achieve the H&S policy and the arrangements within the premises for carrying this policy out.

You must provide training for staff when they start work via an Induction Training schedule and also when their duties change in a way which may expose them to new or increased risks. It is essential that training needs are reviewed periodically.

Various statutory notices must be proved such as the large H&S Statutory Notice that gives details of employees rights and obligation under the law together with details of their local EHO, detail of the Appointed Person responsible for the premises and the nearest Emergency Medical Advisory Service all of which must be completed with relevant information. Other notices highly recommended are Work place first aid, Safe Manual Handling, Fire safety, Preventing slips, trips and falls, Emergency resuscitation and dealing with Electric shock.

Lighting

All areas should have adequate artificial lighting so that staff can work without eyestrain. Lighting should be of a type and in a position that does not cause danger (dust and vapour-proof lighting may be preferable in cellars).

Recommended lighting levels are:

- ▶ 400 lux. In working areas behind bars, over sinks, glass washing machines etc.
- ▶ 200 lux. In cellars, stores and staircases - it is important that the whole staircase is lit.
- ▶ 100 lux. As background lighting - or more if necessary for safety.

Automatic emergency lighting, powered by an independent source, should be provided where sudden loss of light would create a risk.

Maintenance and cleaning

The premises and equipment in them must be kept well maintained where this affects health or safety. Premises, furniture, furnishings and fittings must be kept sufficiently clean for health and safety purposes.

Cellars and storage areas must be kept clean, well organised and free from accumulations of old equipment, disused articles and refuse. Floors and sumps should be cleaned at frequent intervals and not less than once a week. Sumps pumps should be maintained and the sump area totally free of debris and not smell of stale beer etc. Waste materials and refuse must be removed and not allowed to accumulate. Empty barrels should be sealed after use with appropriate corks. Broken glass and bottles must be removed promptly and stored safely for collection and disposal. The provision of a 'sharps box' for broken glass within the bar area should be provided. There must be regular checks for vermin infestation, and effective eradication measures used if necessary. It may be best to have a regular contract with a pest control company.

Equipment, including beer pipes and associated equipment, should be cleaned and maintained in accordance with the breweries' or manufacturers' instructions.

Noise

Employers in the music and entertainment sectors have now to comply with the Noise at Work Regulations 2005. If employees are subject to high noise levels, you are required to assess the level of exposure and, where necessary, take precautions to limit exposure under these new regulations. These regulations bring in a lower and upper exposure action values and exposure limit values.

In short, when noise levels from for instance, music via a live band, exceed 85dBA, then management must see whether the noise level could be reduced, give the staff the opportunity to wear ear protectors, ear plugs or similar. This is a requirement and compliance is necessary by staff to eliminate any possibility of being sued in due course. You will need to purchase a noise monitoring device, very much like a mobile telephone and then a Noise Monitor sheet should be completed which details location of where the test was done, meter level reading, time, by whom, action taken. Health surveillance of staff should be undertaken via visits to a medical centre for hearing tests every 3 months and records kept with details of any remedial action taken.

- ▶ The lower exposure action values are (a) a daily or weekly personal noise exposure of 80 dB (A); and (b) a peak sound pressure of 135 dB (C).
- ▶ The upper exposure action values are (a) a daily or weekly personal noise exposure of 85 dB (A); and (b) a peak sound pressure of 137 dB (C)
- ▶ The exposure limit values are (a) a daily or weekly personal noise exposure of 87 dB (A); and (b) a peak sound pressure of 140 dB (C).

Noise can provoke complaints from neighbours and the police. If a statutory nuisance can be established the local authority may restrict noisy activities or the times at which they take place.

Refuse areas

There should be a separate refuse storage area that provides a solid base, such as concrete hard standing for dustbins and other waste containers.

It should be possible to clean the refuse area and a slight slope to a waste gully will make washing down easier. A hose pipe connected to the mains water supply would be an added advantage .

There should be an adequate number of dustbins or suitable bulk storage containers, which should have properly fitting lids to prevent insects and vermin from getting at the contents. If you use plastic, or other sacks for rubbish that are not in containers, you should take other steps to make sure pests can't gain entry! The area should preferably be within its own compound and not be at the end of the car park or similar such place.

Refuse collection

If your refuse is not collected by your local council, you must ensure it is only collected by a company which has a waste management licence or is registered for the transport of waste.

Risk Assessment

You are required to carry out an assessment of the risks to your employees and others caused by your business. If you have five or more employees, you must record the results of the assessment in writing. Your assessment should be reviewed if there have been changes in your business which mean it may no longer be valid.

This would include all areas that you, your staff and your customers have access to and would include the cellar, kitchen, bars, functions rooms, gardens and patios should include the hazards identified, those affected, the likelihood of harm, the severity of harm and risk priority. This then leads to corrective action required as well as highlighted where the potential for an accident is possible.

Some regulations require the assessment and control of specific risks. These include dangerous substances (under the 'COSHH' Regulations), personal protective equipment, exposure to noise over the exposure limit values, (see Noise above), risks from lifting and carrying loads, and risks from the use of display-screen equipment.

You should be able to combine some of these assessments with your general risk assessment; you do not have to do the same thing twice. None of the requirements for risk assessments are intended to force you to go to unreasonable trouble - e.g. employing specialist consultants - where the risks and precautions are well known.

As far as the 'COSHH' Regulations are concerned, always read and follow the instructions and warnings on cleaning and other chemicals you use. If you follow instructions, avoid unusual uses for chemicals and take sensible precautions, you should have little difficulty complying with the regulations. All cleaning materials including heavy duty detergents, rinse aids, degreasers etc must be listed and put up on the door or wall of a separate store together with details of Safety precautions to take and first aid steps in case of an accident. In the case of a more serious incident, details of action to be taken at the time and the reporting of such accidents must also be in place via RIDDOR. A separate file must be to hand containing Hazard Data Sheets referring specifically to the cleaning materials in use must also be available.

The regulations on display-screen equipment do not apply to calculators, cash registers or equipment intended mainly for public operation - such as video game consoles or quiz machines.

The main problems with such equipment are things like eyestrain from poor lighting and backache from poor seating. The Health and Safety Executive advises that you do not need to take special precautions against radiation from computer screens.

However, computers in the office and work stations where staff are employed or have access to must be risk assessed as well. The final areas for consideration are the assessment of risk within the 4 licensing objectives with particular reference to your premises again stating the risks you have identified and what action you propose to take to reduce these risks.

For example, with the licensing objective the prevention of crime and disorder, where factors that could impact on this could be

drunkenness on the premises or antisocial behaviour or even underage drinking would need to be assessed and appropriate control measures put in place such as effective and responsible management of the premises, training and supervision of staff and similar such policies and procedures. Note that the Licensing Authorities from 2010 are starting to make 'annual inspections' where they may well ask for evidence of such risk assessments together with a request to look at what staff training has taken place.

Safety and People

General Duties and Risk Assessment

The Health and Safety at Work etc Act 1974 places a duty on employers to protect the health, safety and welfare of employees and others exposed to workplace activities, including contractors and, of course, customers.

These requirements are qualified by the phrase 'so far as is reasonably practicable'. This does allow you to take some account of cost so that you do not have to take measures where the cost is totally out of proportion to any reduction in risk. It does also mean other things:

It makes it very difficult to lay down uniform rules that apply to all premises and businesses - even in the same industry.

Where (as is often) standards have not been clarified by court cases, local EHOs have wide discretion to ask for what they think is required; and it makes it very important that you work out for yourself what you need to do in your own circumstances.

Safety Management

The law requires you to make arrangements, appropriate for the size of your business, for the effective planning, organisation, control, monitoring and review of your arrangements for health and safety.

This means that active management for the purposes of health and safety has a more clear part in the law. EHOs who inspect for health and safety are more likely to ask about such matters as procedures, management and training than they may have done in the past.

If you have five or more employees you must have a written statement of health and safety policy.

If you do not have the necessary knowledge and experience to deal with health and safety matters yourself, you should request a competent person to assist you in complying with requirements of health and safety laws.

Servery Areas

Equipment in servery areas should be in good repair and readily cleanable. Wooden utensils should be avoided. The layout should be such as to minimise any risk of cross-contamination of food during handling or display.

Uncovered foods on display should be protected from contamina-

tion by means of suitable enclosures or screening, and raw and cooked foods must be separated. Utensils for handling raw and cooked foods should be separated and preferably colour-coded to minimise risks.

High-risk foods are required to be maintained above 63°C or below 8° to prevent the growth of food-poisoning bacteria. Those high-risk foods for service or display can be maintained at ambient temperature for a maximum of four hours in any one period, and must then be consumed or held at below 8°C or above 63°C, 75C preferably.

A wash hand basin must be provided together with a constant supply of hot and cold water wherever food is handled, i.e. where serving, plating, topping up etc.

Space

Work areas should have sufficient floor area, height and space that are not taken up by equipment to ensure health and safety.

Ceilings, especially in cellars and stores, should be high enough to avoid accidents or have warning signs clearly displayed.

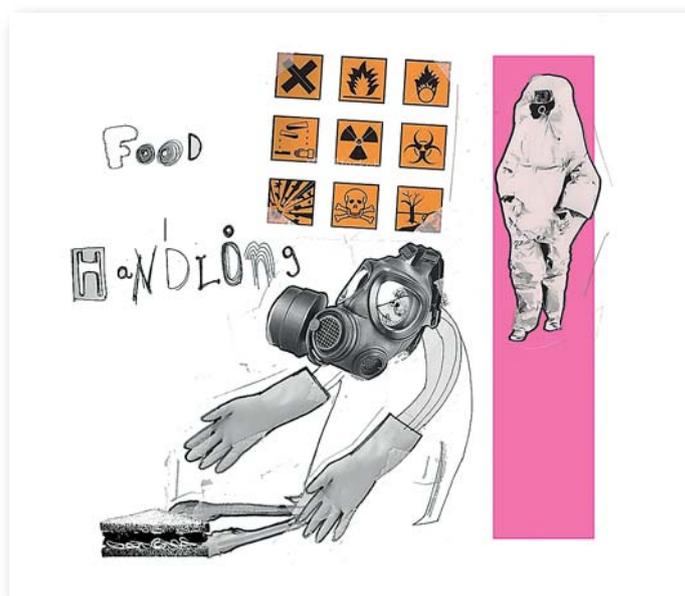
Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

Staff Toilets and Washing Facilities

Wherever possible, staff toilets and sanitary facilities should be separate from those used by the public, particularly in the case of food handlers.

Ideally, separate facilities should be provided for male and female staff, but facilities may be shared by both sexes if the room is provided with all necessary facilities and is capable of being locked from the inside to assure the privacy of the occupant when in use.

Washing facilities should have hot and cold running water, soap and towels or other means of drying. Sinks used for food preparation or for cleaning glasses or equipment should not also be used as washbasins.



Structure

The building must be structurally sound.

Ventilation

Workplaces need to be adequately ventilated. Fresh, clean air should be drawn from a source outside the workplace, uncontaminated by discharges from flues, chimneys or other process outlets, and be circulated through the workrooms.

In cellars, ventilation is essential to ensure sufficient air changes in the cellar to eliminate mould growth and to maintain a suitable temperature level.

Boiler rooms located in beer cellars should be insulated, well ventilated to the open air, and effectively disconnected from beer storage areas.

Ventilation in bars and public areas is essential to ensure the adequate removal of stale air, food and other odours and for the circulation of fresh air throughout the bars, lounges and dining rooms.

A minimum of 8 to 10 air changes per hour is recommended.

Fire Precautions

The main causes of fire in licensed premises are: electrical equipment malfunction, gas fired equipment and heating appliances in general, heat from kitchen appliances and a lack of maintenance over a period of time. A simple monthly audit by management to check on the state of various pieces of equipment is a simple way to help alert management to the possibility of fire by simple checking and identifying potential sources of danger on a regular basis and keeping a note of such findings.

Fire Risk Assessment

It is now a legal requirement after its introduction on 1 October 2005 and this requires a formal risk assessment to have been completed to demonstrate due diligence and that the premises is safe for the public and staff to enter.

This will give a fire risk rating and actions you need to take to comply with the law. You should also have a Fire Safety Log in which to record all bell and alarm testing, emergency lighting and smoking detector testing and other areas of compliance duly detailed. You will need a Fire Safety Policy to indicate what the policy of the premises is, the staff training carried out and details of evacuation procedures. This will also highlight the overall Responsible Person, the Competent Person and if a large premises, those delegated to specific duties in an emergency and known as fire 'marshals'.

General fire precautions

You can summarise the above requirements by the following: Make sure your staff knows the location and purpose of all fire extinguishers. Water is suitable for fires of wood, paper and furnishings but not on electrical fires or flammable liquids (e.g. burning fat or

oil). Carbon dioxide extinguishers can be used on electrical fires. Dry powder extinguishers are also safe to use on flammable liquids and electrical fires involving ordinary household voltage.

Fire extinguishers usually recommended for pubs, hotels and restaurants are CO₂ water for combustible materials such as furnishings, tables etc, CO₂ Carbon dioxide for electrical equipment in the kitchen and cellar and as fire blanket for the kitchen as well.

There are other recommendations and you may find certain Fire & Rescue services suggest other types and you are advised to take advice from your local team if in doubt.

Staff should be trained in the use of fire extinguishers and in drills for evacuating the premises, calling the fire brigade and ensure that notices detailing the routes for escape are visible around trading areas, in letting room bedrooms and that escape routes are not blocked, locked or otherwise hidden.

Make sure that all fire extinguishers are accessible, on their hooks 300 mms off the ground, are in place and not 'gone missing' and regularly examined by a competent person or contractor on an annual basis and duly marked and dated as serviced.

Waste paper and rubbish

Remove rubbish frequently and at least after each work period. Rubbish should be stored outside the building in suitable bins with close-fitting lids. Inflammable rubbish like cartons and other packaging material should be stored in a safe place.

Electrical equipment

Check electrical equipment regularly to ensure that it is still in good order. For example, wires should be checked regularly for signs of fraying, light bulbs should not touch shades or get so close as to heat furnishings excessively. Do not allow sockets to be overloaded. Switch off appliances after use.

Gas fired equipment

Check that any pilot lights on gas appliances are clean and working properly. Grease can cause pilot lights to become deflected away from the main burners. Check that the main burners of ovens come on when they should. Keep cookers clean and have them checked and serviced regularly. An annual certificate of maintenance may be required for insurance purposes as well.

Heating appliances

Portable heaters may start a fire if knocked over so should not be placed where they are likely to be knocked. They should not be placed near to combustible material (such as curtains, chairs and tables etc).

Books and papers should not be put on heaters. Take care that loose papers and decorations cannot fall onto open fires or heaters (including night storage heaters).

Portable paraffin or oil heaters must be out and cold before being refilled. They should be refilled out of doors. Any such appliances would need to be maintained annually and a record kept, and a risk assessment carried out if such equipment is 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 Hygiene Regulations (England) 2006 and (EC)852/2004. This applies to hotels, restaurants, public houses as well as other legislations and regulations pertinent to the drinks industry.

The legislation provides officers with power of entry to examine premises, practices and documentation in order to assess compliance with the law.

If they have any particular concerns, EHOs can seize dangerous equipment, detain and remove foods that may not be suitable for consumption, and request information under caution if they are satisfied that an offence has been committed. Under normal circumstances, EHOs will send an informal written warning if any contraventions are found in the course of an inspection. They can, however, serve Improvement Notices requiring landlords to remedy problems.

If a health and safety defect poses an imminent risk of injury to health, a Prohibition Notice may be served, preventing a particular practice or use of equipment until specified works have been completed. In the case of serious risk of food poisoning, an Emergency Prohibition Notice may be served. This could involve the closure of the food business. Failure to comply with a notice constitutes an offence and the risk of prosecution.

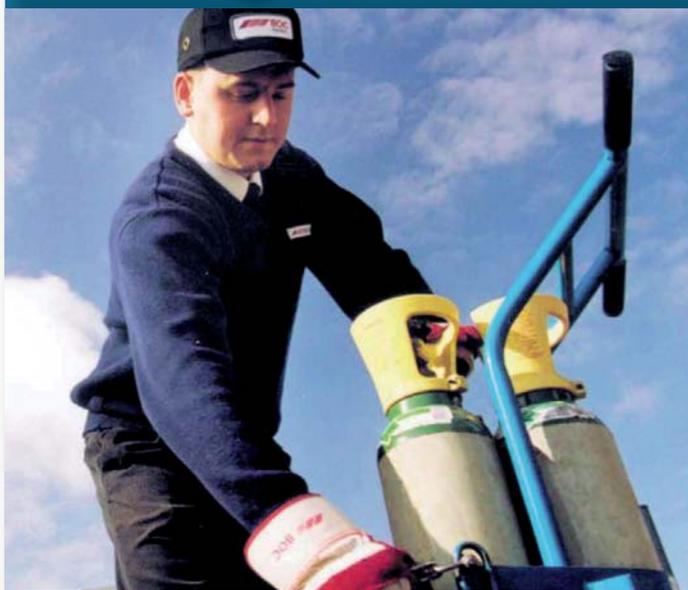
The use of the above formal powers is a last resort when things have gone seriously wrong, but if you take time to get things right initially and manage risks effectively, you should find compliance with the law relatively straightforward. The EHO is there to help rather than hinder your business.

Various new laws, acts, legislation, regulations and statutory instruments have come into place since the advent of the Health and Safety at Work Act 1974, including the Health Act 2006 covering smoking in public places.

Inevitably it won't be the last piece of legislation governing what you can and can't do in a public house, or how you should or shouldn't do it! It's a grin and bear it situation, but keeping abreast of anything new that is going to change the way you run your premises may give you a head start!

Although this information has been prepared for the OnTrade Review with the utmost care, it is no substitute for the complete rules and regulations set down by the individual authorities, and is meant only as a guide. In order to comply with all the various requirements, it is a good idea to always get advice and your local EHO, H&S officers and fire officers will always be available to provide help and assistance. If in doubt, always ask first!!

Good gas makes for good business



Using bad gas supplied through rogue, illicit fillers and operators will not only cost you money in lost product and subsequent trade but can put lives at risk, warns Ruth Evans of the BFBi.

Pressures of Profit

Licensees are under immense cost pressures, with increased competition from other licensed premises, supermarkets and alike. The need to make a profit has driven some to look at alternative gas suppliers. The cheaper “back of the van” non-reputable trader has enjoyed an increase in business during these hard times at the expense of quality and safety. However, do not be tempted at this seemingly attractive offer 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 beer quality.
- ▶ 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 dispense gas 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. Good gas is essential in serving the drinks in the way the producer intended.

Bad dispense gas

Bad dispense gas may be supplied, 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. It has been known for a gas cylinder to only be filled with compressed air and not with any type of dispense gas.

Cylinders have exploded in cellars causing immense damage and personal injury. Faulty 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

In order to help you make the safe and sensible choice we have put together a short check list.

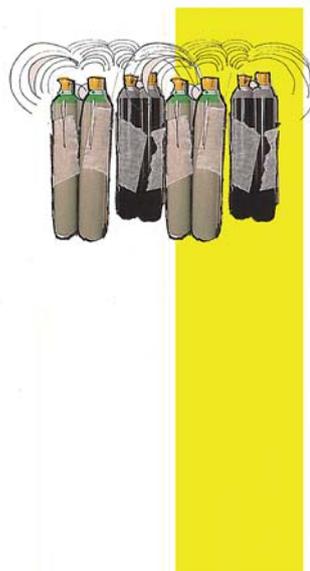
You should be able to answer “YES” to all of these questions. An answer of “NO” may indicate that the cylinder may be unsafe to use and should not be accepted.

- ▶ 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 can 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 and an important advice leaflet “Profit Through Quality - Good Gas, Good Business” is now available as a free download from the following websites www.bfbi.org.uk, www.beerandpub.com/press, and www.bcca.co.uk

cele^{ar}
SAfety



A Safer Cellar

Accidents can happen anywhere but the cellar is the scene of more than its fair share.

The general regulations are covered in the overall Health Safety & Hygiene Regulations on the preceding pages. If you make sure staff are aware of the dangers and take a few basic precautions the majority of accidents can be easily avoided and you will ensure that you stay within the law.

A simple check list could be pinned up somewhere as a constant reminder - a few guidelines could include:

General

- ▶ No smoking. No animals allowed
- ▶ No unauthorised or untrained staff in the cellar
- ▶ Ensure cellar is lit and ventilated to minimum legal standards.

Access

- ▶ Plan a route around the cellar allowing easy access to pipes, barrels and equipment
- ▶ Never block access
- ▶ Never block ventilation
- ▶ Store equipment not in use safely
- ▶ Replace any item moved
- ▶ Clear away all rubbish including crates, packaging, and wrappings immediately
- ▶ Clear up spillages and broken glass immediately
- ▶ Never use cellar as an 'overflow' stockroom.

Drinks

Food can affect the flavour of beer - never store in cellar. Be aware that strong chemicals such as disinfectants can also affect the flavour of beer.

Hygiene

- ▶ Follow safety and hygiene procedures properly
- ▶ Clear spillages and breakages immediately
- ▶ Clean and properly store equipment after use
- ▶ Keep access clear
- ▶ Wear appropriate protective clothing

Regular maintenance

- ▶ Clean and seal walls and ceilings with a suitable material at least once a year
- ▶ Clear away mould and similar growths, if they reoccur locate the cause
- ▶ Follow recommended maintenance schedules for all equipment
- ▶ Use contractors and engineers recommended by the brewery or equipment manufacturer.
- ▶ Check all lights are working and spare bulbs are in easy reach
- ▶ Check ventilation system is working properly
- ▶ Check cellar temperature is kept at correct levels

Gas safety

CO₂ gas is stored in liquid form at high pressure. Gas cylinders can be dangerous if not handled properly. To comply with the law you must display a CO₂ safety warning. Always follow the correct procedures.

Handling and storage

Store cylinders securely until they are ready to be used. If possible they should be wedged horizontally. When in use cylinders should be secured in an upright position. Gas safety is paramount in the management of a cellar - observe the advice and you can be sure you'll be safe in the cellar.



Cellar Gas Essentials

BOC Dispense Gas

With consumers becoming increasingly discerning about the food and drink they buy, is the licensed trade missing a trick, asks BOC's Carl Goode?

The success of premium quality brands by the major supermarkets and other retailers suggests that, even in today's difficult economic situation, people are still prepared to search out something a little bit better than the mainstream – and pay for it as well.

The search for quality is not limited to the supermarkets though. At BOC, we believe that it offers a way for pubs and clubs to differentiate themselves from the competition.

Licensed premises already aim to create a reputation through the quality of the food they serve. Fine wines to accompany these dishes add to the offering.

But what about the beer and lager – are they not equally important in establishing the reputation of the establishment?

A recent campaign run by BOC has been testing customers' recognition of beer and lager quality. The results suggest there is an appetite for higher quality drinks.

But what makes the perfect pint in the first place? And how can the licensee turn that to his or her advantage?

A series of different factors affect the taste of the dispensed drink. The glass the pint is served in, the angle at which it is poured, the cleanliness of the pipes and the temperature at which it is served are all important. In addition, a crucial but sometimes overlooked factor in this process is the quality of the dispense gas.

“What makes the perfect pint in the first place? And how can the licensee turn that to his or her advantage?”

In order to communicate this information, BOC has set up a special website with the web address www.wesureservegoodbeer.com.

But just putting dry facts in front of an audience is unlikely to be sufficient to drive more business into pubs and clubs. So the website was given a look and feel to appeal to a particular type of customer. In addition, visitors were invited to participate in a campaign to find the pub with the best pint.

So why is dispense gas important?

The dispense gas is a part of the drink we are served. In conjunction with the gas pressure and temperature the type of gas used to dispense the beer affects both the appearance and the taste of the final product, the head, the carbonation and the sharpness of the taste. Connecting the recommended gas to a beer can also reduce fobbing and waste.

- ▶ CO₂ for highly carbonated lagers and soft drinks
- ▶ 30/70 (CO₂/ N₂) for low carbonated ales and stouts
- ▶ 60/40 (CO₂/ N₂) for lagers and ciders
- ▶ 50/50 (CO₂/ N₂) used by certain brewers for some smooth beers and ciders.

The quality of the gas is also important. There are a wide range of beers available for a public house to choose from.

Every effort is made to serve the drinks at the correct temperature in the correct glass. We should ensure that the dispense gas used is of equal quality.

Dispense gas cylinders should be supplied to recognised food grade standards: for further guidance on this point check the BCGA guide Drinks Dispense Gas Cylinders or choose your dispense gas supplier from the BBPA guide Carbon Dioxide in Cellars.

“Every effort is made to serve the drinks at the correct temperature in the correct glass. We should ensure that the dispense gas used is of equal quality”

Cylinders should be fitted with positive pressure valves. Positive pressure valves prevent moisture getting in and corroding the cylinder on the inside. Corrosion can not only affect the taste of the



beer, giving it a metallic taste but could in extreme circumstances lead to a failure of the cylinder. The valves should also have the correct outlets, ensuring that high pressure mixed gas is not put onto a low pressure carbon dioxide regulator.

Quality is a powerful differentiator between you and your competitors. However, for a long time, it has been regarded as something of a ‘dark art’ in the licensed trade. In fact, it is quite scientific: there are certain steps you can take to ensure that your drinks are always great tasting. Of course, there will always be scope for a certain amount of flair as well!

Carl Goode is Marketing Manager for Sureserve, the division of BOC responsible for providing products and services to the licensed trade. Email: Carl.Goode@boc.com

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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.

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

Cellar Art and Craft

Award winning licensee Mark Dorber, one of the leading authorities on cellarkeeping, sets out the general principles for the successful management of cask-conditioned ales

An avaricious brewer may define cellarmanship as the art of serving a continuous supply of saleable beer with the least financial loss. Here, compromises will be made on quality in order to fulfil the primary requirement of profit maximisation.

My view on the primary goal of cellarmanship, which, incidentally has not changed since August 1981, is the following:

To promote the most beauty in each cask of beer by developing the most interesting range of sound aromas and flavours; by nurturing wherever possible high levels of natural carbonation consistent with each beer style and, moreover, by serving each beer in a manner and at a temperature that enhances its aroma and flavour profile and creates an appropriate mouthfeel.

The above must follow the disciplines of good husbandry, continuity of supply and speedy turnover in order to keep the beer in each broached cask as fresh as possible.

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 spiling, 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.

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 Anchor without substantial wastage due to the relatively high level of CO₂ in solution.

Hard pegging should occur when a cask has "worked" to the point where it takes 3 to 10 seconds for the fob to re-form on top of the soft spile after being wiped clean, again depending upon the style and strength of the beer, the yeast/finings regime, and when the beer is required for dispense.

The soft peg should be replaced with a nonporous hard spile to prevent the escape of any more CO₂ and to slow down yeast activity.

"Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used"

Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used, but I have found that taking the ambient cellar temperature from 11-12°C up to 14-15°C for about 8 to 12 hours produces consistently bright, polished results across the range of ale yeasts used in Britain today.

Dropping bright times from hard pegging vary from four hours to four to five days.

Carbonating should now take place after a spell of warm conditioning at 14-15°C. It is important to chill back down to 11-13°C depending upon the temperature that your yeast is happy with. The lower the temperature tolerated by the yeast, the greater the level of carbonation possible.

Bass yeast remains one of the liveliest and most tolerant of yeast strains in Britain and will work happily at 10°C. After a four-week maturation period in the cellar at 10-11°C our pale ale has the most glorious, mouth caressing effervescence that one could wish for.



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3. Maturation

This part of the process of cellaring beers, sadly, is seldom given much attention in practice. However, aging beers not only allows the appropriate level of carbonation to be generated but also allows the beer to dry out the effects of krausen or priming additions, thus taking away any insipid qualities from the palate of the beer. The fresh kiss of yeast, the hallmark of cask-conditioned ale or unfiltered lager, develops further impact and complexity during the process of maturation, be it in a lagering tank or in a cask.

Aging also enables the effects of dry hopping to achieve maximum impact after two weeks or so in cask, developing its own particular grace and delicacy of aroma. For beers such as low-gravity dark milds, we would expect to put the beer on dispense in the shortest time possible, perhaps only four or five days after racking, in order to promote the slightly sweet, fresh malt character of this supremely quaffable style.

We cellar ordinary 1040 original gravity pale ales for two weeks in order to extract the succulent malt characteristics and earthy Sussex hop flavours, but stop before the dual strain, spicy, clove-like yeast imprint becomes dominant. A period of two weeks also enables us to build up good levels of carbonation to provide the complementary mouthfeel so sought after.

I have successfully cellared Old ales for months; two months for Highgate Old (1050 og.) to a year in the case of Traquair House Ale and Adnam's Tally-Ho (1075 og.).

4. Dispense

The key areas to get right here are:

Temperature, ideally 10-13°C, depending upon the style of beer and the ambient temperature.

Please don't excessively chill a rich, biscuity, malty Scotch ale or an ester-laden, vinous barley wine. Therefore, pay attention to insulated beer lines (and beer engines) carrying beer from your cellar or chill cabinet behind the bar to the customers' glass.

"If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head"

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'.

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.

"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"

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."

How should my **cask beer** travel from the **cellar** to the **customer's glass** at the right temperature?



1

What equipment do I need?



Floor standing 'mini remote'

2

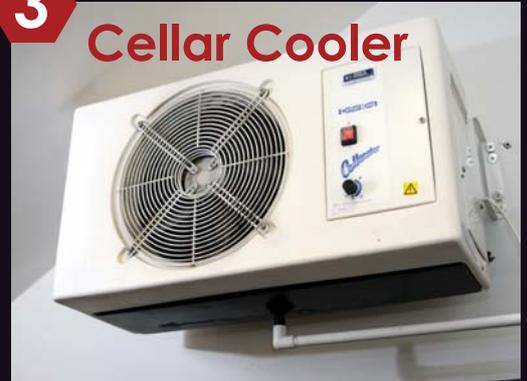


Wall mounted 'Ale Python Controller' (APC)

2 different ways of maintaining beer temperature in the lines

3

Cellar Cooler



Keeps the cellar at 11-13°C. Have a wall thermometer to check cellar temperature



Both the APC and Mini Remote provide cooled water which runs in-between the beer lines

Essential Checks



Each week ensure APC or mini remote has sufficient water. Top up if necessary. Always disconnect the power first

Before opening for business check beer is dispensing at **11-13°C**



Ensure vents and grills on the cellar cooler and APC/Mini remote are free from dust, and make sure no boxes obstruct the air flow around the coolers



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Wessex House 80 Park Street
Camberley Surrey
GU15 3PT

01276 684449
www.bii.org

Black Sheep Brewery PLC

Wellgarth Masham Nr Ripon
North Yorkshire
HG4 4EN

01765 689227
www.blacksheepbrewery.com

BOC Sureserve

The Priestley Centre
Priestley Road,
The Surrey Research Park
Guildford

Surrey
GU2 7XY
08457 302 302
www.boconline.co.uk

Britvic Soft Drinks Ltd

Britvic House Bromfield Road
Chelmsford Essex
CM1 1TU

01245 261871
www.britvic.co.uk

Brulines Ltd

One Surtees Way
Surtees Business Park
Stockton-on-Tees
TS18 3HR

01642 358800
www.brulines.co.uk

Budweiser Budvar UK Ltd

2nd Floor, Hamilton House
Mabledon Place
London
WC1H 9BB

020 7554 8810
www.budvaruk.com

Butterfield Signs Ltd

174 Sunbridge Road
Bradford
West Yorkshire
BD1 2RZ

01274 722244
www.butterfieldsigns.co.uk

Carlsberg UK Ltd

Jacobsen House
140 Bridge Street
Northampton
NN1 1PZ

01604 668866
www.carlsberg.com

Cask Marque Trust

Seedbed Centre Severalls Park
Colchester Essex
CO4 9HT

07768 614065
www.cask-marque.co.uk

CGA Strategy

Waterloo Place Watson Square
Stockport
SK1 3AZ

0161 476 8330
www.cgastrategy.co.uk

Chilli Marketing

Unit133 Ducie House
37 Ducie Street
Manchester
M1 2JW

0870 2424608
www.chilli.uk.com

Christie & Co

39 Victoria Street
London
SW1H 0EU

020 7227 0700
www.christie.com

Classic Furniture Group

Audley Avenue Newport
Shropshire
TF10 7BX
01952 825000
www.classicfurniture.co.uk

Coca-Cola Enterprises Ltd

Charter Place Vine Street
Uxbridge
UB8 1EZ
01895 231313
www.cokecce.co.uk

Compufix Computer Services Ltd

Bourne House
475 Godstone Road
Whyteleafe Surrey
CR3 0BL
0870 7406563
www.compu-fix.com

CPL Training

Egerton House
2 Tower Road
Birkenhead
Wirral
CH41 1FN
0151 650 6910
www.cpltraining.co.uk

Criterion Asset Management Ltd

Parkway House
Haddenham Business Park
Haddenham Buckinghamshire
HP17 8LJ
01844 293250
www.criterionasset.co.uk

Crown Awnings Ltd

3 Poulton Close Dover Kent
CT17 0HL
0800 328 2206
www.crown-awnings.com

CryoService Ltd

Warndon Business Park
Worcester
WR4 9RH
01905 754200
www.cryoservice.co.uk

David Jones Accountants Ltd

1 Westgate Wetherby
West Yorkshire
LS22 6LL
01937 581356
www.drjaccountants.com

Diageo GB

Lakeside Drive
Park Royal
London
NW10 7HQ
020 8978 6000
www.diageo.com

drink marketing ltd

Studio 2 "Balfour House,
46-54 Great Titchfield St"
London
W1W 7QA
www.drink-marketing.com

Ecolab Ltd

David Murray John Building
Swindon Wiltshire
SN1 1NH
01793 511221
www.ecolab.com

Ecosaving Ltd

51 Anson Ave King's Hill
West Malling Kent
ME19 4RA
0845 3017684
www.ecosaving.co.uk

Elliott Marketing & PR

Spring Cottage Offices
28 Spring Lane
Great Horwood Bucks
MK17 0QW
01296 714745
www.elliottpeople.com

Engage Marketing Services Ltd

2-4 London Street,
Chertsey,
Surrey,
KT16 8AA
01932 567200
www.engagemarketingservices.co.uk

Enotria World Wine

4-8 Chandos Park Estate,
Chandos Road,
NW10 6NF
0208 961 5161
www.enotria.co.uk

Everard Cole Ltd

Broadfields Clanver End
Saffron Walden
CB11 4UL
01223 370055
www.everardcole.co.uk

Excelerate Resources

2 Emscote Road Warwick
CV34 4PP
01926 747606
www.excelerateresources.co.uk

Facewatch Ltd

13/14 Buckingham Street
London
WC2N 6DF
0845 437 9629
www.facewatch.co.uk

Freixenet (DWS) Ltd

Freixenet House 23 Wellington Business
Park "Dukes Ride, Crowthorne" Berkshire
RG45 6LS
01344 758500
www.freixenet.co.uk

Gift Ltd

51 Bedford Rd Ruislip Middlesex
HA4 6LX
0208 423 0606
www.gift-ltd.com

Giles Insurance Brokers Ltd

20 Birchin Lane
London
EC3V 9DV
0203 0406441
www.gilesinsurance.co.uk

Global Brands Ltd

5th Floor Casa Lockoford Lane
Chesterfield
S41 7JB
01246 216042
www.clubuk.com

Grant Thornton

30 Finsbury Square London
EC2P 2YU
020 7383 5100
www.gtuk.com

Halewood International Ltd

The Sovereign Distillery Wilson Road
Huyton Business Park Liverpool
L36 6AD
0151 480 8800
www.halewood-int.com

Heineken UK

Ashby House 1 Bridge Street
Staines Middlesex
TW18 4TP
01784 466199
www.heineken.co.uk

Infinity Specialist Insurance

40 Mitre Street
London
EC3A 5BZ
0844 346 1415
www.infinitysi.co.uk

Instinctive PR

22 Star Road
Partridge Green West Sussex
RH13 8RA
01403 712552
www.instinctivepr.co.uk

Intercontinental Brands (ICB) Ltd

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Hornbeam Business Park
Harrogate
HG2 8PB
01423 872747
www.icbrands.co.uk

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Fourth Avenue
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Burton On Trent Staffs
DE14 2WT
0845 301 0099
www.iTradeNetwork.com

Jeffrey Green Russell

Waverley House 7/12 Noel Street
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W1F 8GQ
020 7339 7000
www.jrglaw.com

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Unit D6 Chaucer Bus Park
Watery Lane Kemsing
Sevenoaks Kent
TN15 6YU
01732 764270
www.jimgiddingsfurniture.com

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30 Portland Place London
W1B 1LZ
020 7580 5721
www.joelsonwilson.com

John Gaunt & Partners

Omega Court
372/374 Cemetery Road
Sheffield
S11 8FT
0114 2668664
www.john-gaunt.co.uk

Kerry London Sports & Leisure

7 Birch Lane London
EC3V 9BW
0207 623 4957
www.kerrylondon.co.uk

Kimbells LLP

Power House Harrison Close
Knowhill
Milton Keynes
MK5 8PA
01908 668555
www.kimbellspubs.com

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Matrix Studios 91 Peterborough Road
Parsons Green
London
SW6 3BU
0207 384 6317
www.ciderofsweden.com

KPMG

1 Puddle Dock
London
EC4V 3PD
020 7694 4879
www.kpmg.co.uk

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3 St Mary's Parsonage
Manchester
M3 2RD
0161 838 7888
www.kuits.com

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Sterling House 158 Hagley Road
Old Swinford
W Midlands
DY8 2JL
01384 397355
www.lunngroves.co.uk

M & C Report

William Reed Publishing
Broadfield Park Crawley
West Sussex
RH11 9RT
01293 610200
www.william-reed.co.uk

Magners GB

The Communications Building
48 Leicester Square
London
WC2H 7LT
0207 784 2060
www.magners.com

Makro UK

Liverpool Rd Irlam
Manchester
M30 7RT
01617 888448
www.makro.co.uk

Matthew Clark Wholesale

Whitchurch Lane
Bristol
BS14 0JZ
01275 836100
www.matthewclark.co.uk

Mavin & Co

1 Fetter Lane
London
EC4A 1BR
0207 084 6260
www.mavinandco.com

Molson Coors Brewers Ltd

London Office 2nd Floor
41-44 Great Queen St Covent Garden
London
WC2B 5AA
0845 6000 888
www.molsoncoors.com

NextGen Signs Limited

Unit 4 Brookfield's Business Centre,
Brookfield's Drive, Aintree
Liverpool
L9 7AS
0151 523 1063
www.nextgensigns.co.uk

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Lodge Road
Long Hanborough
Oxford
OX29 8SJ
01993 885600
www.nsf-cmi.com

Peach Factory Ltd

20 Lancaster Road Birkdale
Southport
PR8 2LE
07889 209896
www.peach-factory.com

Pelican

Ash House Tanshire Park,
Shackleford Rd Elstead
Surrey
GU8 6LB
01252 705200
www.pelicanbuying.co.uk

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TW3 1HY
020 8538 4484
www.pernodricard.com

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100 Shirley Avenue
Croydon Surrey
CR0 8SH
0870 1644613
www.propublican.co.uk

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Burton upon Trent
Staffs
DE14 2WF
01283 501600
www.punchtaverns.com

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46 Cowper Road
Boxmoor Hertfordshire
HP1 1PE
01442 870010
www.redbeetle.co

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269 High Street
Berkhamsted
HP4 1AA
08448 794835
www.retailrecruitmentcompany.co.uk

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01772 694 242
www.sceptreleisure.co.uk

Shield Consultancy Services UK Ltd

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Lloyd Street North Manchester
M15 6SE
0845643 7225
www.shieldyourself.co.uk

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Delta Way, Brockworth
Gloucester
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01452 378500
www.shs-sales.co.uk

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Park Farm Folkestone
CT19 5EA
01303 856 500
www.silverspring.co.uk

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0208 961 1225
www.sseaudiogroup.com

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Staffordshire
ST6 3RB
01782 829000
www.steelite.com

Tavern Snacks

Unit 2 Anchorage Point
90 Anchor & Hope Lane Charlton
SE7 7SQ
020 8858 4339
www.tavernsnacks.com

The Beer Academy

33 Clarges Street
London
W1J 7EE
0207 499 8144
www.beeracademy.co.uk

The Delphi Partnership

Suite 410 Linen Hall
162-168 Regent Street London
W1B 5TE
020 77344507
www.delhipartnership.com

The Pub Club

90 Long Acre Covent Garden
London
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020 71128120
www.thepubclub.com

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www.TLTsolicitors.com

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0844 800 6340
www.torex.com

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CM20 2BN
01279 620 820
www.venners.co.uk

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Herts
EN6 4AS
01707 870001

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LS1 2HL
0113 2832500
www.walkermorris.co.uk

Waverley TBS

Punchbowl Park Cherry Tree Lane
Hemel Hempstead
Herts
HP2 7EU
0844 556 2520
www.waverleytbs.co.uk

Wells and Youngs

Harelock Street
Bedford
MK40 4LU
01234 272766
www.wellsandyoungs.co.uk

William Reed Business Media

Broadfield Park Crawley
West Sussex
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01293 610200
www.morningadvertiser.co.uk

Your Insurance Group

Norfolk House 187 High Street
Guildford
Surrey
GU1 3HW
01483 459500
www.yourinsurance.co.uk

Zisman Bowyer & Partners LLP

Ambassador House
Paradise Road
Richmond
TW9 1SQ
0208 940 8161
www.zbpacoustics.co.uk

Brewers by Region

Bedfordshire

B&T SIBA
Shefford SG17 5DZ
01462 815080
www.banksandtaylor.com

Potton Brewery Co SIBA
Potton SG19 2SP
01767 261042
www.potton-brewery.co.uk

Wells & Young's
Bedford MK40 4LU
01234 272766
www.wellsandyoungs.co.uk

White Park Brewery SIBA
Cranfield MK40 4LU
01234 272766
www.whiteparkbrewery.co.uk

Berkshire

Bingham's
Ruscombe RG10 9NJ
0118 934 4376
www.binghams.co.uk

Butts SIBA
Great Shefford RG17 7BY
01488 648133
www.buttsbrewery.com

Two Bridges SIBA
Caversham RG4 5AE
0118 947 0630
www.twobridgesbrewery.co.uk

West Berkshire SIBA
Thatcham RG18 0UE
01635 202968
www.wbbrew.co.uk

Windsor & Eton SIBA
Windsor SL4 1SE
01753 854075
www.webrew.co.uk

Zerodegrees
Berkshire RG1 2LR
0118 959 7959
www.zerodegrees.co.uk

Bristol

Arbor Ales SIBA
Kingswood BS16 1DB
07823 335392
www.arborales.co.uk

Ashley Down
St Andrews BS6 5BY
0117 983 6567

Bath Ales SIBA
Warmley BS30 8XN
0117 947 4797
www.bathales.co.uk

Bristol Beer Factory SIBA
Bristol BS3 2AW
0117 902 6317
www.bristolbeerfactory.co.uk

Butcombe
Bristol BS40 5PA
01934 863963
www.butcombe.com

Dawkins SIBA
Bristol BA2 0HQ
01761 472242
www.matthewsbrewing.co.uk

Great Western Brewing Co
Cotterell BS16 1RF
0117 957 2842

Zerodegrees
Bristol BS1 5BA
0117 925 2706
www.zerodegrees.co.uk

Buckinghamshire

Chiltern SIBA
Aylesbury HP17 0TQ
01296 613647
www.chilternbrewery.co.uk

Concrete Cow
Bradwell Abbey MK13 9HB
01908 316794
www.concretecowbrewery.co.uk

Hopping Mad
Olney MK46 5ED
01234 919200
www.hoppingmad.com

Old Luxters
Henley-on-Thames RG9 6JW
01491 638330

Oxfordshire Ales
Marsh Gibbon OX27 0GB
01869 278765

Rebellion SIBA
Marlow Bottom SL7 3LT
01628 476594
www.rebellionbeer.co.uk

Vale SIBA
Brill HP18 9TY
01844 239237
www.valebrewery.co.uk

Cambridgeshire

Cambridge Moonshine
Cambridgeshire CB1 3RS
07906 066794

Castor
Cambridgeshire PE5 7AX
01733 380337
www.castorales.co.uk

Devil's Dyke
Reach CB25 0JD
01638 743816

Draycott
Buckden PE19 5SS
01480 812404
www.draycottbrewery.co.uk

Elgood's SIBA
Wisbech PE13 1LN
01945 583160
www.elgoods-brewery.co.uk

Fellows
Cambridge CB24 8XS
01954 250262
www.fellowsbrewery.co.uk

Hereward SIBA
Ely CB6 1BH
01353 666441

Kilderkin Brewery
Impington CB24 9PE
www.kilderkin.co.uk

Lord Conrad's
Bar Hill CB23 8SA
www.lordconradsbrewery.co.uk

Milton
Milton CB24 6AT
01223 226198
www.miltonbrewery.co.uk

Oakham SIBA
Peterborough PE2 7JB
01733 370500
www.oakhamales.com

Son of Sid
Little Gransden SG19 3DW
01767 677348

Tydd Steam
Wisbech PE13 5NE
01945 871020

Ufford SIBA
Ufford PE9 3BH
01780 740250
www.ufford-ales.co.uk

Channel Islands

Jersey SIBA
Jersey JE2 7WF
01534 508151

Randalls SIBA
Guernsey GY1 3JG
01481 720134

Cheshire

4 T's
Warrington WA4 6AT
07917 730184

Beartown SIBA
Congleton CW12 3RH
01260 299964
www.beartownbrewery.co.uk

Blue Ball
Runcorn WA7 4UA
01928 238442
www.blueballbrewery.com

Bollington Brewing Co SIBA
Bollington SK10 5HG
07795 550072
bollingtonbrewing.co.uk

Borough Arms
Crewe CW1 2BG
01270 254999

Burtonwood
Burtonwood WA5 4PJ
01925 220 022
www.thomashardybrewery.co.uk

Chester
Saltney CH4 8BL
01244 676765
www.chesterales.co.uk

Coach House SIBA
Warrington, WA1 2DQ
01925 232800
www.coach-house-brewing.co.uk

DB Brewery
Runcorn WA7 3EZ
07739 325742

Frodsham
Kingsley Road WA6 6SU
01928 787917

Goodall's
Alsager ST7 2JA
01270 873669

Happy Valley Brewery
Bollington SK10 5QT
07758 512080

Merlin
Arclid, CW11 2UD
01477 500893
www.merlinbrewing.co.uk

Northern SIBA
Sandiway, CW8 2EB
01606 301000
www.norbrew.co.uk

Norton
Runcorn WA7 1SX
07767 354674

Offbeat
Crewe CW1 2BD
07530 770311
www.offbeatbrewery.com

Pied Bull
Chester CH1 2HQ
01244 325829
www.piedbull.co.uk

Redwillow
Macclesfield SK11 7JL
01625 502315
www.redwillowbrewery.com

Robinson's
Stockport SK1 1JJ
0161 480 6571
www.frederic-robinson.com

Spitting Feathers SIBA
Chester CH3 7QT
01244 332052
www.spittingfeathers.org

Storm SIBA
Macclesfield SK11 7HJ
01625 431234

Weetwood Ales SIBA
Tarpoley CW6 0NQ
01829 752377
www.weetwoodales.co.uk

Woodlands SIBA
Wrenbury CW5 8EX
01270 620101
www.woodlandsbrewery.co.uk

Cornwall

Ales of Scilly SIBA
St Mary's TR21 0JY
01720 423233

Atlantic	Sharp's SIBA	Cumbrian SIBA	Strands	Brunswick
Newquay TR8 4DX 0870 042 1714 www.atlanticbrewery.com	Wadebridge PL27 6NU 01208 862121 www.sharpsbrewery.co.uk	Ambleside LA22 0QF 01539 436436 www.cumbrianlegendaryales.com	Nether Wasdale CA20 1ET 01946 726237 www.strandshotel.com	Derby DE1 2RU 01332 290677 www.brunswickinn.co.uk
Blackawton	Skidders SIBA	Dent SIBA	Stringer's Beer SIBA	Buxton
Saltash PL12 6LX 01752 848777 www.blackawtonbrewery.com	Truro TR1 2DP 01872 271885 www.skiddersbrewery.com	Dent LA10 5TQ 01539 625326 www.dentbrewery.co.uk	Ulverston LA12 9EE 01229 581387 www.stringersbeer.co.uk	Staden Grange SK17 9RZ 01298 72208 www.buxtonrealale.co.uk
Blue Anchor SIBA	St Austell SIBA	Derwent SIBA	Abraham Thompson	Coppice Side
Helston TR13 8EL 01326 562821 www.spingoales.com	St Austell PL25 4BY 01726 74444 www.staustellbrewery.co.uk	Wigton CA7 4AG 01697 331522	Barrow in Furness LA13 0AD 07708 191437	Heanor DE75 7SW 07790 305682 www.coppicesidebrewery.com
Chough	Tintagel	Foxfield SIBA	Tirril SIBA	Dancing Duck
Helston TR12 7AZ 01326 241555	Condolden PL34 0HJ 01840 216671 www.tintagelbrewery.co.uk	Foxfield LA20 6BX 01229 716238 www.princeofwalesfoxfield.co.uk	Long Marton CA16 6BN 01768 361846 www.tirrilbrewery.co.uk	Derby DE21 6AQ 07887 556788 www.derbybrewing.co.uk
Coastal SIBA	Warrior	Geltsdale SIBA	Ulverston	Derby
Redruth TR15 1SS 07875 405407	Redruth TR15 1SS 01736 788586 www.jameswarrior.com	Brampton CA8 1TR 01697 741541 www.geltsdalebrewery.com	Ulverston LA12 0LA 01229 584280 www.ulverstonbrewing.co.uk	Derby DE22 3AZ 07581 122122 www.dancingduckbrewery.com
Castle Brewery	Wooden Hand SIBA	Great Gable	Watermill SIBA	Derventio SIBA
Lostwithiel PL22 0HG 07800 635831	Truro TR2 4TB 01726 884596 www.woodenhead.co.uk	Wasdale CA20 1EX 019467 26229 www.greatgablebrewing.com	Kendall LA8 9PY 01539 821309 www.watermillinn.co.uk	Ashbourne DE6 5JP 07816 878129 www.derventiobrewery.co.uk
Driftwood	Cumbria	Greenodd	Yates	Falstaff
St Agnes TR5 0RT 01872 552428 www.driftwoodspars.com	Barnegates SIBA	Cumbria LA12 7QZ 07882 655294	Wigton CA7 3NX 01697 321081 www.yatesbrewery.co.uk	Derby DE23 6UH 01332 342902 www.fallstaffbrewery.co.uk
Fry's	Beckstones	Hardknott	Whitehaven Brewing Co	Funfair
Boyton PL15 8NU 01566 785840 www.frysbrewery.co.uk	Ambleside LA22 0NG 015394 36575 www.barnegatesbrewery.co.uk	Eskdale CA19 1TH 019467 23230 www.woolpack.co.uk	Ennerdale CA23 3AT 01946 861755 www.twbcl.co.uk	Ilkeston DE7 4LH 07971 540186 www.funfairbrewingcompany.co.uk
Hogswood	Blackbeck	Hawkshead SIBA	Winster Valley	Globe
St Agnes TR5 0QE 01872 554224 www.hogswood.com	Millom LA18 5HL 01229 775294	Kendal LA8 9LR 015394 822 644 www.hawksheadbrewery.co.uk	Winster LA23 3NR 01539 443443 www.thebrownhorseinn.co.uk	Glossop SK13 8HJ 01457 852417
Keltek SIBA	Bitter End	Hesket Newmarket SIBA	Derbyshire	Haywood Bad Ram
Redruth TR15 1SS 01209 313620 www.keltekbrewery.co.uk	Egremont CA22 2NY 01946 841661 www.blackbeckbrewery.co.uk	Hesket Newmarket CA7 8JG 016974 78066 www.hesketbrewery.co.uk	Amber SIBA	Ashbourne DE6 2AQ 07974 948427 www.callowtop.co.uk
Lizard Ales	Coniston SIBA	Jennings	Ashover SIBA	Howard Town SIBA
St Keverne TR12 6PE 01326 281135	Cockermouth CA13 9PJ 01900 828993 www.bitterend.co.uk	Cockermouth CA13 9NE 0845 1297185 www.jenningsbrewery.co.uk	Chesterfield S45 0EW 01246 590888 www.ashoverbrewery.co.uk	Old Glossop SK13 8PT 01457 869800 www.howardtownbrewery.co.uk
Lizard Ales	Croglin	Keswick SIBA	Barlow	Leadmill
St Keverne TR12 6PE 01326 281135	Kirkby Stephen CA17 4SY 01768 371389 www.croglinbrewery.co.uk	Keswick CA12 5BY 01768 780700 www.keswickbrewery.co.uk	Barlow S18 7TR 0114 289 1767 www.barlowbrewery.co.uk	Denby DE5 8PX 01332 883577 www.leadmillbrewery.co.uk
Paradise	Cumberland	Kirkby Lonsdale	Bottle Brook Brewery	Leatherbritches
Hayle TR27 4HY 01736 753974	Carlisle CA4 8LR 01228 436436 www.cumberlandbreweries.co.uk	Old Station Yard LA6 2HP 01524 272221 www.kirkbylonsdalebrewery.com	Belper DE56 0LU 01332 880051	Ashbourne DE6 1LF 01335 864492
Penpont	Loveswater	Lowseswater	Brampton Brewery Ltd	Marlpool
Launceston PL15 7SY 01566 86069 www.penpontbrewery.co.uk	Loveswater CA13 0RU 01900 85219 www.kirstile.com	Lowseswater CA13 0RU 01900 85219 www.kirstile.com	Brampton S40 2AR 07794 288504 www.bramptonbrewery.co.uk	Heanor DE75 7NJ www.marlpoolbrewing.co.uk
Penzance Brewing Company				
Penzance TR20 8DX 01736 740375				
Roseland				
Truro TR2 5NB 01872 580254				

Mr Grundys

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www.georgianhousehotel.info

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www.muirhousebrewery.co.uk

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0800 458 2460
www.nutbrookbrewery.com

Peak Ales

SIBA

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01246 583737
www.peakales.co.uk

Raw

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www.rawbrew.com

Rowditch

Derby DE22 3LL
01332 343123

Spire

Staveley S43 3JT
01246 410005
www.spirebrewery.co.uk

John Thompson

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01332 852469

Thornbridge Hall

SIBA

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01629 641000
www.thornbridgebrewery.co.uk

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Woodville DE11 7EH
01283 229194

Townes

Chesterfield S43 3TT
01246 472252

Wentwell Brewery

Derby DE21 4PW
07900 475755
www.wentwellbrewery.com

Whim Ales

SIBA

Nr Buxton SK17 0AX
01298 84991

Wild Walker

Derby DE24 8ZF
01332 766195
www.wildwalker.co.uk

Wirksworth Brewery

Wirksworth DE4 4DR
07967 134180
www.wirksworthbrewery.co.uk

Devon**Barum**

SIBA

Barnstaple EX31 1PD
01271 329994
www.barumbrewery.co.uk

Bays Brewery Ltd

Paignton TQ4 7QR
01803 554936
www.baysbrewery.co.uk

Beer Engine

SIBA

Exeter EX5 5AX
01392 851282
www.thebeerengine.co.uk

Branscombe Vale

SIBA

Seaton EX12 3DP
01297 680511

Bridgetown Brewery

Totnes TQ9 5AD
01803 863214

Clearwater

SIBA

Torrington EX38 7HP
01805 625242

Country Life

SIBA

Bideford EX39 5AP
01237 420808
www.countrylifebrewery.co.uk

Dartmoor

SIBA

Princetown PL20 6QX
01822 890789
www.princetownbreweries.co.uk

Devon Earth Brewery

Paignton TQ3 2AQ
07927 397871

Exeter

Exminster EX6 8DZ
01392 823013
www.exeterbrewery.co.uk

Exe Valley

SIBA

Silverton EX5 4HF
01392 860406

Forge

Hartland EX39 6EE
01237 440015
www.forgebrewery.co.uk

Gidleys

Christow EX6 7QB
01647 252120
www.gidleysbrewery.co.uk

Holsworthy

Holsworthy EX22 6RR
01566 783678
www.holsworthyales.co.uk

Hunter's

Ipplepen TQ12 5UE
07530 891862
www.huntersbrewery.co.uk

Isca

SIBA

Dawlish EX7 0JT
07773 444501

Jollyboat

SIBA

Bideford EX39 2AU
01237 424343

O'Hanlon's

SIBA

Whimple EX5 2NY
01404 822412
www.ohanlons.co.uk

Otter

SIBA

Honiton EX14 4SA
01404 891285
www.otterbrewery.com

Quercus Brewery Ltd

Churchstow TQ7 3QH
01548 854888
www.quercusbrewery.com

Red Rock

SIBA

Bishopsteignton TQ14 9TD
07894 035094
www.redrockbrewery.co.uk

Ringmore Craft Brewery

Teignmouth TQ14 0HG
www.ringmorecraftbrewery.co.uk

South Hams

SIBA

Kingsbridge TQ7 2SE
01548 581151
www.southhamsbrewery.co.uk

Summerskills

SIBA

Billacombe PL9 7BG
01752 481283
www.summerskills.co.uk

Teignworthy

SIBA

Devon TQ12 4AA
01626 332066

Topsham Ales

Topsham EX3 0HR
01392 873471
www.topsham-ales.co.uk

Union

Holbeton PL8 1NE
01752 830288
www.dartmoorunion.co.uk

Wizard

SIBA

Ilfracombe EX34 8PY
www.wizardales.co.uk

Dorset**Art Brew**

North Chideock DT6 6JY
07881 783626
www.artbrew.co.uk

Dorset

SIBA

Weymouth DT4 8TR
01305 777515
www.dbcales.com

Dorset Piddle Brewery

Piddlehinton DT2 7UA
01305 849336
www.dorsetpiddlebrewery.co.uk

DT Ales

Upwey DT3 5LA
01305 812558
www.theroyalstandardupwey.co.uk

Hall & Woodhouse

Blandford St Mary DT11 9LS
01258 452141
www.hall-woodhouse.co.uk

Isle of Purbeck

SIBA

Studland BH19 3AU
01929 450227

Mighty Hop

Lyme Regis DT7 3AD
01297 445358
www.mightyhoppbrewery.co.uk

Palmers

SIBA

Dorset DT6 4JA
01308 422396
www.palmersbrewery.com

Sherborne

SIBA

Bridport DT9 3EH
01935 812094
www.sherbornebrewery.co.uk

Small Paul's Brewery

Gillingham SP8 4SS
01747 823574

Town Mill

Lyme Regis DT7 3PU
01297 444354
www.townmillbrewery.com

Wayland's Sixpenny

Sixpenny Handley SP5 5NU
01725 762006
www.sixpennybrewery.co.uk

Durham**Black Paw**

Bishop Auckland DL14 7AX
01388 602144
www.blackpawbrewery.co.uk

Camerons

Hartlepool TS24 7QS
01429 266666
www.cameronsbrewery.com

Consett Ale Works

SIBA

Consett DH8 6NE
01207 502585
www.thegreyhorse.co.uk

Durham

SIBA

Bowburn DH6 5PF
0191 377 1991
www.durham-brewery.co.uk

Four Ails

Richmond DL11 7BP
01833 627302

Hill Island

SIBA

Durham DH1 3RA
01207 288750
beamish-www.hall.co.uk/stables

Stables

Beamish DH9 0YB
07740 932584

Weard'Ale

Beamish DH9 0YB
07740 932584

Windlestone

Stillington TS21 1FD
www.windlestonebrewery.co.uk

Yard of Ale Brewing Co

Ferryhill DL17 0DH
01740 655724
www.thesurteesarms.co.uk

Essex**Brentwood**

SIBA

Brentwood CM15 9JH
01277 375760
www.brentwoodbrewing.co.uk

Crouch Vale

SIBA

Chelmsford CM3 5ZA
01245 322744
www.crouch-vale.co.uk

Famous Railway

Colchester C07 0DT
01206 302581

Farmer's Ales

Maldon CM9 4QE
01621 851000
www.maldonbrewing.co.uk

Felstar	Cotswold	Whittington's SIBA	Hydes SIBA	Botley
Felsted CM6 3JT 01245 361504 www.felstarbrewery.co.uk	Lower Slaughter GL54 2HN 07760 889100 www.cotswoldlager.com	Newent GL18 1LS 01531 890223 www.whittingtonsbrewery.co.uk	Manchester M15 5PH 0161 226 1317 www.hydesbrewery.com	Botley SO30 2EA 01794 518918
The Hart of Stebbing	Cotswold Spring	Wickwar SIBA	Irwell Works	Bowman SIBA
Stebbing CM6 3SQ 01371 856383	Chipping Sodbury BS37 6RX 01454 323088 www.cotswoldbrewery.com	Wickwar GL12 8NB 0870 7775671 www.wickwarbrewing.co.uk	Bury BLO 9AZ www.irwellworksbrewery.co.uk	Droxford SO32 3QY 01489 878110 www.bowman-ales.com
Harwich Town	Donnington SIBA	Greater Manchester		
Harwich CO12 3NA 01255 551155 www.harwichtown.co.uk	Stow on the Wold GL54 1EP 01451 830603	All Gates SIBA	JW Lees SIBA	Cron dall SIBA
Hop Monster	Festival SIBA	Wigan WN1 1JU 01942 234976 www.allgatesbrewery.com	Middleton Junction M24 2AX 0161 643 2487 www.jwlees.co.uk	Cron dall GU10 5DX 01252 319000 www.cron dallbrewery.co.uk
Great Wakering SS3 0AG 07771 871255 www.hopmonster.co.uk	Cheltenham GL51 9PL 01242 521444 www.festivalbrewery.co.uk	Bank Top	Leyden	Flack Manor
Mersea Island	Freeminer	Bolton BL1 8RA 01204 595800 www.banktopbrewery.com	Bury BL9 6SP 0161 764 6680	Romsey SO51 0HR 01794 518520 www.flackmanor.co.uk
Colchester CO5 8SX 01206 385900 www.merseawine.com	Cinderford GL14 3JA 01594 827989 www.freeminer.com	Bazens' SIBA	Marble SIBA	Flowerpots
Mighty Oak Brewing SIBA	Goff's SIBA	Salford M7 2BL 0161 708 0247 www.bazensbrewery.co.uk	Manchester M4 4HY 0161 819 2694 www.marblebeers.co.uk	Alresford SO24 0QQ 01962 771534 www.flowerpots-inn.co.uk
Maldon CM9 6TW 01621 843713 www.mightyoakbrewery.co.uk	Winchcombe GL54 5NS 01242 603383 www.goffsbrewery.com	Boggart Hole Clough SIBA	Mayflower	Havant
Nethergate	Halfpenny	Moston M9 4FP 0161 277 9666 www.boggart-brewery.co.uk	Wigan WN1 1XL 01257 400605 www.mayflowerbrewery.co.uk	Waterlooville PO8 8HT 023 9225 2118 www.thehavantbrewery.co.uk
Pentlow CO10 7JJ 01787 283220 www.nethergatebrewery.co.uk	Lechlade GL7 3AE 01367 252198 www.halfpennybrewery.co.uk	Bootleg	Millstone	Hensting
Pitfield SIBA	Hetty Pegler	Horse & Jockey M21 9HS 0161 860 7794 www.horseandjockeychorlton.com	Mossley OL5 9JL 01457 835835 www.millstonebrewery.co.uk	Owlesbury SO21 1LE www.henstingbrewery.org.uk
Colchester CO6 4AJ 0845 833 1492 www.pitfieldbeershop.co.uk	Lechlade GL7 3AE 01367 252198 www.halfpennybrewery.co.uk	Brewhouse	Outstanding	Itchen Valley SIBA
Red Fox	Nailsworth SIBA	Bolton BL7 7LG 01204 301372	Bury BL9 6AW 0161 764 7723 www.outstandingbeers.com	New Alresford SO24 9QF 01962 735111 www.itchenvally.com
Coggeshall CO6 1RY 01376 563123 www.redfoxbrewery.co.uk	Nailsworth GL6 0HH 01453 839343 www.nailsworth-brewery.co.uk	Brightside	Phoenix	Irving & Co Brewers Ltd
Saffron SIBA	Prescott	Bury BL8 1NW 07870 207442 www.brightsidebrewing.co.uk	Heywood OL10 2EP 01706 627009	Portsmouth PO6 1TQ 023 9238 9988 www.irvingbrewers.co.uk
Bishops Stortford CM22 6BJ 01279 850923 www.saffronbrewery.co.uk	Cheltenham GL51 8HE 07526 934866 www.prescottales.co.uk	Dunham Massey Brewing Co	Pictish	Oakleaf SIBA
Shalford	Severn Vale SIBA	Dunham Massey WA14 4TY 0161 929 0663 www.dunhammasseybrewing.co.uk	Rochdale OL16 5LB 01706 522227 www.pictish-brewing.co.uk	Gosport PO12 1AJ 02392 513222 www.oakleafbrewing.co.uk
Essex CM7 5EY 01371 850952 www.shalfordbrewery.co.uk	Dursley GL11 5HS 01453 547550 www.severnvalerebrewing.co.uk	Greenfield	Prospect Brewery	Red Shoot
Sticklegs	Stanway	Saddleworth OL3 7NH 01457 879789 www.greenfieldrealale.co.uk	Standish WN6 0AY 01257 421329 www.prospectbrewery.com	Ringwood BH24 3QT 01425 475792
Great Bromley CO7 7TL 07962 012906 www.sticklegs.co.uk	Cheltenham GL54 5PQ 01386 584320 www.stanwaybrewery.co.uk	Green Mill Brewery	Saddleworth	Ringwood
Wibblers Brewery Ltd	Stroud SIBA	Rochdale OL11 2LS 07896 702328	Oldham OL3 6LW 01457 820902	Ringwood BH24 3SP 01425 471177 www.ringwoodbrewery.co.uk
Chelmsford CM6 3EP 01621 74155	Stroud GL5 2BU 07891 995878 www.stroudbrewery.co.uk	Holt	Shaws	Sherfield
Gloucestershire				
Battledown SIBA	Uley	Cheetham M3 1JD 0161 834 3285 www.joseph-holt.com	Duckinfield SK16 5LX 0161 330 5471 0161 4773333	Sherfield-on-Loddon RG27 0EL 07906 060429 www.sherfieldvillagebrewery.co.uk
Cheltenham GL52 6EJ 01242 693409 www.battledownbrewery.com	Uley GL11 5TB 01453 860120 www.uleybrewery.com	Hornbeam SIBA	Hampshire	
		Denton M34 3RU 0161 320 5627	Andwell	Upham
			Warnborough RG29 1HA 01256 704412 www.andwells.com	Upham SO32 1FL 01489 861383 www.uphambrewery.co.uk

Triple fff SIBA

Alton GU34 5HN
01420 561422
www.triplefff.com

Herefordshire**Arrow Brewery**

Kington HR5 3BJ
01544 230685

Brew On

Whitbourne WR6 5SH
01584 711031
www.brew-on.co.uk

Golden Valley

Hereford HR2 9HE
01981 252988

Hereford

Hereford HR1 2QD
01432 342125

Mayfields SIBA

Leominster WR6 5AS
01531 640015

Saxon City

Hereford HR1 4HG
01432 890602
www.herefordcasks.co.uk

Shoes SIBA

Hereford HR4 7BH
01544 318375

Wye Valley SIBA

Stoke Lacy HR7 4HG
01885 490505
www.wyevallybrewery.co.uk

Hertfordshire**Buntingford** SIBA

Royston SG8 9NW
01763 250749
www.buntingford-brewery.co.uk

Green Tye

Much Hadham SG10 6JP
01279 841041
www.gtbrewery.co.uk

McMullen SIBA

Hertford SG14 1RD
01992 584911
www.mcmullens.co.uk

Old Cross

Hertford
SG14 1JA
01992 583133

Red Squirrel SIBA

Hertford SG14 1NN
01992 501100
www.redsquirellbrewery.co.uk

Sawbridgeworth SIBA

Sawbridgeworth CM21 9JJ
01279 722313
www.the-gate-pub.co.uk

Tring SIBA

Tring HP23 6AF
01442 890721
www.tringbrewery.com

Verulam SIBA

St Albans AL1 1PQ
01727 860535
www.farmersboy.net

Isle of Man**Bushy's** SIBA

Braddan IM4 1JE
01624 661244
www.bushy's.com

Okells SIBA

Douglas IM2 1QG
01624 699400
www.okells.co.uk

Old Laxey

Laxey IM4 7DA
01624 863214

Isles of Scilly**Ales Of Scilly** SIBA

St Mary's TR21 ONS
01720 423233

Isle of Wight**Goddards** SIBA

Ryde PO33 1QF
01983 611011
www.goddards-brewery.co.uk

Island

Newport PO30 4LZ
01983 821731
www.isleofwightbrewery.com

Yates' SIBA

Ventnor PO38 1XG
01983 731731
www.yates-brewery.co.uk

Kent**Abigale**

Ashford TN24 8DE
01233 661310
www.abigalebrewing.co.uk

Black Cat

Groombridge TN3 9NJ
07948 387718
www.blackcat-brewery.com

Canterbury Ales

Canterbury CT4 7HF
01227 732541
www.canterbury-ales.co.uk

Canterbury Brewers

Canterbury CT1 2RU
01227 455899
www.thefoundrycanterbury.co.uk

Goacher's

Maidstone ME15 6TA
01622 682112
www.goachers.com

Hopdaemon SIBA

Newnham ME9 ONA
01795 892078
www.hopdaemon.com

Kent

Birling ME19 5JN
01634 780037
www.kentbrewery.com

Larkins SIBA

Edenbridge TN8 7BB
01892 870328

Millis

Dartford DA4 9LB
01322 866233

Moodley's

Tunbridge Wells TN4 8UR
01892 821366
www.moodleys.co.uk

Nelson SIBA

Chatham ME4 4TE
01634 832838
www.nelsonbrewingcompany.co.uk

Old Dairy SIBA

Rolvenden TN17 4JD
01580 243185
www.olddairybrewery.com

Ramsgate SIBA

Isle of Thanet CT10 2YD
01843 580037
www.ramsgatebrewery.com

Royal Tunbridge Wells

Kent TN2 3EF
01892 618140

Shepherd Neame SIBA

Faversham ME13 7AX
01795 532206
www.shepherdneame.co.uk

Swan on the Green

Maidstone ME18 5JW
01622 812271
www.swan-on-the-green.co.uk

Tonbridge

Tudeley TN11 ONW
01732 366770
www.tonbridgebrewery.co.uk

Wantsum SIBA

Hersden CT3 4AL
0845 0405980
www.wantsumbrewery.co.uk

Westerham SIBA

Edenbridge TN8 6SA
01732 864427
www.westerhambrewery.co.uk

Whitstable SIBA

Whitstable ME17 2AY
01622 851007
www.whitstablebrewery.info

Lancashire**Arkwright's**

Preston PR1 6DQ
01772 201591
www.realaleshop.net

Blue Buzzard

Darwen BB3 3HT
07578 278013

Bowland SIBA

Clitheroe BB7 3LQ
07952 639465
www.bowlandbrewery.com

Burscough

Burscough L40 4BY
01704 893799
www.burscoughbrewery.co.uk

Cross Bay

Morecambe LA3 3PT
01524 39481
www.crossbaybrewery.co.uk

Fallons Exquisite Ales

Darwen BB3 3EH
07905 246810
fallonsales.com

Fuzzy Duck SIBA

Poulton le Fylde FY6 8JY
07904 343729
www.fuzzyduckbrewery.co.uk

Garthela

Blackburn BB2 7AT
07919 847214
www.garthelabrewhouse.co.uk

Hart SIBA

Little Eccleston PR3 OYP
01995 671686

Hopstar SIBA

Darwen BB3 2AF
01254 873040

Lancaster SIBA

Lancaster LA1 3PQ
01524 848537
www.lancasterbrewery.co.uk

Lytham Brewery Ltd

Lytham St Annes
01253 737707

Mayflower

Up Holland WN8 ODS
07984 404567
www.mayflowerbeer.co.uk

Moonstone

Burnley BB11 1TQ
01282 830909
www.moonstonebrewery.co.uk

Moorhouses SIBA

Burnley BB1 5EN
01282 422864
www.moorhouses.co.uk

Rossendale SIBA

Haslingden BB4 5AF
01706 214021
www.rossendalebrewery.co.uk

Three B's SIBA

Blackburn BB2 5JR
01254 207686
www.threebsbrewery.co.uk

Thwaites

Blackburn BB1 5BU
01254 686868
www.thwaites.co.uk

Worsthorne

Burnley BB1 5BU
07815 708289
www.worsthornebrewingcompany.co.uk

Leicestershire**Barrowden**

Oakham LE15 8EQ
01572 747247
www.exeterarms.com

Belvoir SIBA

Old Dalby LE14 3LX
01664 823455
www.belvoirbrewery.co.uk

Dow Bridge SIBA

Catthorpe LE17 6DA
01788 869121

Everards SIBA

Narborough LE19 1BY
0116 201 4100
www.everards.co.uk

Grainstore

Oakham LE15 6RE
01572 770065
www.grainstorebrewery.com

Langton Brewery SIBA

Market Harborough LE16 7TU
07840 532826

Long Lane

Coalville LE67 3PN
01530 813800
www.matchlesshomebrewing.co.uk

Parish

Somerby LE14 2JQ
01664 454801

Shardlow

Shardlow DE72 2HL
01332 799188

Lincolnshire**8 Sail**

Heckington NG34 9JW
07866 183479

Bacchus

Sutton-on-Sea LN12 2EY
01507 441204
www.bacchushotel.co.uk

Bateman SIBA

Wainfleet PE24 4JE
01754 880317
www.bateman.co.uk

Blue Bell

Holbeach St Marks PE12 8EX
01406 701000
www.bluebellbrewery.co.uk

Blue Cow

South Witham NG33 5QB
01572 768432
www.thebluecowinn.co.uk

Brewster's SIBA

Grantham NG31 7XU
01476 566000
www.brewsters.co.uk

Cathedral Ales

Lincoln LN2 5DH
01636 822255

Darktribe

Scunthorpe DN17 3AJ
01724 782324
www.darktribe.co.uk

Fulstow SIBA

Louth LN11 0XH
01507 363642
www.fulstowbrewery.co.uk

Grafters Brewery

Willingham-by-Stow DN21 5JZ
01427 788340

Highwood/Tom Wood SIBA

Grimsby DN31 2SG
01472 255500
www.tom-wood.com

Hopshackle SIBA

Market Deeping PE6 8LD
01778 348542
www.hopshacklebrewery.co.uk

Leila Cottage Brewery

Skegness PE25 1ND
01754 872268

Malt B Brewery

Maltby le Marsh LN13 0JJ
01507 451634

Melbourn

Lincolnshire PE9 2PA
01780 752186
www.melbournbrothers.co.uk

Newby Wyke SIBA

Little Bytham NG33 4RA
01780 411119
www.newbywyke.co.uk

Oldershaw SIBA

Grantham NG13 9HB
01476 572135
www.oldershawbrewery.com

Poachers SIBA

North Hykeham LN6 9SP
01522 807404
www.poachersbrewery.co.uk

Riverside

Skegness PE24 4BY
01754 881 288

Sleaford SIBA

Sleaford NG34 8GL
07854 829718
www.hopmeup.co.uk

Swaton Brewery

Swaton NG34 0JP
01529 421241

Willy's

Cleethorpes DN35 8RQ
01472 602145

London**Brew Wharf** SIBA

Stoney Street SE1 9AD
www.brewwharf.com

Brodie's

Leyton E10 6AE
07828 498733
www.brodiesbeers.com

By The Horns

London SW17 0BQ
0203 4177338
www.bythehorns.co.uk

Camden

Camden Town NW5 3NN
020 7485 1671
www.camdentownbrewery.com

East London

Lammas Road E10 7QB
07900 288873
www.eastlondonbrewing.com

The Florence Brewhouse

Dulwich SE24 ONG
020 7326 4987

Fuller's SIBA

Chiswick W4 2QB
0208 996 2000
www.fullers.co.uk

Ha'penny

Ilford IG2 7TD
020 8262 9712
www.hapenny-brewing.co.uk

Kernel

Druid St SE1 2HQ
07757 552636
www.thekernalbrewery.com

London Fields

London Fields E8 3SB
0207 254 0008
www.londonfieldsbrewery.co.uk

Meantime SIBA

Greenwich SE7 8RX
020 8293 1111
www.meantimebrewing.com

Redchurch

Poyser St E2 9RF
07968 173097
www.theredchurchbrewery.com

Redemption SIBA

Tottenham N17 0XL
020 8885 5227
www.redemptionbrewing.co.uk

Sambrook's

Battersea SW11 3QG
020 7228 0598
www.sambrooksbrewery.co.uk

Twickenham SIBA

Twickenham TW2 6SP
020 8241 1825
www.twickenham-fine-ales.co.uk

Zerodegrees SIBA

Blackheath SE3 0TJ
020 8852 5619

Merseyside**Brimstage Brewing Co** SIBA

Brimstage CH63 6HY
0151 3421181

Cains

Liverpool L8 5XJ
0151 709 8734
www.cains.co.uk

Cambrinus SIBA

Knowsley L34 4AQ
0151 546 2226

George Wright

St Helens WA11 8LU
01744 886686
www.georgewrightbrewing.co.uk

Liverpool Craft

Merseyside L3 7DD
07948 918740
www.liverpoolcraftbeer.co.uk

Liverpool One

Merseyside L3 6DL
0151 236 9400
www.liverpoolonebrewery.co.uk

Liverpool Organic

Merseyside L20 8HL
0151 9339660
www.liverpoolorganicbrewery.com

Peerless

Birkenhead CH41 3NL
0151 647 7688
www.peerlessbrewing.co.uk

Southport SIBA

Southport PR9 7RF
07748 387652

Wapping

Liverpool L1 8DQ
0151 707 2242

Norfolk**Bees**

Walcott NR12 0LS
07971 577526

Beeston SIBA

Beeston PE32 2LZ
01328 700844
www.beestonbrewery.co.uk

Blackfriars Brewery

Great Yarmouth NR30 3HT
01493 850578

Brancaster

Brancaster Staithe PE31 8BJ
01485 210314
www.jollysailors.co.uk

Buffy's SIBA

Norwich NR15 2DD
01379 676523
www.buffys.co.uk

Chalkhill

Norwich NR1 4DA
01603 477078

Elmtree SIBA

Snetterton NR126 2LK
07939 549241
www.elmtreebeers.co.uk

Fat Cat

Norwich NR3 4LF
01603 788508
www.fatcatbrewery.co.uk

Fox

Heacham PE31 7EX
01485 570345
www.foxbrewery.co.uk

Front Street SIBA

Binham NR21 0AL
01328 830297
www.frontstreetbrewery.co.uk

Golden Triangle

Norwich NR4 7QX
01603 492600
www.goldentrianglebrewery.co.uk

Grain

Harleston IP20 OBS
01986 788884
www.grainbrewery.co.uk

Humpty Dumpty

Reedham NR13 3TZ
01493 701818
www.humptydumptybrewery.co.uk

Iceni SIBA

Thetford IP26 5HB
01842 878922
www.icenibrewery.co.uk

Norfolk Square Brewery

Great Yarmouth NR30 4JQ
01493 854484
www.norfolksquarebrewery.co.uk

Northcote

Norwich NR3 2BY
07764 221493
www.northcotebrewery.co.uk

Ole Slewfoot

Norwich NR10 3BE
01603 279927
www.oleslewfootbrewery.co.uk

Opa Hay's

Aldeby NR34 ODA
01502 679144
www.engelfineales.com

Panther	Digfield	Wylam SIBA	Milestone SIBA	Hook Norton SIBA
Reepham NR10 4SW 07766 558215 www.pantherbrewery.co.uk	Peterborough PE8 5RJ 01832 293248 www.digfield-ales.co.uk	Heddon on the Wall NE15 0EZ 01661 853377 www.wylambrew.co.uk	Newark NG23 6JE 01636 822255 www.milestonebrewery.co.uk	Banbury OX15 5NY 01608 737210 hooky.co.uk
Spectrum SIBA	Frog Island SIBA	Nottinghamshire		
Norwich NR15 2PE 07949 254383 www.spectrumbrewery.co.uk	Westbridge NN5 5HS 01604 587772 www.frogislandbrewery.co.uk	Alcazar SIBA	Naked	Loddon SIBA
Tipple's	Great Oakley SIBA	Langley Mill NG6 0GA 0115 978 5155 www.alcazarbrewery.co.uk	Westwood NG16 5HY 01773 608904	Dunsden RG4 9QD 01189 481111 www.loddonbrewery.co.uk
Acle NR13 3DJ 01493 741007 www.tipplebrewery.com	Corby NN18 8HG 01536 744888 www.greatoakleybrewery.co.uk	Blue Monkey	Nottingham SIBA	Loose Cannon
Uncle Stuarts	Hoggleys SIBA	Giltbrook NG16 2UZ 0800 028 0329 www.blumonkeybrewery.com	Nottingham NG7 3EN 0115 942 2649 www.nottinghambrewery.com	Abingdon OX 14 5JX 01235 531141 www.lcbeers.co.uk
Lingwood NR13 4PD 01603 211833 www.unclestuartsbrewery.com	Litchborough NN12 8JB 01604 831762 www.hoggleysbrewery.co.uk	Castle Rock SIBA	Prior's Well	Lovibonds SIBA
Wagtail	Julian Church	Nottingham NG2 1NB 0115 985 1615 www.castlerockbrewery.co.uk	Hardwick Village S80 3PB 07971 277598 www.nottinghambrewery.com	Henley on Thames RG9 2AA 07761 543987 www.lovibonds.com
Old Buckenham NR17 1PF 01953 887133 www.wagtailbrewery.com	Kettering NN16 0BU	Caythorpe SIBA	Reality	Old Bog
Waveney	Nobby's SIBA	Hoveringham, NG14 7ED 0115 966 4933	Beeston NG9 4AA 07801 539523	Headington OX3 8LH 01865 764579 www.masonsquarry.co.uk
Bungay NR35 2TS 01986 892623	Kettering NN15 6GR 01536 521 868 www.nobbysbrewery.co.uk	Copthorne	Springhead SIBA	Old Forge
Why Not	Potbelly SIBA	Sutton-on-Trent NG23 6QJ 07523 340989	Newark NG23 6QS 01636 821000 www.springhead.co.uk	Coleshill SN6 7PR 01793 861575 www.oldforgebrewery.co.uk
Dussindale NR7 0TE 01603 300786 www.thewhynotbrewery.co.uk	Kettering NN16 0JA 01536 410818 www.potbelly-brewery.co.uk	Double Top	Welbeck Abbey	Ridgeway
Winter's	Rockingham	Worksop S81 7AG 07973 521824	Welbeck S80 3LR 0114 249 4804 www.schoolofartisanfood.org	South Stoke RG8 0JW 01491 873474
Norwich NR6 6QZ 01603 787820 www.wintersbrewery.com	Elton PE8 6RZ 01832 280722 www.rockinghamales.co.uk	Flipside	Oxfordshire	Shotover
Wissey Valley	Silverstone	Colwick NG4 2JR 0115 987 7500 www.flipsidebrewery.co.uk	Adkin Brewery	Horspath OX33 1SD 01865 876770 www.shotoverbrewing.com
Wretton PE33 9SW 01366 500767 www.wisseyvalleybrewery.com	Syresham NN13 5TH 01280 850629 www.silverstonebrewingcompany.com	Full Mash SIBA	Wantage 07709 086149 www.adkinbrewery.co.uk	Thame
Wolf	Northumberland	Nottingham NG9 8EW 0115 949 9262	Appleford SIBA	Thame OX9 3HP 01844 218202 www.thamebrewery.co.uk
Besthorpe NR17 2LD 01953 457775 www.wolfbrewery.com	Allendale SIBA	Grafton	Appleford-on-Thames OX10 0QX 01235 848055 www.applefordbrewery.co.uk	White Horse SIBA
Woodforde's SIBA	Hexham NE47 9EQ 01434 618686 www.allendalebrewco.co.uk	Worksop DN22 6LJ 01909 476121	Bellinger's	Stanford in the Vale SN7 8NY 01367 718700 www.whitehorsebrewery.com
Norwich NR13 6SW 01603 720353 www.woodfordes.co.uk	Hexhamshire SIBA	Holland	Grove OX12 0DH 01235 772255 www.bellingersbrewery.co.uk	Wychwood
Yetman's	Hexham NE46 1SX 01434 606577	Kimberley NG16 2JU 0115 938 2685	Best Mates Brewery	Witney OX28 4DP 01993 890800 www.wychwood.co.uk
Holt NR25 6SA 07774 809016 www.yetmans.net	High House Farm	Idle	Wantage OX12 8BQ 01235 835684 www.bestmatesbrewery.co.uk	Scotland
Northhamptonshire	Newcastle upon Tyne NE20 0RG 01661 886192 www.highhousefarmbrewery.co.uk	West Stockwith DN10 4EY 01427 753226	Betjemen	Angus
Cherwell Valley Brewery	Northumberland SIBA	Magpie SIBA	Wantage OX12 8AX	Carnoustie DD7 7NP 07708 011649 www.angus-ales.co.uk
Brackley NN13 7UG 01280 706888	Bedlington NE22 7AP 01670 833112 www.northumberlandbrewery.co.uk	Nottingham NG2 3JA 07738 762897 www.magpiebrewery.com	Brakspear	An Teallach
Dare	Ship Inn Brewery	Mallard SIBA	Henley on Thames OX28 4DP 01993 890800 www.brakspear-beers.co.uk www.cotswoldbrewingcompany.com	Garve IV23 2QT 01854 633306
Whittlebury NN12 8XS 07812 366369	Newton-by-the-Sea NE66 3EW 01665 576262 www.shipinnnewton.co.uk	Nottingham NG4 3NR 0115 9521289 www.mallard-brewery.co.uk	Complete Pig	Arran Brew Ltd
		Maypole	Britwell Salome OX49 5LG 07742 861882 www.thecompletepig.co.uk	Brodick KA27 8DE 01770 302353 www.arranbrewery.com

Ayr	Glenfinnan	Moulin	Traquair House Brewery	Rowton
Ayr KA7 2DG 01292 263891	Sruth A Mhuilinn PH37 4LT 01397 704309 www.glenfinnanbrewery.co.uk	Pitlochry PH16 5EL 01796 472196 www.moulinhotel.co.uk	Innerleithen EH44 6PW 01896 830323 www.traquair.co.uk	Telford TF6 6QX 07746 290995
Black Isle	Harviestoun Brewery Ltd	Oban	Tryst Brewery	Salopian SIBA
Munlochy IV8 8NZ 01463 811871 www.blackislebrewery.com	Alva FK12 5DQ 01259 769100 www.harviestoun.com	Kilmelford PA34 4XA 01852 200731 www.obanales.co.uk	Larbert FK5 4AT 01324 554000 www.trystbrewery.co.uk	Shrewsbury SY3 8UQ 01743 248414 www.salopianbrewery.co.uk
Bellhaven	Hebridean Brewing	Oban Bay	Valhalla	Shires
East Lothian EH42 1RS 01368 862734 www.bellhaven.co.uk	Stornoway HS1 2RA 01851 700123 www.hebridean-brewery.co.uk	Argyll PA34 5DS 01631 565078	Shetland ZE2 9DX 01957 711658 www.valhallabrewery.co.uk	Madeley TF7 6DP 01952 580570 www.shiresbrewery.co.uk
Brewdog	Highland Brewing Co Ltd	Old Inn	Williams	Six Bells SIBA
Fraserburgh AB43 8RQ 01346 519009 www.brewdog.com	Birsay KW17 2NP 01856 721700 www.highlandbrewingcompany.co.uk	Gairloch IV21 2BD 01445 712006 www.theoldinn.net	Kelliebank FK10 1NT 01259 725511 www.heatherale.co.uk	Bishops Castle SY9 5AA 01588 638930 www.bishops-castle.co.uk
Broughton Ales Ltd	Houston Brewing Co	Orkney	Shropshire	Stonehouse SIBA
Biggar ML12 6HQ 01899 830345 www.broughtonales.co.uk	Houston PA6 7EN 01505 612620 www.houston-brewing.co.uk	Stromness KW16 3LT 01667 404555 www.orkneybrewery.co.uk	Clun	Oswestry SY10 9ES 01691 676457 www.stonehousebrewery.co.uk
Burnside	Inveralmond Brewery Ltd	Plockton Brewery	Clun SY7 8JA 01588 640305 www.whi-clun.co.uk	Three Tuns SIBA
Laurencekirk AB30 1EY 01561 377316 www.brewmet.com	Perth PH1 3UQ 01738 449448 www.inveralmond-brewery.co.uk	Plockton IV52 8TP 01599 544276 www.theplocktonbrewery.com	Corvedale SIBA	Bishops Castle SY9 5BN 01588 638392
Cairngorm Brewery Co Ltd	Islay Ales Company Ltd	Prestonpans	Corfton SY7 9DF 01584 861239 www.suninncorfton.co.uk	Wood SIBA
Aviemore PH22 1PY 01479 812222 www.cairngormbrewery.com	Bridgend PA44 7NZ 01496 810014 www.www.islayales.com	East Lothian EH32 9BE 01875 819922 www.prestoungrange.org	Dickensian	Wistanstow SY7 8DG 01588 672523 www.woodbrewery.co.uk
Caledonian	Isle Of Mull Brewing Co	Scottish Borders	Shrewsbury SY1 2EZ 07752 331633 www.dickensianbrewery.co.uk	Somerset
Edinburgh EH11 1PH 0131 337 1286 www.caledonian-brewery.co.uk	Tobermory PA75 6NR 01688 302830	Jedburgh TD8 6ST 01835 830673 www.scottishbordersbrewery.com	Dolphin	Abbey Ales Ltd SIBA
Clockwork	Isle Of Skye Brewing	Stewart Brewing Ltd	Shrewsbury SY1 2EZ 01743 350419	Bath BA1 5LB 01225 444437 www.abbeyales.co.uk
Glasgow G42 9HB 0141 649 0184 www.maclay.com	Uig IV51 9XP 01470 542477 www.skyebrewery.co.uk	Loanhead EH20 9LZ 0131 4402442 www.stewartbrewing.co.uk	Hobsons	Berrow SIBA
Cuillin Brewery Ltd	Kelburn Brewing Co Ltd	Strathaven Ales	Cleobury Mortimer DY14 8RD 01299 270837 www.hobsons-brewery.co.uk	Burnham on Sea TA8 2QU 01278 751345
Isle Of Skye IV47 8SW 01478 650204 www.cuillinbrewery.co.uk	Glasgow G78 1QB 0141 881 2138 www.kelburnbrewery.com	Strathaven ML10 6HD 01357 520419 www.strathavenales.co.uk	Ironbridge Brewery Ltd	Blindmans
Deeside	Loch Leven	Sulwath Brewers Ltd	Telford TF8 7NJ 01952 433910 www.ironbridgebrewery.co.uk	Leighton BA11 4PN 01749 880038 www.blindmansbrewery.co.uk
Aboyne AB34 5RD 01339 883536 www.deesidebrewery.co.uk	Blairadam KY4 0JE 01383 831751	Castle Douglas DG7 1DT 01556 504525 www.sulwathbrewers.co.uk	Joules	Cheddar Ales SIBA
Devon	Loch Ness	Tempest	Market Drayton TF9 1JP 01630 654400 www.joulesbrewery.co.uk	Cheddar BS27 3RP 01934 744193 www.cheddarales.co.uk
Sauchie FK10 3JR 01259 722020 www.devonales.com	Drumadrochit IV63 6UH 01456 450080 www.lochnessbrewery.com	Kelso TD5 7DT 01573 229664	Lion's Tail SIBA	Cotleigh SIBA
Fyfe Brewing Co	Luckie	Tinpot	Market Drayton TF9 2RS 01630 661234	Wiveliscombe TA4 2RE 01984 624086 www.cotleighbrewery.co.uk
Kirkcaldy KY1 2SN 01592 646211 www.fyfebrewery.co.uk	Fife KY14 7ES 01333 352801 www.luckie-ales.com	Stirlingshire FK9 4NY 01840 213371 www.tinpotbrewery.co.uk	Ludlow SIBA	Cottage
Fyne Ales	Madcap	Traditional Scottish Ales	Ludlow SY8 1DJ 01584 873291 www.theludlowbrewery.co.uk	Lovington BA7 7PP 01963 240551
Cairndow PA26 8BJ 01499 600238 www.fyneales.com	Annan DG12 6ER 01461 203495 www.madcapbrewery.com	Throsk FK7 7NP 01786 817000 www.traditionalscottishales.co.uk	Offa's Dyke SIBA	Devilfish
			Oswestry SY10 9DX 01691 831680	Hemington BA3 5XT 07725 983004 www.devilfishbrewery.com

Exmoor SIBA Wiveliscombe TA4 2NY 01984 623798 www.exmoorales.co.uk	Blythe SIBA Hamstall Ridware WS15 3QQ 07773 747724 www.blythbrewery.co.uk	Tower Burton on Trent DE14 1LX 01283 530695	Hellhound Hadleigh IP7 6RL 07850 076202 www.hellhoundbrewery.co.uk	Leith Hill Coldharbour RH5 6HD 01306 711793 www.ploughinn.com
Glastonbury Ales SIBA Somerton TA11 6SB 01458 272244	Burton Bridge SIBA Burton Upon Trent, DE14 1SY 01283 510573 www.burtonbridgebrewery.co.uk	Townhouse Stoke on Trent ST7 8JQ 07976 209437	Kings Head Bildeston IP7 7ED 01449 741434 www.bildestonkingshead.co.uk	Pilgrim SIBA Reigate RH2 9BL 01737 222651 www.pilgrim.co.uk
Isle of Avalon Ashcott TA7 9QW 01458 210050 www.avalonwholesaleandbrewing.co.uk	Burton Old Cottage SIBA Burton On Trent DE14 1PT 07909 931250 www.oldcottagebeer.co.uk	Wincle Rushton Spencer SK11 ORD 01260 226166 www.winclebeer.co.uk	Mauldon's SIBA Sudbury CO10 2YA 01787 311055 www.mauldons.co.uk	Surrey Hills SIBA Guildford GU5 9TE 01483 212812 www.surreyhills.co.uk
Milk Street SIBA Frome BA11 3DB 01373 467766 www.milkstreet.5u.com	Enville Stourbridge DY7 5LG 01384 873728 www.envilleales.com	Suffolk	Mill Green Sudbury CO10 5PX 01787 211118 www.millgreenbrewery.co.uk	Sussex
Moor SIBA Bridgewater TA7 9QW 01458 210050 www.moorbeer.co.uk	Kinver Stourbridge DY7 6EW 07715 842679 www.kinverbrewery.co.uk	Adnams SIBA Southwold IP18 6JW 01502 727200 www.adnams.co.uk	Old Cannon Bury St Edmunds IP33 1JR 01284 768769 www.oldcannonbrewery.co.uk	1648 SIBA East Hoathly BN8 6QB 01825 840830 www.1648brewing.co.uk
North Curry Brewery North Curry TA3 6LH 01823 490170 www.thenorthcurrybrewery.co.uk	Leek Leek ST13 7EF 01538 361919	Bartrams SIBA Bury St Edmunds IP31 9LZ 01449 737655 www.bartramsbrewery.co.uk	Old Chimneys Diss IP22 2NX 01359 221411 www.oldchimneysbrewery.com	Adur Brewery Ltd SIBA Shoreham By Sea BN43 5EG 01273 467527 www.adurbrewery.com
Odcombe Yeovil BA22 8TX 01935 862591 www.masonsarmsodcombe.co.uk	Lymestone Brewery SIBA Stone ST15 8LL 01785 817796	Brandon Bury St Edmunds IP27 0AU 01842 878496 www.brandonbrewery.co.uk	Red Rat Craft Brewery Bury St Edmunds IP31 1EH 01359 269742 www.redratcraftbrewery.co.uk	Anchor Springs Wick BN17 7EH 01903 719842
Quantock Brewery Wellington TA21 9ND 01823 662669 www.quantockbrewery.co.uk	Marstons Burton Upon Trent WV1 4JT 01902 711811 www.marstons.co.uk	Cliff Quay Ipswich IP3 OBS 01473 225501 www.cliffquay.co.uk	St Judes SIBA Ipswich IP1 3PF 01473 413334 www.stjudesbrewery.co.uk	Arundel SIBA Arundel BN18 0HY 01903 733111 www.arundelbreweryltd.co.uk
RCH SIBA Weston Super Mare BS24 6RR 01934 834447 www.rchbrewery.com	Morton Wolverhampton WV11 2BH 07988 069647	Cox & Holbrook Stowmarket IP14 3DY 01449 736323	St Peter's SIBA Bungay NR35 1NQ 01986 782322 www.stpetersbrewery.co.uk	Ballards Petersfield GU31 5HA 01730 821301 www.ballardsbrewery.org.uk
Stowey SIBA Nether Stowey TA5 1LN 01278 732228 www.stoweybrewery.co.uk	Peakstones Rock SIBA Stoke On Trent ST10 4DH 07891 350908 www.peakstonesrockbrewery.co.uk	Dove Street Ipswich IP4 2LA 01473 211270 www.dovestreetbrewery.co.uk	Trinity Gisleham NR33 8DS 01502 743121 www.trinityales.co.uk	Beachy Head Eastbourne BN20 0AA 01323 423906 www.beachyhead.org.uk
Taunton Vale SIBA Bagborough TA4 3AF 01823 432352 www.newinnhalse.com	Quartz Kings Bromley DE13 7HW 01543 473965 www.quartzbrewing.co.uk	Earl Soham SIBA Woodbridge IP13 7RT 01728 684097 www.earlsohambrewery.co.uk	Surrey	Dark Star SIBA Sussex RH17 5AH 01444 412311 www.darkstarbrewing.co.uk
Yeovil Ales SIBA Yeovil BA22 8YH 01935 414888 www.yeovilales.co.uk	Shugborough SIBA Stafford ST17 0XB 01782 823447	Elveden Thetford IP24 3TA 01842 878922	Ascot Ales Ltd Camberley GU15 3DX 0845 257 5575 www.ascot-ales.co.uk	Fallen Angel Battle TN33 0XF 01424 777996 www.fallenangelbrewery.com
Staffordshire	Slater's Stafford ST16 3DR 01785 257976 www.slattersales.co.uk	Green Dragon Bungay NR35 1EF 01986 892681	Dorking Station Rd RH4 1HF 01306 877988 www.dorkingbrewery.com	Filo SIBA Hastings TN34 3EY 01424 425079 www.thefilo.co.uk
Beowulf SIBA Brownhills WS8 7NL 01543 454067	Titanic SIBA Stoke on Trent ST6 1JL 01782 823447 www.titanicbrewery.co.uk	Green Jack SIBA Lowestoft NR32 1QA 01502 582711 www.greenjackbrewery.co.uk	Farnham Farnham GU9 0PB 01252 735278	Full Moon Brewery SIBA Battle TN33 9BN 07832 220745
Black Hole SIBA Burton on Trent DE14 2AU 01283 834069 www.blackholebrewery.co.uk	Toft Cheadle ST10 1HS 01538 755639	Greene King Bury St Edmunds IP33 1QT 01284 763222 www.greeneking.co.uk	Hog's Back Tongham GU10 1DE 01252 783000 www.hogsback.co.uk	Franklin's Bexhill-on-Sea TN40 2RZ 01424 731066 www.franklinsbrewery.co.uk

Gribble SIBA Oving PO20 6BP 07813 321795 www.gribblebrewery.co.uk	Darwin SIBA South Tyneside SR1 2QE 0191 514 4746 www.darwinbrewery.com	Celt Experience Caerphilly CF83 3HU 02920 867707 www.theceltexperience.co.uk	Kite Gorslas SA14 7HU 01269 842300 www.thekitebrewery.com	Snowdonia Brewery SIBA Caenarfon LL55 4AQ 01286 650218
Hammerpot SIBA Poling 01903 883338 www.hammerpot-brewery.co.uk	Delavals Whitley Bay NE26 3BG 0844 417 2545 www.delavals.com	Cerddin Maesteg CF34 9LB 01656 732476 www.cerddinbrewery.co.uk	McGivern Ales Wrexham LL13 7AS 01978 354232	Swansea Brewing Co SIBA Swansea SA2 0LY 01792 290197
Harveys Lewes BN7 2AH 01273 480209 www.harveys.org.uk	Double Maxim Beer Co Ltd Houghton le Spring DH4 5NL 0191 584 8844 www.dmbc.org.uk	Coles Carmarthen SA32 8NT 01267 275395	Monty's Montgomery SY15 6HA 01686 668933 www.montysbrewery.co.uk	Tomos Watkin Tudor Brewery Abergavenny NP7 5AA
Hastings Hastings TN34 1HL 07708 259342 www.hastingsbrewery.co.uk	Hadrian & Border Newcastle Upon Tyne NE6 1AS 0191 276 5302 www.hadrian-border-brewery.co.uk	Conwy Brewery Ltd SIBA Parc Caer Seion LL32 8FA 01492 585287 www.conwybrewery.co.uk	Nant Llanrwst LL26 0UA 07723 036862 www.cwrwnant.co.uk	Vale Of Glamorgan SIBA Barry CF62 6SZ 01446 742571 www.vogbrewery.co.uk
Hepworth SIBA Horsham RH12 2NW 01403 269696 www.hepworthbrewery.co.uk	Jarrow SIBA Jarrow NE32 5UB 0191 483 6792 www.jarrowbrewing.co.uk	Dare Brewery Ltd Aberdare CF44 6LU 07812 366369 www.darebrewery.co.uk	Neath Baglan SA12 8PT www.neathales.co.uk	Waen Penstrowed SY17 5SG 01686 627042 www.thewaenbrewery.co.uk
Kemptown Kemptown BN2 1JN 01273 699595 www.kemptownbrewery.co.uk	Mordue SIBA North Shields NE29 7XJ 0191 296 1879 www.morduebrewery.com	Evan - Evans SIBA Llandeilo SA19 6LU 01558 824455 www.evan-evans.com	Newmans Brewery SIBA Caerphilly CF83 3HU 08708 033876 www.newmansbrewery.com	Warcop Wentlooge NP10 8SE 01633 680058 www.warcopales.com
King SIBA Horsham RH13 5UE 01403 272102 www.kingfamilybrewers.co.uk	Ouseburn Valley Gosforth NE3 1XX 0191 285 0937 www.ouseburnvalleybrewery.co.uk	Facer's Flint CH6 5YL 07713 566370 www.facers.co.uk	North Wales Brewery SIBA Abergele LL22 9RF 01745 832966 www.paradisebrewery.net	Zerodegrees Microbrewery Cardiff CF10 1DD 029 2022 9494 www.zerodegrees.co.uk
Kissinggate Crawley RH10 7HF 01293 882198 www.kissinggate.co.uk	Tyne Bank Brewery Newcastle upon Tyne NE6 1AS 0191 265 2828 www.tynebankbrewery.co.uk	Felinfoel Brewery Co SIBA Llanelli SA14 8LB 01554 773357 www.felinfoel-brewery.com	Otley Brewing Co SIBA Pontypridd CF37 4NX 01443 480555 www.otleybrewing.co.uk	Warwickshire
Langham SIBA Lodsworth GU28 9BU 01798 860861 www.langhambrewery.co.uk	Wales	Great Orme Brewery SIBA Colwyn Bay LL28 5PP 01492 580548 www.greatormebrewery.co.uk	Penlon Cottage Brewery SIBA Penlow SA47 0QN 01545 580022 www.penlon.biz	Atomic Rugby CV21 2SL 01788 542170 www.atomicbrewery.com
Rectory Ales SIBA Streat Hill BN6 8RP 01273 890570	Artisan Cardiff CF11 9DF 07505 401939 www.artisanbeer.co.uk	Gwaun Valley Fishguard SA65 9TP 01348 881304	Plassey Brewery SIBA Wrexham LL13 OSP 01978 781111 www.plasseybrewery.co.uk	Church End SIBA Nuneaton CV10 ORD 01827 713080 www.churchendbrewery.co.uk 01675 463809
Rother Valley SIBA Rye TN31 6QT 01797 253535	Brains Cardiff CF10 1SP 029 2040 2060 www.sabrain.com	Gwynant Aberystwyth SY23 3LR 01970 880248	Preseli Tenby SA70 8EQ 07824 512103 www.preseli-brewery.co.uk	Griffin Inn Brewery Shustoke B46 2LB 01675 481208
Welton's SIBA Horsham RH13 5PX 01403 242901 www.weltons.co.uk	Brecon Powys LD3 8BT 01874 620800 www.breconbrewing.co.uk	Heart of Wales Llanwrtyd Wells LD5 4RD 01591 610236 www.heartofwalesbrewery.co.uk	Purple Moose SIBA Porthmadog LL49 9DB 01766 515571 www.purplemoose.co.uk	Merry Miner Grendon CV9 3DT 07811 932721 www.merryminerbrewery.com
Tyne & Wear	Breconshire Brewery SIBA Brecon LD3 8LA 01874 623731 www.breconshirebrewery.com	Jacobi Brewing SIBA Llanwrda SA19 8RR 01558 650605 www.jacobibrewery.co.uk	Rhymney Brewery SIBA Merthyr Tydfil CF48 2SR 01685 722253 www.rhymneybreweryltd.com	North Cotswold Moreton in the Marsh GL56 9RD 01608 663947 www.northcotswoldbrewery.co.uk
Big Lamp Newburn NE15 8NL 0191 267 1689 www.biglampbrewers.co.uk	Bryncelyn Ystradgynlais SA9 1BS 01639 841900 www.bryncelynbrewery.org.uk	Jolly Brewer Wrexham LL13 7DG 01978 261884 www.jollybrewer.co.uk	Sandstone Wrexham LL13 9JT 07851 001118 www.sandstonebrewery.co.uk	Patriot Shipston-on-Stour CV36 5PE 01608 684621
Bull Lane Sunderland SR1 2BL 0191 5103200 www.bull-lane-brewing.co.uk	Bullmastiff Brewery SIBA Cardiff CF11 8DI 02920 665292	Kingstone Tintern NP16 7NX 01291 680111 www.kingstonebrewery.co.uk	Purity SIBA Alcester B49 6JF 01789 488007 www.puritybrewing.com	

Slaughterhouse SIBA

Warwick CV34 5PD
01926 490986
www.slaughterhousebrewery.com

Tunnel SIBA

Ansley CV10 9PQ
02476 394888
www.tunnelbrewery.co.uk

Warwickshire SIBA

Leamington Spa CV32 7NA
01926 450747
www.warwickshirebeer.co.uk

Wetheroak Hill

Coach & Horses B48 7EA
01564 823386

Willey

Willey CV23 OSL
01788 833908

West Midlands**ABC**

Birmingham B6 7DD
0121 328 2655
www.abcpriedefaston.co.uk

Angel

Halesowen B63 2TA
07847 300350
www.angelales.co.uk

Backyard Brewhouse SIBA

Walsall WS8 6JZ
07591 923370
www.thebackyardbrewhouse.com

Banks's & Hansons

Wolverhampton WV1 4NY
01902 711811
www.marstons.co.uk

Batham

Dudley DY5 2TN
01384 77229
www.bathams.com

Black Country SIBA

Pensnett DY3 2NU
01384 231616
www.blackcountryales.co.uk

Broughs

Netherton DY2 9PY
01384 253075

Byatt's

Coventry CV6 6FL
02476 637996
www.byattsbrewery.co.uk

Craddocks

Stourbridge DY8 1EP
01384 440202

Highgate SIBA

Walsall WS1 3AP
01922 644453
www.highgatebrewery.com

Holden's SIBA

Dudley DY1 4LW
01902 880051
www.holdensbrewery.co.uk

Marston's Plc SIBA

Wolverhampton WV1 4JT
01902 711811
www.marstons.co.uk

Olde Swan

Dudley DY2 9PY
01384 253075

Sadler's

Stourbridge DY9 7DG
02476 402888

Sarah Hughes

Dudley DY3 1JE
01902 883381

Silhill

Solihull B93 3FW
0845 519 5101
www.silhillbrewery.co.uk

Toll End

Tipton DY4 0ET
07903 725574

Two Towers

Birmingham B19 3HE
07540 574032

Wiltshire**Arkell's** SIBA

Upper Stratton SN2 7RU
01793 823026
www.arkells.co.uk

Box Steam SIBA

Colerne SN14 8AR
01225 858383
www.boxsteambrewery.com

Braydon

Chippenham SN15 4DX
01249 892900
www.braydonales.co.uk

Downton SIBA

Downton SP5 3HU
01722 322890
www.downtonbrewery.com

Hidden SIBA

Dinton SP3 5EU
01722 716440
www.thehiddenbrewery.com

Hop Back SIBA

Salisbury SP5 3HU
01725 510986
www.hopback.co.uk

Keystone SIBA

Salisbury SP3 5SN
01747 820426
www.keystonebrewery.co.uk

Moles SIBA

Melksham SN12 6TJ
01225 704734
www.molesbrewery.com

Plain Ales

Warminster BA12 0LG
01985 851105
www.plainales.co.uk

Ramsbury SIBA

Marlborough SN8 2HA
01672 541407
www.ramsburybrewery.com

Stonehenge Ales SIBA

Netheravon SP4 9QB
01980 670631
www.stonehengeales.co.uk

Three Castles SIBA

Pewsey SN9 5PZ
01672 564433

Wadworth SIBA

Devizes SN10 1JW
01380 723361
www.wadworth.co.uk

West Country

Dinton SP3 5EU
01722 716440
www.westcountrybrewery.com

World's End

Pewsey SN9 5EL
01672 562653
www.thecrownatpewsey.com

Wessex

Warminster BA12 7DE
01985 844532

Willy Good

Winsley BA15 2JB
01225 862480

Worcestershire**Bewdley Brewery**

Bewdley DY12 2DZ
01299 405148
www.bewdleybrewery.co.uk

Birds

Bromsgrove B60 1PH
01430 432166

Brandy Cask

Evesham WR11 7QE
01386 831173
www.bucklestreetbrewery.co.uk

Cannon Royall

Droitwich WR9 0JW
01905 621161
www.cannonroyall.co.uk

Joseph Herbert Smith

Tenbury Wells DY10 3SA
01886 853189

Malvern Hills

Malvern WR14 4ND
01684 560165
www.malvernhillsbrewery.co.uk

St George's

Worcester R2 4TF
01905 831316

Teme Valley SIBA

Knightwick WR6 5PH
01886 821235
www.temevalleybrewery.co.uk

Weatheroak Hill

Weatheroak Hill B48 7EA
01564 823386

Wyre Piddle

Pershore WR10 2LF
01905 841853

Yorkshire**Abbeydale** SIBA

Sheffield S8 0YX
0114 281 2712
www.abbeydalebrewery.co.uk

Acorn SIBA

Wombwell S73 8HR
01226 270734
www.acornbrewery.net

Anglo Dutch SIBA

Dewsbury WF12 9AF
01924 457772
www.anglo-dutch-brewery.co.uk

Barearts

Todmorden OL14 7LP
01706 839305
www.barearts.com

Bird Brain

Howden DN14 7SL
01430 432166

Black Sheep SIBA

Ripon HG4 4EN
01765 689227
www.blacksheepbrewery.com

Blue Bee

Sheffield S3 8AB
07791 662484
www.bluebeebrewery.co.uk

Bob's SIBA

Ossett WF5 9NQ
07789 693597

Bradfield SIBA

Sheffield S6 6LG
0114 285 1118
www.bradfieldbrewery.com

Brass Monkey SIBA

Sowerby Bridge HX6 3BS
01422 316040
www.thebrassmonkeybrewery.co.uk

Brew Company

Sheffield S4 7QN
0782 5151497

Brewery Tap

Leeds LS1 5DL
0113 243 4414
www.brewerytapleeds.co.uk

Bridestones SIBA

Hebden Bridge, HX7 7JB
01422 847104

Bridgehouse

Keighley BD21 4PE
07970 038667
www.bridgehousebrewery.co.uk

Briscoe's

Otley LS21 3EL
01943 466515

Brown Cow

Yorkshire YO8 8EH.
01757 618947
www.browncowbrewery.co.uk

Captain Cook SIBA

Stokesley TS9 5BL
01642 710263
www.thecaptaincookbrewery.co.uk

Clark's SIBA

Wakefield WF2 9SW
01924 373328
www.hbclark.co.uk

Concertina SIBA

Mexborough, S64 9AZ
01709 580841

Copper Dragon SIBA

Skipton BD23 2QR
01756 702130
www.copperdragon.uk.com

Cropton SIBA

Pickering YO18 8HH
01751 417330
www.croptonbrewery.com

Crown

Sheffield S6 2UB
0114 232 2100
www.crownbrewery.co.uk

Daleside SIBA Harrogate HG1 4PT 01423 880022 www.dalesidebrewery.co.uk	Haworth Steam Haworth BD22 0HB 01535 646212 www.haworthsteambrewery.co.uk	Moorview Nesfield LS29 0EQ 0845 349 3778 www.moorviewbrewery.co.uk	Richmond Brewing Co Richmond DL10 4LD 07912 347946 www.richmondbrewing.co.uk	Theakston Ripon HG4 4YD 01765 680000
Dark Horse Brewery Skipton BD23 6LY 01756 730555	Ilkley East Parade LS29 8JP 01943 604604 www.ilkleybrewery.co.uk	Morrissey-Fox Beverley HU17 9RX 07949 946007 www.morrisseyfox.co.uk	Ridgeside Leeds LS7 2AW 07595 380568 www.ridgesidebrewery.co.uk	Thorne South Yorkshire DN8 4HU 01405 741685 www.thornebrewery.com
East Coast Filey YO14 9DX 01723 514865 www.eastcoastbrewingcompany.co.uk	Junction York YO26 4XH 01904 633449 www.junctionbrewhouse.co.uk	Naylor's Keighley BD20 7DT 01535 637451 www.naylorsbrewery.com	Rodham's Otley LS21 1BZ 01943 464530	Three Peaks Settle BD24 9DB 01729 822939
Eastwood Huddersfield HX5 9HP 07949 148476	Kelham Island SIBA Sheffield S3 8SA 0114 249 4804 www.kelhambrewery.co.uk	Nook Holmfirth HD9 2DN 01484 682373 www.thenookpublichouse.co.uk	Rooster's SIBA Knaresborough HG5 8LJ 01423 865959 www.roosters.co.uk	Tigertops Wakefield WF2 9LN 01229 716238
Elland SIBA Elland HX5 9AE 01422 377677 www.eandsbrewery.co.uk	Kirkstall Leeds LS5 3BT 0113 345 8835 www.kirkstallbrewerycompany.com	North Riding Scarborough YO12 7HU 01723 370004 www.northridingbrewpub.com	Rudgate SIBA Tockwith YO26 7QF 01423 358382 www.rudgate-beers.co.uk	Two Roses SIBA Darton S75 5QX 01226 388375 www.tworosesbrewery.co.uk
Empire SIBA Huddersfield HD7 7HA 01484 847343 www.empirebrewing.com	Landlord's Friend Halifax HX2 6NW 01422 882222	North Yorkshire Guisborough TS14 8HG 01287 630200 www.nybrewery.co.uk	Riverhead Huddersfield HD7 6BR 01484 841270	Wall's Northallerton DL2 2YB 01609 258226
Fernandes Wakefield WF1 1UA 01924 291709 www.fernandes-brewery.gowylid.com	Leeds Brewery Leeds LS11 9RU 0113 244 5866 www.leedsbrewery.co.uk	Oakwell SIBA Barnsley S71 1EZ 01226 296161	Salamander SIBA Bradford BD4 9PH 01274 652323 www.salamanderbrewing.com	Wensleydale SIBA Leyburn DL8 5QH 01969 622327 www.wensleydalebrewery.com
Five Towns Wakefield WF1 2LU 01924 781887	Linfit Huddersfield HD7 5SG 01484 842370	Old Bear SIBA Keighley BD21 4YL 01535 601222 www.oldbearbrewery.co.uk	Saltaire SIBA Shipton BD17 7AR 01274 594959 www.saltairebrewery.co.uk	Wentworth SIBA Rotherham S62 7TF 01226 747070 www.wentworth-brewery.co.uk
Fox Beer Leeds LS3 1LD 0113 245 4505	Little Ale Cart Sheffield S3 7EQ 0114 249 2295	Old Mill Snaith DN14 9HU 01405 861813 www.oldmillbrewery.co.uk	Samuel Smith Tadcaster LS24 9SB 01937 832225	Whalebone Hull HU2 0PA 01482 226648
Glentworth SIBA Doncaster DN6 8PL 01302 725555	Little Valley SIBA Hebden Bridge HX7 5TT 01422 883888 www.littlevalleybrewery.co.uk	Old Spot Bradford BD13 5HN 01535 691144 www.oldspotbrewery.co.uk	Sheffield SIBA York YO60 6PP 01653 648416 www.thestorytellerbrewery.co.uk	Wharfebank SIBA Pool in Wharfedale LS21 1EG 0113 284 2392 www.wharfebankbrewery.com
Golcar SIBA Huddersfield HD7 4HT 01484 644241	Litton Litton BD23 5QJ 07834 622632	Ossett SIBA Ossett WF5 8ND 01924 261333 www.ossett-brewery.co.uk	Sportsman Huddersfield HD1 5AY 01484 421929	White Rose SIBA Sheffield S35 1QL 0114 297 6150
Goose Eye SIBA Keighley BD21 5AX 01535 605807 www.goose-eye.co.uk	Magic Rock Huddersfield HD3 4YP 01484 649823 www.magicrockbrewing.com	Owenshaw Mill Sowerby Bridge HX6 2AJ 01422 839010 www.owenshawmillbrewery.co.uk	Stokesley Stokesley TS9 7AE 07885 240226	Wold Top SIBA Driffield YO25 3HS 01723 892222 www.woldtopbrewery.co.uk
Great Heck Great Heck DN14 0BQ 01977 661430	Mallinsons Brewing Co Huddersfield HD3 3HS 01484 654301 www.drinkmallinsons.co.uk	Redscar Brewery Ltd Redcar TS10 1SQ 01642 484035 www.theclevelandhotel.co.uk	Storyteller Huddersfield HD9 7AB 01848 660597	York SIBA York YO1 6JT 01904 621162 www.yorkbrew.co.uk
Great Newsome SIBA Winstead HU12 0NR www.reatnewsomebrewery.co.uk	Marston Moor York YO26 7XW 01423 359641	Revolutions Castleford WF10 5PX 07801 701089 www.revolutionsbrewing.co.uk	Summer Wine Huddersfield HD9 7AB 01848 660597	Yorkshire Dales Askrigg DL8 3HG 01969 622027 www.yorkshiredalesbrewery.com
Halifax Steam Halifax HX3 8EF 07974 544980 www.halifaxsteam.co.uk	Mithril Richmond DL11 7TL 01325 374817 www.mithrilales.co.uk		Timothy Taylor Keighley BD21 1AW 01535 603139 www.timothy-taylor.co.uk	Yorkshire Heart Nun Monkton YO26 8EL 01423 330716 www.yorkshiredalesbrewery.com
Hambleton SIBA Melmerby HG4 5NB 01765 640108 www.hambletonales.co.uk				

Multiple Operators

Due to space limitations we are only able to include multiple pub & bar operators that are known, or expected, to have 5 or more outlets.

Some companies have asked us not to print their contact details. If you would like your details to be added to or removed from the list please contact info@ontrade.co.uk

333 Holdings

17 Mossop Street, Chelsea,
London, SW3 2LY

www.333holdingsltd.net
020 7584 9898

580 Ltd

24 York Way London
N1 9AA

020 7713 0271
www.580limited.tumblr.com

Abbey Inns

The Abbey Brewery
Camden Row Bath BA1 5LB

01225 444437
www.abbeyales.co.uk

Actual Leisure

5 Mile End Rd Moorgate
South Shields NE33 1TA

0191 421 2628
www.actual-leisure.com

Admiral Taverns

Suite H3, Steam Mill Business Centre,
Steam Mill Street, Chester, CH3 5AN

01244 321171
www.admiraltaverns.co.uk

Adnams

Sole Bay Brewery East Green
Southwold Suffolk IP18 6JW

01502 727200
www.adnams.co.uk

Ainscoughs

Bispham Green Near Parbold
Lancashire L40 3SG

01257 462624
www.ainscoughs.co.uk

All Our Bars Ltd

Enterprise House Enterprise Way
Edenbridge Kent TN8 6HF

01732 863044
www.allourbars.com

Amber Taverns

Victory Offices 112 Victory Rd Blackpool
Lancs FY1 1QW

01253 757158
www.ambertaverns.co.uk

Anglian Country Inns

Fox Barn, Willian,
Letchworth, Herts, SG6 2AE

01462 680832
www.acinns.co.uk

Antic Ltd

Jute House 1 Valmar Works Camberwell
London SE5 9NW

020 7733 8805
www.antic-ltd.com

Apres Bars UK

45 Summer Row
Birmingham B3 1JJ

0121 212 1661
www.apresbars.com

Arc Inspirations

7 Cottage Road Leeds
LS6 4DD

0113 275 8758
www.arcinspirations.com

Arkell's Brewery

Kingsdown Brewery
Swindon Wiltshire SN2 7RU

01793 823026
www.arkells.com

Ascot Inns

The Clock House Chobham Road
Sunningdale Berkshire SL5 0JA

01344 874222
www.ascotinns.com

Ashperry Ltd

Suite 2 40 Triangle West
Clifton Bristol BS8 1ER

01179 253256

Atmosphere Bars & Clubs Ltd

Seebeck House 1 Seebeck Place
Knowlhill Milton Keynes MK5 8FR

0870 1128776
www.atmospherebars.co.uk

Baa Bars

7 Myrtle Street Liverpool L7 7DN

0151 707 0610
www.baabar.co.uk

B & T Brewery

Shefford
Bedfordshire SG17 5DZ

01462 815080
www.banksandtaylor.com

Barracuda Ltd

1st Floor, Lunar House Globe Park
Fieldhouse Lane Marlow SL7 1LW

0845 3452528
www.barracudagroup.co.uk

Barter Inns

The Colby Arms 132 Gipsy Hill
Upper Norwood London SE19 1PW

020 8670 7001
www.barterinns.co.uk

Barworks Ltd

23 Exmouth Market Clerkenwell
London EC1R 4QL

020 7613 4140
www.barworks.com

Bath Ales Brewery

Unit 3-7, Caxton Business Park
Crown Way Warmley Bristol BS30 8XJ

0117 947 4797
www.bathales.com

Be at One Ltd

85 Battersea Rise
London SW11 1BA

020 7738 2119
www.beatone.co.uk

Beds & Bars

Overlord House 1D Colet Gardens
Hammersmith London W14 9DH

0208 600 5210
www.bedsandbars.com

Bespoke Inns

The Green, Willington, Derby,
Derbyshire, DE65 6DP

01283 704795
www.bespokeinns.co.uk

Black Country Traditional Inns

Unit 4, Tansey Green Road
Pensnet West Midlands DY5 4TL

01384 480156
www.blackcountryinns.co.uk

Blackwater Bars

34 Victoria Road Fulwood Preston
Lancs PR2 8NW

01772 715546
www.blackwaterbars.co.uk

Brakspear Pubs

The Bull Courtyard Bell Street
Henley-on-Thames RG9 2BA

01491 570200
www.brakspear.co.uk

Brasserie Bar Co

Blisworth Hill Farm Stoke Road Blisworth
Northamptonshire NN7 3DB

01604 878450
www.brasseriebarco.com

Bravo Inns

44 Knutsford Road Warrington
Cheshire WA4 1AG

01925 573420
www.bravoinsns.com

British Country Inns

Ampney House Quedgeley
Gloucester GL2 4BR

www.bciplc.co.uk

Brook Group

Brook House 8 Great Cliffe Court
Great Cliffe Rd Dodworth S Yorks S75 3SP

01226 211000
www.brookleisure.com

Brunning & Price

Yew Tree Farm Buildings Saughton Chester
Cheshire CH3 6EG

01244 333100
www.brunningandprice.co.uk

Buccaneer Holdings

37 Rodney Road Cheltenham
Gloucestershire GL50 1HX

01242 239383
www.buccaneer.co.uk

Bulldog Pub Company

1-5 High Street Boston
Lincolnshire PE21 8SH

01205 355522
www.bpcgroup.com

Burlison Inns

5 Mill Meadow Langford
Biggleswade Beds SG18 9UR
01462 701750

Butcombe Brewery

Cox's Green Wrington
Bristol BS40 5PA

01934 863963
www.butcombe.com

C2 Original Inns

63-65 Church Street
Lancaster LA1 1ET

01524 66006
thesunhotelandbar.co.uk

Cains

Stanhope St,
Liverpool L8 5XJ

0151 709 8734
www.cains.co.uk

Calco Pubs

23 Sedgemear Road Yardley
Birmingham B26 2AX
0121 784 3016

Camelot Inns Ltd

PO Box 266 Hitchin
Herts SG5 1WQ

01462 812621
www.camelotinns.co.uk

Camerons

Lion Brewery
Hartlepool TS24 7QS

01429 852000
www.cameronsbrewery.com

Cascade PH Management

5 Merlin Way Bowerhill
Melksham Wiltshire SN12 6TJ

01225 708842
www.molesbrewery.com

Castle Rock Brewing Company

Castle Rock Brewery Queensbridge Road
Nottingham NG2 1NB

0115 985 1615
www.castlerockbrewery.co.uk

Cavendish Bars Ltd

10 Gloucester Place
London W1U 8EZ

www.cavendishbars.co.uk

Cedar Pub Company

5c Ridgeway Court Grovebury Road
Leighton Buzzard Bedfordshire LU7 4SR

01952 463298
www.cedarpubco.co.uk

Chameleon Pub Company

Belasis Business Centre Coxwold Way
Billingham Tees Valley TS23 4EA

01642 343465
www.chameleonbd.co.uk

Chapman Group Ltd

Avenals Farm Water Lane Littlehampton
West Sussex BN16 4EP

01903 856744
www.chapmansgroup.co.uk

Charles Wells Pub Company

Lakeview House Fraser Road Priors
Business Park Bedfordshire MK44 3WH

01234 272625
www.charleswells.co.uk

Charnwood Pub Company

Swan House, 52 High Street Bridgnorth,
Shropshire. WV16 4DX

01746 766521
www.charnwoodpubco.co.uk

Chennell & Armstrong

5 Clifton Moor Business Village
James Nicolson Link York YO30 4XG

01904 691911

Cheshire Cat Pubs and Bars

Ampney House Falcon Close Quedgeley
Gloucestershire GL2 4LS

01565 873395
www.cheshirecatpubsandbars.co.uk

Clementine Taverns

Avon House Tithe Barn Road
Wellingborough Northants NN8 1DH

01933 222110

Clover Taverns

35 Friargate, Preston,
Lancashire, PR1 2AT

01772 823 397
www.clovertaverns.co.uk

Cloverleaf Restaurants Ltd

Number One @ The Beehive Lions Drive,
Shadsworth Business Park Blackburn
BB1 2QS

01254 678001
www.cloverleafrestaurants.co.uk

Coastal Inns & Taverns

Mayflower King's Saltern Road
Lymington Hants SO14 3QD
01590 672160
www.ciatgroup.co.uk

Colombo Group

The Old Queens Head 44 Essex Road
London N1 8LN
020 7354 9993
www.thecolumbogroup.com

Convivial London Pubs

374 Chiswick High Road
Chiswick London W4 5TA
0208 995 0623
www.conviviallondonpubs.com

Conway Taverns

The Clarence 148 North End Road
London W14 9PP
0207 385 4202

Corney & Barrow

1 Thomas More Street
London E1W 1YZ
020 7265 2400
www.corneyandbarrow.com

Cotswold Inns and Hotels

Orchard House, Crab Apple Way
Evesham Worcestershire WR11 1GE.
01386 769 100
www.cotsworld-inns-hotels.co.uk

County Estate Management

Angel Mill Edward Street
Westbury Wiltshire BA13 3DR
01373 828700
www.countyestatepubs.co.uk

Criterion Asset Management

Parkway House Haddenham Business
Park Haddenham Bucks HP17 8LJ
01844 293250
www.criterionasset.co.uk

Daniel Batham & Son

Delph Road, Brierley Hill Dudley
West Midlands DY5 2TN
01384 77229
www.bathams.co.uk

Daniel Thwaites

Penny Street Blackburn Lancashire
BB1 6HL
01254 686868
www.thwaites.co.uk

Davy's

44 Tooley Street
London SE1 2SZ
0207 407 9670
www.davy.co.uk

Deben Inns

Cliff Road Waldringfield Woodbridge
Suffolk IP12 4QL
01473 736215
www.debeninns.co.uk

Drake & Morgan

Suite 199 3rd Floor Temple Chambers,
Temple Avenue, London EC4Y 0HP
020 7583 3446
www.drakeandmorgan.co.uk

Dragon Inns

5c Beulah Road, Rhiwbina,
Cardiff, CF14 6LT
02920 521239
www.dragoninns.com

Eclectic Bars

533b Kings Road
London SW10 0TZ
020 7376 6300
www.eclecticbars.co.uk

Elbow Room

97-113 Curtain Road
London EC2A 3BS
0207 613 1316
www.theelbowroom.co.uk

Elgood & Sons

North Brink Brewery North Brink
Wisbech Cambs PE13 1LN
01945 583160
www.elgoods-brewery.co.uk

Elite Pubs

The Great House Gills Green
Hawkhurst Kent TN18 5EJ
01580 753119
www.elitepubs.com

Enterprise Inns

3, Monkspath Hall Rd Shirley Solihull
West Midlands B90 4SJ
0121 733 7700
www.enterpriseinns.com

ETM Group

c/o The White Swan, 108 Fetter Lane,
London EC4A 1ES
0207 242 9122
www.etmgroup.co.uk

Ever So Sensible Bars

9 Byard Lane The Lace Market
Nottingham NG1 2GJ
0115 988 6833
www.eversosensible.com

Everards Brewery

Castle Acres Narborough
Leicester LE19 1BY
0116 201 4100
www.everards.co.uk

Fat Cat Café Bars

63 Friargate Derby
Derbyshire DE1 1DJ
01332 298069
www.fatcatcafebars.co.uk

Faucet Inn Pub Co

88-90 George Street
London W1U 8PA
0207 486 5175
www.faucetinn.com

Felinfoel Brewery Co

Farmers Row Felinfoel Llanelli
Carmarthenshire SA14 8LB
01554 773357
www.felinfoel-brewery.com

Flying Kiwi Inns

The Kiwi Nest Fakenham Road East
Rudham Kings Lynn Norfolk PE31 8QZ
01485 528048
www.flyingkiwiinns.co.uk

Food & Fuel

6 Camera Place Chelsea
London SW10 0BH
020 7352 6465
www.foodandfuelpubs.co.uk

Foundation Inns

59 Longlands Lane Findern
Derbyshire DE65 6AH
www.foundationinns.com

Frederic Robinson

Unicorn Brewery Lower Hillgate
Stockport Cheshire SK1 1JJ
0161 480 6571
www.frederic-robinson.co.uk

Fuller Smith & Turner

Griffin Brewery Chiswick Lane South
London W4 2QB
020 8996 2000
www.fullers.co.uk

GC Mallen

61 Bexley High Street, Bexley,
Kent, DA1 5AA
01322 550830

George Bateman & Son

Salem Bridge Brewery Wainfleet Skegness
Lincolnshire PE24 4JE
01754 880317
www.bateman.co.uk

Glendola Leisure

364 High Street Harlington
Hayes UB3 5LF
0208 607 5100
www.glendola.co.uk

Global Star PLC

Empire House New St Smethwick
Birmingham B66 2AJ
0121-555 7001
www.clubdv8.co.uk

Golden Lion Group

The Flint House 101 Conway Street
Hove BN3 3LA
01273 776622
www.goldenliongroup.co.uk

Gray & Sons

Rignals Lane Galleywood Chelmsford
Essex CM2 8RE
01245 475181
www.grayandsons.co.uk

Greene King Pub Partners

Westgate Brewery Bury St Edmunds
Suffolk IP33 1QT
01284 763222
www.greeneking.co.uk

Gresham Inns Ltd

1-3 Craven Road Paddington
London W2 3BP
www.greshaminns.co.uk

GU Group

153 Upper Street Islington
London N1 1RA
020 7226 3303
www.grandunionbars.com

Hale Leisure

2 Portsmouth St
Manchester M13 9GB
0161 273 7543
www.haleleisure.co.uk

Hall & Woodhouse

The Brewery Blandford St Mary
Dorset DT11 9LS
01258 452 141
www.hall-woodhouse.co.uk

Harvey & Son (Lewes)

Bridge Wharf Brewery 6 Cliffe High St
Lewes East Sussex BN7 2AH
01273 480209
www.harveys.org.uk

Head of Steam Ltd

Manesty, Leazes Lane, Hexham
Northumberland NE46 3AE
01434 607393
www.theheadofsteam.co.uk

Heartstone Inns

PO Box 1111 Cheltenham
Gloucester GL50 9PN
www.heartstoneinns.co.uk

Heavitree

Trood Lane Matford
Exeter Devon EX2 8YP
01392 217733
www.heavitreebrewery.co.uk

HB Clark & Co

136 Westgate Wakefield
West Yorkshire WF2 9SW
01924 373328
www.hbclark.co.uk

Heron and Brearley

Old Castletown Rd, Kewaigue
Douglas Isle of Man IM2 1QG
01624 699400
www.heronandbrearley.com

Holdens Brewery

George Street Woodsetton, Dudley
W Midlands DY1 4LN
01902 880051
www.holdensbrewery.co.uk

Hook Norton Brewery

The Brewery Brewery Lane
Hook Norton Banbury OX15 5NY
01608 737210
www.hooknortonbrewery.co.uk

Hopback Brewery

Unit 22-24 Batten Road Downton
Salisbury SP5 3HU
01725 510986
www.hopback.co.uk

Hydes' Brewery

46 Moss Lane West
Manchester M15 5PH
0161 226 1317
www.hydesbrewery.co.uk

Ignite Group

15a Ives Street
London SW3 2ND
020 7589 1200
www.ignite-group.com

Inc Group

17 Nelson Road, Greenwich SE10 9JB
020 8858 2437
www.incgroup.co.uk

Indigo Pub Co

63 Western Road,
Hove, BN3 1JD
01273 321400
www.indigopubco.com

Individual Inns

Elslack Skipton
Yorkshire BD23 3AY
01282 842450
www.individualinns.co.uk

Individual Pubs

Unit 111, Norman Ind Est, Cambridge Rd
Milton Cambridge CB24 6AT
01223 226198
www.individualpubs.co.uk

Inn Brighton

PO Box 85
Brighton BN1 6YT
01273 550000
www.drinkinbrighton.com

Intrepid Pub Co

33 Market Place Henley-on-Thames
Oxon RG9 2AA
0845 2997854
www.intrepidpubs.co.uk

Inventive Leisure

21 Old Street Ashton under Lyne
Lancashire OL6 6LA
0161 330 3876
www.revolution-bars.co.uk

JD Wetherspoon

Wetherspoon House Central Park, Reeds
Crescent Watford Herts WD24 4QL
01923 477777
www.jdwetherspoon.co.uk

Joseph Holt

The Brewery Empire Street Cheetham
Manchester M3 1JD
0161 834 3285
www.joseph-holt.com

Joules Brewery

The Brewery Great Hales St Market
Drayton TF9 1JP

01630 654400
www.joulesbrewery.co.uk

J W Lees & Co

Greengate Brewery Middleton Junction
Manchester M24 2AX

0161 643 2487
www.jwlees.co.uk

Kro Bars

The Old Abbey Inn 61 Pencroft Way
Manchester Science Park M15 6AY

www.kro.co.uk

Kurnia Group

Spanish City High Street Mablethorpe
Lincolnshire LN12 1AL

01507 477481
www.kurnia.co.uk

Leelex

33 Call Lane Leeds
West Yorkshire LS1 7BT

0113 243 4008
www.leelex.co.uk

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Chester-le-Street DH3 3AZ

0191 3888221
www.leopardleisure.com

Levenshulme Pub Company

908 Stockport Road Levenshulme
Manchester M19 3AD

0161 257 2484
www.levenshulmepubcompany.co.uk

Little Gems Country Dining

5c Ridgeway Court Grovebury Rd
Leighton Buzzard LU7 4SR

01525 858444
www.littlegemscountrydining.co.uk

Livelihood Pubs

231 Putney Bridge Road Putney
London SW15 2PU

0208 8779467
www.livelihood.co.uk

Living Ventures

4-6 Princess Street Knutsford
Cheshire WA16 6DD

01565 631234
www.livingventures.com

London Bar Company Ltd

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Hammersmith London W6 9JT

www.londonbarcompany.com

Loungers Ltd

2nd Floor 14 St Thomas St
Bristol BS1 6JJ

0117 930 9971
www.thelounges.co.uk

Lovely Pubs

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Midlands B93 0BN

01564 785364
www.lovelypubs.co.uk

Marbury Taverns

Preston Road Charnock
Richard PR7 5JZ

01257 795888
www.marburytaverns.co.uk

Market Taverns

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London Bridge London SE1 9AA

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www.markettaverns.co.uk

Marston's Inns and Taverns

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01902 711811
www.marstonstaverns.co.uk

Marston's Pub Company

The Brewery Shobnall Road Burton Upon
Trent Staffs DE14 2BG

0844 848 3236
www.marstonspubcompany.co.uk

McClean Inns

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South, Buckinghamshire, SL0 9AE

01753 652624
www.mcclean-inns.com

McGowan Irish Bars

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London NW9 6LU

0208 200 5256
www.irishbars.co.uk

McManus Pub Co

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Northampton NN2 6HT

01604 721777
www.mcmanuspub.co.uk

McMullen & Sons

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Herts SG14 1RD

01992 584911
www.mcmullens.co.uk

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08700 111 822
www.mentorinns.co.uk

Merchant Inns

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Windsor End Bucks HP9 2JW

0870 890 3740
www.merchant-inns.com

Merlin Inns

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Surrey GU6 8JJ

01483 278172

Mint Group

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London SW4 6BB

020 7498 5615
www.mintgroup.co.uk

Mitchells & Butlers

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Midlands B3 1JP

0121 498 4000
www.mbplc.com

Mitchells

11 Moor Lane
Lancaster LA1 1QB

01524 596000
www.mitchellsinnsco.uk

Moleface Pub Company

63 Friargate Derby
Derbyshire DE1 1DJ

0115 933 5659
www.molefacepubcompany.co.uk

MTL Management Services

29 Jubilee Drive
Loughborough LE11 5XS

01509 266544
www.mtlms.com

Newport Pub Company

5c Ridgeway Court Grovebury Road
Leighton Buzzard Bedfordshire LU7 4SR

01952 463298
www.newportpubco.co.uk

The New Pub Co

GlassHouse Chambers,
14 Coombe Road, Surrey, KT3 4QE

0208 942 4650
www.newpubco.com

Nexum Operations Ltd

4 Bank Court Weldon Road Loughborough
Leicestershire LE11 5RF

08451 2777041
www.nexumleisure.co.uk

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London SW1Y 4EL

0207 968 2400
www.novusleisure.com

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01442 890844
www.oakmaninns.co.uk

Oak Taverns

8a Buttermarket Thame
Oxfordshire OX9 3EW

01844 213867
www.oaktaverns.co.uk

Old Mill Brewery

Mill Street Snaith
East Yorkshire DN14 9HU

01405 861813
www.oldmillbrewery.co.uk

Only Pub Company

Duke's Chambers 7 Duke Street
London W1U 3EE

020 7935 5722
www.theonlypubcompany.com

Orchid Group

Park Mill Burydell Lane Park Street
St Albans AL2 2HB

01727 871100
www.orchidgroup.co.uk

Ossett Brewery Pub Co

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01924 26133
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Crossways Dartford
Kent DA2 6QD

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Palmers Brewery

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01308 422396
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01832 730222
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08721 077 077
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01773 510863
www.pubpeople.com

Punch Taverns

Jubilee House, Second Ave, Centrum 100
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01283 501600
www.punchtaverns.com

Red Car Pubs

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020 7407 9934
www.redcarpubs.com

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020 8675 2201
www.renaissancepubs.co.uk

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0131 528 2700
www.pub-enterprises.co.uk

S.A. Brain & Co

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www.sabrain.com

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01442 864480
www.salisburypubsltd.co.uk

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01937 832225
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Sarumdale

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01444 243573

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London ME13 7AX

01795 532206
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SG14 1BA

01992 587674
www.thesnugbar.co.uk

Spirit Pub Company

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01283 498400
www.spiritpubcompany.com

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0114 2238090
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0845 2411122
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020 7399 420
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01937 835020
www.tadpubco.co.uk

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01793 441429
www.the1440.co.uk

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www.tgifridays.co.uk

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www.thorleytaverns.co.uk

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01535 603139
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Burslem Stoke-on-Trent Staffs ST6 1JL
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www.titanicbrewery.co.uk

TLC Inns

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Essex, CM11 1NA
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www.tokyoindustries.com

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www.commer.co.uk

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01797 270 913
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www.urbandcountryleisure.com

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020 7604 5956
www.ulg.co.uk

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0191 281 6015
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0191 536 8388
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Weston Castle

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Centre, Bamber Bridge Preston PR5 8BF
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Bedfordshire LU5 5XE
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01892 871042
www.whitingandhammond.co.uk

Windsor Pub Co

Royal Oak Thames Street
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01753 865179
www.windsorpub.co.uk

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01928 740977
www.woodwardandfalconer.com

Yard Glass Pub Company

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01942 256 699
www.ygpc.co.uk

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Stroud GL5 5EX
01942 256 699
www.yellowhammerbars.co.uk

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Micklegate York YO1 6JX
01904 621162
www.yorkbrew.co.uk

Young & Co

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Wandsworth London SW18 1NH
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