The OnTrade Preview 2019

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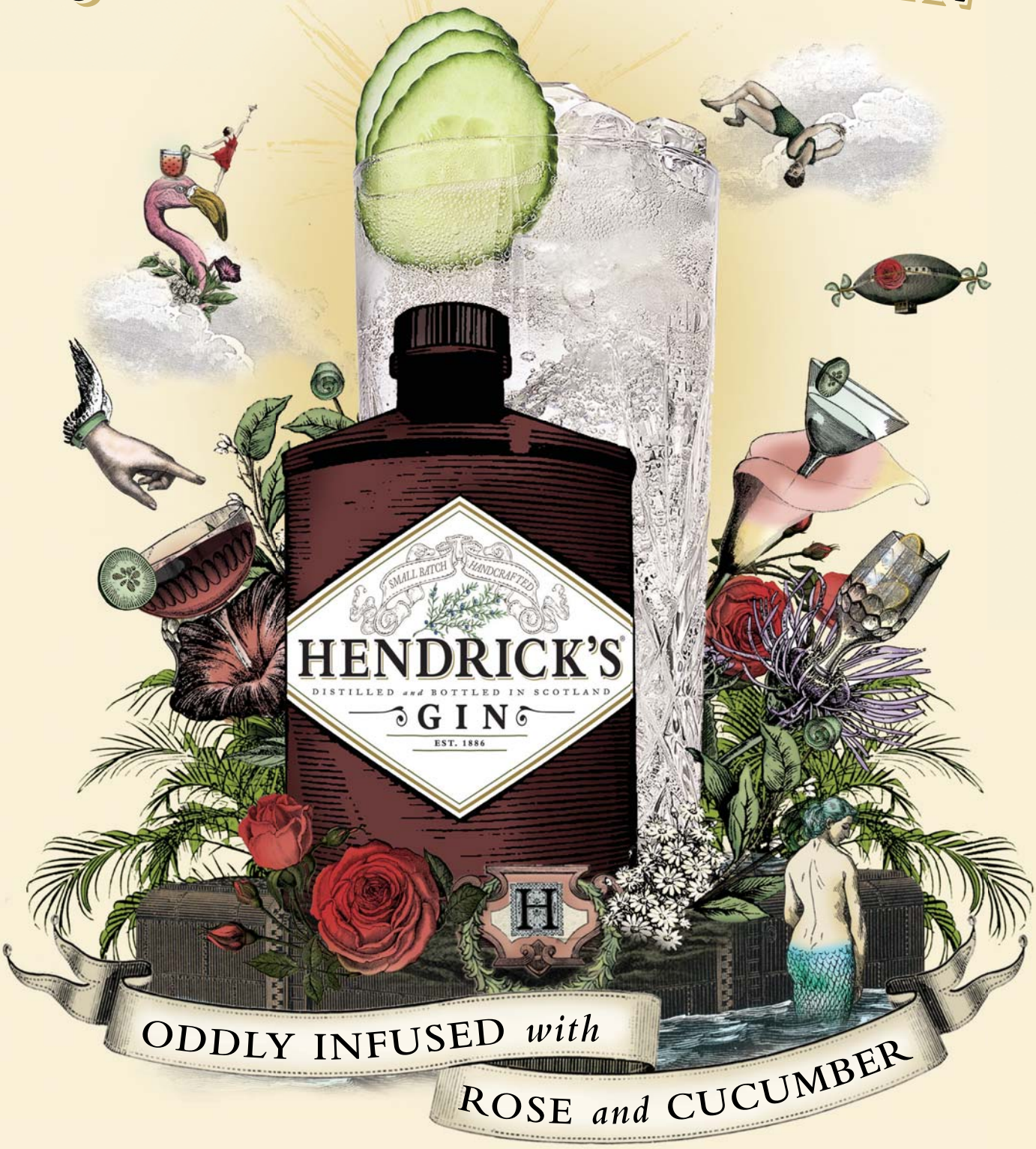

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The OnTrade Preview aims to provide information and inspiration to all those engaged in the business of running pubs and bars. Thanks are due to the key industry commentators, licensed trade experts and leading drinks writers who have contributed their experience, knowledge and insight into the challenges and opportunities that 2019 will bring the licensed ontrade

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Matthew Clark

Welcome to The OnTrade Preview 2019

This year, UKHospitality's first, has been a tumultuous one, but there is much of which the sector can be proud as we roll into 2019.

An issue on which we can be particularly pleased is our proactive efforts to cut plastic packaging waste; something that is increasingly at the forefront of consumers' minds. This year, UKHospitality worked alongside other industry bodies, notably the British Institute of Innkeeping, to spearhead a campaign to encourage pubs, bars, restaurants and nightclubs to ditch straws and other single-use plastics. The efforts have already made a significant impact and the Government has taken notice, sidestepping a possible latte levy that would have presented an additional burden. Not only will this help avoid an unnecessary cost measure, it also shows the sector's willingness to lead on an issue that many customers are concerned about.

Businesses need stability and clarity if they want to prepare for the future and plan their investment accordingly. This applies across the board and is obviously not restricted to the hospitality sector.

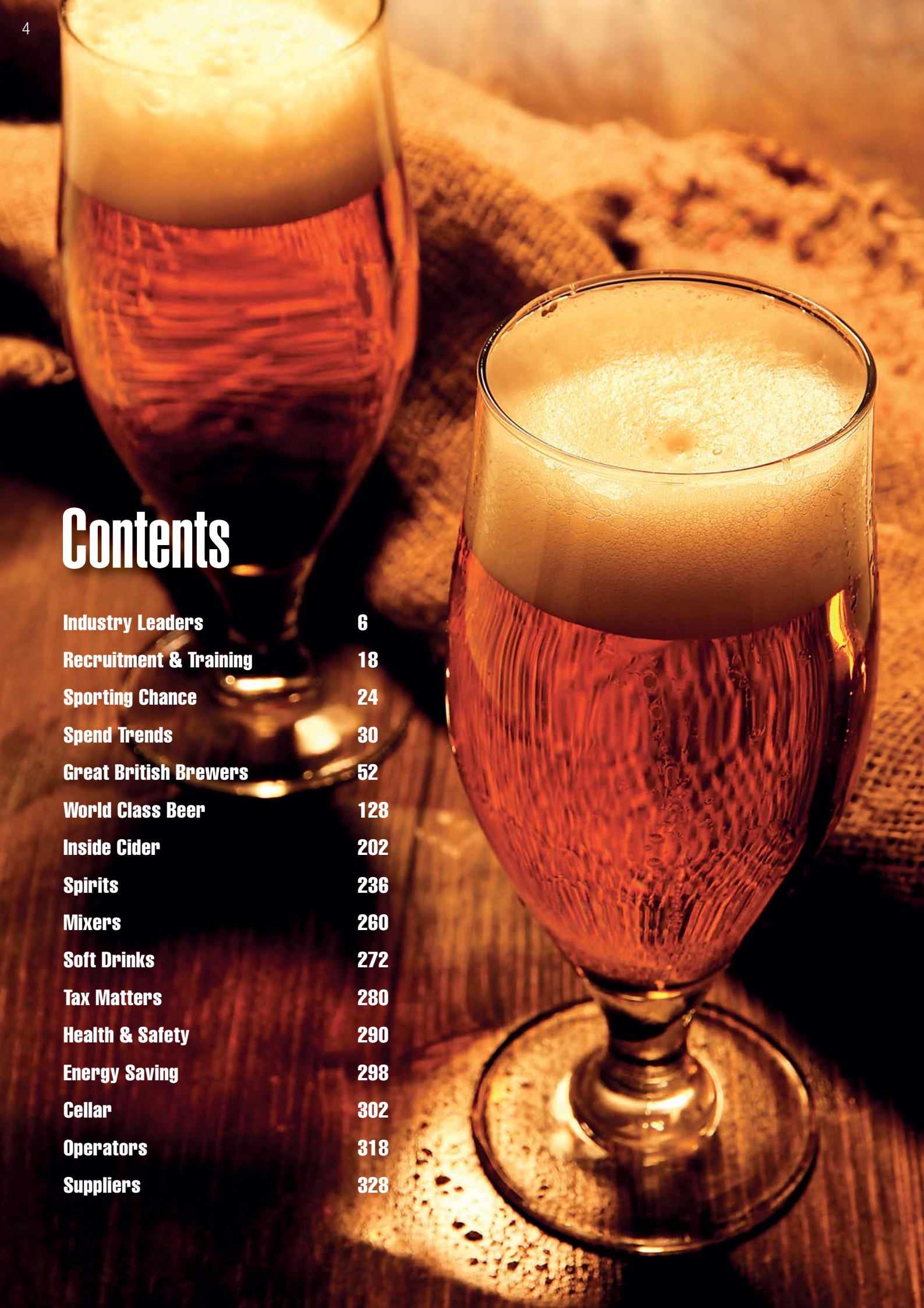
At times such as these, when the political climate seems so uncertain, everyday challenges seem to be magnified. The political uncertainty makes recruitment and the safeguarding of the future workforce of the sector, a vital aspect of business, all the more difficult. Recruitment can be a challenge for businesses at the best of times and the upheaval in British politics has presented the sector with an unwanted additional hurdle we will have to clear.

We like to think that the sector is at the cutting edge of business and we will have to be able to evolve if we are to overcome the challenges of the year ahead. This is going to be crucial over the coming 12 to 24 months and will test our ingenuity, judgement and the appeal of our sector.

Kate Nicholls

Chief Executive

UKHospitality



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THE SPIRIT OF NEW ORLEANS

BLACK

FOR THOSE WHO WANT THEIR SMOOTH SOUTHERN COMFORT EXTRA BOLD, BEST ENJOYED WITH COLA AND GARNISHED WITH AN ORANGE WEDGE.

Original

THE SMOOTH DRINKING WHISKEY LIQUEUR CREATED BY M.W HERON IN 1874 AND BORN IN NEW ORLEANS, ENJOYED BEST WITH LEMONADE AND FRESH LIME.

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Hospitality: a diverse, vibrant and exciting sector

Industry Leader

In 2018 UKHospitality was formed following a merger between the ALMR and the BHA. Chief Executive, Kate Nicholls, highlights the association's early achievements and its plans for the future

A little over seven months ago, UKHospitality (UKH) was established, providing the country's myriad hospitality businesses with a single trade body for the first time. UKH was established following a merger between the Association of Licensed Multiple Retailers (ALMR) and the British Hospitality Association (BHA). The formal merger of the two trade bodies represented a logical next-step following years of increasingly close partnership work, representing the various elements of the UK's vibrant and wide-ranging hospitality sector.

The new body has been active since April and in that relatively short period of time, we have had some immediate success in positioning ourselves as the definitive and authoritative voice for the sector in the eyes of Westminster, Whitehall and devolved institutions. We now represent over 700 companies who, between them, operate around 65,000 venues across the UK. UKHospitality speaks for a wide range of businesses across our diverse sector including pubs, restaurants, coffee shops, hotels, serviced apartments, leisure parks, nightclubs, contract caterers, entertainment, stadia and visitor attractions.

A Diverse and Dynamic Association

UKH is arguably the nation's most diverse and dynamic trade association and proudly represents a sector that is the 3rd largest private sector employer in the country, providing gainful employment for 3.2 million people, which is double the number in financial services. Hospitality businesses spend £10 billion on capital each year in local communities around the UK. The sector creates £130 billion in economic activity, more than the automotive, pharmaceutical and aeronautical sectors combined. Our businesses also pay £39 billion in taxes, providing vital funds for national and local public services.

UKHospitality's modus operandi is to provide support for the sector to ensure that employers can continue to invest and grow, and to secure the future of businesses that are both economic and cultural assets. We want to ensure businesses are able to continue to generate jobs and growth across the sector. To do this, our focus is on reducing costs for businesses, securing the future workforce of the hospitality sector and sidestepping restrictive legislation that inhibits businesses' ability to operate and innovate.

"Our focus is on reducing costs for businesses, securing the future workforce of the hospitality sector and sidestepping restrictive legislation that inhibits businesses' ability to operate and innovate"

Key Issues

Throughout the first months of our existence as a new body, we have been in constant dialogue with the Government and capitalised on the existing relationships we had as the ALMR and BHA. Our lobbying focus, incorporating our principal aims and taking into account the political and economic landscape has centred around a few main areas.

Reforms for the High Street

High streets have been decimated by increasing costs and hospitality businesses perhaps more so than others, overpaying businesses rates by £1 billion, and we have consistently pushed for reform of a sector that is no longer fit for purpose and doesn't take into account the realities of business in the 20th Century. We have had some significant success on this front and, due in part to our efforts, the Government has announced the introduction of a tax on digital businesses. This will ensure that big digital companies begin to pay their fair share, but the next step for us is to convince the Government to ringfence funds raised by this tax to ease the unfair burdens on hospitality.

The Business of Brexit

The main issue for businesses, politically and economically, continues to be Brexit and is likely to remain the case well beyond the date of withdrawal. This poses some problems as we work to promote careers in the sector and secure its future workforce. Hospitality employers are naturally concerned that the Government's post-Brexit immigration policy will restrict access to non-UK workers needed to boost domestic teams. We have pushed the Government to ensure that any future policy does not focus only on high-skilled technical roles and allows employers to fill vacancies and continue to invest in their businesses. Restrictions on hospitality businesses' ability to employ will have severe consequences for the sector. To help facilitate employment we also continue to push for a doubling of the NIC threshold for employers and assurances that wage rates will be set independently.

Image Management

We are also keen to promote the image of the sector in the eyes of the public and policy-makers. One of the ways in which we will achieve this is by fostering a positive working relationship between hospitality businesses and local authorities. Venues, particularly late-night venues, are sometimes viewed as problems to be solved, rather than community assets that can be supported and encouraged for the mutual benefit of the local authority, the venue and the region. We want to foster a closer working relationship with authorities and venues and promote partnership and voluntary schemes that avoid the need for potentially costly legislation. This means highlighting the good work already being carried out by hospitality venues to provide jobs and encourage investment, as well as steps taken to promote healthier attitudes to food and alcohol, safer nights out, and cutting packaging and plastic waste. The sector is already hard at work trying to achieve this through schemes like Purple Flag and Best Bar None; by reformulating menus, cutting calories and offering even more choice and transparency for customers. UKHospitality works closely with its members to provide guidance and support to ensure that they are in the best possible position to foster a productive relationship with their local authorities and with Westminster.

"We have pushed the Government to ensure that any future policy does not focus only on high-skilled technical roles and allows employers to fill vacancies and continue to invest in their businesses"

The hospitality sector is diverse, vibrant and exciting, and it is UKHospitality's mission to make sure that message is spread far and wide. In under a year we have managed to achieve a considerable amount, but there is more we can do. UKHospitality was established to secure the future prosperity of the sector and that is where our work will lie.

WHAT WE DO

Representing more than 700 companies in a sector that employs 3.2 million people, UKHospitality speaks for a sector that represents 10% of UK employment, 6% of businesses and 5% of GDP.

UKHospitality seeks to unlock the industry's full potential as one of the biggest engines for growth in the economy. Our key priorities are the future workforce of the sector, tackling the excessive tax burden the sector faces and ensuring that regulation on business is proportionate.

PROMOTE	WE PROMOTE THE SECTOR SO WE ARE NOTICED AND TREATED FAIRLY
PROTECT	WE PROVIDE ADVICE TO PROTECT OUR MEMBERS' COMMERCIAL INTERESTS
PREVENT	WE LOBBY TO PREVENT RESTRICTIVE LEGISLATION OR TAXATION

TO JOIN OR TO FIND OUT MORE, GO TO
www.ukhospitality.org.uk/page/Membership

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BBPA Review & Preview

Industry Leader

Brigid Simmonds, Chief Executive of The British Beer & Pub Association celebrates the successes of the last year and looks towards the challenges and opportunities of 2019

Reflecting on 2018, one of the highlights for the industry was seeing the nation gripped with 'football fever' as the England team rekindled the nation's love affair with football. It was also the hottest summer to boot for 40 years and amongst it all there was also the Royal Wedding. It's safe to say then it was another busy year for breweries and pubs across the nation as they worked tirelessly to meet the demand of thirsty punters who headed to their local to enjoy these occasions.

At the BBPA, it was another busy year for us as well, focussing heavily around beer duty, business rates, Brexit and the Budget.

Whilst we have enjoyed great success in recent years - most recently in the October 2018 Budget no less - further cuts or freezes in beer duty are still needed if we are to foster a climate that promotes investment and enables us to compete with our European neighbours, where duty rates remain considerably lower than here in the UK.

Yet the need for further tax cuts doesn't change the political challenge of securing them. In fact, I'd go as far as to say that securing a tax cut or freeze for our industry is at its most challenging when looking at the political climate we find ourselves in.

To that effect, it's more important than ever that our industry pulls together when it comes to the campaign to reduce the tax burden on pubs. This is where the launch of the Long Live the Local campaign earlier this year, spearheaded by Britain's Beer Alliance with active support from ourselves at the BBPA and other industry bodies, has made a real difference to our sector.

> ***"Further cuts or freezes in beer duty are still needed if we are to foster a climate that promotes investment and enables us to compete with our European neighbours"***

Long Live the Local

The Long Live the Local campaign celebrates the important social, economic and cultural role pubs play in our communities, but also highlights the jeopardy local pubs face from a range of tax pressures. It created a groundswell of public support that heaped the pressure on politicians. Over 115,000 people signed the petition to cut beer tax in the Budget, with a further 48,000 writing to their local MP to show their support for the campaign.

This certainly got the attention of Parliament and the Chancellor. Hosting our very own annual BBPA drop-in session with MPs before the budget, we got a total of 71 MPs supporting the Long Live the Local campaign. Many of these hadn't previously engaged with us on the issue of beer duty. Just about every MP I spoke to personally at the event highlighted how stuffed their inboxes were from those 48,000 campaign letters sent!

The success of the Long Live the Local campaign and the political engagement from the team at the BBPA has made a real, tangible difference to our sector and pubs across the country. The freeze it secured in the October Budget will save brewers, pubs and pub-goers £110 million and secure upwards of 3,000 jobs that would have been lost had beer duty gone up. We are already working on the campaign for next year.

Business Rates boost

With pubs paying 2.8 per cent of the entire business rates bill, despite accounting for just 0.5 per cent of total business turnover, rates have always been a key focus of our work.

The Chancellor's decision to cut business rates (as campaigned for by the BBPA) by a third for high street and other small businesses

was therefore great news for community pubs, particularly alongside the beer duty freeze. Our analysis suggests that this will save £120 million for those pubs affected, securing the viability of many community pubs across the country.

The Digital Services Tax announced by the Chancellor was also welcome news for our sector. The BBPA has long called for a system that reflects the changes in the world of business, ensuring that online businesses pay their fair share of tax. We will push for the Chancellor to use the this to provide further support for pubs and in the long term for a complete review of the business rates system to reduce the burden on all pubs.

The Brexit Effect

Whilst our sector will greatly benefit from these helpful changes to beer duty and business rates, looking to the year ahead, we must continue to keep up the pressure. As we move into 2019, the political debate will sharpen its focus even more on Britain preparing to leave the EU on 29th March 2019.

Post-Brexit, it is vital that businesses can access the skills and people they need to continue supporting economic growth. For brewing and pubs, this means there needs to be a review of the migration 'tier' system.

There is a real shortage for pubs when it comes to recruiting chefs, who would not qualify for tier two status as it stands or meet the minimum £30,000 salary threshold. In this regard, it has been good to see the Government's proposals that the Youth Mobility Scheme be extended to the EU.

However, more needs to be done to guarantee that pubs and brewers alike can retain access to the talent they need. This is why we will continue to push for the proposed Tourism Sector Deal and its emphasis on skills.

It is also imperative that post-Brexit, the Excise Movement and Control System, which covers all excise goods travelling under duty suspension provisions including alcoholic drinks, remains in place. This will help UK brewers continue to export their fantastic beer into Europe, whilst ensuring there are no added headaches or pressures to pubs looking to bring beer from the continent to their bar.

Brexit still presents many opportunities for our sector - not least to adjust the duty regime in ways that would help beer and pubs. Under EU law it isn't currently possible for the Government to charge a lower rate of duty on beer sold in pubs or on low strength beers up to 3.5% ABV, something we would like the Government to examine as we gear up for the last phase of the Brexit process.

Despite all the challenges we have fought, and those we continue to face in the future, we should be proud that we are such a resilient sector. Ours is one that is at the very heart of the nation's social life as a whole, bringing people together - whether it be to watch the England team, the Royal Wedding or to enjoy the good weather.

No other sector can claim that, and we will continue to highlight how wonderful our industry is.

Fresh challenges in a vibrant beer industry

Industry Leader

Mike Benner, SIBA Chief Executive, shares his thoughts on the big issues which have affected the brewing industry in 2018 and his predictions for what's on the horizon in 2019

2018 has in many ways been a hugely positive year for British beer, as the availability of a broader, more diverse range of beers has helped to attract new drinkers and demographics to the sector.

As 'craft beer' moves into the mainstream we are however seeing increased pressure from the Global Brewers, who are snapping up successful independent breweries left right and centre – alongside launching their own products marketed as 'craft'. For casual beer drinkers seeking out interesting beer this has muddied the waters, making it even more difficult for genuine independent craft beers from British producers to get the traction they deserve.

As the Cask Report showed, traditional cask beer - which is the mainstay of SIBA members production - is in a long term sales decline. Education of bar staff, proper cellar management, cleaning and crucially getting the temperature right will all be needed to attract a new generation of cask ale drinkers.

There are both positives and negatives to report from Government too, with a welcome freeze in Beer Duty and a package of business rates relief announced in this year's Budget coming as welcome news for struggling licensees - but much more work to come in ensuring the announced reform of Small Brewers' Relief protects Britain's smallest brewers, whilst allowing growing business to continue to expand.

Chancellor announces a review of Small Brewers' Relief

On the 29th October 2018, as part of the Chancellor's Budget, Phillip Hammond announced that the Treasury would conduct a review of the Small Breweries Relief scheme to examine whether it continues to support growth.

Small Breweries' Relief (SBR), sometimes known as progressive beer duty, allows small brewers to pay a more proportional rate of duty on their beer, allowing small professional brewing businesses to compete with global brewers who dominate the marketplace. Since its introduction in 2002, British independent craft brewing has been transformed and we now have a vibrant, exciting, innovative brewing scene in the UK.

But the reasons for SBR's introduction are as valid today as they were back in 2002 and SIBA are engaging with the treasury to ensure that the review of SBR protects the smallest brewers whilst allowing successful independent breweries the ability to continue to grow.

SIBA is resolute that no brewer should lose any duty relief as the result of any reform and will continue to defend SBR at current levels whilst lobbying for positive reform, gathering as much support as possible from across the brewing industry.

Freeze in beer duty essential for health of the on-trade

The freeze in beer duty is good news for UK brewers, publicans and beer drinkers as a planned rise in line with inflation would have meant a £100m hit to Britain's brewers. As we have seen with beer duty rises in the past even a small rise in tax can mean a big increase to the price of a pint on the bar, driving beer drinkers away from pubs and into the off-trade.

Quality cask and keg beer are unique to pubs and deserve to be protected, and as well as a freeze in beer duty SIBA campaigned for a different rate of duty for draught beer – something which would directly benefit publicans across the UK.

Whilst this was not achieved in 2018 it is something SIBA will continue to lobby Government for on behalf of British publicans and our independent brewing members.

Budget 2018: £1.5bn package of business rates relief

There was more good news in this year's Budget via the £1.5bn 'high street rescue plan', cutting business rates for most English pubs, craft beer bars and taprooms by a third. As the policy only applies in England; brewers, publicans and responsible drinkers in Wales, Scotland and Northern Ireland will want their devolved administrations to back this proposal, too, but the announcement was a welcome development for pubs in England at a time when many licensees are struggling with high rents and tied-beer prices.

Quality, higher strength craft beers are not a part of 'Immoderate Consumption'

New guidance proposed by the Portman group this year around 'Immoderate Consumption' was clearly aimed at targeting high-strength low quality drinks such as super-strength cheap lager and white cider. However the proposed guidelines did not take into account price and as a result SIBA highlighted the impact the proposed measures could have on independent craft breweries producing higher strength imperial stouts and IPAs in cans – something which has been very popular in 2018.These independent craft beers, which often command high prices and are seen as beers to share or enjoy over a longer space of time, would have fallen foul of the new rules if packaged in a can as these are not a resealable container.

Under the proposed guidelines an 8% imperial stout in a 440ml cans would have been in breach of guidance, even if that beer was being sold for £8, £9 or even £10 in the off-trade. In the on trade the price for these premium products would rightly be even higher – something which SIBA are appealing to the Portman group to factor in. We are awaiting a result on this activity and hope that the support from BBPA and CAMRA will make a difference.

Increasing shift towards keg, bottle and canned beers

The growth in popularity of American style IPA, quality lager and sour beers (all of which tend to favour being served on keg) have contributed to the growth of keg beer production amongst SIBA member breweries.In fact as the launch of SIBA's Beer Report 2018 showed, 44% of members are now selling some craft beer in keg, as apposed to 37% and 27% in the two years previous. So whilst cask beer still makes up the majority of independent brewers' production, at around 69%, it is clear that keg beer is on the rise and serving quality independent craft beer in keg is going to be a real selling point for British pubs.

Brewery buyouts & Global beers marketed as 'craft'

Craft beer is the biggest drinks trend in the UK, head and shoulders above artisan Gin or quality coffee, both of which have made their own stamp on the hospitality industry but have had nowhere near the influence of craft beer.

This trend towards interesting, flavoursome beers has not gone unnoticed by the global brewers, who are buying out previously independent craft breweries such as Camden, Meantime and Sharp's or launching their own beers marketed as 'craft' such as Maltsmiths from Heineken or Hop House 13 from Guinness.

This deliberate muddying of the waters makes it difficult for consumers to identify the beers from truly independent craft brewers that they clearly demand. In fact research by YouGov showed that 60% of beer drinkers care who brews their beer and almost half (by far the biggest segment) regard craft beer as being brewed by small independent breweries rather than global corporations.

This consumer demand clearly shows the need for the on-trade to offer genuine choice and a range of interesting beers from independent brewers.

SIBA's 'Assured Independent British Craft Brewer' seal aims to do exactly that, identifying beers which have been brewed by independent, relatively small brewers making quality beer.

As well as appearing on pumpclips, bottle and can labels the seal can be used by the on-trade to promote their local SIBA member brewers on the bar. Drop us a line to find out more.

A look to 2019

With Brexit looming and an unstable export market likely, sales at home are going to continue to be hugely important to British brewers, making taxation and legislation which gives pubs and the beer industry as a whole the best possible chance of success hugely important.

Securing a reform of Small Brewers' Relief which protects our smallest brewers while allowing larger independent brewers the ability to grow will be a key issue for SIBA and our members in 2019 and something which the on-trade should certainly be aware of.

Protecting independent brewers means protecting the beers on-trade customers are demanding and ensuring the future of the Great British pub.

Alongside this I think we will see increasing use of the term 'independent craft beer' to begin to ensure the so-called craft beers from the Global brewers don't swamp the market created by independent brewers, and ultimately deny consumers accessing the real deal.

In this same vein, access to market will be hugely important in 2019 and SIBA will be working to make it easier for licensees in the UK to get access to the local, independent, quality beers they want to serve – and equally for our member breweries to be able to sell the beers that consumers are demanding.

THE SOCIETY OF SIBA INDEPENDENT BREWERS
The voice of British independent brewing

BII Forward Thinking

Industry Leader

Mike Clist, CEO of the BII looks at the way the industry is stepping up to meet the global and local challenges of our times

#thelaststraw

The overuse of plastics in pubs has been a subject close to my heart for some time now, so it was a logical step earlier in 2018 for the BII to team up with UKHospitality, the BBPA and the Morning Advertiser to launch a campaign to raise awareness and encourage more pubs to reduce their use of plastics.

The obvious culprits were plastic drinking straws and stirrers, thousands of which end up in our oceans every year, and, as we saw on Blue Planet 2 last year, are being consumed by aquatic birds and sealife and ending up polluting the seabed as micro-fragments which will take hundreds of years to degrade.

Plastic has already permanently damaged our oceans.

All this, for the sake of a straw. The amount of unnecessary plastic packaging of food and drink, hygiene products or even marketing materials, that passes through a pub and is not recycled gives the challenge a whole new dimension.

If we do not change the way we live, 12 billion tonnes of plastic will be in landfills and the natural environment by 2050. In early 2018, I was still walking into pubs and being given non-biodegradable plastic straws as standard, when I didn't actually need or want a straw at all.

I would hand them back at the point of purchase, and talk to the bar staff about the issue, but the wider question was, what could we as an industry do?

"There was a question of cost associated with biodegradable options, but by simply asking customers if they want them before automatically adding them to every drink, numbers were vastly reduced"

First of all, we called on all of our members and the wider hospitality industry to stop putting straws and stirrers in drinks as standard - or indeed preferably ban them altogether!

There was a question of cost associated with biodegradable options, but by simply asking customers if they want them before automatically adding them to every drink, numbers were vastly reduced. With less people asking for them, environmentally friendly alternatives became a much more affordable option.

Secondly, we encouraged businesses to talk to their suppliers. Asking them to limit the packaging they use for deliveries.

There is increasing pressure on all sections of the supply chain to reduce packaging so making them part of the conversation about what they could do to cut out plastics was the next logical step.

Thirdly, we asked that they were talking to the waste management contractors and local authorities about all of the recycling options available.

Businesses are unlikely to be able to cut out all plastics, so ensuring they are using local schemes effectively will help immensely.

A wave of support

Since we launched the campaign in February 2018 a number of high profile licensed sector businesses announced they were banning single use plastic straws and their support at that early stage has to be commended.

With customers generally welcoming the move, and the media coverage growing daily the stage was set for thousands more businesses to follow suit.

The pub trade is a great barometer of the UK public's mood, and the level of support surrounding environmental issues has

continued to soar as we read almost constantly about global warming and pollution in the press and online.

This is an issue where thousands of small changes can actually come together to make a big difference, and in the relatively short space of time since the launch of this campaign, we have seen a wave of positive movement from the hospitality sector.

Companies are now writing plastic policies, making their environmental responsibility part and parcel of staff training, and underlining the importance of eliminating single use plastics and recycling wherever possible.

Training for the future

It makes me very proud that our members have embraced this change, despite some of the additional costs associated with making more environmentally friendly choices for their business, but it wasn't a surprise.

They continue to inspire, innovate and grow at a time when hospitality is under huge pressure. Not only are our members surviving the difficult trading conditions, they are, in many cases, leading the charge forward for the retail sector as a whole.

The British Institute of Innkeeping exists to provide support, guidance and advice to its members, and as part of our drive to improve training standards and champion the fantastic development programmes that exist within our sector, we once again ran, in conjunction with Propel and CPL Online, the National Innovation in Training Awards (NITAs).

2018 was our best year yet, with a wide range of hospitality businesses showcasing their talents in training and development.

With the staffing challenges of Brexit, we saw companies big and small, future-proofing their business by nurturing the talent that we clearly have in our industry and striving to prove that they were the employers of choice for the next generation.

"With the staffing challenges of Brexit, we saw companies big and small, future-proofing their business by nurturing the talent that we clearly have in our industry"

Heroes of the High Street

Our industry has always been a resilient one. In order to survive, pubs are having to diversify. It's no longer enough to just be a local boozer. You have to become all things to all people - a coffee house, a meeting space, an event destination.

The unique opportunity for our pubs lies in the way in which they can provide the much needed "third space" for people, away from their homes and workplaces.

For many, isolation and loneliness is a daily reality, and for some, the only human contact they have is with the friendly face behind the bar. It may be just small talk with another customer about the weather, or a bit of lively discussion about last night's match, but those small moments of connection with another person are what puts pubs at the heart of their communities.

Government launched their first Loneliness Strategy in October 2018 and a report from RSPH (Royal Society for Public Health) concluded that pubs are considered a vital part of a healthy high street because of the social element they bring.

"We are a warm, vibrant and friendly industry in the unique position of being able to provide our customers with much more than just the tangible pint of beer or plate of food"

This is the key to the future of not just pubs, but our high streets in general. People can shop online, but there is nothing that beats that face-to-face human interaction.

We are a warm, vibrant and friendly industry in the unique position of being able to provide our customers with much more than just the tangible pint of beer or plate of food. We facilitate the opportunity to celebrate, commiserate or just catch up with friends, family and even strangers instead of feeling lost and lonely.

That makes pubs and the fantastic people who work in them, the heroes of the high street.

The CGA Preview

OnTrade Trends

While 2019 is certain to bring some challenges to the ontrade, there are grounds for optimism as we move beyond the uncertainties of 2018. Ashley Cairns, Director of CGA Strategy, dusts off his crystal ball

The ontrade remains an industry that is almost unique, with its high level of optimism on what the future will bring. It is likely that this optimism will help pull it through and 2019 will be okay for most and exceptional for some

At the time of writing there is great news around Business Rates, which will help many, thanks to a highly successful lobbying campaign by the UKH, BBPA and other retail business organisations.

The freezing of duty on beer, cider and spirits was equally welcome.

At the end of 2017 we heard widely that the ontrade was going to suffer "The Perfect Storm".

In this article last year, it was suggested that "When you head into a storm you need to batten down hatches, sheet in the topsail, meet the wind head on and probably call for Hornblower!" A strategy that is often successful, I am told by friends in the sailing world, but it is not guaranteed.

Sometimes the storm is so overwhelming for some craft that the consequences can be severe.

"The undoubted category winners will continue to be craft beer, gin, and rum, with the latter the hottest tip to accelerate further"

The market has continued, as it has since the mid-00s, to contract, restructure, reshape and re-focus.

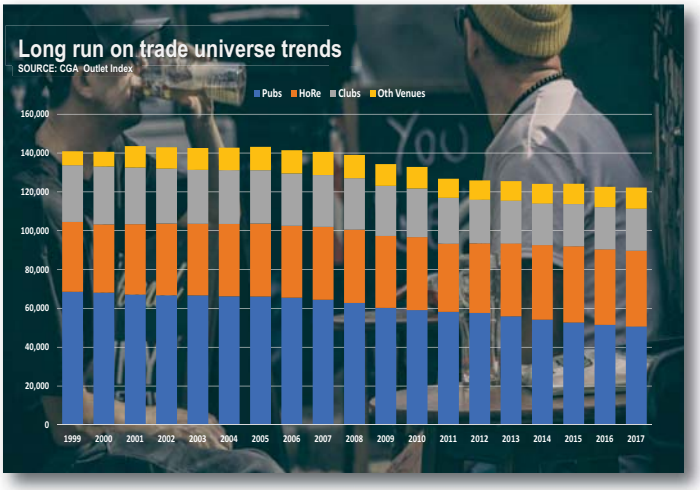
Additionally, in 2018 there was a change in pace which for many was increasingly adverse and thus made operational activity too challenging.

Too many times this year we have heard that "the market moved on really quickly". They may well believe that to be true, but it's more likely that the market was not being watched as closely as it should have been.

The OnTrade Universe

Looking forward to 2019 the key factors influencing 2018 are still largely prevalent. It is most likely that they will also be as influential.

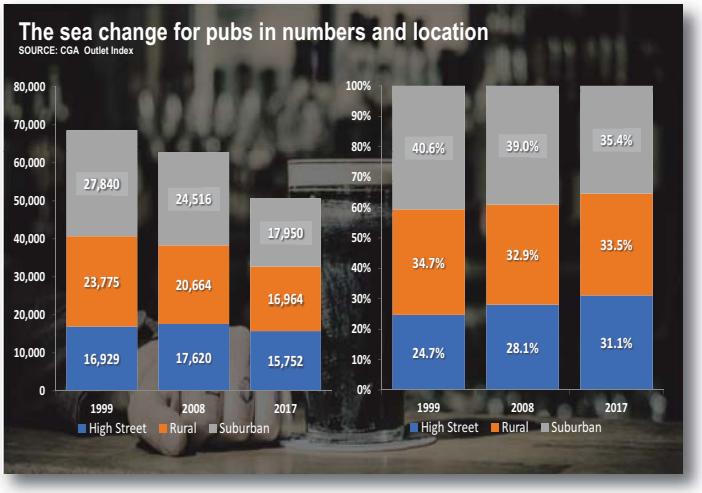
There has been shake out in terms of outlets over the last 12 months. Ontrade outlet numbers have dropped by ca. 3k since December 2017 to ca 119k outlets as at September 2018



The ontrade has been steadily restructuring since 2007.

The "Smoking in Public Places" was a health lobby campaign that impacted the ontrade, but it has met that challenge, adapted and moved on.

Many pubs and clubs became unviable and left the market. The majority have persisted and adjusted to the new circumstances

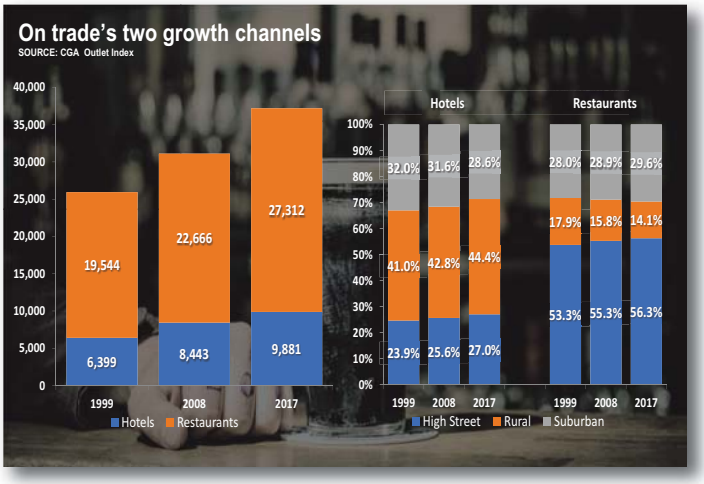


Hotels & Restaurants

Hotels and restaurants have been a big contrast. Their universe has strengthened since 2000. Changes in customer habits and practices have driven their growth.

Customer cohorts, as they have aged, have changed how they want to relax and enjoy themselves. Pubs & bars have adapted and satisfied some of this new demand, but restaurant and hotels channels have done similarly.

They have simpler models than pubs, clubs and bars. The general change is that eating out is more every day and tourism is the biggest driver for accommodation for these channels.



Challenges on the Horizon

One cannot get away from other significant factors that will influence the P&L in the coming years.

The rise of National Living Wage is a substantial factor but there may yet be a source of good news on the levels of the planned statutory rises.

"Over the last ten years the Premiumisation phenomenon has spread to many categories. This has seen value sales increase, while volumes have declined"

A potential unseen consequence of NLW has been a narrowing of differentials in some jobs, the bar cellarman is perhaps the critical example, especially with the focus of brewers on producing a quality product at the point of serve

Potentially manageable costs to watch closely in the coming year are

- food price inflation, which has been particularly high the last two years
- drinks price inflation, despite the occasional years where duty increases were frozen.

A competitive factor of great significance to ontrade performance is the off trade.

It continues to pick up an increased proportion of customers' personal disposable income at the expense of the ontrade . The simple retail price comparison shows a continuing divergence between on and off trade retail price IF YOU SIMPLY LOOK AT £/litre, as the off trade focus upon in their promotional activity.

What the ontrade offers, however, is so much more in terms of ambiance, communality, special events and the simple pleasure of going out. That is what the ontrade truly offers.

Customer changes - a moving target?

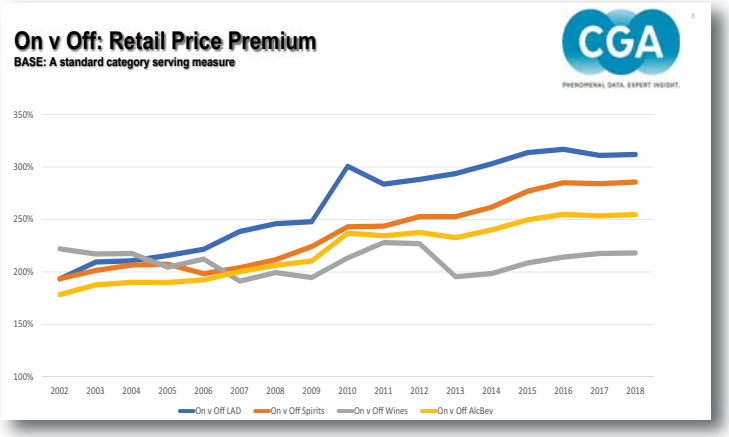
The changes to the customer base - with their visitation frequency and spending habits altering - have contributed to the change process through which we currently travel.

A major customer habit change is the transition from the "Weekend Millionaire" to "A Big Night Out!"

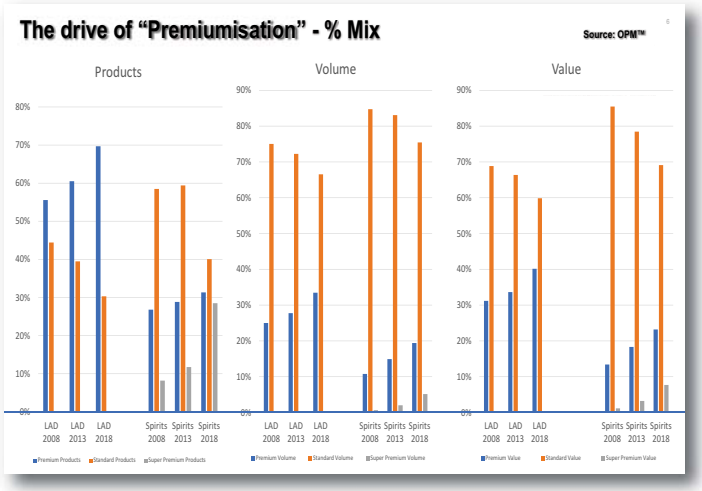
Younger adults find it harder to afford all weekend in the ontrade and have created the latter as an event. The consequence is a reduction in overall spend and simple volume consumption in the ontrade but profitability through offers, premium product introduction, entertainment and special features have gone a long way to mitigate.

Drinks trends

Markets do not generally move that fast, especially at a consolidated holistic view of a market. They do though move inexorably, and on occasions violently, within the boundaries of the whole market. It is that dynamism one begins to see for example in the charts comparing on and off trades for the three main drinks types. It becomes apparent to some only when seeing this long view. Then it is heard how far the market has moved.



"Premiumisation" is not a new phenomenon. My Grandfather certainly had a moment on Saturday nights with an adventure to the "top shelf" where the malt whisky and liqueurs were displayed. Over the last ten years this phenomenon has spread to many categories. This has seen value sales increase, while volumes have declined broadly. Premium products have been democratised and are now increasingly available in almost all channels and outlets. If you and a few local friends drink a particular product in a stylish expensive after work place it is not unreasonable to expect that, when you meet in a local pub, it will also supply your favoured product - it is merely satisfying customer demand. A great example of this trend is premium gin. Displays of gin are heading towards ubiquity. Some other categories are becoming represented more widely, with perhaps a single premium brand offered.



In striving to aspire and succeed the ontrade will flex several options. It is rarely a one trick solution. Premiumisation covers many product categories, be it gin, craft beer, top end wines, malts and minerals. The above shows how successful the opportunity has become.

"Tank Beer could become a more common feature for pubs and bars. As well as the larger volume solution it delivers for the outlet, it has a great theatrical element to it"

What are the growth areas in drinks for the coming year?

As one can already gather the requirement is to be premium and to be special. This is generated by the products themselves. They differentiate from the category's mainstream but also depend on the commercial skills of the marketeers. The undoubted category winners will continue to be craft beer, gin, and rum, with the latter the hottest tip to accelerate further. Perhaps more speculative growths are selected whiskies across imported and malt, and the French competitor to these - cognac, which certainly fits the bill for premiumisation but has not displayed it that widely.

Lastly wine "that sparkles". Prosecco, of course, but watch out for more national sparkling wines - possibly South Africa and Australia to the fore.

It may currently be niche, in large high-end outlets predominantly, but "Tank Beer" could become a more common feature for pubs and bars. As well as the larger volume solution it delivers for the outlet, it has a great theatrical element to it.

In scale contrast small bar-top container solutions are becoming available. It may also prove to be an interesting solution for smaller and low-level throughput outlets and thus an opportunity for quality products expansion.

The large standard beer and spirit categories will remain dominant and popular, and they will most likely be competing amongst themselves to improve share.

Cask beer is under some pressure once again. It is however in a significantly better place than it was in the mid-90s when double digit volume % declines were recorded for three consecutive years. The drive for consistent top-quality serve is at the forefront of the category's development planning. It could well be that "less will be better" rather than more (volume) as a pump is lost to a keg craft.

Food and dining

The food choice in the UK is almost second to none in the world.

The ontrade is more of a food led market these days. The casual dining sector had a severe shock in the last 12 months, but this was, in some peoples' words essentially. a market correction to supply and demand. It was being increasingly said that supply had outstripped demand and that "adjustment" was needed for the good of the majority. It would not have been a pleasant experience for the unfortunate obviously. It was a "blip" a "bump in the road" over which the ontrade will recover and move forward again.

Add to this the digital platform and gig economy providing the means of driving food footfall; take-away food opportunities, food events through outside catering and pop-ups and even being at the centre of "Food Festivals" - ontrade businesses are signing up to all these creative openings. In some cases, the ontrade may need to learn new skills and adapt. That, though, is a strength that the ontrade possess abundance.

Allied to this is inventiveness of the foodservice industry, plus food development teams and chefs means. Looking into some highly detailed meal serve data, the analysis shows that choice is wider than ever. The big trends appear quite distinctly. Vegetarian, vegan and gluten free options, even though they are satisfying customer necessity, are sometimes simultaneously meeting lifestyle choices.

The ontrade is providing those food types more broadly probably than ever before. The mix of protein for the regular diet does appear to show that the long-term trend for white meat and fish remain to the fore. Convenience foods, wraps for example, are an increasingly common item on a menu throughout the ontrade.

Lastly, high end fine dining increases with, by way of a niche example, over 170 Michelin star restaurants in the UK. Quality and satisfying demand is inherently ingrained in the ontrade whatever channel is studied.

The year ahead

Customers continue to go out and "the once a week" figures remained steady at 47% of the universe of ontrade customers, which is a solid base on which to build.

What underlies this is the expected and much vaunted improvement in the economy. It is that which will bring a more positive 2019. Economic improvement will bring a consequent increase in disposable income, and the ontrade is ready to take a share of this and should thus prosper more widely than in 2018.

There are challenges ahead for the ontrade, such as MUP, enacted in Scotland and shortly for Wales. Its impact is certainly unknown yet and generally felt to be "not much to worry about". Complacency is dangerous, so it will need to be watched and evaluated. The positive news around Business Rates, if fed through as quickly as possible, will be a help for many.

"The big trends appear quite distinctly. Vegetarian, vegan and gluten free options, even though they are satisfying customer necessity, are sometimes simultaneously meeting lifestyle choices"

Sustainability

What of sustainability and ecological demands? An imminent piece of legislation is a beverage container deposit scheme. The ontrade consumer could well bear the brunt of this at the point of purchase and it could be the ontrade that has to manage it. Will the ontrade though be "recognised and rewarded" for their use of large multi-trip solutions, that last for tens of years, and are used perhaps 30 time in a year? That may of course be an idealistic thought of the writer.

What else may impact next year then? Well, 2,000 words in before the word is written, Brexit, is of course the great unknown. There are perhaps more pessimists than optimists. Whatever one's position, we do have the uncertainty, which is seemingly damaging for corporate spend and allegedly household confidence. The nature of the withdrawal will be known soon which should help, although uncertainties will weigh on consumer confidence for perhaps longer. Political and economic uncertainty is in the mix for a while yet as the post-Brexit landscape could be radically different.

So as I said at the beginning, in the end it is the optimism of the ontrade that will help pull us through. Next year will be okay for most and exceptional for some.

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

Finders Keepers?

Train to Retain

Whether we're in or whether we're out, Brexit is certainly shaking us all about. Finding and keeping staff in hospitality has always been a challenge, and it's not going to get any easier in the foreseeable future

Already the weak pound, the "hostile environment" (both official and unofficial), the strengthening economies of central European countries, and general uncertainty have combined to deter the non-UK labourers on whom so many industries depend.

According to Patrick Dardis of Young's - 38% of whose 5,000-strong workforce are EU nationals - more are now departing than arriving. The Chartered Institute of Personnel & Development puts a figure of 58,000 on the exodus of non-UK workers in the year to June 2018.

Although the pub trade isn't as reliant on non-UK staff as some industries, the tide of departures is compounded by a shortage of domestic labour. The number of people in work has never been greater; and according to the Office of National Statistics in its new report "Economies of Ale" employment in hospitality is now 6% higher than it was 10 years ago: although there are 11,000 fewer pubs now, they are bigger and employ an average of eight staff compared to five in 2008.

Bigger pubs generally mean busier kitchens, and fully-trained chefs - not so much the executive chefs as the commis chefs and chefs de partie without whom no kitchen of any size can run smoothly - are in particularly short supply. But recruitment of qualified junior chefs from abroad will become still more difficult if the proposed definition of "skilled" non-UK workers as those capable of earning £30,000 a year is adopted: few workaday pub chefs are that highly paid.

On top of all that comes competition for talent from the burgeoning casual dining sector: the appearance in city and town centres everywhere of licensed cafés, cocktail lounges, wine bars, upmarket craft beer bars and other specialist outlets is creating an insatiable demand for junior and mid-ranking kitchen staff capable of taking responsibility for even fairly basic food offerings.

What do they want?

In such a highly competitive labour market where recruiters can no longer rely on a steady supply of casuals, it makes sense to ask the workers what they want - what they'll join for, what they'll stay for. And a new survey by hospitality industry jobs board Caterer.com, part of recruitment giant TotalJobs Group, of 21,000 workers in the sector has done just that, with results that many employers might find rather touching.

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Train to Retain

The survey, "Train to Retain", appears at first sight to suggest the very opposite: that widespread disillusionment will continue to hinder recruitment and retention. It found that 65% of existing hospitality workers planned to leave their current jobs in the near future due to a lack of career progression opportunities, and training and development were more important to potential recruits than salary. In an industry once notorious for high turnover of staff, the survey found that the seasonality of the work was a positive attraction for only 12% … but 29% would stay longer if their employers were prepared to invest in their futures.

"65% of existing hospitality workers planned to leave their current jobs in the near future due to a lack of career progression opportunities, and training and development were more important to potential recruits than salary"

Caterer.com director Neil Pattison said: "With hospitality looking to be one of the hardest-hit sectors post-Brexit, it's fascinating to reflect on the clear call from workers for investment in their future. Hospitality employers who show career progression opportunities will find it easier to attract new employees and retain current staff."

An Image Problem

But getting the message that there's a genuine career to be had in the licensed trade across to school-leavers and their families who have for generations perceived it as a source of casual employment is going to be the hard part, says Jeremy Scorer, principal of HIT Training's Licensed Retail Academy.

"We have to encourage young people and their families and peers to understand that this is a genuine career opportunity," he says. "We need to make it known that this is a creative industry. Many young people have come to the industry for whatever reason and have found it so rewarding: sociable, well-paid, and with the opportunity to develop skills in a range of other disciplines too - management, training, marketing, finance - with applications in businesses of all kinds.

"The trade has a duty and a responsibility to present itself as the career opportunity we know it to be. We need to go into schools; we need to look at how we recruit. So often we just place generic job ads when we need to make it clear that there is training, development, and progress in this business, and we are guilty of not presenting it as such."

Connecting with Colleges

Closer co-operation with catering colleges might help pubs find the sort of entry-level kitchen staff they need, he suggests. There has long been a perception that while the syllabus taught at FE colleges is suited to training production chefs working in large institutional and functions kitchens it doesn't turn out junior chefs with the skills and confidence to work semi-autonomously in small tight-knit teams in pub and restaurant kitchens; and Mr Scorer says: "There is a disconnect between further education and the industry. Syllabuses need to be tailored to different sectors, not one size fits all, and educators need to listen to employers. They are three or

four years behind our skills requirement and there is an insufficient sense of partnership."

For more and more pub chains the answer is to train their own crews and trust that the challenge and excitement of the work and the promise of a bright future will persuade them to stay. They haven't been helped by the inadequate funding of apprenticeships but were encouraged by the promise in the Chancellor's autumn statement that the employer's contribution will be halved.

One day. In the meantime small and medium multiples are taking matters into their own hands. The Alchemist group has just announced the creation of five new commis chef apprentices in partnership with Smart Training & Recruitment, who will help drive its growth, while Yummy has created its own miniature academy for eight student chefs who live above the rambling old Somers Town Coffee House in Chalton Street, Euston.

"We need to go into schools; we need to look at how we recruit. So often we just place generic job ads when we need to make it clear that there is training, development, and progress in this business, and we are guilty of not presenting it as such"

Three of the students were recruited through the neighbouring New Horizons Youth Centre, and were chosen on the basis of their personal qualities rather than their skills or experience; and perhaps it's because so many chefs are creative and sensitive people that a thread of social responsibility has long run through the hospitality industry's attitude to recruitment - Jamie Oliver's Fifteen project is the best-known but far from being the only example.

Only a Pavement Away

A newly-registered charity taking advantage of that impulse is 'Only A Pavement Away', founded by highly experienced pub company executive and consultant Greg Mangham with the support of a coterie of senior industry figures.

Greg works with charities, welfare associations and local authorities to find placements for ex-offenders, rough sleepers, and ex-soldiers. In OAPA's first few weeks it made 12 placements, which are all supported by social or voluntary workers.

The camaraderie and the hard work are very therapeutic for people who may have been through bad experiences, says Greg, and they also appreciate that their placements can be just the beginning of a new life.

"I went from potwasher to running 450 pubs and OAPA placements will know that they have the same chance," he says. "They all have their difficulties, but they are well supported and they will reward the confidence of their employers. Ex-soldiers are used to discipline and teamwork; rough sleepers are determined survivors and great problem-solvers; ex-offenders can be difficult but are keenly aware of the chance they're being given."

Offering Prospects

Philanthropy aside, employers in the hospitality and catering trades who make a genuine commitment to proper training and career development will find that there is one source of labour that is bound to repay their investment. The hordes of starveling waifs slaving on zero-hours contracts in sweatshop warehouses represent commoditised labour and a massively underutilised resource. Full employment is more apparent than real while there exist so many part-time workers in the economy who yearn for the security, stability, and self-esteem that come with a full-time job with prospects in a pub kitchen.

Reluctant to take the risk? Community colleges all over the country run very cheap part-time courses in knife skills and other kitchen basics as well as the fundamentals of hygiene and health and safety. A one-day-a-week five-week course can cost as little as £120 (although prices vary from centre to centre). The offer of such a course to someone whose work experience has so far been confined to irregular hours of abusive work practices is proof of your good faith and a tangible sign that career development is possible - and to you it's a quick and inexpensive way of sorting the wheat from the chaff and making a loyal and confident kitchen-hand out of a willing novice.

Apprenticeships: transforming challenges

HIT Training

As the UK's fourth largest employer[1], the hospitality industry is constantly on the hunt for passionate and energetic professionals to join its workforce. In 2018 it was said that we needed 375,000 new staff and that was before uncertainty around EU immigration was factored into the equation. However, as an industry, there's a huge opportunity to tackle these skills obstacles and come out stronger and more resilient.

Within this article, Jill Whittaker, MD of HIT Training, provides insight into the implications reduced immigration will have on businesses and how the on-trade can use the Apprenticeship Levy to help fill the skills gap.

"Research suggests that a staggering 120,000 roles are vacant in bars, pubs and clubs alone[2]. With these businesses already on the back foot when it comes to filling vital jobs, the Migration Advisory Committee (MAC)'s recommendation to focus post-Brexit migration on highly skilled workers has the potential to make for even more uncertain and testing times for the on-trade.

"The hospitality sector currently employs 3 million people and an estimated 12% - 24% of which are EU nationals[3]. According to MAC's definitions, hospitality workers would be categorised as 'low-skilled', meaning they wouldn't be prioritised for residency in the UK. Arguably, a migration system that discriminates against hospitality workers in this way will put even greater pressure on businesses dealing with the current skills shortage.

Looking ahead: future-proofing the industry with high-quality training

"One way in which forward-thinking operators are tackling the skills shortage is by investing in high-quality training to upskill UK-based workers and encourage them to pursue a career in this rewarding industry.

"Offering employees an apprenticeship not only ensures a workforces' skills are current but also gives the message that an employer is willing to invest in their team and spend the necessary time and money ensuring they're confident and happy in their role.

"There are a whole host of qualifications available which meet the requirements of today's sector. For example, apprenticeships start at level 2 and run all the way to degree level.

From ensuring front of house staff are equipped to deal with more complex or technical customer requests to enabling employees to gain experience in specialist areas such as serving alcoholic beverages or barista training, operators can ensure customers are receiving a high standard of service across all departments – leading to happier customers and ultimately increased profits.

into opportunities for the on-trade

Reflecting on the Apprenticeship Levy

"This year will mark the second anniversary of the landmark Apprenticeship Levy. Many will agree that, up to this point, there have been some teething issues and a level of confusion across all sectors, including the hospitality industry, about how it's used.

"As a reminder, the Levy itself requires all companies with a pay bill of more than £3m to contribute 0.5% of their payroll costs to the scheme, which they then claim back for training. This amount is then topped up by 10% from the Government. Businesses with pay bills below £3m don't pay into the fund but they still have access to Government subsidies of 90% of the cost of the apprenticeship, with the employers co-paying the additional 10%.

"Offering employees an apprenticeship not only ensures a workforces' skills are current but also gives the message that an employer is willing to invest in their team"

"A key area of concern for independent freeholders is that many fall under the £3 million pay bill threshold for the Levy, meaning they have to contribute 10% towards their apprenticeship training. However, it's important not to look at this cost in isolation but rather at the value that staff investment can offer. By the same token, the contribution could also be viewed as a 90% saving, after all SMEs are able to access a Level 5 Management Apprenticeship valued in the region of £9,000 for just £900. Our hospitality clients certainly continue to applaud apprenticeships as an excellent way to upskill staff whilst also attracting and retaining top talent – saving on recruitment costs and onboarding of new staff.

Next steps: don't miss the last chance to use your Levy

"As the Levy is now in its second year, businesses are at crunch point to start using or losing some of their funding pots – contributions are only banked for 24 months. At HIT Training, we're encouraging hospitality employers to take full advantage of the Apprenticeship Levy to upskill their entire workforce and can provide advice on the best way to maximise the funds available.

"For operators who don't think they need apprentices, there is the opportunity to use their Levy payments to support other organisations within their supply chain to increase their skills base.

"Levy-paying employers can currently transfer 10% of their levy pot to SMEs or charities – but this is something which is relatively unknown, and an opportunity largely underutilised. Furthermore, 10% really doesn't go far enough.

"It's with this in mind, that Phillip Hammond's proposed new plans to increase the amount available for businesses to transfer to 25%. This is a move which can only be seen as a positive. Not only has it put the transfer of funds firmly on businesses' radar, but raising the value will help to improve work-based training, provide increased career opportunities and build transferrable skills which will ultimately help the wider UK economy.

Preparing for the future

"Many operators have been put off using their Apprenticeship Levy pot because of perceptions of complexity and mountains of paperwork. But this nervousness is unnecessarily standing in the way of successful and valuable careers, not to mention a prosperous future for the on-trade.

"Expert training providers can help business owners and HR teams to understand the Levy, how to maximise their payments and tailor bespoke training programmes to suit the needs of their workforce and the wider aims of their business. Afterall, investing in training programmes helps to motivate employees, create a dynamic and enthusiastic workforce and position the operator as an employer of choice."

For further information on HIT Training, please visit www.hittraining.co.uk.

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[1] BHA, 2017
[2] University of Cambridge and SkillSnap, 2018
[3] KPMG, Labour Migration in the Hospitality Sector: A KPMG Report for the British Hospitality Association (March 2017)

Screen for Success

Sporting Chance

Screening sporting events is a winner when it comes to pulling punters into pubs. Matt Eley reports on the events that are a good bet for 2019, and how to make the most of them

If a large chunk of the summer of 2018 was spent dreaming about the possibility of football coming home, for the on trade it was also about the reality of people leaving their own homes to watch the World Cup.

Ultimately, Gareth Southgate's young Lions couldn't quite hunt their way to the final but they provided a whole lot of pride along the way and also reminded many about the joys of experiencing sporting triumph and despair in the warm embrace of the pub.

Russia delivered massively for an on-trade that after years of hurt had not been anticipating a great deal from England.

Beer sales hit the roof, and, in many cases the ceiling, as England progressed to an unlikely semi-final appearance.

And while we have to wait until 2022 for another crack at football's premier prize, there are plenty of other events to help venues drive trade in 2019.

Here's a look of some of the big ones coming your way.

The Rugby World Cup

The FIFA World Cup is as big as it gets for the on-trade, but the Rugby World Cup isn't far behind. The tournament is in Japan, which means early morning kick-off times. While this is not as on-trade friendly as when the tournament is hosted in the Northern Hemisphere it does provide an opportunity to have a packed pub when it may otherwise be quiet. Plus, Lions tours and England's famous World Cup win in Australia in 2003 show that rugby fans will come out whatever the hour and are rarely shy of ordering a pint or two.

"Whether one of them can step up to become only the second Northern Hemisphere team to win the tournament remains to be seen. But it should be fun - and lucrative for the on trade - finding out"

Lee Price, general manager of the Royal Pier in Aberystwyth, will be showing the tournament at his venue.

He said: "It's one of those events where the nation really gets into it. We will be busy for Wales games and the England games will draw a crowd too. The timings are not brilliant but we will open up early and do a simple breakfast offer with bacon sandwiches and coffees. The further Wales go the better the tournament will be for us."

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The home nations all had successes this autumn. Wales' undefeated run included wins against Australia and South Africa, while Ireland famously beat the all-conquering All Blacks.

England narrowly lost to the same opposition but did enough to raise hopes that they are on the right track.

Scotland, with victory over Argentina and a narrow loss to the Springboks, also have reason to be optimistic.

"Whether you like it or not, a growing number of people will find out about you first online, and after visiting will return to their phones or laptops to comment on your business"

Whether one of them can step up to become only the second Northern Hemisphere team to win the tournament remains to be seen.

But it should be fun - and lucrative for the on trade - finding out.

When: September 20 – November 2

Where: Japan

TV coverage: ITV

Timings: Early morning, final is at 9am on Saturday November 2.

More rugby: Six Nations (BBC, ITV), Gallagher Premiership and Heineken Champions Cup (BT Sport) Top 14, Super Rugby (Sky Sports).

Summer of cricket

England's ODI team are the favourites for the World Cup and, after the Sri Lankan whitewash, the Test side has risen to number two in the world rankings. With a home World Cup followed quickly by an Ashes series, this could be a defining summer for English cricket. Could they possibly win both and propel drink sales high and handsome like a mighty six into the stands at Lord's?

Dan Cramp, licensee at the Three Crowns in Wymeswold, Leicestershire, will be showing all the action this summer - and not just because his business partners happen to be England bowling great Stuart Broad and Nottinghamshire seamer Harry Gurney.

He said: "We have two cricket teams that play in the village so we have a really nice cricket community. There are World Cup games at Trent Bridge which should help attract custom, so it is going to be a really big summer for us - and not just because it might be someone's last home Ashes series. We will look to run a few special events to go with the cricket throughout the summer.

When: ICC World Cup (May 30 – July 14), Ashes (Aug 1 – Sept 16)

Where: England and Wales

TV coverage: Sky Sports

Timings: All day: boost your morning, lunch, tea and evening sessions.

More cricket: England's tour of West Indies plus domestic cricket and IPL (Sky Sports), Big Bash (BT Sport).

The Nations League

You wait years for a semi-final to come along and then you get two within 11 months. To be fair, the Nations League doesn't have quite the cachet of the World Cup (or the Euros, which featured Wales in the last four in 2016) but it is still gives England a summer to look forward to and a chance to win an international trophy.

Around the same time, England's women will be embarking on their own attempt to bring it home. They head to France for the World Cup in June where they will be hoping to get beyond the semi-final stage that they made it to in 2015, putting the women's game in this country in the spotlight in the process.

When: June 5 – June 9

Where: Portugal

TV coverage: Sky Sports

Timings: TBC

More football: Premier League, (Sky Sports, BT Sport), Champions League (BT Sport), EFL (Sky Sports), FA Cup (BBC, BT Sport), Women's World Cup (BBC).

Best of the rest

There's a packed calendar of favourites to keep sports fans entertained at pubs and bars throughout the year. Sky remains the home of golf with the PGA and European tours and three of the four majors (the US PGA rights are held by Eleven Sports). Tennis fans now have to jump around a bit, with the men's tour on Sky and the WTA on BT Sport. The majors are also split over the BBC (Wimbledon), Eurosport, and Amazon, which has the rights to the US Open. Amazon also has rights to a handful of Premier League games next season as it starts to flex its muscles in the live sports arena.

"With a home World Cup followed quickly by an Ashes series, this could be a defining summer for English cricket. Could they possibly win both and propel drink sales high and handsome like a mighty six into the stands at Lord's?"

The increasingly popular Super Bowl is on Sky, as is NBA basketball. Meanwhile pub favourite darts has a home at Sky with other coverage on ITV4 (where you will also find the Tour de France). If you prefer your speed on four wheels, Sky will be showing every F1 Grand Prix live as Lewis Hamilton goes for a sixth championship.

We have to wait until 2020 for the next Olympics but the World Athletics Champions in Doha will provide a taster as to what will be in store in Tokyo (BBC).

Boxing has also proved to be a huge crowd puller in recent years, notably in the heavyweight division. The biggest and best fights will be on pay per view which, for those willing to pay, will provide a point of difference over the competition.

Supporting sport

If you want a comprehensive sports offer, the chances are you will need subscriptions to both Sky Sports and BT Sport. As well as providing access to the big fixtures and events both broadcasters have been looking to up their own game when it comes to supporting customers.

David Vaira, Sky marketing controller, says that sport is an almost guaranteed way of getting repeat trade.

"Over 99[1] per cent of sports fans would return to the same venue having watched live sport there, so building a reputation for showing a variety of content, and delivering it well, will help to boost business and increase sales," he said.

Sky offers multiple viewing cards so businesses can show different events at the same time. They also provide access to materials to help promote fixtures at www.MySkySports.com

This includes:

- **A monthly sports email** - Including a fixture planner for the month ahead and tips to help customers promote sport.
- **Tailored fixture posters** – Free promotional packs to help customers make the most of footfall-driving events.
- **The Training Ground** – bite-sized video content to help Sky customers customers understand and market live sport.
- **Social Media Made Easy** - access to use branded digital assets and the ability to share fixtures and promotional assets to Facebook and Twitter with just one click.

Vaira added: "2019 is going to be a year packed with unmissable sporting moments, creating even more reasons for pub-going sports fans to visit their local.

"Sky Sports will be showing even more content to help their customers establish themselves as the place to watch and enjoy sport throughout 2019."

BT Sport has also upped the support it offers customers. This includes the relaunch of its trade website, which offers tips, advice, free Point of Sale and assets to promote fixtures on social media.

[1] MatchPint sports fans survey 2017

BT Sport Digital Support

Giving customers what they want when they are in a venue is, well, meat and drink, to the UK on trade. But driving new visitors through the doors with a targeted digital strategy is not an area where all hospitality businesses excel.

Whether you like it or not, a growing number of people will find out about you first online, and after visiting will return to their phones or laptops to comment on your business. According to Google, 42 million people in the UK are active on social media and each one of those spends around two hours a day scrolling down their phones or sat staring at another computer screen.

There is an increasing need for the on-trade to get online to get noticed, which is why BT Sport teamed-up with Google to give their customers a chance to learn from experts. Towards the end of last year, licensees, managers and their teams were invited to an array of top venues across the UK, such as Old Trafford, Anfield, The BT Tower and BT Murrayfield, to get to grips with all things digital.

The free BT Sport Google Digital Garage events focused on areas such as making your business more visible on search engines, designing and updating websites and ensuring you are using the best social media platforms - and using them appropriately - for your business.

Hundreds of people attended, from licensees and bar staff with limited online knowledge up to digital and marketing managers from some of the biggest companies in the trade. The events were designed in such a way that there was something for everyone to take away and apply to their business, including bespoke one-on-one sessions.

Carly Shapton, marketing manager of The King Arthur Hotel in Swansea, attended the event at Cardiff Arms Park. She said: “Google looked at our business individually and gave me lots of tips to take away. I now need to put a strategy together for social media and stick with that rather than going off at a tangent and over-posting. “SEO on the website needs work too. It was really useful to come along. It’s also great to meet other people in the industry to get different ideas from them.”

As well as hearing from digital experts, guests got to take part in Q&A sessions with stars of professional sport, such as Sam Warburton, Brian O’Driscoll and Steve McManaman. With huge social audiences of their own, each of the sportsmen shared their own experiences of dealing with the positives and negatives of social media.

BT Sport pundit Robbie Savage had some sound advice on using various platforms. “It is great to engage fans who are going to interact with your show in a positive way. Instagram Stories is huge to let people know when, where and what shows you are involved in.

“It’s the same for pubs and clubs, promoting where you are, what times games are on, having little competitions and discounts. Even if you have only got 10 people in your pub, put them in a corner to take a photo and make the pub look busy. Nobody wants to go to a pub with nobody in it.”

Ed Cracknell, head of marketing at BT Sport added: “These events are all about learning how to better contact customers or potential customers to get them to your venue.”

For more information about BT Sport’s Digital Garages visit www.btsportbusiness.com

New UEFA Champions League back to back games

The new format is great for your venue as the new **5.55pm** & **8pm** kick off times offer an increased trading window.

BT Sport

Be There

Conscious Consumption

SpendTrends

While social media has given a new meaning to the phrase 'conspicuous consumption', the growing awareness of the long-term impact that we are having on the planet means consumers are choosing to spend their cash with companies with a conscience - so cleaning up our act is not just good for the environment, it makes sound business sense too

They call it the Attenborough Effect: the plastic backlash triggered by the heartrending scenes in 2017's Blue Planet II of marine life literally choking on plastic waste. And the demand for change has been wholeheartedly taken up by the drinks and hospitality industries, which have invested unprecedented amounts of effort and energy in satisfying customer demand for plastic-free oceans.

According to **Sky TV's Ocean Rescue project**, more plastic was made in the first decade of the 21st century than in the whole of the 20th. Manufacturers churned out 311 million tonnes of it in 2014 alone, and over the next 30 years annual production is predicted to soar to 1.8 billion tonnes. In Britain, more than eight million tonnes of discarded plastic packaging and utensils is washed out to sea every year. "It takes centuries to break down, and it's eaten by marine creatures so it's in our food chain," says Sky science correspondent Thomas Moore. "Your seafood supper may have a synthetic garnish and scientists just don't know what effects it has on our health."

Sky also sponsored a summit on sustainability between UKHospitality and the British Institute of Innkeeping looking specifically at cutting out single-use plastic and, says UKH spokesman Chris Banks: "Single-use plastic has been at the forefront of people's minds in the last 12-18 months, and in that short time there has been more and more customer insistence that there has to be a drastic reduction.

"Even 18 months ago it was not a massive issue. We'd had the 5p levy on plastic bags and that was it. There is more drive now and UKH members are putting more effort into it. Next year's Future Shock Report will be all about sustainability. We also plan to launch a Sustainability Group. This isn't going away and we are going to do more and more. If it's an issue for our customers it's an issue for us."

Consumer Power

Market analyst Mintel agrees that consumer awareness is the driving force behind sustainability in the industry, which it says will top 2019's food and drink trends. Associate director Jenny Zegler said: "Demand for more corporate sustainability programmes will grow as consumers better understand what is required to get closer to achieving a truly circular food and drink economy."

Ocean Rescue, launched by **Sky TV** in 2017, is perhaps the best-funded campaign of its sort. Sky has earmarked £25 million over five years to support the World Wildlife Fund's attempts to keep its Marine Protected Areas free of the plastic that is swept together by wind and current to form huge and lethal mats. The project is

supported by a documentary, A Plastic Tide, which is available on the company's website, and by local awareness-raising events such as the mass litter-picks staged on beaches at Portsmouth and Brighton with staff from the Stonegate Pub Company.

A Sea Change

AB InBev is also going in hard to tackle plastic pollution, supporting its Corona brand with a global awareness campaign in alliance with international environmental forum Parley for the Ocean.

"Corona is all about embracing the outdoors and enjoying the beach," said an AB InBev spokesman. "But today it's increasingly hard to find a beach without plastic litter washed up on shore. Through our work with Parley for the Oceans we hope to start reversing this trend."

To mark World Oceans Day in June, AB InBev commissioned spectacular installations in London, Melbourne, Santiago, Bogota, Santo Domingo and Lima made of plastic collected from nearby beaches. London's "Wave of Waste" featured more than 10,000 pieces of plastic - the amount found on every two miles of beach in the UK.

"Demand for more corporate sustainability programmes will grow as consumers better understand what is required to get closer to achieving a truly circular food and drink economy"

Another brewing colossus that is taking packaging waste very seriously is **Heineken**. The company's headline campaign is currently a partnership between its Old Mout New Zealand cider and the charity Kiwis for Kiwi, which is struggling to save the emblematic flightless bird from extinction by restoring its habitats. Together they have made a short documentary with wildlife presenter Michaela Strachan and are asking customers to sign a pledge, with 20p donated to the charity for every signature.

The Old Mout campaign is only part of the picture, though. Heineken has also installed its water-saving SmartDispense in 2,000 pubs since 2013, saving 74 million pints of water, and aims to have converted 8,000 more by 2020. And on the packaging front it has declared its intention to remove plastic entirely from its secondary packaging by 2021, eliminating nearly 1,400 tonnes from its supply chain. It has already introduced 24-25% of recycled plastic into its film-wrap and PET bottles, and its next goal is to replace the plastic rings on its four-packs with cardboard outers or glue-dots.

Heineken UK managing director David Forde said: "Minimising the impact our business has is a top priority. For the third year we've supported a programme to help our barley farmers grow their crops more sustainably. We've continued to invest in our brewing facilities to make them more energy efficient, which has helped us meet our 2020 CO^2 emission reduction targets two years ahead of schedule. Packaging is increasingly becoming an area where we're being challenged. Whilst plastic only accounts for 2.7% of our total packaging, we know there's a lot more we can do and we will continue to reduce our reliance on it."

Carlsberg is also going over to glue-dots for its multipacks of cans with a technology it has developed itself. Its Snap Pack uses a recyclable rubbery glue that holds the cans together securely in transit but is easy for the customer to pull apart, and which the company says will reduce the amount of plastic it uses by three-quarters and save more than 1,200 tonnes of plastic waste a year.

The Snap Pack is one of a number of innovations announced by Carlsberg as part of its sustainability programme, Together Towards ZERO. Other improvements include switching to new inks on its bottle labels to improve recyclability and a new coating on refillable glass bottles to extend their life. Carlsberg has also announced a partnership with Plastic Change, a Danish environmental organisation.

"Next year's Future Shock Report will be all about sustainability. We also plan to launch a Sustainability Group. This isn't going away and we are going to do more and more. If it's an issue for our customers it's an issue for us"

Do Your Bit

But you don't have to be a giant multinational conglomerate capable of organising and funding projects on a global scale to make an impact on waste; and **Greene King** has come up with guidelines to help individual licensees do their bit.

"Pubs are coming under increasing pressure to adopt sustainable policies," says the brewer. "Heartrending images of turtles with plastic straws stuck in their noses and of mounds of unused food going to waste are attracting considerable criticism. These issues are not going to go away.

"It also makes good business sense. Being environmentally friendly can significantly reduce operating costs as well as being good PR."

▶ **Ditch plastic straws.** Cutting plastic pollution is high on the world agenda, and plastic straws are a very visible element with alternative recyclable versions. Many pubs have already responded. Those that have not may stand out for the wrong reasons.

▶ **Source locally.** Local sourcing guarantees freshness and encourages cross-marketing with suppliers. It also helps create good relationships with the local community. And highlighting it on menus and websites makes your menus stand out in a crowded market.

▶ **Reduce food waste.** Consider the impact of portion sizes on your costs. Leftovers represent an unnecessary overhead that reduces your profits. Many chefs today use as much of the food they buy as possible: crisps can be made from vegetable waste, stalks add flavour to stocks, carrot heads can be blitzed for use in smoothies and soups.

**The charity WRAP (Waste & Resources Action Programme) has a more detailed guide for retailers, Recycle At Work, www.recycleatwork.org.uk*

A Healthy Obsession

Spend Trends

Wellness has been a watchword for a while now, but the health trend is no longer confined to millennials and the mindful movement - moderation is going mainstream. Claire Dodd reports

January has always been a quiet month for the ontrade, as the excesses of December are followed by resolutions to drink less - if at all - exercise, and count those calories.

But recently we've seen the mainstream emergence of something else: perennial moderation.

It's well-documented that young people are not drinking as much as their predecessors. What is less headline grabbing, but just as significant, is that vast numbers of those who do still enjoy a drink are drinking less, and drinking less often.

According to Mintel's Alcoholic Drinks Review, published in February 2018, health awareness is a key factor for consumers scrutinising their drinking habits. Mintel reports that 36% of drink buyers state that health considerations have caused them to re-think their alcohol intake, while under-45s are most likely to cut back on how and what they drink.

Fitness not a Fad

The simple fact is that, as a nation, we are now more concerned with our physical health than ever before. And crucially for the drinks and pub industry, this is directly affecting our drinking choices. For many, looking after their bodies is not a fad, but a lifestyle choice lived year-round.

People are trying to lead more active lives, and if someone spends precious time on the field, track or treadmill they may not want to pile all those calories straight back on with a couple of drinks, but that doesn't mean they just want to go home to a cup of herb tea - they still want to socialise, and still enjoy a drink, so pub and bar operators need to ensure they can offer low calorie options.

"The health-conscious consumer base is growing rapidly in all demographics, across all age ranges and genders," says Tom Bell, the MD of Skinny Brands. "And so the consumer market is rapidly developing healthier alternatives from yoghurts, snacks, ready-meals and most recently soft drinks in response to the sugar tax. But the alcohol industry has dragged its heels, with very little innovation."

"If someone spends precious time on the field, track or treadmill they may not want to pile all those calories straight back on with a couple of drinks, but that doesn't mean they just want to go home to a cup of herb tea"

Skinny Brands launched in 2015 to meet the need for a range of 'better-for-you' alcohol alternatives. Flagship product Skinny Lager is 4% ABV, low calorie at 89 calories per 330ml bottle (35% less than the average lager), and low carb too, at 0.9%. It is also gluten free and vegan friendly. "The category is bound to grow at a rapid pace," adds Bell. "And the trend is definitely here to stay." The company plans to add Skinny Cider to its range in 2019.

Another company that is answering the call for low cal, lower ABV beers is AB InBev.

The successful launch of Bud Light in 2017 has shown that the demand is there, and has inspired the return of Michelob Ultra, which was introduced to the UK offtrade in cans this year following huge success in the States. At 3.5% ABV, it has just 79 calories per 335ml, and is set to roll out in bottles to the ontrade in 2019.

KEEP IT BUD LIGHT®

to win'eth over new customers

Consumers are becoming more interested in low alcohol products, with online searches for low alcohol beer in particular increasing 335% year on year[1]. Almost 40% of no-alcohol and low-alcohol beer volume is sold in local pubs, reflecting how important it is to stock a portfolio of low and no alcohol beers to draw in the increasing number of consumers prioritising moderation.

WHY YOU SHOULD STOCK BUD LIGHT TODAY:

- **It's a proven best seller:** Bud Light adds more cash to the till than Peroni or Birra Moretti[2]
- **It delivers what consumers want:** Our research found that consumers want a beer with a lighter taste, fewer calories and lower ABV[3]. All things that Bud Light delivers
- **It's not just for beer drinkers:** Since its launch, Bud Light has become the third biggest contributor to category growth in the standard lager category[4] with 7.7% of Bud Light buyers new to beer and 10.9% new to lager[5]

To find out more about what Bud Light can do for you, contact bestbeer@ab-inbev.com with reference #BudLightOTP

Dilly Dilly

[1] Hitwise search data July 2017 to July 2018
[2] CGA OPMS 13 Periods Ending P09 2018 (Value Rate of Sale: Value Sales/Avg. Distribution)
[3] Millward Brown Vermeer Segmentation Study 2015
[4] CGA OPMS P10 52w/e 7th October 2018
[5] Kantar Worldpanel 52w/e 4th November 2018: Off Trade Only

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drinkaware.co.uk for the facts
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A light tasting premium beer: 30% lower ABV than most premium beers.

The Skinny Revolution

Skinny Brands, creators of Skinny Lager, the great tasting, 4% ABV, low calorie lager, is one of the fastest-growing alcohol brands in the UK, it is leading a new category in the drinks market.

Skinny Lager is unique in its offering, giving consumers an alcoholic beverage that is full of flavour yet low on carbs and calories, it fits perfectly with an active lifestyle.

With fast-growing wellness and self-care trends staying at the top of our news feeds, we are much more conscious about what we are consuming on a day to day basis. Consumers are increasingly interested in alternatives that are vegan-friendly and gluten-free, but also – ones that are lower in carbohydrates and calories.

Seeing this gap in the market, Tom Bell and Gary Conway created Skinny Brands Ltd, to develop a new alternative that would not reduce the alcohol content but would reduce the carbohydrate and calorie content.

Skinny Lager is a 4% ABV beer, which is gluten free as well as low in calories, sugars and carbohydrates.

It launched in October 2016 and quickly became one of the fastest growing beer brands in the UK. It is now available in 1000s of pubs, bars, restaurants and hotels as well as online and in store from most major supermarkets, including Tesco, Asda, Ocado Morrisons and Coop.

"Consumers are increasingly interested in alternatives that are vegan-friendly and gluten-free, but also – ones that are lower in carbohydrates and calories."

Skinny Lager is also exported internationally to Italy, Norway, Russia and as far as Dubai, the United Arab Emirates and Australia.

Gary Conway, Sales Director of Skinny Brands, commented:

"Skinny Brands have already taken the market by storm, with Skinny Lager becoming widely available across both the on- and off-trade. We want to continue driving this demand forward and make sure our products are known to customers near and far.

"We have a solid foundation of awareness and positive feedback from our customers – 92% of consumers who purchase Skinny Lager will buy our product again, which is a really telling statistic. We will continue to innovate and focus on what our customers need to ensure 2019 is an even bigger and better year for the brand."

The increased global demand in 2018 saw the launch of Skinny Lager on draught, which will remain a key focus for 2019, offering the on-trade the opportunity to stock the revolutionary product that has become the pioneer of an entirely new category in the UK, one which responds to the needs of the modern consumer.

Skinny Brands are not ones to rest on their laurels – 2019 will also see the launch of Skinny Cider, a full-flavour, 5% ABV, low-carb and low-calorie alternative for those who are fans of cider but don't want to compromise on their lifestyle.

For more information about Skinny Brands, visit www.skinnybrands.co.uk

drinkaware.co.uk
for the facts

THE BAR RAISER

SKINNY BRANDS
LAGER

GLUTEN FREE • VEGAN
89 CALORIES PER BOTTLE
0.9% Carbs • 4.0% ABV • 0.4% Sugar

Full Flavour 4%ABV

@skinnylager www.skinnybrands.co.uk

Free-From Future

Spend Trends

Free-From is already big business, and is forecast by Mintel to grow to £673m by 2020 - 43% higher than in 2015

According to Mintel, gluten and wheat-free products account for just over half of the free-from market. While 12% of Britons say they follow a gluten-free diet, there are plenty more who aren't committed to gluten-free products, but occasionally buy them.

Gluten-free (GF) is seen, alongside low calorie and natural ingredients, is one of the leading trends driving the market. Despite the number of coeliac disease sufferers being relatively low (at around 1% of the UK population according to Coeliac UK) and claims that GF alternatives are healthier being unproven, many with no intolerance continue to adopt GF diets in an effort to lose weight or boost energy.

"With beer's main ingredient being a source of gluten it has been traditionally off the menu for GF dieters, but many brewers are now developing gluten free versions to tap into the 'free from' trend"

With beer's main ingredient being a source of gluten it has been traditionally off the menu for GF dieters, but many brewers are now developing gluten free versions to tap into the 'free from' trend - and even those that aren't avoiding it for health reasons are finding that these new beers are lighter, easier to digest and cause less bloating.

Until recently only a very few niche brewers offered a GF option, but as the trend goes mainstream, more and more brands are getting in on the 'free from' act, and AB InBev recently launched a GF version of its best selling Stella Artois brand, aimed at the estimated 1.3m Brits living a gluten-free lifestyle.

The Rise of the Vegan

Another significant trend that is expected to escalate is the growth in the number of vegans, which is already impacting on the hospitality business, as chefs capable of cooking great vegan food are in scarce supply.

The Vegan Society claims that the number of vegans in the UK quadrupled between 2014 and 2018 with an estimated 600,000 people identifying as strictly vegan.

But there are believed to be many more on the verge, and veganism is predicted to keep growing, as young people in particular respond to the message that meat and dairy are damaging the environment.

For many years plenty of vegetarians turned a blind eye to the fact that their beer might include isinglass, which is derived from the swim bladders of fish. The rise of the more vigilant vegan has led to a demand for clearer information, prompting many brewers - most famously Guinness - to change their brewing process, declaring their beers isinglass free, and several now proudly announce their vegan credentials.

Organic

Health and environmental concerns are also behind the rapid growth in the organic food market, up 7% in this country over the last year. While the UK lags behind the rest of Europe - which saw increases of up to 20% - this is expected to gain momentum in the near future.

What's clear is that the 'better-for-you' alcohol category will play an increasingly important role in the on trade. SkinnyBrands' Tom Bell suggests that outlets should have "at least one fridge dedicated to products in the 'Lifestyle Category' to meet demand for Lower Calorie, Lower Carb, Gluten Free, Vegan," especially to complement a food offering which should cater for the same customer needs.

Going So Low

Alcohol Free

A growing number of people may be turning their backs on alcohol, completely or occasionally, but many still want to enjoy the social and refreshing qualities of a great quality beer

While the market for non-alcoholic beer is still relatively small, the segment's 13% growth was the fastest of any strength band in the UK during 2017, according to data and analytics company, GlobalData. "Currently 25-34 year olds and 16-24 year olds have the country's highest per capita consumption rates for low and non-alcoholic beer, likely due to such a vast amount of young people being influenced by health and wellbeing factors," says Joe Hutson, consumer analyst at GlobalData.

Low and zero alcohol beers are hardly a new development, but until recently drinkers saw them as a distress purchase on occasions when they couldn't have a 'normal' drink, and the mainstream options available did little to help the category.

Small Beer

As so often, smaller brewers have helped to change perceptions. Nirvana and Big Drop have both grown sales, with Big Drop recently winning listings for its under 0.5% Stout and Pale Ale with Mitchells & Butlers. Big Drop founder Rob Fink said "for too long, retailers were only prepared to stock one or two standard low or no alcohol beers, but M&B is leading the way by introducing drinks that are more in tune with their reputation for presenting an incredible craft offering."

Another early entrant was St Peter's Brewery of Suffolk, which launched St Peter's Without in 2016, also picking up M&B listings. Now the world's leading alcohol-free craft beer, the brewery has recently expanded the range to include Without Gold, and at the back end of 2018 pub group Ei introduced a keg version on tap in some of its Old Spot Pub Company outlets. St Peter's MD John Hadingham, said Without has proved "very popular with drinkers who want to enjoy a true pint of craft beer, just without the alcohol."

Adnams launched Ghost Ship Alcohol Free in May 2018 across keg, bottle and can, while the end of the year saw Greene King introduced a 0.5% abv version of the UK's best-selling premium ale with Old Speckled Hen Low Alcohol.

Matt Starbuck, MD, Greene King Brewing & Brands said the low/no beer market "is fast evolving as people's drinking habits adapt to fit with healthier lifestyle choices. Choosing alcohol free drinks shouldn't mean compromising on the occasion and there is an ever increasing demand for a grown-up alternative to soft drinks."

Carlsberg UK survey

Carlsberg UK, whose low and no brands include Carlsberg 0.0% and San Miguel 0.0%, has published the results of a OnePoll survey of 2,000 UK adults, which found:

- 59% of respondents had tried a low or no alcohol drink;
- 52% agreed that drinking a low or no alcohol beer had become more socially acceptable in the last year or two;
- 28% would consider drinking an alcohol-free beer as an alternative to alcohol;
- 26% would consider it over an alternative soft drink.

German Pioneers

German brewers will, of course, be raising a bemused eyebrow and wondering what the fuss is about. While in the past British brewers offered only low calibre, low alcohol beers to those desperate enough to buy them, the Germans have long been producing highly respected versions of their own premium quality beers, and Paulaner, Rothaus, Warsteiner, Erdinger, Veltins and Krombacher all have low and/or no alcohol versions in the UK market.

Stephan Kofler, Sales & Marketing Director, Krombacher UK, reports that its low and no brands saw double-digit on-trade growth during 2018, and says a "quality low and no menu can be a real business driver. It can help operators drive sales in traditionally quieter periods of the day and it can help attract new customers, including the growing number of young people who don't drink alcohol."

Prohibition

The US also has a long form book in the sector, with AB InBev pointing out that that Budweiser Prohibition, the alcohol-free version of its flagship beer, was first produced in the 1920s when the US outlawed alcoholic drinks. Rowan Chidgey, marketing manager, Budweiser UK said the brand, brewed to the same recipe as original Budweiser, "is for those who love beer, who will never sacrifice on quality or taste and want to enjoy freely."

Beer is not making all the running in the sector, with cidermakers also joining the fray. Weston's Stowford Press is available at 0.5%, as is Sheppy's Classic. And not surprisingly, given the appeal to younger drinkers, low/no fruit ciders are doing particularly well. Kopparberg has produced alcohol-free versions of its four most popular variants, with Rob Salvesen, head of marketing, saying the growth of the category demonstrates "the increasing reach of mindful drinking - a movement operators cannot ignore."

Going for Zero

Heineken UK has launched a no-alcohol version of Old Mout Berries & Cherries fruit cider, and is also making much of the running in the beer sector thanks to a £6m support package for Heineken 0.0, which emphasises its inclusiveness on social occasions.

Nic Casby, Heineken UK brand director, sums up: "It's clear the low and no market is in demand, with the category seeing growth in terms of volume and value. Given the current trend of healthy living, no and low alcohol drinks open up more social occasions for customers to visit the on-trade.

Mindful Drinking Movement

Club Soda launched as a website to help those looking to cut back or abstain from drinking, to find alternative drinks options.

It has now grown to hosting mindful drinking festivals across the UK. Its latest festival, held at London's Spitalfields, attracted nearly 10,000 people, and 45-50 low or no alcohol brands.

In January it is relaunching its online pub guide, which includes a database of all low and no alcohol brands in the UK, totalling around 600 products. Venues can tick which brands they stock, to help consumers locate them.

"The conversation has definitely changed," says co-founder Jussi Tolvi. "Before, it's almost like people have a blind spot for their drinks menu when it comes to stocking alcohol alternatives.

It's suddenly gone from us knocking on the doors of pubs and bars, saying 'Come on, listen to us we have something important to tell you'.

And now it's almost the other way around. Pubs come to us now, which is amazing."

for the facts
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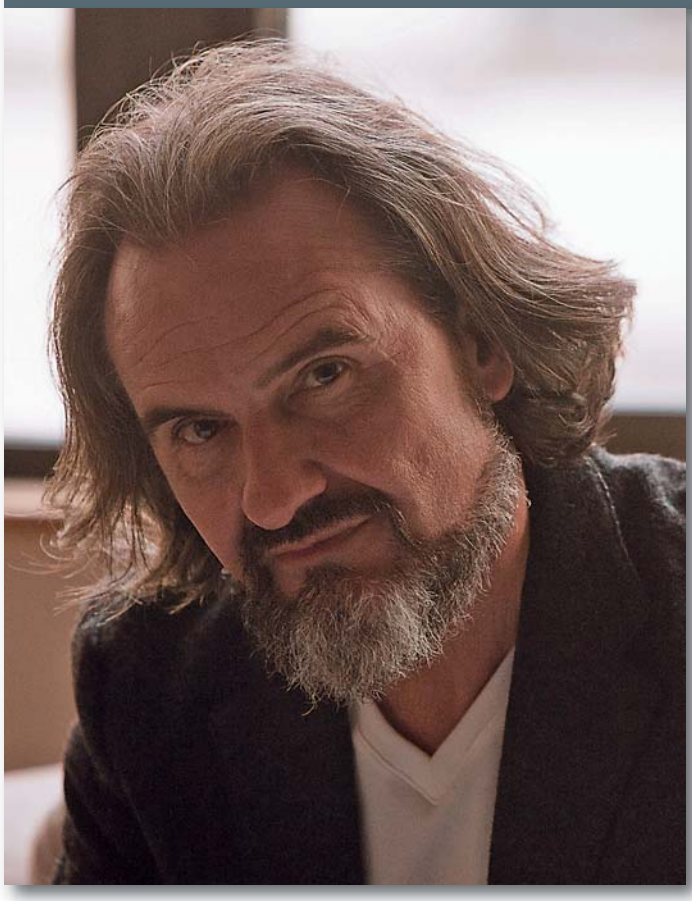
The Rise of the Real Independents



Sophisticasual

Howard Saunders, the Retail Futurist, believes he has seen the future, and it's small

Poor old Jamie O. The crown prince of casual dining is looking slightly less smug, don't you think? It seems the world that was once his very public oyster has moved on a notch, leaving him sitting in a lay-by somewhere on the M11, wondering precisely what just happened. His empire has taken a mighty hit, right where it hurts, forcing him to close restaurants and reconsider everything his brand stands for. Things are serious.

The comforting glow of hindsight tells us this was rather more predictable than we might think. When times were good Jamie was showered with cash. His property guys swooped onto every opportunity with unbridled hubris, paid silly rents in stupid locations and raised the costs for everyone in the area. Add to this volatile cocktail a gentle sprinkling of economic uncertainty and the whole damn house of hubris comes crashing down over night. That's the basic story, but it's not the whole picture by any means. Trends, you see, aren't manufactured by big corporates with budgets to match. No, they are forged inside us, and just like Starbucks educated us to ultimately to despise them, so Jamie has done a magnificent job in raising the bar on casual dining…so that now we are in search of something better.

We've Come a Long Way Baby

It's easy to forget how far we've come in the UK. Cast your mind back just twenty years. Wagamama was still Alan Yau's proto-Hakkasan tucked away in salubrious Bloomsbury. Yo! Sushi had just opened its first restaurant in Soho and the poshest burger in town was still the Big Mac. If you weren't privileged enough to have a Pizza Express or a TGIF, eating out for the majority of us was binary: either a table-clothed fancy place or Maccy D!

"We can spot your sweaty, corporate fingerprints a mile off on those bars and restaurants that masquerade as naïve independents, with their fake objet d'arts and retro, distressed mirrors"

Within the space of this last decade the market caught fire, crackling with brands that showed us sad, homey Brits that the future of nosh can be fun: open kitchens, open fires, giant sized family friendly menus, communal tables, colourful cocktails, impossible burgers and waiters that say 'hi' just like that time you went to Disneyland. (NB. not the Paris one)

At the risk of a sweeping generalization, we Brits single-handedly invented the casual dining sector. Well, the Americans may have invented the relaxed style and the iconic foods, but we Brits packaged it all up into tidy, digestible, bite-sized brands, ready to drop into any high street. So, for the last ten years we have enjoyed being the casual dining room of the world with the likes of Ask, Bella Italia, Byron, Carluccio's, GBK, Jamie's Italian, Prezzo, Strada, Wagamama, Wahaca, Wasabi, Yo Sushi, and Zizzi bringing a much needed, ready-made vibrancy to our beleaguered town centres.

"Americans may have invented the relaxed style and the iconic foods, but we Brits packaged it all up into tidy, digestible, bite-sized brands, ready to drop into any high street"

The Times They Are A Changin'

But nothing lasts forever. A pincer movement of stupid rents on the one hand, and our never ending quest for ever greater authenticity on the other, has left a sector that invented itself now unraveling in less than a decade. That's quite some achievement!

While you pat a tear from the corner of your eye, let me take you on a little trip to Brooklyn, the birthplace of the latest food revolution. On the edge of the East River, silhouetted against the Manhattan skyline, Smorgasburg is a weekly (Spring and Summer) food

festival, rather than a market, that began life just after the crash in 2009. If I dared to utter the word 'street-food' I'm sure I'd hear the whoosh of a thousand pairs of urban eyeballs rolling back into your cynical heads, but understanding this movement is important, so bear with me.

"Add to this volatile cocktail a gentle sprinkling of economic uncertainty and the whole damn house of hubris comes crashing down over night"

Every week, a hundred ambitious and creative chefs turn up to parade their skills at Smorgasburg in the hope of bringing something new to market. The long lines of hungry, patient, Millennial connoisseurs are here for a reason: they are the public jury on what we'll be eating next year.

Yes, it's a food fashion show, a catwalk of cuisine. There are a thousand ideas here ranging from weird ethnic hybrids to creative combos, each aiming to ignite your brain cells as much as your taste buds.

To associate this grand celebration with the scruffy burger vans at your local fete is like comparing the brothers Roux to the brothers McDonald. No, these chefs are the next generation and they've been sharpening their artisan knives in readiness for the revolution we're beginning to witness.

And so, as analysts do, I coined the term Sophisticasual to separate all this from the far too baggy term, 'street-food'. Just like trends in the world of fashion, the curves of casualisation and premiumisation have joined forces to bring us highly sophisticated products to enhance our ever more casual lifestyles.

"These chefs are the next generation and they've been sharpening their artisan knives in readiness for the revolution we're beginning to witness"

In London alone, this trend has spawned a hundred cool new places including Kricket, Smoke and Salt, Blacklock, Bone Daddies, Duck & Waffle, Gunpowder, Hoi Polloi, Lyle's, Temper, Padella and many, many more.

The focus is now on local ingredients, wherever possible, vegetables with provenance, and plenty of plant based options as well as booze free cocktails. Meat's become much more macho, with an in-house butcher or an open fire pit.

Presentation is relaxed-natural, verging on rustic, so that gone is the Jenga vegetable pile and steel cup of chips. Spoon smudged sauces have been banished to the uncool parts of town. Menus are short to the point of blunt.

Prices are pence free and rounded up. Long hand explanations and poetic descriptions have been replaced by a no-nonsense chain of adjective-free nouns.

It's a Small World

Small has always been beautiful, but we've got to the point now that big means bad. We don't trust chains the way we used to, and even small chains are eyed with some suspicion. We're so cynical, so aware of being sold to, it's as if we can see the shiny cufflinks of the marketing director in the reflection on our laminated menu. We can visualise the agency presentations that conjured up the oh-so-witty tone of voice. We've grown tired of the achingly obvious nonsense about the friendly butcher. In short, it's fake. As fake as the fake hand-written blackboards that you think we think are genuine. We're more sophisticated than you realise. We can spot your sweaty, corporate fingerprints a mile off on those bars and restaurants that masquerade as naïve independents, with their fake objet d'arts and retro, distressed mirrors. We know that every tiny piece is specified in a fat manual back at head office. Manufactured charm is never very charming.

So, dear Jamie. We thank you sincerely for getting us here. Your passion, enthusiasm, incredible skill and hard work was the perfect stepping stone for us. But it's time for you to step aside now mate. It's time to let real independents take control.

Follow Howard Saunders @retailfuturist for more insight and inspiration

Food for Thought

Beer&Food

Matthew Curtis investigates how the restaurant trade is beginning to embrace modern beer, as the gastronomic revolution continues apace...

"Good beer has always been a part of restaurant culture," at least according to Trevor Gulliver. And he would know. Along with chef Fergus Henderson, Gulliver founded the Michelin-starred St. John restaurant in London's Clerkenwell district, back in 1994. The restaurant is famous for pioneering "nose-to-tail dining" wherein no part of the animal goes to waste. It would become one of the most important markers of the city's gastronomic revolution, as London's dining culture began to make strides towards becoming one of the most well-respected in the world.

St. John still does what it did in the 90's with effortless finesse. Inspiring a new wave of dining establishments such as Highbury's Black Axe Mangal and Shoreditch's Lyle's - the latter of which was recently named one of the top 50 restaurants in the world - in the process. Inside it is much the same as it has always been: open, airy and minimalist, with reclaimed wooden tables surrounded by whitewashed walls.

The smell of baking bread and meat pies fills your nostrils the moment you enter its doors. It's peacefully calm inside before it opens, all except for a flurry of activity inside the kitchen.

A New Place at the Table

But one element is not quite the same as it has always been. While there has always been a bar here, serving beers, spirits and fine wines, the beers currently occupying the keg taps and hand pulls are newcomers to these surroundings. Here you'll see names like The Wild Beer Co, Thornbridge and Siren - the latter having recently won CAMRAs Champion Beer of Britain with its Broken Dream breakfast stout. And although this revered restaurant space is one where you can enjoy some truly magnificent wines, it isn't above itself in that you won't be frowned upon if you bring a pint of ale to the dining table.

"Too often beer is still a footnote on the menu compared to wine, or even cocktails. The good news is that change is in the air"

Gulliver is right in that good beer has always been a part of restaurant culture. However, the beer that was available in the 90s is perhaps not quite the same that is available today, from the UK's 2500 breweries. Beer has undergone a gastronomic revolution of its own over the past 10, or even 20 years. Some savvy establishments such as St. John have been aware of this, and ensured that these beers have a place at its table. But if beer is to be taken seriously by restaurant culture as a whole, then it still has a great deal of work to do.

The Modern Beer Renaissance

My pre-service visit to St. John was arranged by Will Bucknall, sales director of Kicking Horse, a distributor that supplies modern beer from 20 hand-selected British breweries to around 500 UK restaurants. Bucknell and his team were responsible for the installation of the beer lines here at St. John. Recent dining experiences of my own had led me to believe that, despite the moden beer renaissance, dining culture was largely ignorant of what is currently happening within the world of beer. Bucknell was determined to broaden my outlook and thus arranged a tour of London restaurants that are readily embracing our favourite beverage.

"The restaurant trade is a complicated beast and having been in the wine trade for a decade, we are hopefully in a position to show what is happening at ground level," Bucknall tells me ahead of our tour.

"The beers currently occupying the keg taps and hand pulls are newcomers to these surroundings. Here you'll see names like The Wild Beer Co, Thornbridge and Siren"

This excursion was less about demonstrating how Michelin-awarded establishments like St. John are embracing modern beer, but how multifaceted and complex the restaurant business is, and where beer fits into that.

We hop from Clerkenwell to the sleek and smart St. Leonards in Shoreditch, before nipping around the corner to the freshly opened Blacklock - its third London site. So new is Blacklock, in fact, that the smell of fresh paint still hangs in the air. But the smell of solvent isn't enough put me off my glass of Harbour's Cherry Sour. Luminescent pink in the glass, the tart and tangy beer pairs beautifully with the various slabs of flame cooked pork belly and lamb chops before me.

Brigadiers and Fine Beers

The tour continued into the afternoon, the most impressive stop perhaps being Brigadiers, a modern Indian fine dining restaurant in which Kicking Horse has installed 32 beer lines. Beer is an excellent foil for the spice of Indian food, so it feels comfortable within these surroundings. By the end of the afternoon Bucknall had successfully convinced me that not only does beer deserve a place within dining culture, but that this culture is beginning to embrace beer perhaps more wholeheartedly than it has in the past.

Another fine example of a restaurant at which beer sits at its beating heart is The Marksman, on East London's Hackney Road. And that makes sense, as this is a pub after all, albeit one that is somewhat self-described as a "modern gastropub." However, despite the great array of beers from the likes of Burning Sky and Redchurch, along with ciders from Tom Oliver, beer still takes a back seat in the upstairs dining area, where wine once again comes to the fore.

A Change is Brewing

This attitude is changing, however, as The Marksman co-owner and chef Tom Harris explains.

"As long as breweries start brewing beers with a focus on putting them in restaurants and changing their flavour profiles and formats accordingly then there is no reason why beer will not find its place alongside wine and cider in a restaurant setting," he says. "Though whether restaurants will want to replace a £40-£60 bottle of wine with a £15 bottle of beer as an accompaniment to a meal is another question."

"Luminescent pink in the glass, the tart and tangy beer pairs beautifully with the various slabs of flame cooked pork belly and lamb chops before me"

Despite these particular restaurants embracing beer much as a typical pub or bar might, they are not quite yet representative of beer in restaurants as a cultural norm. Too often beer is still a footnote on the menu compared to wine, or even cocktails. The good news is that change is in the air, and beer drinkers should be more confident than ever of a positive choice becoming more available at their favourite dining establishments. There is still work to be done, however, by both the beer and dining industries, if great beer is to become the cultural norm in restaurants it deserves to be.

No Safe Harbour

Harbour Brewing

Adrian Tierney-Jones takes a trip to Harbour Brewery to find out what's happening down on the farm

You'd expect Harbour to make their peerless beers within sound and sight of the crashing of waves that dash like lemmings against the cold granite Cornish coast, but home is actually down on Trekillick Farm, deep in the countryside not far from Bodmin. However, when the brewery started life in 2012, it was planned to be in Padstow and close to the sea, but the search for top quality water (the blood that flows through all good beer) lead them to their current location. Here in a modern, state-of-the-art brewery, installed in January 2016, the brewing team produce bracing core beers such as Antipodean IPA, Little Rock IPA and Cornish Helles, as well as exemplary versions of other great beer styles.

The brewery has certainly come a long way from those early days, as founder Eddie Lofthouse recalls: "I can still remember working through the night back in the day to fulfil an order from Sainsbury's, which was our first big order from a supermarket. We had to pack everything by hand because we didn't have much kit at that stage. Now though, we produce more beer in a week than we did in the whole of our first year of trading. From day one we've had the same aim - to produce technically well-brewed beers. And I'm proud to say we're now achieving this, and this has been recognised by a variety of international awards."

The Call of Cornwall

Cornwall's countryside is the ideal rural hideaway, far away from the temptations of city craft beer life, a place to get one's collective head down and produce good beers. And this is exactly what Harbour are doing. Ironically, despite being at the heart of Cornwall, sales in the county are only 7% of the total amount sold, with the rest exciting the palates of drinkers in bars and pubs in the rest of the UK.

"From day one we've had the same aim - to produce technically well-brewed beers."

These are exciting times at Harbour. In 2018 a new brewery was opened across a couple of fields from the main one, where former Beavertown and Redchurch alumnus, James Rylance, has been recruited to create a range of beers using locally foraged ingredients, alongside barrel-ageing and mixed fermentation.

The distance between the two breweries is crucial, to make sure the wild yeast strains are kept strictly under control.

Growing Your Own

"At Harbour, we already have an extremely solid range of beers, many of which have won industry awards," says Rylance. "So the new R&D facility is about taking things one step further. It seems like there is still a gap in the UK market for beers that work well

with food, so this is a big part of what we are trying to achieve with the new facility. And in general we're taking a food industry style approach with the whole project - it's very common for restaurants to be growing and producing their own ingredients, so why shouldn't the same be said for breweries?

"It is about broadening beer's place in the market, and to start changing the way people think about it."

"For me the excitement is that, while a lot of breweries are on industrial estates, or in the middle of cities, ours sits right in the middle of our farm - and this is what gets me excited. It's the farm aspect that makes this project unique. It's our own little bubble - some of the staff actually live at the farm, and there just aren't many places like this in the world.

"You can also achieve amazing things when producing beers that are totally your own. We're growing our own ingredients, and cultivating wild yeast - creating flavours entirely unique to us, and to this spot in Cornwall. It's often said that chefs have a signature style - and we're trying to bring this back into brewing too."

"It seems like there is still a gap in the UK market for beers that work well with food, so this is a big part of what we are trying to achieve with the new facility."

Getting Creative

Some of the first beers that have emerged from Rylance's facility include a tart and gently fruity cherry sour, a funky lemon verbena & lemon balm saison and a boisterous barley wine aged in Chardonnay barrels.

And looking around this impressive facility, the sight of a 1000-litre oak fermentation vat, 3000 litre foudre, 800-litre coolship and Italian amphora, you can see the scale of Harbour's creative ambitions.

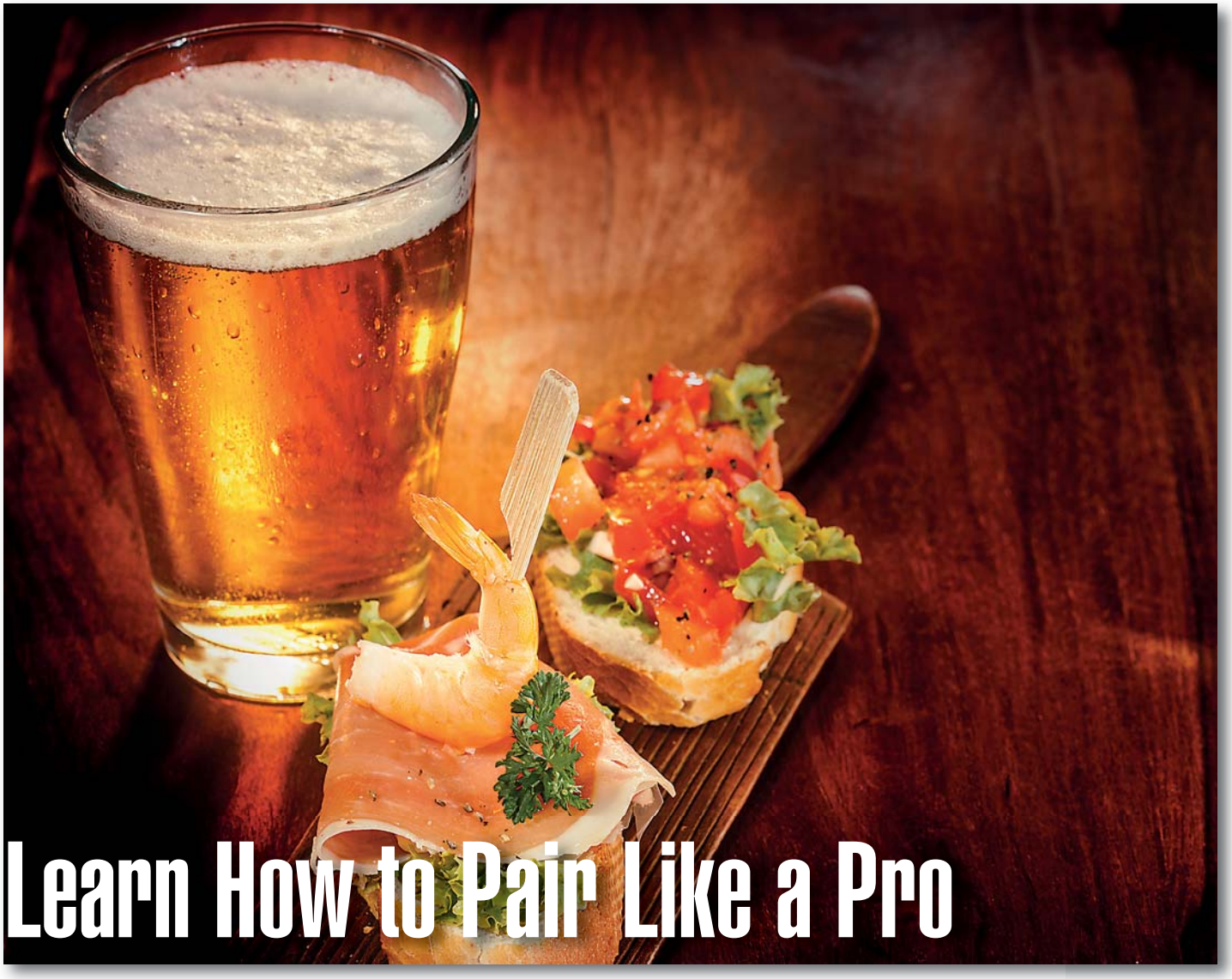
"We're growing our own ingredients, and cultivating wild yeast - creating flavours entirely unique to us, and to this spot in Cornwall."

"Generally speaking," says Lofthouse, "we want to keep getting better, continue producing technically great beers, and to start pushing the boundaries. With this we'll be increasing production, and the new R&D facility provides us with an outlet for experimentation and innovation.

"It is about broadening beer's place in the market, and to start changing the way people think about it. For anyone that has said that they don't like beer we want to show them that there's so much more to the drink than we currently experience in the mainstream."

Whether it's an IPA or a Helles, or a beer that mimics the crazy jazz-like idioms of mixed fermentation, Harbour's beers stand out at the bar-top with its bold and clean branding alongside a well-integrated sense of flavour and aromatics.

For the brewers at both of Harbour's brewhouses, it's not just a case of chucking in a load of hops and declaring job done, here there is brewing art and soul at work.



Learn How to Pair Like a Pro

Beer & Food

Melissa Cole, award winning beer writer and author of The Beer Kitchen, shares her secrets to successful beer and food matching

Your first stop when you're thinking about how to pair beer with food. How intense is this beer? Is it like a fairy sprinkling dust on your taste buds, or is it like a giant taking a sledgehammer to them? Or is it somewhere in between?

There needs to be a balance of strength or one will overwhelm the other, meaning it won't be a partnership, it'll be a war in your mouth. For me, the single most important factor when assessing beer for a pairing is its relative bitter/sweet/acidic balance and how that compares to your dish - and it's why it's absolutely vital for you to get to know your beer before you start thinking about pairing it with food.

Begin with Bitterness

Bitterness is generally nature's way of saying 'stay away' - it's like the brightly coloured dart frog in the Amazonian rainforest or the rattle of a snake in the tall grass. When we were first hunter-gathering, it told our tongue, in no uncertain terms, to inform our brain to stay away.

But, over time, it also told us there might be some nutritional value there, as in bitter foods like broccoli or the dreaded Brussels sprout (I love them by the way, which may also explain why I like bitter beers so much).

It can also be the most intense aspect of a beer and is probably the largest factor you need to be aware of, not only in pairing with dishes, but when cooking with beer too.

"The single most important factor when assessing beer for a pairing is its relative bitter/sweet/acidic balance and how that compares to your dish"

Overly bitter beer pairings have been responsible for spoiling my enjoyment of a meal more times than any other aspect of a beer. As Gwen Conley and Julia Herz point out in their excellent book Beer Pairing: the Essential Guide from the Pairing Pros, that bitter 'green' flavour in hops can clash horribly with dishes, especially where there's already even the smallest bitter elements present, and this can overwhelm every other aspect of a dish.

And it's why that assessment of the intensity of bitterness is so very important, and just one of the reasons why I say 'get to know your beer'.

However, all those big red warning flags aside, sometimes bitterness can be the perfect foil for certain dishes such as a slow-roast ox cheek with celeriac mash. Instead of putting bitter greens on the plate, maybe have some sweet peas and get that bitter 'cut through' from a grassy, piney American-style red ale instead.

It's also important to understand that bitterness doesn't just come from hops either, it can also come from darker malts and adjuncts like coffee (adjuncts are ingredients that are outside the base four of water, malted barley, yeast and hops) and can work in intensifying concert on the palate with astringency, which comes from tannins present in both these sources.

A final thing to watch out for is that it is widely held (but still to be fully scientifically confirmed) that the bittering compounds in beer can, in concert with the primary irritants of ethanol (alcohol) and carbon dioxide (fizz), exacerbate the effect of the painful compound in chilli (capsaicin) on the tongue, so any relief you feel reaching for a big IPA with your spicy food will only be a temporary salve from the low temperature and will end up being the opposite of a cure.

To put it more simply, if you want to eat food that melts your face, unless you're a bit of a masochist, you're probably better off with a milkshake.

"Instead of putting bitter greens on the plate, maybe have some sweet peas and get that bitter 'cut through' from a grassy, piney American-style red ale instead"

Sweet and Sour

There are multiple perceptually sweet flavours in beer - which can encompass everything from barley sugar and dark chocolate to brioche and strawberry - from multiple sources.

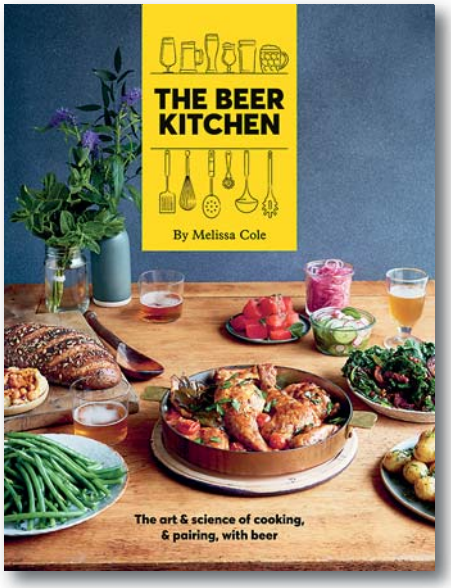
Not everything is directly sweet; for example, tropical fruit flavours can come from either fermentation or hops, but raisins, caramels, milk chocolate and other flavours are directly sweet. These are not just a result of the malt but also the level of alcohol that is produced in the beer, which manifests as a sweetness on our tongues, telling us it's a source of easily bio-available calories.

And this can be used to complement or contrast a dish really well, taking the example of spicy foods above, a really malt-led beer that has those sweet caramel and chocolate notes can be delicious with a medium-hot dish or, something like a sweet, citrus Belgian wheat can work wonders with South-East Asian dishes like Massaman curry or Tan Tan ramen.

Sour beers are so much more easily accessible today and provide a fine foil for rich food. Whether simple Berliner Weisse or Gose with some interesting fruits, which work wonders with spicy shellfish dishes or more complex mixed fermentation brews with bacterial and yeast fermentations that are left to do their work over time which can be surprisingly wonderful with cheese or as a foil for rich meats like roast pork belly.

Melissa's Top Tips for Cooking with Beer

- ▶ Don't deglaze your pan with beer - all this does is: burns the sugars in the beer, which creates bitter compounds, concentrates any hop bitterness in the beer and drives off all the aroma compounds
- ▶ Don't be scared to use blends of beers, you can get some amazing results
- ▶ Don't use perceptually bitter beers in dishes that cook at high heat or for more than 10 minutes - all you're doing is reducing them down to a bitter mess
- ▶ Do use beers as a seasoning - just as brewers use hops as a seasoning, so can you. Want to add a herbal note to a dish, how about a classic British bitter? Want to add some lush tropical notes to a simple cheesecake? Add some Australian-style pale ale. Want to play with sweet vinous notes in a chicken casserole? Why not pop a New Zealand-hopped saison in there? And it can go on and on
- ▶ Do think of acidity - acidity is as much a flavour intensifier as salt is, you might not need that added salt, in fact it might be counter-productive, what you might need is a dash of Berliner Weisse instead
- ▶ Do leave the room and come back in again before you serve up your food - you will get so much more pleasure from the food you've worked hard to cook if your senses aren't saturated with it (or just stick your head out the window or into a pot of scented body lotion or the like, that'll do the trick too - ok, that's not strictly a beer-related one, it applies to all cooking but it's a really good bit of advice, so I thought I'd sneak it in



So, armed with all that information (and perhaps a copy of my new book The Beer Kitchen) you too can get out there and wow your customers with matches that will transport them to new worlds of flavour and fun.

The Beer Kitchen is available from Hardie Grant
www.hardiegrant.com

B&K Brewing Up Success

Beer Heroes

Matt Eley talks to Kris Gumbrell about his latest adventure - the successful Brewhouse & Kitchen group

Such has been the rate of expansion of (B&K) sites across the UK that you could be forgiven for thinking that the path to success has been as smooth as some of the beers on their bars.

There were 22 of the brewpub and dining sites across the country when these words were written. There are probably more now you are reading them. By site numbers and volume it is already the biggest brewpub chain in the UK and the men at the helm, Kris Gumbrell and Simon Bunn, are showing no signs of stepping off the gas.

But this is no overnight success story.

The roots of the business stem from a trip to New York two decades ago when Kris was working for Scottish & Newcastle and looking to establish Scottish themed pubs stateside. He ended up bringing something back from America for the UK market instead.

"I went to New York with (beer entrepreneur and Firkin founder) David Bruce in 1998 and we were looking at something as a possible joint venture. We went to what would now be regarded as a very cool craft beer bar, though that term wasn't being used in 1998. I also went to Brooklyn Brewery, as it was, and then to some brewpubs.

"You just knew beer was going to change. I love the idea of brewpubs, so I just kept it up there."

It took a while for that little nugget to ferment. Gumbrell went on to work in senior positions at Greene King before launching the London-based Convivial pubs.

Playing with Beer

But his partnership with Bunn really took off when then they experimented with a brewpub at an underperforming site in South West London.

"As soon as I got into Convivial we started to play with the beer range. It started with cask, which became more interesting and exciting and then more interesting keg beers started to arrive and it just exploded around 2009 and 2010.

"Myself and Simon decided to try a brewpub in a site that we had traditionally struggled with, which was The Botanist in Kew Gardens. Immediately trade went through the roof and we had real success."

"This year we produced food and drink matching experiences. Our experience business is big. Most Saturdays we have groups who have paid to come and brew. It's a big part of what we do"

This was the beginning but it was not the first Brewhouse & Kitchen (B&K), that would be in Portsmouth in 2013.

There are now sites all over the UK. The map on the wall at B&K HQ in Highbury, North London, fills up with red stars marking new territories so quickly that it has to be reprinted every six months.

But it took 14 months to take that seismic step from one site to two.

Kris continues: "We got loads of knockbacks. What you learn when you're starting off is that agents won't take you that seriously. If they can sell to a bigger and better beast they will, because they'll keep buying. It's hard to get on the radar when you're small."

Brewing Matters

One of the ways they have established their position in the market is by having operational breweries in all of their sites. Brewers are tasked with creating beers that will be sold in the pubs they are attached to.

At any one time there will be eight different in-house brews on tap at each venue. There are more than 350 different B&K brands, with several SIBA award winners in the portfolio. But they don't get an easy run at it on the bar, lining up against some seriously established craft players.

"We really like to keep our brewers on their toes by having quality independent brands like Beavertown, Big Hug and Innis & Gunn," explains Kris. "We still want that in our business. We want our beers to go up against the non B&K."

As it stands, 55 per cent of the beer sold through B&K is their own. And the format varies too. They have recently cut back to four of their own casks on the bar and started brewing more keg. For Kris, the packaging is of limited significance, referring to the "hysterical paranoia" towards keg from some sectors of the UK beer world.

"Great beer is great beer and it can arrive in a keg or can or cask or a bottle," he adds.

"Myself and Simon decided to try a brewpub in a site that we had traditionally struggled with, which was The Botanist in Kew Gardens. Immediately trade went through the roof and we had real success"

Beyond the Beer

Wet sales have a slight edge over food but there are other revenue streams too, wholesaling of beer, and experience days.

The latter, Kris says, have become hugely significant as consumers look for something different when they go out.

"This year we produced food and drink matching experiences. Our experience business is big. Most Saturdays we have groups who have paid to come and brew. It's a big part of what we do."

They also do regular meet the brewer nights, which keeps customers close to what is happening in each site.

Team Building

Whether it's brewers, front of house staff or filling posts at the ever-expanding HQ, recruitment is the key to future growth at B&K.

"The new arms race in our sector now is having a good team," he says. "For me right now it's about building our team and keeping them together. If we do that we will continue to grow. We have willing investors and a supportive bank but I am not on a mad virility rush to be the biggest."

He talks with pride about his staff, referring to the three B&K beer specialists per site. As we talk in the bar at the Highbury B&K he points out a table full of twenty-somethings chatting enthusiastically. This is the new crop of apprentice brewers joining the ranks.

"We have some very special people. They're a brilliant bunch and I'm always very proud of them. Our team won the Imbibe show Tapsters award this year. That's a big reward for them because it shows the passion and the level of knowledge they have. If you are passionate about beer why would you work in a bland corporate environment? You want to work in a company that is passionate and loves talking about beer."

"At any one time there will be eight different in-house brews on tap at each venue. There are more than 350 different B&K brands, with several SIBA award winners in the portfolio"

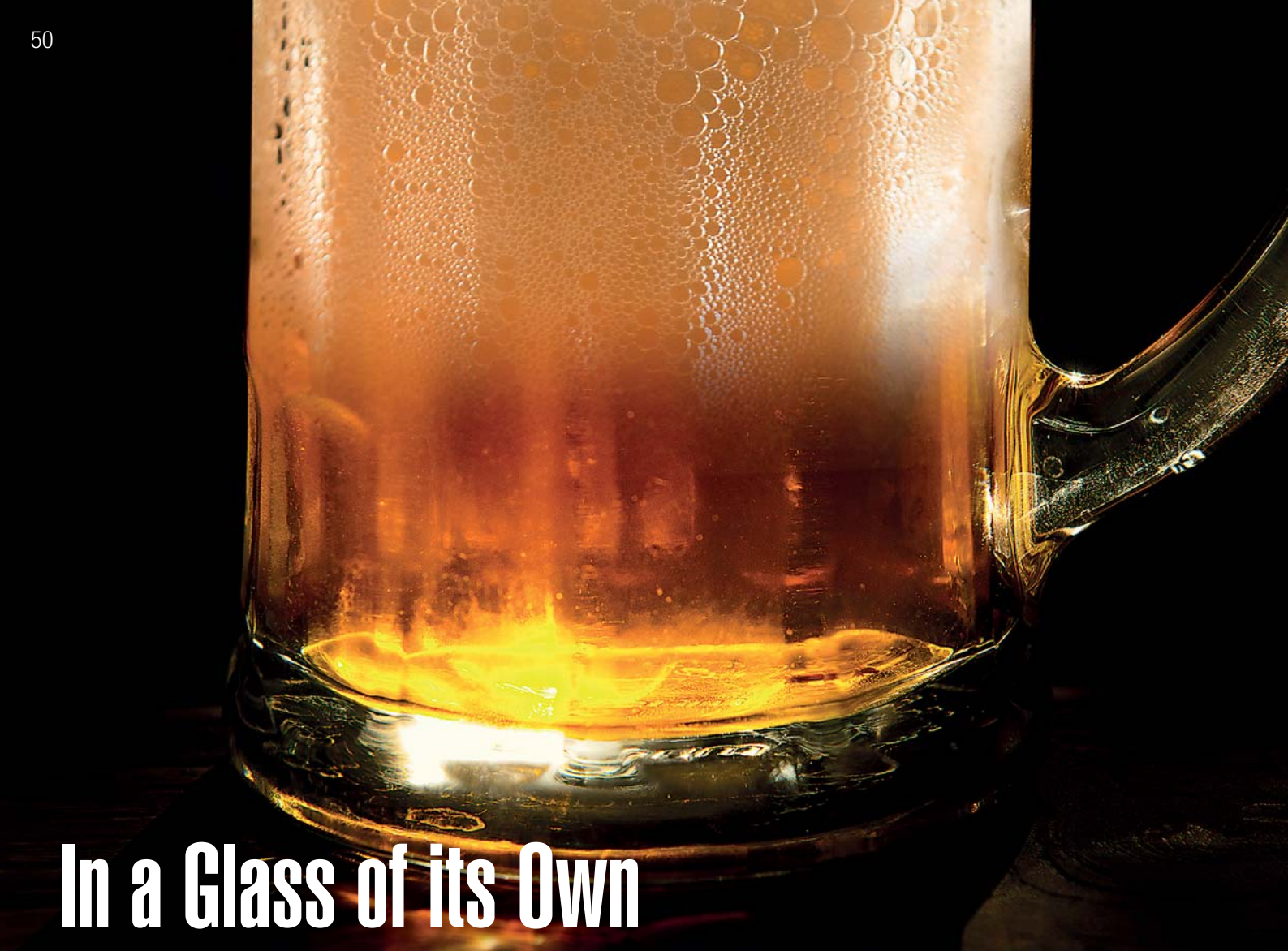
Let it Grow?

"We have got a good model and it works well," he continues. "As long as we can keep growing and doing it well, we will. We will slow it down if we feel it's wobbling. We haven't seen that yet but I don't know what it's going to look like past 30 sites, if we get that far."

"It was never about being the biggest guy in town. It was about building a really nice business that we would go to. I like my business, I go out in my business, I drink in my business. How many operators can admit to that? As long as I can keep doing that we'll carry on."

And as far as B&K is concerned, it looks like there is plenty left in the tank.

Simon Bunn and Kris Gumbrell



In a Glass of its Own

Glass Matters

Every day in pubs and bars around the country, thousands of beer drinkers raise their glasses in unknowing homage to an unsung hero: William Henry Streeter, born in Clapham, South London in 1887, designer of the dimple beer glass.

Streeter was working for a glassware and packaging company called Johnsen and Jorgensen when he came up with the idea for the dimple glass in 1938, 80 years ago, for one of Johnsen and Jorgensen's clients, the big St Helens-based glass manufacturer Ravenhead. It became a pub standard, with an estimated 500 million manufactured over the years, and was rivalled only by the "nonic" glass, with the bulge around an inch below the top meant to ensure "no nicks" out of the rim as glasses jostled in the washer. The nonic was also pioneered in the UK by Ravenhead, and invented by a prolific designer called Alexander Hardie Williamson in 1948.

The dimple glass almost disappeared around the beginning of this century when Ravenhead and its big English glassmaker rival, Dema, went out of business within months of each other. But around 2012 the style became popular with hipsters, and a revival took place - except that today dimple pint glasses are being shipped to Britain from places such as Shandong in China, rather than made in St Helens.

A Different Glass

The dimple and the nonic have plenty of challengers for a place on the bartop. New designs include the wasp-waisted "craft beer" glass and the stemmed "sommelier" beer glass with a thistle-shaped bowl supposed to emphasise the aroma of the beer.

Other choices include the sturdy conical beer glass, which still looks good in the increasingly popular third-of-a-pint sampling size, and another revival, the 10-sided "lantern" handled pint beer mug, which was the most popular size before the dimple, and appeared in the iconic "beer is best" advertisements of the 1930s to 1950s, featuring a character called Mr XXX with a head that was a lantern mug.

"Gone are the days of everything served in a nonic. If you're serious about serving beer, then you need to be serious about glassware. This means steins for pilsners, tulips for IPAs and snifters for imperial stouts"

Henry Stephenson, managing director of the Stockport-based catering equipment supplier Stephensons, said: "Gone are the days of everything served in a nonic. If you're serious about serving beer, then you need to be serious about glassware. This means steins for pilsners, tulips for IPAs and snifters for imperial stouts.

"The craft beer boom has had a profound impact on the industry. With this growth and appreciation for the flavours and aromas of many different beers, there has been an equal growth in consumers expecting glassware that will enrich the beer drinking experience."

All the same, Stephenson said, pubs and bars still have to bear practicality in mind: "First and foremost you need something durable and reliable that can withstand the rigours of a commercial environment. It's all well and good having something that looks elegant, but if it's not dishwasher safe or toughened, you'll be losing out on time for hand washing, as well as money for inevitable breakages."

"Branded glassware is still very, very much in vogue - from a marketing perspective it tell the story about your beer, creates a point of difference and, vitally, will have been designed with the optimum serve for that beer in mind to ensure optimum consumer experience"

A Brand in the Hand

According to Tom Foddy, head of retail sales and marketing at the pub operator Charles Wells, "95pc of our pubs want branded glassware - consumers pay extra for their beer in the right glass." For ale, he said, "the conical remains the most popular." Many glasses now come with the option of "nucleation", microscopic indentations in the bottom, either laser-etched or sand-blasted, that help ensure head retention and encourage a constant stream of bubbles, helping "refresh" the beer, though "a lot of the craft brewers do not use nucleation, as the rotation of the keg taps means they could replace an IPA with a lager within the same month from the same brewer," Foddy said.

Lesley Stears, marketing manager at the London brewer and pub operator Fuller Smith & Turner, agreed that having a name on the glass is very important: "Branded glassware is still very, very much in vogue - from a marketing perspective it tell the story about your beer, creates a point of difference and, vitally, will have been designed with the optimum serve for that beer in mind to ensure optimum consumer experience," she said. "The most popular style across our estate is our Fuller, Smith & Turner branded craft keg glasses which we do as a pint and a stemmed half pint. Our London Pride ale glass is different to our Frontier lager glass - glasses for keg beers have nucleation."

A Handle

Despite the return of the dimpled beer glass, and the relaunch recently of the lantern glass, handled beer glasses "make up only a small percentage of the glasses we have in our pubs," Stears said. "Stackability of glassware is always a moot point between glassware designers and the bar operators!"

Prices for beer glasses have remained steady over the past 12 months, Foddy said, and he did not see Brexit making any difference: "Most of our branded glassware is printed in Turkey, with the glasses probably from China originally. We use Utopia and Festival Glass for our printing - both these have printing houses in the UK now."

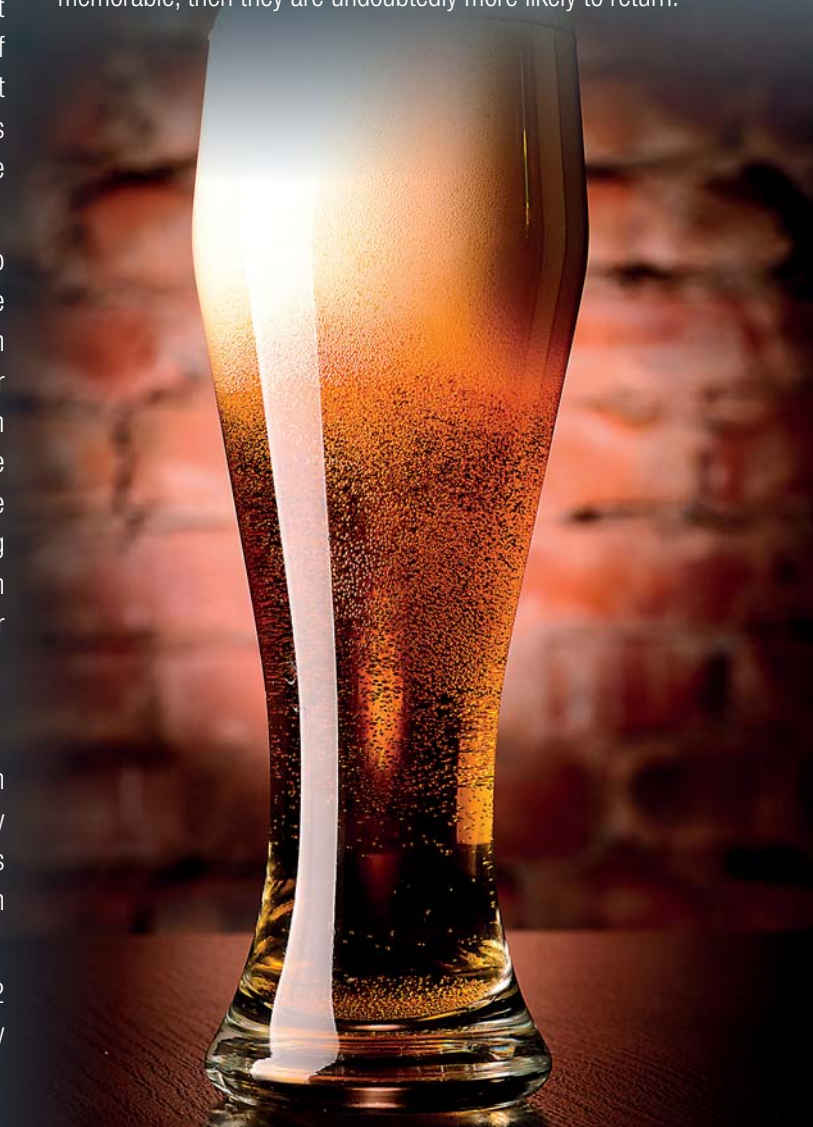
Many lager brands are moving to stemmed chalice glassware to focus on what marketers like to call "premium cues" - making the beer look a class above rivals through fancier drinking vessels. However, Foddy said, such glasses get "mixed reviews" from consumers: "Some like them, some don't. The number one thing for the consumer is the quality of the beer, which the glass plays a part in."

Part of the Experience

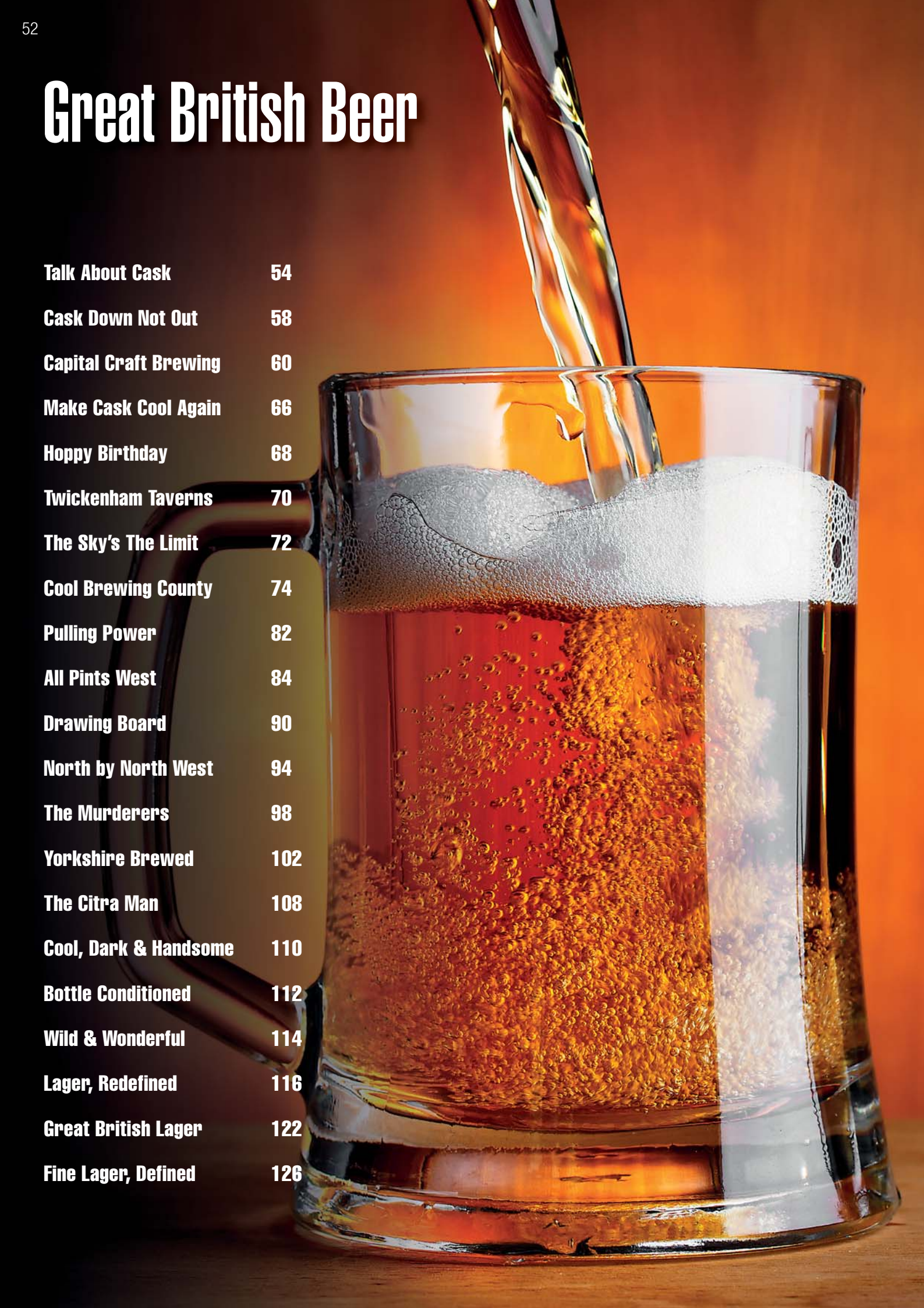
Stephenson agrees that the glass is a vital element in the pub experience: "In contemporary society, an integral part of dining and drinking out is escapism. When people choose to leave the house and spend their money, they expect a worthwhile experience. Appropriate and quality glassware can play a large part in this.

"For example, if you're in a Victorian pub and you have your ale served in a tankard, this will work to enhance the experience because it is aesthetically appropriate. Equally, if you were in a tiki bar, you'd expect a cocktail to be served in quirky, often colourful glassware to augment the theme.

"Glassware really can be crucial in customer's perceptions of your establishment. If they have something distinctive, different or memorable, then they are undoubtedly more likely to return."



Great British Beer



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We Need to Talk About Cask

British Brewing

Pete Brown conducted the research behind the 2018 Cask Report, and found that when it comes to beer, the trade and the consumer are not talking the same language

While it may rarely be out of industry headlines - how could it be with the UK's largest consumer movement campaigning for it? - 2018 has been a particularly newsworthy year for cask ale, and most of that news is not good.

After a robust revival a few years ago, cask ale is in a sustained period of double-digit decline, with some commentators forecasting its doom. The reason? Well, read the comments and among various issues around quality and price, people invariably blame the rise of craft beer.

For decades, the theory goes, British beer drinkers have had a choice between cold, fizzy industrially-produced lagers that may be bland but are at least consistent, and cask ale that is interesting, varied, flavourful and locally produced, but can often be inconsistent. Drinkers no longer have to make that choice: what some in the industry refer to as 'craft keg' (but which I prefer to call 'craft in formats other than cask', for reasons I'll explain shortly) is more diverse, flavourful and interesting than lager, but usually more consistent and reliable than cask, as well as often being colder and fizzier, and easier for the publican to keep well.

"To say craft beer is cannibalising cask and is chiefly responsible for its demise would be to oversimplify the issue to the point of inaccuracy"

Is Craft Killing Cask?

Certainly, craft beer in formats other than cask has impacted cask ale negatively. In research among publicans for the 2018 Cask Report, among those who said cask ale was less important to their business than it used to be, more cited the growth of craft beer as the reason for this than all other factors combined.

But to say craft beer is cannibalising cask and is chiefly responsible for its demise would be to oversimplify the issue to the point of inaccuracy. There are many currents in the beer stream just now, and not all of them are flowing away from cask.

"Drinkers perceive cask ale as traditional, natural, homely and British, and craft beer as experimental, cool, trendy and American. But they see both cask and craft as being handmade, diverse, different, local, and focusing on quality over quantity"

To start with, there is a very strong case for considering craft and cask beer together as a segment of the market that's all about interesting, flavourful beer. This is a position some of us have advocated for years, but there's growing evidence that this is how drinkers see things too. One piece of research this year commissioned by the Box Steam Brewery - which makes both cask ale and 'craft keg' - found that drinkers perceive cask ale as traditional, natural, homely and British, and craft beer as experimental, cool, trendy and American. But they see both cask and craft as being handmade, diverse, different, local, and focusing on quality over quantity.

Craft, Cask, Keg...Who Cares?

Another piece of research conducted on behalf of the Marston's 2018 On-Trade Beer Report asked drinkers to name a brand that they felt was 'craft beer'. A majority - 55% - named a beer that the researchers felt was much more closely associated with traditional cask ale than with what industry insiders consider to be craft beer. You might argue this shows drinkers aren't educated, that craft brands are smaller and newer, and therefore less familiar than more established brands.

"This data proves emphatically that a more mainstream market has no difficulty in thinking of established cask ale brands as craft beers"

Cynically, you might even say this demonstrates the degree to which non-craft brewers have appropriated the term 'craft'. But whatever it shows, this data proves emphatically that a more mainstream market has no difficulty in thinking of established cask ale brands as craft beers.

Research for the Cask Report showed that the broad mass of drinkers have little interest in the difference between cask and keg, and not much interest in learning. If craft keg and cask are both all about diversity, local and quality, why should they?

If we add together the stats for cask and craft in other formats, to create a market segment called - for the want of something snappier - interesting, flavourful, relatively small-scale beers, we discover that this segment overall is in rude health.

Healthy Growth

CGA data shows that in August 2014, cask ale accounted for 18.5% of total on-trade beer volume, with craft beer in keg and packaged accounting for just 1.2%. By the same period in 2018, cask's sharp decline meant it now made up 17.2% of all on-trade beer, while craft in other formats had grown to 5.4%. Add those two numbers together, and the market for interesting, flavourful beer in cask and other formats has increased from 19.7% to 22.6% in just four years. When you look at value rather than volume, that number has risen from 19.0% to 23.5%. We're on course for one in every four beers sold in the on-trade being cask or craft in other formats.

"The market for interesting, flavourful beer in cask and other formats has increased from 19.7% to 22.6% in just four years"

Even if we assumed that the entire decline in cask was due to the surge in craft beer - which we cannot possibly say with any certainty - craft has grown by orders of magnitude above and beyond the decline in cask, which means craft beer is migrating people into the 'interesting beer' segment to a far greater degree than it is taking people away from cask ale. And those people see craft and cask as being pretty similar in many respects.

The trends that drove the cask revival of a few years ago are still all in place: people want more varied, interesting flavours, their repertoires are diversifying, and they're interested in beers with a story behind them produced by smaller brewers.

Behind the Decline

Put all this together, and there's no fundamental reason why craft beer should destroy cask ale. So why is cask beer in double-digit decline then?

The Cask Report identifies various other reasons. There are actually more people claiming to drink cask beer now than a few years ago, but all those people - including the ones who have always drunk a lot of cask - now have a wider repertoire of drinks than ever before.

It's quite stressful to choose your first pint, because you're dazzled by choice and no one wants to be the person holding everyone else up. You go for what you know, or what stands out and looks interesting.

With craft keg's eye-catching designs, and mainstream lager's arms race to produce ever-larger fonts, the traditional cask handpull has become recessive and difficult to notice.

"For all the talk about rejecting big corporate brands and marketing in favour of quality and small, artisanal producers, image is still a huge part of choosing what beer to drink, even among people who would never admit it"

Despite this, even those who don't drink much cask ale at all would still like it to be on the bar in their local. It should be there, just as a vindaloo should be on an Indian restaurant menu or a Bounty should be in a box of Celebrations chocolates.

You might not ever choose them, but they help make a beloved institution what it is.

Take A Fresh Look at Cask

In recent months both Cloudwater and BrewDog have announced that they are restarting cask production. As the most admired and the most famous British craft beer brands respectively, this is exactly what cask ale needs.

Because for all the talk about rejecting big corporate brands and marketing in favour of quality and small, artisanal producers, image is still a huge part of choosing what beer to drink, even among people who would never admit it.

In a fast-moving market, traditional cask has come to be seen as an old man's drink. The affection people have for it does not translate into regular purchase, because many drinkers simply don't see any good reason to choose it instead of what they're currently drinking.

Without changing much else about cask (apart from improvement in cellar quality) simply positioning it as more relevant and more energetic, talking about it in terms that people already care about (i.e. not secondary fermentation in the cellar) will see cask ale regain its dynamism as a justified part of the craft beer/interesting beer revolution.

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*YouGov Beer & Cider Study 2018
https://yougov.co.uk/news/2018/04/30/glass-half-full-or-half-empty/

drinkaware.co.uk for the facts

THE ORIGINAL ORIGINAL

FULLER'S LONDON PRIDE ORIGINAL ALE

Cask Down, Not Out

The Cask Report

The OnTrade Preview gets the lowdown from Cask Marque and finds out how licensees can save cask, and why they should

The launch of the 2018/19 Cask Report last Autumn caused more than a little alarm because it showed sales of cask beer under pressure, hitting the buffers for the first time after several years' growth

Focus groups held in major cities and a survey of licensees quickly revealed demographic changes that together have conspired to erode cask beer's market share. Consumers generally are making less use of their locals and at the same time are more promiscuous in their choice of drinks. Meanwhile the newcomers who contributed to cask's tremendous growth-spurt in recent years are in their 30s now. They have families, mortgages and other financial pressures to occupy them and are less likely to go to the pub; but the succeeding generation of 18-25s - the most frequent pubgoers - aren't finding cask ale as attractive a proposition as their elders.

However, all is not lost. Consumers by and large feel warm towards cask, and a greater percentage of drinkers than ever include it in their repertoire: it still represents one in seven pints sold in the pub. Cask drinkers tend to be more affluent; 42% of them go to the pub weekly compared to 20% of the total survey sample; and 74% of the time it's the cask ale drinker who decides which pubs they and their friends should visit. In short, all pubs can benefit by attracting more cask drinkers.

So how do we get our act together? First, let's look at the barriers that deter people from committing to cask.

An Image Problem

Lager and craft keg have done a great job in boosting their image while cask has stood still. That means that lager and craft brewers have succeeded in making cask look dull, old, and boring. We need to promote the glorious variety of cask styles, emphasise colour and flavour, push light and golden ales, talk about lower ABVs, and spread the message that there's a style for everybody.

Customer Knowledge

Lack of knowledge means lack of confidence, and customers who don't know the difference between the beers on sale, and which one they will or won't like, will more often than not order something safer instead. Stocking a nationally recognised brand will make the process of choosing and ordering somewhat less daunting; try-before-you-buy is essential; and directing customers towards the CaskFinder app and Cyclops descriptor will engage and educate them at the same time.

Staff Training

Meanwhile the staff who should be guiding the customer's choice often don't know much about the subject themselves. It's hugely beneficial to train them to recommend beers, stimulate conversation, and talk them through the process of trying before they buy.

Talking Points

Beer jargon is a turn-off to new drinkers: words like unpasteurised, unfiltered, and secondary fermentation only excite the afiçionado. The average drinker doesn't want a virtual brewery tour; it's the aroma, the flavour, and the strength that matter. Cask is traditional, natural, fresh and cool - let's shout about that.

Clearly, then, maximising the potential of your cask offering depends to a great extent on developing your staff's selling skills. Because they're not just there to pull pints - they're there to push them, too!

"The average drinker doesn't want a virtual brewery tour; it's the aroma, the flavour, and the strength that matter. Cask is traditional, natural, fresh and cool - let's shout about that"

Cask Marque Can Help

- Get them to watch the free online training video, Cask Beer Uncovered. This is a certificated course. Go to the Cask Marque website www.cask-marque.co.uk to download the materials.
- If you have guest ales on rotation hold staff beer tastings and provide Cyclops descriptions of the beers and information on the brewery. This can all be obtained from the Cask Marque website.
- Encourage staff to download the free CaskFinder app. This enables them to scan the pump clip and find out more about the beers they have on sale.
- Cask Marque will even run a training session in your pub. Just ring for further details on 01206 752212.

Keep Your Cool

One of the critical issues raised in the Cask Report was serving temperature. Our research showed that drinkers would like to see cask ale served cooler. Brewers recommend that it should be served cellar cool, ie 11-13°; and while only 9% of Cask Marque pubs usually exceed the maximum on their regular inspections, we've found that in other pubs failure rate is 49%. This gives little refreshment value - a bit like serving a gin & tonic without ice! Licensees need to ensure that their coolers are working, are set correctly, and are properly maintained to deliver the right serving temperature - and as with staff training, Cask Marque can help.

- As well as monitoring temperatures on our 22,000 annual visits, we will be carrying out a further 10,000 checks on beer temperature.
- We will encourage all member pubs and all area managers to keep a thermometer to hand. Cost from Cask Marque is £8 + VAT and postage.
- We aim to agree with the industry a specification for cask ale equipment installations, produce a trouble shooting guide for licensees, and distribute cellar cool stickers to all Cask Marque outlets.

For the Love of Cask

There is widespread affection for cask. It's an important part of the pub landscape and for many has a central place in their drinks repertoire. Cask is traditional and that's how it should be - a link to continuity. Imagine an Indian restaurant without a vindaloo on the menu. Not everyone likes it, but they still expect to see it on the menu! But affection doesn't necessarily translate into sales.

It's down to us to make cask beer relevant to today's generation.

Key Findings From the Cask Report

More drinkers include cask in their repertoires than they did two years ago

One in seven pints served in the UK is cask beer

Cask is worth £1.6bn to the UK on-trade - more than twice the value of gin

Cask drinkers spend 30% more than other pub goers - around £1,030 a year

84% of licensees say cask is more important to their business than it was four years ago

More people use pubs primarily for events and special occasions - cask drinkers are more likely to go to these events and spend more at the bar

42% of cask drinkers go to the pub once a week or more - compared to 20% of the wider public

Capital Craft Brewing

London Beer

London's brewing scene is among the most vibrant in the world, constantly changing and innovating, and with new breweries springing up in all corners of the capital. We asked beer loving Londoner Melissa Cole to highlight some of the city's finest brewers that are tempting the palates of craft beer lovers

With over 100 breweries now in London, there's absolutely no doubt that it continues to catch the eye of both drinkers and entrepreneurs alike but, with all that choice, what should licensees be looking at if they want to mark themselves out as knowing their jellied eels from their pie & liquor?

The challenges facing pubs are many fold, supermarkets continue to pump out cheap booze, rates go up, Government allows lame regulators to limp on and taxes and political uncertainty are the only constants.

The Beer's the Star

But there is a slight bright note out there, the beer in the UK is absolutely brilliant, so at least there's that!

Flippancy aside, it's clear that offering great 'craft' beer is one of the key ways for publicans to entice customers in, especially the younger generation but, more importantly, the key 24-36 demographic which tends to be a little less price sensitive and more likely to socialise out.

If you can offer the full package of exciting, high-quality beers along with excellent service and brand knowledge, then the future is looking increasingly bright for those venues that can achieve this heady mix.

But with so many breweries all over the country, let alone in the capital itself, how do you even begin to winnow it down?

To help you a little with that, let me introduce to you some of London's standout breweries that have a great range, great branding and, most importantly, brilliant beer and support for their stockists.

Anspach & Hobday Founded: 2012

Based: Bermondsey

Contact: www.anspachandhobday.com & 0208 617 9510

Core Range: The Porter, The Pale, The IPA, The Smoked Brown, The Sour Dry-Hop, The Lager, The Cream Ale.

I have always had a soft spot for Anspach & Hobday, not least because those are the real surnames of the founders and I don't think you could sound any more British if you tried!

Anyway, the good kind of national pride aside, this little brewery has long been punching above its weight with global recognition for the quality of its dark beers but also because they are just really nice folks!

With a crowd-funding going live, pretty much as I write this article, I can guarantee you'll be seeing big things from this brewery in the next few years, with the addition of a canning line and a stepping up of its collaboration programme, with respected breweries like Against the Grain from the US and others.

Although the Pale is currently its best seller, the addition of a Session Porter to the line up is proving a big hit, so keep an eye out for that if you have drinkers who favour the darker side of life. Oh, and get your orders in early, the brewery's reputation has leaked out over the borders and it is now exporting to 12 different nations.

Fuller's Founded: 1845

Based: Chiswick

Contact: www.fullers.co.uk & 023 9271 4444

Core Range: London Pride, London Pride Unfiltered, Frontier, Oliver's Island, Montana Red, ESB, Honey Dew, Seafarers, Wild River, Session IPA, Black Cab Stout.

There's a sense of expectation around Fuller's at the moment: the purchase of Sussex brewery Dark Star, the installation of a proper pilot kit in the brewery shop and the success of its flagship lager brand Frontier in recent years has given it the kind of cred rarely bestowed on breweries over 170 years old!

Add to that the interest generated by the Fuller's & Friends collaborations, which in 2018 included UK breweries like Magic Rock and Tiny Rebel as well as Stone & Wood all the way from Byron Bay in Australia.

While London Pride, ESB and Frontier are always best sellers for pubs - ably supported by a Trade Quality team which really sets the brewery apart - the Session IPA that was recently released with little fanfare has been so popular that it'll be joining the core line up in 2019 and you can expect even more intriguing one-offs in the form of Fuller's & Friends too...

and with head brewer Georgina Young now firmly at the helm, following predecessor John Keeling's retirement, it will be interesting to see what else a change of regime will bring.

Brick Brewery Founded: 2013

Based: Deptford/Peckham

Contact: www.brickbrewery.co.uk & 0203 903 9441

Core Range: Peckham Pils, Peckham Pale, Peckham Rye, Peckham IPA.

Husband and wife team Ian and Sally Stewart have combined a passion for beer and a branding knowledge to create one of the most quietly exciting breweries in London.

With expansion plans in the works for 2019, by doubling production and increasing focus on quality, whilst maintaining its strong family independence.

Beers to look out for, outside of its strong-selling Pale and Pils, are the seasonal sours that the brewery produces, which have impressed nearly every time I've had one and, with gorgeous branding too, really catch the eye.

Fourpure Founded: 2013

Based: Bermondsey

Contact: www.fourpure.com & 020 3744 2141

Core Range: Pils Lager, American Pale, Session IPA, Easy Peeler Citrus SIPA, Oatmeal Stout.

If I had to say which brewery had the most 'complete' range in London, Fourpure would definitely be in the top three suggestions and I doubt there'll be much stopping them now they have the might of Lion Nathan behind them, with a commitment to staying 'nimble' in the marketplace.

The spirit of adventure is what inspires the Lowe brothers, so the 'Continental Collaboration' that saw them team up with 6 brewers from 6 continents in 2018 was a natural move.

With plans for more interesting and exciting beers in 2019, including a Mai Tai DIPA, and a peach American blonde ale, the brewery will also be busy helping Aussie stablemate Panhead get settled in its new UK taproom round the corner too.

Wild Card Founded: 2012

Based: Walthamstow

Contact: www.wildcardbrewery.co.uk & 020 8935 5560

Core Range: Queen of Diamonds IPA - bottle and keg, King of Hearts - bottle and keg, Jack of Clubs - bottle and keg, Joker Lager - bottle and keg, Ace of Spades - bottle and keg.

So, the first thing to mention about Wild Card is that head brewer Jaega Wise was just awarded joint brewer of the year, alongside retiring director of brewing at Fuller's John Keeling, by the British Guild of Beer Writers, so if there's one to watch, it's definitely her.

The biggest eye catcher from the brewery this year was the Passionfruit Gose, a gently sharp fruity, mineral refresher that slid down nicely on the hotter days and will become part of the regular line up in 2019, alongside a programme of monthly specials and the exciting news that there will also be some barrel-aged releases happening as and when they are ready.

And with eye-catching artwork by Valero Doval, which the brewery works with directly, there's no doubt that Wild Card can be an ace up the sleeve for any outlet.

Mondo Brewing Founded: 2014

Based: Battersea

Contact: www.mondobrewingcompany.com & 0207 720 0782

Core Range: Dennis Hopp'r IPA, All Caps! American Pilsner. Little Victories Session IPA, Road Soda New England Pale Ale.

Having only just expanded and put in a shiny tap house, Mondo will be at it again in January to bring its fermentation capacity up to keep its customers satisfied with clean tasting and brightly-branded beers that you just enjoy drinking.

Staunchly independent and family-owned, the brewery's pulp fiction/comicesque graphics and beer quality are what stand out, with a sprinkles of international influence from the ownership and the excellent collabs they do with rockstar breweries like Heretic from the US.

Dennis Hopp'r IPA may be the brewery's best seller, showing the market's thirst for hops has yet to abate, but the All Caps! American pilsner is definitely one of my go-to beers when I'm thirsty and with the country's love for lager re-emerging is one I can recommend for any bar.

Signature Brew Founded: 2011

Based: Leyton

Contact: www.signaturebrew.co.uk & 020 7684 4664

Core Range: Roadie all-night IPA, Studio Pilsner, Backstage IPA, Nightliner coffee porter.

If you're a music venue then Signature Brew is definitely one for you. With its Roadie All Night IPA (a nice twist on the moniker of session) continuing to gain more and more fans, it's really the brewery's amazing music celebrity collabs that mark it out from the rest of the crowd.

Recent brews include a brut IPA with alt-J, Fear Satan New England pale ale with Scottish rockers Mogwai and past ones include collaborations with bands like Mastodon and Enter Shikari, so you know that 2019 is going to have a pretty awesome line-up of music-inspired offerings, especially as the brewery has just completed a very successful crowdfunding campaign to triple the capacity of its brewery.

Gipsy Hill Founded: 2014

Based: Gipsy Hill

Contact: www.gipsyhillbrew.com & 020 8761 9061

Core Beers: Hepcat session IPA, Beatnik pale ale.

When it comes to social responsibility and being part of a caring community, Gipsy Hill ticks a lot of boxes, particularly with its consistent focus on accessibility for all at its tap room, and highlighting the cause in a recent Hops Not Hate collaboration with Danish beer sweethearts Dry & Bitter.

And 2019 looks set to be busy for the brewery with a core range expansion to three-five beers, that's likely to include a table beer (another growing trend next to lagers), which will be joined by a whopping four-five specials a month, enough to keep even the most fickle of customer bases happy.

The brewery will also be expanding its team and its production levels, whilst still focusing on quality, as it rightly views the inconsistency of many 'craft' brewers as one of the biggest missteps the industry makes.

Significant Others

Beavertown — Tottenham

Founded in 2011 the core range includes Gamma Ray, Neck Oil, Smog Rocket, Black Betty, 8 Ball and the most recent addition, Lupoloid - a 6.7% IPA.

www.beavertownbrewery.co.uk

Brew By Numbers — Bermondsey

The brewery opened in 2011, the core range includes Session IPA, Belgian Blonde, Coffee Porter, & Wibtbier. DDH Pale Ale is a Limited Edition - 6.2%

www.brewbynumbers.com

Brixton Brewery — Brixton

Founded in 2013, the core range includes Electric IPA, Reliance Pale Ale, & Windrush Stout. Limited editions include Brixette Farmhouse Ale.

www.brixtonbrewery.com

Five Point — Hackney

Brewing since 2013, the core range includes Five Points IPA, Five Points Pale & Five Points Pils. Also a range of seasonals and small batch brews.

www.fivepointsbrewing.co.uk

Gorgeous — Highgate

A family owned brewery with a range that includes Glowfly Bitter, Geekhunter Extra Pale Ale, Guzzla Lager, and Gravedigger, a vanilla Milk Stout.

www.gorgeousbrewery.com

Orbit — Walworth

Brewing began in 2014 and they are now producing a core range that includes Dead Wax London Porter Peel Belgian Pale, & Koln Nico Lager.

www.orbitbeers.com

Pillars — Walthamstow

On a mission to improve the quality and reputation of lager, their first and flagship brew is Untraditional Lager, a cross between Pilsner and an IPA.

www.pillarsbrewery.com

Portobello — Kensal Green

Core beers include London Pilsner, Stiff Lip IPA, & Market Porter, along with a roster of seasonal beers, Chestnut Ale, Summer Blond, & Spring Ale.

www.portobellobrewing.com

Redemption — Tottenham

Established in 2010, the core range includes the award winning Trinity, Redemption Pale Ale, Rock the Kazbek, and Urban Dusk, a Dark Ale.

www.redemptionbrewing.co.uk

Sambrooks — Battersea

Founded in 2008, their core range includes Powerhouse Porter, Imperial Stout, Pump House Pale Ale, Battersea IPA and the award winning Red Ale.

www.sambrooksbrewery.co.uk

Keeping up with Fourpure

Fourpure London's Fourpure Brewing Company have been 'one to watch' since their inception in 2013. As a modern pioneer of the burgeoning craft beer industry, the biggest problem in watching them, is trying to keep up with the constant growth and change coming out of their trading estate home in Bermondsey.

The brewery has always prided itself on being innovative, nimble and entrepreneurial; So much so that in their short five-year history (they turned five in October this year), they have been through two rounds of major investment and secured an additional four warehouses (totalling five) on the industrial estate they call home. The brewery now houses a state-of-the-art brewing and packaging facility, an in-house lab, a fleet of vans and one of London's best hospitality experiences, with a 'taproom' attached to the brewery that allows customers and beer lovers to look around, experience how the beer is made and try their range from the twenty taps they have flowing Tuesday through Sunday.

Co-founder Dan Lowe believes this investment is what sets them apart from other UK and London-based breweries. Says Daniel, "We've spent time and money in making sure we have the right people, equipment and environment to drive the quality of our beer, and the experience to support it. We want our beer to be the best it can, and we've put a lot of controls in place to make sure that that's possible. We also want to educate people on why they should be drinking better beer and that comes down to our team and the passion they have for what we do."

He believes the experience is almost as important as the beer itself – "Hospitality is a big part of what we do, we want beer drinkers to enjoy our beers in a comfortable environment and try the beer as we intend it to be. Fourpure has always had a lot of visitors from other breweries, both locally and from overseas. We welcome them, we share and learn, it benefits everyone if we can find new or different ways to improve what we do. We also have a lot of industry visitors, we host pubs and their staff all the time, beer tours and tasting events always prove popular with bar staff."

Brewery business of the year. 2018

This open, positive attitude and a lot of hard work behind the scenes has led to success on a business and brewing front. 2017 saw the brewery pick up several awards for their beers and clean up at the SIBA (Society of Independent Brewers) business awards, winning them the title of brewery business of the year. 2018 has similarly seen them take home prestigious awards from SIBA, International Beer Challenge and a medal for their Pils Lager at the World Beer Cup, probably Head Brewer John Driebergen's proudest achievement to date.

"We've spent time and money in making sure we have the right people, equipment and environment to drive the quality of our beer, and the experience to support it"

"Look, I know it's just one award but the World Beer Cup pits you against the best of the best. A medal at WBC is quite prestigious and a highly sought-after accolade. We'll take it." He states.

Inspired by Adventure

It seems fitting that the brewery is earning respect for its beers in far flung corners given that co-founders and brothers Dan and Tom Lowe have spent a lot of time on the road. It was their passion for travel and the enjoyment that comes from meeting new people over good beer that led them to start the 'adventure-inspired' brewery.

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

That spirit still prevails, A quick look at Fourpure's website, or indeed cans and you'll see mention of their brand platform 'Inspired by Adventure', this idea of picking up inspiration from travels, from time and place has driven a considered, inclusive approach to the beers they put out. At the heart, their flagship range of beers are flavoursome yet approachable, the kind of easy-drinking beers you might expect to have at the corner pub after work or over dinner with some friends. Fourpure Head of Marketing Adrian Lugg openly talks about the "craft beer journey". His take is that "lager has been at the heart of beer culture for so long that we're having to educate beer drinkers almost one at a time, fortunately people are starting to discover new and more interesting flavours and this leads them down a path of discovery. All it takes is a well-crafted Pilsner or Pale Ale and before you know it they're excited by the chocolate and coffee flavours of stronger dark ales or the tart, fruity and complex characters in sour beers."

As drinkers progress on this journey, they're likely to find a suitable beer out of the Fourpure stable. With a large volume of 'small-batch' draught products throughout the year and a range of can products which are designed to entice and educate".

> ***"At the heart, their flagship range of beers are flavoursome yet approachable, the kind of easy-drinking beers you might expect to have at the corner pub"***

Continental Collaboration

It's not just talk either. This year the Fourpure team travelled the length and breadth of the UK, they have hosted events throughout Europe & the US, as well as multiple trips to Asia, Australia and New Zealand. One project over Summer saw them team up with six breweries from six continents to brew six beers, collaborating with brewers from Australia, Belgium, Brazil, Japan, North America & South Africa. The 'Continental Collaboration' project produced some truly innovative beers and rich insight into how breweries operate in other countries. To the uninitiated it sounds daunting but with more range in flavour and enhanced experience, there truly is something for everyone.

So, what next for a brewery who have established themselves and shown their mettle in a congested global market place? More of the same it would seem. Rising rent and diminishing space had them teetering on the edge of a potential move away from London, fortunately Australian-headquartered Lion saw the brewery as a sound investment, acquiring the brewery in July and securing their permanent home in Bermondsey. The team are now benefiting from the stability, cash flow and experience of a knowledgeable partner, whilst they focus on doing what they do best, brewing good beer, winning over drinkers and throwing the odd party or two.

Make Cask Cool Again

Cask Condition

Cask beer has had more than its share of ups and downs over the past few years. In 2018's Cask Report presented by Cask Marque it was revealed that sales by volume are down by almost 7% over the past 12 months. Can cask beer once again find its place amongst an endlessly shifting modern beer market? Matthew Curtis investigates…

Timothy Taylor's Landlord was the first cask beer I can remember enjoying. I would've been about 20 years old at the time, and tasked with ferrying pints from the bar to the table my Dad I and I were sitting at, as we partook in the pop quiz at his then local, The Bottle & Glass in Scothern, a village just outside my hometown of Lincoln.

I don't know why I chose cask ale that night over my usual choice of Guinness or Lager, but I did, and we drank pint after pint of it. From that moment on, cask was my first choice on the bar.

But as I grew as a drinker, I eventually moved away from traditional real ales, despite my fondness for them. Instead I was enticed first by the stronger and - to my mind at least - more interesting beers imported from Belgium, and eventually to the vividly flavourful beers being produced in the United States. When the new wave of British brewing embraced the influence of their modern American counterparts, it appeared as though my drinking habits would be changed forever.

Welcome Back to Cask

This was not to be, and - genuinely - I am thankful for that. What I've learned about one's palate is that it's a beast of fickle nature and it's best to let it want what it wants. In modern British beer culture, with 2500 native breweries, as well as ten times that number around the globe, there are few stones which brewers have left unturned. There is without question a beer for every occasion. And so it came to be that, after a recent period of great fatigue - when I felt as though I may never enjoy a beer again - I ordered a pint of Landlord. And it was every bit as good as I remembered.

I think about beer differently nowadays, however. When I was younger it was simply about how satisfying that last sip was, and where my next one would be coming from. Now, each sip is far more mindful. Every gulp of my recent pint of Landlord saw me observe the framework of a biscuity-sweet lattice of malt sweetness form on my tongue, before this was demolished effortlessly by a wrecking ball of hop bitterness. When using language like this, it feels as though a traditional bitter can stand alone against any modern US-hopped flavour bomb. And here's the thing - it can.

Traditional Image

But traditional cask beer has an image problem, right?

In a way, yes. But not all traditional cask beers are created equal. And while some may not be considered as palatable as they once were, many more than hold their own against the rising tide of more

modern interpretations. It's not just me that's returned to these old favourites either. Many a friend within the beer industry is also turning back to cask bitters and golden ales. Maybe it's a desire for refreshment after a barrage of double dry hopped IPA and barrel-aged stout? Or perhaps it's just a touch of nostalgia. Maybe it's a touch of both, but still with a deep desire to drink something delicious and refreshing.

This trend of turning towards cask ale once the tools have been downed within the younger sector of the beer industry gives me hope, nay, confidence to say that well-made, traditional cask ale is safe, and likely will be for generations to come. Fashion comes and goes, as they say, but style is forever.

My Top Six "Traditional" Cask Ales

Black Sheep Ale

Black Sheep's flagship ale has always held a particularly fond spot in my memory. At once malty, sweet, and satisfying before revealing a dry, flinty minerality. This is Yorkshire ale at its best.

Fyne Ales Jarl

Jarl might not be considered "traditional" in the typical sense in that it makes sole use of the North American Citra hop variety. Pithy and righteously citrusy it may be, but it's also incredibly drinkable. A beer to appease modernists and traditionalists alike.

Fuller's London Pride

Pride may finally have shaken off an image that its a premise of drinkers from, perhaps, a slightly older generation. And the kids really have been missing out. Soft, grassy green hop notes matched with toffee sweetness abound, all wrapped up in one of the most drinkably dry finishes you can find.

Harvey's Sussex Best

This list would be incomplete, nay, empty, without mentioning Sussex's finest. Respected by beer aficionados worldwide, and with good reason. Few beers of this low ABV manage to muster such otherworldly complexity.

Marble Manchester Bitter

Manchester's Marble Brewery has been knocking out beers par excellence since 1997. Often overlooked in the stead of its flagship cask beer, Pint, Manchester Bitter summons notes of lemon pith over a background of digestive biscuits. A classic Manchester bitter indeed.

Timothy Taylor's Landlord

The beer that started it all for me. Landlord - when served in peak condition and brimming with carbon dioxide - represents the perfect balance of malt sweetness, hop bitterness and that all-important drinkability.

Call to Action

However, the fortunes of traditional cask ale are finite unless we take the time to both appreciate and celebrate it. As the Cask Report stated this year, sales of cask ale by volume are down almost 7% year-on-year. It's the largest drop in a seven year gradual decline, and should be cause for concern among the industry. Although such a drop can be shocking, I personally see it as a call-to-action. Here is an opportunity for the best producers of cask beer to enthuse publicans into ensuring each pint is perfectly presented, and in turn fill the consumer with that same enthusiasm.

The evolution of beer over the past decade has introduced an entirely new generation to our favourite drink. Cask ale forms an important part of that. How many young drinkers are one pint of Landlord, or London Pride, away from a cask revelation akin to my own? If all elements of the industry can muster the energy to ensure that it is producing a quality product that standards shoulder to shoulder with the best that modern brewers can produce, well, then there could be a bright future for cask ahead.

Matthew Curtis is an award winning beer writer and the UK Editor for Good Beer Hunting

Hoppy Birthday

Anniversary Beers

Jeff Evans highlights five outstanding British beers celebrating milestone anniversaries in 2019

Fuller's London Pride

Saxifraga x urbium is the scientific name of a plant with pinkish-white flowers. Never heard of it? You probably have. It is commonly known as London pride and it was from this plant - known to bloom on the city's many bombsites after the Second World War - that one of the UK's most famous beers took its name.

Fuller's London Pride was first brewed in the mid-1950s, as a 'special pale ale' for the bottle only. In 1959, the cask version was launched. Twenty years later, the beer - already established as a favourite among drinkers in the capital - claimed CAMRA's Champion Beer of Britain title and its reputation spread throughout the country.

"In other breweries, the market-leader brand can be rather dull and uninspiring. Not so with London Pride which, if kept in top condition, is as fine an example of a British cask ale as you will find"

The Fuller's range has expanded in recent times but London Pride remains the company's bread and butter brew - the one that drives the finances of the business. In other breweries, the market-leader brand can be rather dull and uninspiring. Not so with London Pride which, if kept in top condition, is as fine an example of a British cask ale as you will find.

You can taste the malt, you can taste the hops and you can taste the impact of the yeast but everything comes together in perfect balance. Sixty years after its launch, it is as popular as ever.

Gale's HSB

The letters HSB stand for Horndean Special Bitter, a reference to the location of the Gale's brewery where the beer was introduced in 1959. Mild had been all the rage up to this time but, with people's preferences changing, Gale's needed another bitter to offer customers. It was created by head brewer Ted Argyle, who set the original gravity at 1055 - the average gravity of a standard bitter in the pre-war years. The resultant strength would have been around 5.5% ABV back then, and, despite being gradually weakened over the years, HSB was still described in the 1975 Good Beer Guide as 'the second strongest known bitter in the country'. Gale's was acquired by Fuller's and closed in 2006, but a number of Gale's beers survived the move, including HSB. The recipe has been tweaked over the beer's 60-year lifetime but the yeast once used in the Horndean brewery still works its magic. The malts generate more of a toffee flavour than found in most Fuller's beers and the hops only provide a gentle bitterness, meaning this is a rather different beer to London Pride.

Greene King Morland Old Speckled Hen

Forget chickens. Old Speckled Hen - now 40 years old - was actually named after a motor car at the MG factory in Abingdon, the home town of the beer's original brewer, Morland. The story has it that an unusual prototype vehicle caused a bit of a stir with its strange gold paintwork stippled with black. Locals, in their warm Oxfordshire burr, called it the 'old speckled 'un', which evolved into the name given to the beer when it was first produced in 1979 to mark 50 years of MG's arrival in the town.

At first, Old Speckled Hen was only available in bottle, but in 1991 a cask version followed. Small advertisements were placed in the national press and the beer - seducing drinkers with its sweet, malty, estery fruit flavours - really took off.

Greene King bought and closed Morland in 2000 but has continued to produce Old Speckled Hen in Bury St Edmunds, consolidating the beer as a national brand. In 2006, the strength of the cask version was lowered from 5.2 to 4.5%, but you can still buy a bottle at 5%, near the original strength of 5.2%.

The beer has been so successful that brand extensions have been added - Old Golden Hen, Old Hoppy Hen and Old Crafty Hen - as well a gluten-free version.

Ringwood Old Thumper

Ringwood Old Thumper is another beer celebrating 40 years. A strong pale ale, acquired its rather graphic name through a competition in the Dorset media. It was created by Ringwood's founder Peter Austin - a man who became known as 'the father of microbrewing' in the UK because of his help for other small breweries beginning production.

One of the brewers he mentored was Alan Pugsley, who, after working at Ringwood, headed off to the US to found Shipyard Brewing. There, in 1992, he created his own version of Old Thumper that is still on sale. Ringwood and the Old Thumper brand are owned today by Marston's, which, in a nice piece of symmetry, also brew Shipyard beers in the UK under licence.

At 5.6% ABV, the US version is a touch stronger than the UK's, which now provides a little less 'thump'. When it claimed CAMRA's Champion Beer of Britain title in 1988, it rolled out at 5.8%; in 2013, the strength was taken down to today's 5.1% - to make the beer accessible to more drinkers, according to Marston's, who felt the strength was a barrier - but it's still a fine drop.

St Austell Tribute

Remember the total solar eclipse of 1999? The disappointment of a damp and grey day? A leaden canopy of clouds killed much of the enjoyment for those who had decamped to Cornwall to witness this rare spectacle but there was some beery consolation. St Austell had created an ale, cleverly called Daylight Robbery, for the occasion and its popularity suggested the brewery should retain it in its range. Under the punchier and less restrictive new name of Tribute, it became a permanent fixture in 2001.

"Tribute - now 20 years old - has become that rare commodity: a national brand that discerning beer drinkers still seek out"

This golden ale is brewed with Maris Otter pale malt, a darker malt called Cornish Gold - specially created by the sadly now-closed Tucker's Maltings in Newton Abbot - and a mix of UK and US hops to provide a citrus zestiness. Marketing has been built around sports sponsorships and Tribute - now 20 years old - has become that rare commodity: a national brand that discerning beer drinkers still seek out.

You can even enjoy it with your head in those leaden clouds as it's the chosen ale on board British Airways flights.

Twickenham Ticks the Beer Boxes

Beer Hero

Ted Bruning talks to Twickenham Taverns' founder, Dick Morgan, about what makes his pubs tick

Dick Morgan is a man who knows the trade inside out. He's been running pubs since 1974 and since then he's experienced just about every modus operandi in the business. He started as the tenant of a Bass Charrington house; he was a manager for Watney's; he became a free trader in 1982 when he bought the Whittaker Arms in Marylebone; he is now proprietor of Twickenham Taverns, a six-strong managed chain in and around west and south-west London.

Given the length and diversity of his service to the cause of human happiness, you could argue that he's one of the most experienced licensees, if not the most experienced licensee, in the whole of London town.

And what he wants you all to know is this: "At the centre of it all is beer."

Dick's pubs don't promote themselves entirely on the strength of their beer offering which, for the record, comprises a minimum of 10 handpumps (two-three regulars plus changing guests), five cider taps, and 10 keg taps per house. They also have plenty of activities going on to attract and retain customers and strong food offerings that are a real boost to spend per head at mid-range prices such as £6.95 for a small-plate rack of barbecue pork ribs up to £15.95 for an 8oz ribeye and chips.

"There's a strong emphasis on good quality food: our two-for-one pizza offers and steak days - not steak nights, steak days - are really massive," says Dick. "We do a bit of entertainment - rugby on TV, quiz nights, vinyl nights, acoustic music - although it isn't a main part of the business. The pubs are free houses, ale and craft beer-led. We are big on cask ale and we were in at the very beginning of craft."

"Given the length and diversity of his service to the cause of human happiness, you could argue that he's one of the most experienced licensees, if not the most experienced licensee, in the whole of London town"

Really Free

Applying the term "free house" to managed chains has aroused controversy before, not least when it's plastered up on the wall of every JD Wetherspoon in the country. But Dick insists that although he has an operations manager and a single accounts department and some of the buying is done centrally, when it comes to beer the descriptor is pretty accurate.

"A lot of managed house chains are becoming very uniform these days because the technology allows them to be controlled from a distance," he says. "Yes, we do have some central systems but the managers have a lot of freedom and we don't restrict them,

especially when it comes to beer. There are certain regular lines we stock but the rest all change constantly and the managers don't have to refer back to me all the time. We could oversee everything centrally if we wanted to, but we don't. We do with the wines, but to create the choice of cask and craft that attracts the customers and to make sure each pub has its own personality we let the managers do their own beer order.

"They might make the odd mistake and take on a beer that sticks, but they all know their beer and as a lot of them are internal promotions they know the company and how it operates, so it doesn't happen often. But when it does I just tell the manager to knock it out fast at £2 a pint and move on to the next one."

Bastion of Bass

As an example of personality one of the pubs, the Express Tavern at Kew Bridge, has a thing for Draught Bass, which is not a beer you see every day. But, says Dick: "The Express is a free-of-tie lease which has been in the same family since the 19th century. In 1920 they bought the freehold and started stocking Draught Bass. The pub has been renowned for its Bass ever since, so next year we'll have a centenary celebration. It may be brewed by Marston's now… but it's still a big seller at the Express."

Another regular at the Express is Solaris, from his son Richard's own Big Smoke brewery in Surbiton. It may be nepotism, but the punters don't seem to mind; and it also encapsulates Dick's attitude to craft beer.

"With try-before-you-buy older guys who are lager drinkers can be persuaded to taste craft lagers and if they're impressed they'll tell their friends about it. Word of mouth - that's the blinder"

"My son makes a lot of unfiltered beer and people are happy to drink it if it's good beer," he says. "Every pub has a minimum of 10 handpumps, but there is so much interest in craft now that we have increased our keg range too. That is where the market is going, and I don't think it's my job to tell people what to like."

Invest to be the Best

Dick's dedication to choice has not been without cost: Twickenham Taverns owns all its own cellar equipment so that it's beholden to no-one. "We've invested heavily in craft," he says. "That's how we can get so many lines, and it means I can buy what I want." And if you're sceptical about craft - if you're one of those cask ale sticklers who think craft keg is just glorified lager and lime for millennials - Dick has news for you. It has a broader appeal than you might think.

"People say there's an age divide but I don't see it myself," he says. "You have to support what you stock; you have to talk about it. With try-before-you-buy older guys who are lager drinkers can be persuaded to taste craft lagers and if they're impressed they'll tell their friends about it. Word of mouth - that's the blinder."

Social Media Sells

Word of mouth as reinvented by social media has also made it easier for Dick to select and evaluate new sites.

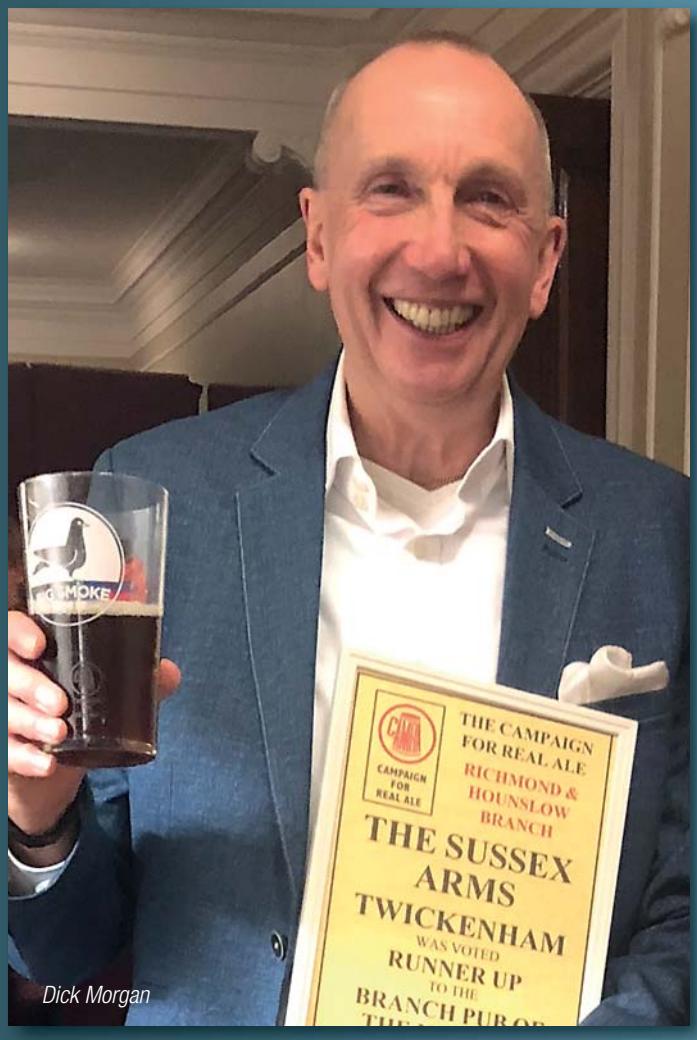
"When I'm looking at prospects I don't consider food-led pub-restaurants," he says. "I look for a site that fits my plan, not for a plan that might fit the site. Why reinvent the wheel? And sites that could be beer-led don't have to be prime high-street locations because it's the range and quality of the beer that draws people, especially in the age of social media when word of mouth can spread farther and faster."

"It's the range and quality of the beer that draws people, especially in the age of social media when word of mouth can spread farther and faster."

There has to be a surprise twist at the end, so here it is: Dick doesn't drink beer.

"Wine is my hobby and has been since the '70s," he says not even a bit defiantly. "You don't have to be hit by a bus to know it would hurt. If you know how to taste properly the skill transfers from one drink to the other. I can taste beer as well as anyone. I know my hops and my beer styles.

"You can't run pubs for as long as I have without getting to know your beer!"



Dick Morgan

The Sky's The Limit

Pilot Breweries

The installation of a pilot plant gives brewers the chance to let their creative juices flow, with some very exciting results, as John Porter discovers

One consequence of the craft beer revolution is a new breed of disloyal consumer who is looking for a different hop hit every time they go to the bar. But Britain's family brewers haven't notched up a couple of millennia of combined experience between them without learning how to adapt to changing consumer demands, and if variety is what the customer demands, then variety is what they will get.

"It's difficult to experiment and test out new styles when your minimum run is 100 barrels, and all core beers were once new"

Simon Dodd, managing director of the Fuller's Beer Company, sets out the challenge. "Ten years ago, we were one of two brewers left in London. Operators would phone us up asking for London Pride, and we could pretty much choose where to put the brand and where not to.

"Wind the clock forward, and there are now over 100 breweries in London alone. The CGA stat is that in the past three years, 2,800 new beer products have been brought to market, versus just 300 10 years ago. That tells you that choice is everywhere, and we can either put our head in the sand, or we can evolve our range to meet changing consumer demand and offer choice."

Small Batch, Big Choice

One of the issues is that most established breweries are set up to produce fairly long runs of a relatively small range of beers. In response, alongside their main production facility, an increasing number run pilot breweries, a more flexible installation enabling brewers to try short runs of new ideas, as well as meet consumer demand for continual innovation.

September 2018 saw the opening of Fuller's own pilot brewery, located in the expanded and revamped shop at the Griffin Brewery in Chiswick.

Able to produce 10 barrels of beer per brew, which can be packaged in bottle, cask or keg, the plant's shiny stainless steel kit is on show and very much part of the visitor experience.

Fuller's head brewer, Georgina Young, says: "Prior to this, the smallest batch we could brew was 160 barrels, so we tended always to play safe with flavours. We're using the new brewery for trial-testing different raw materials such as new malts, hops, herbs, spices and fruits."

On tap at the opening of the pilot brewery were beers including a 4.8% Thai Stout laced with lemongrass and pepper flavours, an ideal match with the fresh Thai food served in a number of Fuller's pubs. "One advantage of the pilot brewery is that we can produce different beers for our different styles of pubs," says Young. As well as allowing pub teams to come into the brewery and create exclusive beers for their customers, the pilot will also play a role in training new brewers.

Pioneering Pilots

The Fuller's plant was some time in the planning, and other brewers will point out that they were definitely sooner to the party. St Austell opened its current pilot brewery in 2016, but this replaced a previous small batch plant which, as brewing director Roger Ryman explains, produced the original brew runs of current St Austell favourites such as Tribute and Proper Job.

"Our small two-and-a-half barrel brewery was already there when I took over in 1999, and I'd go as far as to say all of our current beer range has come out of it," says Ryman. The new pilot brewery enables St Austell to produce two distinct ranges of short run beers - the Small Batch Beer Club, a cask offer, and the World Beer Series, a bottled range.

"In the right pubs, this is the kind of choice they want to offer their customers. My aspiration is that we try not to follow trends, we try to create them"

Limited Editions

The Small Batch Beer Club currently has around 40 pubs signed up. The programme is planned seasonally, with nine limited edition cask beers produced on the pilot brewery across each four month cycle, and each pub in the programme receiving a cask of each beer.

Beers produced for the club during 2018 included Beekeeper's Brew, a 3.8% ABV ale made with Cornish honey; the 5% ABV Vanilla and Bourbon Porter, and Cascadia Beckons, a 3.9% ABV pale ale. The programme also includes collaborations such as Miss Nancy Blair, a 3.8% ABV sparkling Aussie Pale Ale, brewed with yeast from Australian brewer Cooper's.

"There are no reorders and no returns," says Ryman. "In the right pubs, this is the kind of choice they want to offer their customers. My aspiration is that we try not to follow trends, we try to create them."

However, he acknowledges that the nature of the cask beer market favours beers between around 3.5% and 5% ABV, and that he also gets the occasional gripe from pubs in the programme when a particular beer is a slower mover.

"They might tell me that they can't sell a darker beer as quickly. There is sometimes a sense that consumers want variety, but not too much variety. Cornwall is also a relatively conservative market, and that to a degree curtails some of the more experimental brews we might put into cask."

The World Beer Series, with bottles sold mainly through the brewery shop, "is where we can push the envelope a little bit more, with the advantage that putting it in bottles gives you a longer shelf life." Recent examples include several beers that reflect Ryman's passion for Belgian beer styles, including Cardinal Syn Abbey Dubbel at 7.8% ABV, and Bad Habit Abbey Trippel 8.2%.

The World Beer series also includes collaborations, notably Black Square Russian Imperial Stout brewed with Moscow's New Riga's Brewery. "They are all what I would describe as our interpretations of classic styles," says Ryman.

"Prior to this, the smallest batch we could brew was 160 barrels, so we tended always to play safe with flavours. We're using the new brewery for trial-testing different raw materials such as new malts, hops, herbs, spices and fruit"

Old Brewer, New Brews

Across the country in Kent, Britain's oldest brewer is also reaping the benefits of being able to experiment on its pilot plant.

Mike Unsworth head brewer at Shepherd Neame, says: "It allows you to explore new styles and tastes and also enables feedback to refine new beers and lagers. It's difficult to experiment and test out new styles when your minimum run is 100 barrels, and all core beers were once new.

"Drinkers today are more beer-savvy than ever, they've been exposed to more beer styles than previous generations and quite rightly they want more choice.

"Our Bear Island East Coast Pale Ale began life as a short-run, as did the Whitstable Bay range and our Five Grain Lager, so there's not any particular style. It's more about interesting taste profiles and the age old test of whether or not after your first pint of something, you want another one."

The Cool Brewing County

Cornwall

Adrian Tierney Jones looks at some of the brewers that are making Cornwall a hotspot for great beer

Surfing, celebrity chefs, second-home teenagers sporting Super Dry, hot summer's days in Newquay: Cornwall is most definitely cool.

Cornish beer is equally cool. One of the coolest breweries in the UK right now is Cornish. Falmouth-based Verdant are notable for their hazy, juicy and easy-drinking New England IPAs and Pale Ales that, to the traditionalist, look like Sunny Delight in the glass.

However, for the ecumenical beer lover, Verdant's beers are beefy, boisterous, full of flavour and all riding the new wave out of Cornwall.

The brewery is big on Ratebeer (Best UK brewers in 2016), makes a splash on Untapped and have plans to open their own seafood and beer tap house in Falmouth (crowdfunded of course). They have a habit of making all kinds of beer, but Pulp is one of their most popular (and regular) products. A lush and lascivious DIPA, whose name, according to brewer Adam Robertson, "came from the texture of stone fruits such as mangos and that juicy, fibrous, exotic and slightly peppery eating experience seems to suit the beer well". Some might argue that it's Cornwall in a glass.

However, let's calm things down a bit.

There's a lot more to the Cornwall beer scene than New England IPAs.

"In the 10 years since its launch, Proper Job has attracted a passionate following of discerning beer drinkers. Now it is time for us to let a wider demographic experience the pleasures of a Proper IPA"

The best-selling breweries remain those whose portfolio ranges from light to dark with all shades of amber and copper in between. And Cornwall is also the home of St Austell's Tribute and Proper Job and Sharp's Doom Bar and Atlantic Pale Ale - all big hitters on bars both in Cornwall itself and way beyond the border.

ST AUSTELL
EST. BREWERY 1851

PROPER EXPERTISE

PROPER JOB

MAKE IT A PROPER IPA

Anthony Plum Brewer

drinkaware.co.uk
for the facts

Staying Sharp

Not that Sharp's is resting on its laurels when it comes to Doom Bar, their biggest brand and the top selling cask beer in the country. A trial of Doom Bar extra chilled (6-8˚c) was recently launched with the aim of appealing to younger drinkers who tend to prefer cooler beers. According to the brewery's Senior Brand Manager James Nicholls, this variant "will provide choice, increase rate of sales and attract new drinkers to the cask ale category.

Wet led pubs continue to be the heartland for cask beer, however with the ongoing contraction of this market we continue to focus on innovating our brands, formats and support to deliver all drinkers a quality experience and attract new drinkers to the category."

"Offshore Pilsner has also been a huge success, since rebranding in April this year we have seen both rate of sale and distribution growth"

For Sharp's the year has been one of buoyant beer sales in Cornwall, plus year on year growth nationally. As well as Doom Bar, other brands have been performing well for the Rock-based brewery, according to Nicholls.

"Atlantic Pale Ale has been an outstanding success for us in 2018, showing continued growth both in On and Off premises and is attracting a younger and more affluent drinker. Offshore Pilsner has also been a huge success, since rebranding in April this year we have seen both rate of sale and distribution growth and we look forward to this trend continuing in 2019 as we increase our support behind the brand.

"We also continue to surprise our customers with innovative 'Aleblazer' brews, including Hazy Mango, Slovenian Dragon IPA and Chocolate Milk Stout"

"Our focus on cask beer quality also remains a big priority and we will be extending our Cask Marque quality accreditation scheme to over 2000 of our permanent stockists in 2019. This 20-point check system provides licensees with both technical assistance and training to help them give drinkers a quality experience of our brands.

With sales at an all time high we are delighted with the success of our new visual identity across our portfolio which has been rolled out in the Off premises in 2018 and look forward to extending this to the On premises in 2019.

"We have also been continuing to work with some amazing chefs to promote beer and food pairings through our programme of events and in trade. Many of these chefs have provided recipes for our first ever beer and food cook book, which we are very excited to be launching in December."

No Safe Harbour

Another brewery for whom 2018 has been a busy year is Harbour, which has recently opened its own dedicated sour beer facility, meaning that the Bodmin based business has two brewing stars at the helm. Former Parliamentary Beer Group brewer of the year Stuart Howe (a brewer closely identified with Doom Bar during his time at Sharp's) oversees the production of Harbour's core brands, while former Beavertown and Redchurch brewer James Rylance is across a field making all kinds of beers that use mixed fermentation and spend time in barrels.

"It allows us to work with ingredients we wouldn't sanction in the main production facility, giving us the opportunity to push boundaries around style and also embrace non-traditional brewing techniques"

"Our new sour facility has been a great addition to the production brewery," says brewery founder Eddie Lofthouse. "It is something we have been planning for a number of years and seeing it come to fruition is fantastic. It allows us to work with ingredients we wouldn't sanction in the main production facility, giving us the opportunity to push boundaries around style and also embrace non-traditional brewing techniques. I find it equally rewarding to see our core range develop in terms of quality and how consumers are starting to appreciate drinkability over novelty.

"It has been a very positive year for sales in Cornwall, doubling from last year. That said, it is still less that 7% of our total sales. Nationally sales have continued to be excellent, up around 60% on last year and with a compound growth rate of 65% over seven years.

The quality and consistance that Stuart and his team are producing gives customers the confidence to regularly stock our beer. We have also seen a big uptake in keg beers in Cornwall, with lagers and low abv hoppy beers making up the majority of the growth.

The growth of the latter could be due to people making better choices health wise with a conscious effort to lower alcohol consumption."

Kegs v Cask

As Lofthouse reports, keg beers have come to the fore, in both Cornwall and further afield, especially with the hot summer, which both boosted the demand for cooler beers and increased the number of visitors to Cornwall, as Sharp's James Nicholls points out: "the heatwave this summer provided a great boost for keg brands such as Offshore Pilsner, Wolf Rock Red IPA and Hellweathers IPA, all of which offer cooler refreshment in the warmer months."

Conversely, as keg increased its bar share, the Cask Report sadly reported that cask beer sales had declined by 6.8% in the past 12 months (not helped by concerns about the quality and temperature at the bar top) and Cornish breweries have not been immune to the downturn.

Cornish Brewers

While we are in Cornwall, we mustn't forget that its beer scene also includes smaller outfits, such as the historic Blue Anchor in Helston with its venerable Spingo Ales, whose strength has surprised many a casual beer-lover, along with a host of other breweries flying the flag for St Piran

Black Flag — Perranporth

Along with the core beers, such as Fang, a session pale and Black Cross IPA, they have a constantly evolving selection of seasonal brews available.

www.blackflagbrewery.com

Blue Anchor — Helston

Blue Anchor produces 4 distinctive beers throughout the year, IPA at 4.5% abv, Milddle at 5.0% abv, Bragget at 6.0% abv, & Special at 6.5% abv

www.spingoales.com

Cornish Crown — Penzance

Currently a selection of nearly a dozen craft beers, which include IPA, Porter, and Honeyfuggle which is made with bucket of Cornish honey.

www.cornishcrown.co.uk

Harbour — Bodmin

As well as brewing a selection of modern classics, they have stepped out of the ordinary with Chocolate Kolsch & Rhubarb and Pink Peppercorn.

www.harbourbrewing.com

Padstow — Padstow

Founded in 2013, Padstow has grown rapidly. In 2018 they won multiple awards, and Padstow Pilsner won Best Beer at the Great British Food Awards.

www.padstowbrewing.co.uk

St. Austell — St. Austell

Proper Job and Tribute are the beers of the moment Head brewer Roger Ryman is well known for his seemimngly inexhaustable creativity.

www.staustellbrewery.co.uk

Sharp's — Rock

Famous for Dooombar and Atlantic Pale Ale, and Offshore Pilsner, there's also the well known Wolf Rock, named after an offshore Cornish reef.

www.sharpsbrewery.co.uk

Skinner's — Truro

With seven distinctive ales in their core range, and even more in the AleBlazer list, their ales provide a wealth of different styles and flavours to enjoy.

www.skinnersbrewery.com

Verdant — Falmouth

Since they started brewing back in 2014, hoppy beers are what they have been producing, juicy, hoppy, unfiltered hazy beers & always vegan.

www.verdantbrewing.co

Skinner's Winners

According to Steve Skinner, Skinner's Founder and Director, "Trading for Skinner's has been fairly consistent both in Cornwall and nationally, with slight changes in the cask market. We are also up 4% in national bottle sales with Lushingtons IPA and Porthleven Pale Ale, doubling their sales when compared to last year. Locally, cask is down 6%, which is in line with the Cask Report's national statistic. A very hot and long summer means people preferred lager and keg ciders (and fruit ciders). It is the same story with our national sales, which were down 10% when compared to last year for the same reasons we believe. However, Skinner's is seen as premium and always sells well when stocked.

"Our focus on cask beer quality also remains a big priority and we will be extending our Cask Marque quality accreditation scheme to over 2000 of our permanent stockists in 2019"

"It has been important to meet the demand for keg products, by championing our Lushingtons Pale Ale in keg. We also continue to surprise our customers with innovative 'Aleblazer' brews, including Hazy Mango, Slovenian Dragon IPA and Chocolate Milk Stout. All these limited brews have sold out very quickly after release. Offering these innovative brews in 330ml bottle, keg and cask has met the demand from contemporary audiences."

A Tribute to Quality

While the torrid year for cask beer has been in evidence in Cornwall as in the rest of the UK, it seems that St Austell's have felt the effects less than most.

As Brewmaster Roger Ryman explains: "Lager benefited from the hot summer, which saw a slump in cask - although cask sales recovered in September and October. Over the year we expect a drop in cask of 1-2% which, whilst disappointing, is better than the national average. Cask is still 60% of our total volume though, with Tribute cask remaining our biggest single product at 48,000 barrels, followed by Proper Job cask and Korev lager, each at about 15,000. Overall beer volumes are up 5% and we expect to finish the year at 130,000 barrels at St Austell."

For the brewery, the big winners of the year in growth have been Korev and Proper Job. "Sales of Korev Lager are up 25% year on year," says Ryman. "Along with Korev, Proper Job is showing positive growth whilst we have a small drop of about 2% in Tribute."

A Proper Campaign

Illustrating the importance that St Austell places on Proper Job, the beer recently had its branding refreshed, with new pump clip designs.

This was accompanied by the launch of a major marketing campaign, using the slogan 'Make it a Proper IPA', backed with advertising, while Cornish chef Jack Stein (son of Rick) was

SKINNER'S BREWERY Cornwall

AWARD-WINNING ALES IN CASK, KEG AND BOTTLE

Brewers of the finest and hoppiest beers in Cornwall. Our ales use whole-flower hops and the finest Cornish ingredients, along with the South West's trailblazing spirit, to add zest for life into every pint we brew.

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appointed as celebrity brand ambassador, which will help boost the kudos of matching the brand with various dishes.

According to Jeremy Mitchell, the brewery's Marketing and Communications Director, "In the 10 years since its launch, Proper Job has attracted a passionate following of discerning beer drinkers. Now it is time for us to let a wider demographic experience the pleasures of a Proper IPA - and the new campaign is a properly good way of doing it."

Pale and Interesting

Pale ale and IPA are an important part of the market for most Cornish breweries, especially at Skinner's, as Steve Skinner points out: "Pale ales and IPAs are still the most popular styles of keg beers, with our Lushingtons IPA now in rapid growth (volumes are up 92% compared to last year). Lushingtons IPA is our bestseller locally and this growth doesn't seem set to stop any time soon! Betty Stogs bitter is still our biggest selling beer outside of Cornwall, with sales accounting for 60% of our total sales nationally. Betty Stogs is a must-offer for many regional and national wholesalers, but we predict Lushingtons will be nipping at Betty's heels very soon!"

So despite the ebb and flow of the current beer market, Cornish breweries are showing that they can ride the waves of beer trends, making them a cool option on any bar, at home or away.

Cornish beer is cool - look west and get some coolness in your bar

Rock Star Brewers

Sharp's Brewery

2018 has been another exceptional year for Doom Bar and Sharp's with some hugely exciting projects underway across our brands.

Doom Bar has stormed the beer charts once again, coming in at no 1 ale in terms of volume and value in the on trade. As brewers of the UK's no 1 cask ale*, we are passionate about the future of cask. We recognise that cask as a category is in decline but Doom Bar continues to buck this trend, currently selling 88% more pints per day than the average cask brand**.

"Doom Bar has stormed the beer charts once again, coming in at no 1 ale in terms of volume and value in the on trade."

Cask is an iconic part of the Great British pub and is worth more than gin and golden/dark rum combined*** but consumer tastes are evolving rapidly.

This is one of the reasons that we are conducting a trial in a small number of outlets of Doom Bar Extra Chilled. With a serve temperature of 6-8°C, Doom Bar Extra Chilled can offer an additional option for publicans, without having to increase the amount of casks in the cellar as both pumps will run from the same cask.

More choice from the same cask of beer could mean a higher rate of sale for that cask, improving quality and profitability.

As well as innovation in dispense and temperature of serve, we continue to focus on the quality of our existing and exciting new brands such as Offshore Pilsner. Offshore is the new name for Sharp's Pilsner which won 'World's Best Lager' at the World Beer Awards in 2013. Offshore will be supported in 2019 with PR and sampling activity to raise awareness of this fantastic new brand and increase desire among consumers in the on trade.

"As well as innovation in dispense and temperature of serve, we continue to focus on the quality of our existing and exciting new brands such as Offshore Pilsner."

With Offshore we will support activity around the coast such as the Blue Flag awards, protecting our beaches and coastline for the enjoyment of all.

Another first for Sharp's, in December 2018 we launched our very own cook book, Just Add Beer, featuring over 60 recipes provided by 14 chefs with links to our home in Cornwall. These delicious recipes have been organised into chapters by occasion and paired with a beer, bringing beer to the heart of the dining experience.

With exciting new seasonal beers in our Limited Release range, eight awards for our products in 2018 alone and Atlantic Pale Ale being the fastest growing cask beer in the top 20, there is so much to feel excited about from Sharp's.

*CGA Vol & Val Sales MAT to 14/7/18
** CGA On Premise Measurement Data MAT to 14/07/2018
*** Cask Marque 'The Cask Report 2018-19'

Sharp's BREWERY
ROCK • CORNWALL

DOOM BAR®
AMBER ALE

THE UK'S No1 CASK ALE*
BREWED IN ROCK, CORNWALL

One year after the Sharp's story began in 1994, Sharp's brewers blended two of their existing beers, the light and hoppy Cornish Coaster and the dark and malty Sharp's Own to create a perfectly balanced and moreish beer.

Doom Bar was named after a notorious sandbank where the River Camel meets the Atlantic Ocean on Cornwall's rugged north coast.

Doom Bar is now the nation's favourite cask ale.*

WWW.SHARPSBREWERY.CO.UK

*Source: CGA, volume and value on-trade sales, MAT to 14 July 2018.

drinkaware.co.uk
for the facts

The Pulling Power of Beer

Beer Hero

Never take beer for granted. Sounds like a stupid thing to say to an audience of publicans, doesn't it? But too many do.

Many pubs stock a more or less generic session and best cask bitter, a keg ale, Guinness, and the two brand-leading lagers and reckon that'll do. And - no names, no pack-drill - there's absolutely nothing wrong with them. People obviously like them or they wouldn't be ubiquitous. They're well-made, consistently reliable, and (usually) sensibly priced. But what message do they send?

They say, quite simply, that this is a pub where neither the licensee nor the customers are all that interested in beer. A default range indicates that the pub's principal attraction lies elsewhere - the steak nights, maybe; the '80s cover bands on Fridays and Saturdays; the big-screen TV sports. But restoring beer to its rightful place isn't just a matter of sentiment. Beer - or more accurately a combination of beer and thought - has pulling power.

One proof of this pudding is to be found in Gloucestershire: at the Fleece in Hillesley, to be exact, a traditional-looking local in a smallish village (population c400) a little way off the beaten track at the end of the Cotswolds where David Cameron and Jeremy Clarkson don't live. It had been bought out of receivership by a consortium of villagers in 2012, but with such a small catchment the pub still struggled.

Enter the Beer Hero

Step forward at this point Rod Undy and his partner Karen McGeoch, the founders of Wales's first micropub, the Mumbles Ale House - which won Swansea CAMRA's Pub of the Year Award less than two years after opening.

"To Rod's joy and amazement, his rural and deeply traditional regulars were soon coming to appreciate the delights of unrestrained Humulus lupulus"

"It was phenomenally successful, but it was very small and cramped," says Rod. "I had to do all the heavy lifting myself and to be frank it was killing me." Then a friend told Rod and Karen of a certain pub in Gloucestershire whose lease might be falling vacant, and although they would have preferred a freehold they decided to view it anyway. "We went and had a look and never left," says Rod. "It was the big cellar with all that space that appealed as much as anything."

Rod and Karen knew that the Fleece couldn't thrive as a community local and needed to attract custom from much further afield than Hillesley and the neighbouring pub-free villages and hamlets; and given Rod's longstanding passion for beer (Karen is more of a wine buff and is an accomplished taster), beer was to be the bait.

"Although I've never been a big drinker I've always been interested in beer," says Rod. "I just love the flavours, and I really love the hoppy beers that are coming in these days.

"I don't guzzle, though. I'd rather have six halves of contrasting beers to compare than three pints of the usual."

Talking Hops

As a first step towards relaunching the Fleece as a beerhouse, they added four pumps to the existing three and ran a programme of rotating guests just as they had done at the Mumbles - only without so much damage to Rod's back. They produced tasting notes for staff on all the guest ales, and introduced a three-thirds tasting paddle to educate the palates of their customers. To Rod's joy and amazement, his rural and deeply traditional regulars were soon coming to appreciate the delights of unrestrained Humulus lupulus.

"I really love the hoppy beers that are coming in these days. I don't guzzle, though. I'd rather have six halves of contrasting beers to compare than three pints of the usual"

"The paddles have been a big success and a lot of our regulars have developed a real interest in beer, which wasn't the case when we came here," he says. "We had a lot of craft-sceptics back then. Our two regulars are Wye Valley Butty Bach, which is a bit too sweet for me, and Sharp's Atlantic, which may be a national brand but is at least a drinkable one. But people are drinking hoppier and hoppier beers. We give people a paddle with both the regulars and a hoppy beer such as Dark Star Hophead or Oakham JHB, and it seems to me that the national taste is changing towards lighter-bodied beers with a much more pronounced hop character. Oakham tell me they've had to increase the hop-rate of JHB four times to keep up with popular taste!"

Long Distance Drinkers

Customers with an obvious taste for something really quenching are walkers and cyclists taking a break from pounding the nearby Cotswold Way. But they're not the only long-range visitors lured by the Fleece's growing reputation as a beer heaven. "We get people from Bath and Bristol and the smaller towns like Chipping Sodbury by the car-load," says Rod.

"And it's the beer that's the traffic-builder, there's no doubt about that. Maybe 70% of the pub's sales are wet. We do food, of course, good simple stuff. We have a brilliant chef who buys well and cooks superbly. But the food is a service for travellers who've often come a long way. They don't come for the food, but on the other hand a lot of them wouldn't come if we didn't do it. It's not terribly profitable in itself, although it does increase the spend per head. But the beer is the number one attraction."

What is interesting is that the Fleece has acquired such a strong reputation on the strength of only seven handpumps, whereas the multi-ale houses of the '90s were commonly in double figures. It seems that Rod has absorbed the lesson that CAMRA and others have been preaching for years: quick turnover is one of the keys to quality.

"I think our record so far is 28 firkins of guest ales in a week," he says. "That's in addition to the regulars. I use Arbor of Bristol a lot, they do a good range of hoppy beers, as well as Oakham and Dark Star, but I like to get out and about, to meet the brewers and visit the breweries. I deal direct whenever I can so the beer is fresh, but I like to cellar it as long as I can, too."

Beyond the Cask

But not all beer is cask ale, and the Fleece aims to please other palates with as wide an offering of bottled and keg products too.

"We do about an 11 a week of BrewDog Punk IPA. Visitors from London are always surprised to see it out here in the middle of nowhere!" says Rod

Then there are the lagers: Staropramen Praha at 4% abv and Estrella Damm at 4.8% "because Foster's sends the wrong signals"; there's organic Alederflower from Stroud, in cans; alcohol-free Maisel Weiss and BrewDog Nanny State for drivers; dark beers mainly in bottle for longevity; and a Belgian-style wheat from Bath's Electric Bear brewery, the gloriously-named Sarcasm Is The Lowest Form Of Wit.

The Fleece, then, is a mosaic of beers, or more like a kaleidoscope; and the moral to be drawn from its packed bar and beer-garden is: don't underestimate the pulling power of beer!

All Pints West

West Country Brewing

Adrian Tierney-Jones explores the south west to see what's brewing in the area, and what's worth making space for in the cellar

2018 was an auspicious anniversary for one of the southwest's most enduring and popular beers. Hop Back Brewery's Summer Lightning was 30 years old. It might not have been the first golden ale - that honour is usually said to have fallen to Exmoor Gold over in Somerset - but it could be argued that Summer Lightning was the beer that popularised the then new style and perhaps even helped cask beer to rally against the rush of lagers that seemed to be overwhelming bars in the 1980s. It is also pleasing to report that Hop Back still exists, a popular choice in its home county of Wiltshire and beyond, not only for Summer Lightning but other beers such as Entire Stout, GFB (the brewery's debut beer) and newer kid on the brewing block, Citra.

"Summer Lightning was the beer that popularised the then new style and perhaps even helped cask beer to rally against the rush of lagers that seemed to be overwhelming bars in the 1980s"

If you looked back over those 30 years to see what the southwest's beer scene was then like, the view would include a smattering of what used to be called microbreweries (such as Hop Back), as well as venerable family brewers like Wadworth and Gibbs Mew. Wadworth is very much alive and kicking, but Gibbs Mew has gone, as have many other breweries large and small. However, brewing in the area has not stood still and there is a vibrant community, especially around Bristol, a city that barroom wags used to say was noted for its flat Bass and farm cider. That is certainly not the case anymore.

Devonshire Delights

Starting down in Devon, long a fastness for sturdy small breweries, who were happy to sell locally and send a few casks along the A30 and M5. Cask beer was - and to some extent remains - the dominant category of beer, with the likes of Otter, Hanlons, Branscombe and Exe Valley now joined by Salcombe, Exeter and Bays.

"If cask ale is going to continue to fly the flag of quality, it must be dispensed within the correct parameters of temperature and time. Customers must be assured of having a pint that represents value for money"

Over at family owned Otter, high in the hills above the former lace-making town of Honiton, the brewery's MD Patrick McCaig is very much aware of the challenges the on-trade faces: "Drinkers' patterns are changing. We are supplying more pubs than ever, yet volumes in pubs as a whole are falling as other drinking options become available (take home, gin, 'new world' beers etc). Whilst cask ale tends to be taking the hit, we are very pleased with the growth of Tarka Four, the 'pouring' version of our premium lager Tarka. Without doubt premiumisation is afoot and T4 is certainly giving the national favourites a run for their money."

Tarka Four was launched earlier in 2018 and is a 4% version of the brewery's 4.8% Tarka, which when it was first brewed was a major departure for Otter, given that they were known for their cask beers.

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Meet Sulis: the ultimate English lager. Brewed by Westcountry brewers, Bath Ales, Sulis is a **NEW** English lager made to exacting standards.

Sulis lager inspired by Sulis Minerva - the Roman goddess of Bath - is a new permanent addition to the Bath Ales range of distinctive and authentic English beers.

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bath ales
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Getting Otter

McCaig points out that cask remains number one at Otter.

"Otter Bitter is still king of the castle," he says, "and accounts for around 40% of our sales. It still presents itself as an up-to-date cask beer that delivers on flavour despite being low in gravity. This year has not been one to judge cask ale volumes. No doubt the challenge is to keep this product line relevant, but we mustn't throw the baby out with the bathwater. The weather in 2018 has been exceptional and tested every cellar in the land. Challenges have been set in every condition, from Arctic to tropical. However, what is essential is that if cask ale is going to continue to fly the flag of quality, it must be dispensed within the correct parameters of temperature and time. Customers must be assured of having a pint that represents value for money. We need good brewers and good landlords alike."

"Tarka Four was launched earlier in 2018 and is a 4% version of the brewery's 4.8% Tarka, which when it was first brewed was a major departure for Otter, given that they were known for their cask beers"

Developments on Dartmoor

While we're in Devon, let's visit Dartmoor Brewery, who make their beers in Princetown, home of the infamous penitentiary. MD Richard Smith points out that the company's flagship beer is Jail Ale, a 4.8% premium amber-coloured malty ale and an indication of tastes in this part of the world.

"Our Devon heartland consumers seem to love this style of beer, while other ales sell really well in other trading regions with the 4.4% golden ale Legend doing well in Cornwall. We have consistently developed our core range and also have several successful seasonals, including the winter warmer Dragon's Breath, plus some small batch beers with a Black Porter launching in November. In the spring of 2019 we intend launching our first keg beer. I truly feel our consistency and beer quality will win us new customers as we drive things forward with the promotion of our Dartmoor province and natural ingredients."

Exile on Exmoor

"The on-trade is not easy in the southwest," says Exmoor Ales' MD, Jonathan Price, "even though our volume has slightly increased this year, but that is through gaining more new accounts. The average barrelage per pub is down. The best seller in the region is our session beer, Exmoor Ale, closely followed by Exmoor Gold. Our well known and long standing brands dominate the largely country area 20-30 miles around the brewery and we have found growth through our new 'Craft Cask' range 'Exile', which has included the beers Apollo and Wicked Wolf - a juniper-flavoured golden ale brewed in collaboration with an Exmoor based gin-maker of the same name.

Bristol Fashion

"This has opened up new accounts not served before, particularly, but not exclusively, in towns. The availability of this brand of a more modern style has also provided something of a general fillip of interest across all our customers, and a general willingness to try it, albeit often just on the guest pump."

There is no shortage of American pale ales in and around Bristol, which can lay claim to be one of the most vibrant beer cities in the UK with breweries such as Moor Brewing, Bristol Beer Factory and Left-Handed Giant setting palates on fire. This is a city where NE IPAs rub shoulders with milkshake milk stouts in the company of barrel-aged old ales and beers made with cockles, lobsters and seaweed.

Which brings us to Wild Beer Co, who are famed for their eclectic beers. Even though they are based in the countryside south of Bristol, they seem to have their spiritual home - especially with their Wapping Wharf bar - in the city.

According to the company's Marketing Manager, Simon Dehany, "We have strong brand loyalty in the southwest in the on-trade, although like many parts of the country, London and Manchester in particular, it can be a noisy and competitive space. Our best seller in the area is our pale ale Bibble, though we continue to look at food matching and the exploration of taste and flavour with our beers, so expect to see us in not only wet led outlets but also within the restaurant sector. The south west is synonymous with local produce and provenance so our offering is a good fit for the region's more discerning outlets."

"Brewers and licensees alike have expressed their concerns about serving temperatures, what is the best number of hand-pumps to offer and the fast moving beer scene, when last week's New England IPA is this week's Brut Milkshake IPA"

Even though Wild Beer is noted for its experimental beers, besides Bibble another of its most popular brands is Millionaire, a rick and sweetish milk stout, originally designed as an homage to the biscuit millionaire's shortbread.

According to brewery co-founder Andrew Cooper, "I guess because Brett and I had done a milk stout at Bristol Beer Factory, we had always been a bit of a fan of that sort of beer and also knew the style so we thought we'd play around with it. At the time we brought it out, a lot of people were making imperial stouts and we wanted to make something more accessible on the alcohol side but just as full-bodied and flavoursome.

From my experience, it's a beer that attracts people who wouldn't normally drink beer, the addition of salted caramel offsets some of that sweetness a little bit - it can also be seen as gateway to other stouts, which are more assertive, strong and challenging."

Lager Love

Lager remains a potent force at the bartop throughout the southwest, with breweries such as Bays, Wild and Moor producing their own. Meanwhile others such as Powderkeg outside Exeter and Lost & Grounded in Bristol have majored in the category. In fact, for Lost & Grounded it is German (and Belgian) beers that influence their approach to the market, with their unfiltered Keller Pils being their bestselling flagship.

For co-founder (and head brewer) Alex Troncoso, the on-trade in the southwest is "Our home and strongest market. We are a fairly young company, but we are getting our beer into more hands every week. It's great to see the multitude of great local bars, pubs and restaurants that are all supporting us."

The brewery is active on the social front with a monthly 'session' during the summer, in which another brewery collaborates in making a beer - this included Burning Sky, Verdant and De La Senne during 2018 - as well as a tap-takeover on the Saturday. For the cooler months, Troncoso is enthusiastic about the success of their 'Winter Beer Blowout', which happened at the start of November. "We had five guest brewers coming from around the country," he recalls, "as well as featuring additional beers from local Bristol brewers. It was a fantastic event! We launched our new collaboration with Deya, a 6.5% Tropical Stout, as well as our annual release of Running with Spectres Baltic Porter."

While we're still in Bristol, drinking and thinking about lager, let's have a quick sip or three of Bath Ales' Sulis, a crisp and well-tempered beer that is light in colour and easy to drink. Launched in April 2018, at the time, the company's senior brewer, Darren James said: "launching Sulis, our first lager, is a big moment for Bath Ales. We've taken the time to get this just right and hope the new beer really challenges drinkers' perceptions of lager."

SIBA South West Region Champions 2018

British Bitters Up to 4.4%

Great Western Brewery	Maiden Voyage	4.0%

Chestnut colour, first impressions of a fresh bitterness from the finest Fuggle hops. Caramel undertones & bitter-sweet finish.

www.gwbrewery.co.uk

Premium Bitters 4.5 - 6.4%

Twisted Oak Brewery	Leveret	4.6%

Leveret is their premium bitter which was first brewed back in 2015 in collaboration with The Hare pub in Bedminster.

www.twistedoakbrewery.co.uk

Session IPA Up to 4.3%

Quantock Brewery	QPA	4.0%

This Pale Ale is extremely light in colour, and is crafted using US hops. This gives the beer massive citrus flavours and a citrus aroma.

www.quantockbrewery.co.uk

Premium PA 4.4% - 5.4%

Kettlesmith Brewing	Timeline	5.4%

A hop-driven, elegant IPA that allows the malt to share the limelight. American & English hops join hands for herbal, berry & citrus flavours.

www.kettlesmithbrewing.com

IPA 5.5 - 6.4%

Electric Bear Brewing	Above The Clouds	6.2%

A blend of American hops, resulting in aromas of drippy sweet tangerines, gentle dank & pineapple. Unfined, unfiltered, unpasteurised natural beer.

www.electricbearbrewing.com

Speciality Light Beers

Moor Beer	Do It Together	5.2%

Brewed for Moor's Tenth Birthday with their friends from Basque band 'Berri Txarrak,' this beer is flavoured with black tea & mango oil.

www.moorbeer.co.uk

Speciality Mid to Dark Beers

Dorset Brewing	Jurasic Dark	5.9%

A dark wheat beer which has a deep copper colour, with a rich chocolate and port flavour, combined with a forest fruit aroma.

www.dbcales.com

Strong Beers 6.5% and Over

St Austell Brewery	Big Job	7.2%

Big Job is a BIG beer, dry as a bone and jammed full of Cornish barley and as many Citra and Centennial hops as they could get their hands on.

www.staustellbrewery.co.uk

A Hopping Great Brewery

Hare Brewery

Award winning beer writer, Adrian Tierney Jones, has seen a lot of breweries in his career, but a visit to the new Hare Brewery left him seriously impressed

Breathtaking is the word that crouches and springs to mind like a leopard on heat when confronted with the new Bath Ales brewery. Up the stairs you go into the equally new tap room/visitor centre - hand pumps, keg taps, the gleam of glasses waiting to be filled - and in front of you the blue-grey vessels of the business of brewing: lauter tun, mash conversion vessel. Look to your left and through glass you will see a vast space that includes the bottling line and space age-style fermenting vessels. Wow.

"Yes, it's definitely a statement of intent," says Roger Ryman, Brewing Director of Bath Ales and St Austell, which acquired the company in 2016. "The first thing you see when you get into the visitor centre and bar is the brewhouse. You can drink beer yards from where it is made."

This stunning brewhouse, which has visual echoes of both German and American establishments, was officially opened in May. It was the culmination of a year's planning by Ryman (followed by a year of construction).

This period of planning included a flight from London to Boston, where Ryman was going to brew a collaboration with Harpoon; he spent most of the time trying to design a particularly complicated part of the kit. "The guy next to me must have wondered why I kept doing these drawings on sheets of paper and screwing them up until I got it right."

A Perfect Match

Until St Austell came along Bath Ales was known for beers such as Gem, Dark Side and Wild Hare, which could be found in the company's 11 pubs in and around Bath and Bristol as well as in the free trade. At the same time, St Austell, according to Ryman, was looking to expand its operations out of Cornwall.

"Obviously the area around here is good for beer with plenty of chimney pots,' he says, 'and our red line for direct delivery was Bridgwater in Somerset. We had a depot in Clifton and had bought the Albion in the area but we wanted to build free trade here. The challenge for us was that we could call ourselves local in Cornwall but the local brewer card was a hard one to play here. We had conversations with different breweries locally but there appeared to be synergies with Bath. Initially we looked at a partnership but it became apparent that wasn't going to work for us and so we moved swiftly onto acquisition."

At the time Bath Ales had two sites, one, where the new brewery is, and another very close by where brewing was done. "It was always understood," adds Ryman, "that in selling the business to us we would enable their vision for what the then owners wanted Bath to be."

Bath Ales' bestseller was (and remains) Gem, a 4.1% amber bitter, which is a regular throughout pubs in the area. It's unapologetically a malty beer, with hints of bourbon biscuit and toffee on the nose, more malt heft on the palate and a dry finish; its hops are Goldings and Challenger, which give it a subtle fruity tone. As well as Bath Ales' pubs, it goes into the free trade with some national distribution, but "realistically", says Ryman, "it's a beer popular in the south west."

Hops and Glory

Naturally given the influence of the man who designed Tribute and Proper Job, some of the newer beers introduced since the acquisition show more of a hop-forward approach. Prophecy is a 3.8% bright and colourful Pale Ale, which is medium bodied, fulsome in its tropical fruitiness and carries the bitterness in the finish with aplomb; it is the brewery's second best seller.

Meanwhile, Landsdown is a self-proclaimed West Coast IPA, though it avoids the haze that is so common with such a style. At 5% it is chewy and full bodied, with a fruitiness on both the palate and aroma suggesting the lovechild of a banana and pineapple. The finish is Sahara-dry and it is equally good drunk on its own or accompanying a muscular Cheddar cheese.

"Another new department for Bath Ales is Sulis, a sleek and sensuous 4.4% lager that is available in both draft and packaged formats."

There is also a 'craft' keg range. Current beers include the fruity, perfumey and dry 3.9% pale ale Monterey, and Cubic, a 4.5% triple hop pale ale which pulsates with the aromas and character of US hops Columbus, Summit and Cascade.

Ryman, even though he's an aficionado of both cask and keg beers, is slightly ambivalent of the branding of a separate 'craft' range. "I think Bath needs to become craft in general," he says, "if you have a pseudo-craft brand it puts Bath Ales into a box. Craft beer is good beer. If you brew good beer and start at the heart of your pub estate, this good beer will start to sell itself."

Looking to Lager

Another new department for Bath Ales is Sulis, a sleek and sensuous 4.4% lager that is available in both draft and packaged formats. According to Ryman, "with this we are trying, dare I say, to make a lager that is more Latin in style, even Peroni like. It is less bitter, more fruity and crisp on the palate, easy drinking and light in colour. One of the great things about this new brewery is that it can make a fantastic lager. I am really pleased with Sulis, as it has gone from a zero start to 50/80 barrels a week (author's note: to put that in context, Korev is 450 barrels a week). Another thing I am pleased with is that it's not just a clone of Korev."

There's an energy and eloquence about the way Ryman spells out Bath's current path and its future. When we talk he hasn't been back to Cornwall for three weeks and his wife and their two dogs have moved down with him. His work on the brewery and beer (the latter hand in hand with Bath's long-serving senior brewer Darren James) speaks volumes for the way he has approached the challenge of St Austell's acquisition of Bath.

You could say that he, Darren and the brewing team are doing a proper job…

Every Picture Tells a Story

Beer Hero

The Drawing Board is the perfect name for Sam Cornwall-Jones' pub in Leamington Spa.

For this multiple award-winning, geek chic, crafty freehouse emerged from the dream of a younger Sam, nearly three decades ago. Back then, his ambition was not to run his own hospitality business but rather to become a comic book artist.

So, with pencils packed, our hero set off to art school… and then he got a job in a pub. This was an unexpected early plot twist, as Sam himself says: "It wasn't easy. I worked in the 'old gits' bar from 1-5pm and they were absolutely awful to me at times but I soon learned that if you have the beer you have the control. I liked the fact that if you are a bit of an extrovert it can be a bit of a stage."

And with that, his new journey had begun.

Character Building

He headed south to Brighton and met characters from Brunning & Price, who would become central to his story. His work and progression with them eventually led him back to the West Midlands where he would take on a Greene King lease at the Red Lion at Hunningham.

"That was the toughest pub I have run because it was so seasonal - and it was on a floodplain. It would be packed in the summer and in the winter you would wonder where everyone was." He sold up, moved into consultancy and started planning his next adventure.

And then an opportunity came up in Leamington Spa that he couldn't resist - a private lease with an option to buy. This was when Sam went back to The Drawing Board, a pub with references aplenty to his comic book passion.

"We had framed and displayed my comic books at the Red Lion and it worked so I wanted to use that. Also, the phrase 'back to the drawing board' was first used in a 1941 New York comic strip, so I liked that too."

Comic fans will also see that the Drawing Board's DB logo doffs its cap to DC Comics.

Style and Substance

The venue itself is a stylish contemporary pub, welcoming to all with a highly-regarded tapas menu and a superhero beer presence.

Sam confesses to being more of a fan of branding than craft beer itself, which is one of the reasons Beavertown beers were brought into the venue.

"The venue itself is a stylish contemporary pub, welcoming to all with a highly-regarded tapas menu and a superhero beer presence."

He explains: "We didn't want to be doing what everyone else was doing. We started with premium and then started to play a little more with craft but at first it was hard to get hold of interesting beers because of our location.

"About two months after we opened we went to Birmingham Beer Bash and I saw Beavertown's branding. That's when I really saw how it suited my brand and ethos. My staff by this point were already excited by the beers but it was the branding that got me."

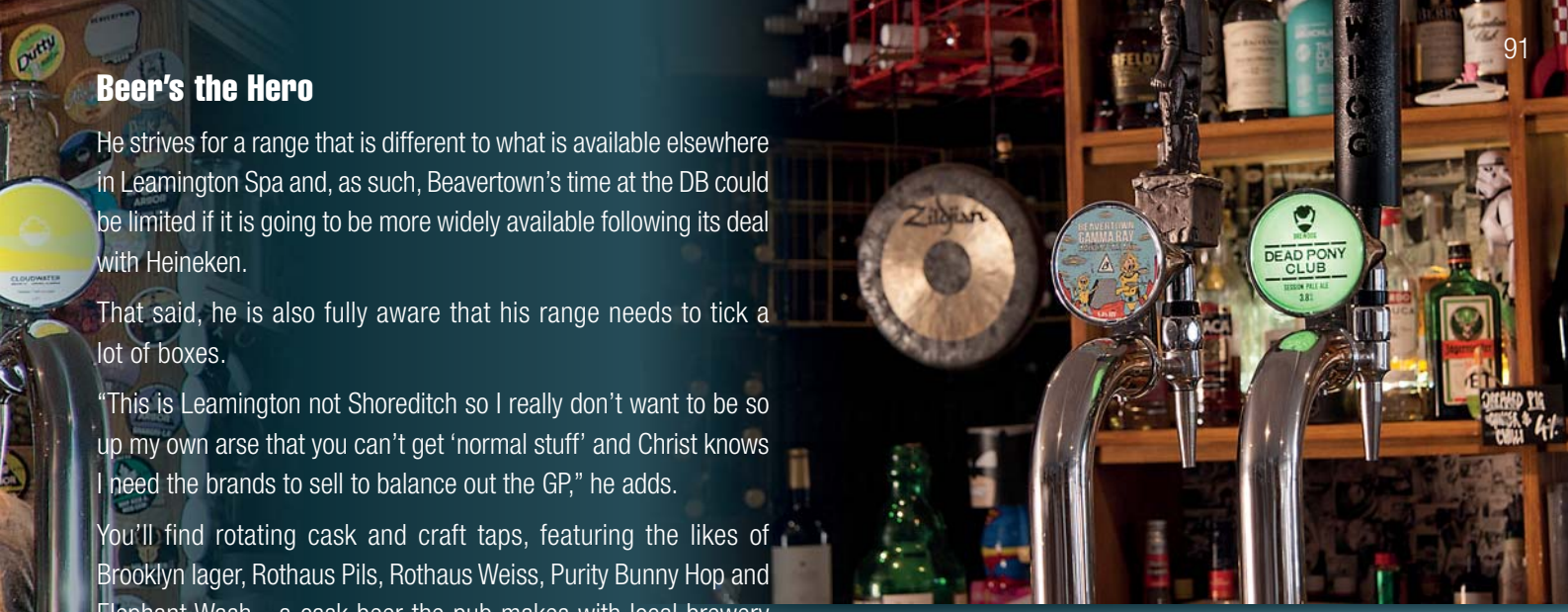
Beer's the Hero

He strives for a range that is different to what is available elsewhere in Leamington Spa and, as such, Beavertown's time at the DB could be limited if it is going to be more widely available following its deal with Heineken.

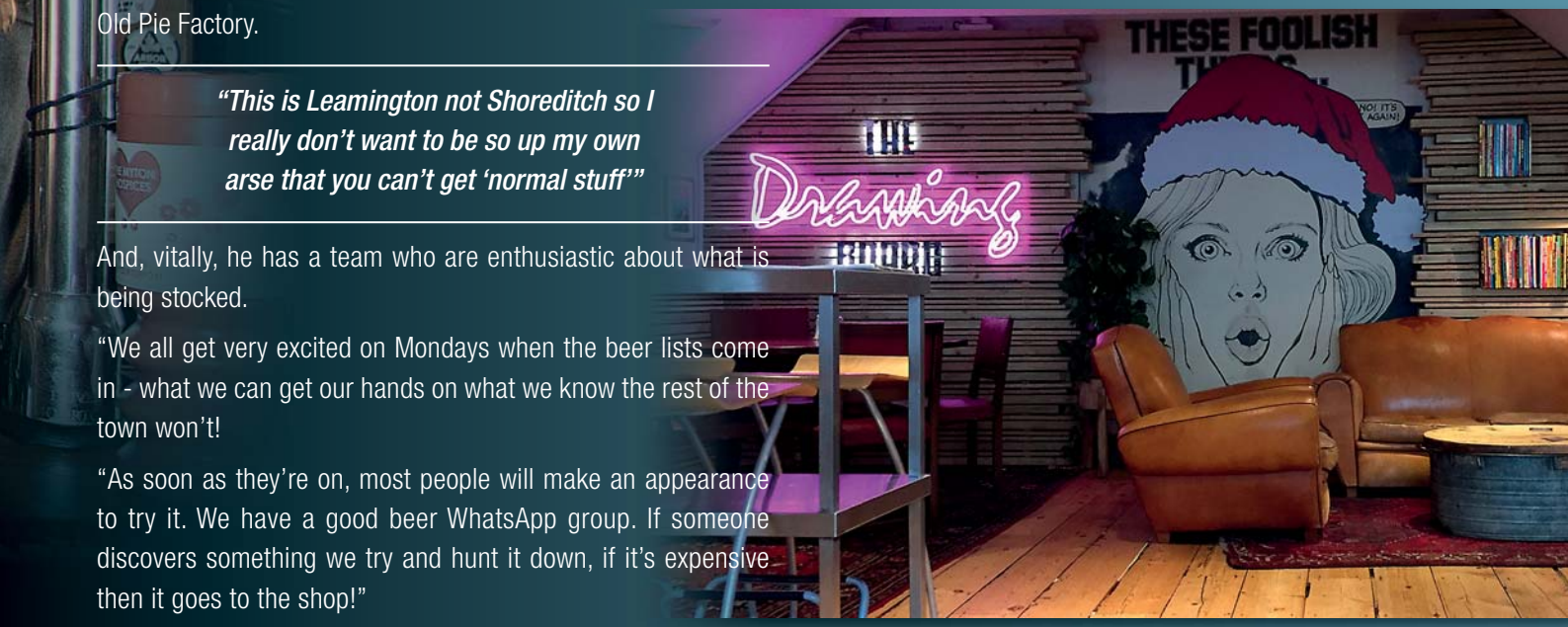
That said, he is also fully aware that his range needs to tick a lot of boxes.

"This is Leamington not Shoreditch so I really don't want to be so up my own arse that you can't get 'normal stuff' and Christ knows I need the brands to sell to balance out the GP," he adds.

You'll find rotating cask and craft taps, featuring the likes of Brooklyn lager, Rothaus Pils, Rothaus Weiss, Purity Bunny Hop and Elephant Wash - a cask beer the pub makes with local brewery Old Pie Factory.



"This is Leamington not Shoreditch so I really don't want to be so up my own arse that you can't get 'normal stuff'"



And, vitally, he has a team who are enthusiastic about what is being stocked.

"We all get very excited on Mondays when the beer lists come in - what we can get our hands on what we know the rest of the town won't!

"As soon as they're on, most people will make an appearance to try it. We have a good beer WhatsApp group. If someone discovers something we try and hunt it down, if it's expensive then it goes to the shop!"

Ah yes, the shop. That's Sam's current subplot. Underboard is an indie retail venture that sells everything from craft beer through to vintage posters and traditional games.

It's unlikely to be the last business he starts.

Team Spirit

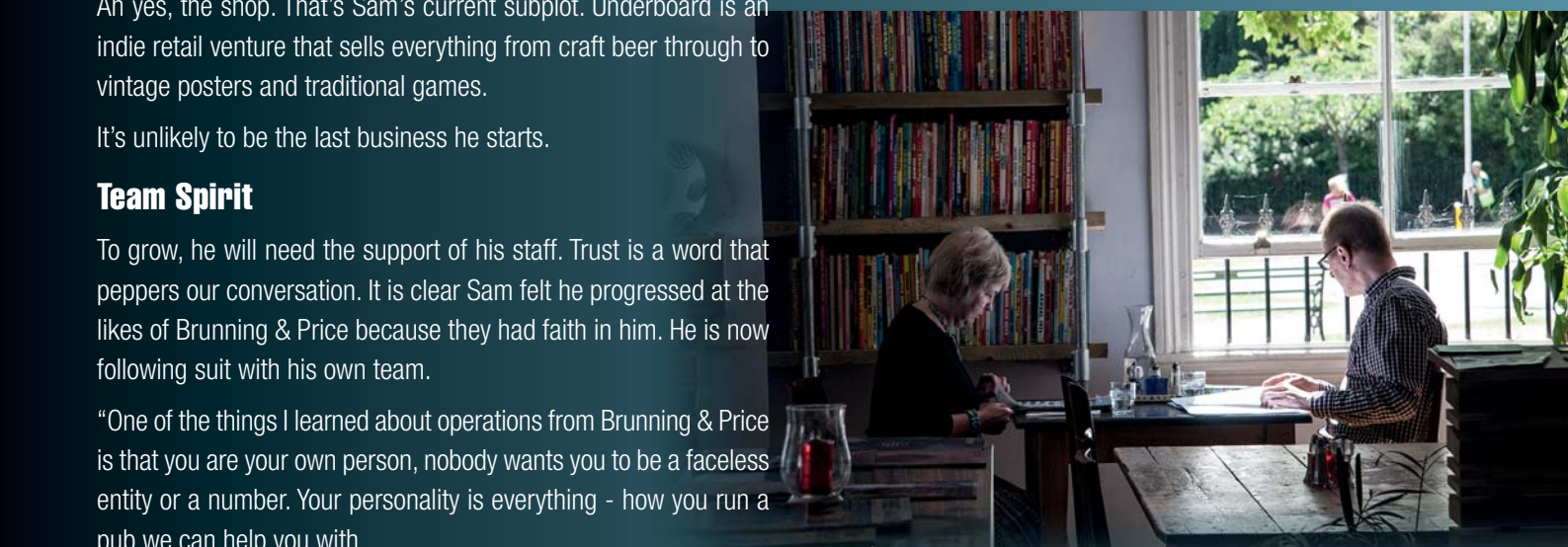
To grow, he will need the support of his staff. Trust is a word that peppers our conversation. It is clear Sam felt he progressed at the likes of Brunning & Price because they had faith in him. He is now following suit with his own team.

"One of the things I learned about operations from Brunning & Price is that you are your own person, nobody wants you to be a faceless entity or a number. Your personality is everything - how you run a pub we can help you with.

"Also, if something went wrong there, the reaction would not be to blame but to say 'how can we help?' I wanted to make sure the Drawing Board was like that, a pub that was about the staff."

So, has he spotted anyone he could see doing their own thing in a few years' time?

"Yes, but I'm going to make sure they want to do it for me for the foreseeable," he laughs.



The future could well include more Drawing Boards opening up in different towns and cities as Sam looks to the sequel to this story and beyond.

Earlier this year he managed to buy the freehold to the Leamington Spa site which he says he can still "barely believe".

To him it feels like the stuff of fantasy, but this is a true story with, one expects, plenty more to come.

Matt Eley

Star Quality

JW LEES

In a fermentation vessel deep in the Oldham/Middleton rift, billions and billions of microscopic yeast cells are hard at work converting simple sugars into alcohol; alcohol that will, thanks to hours of careful planning and selection and patience, become part of the essential building blocks of JW Lees' newest ale. Cosmic Brew.

Professor Brian Cox's Cosmic Brew is the latest in JW Lees' string of contemporary innovations, relying on tried and tested formulas to inform brave new experiments in the world of beer. JW Lees pride themselves on remaining one of Britain's oldest family-run breweries, and they care what our drinkers want. As well as innovation, drinkers recently asked for a stout and a golden cask ale, and so that's exactly what they got. Not only that, the relaunch of their core range of ales has seen a brand new appreciation for the beers that made JW Lees' name in the first place.

Making sure their core cask range maintained its place on all of their bars was another big priority for the brewery. This was so important to them that during the rebrand, top members of the JW Lees team hand-delivered each brand new pump clip to every JW Lees pub in the estate; 94 pubs were visited in just one day.

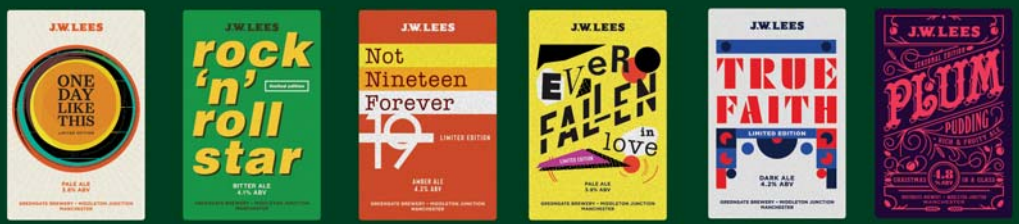
It's not just their famous big-batch cask that's driving the brewery forward though. Their 10bbl small-batch brewery "The Boilerhouse" has become a nursery of new inventions, offering creativity for their brewers and choice for their drinkers.

Investing in The Boilerhouse, a 10bbl brewery housed where JW Lees' Victorian steam-powered ingenuity once billowed from is their latest contemporary development. On top of their core range, the brewery can now create two brews of exciting small-batch beer 12 times a year, and next year the brewery will aim to raise the bar even higher.

J.W. LEES

CORE BEERS

2019 SEASONALS



LAGER

To find out more about our beers and to view THE BOILERHOUSE range, visit www.jwlees.co.uk/brewery
Tel: 0161 345 4441

The Creativity of Manchester

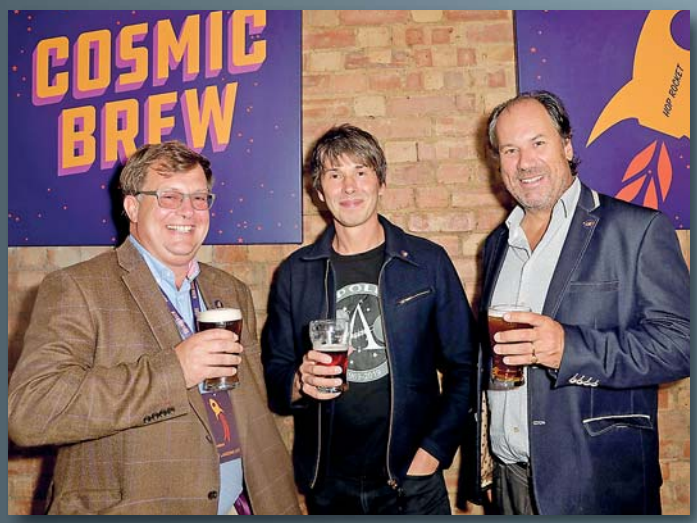
Their next seasonal range of beers is a celebration of Manchester's legendary music scene, and innovation in The Boilerhouse will see some more "out-there" creations joining the family. Anyone for a Rhubarb and Custard lactose IPA

Brian Cox is famously reluctant to lend his name to endorsements, but it's this sense of local pride - and a love of beer - that's persuaded him to change his mind just this once. Growing up less than half a mile away, Professor Brian Cox feels the same way about JW Lees as most people from Greater Manchester do. A living, thriving monument to Victorian industry and invention, the brewery has been crafting beer and employing local people for more than 190 years. At the latest count, 1300 people work throughout their sprawling North Western estate. The word "institution" springs to mind. It's easy to see why local people feel so connected to the brewery.

"It's a huge, beautiful building I must have gone past maybe 10,000 times in my life," Brian says. "The Horton Arms in Oldham (a JW Lees pub) was where I drank my first pint. It means a lot to me."

"It's a worthwhile thing, I think. Beer is part of the fabric and experience of living in Britain. It's also because JW Lees holds so much nostalgic importance to me - it's part of my life. They are something to be proud of."

He's not wrong.



J.W. LEES

COSMIC BREW

HOPPY AMBER ALE

AN EXPLORATION WITH PROFESSOR BRIAN COX

3.9 %ABV

AVAILABLE IN 9G CASK & 500ML BOTTLE SALES@JWLEES.CO.UK

MANCHESTER • EARTH • OBSERVABLE UNIVERSE

North by North West

NWBrewing

Head north of London. Tilt past Coventry on your Pendolino and onwards through the fields of Staffordshire, watching the sky change until you reach the green lands of the North West. You've made it; you're here. You've arrived in the most exciting beerscape the UK has to offer.

The vast area that spans Greater Manchester, Cheshire, Merseyside, Lancashire and Cumbria really is enjoying being in the fallout zone of the craft beer boom. You might imagine flat caps, brutalist bus stations and Preston North End scarves… well, you're not wrong. There are some of those. But there's also a vibrant beer scene here, feeding off a great tradition of local ale and spurred on by experimental young upstarts. You only have to look at the breweries here to see how the north west is pushing the scene forward, not just locally, but across the UK, Europe and beyond.

Beer Mad Manchester

Let's start our journey where you'd be most likely to alight your train: in the centre of Manchester. A short walk from Piccadilly station you'll find Cloudwater, widely regarded as one of the best breweries in the world. Their precise take on juicy DIPAs and IPAs is what's captured the imagination of so many drinkers, but they're back into cask now too. "Cask is more than a method of dispense," they said when they announced their return to the sparkler. Couldn't agree more. It's a way of life up here.

You don't have to stick to world-famous names to partake in immaculate Mancunian beer though. Marble Brewery has an impeccable line of beers from juicy IPA to deep and luscious cherry stout (in keg and cask - visit their Marble Arch pub, you won't regret it); Alphabet Brewing mix innovation with a delicious sense of humour (in their recipes and their choice of beer names); Beatnikz Republic create styles like New Zealand Farmhouse without batting an eyelid; Track Brewing Co. are the stylish adventurers everyone wants to collab with; Beer Nouveau mix ancient recipes and traditional ingredients with a healthy pinch of experimentation; Chorlton Brewery's passion is unfiltered "slow beer" inspired by Germanic tradition.

Not one of these breweries is outside of the M60 circular and I've not even gotten around to the bigger breweries, like Joseph Holt's traditional casks, or JW Lees' near-200 year legacy of great ales and newer, contemporary beers, or the fact that the site of Heineken's plant in Moss Side was a brewery long before the multi-national arrived. Yep, Manchester is soaked in beer.

Cheshire Class

Broaden your horizons south into Cheshire and you'll find some truly innovative independent breweries. In Reddish, Thirst Class Ales' experimental brews, like their tamarind and turmeric rice gose or Thai wheat beer surprise and delight. Don't knock Stockport. It's got some cracking pubs. Further south, meet Red Willow in Macclesfield, a crack brewing team (plus Poppy the dog) creating beers in traditional and contemporary styles who've easily found wider appeal. In Sutton Weaver, Chapter Brewing's experimental "fictional" brews are inspired by literature. Towards Congleton find Beartown, a brewery that's been creating real ale since 1994. Now with real craft credentials, they're widely seen throughout Lancashire and beyond.

Mersey Hop Masters

To the west, we head to Merseyside. Even with the sad closure of Mad Hatter earlier this year, the list of Good Beer here is in rude health, and don't you just love an excuse to use that phrase?

Starting with the very excellent Neptune Brewery who craft a range of modern classics well-worth seeking out, you've then got Top Rope Brewery, crafting vegan-friendly, often wrestling-themed NEIPAS, Helles and everything in-between. AD Hop are small but precotious so catch them while they're under the radar. Black Lodge are small scale with big ambitions, Red Star in Formby brew up classics with a modern twist, then you've got Higsons, Handyman, Connoisseur and Melwood...

Over the Mersey estuary you've also got Birkenhead's beautifully pure Glen Affric who create carefully crafted contemporary beers. Liverpool as a beer destination has for a long time lived in the shadow of other Northern cities. It's time we changed that.

Legends of Lancashire

In Lancashire you'll find traditional, sparkler-poured dark milds and chilled craft beer gems side-by-side in the most unsuspecting places. Rivington Brewery in Chorley and Farm Yard Ales in Cockerham are both based on working dairy farms, but the beers they make range far beyond a standard bitter (although there's nowt wrong with that.) Their experimental and more contemporary craft beer styles have been egging the rest of the county's breweries on too, collabing with the equally exciting Northern Whisper in Rawtenstall, and Chain House Brewery in Preston. If you can't make it up north, Rivington and Northern Whisper's beers regularly make the journey down to London.

Lancashire isn't just that neatly stacked pile of countryside in the corner of the map though. Sprawling out towards the east are the area's biggest brewers - Thwaite's, Moorhouse's and Bowland Brewery, based at the foot of Pendle hill. Knocking out classic cask, Bowland have just won a SIBA award for their dark, delicious Dragon Glass stout. Releasing specialist brews each month and recently adding a lager (Froz'n) to their taps, they've become an East Lancs force to be reckoned with.

Cumbrian Cask & Craft

The final stop on our trip around the north west is a happy little road trip up into the Lake District. Here, Hawkshead Brewery playoff traditional Cumbrian cask with inventive craft beer styles in Staveley and Flookburgh; next-door, Fell Brewery create magic to share in their local taprooms and further afield. Big breweries Jennings and Robinsons are still here and going strong, while small independents like Tirril Brewery update tradition in their own unique style - they even make malt whisky, you know. And then up in Ambleside you've got Eden River Brew Co, the cool, exciting independent using classic Warminster malt to create exciting twists on craft beer standards in cans designed by local graphic design students.

Now you've seen the best of the beers we have at our immediate disposal up here in our mysterious, rainy part of England, how's that train home looking? That's another thing about this part of the world - it gets under your skin. Don't worry. You'll be back.

Katie Taylor @shinybiscuit is a writer found mostly in Ferment magazine or on her own website www.thesnapandthehiss.co.uk.

SIBA North West Region Champions 2018

British Bitter Up to 4.4%

Blackedge Brewing	West Coast	4.1%

Pale golden bitter brewed with finest English and German style malts for a rich flavour. Using Brewer's Gold, American Cascade & Centennial hops.

www.blackedgebrewing.co.uk

Premium Bitter 4.5 - 6.4%

Weetwood Ales	Old Dog	4.5%

Dark roasted malt produces a deep colour and the use of the whole hops provide that extra flavour and aroma.

www.weetwoodales.co.uk

Session IPA Up to 4.3%

Blackedge Brewing	US Ale	4.0%

An Extra Pale American Ale with some of the boldest US Hops: Citra, Amarillo and Cascade. This beer has a dry, soft, smooth and clean finish.

www.blackedgebrewing.co.uk

Premium Pale Ales 4.4 -5.4%

Spitting Feathers	Empire IPA	5.2%

Heritage Ales is a venture by Spitting Feathers with the help of brewing historian John Murray of Cestrian Brewery.

www.spittingfeathers.org

IPA 5.5 - 6.4%

Bowness Bay	Steamer IPA	5.7%

This contemporary IPA explodes with amazing hop harvest aromas, packs in big tropical and citrus hop flavours before a crisp, refreshing finish.

www.bownessbaybrewing.co.uk

Speciality Light Beers

Avid	Raspberry Ripple Ice Cream Pale	4.6%

Thick and creamy with an initial hit of raspberries softened by sweet vanilla lingering on to a traditional bitter finish.

www.avidbrewing.co.uk

Speciality Mid to Dark Beers

RedWillow Brewery	Smokeless	5.7%

A surprisingly approachable smoked porter, infused with chipotle; velvet smooth with a robust hint of heat

www.redwillowbrewery.com

Strong Beer 6.5% & Over

Bowland Brewery	Dragonglass	7.4%

Dragonglass comes in at a hefty 7.4% ABV. The judges were impressed with the smoothness and complexity of the powerful dark ale

www.bowlandbrewery.com

Ales Of Outstanding Natural Beauty

Bowland Brewery

Bowland Brewery is the rapidly expanding regional brewer with national aspirations for its award-winning stable of premium cask ales. Director Andrew Warburton outlines the traditional values that underpin this distinctively northern brand and its innovative plans for the future

"Our core customers take cask ale very seriously, and if it isn't right, they don't hold back."

But Andrew sees this as a competitive advantage. "We tend to brew what we think is fantastic beer that will sell well. When we are developing new ales, we'll put a barrel in our Brewery Tap next door and ask for honest opinions. It's the ultimate focus group, core customers keen on making our beers better and better"

This engaged and upfront style of product development is the process that has honed Bowland's core selection of beers.

The brewery's flagship, the instantly recognisable golden ale Hen Harrier (4%) is backed up by a diverse range of beers reflecting the full spectrum of cask ale styles, flavours and taste: from beautifully pale Boxer Blonde (4%) to the dark and complex porter-style Deer Stalker (4.5%).

This multiple award -winning portfolio evokes the unspoilt , stark yet beautiful landscapes of the Forest of Bowland, Area of Outstanding Natural Beauty (AONB). One of the few undiscovered wilderness left in England.

"We're very much rooted in this beautiful part of Lancashire, and we maintain that deep connection to the landscape through our core range of beers"

"We're very much rooted in this beautiful part of Lancashire," said Andrew. "And we maintain that deep connection to the landscape through our core range of beers."

The naming of the beers reflects the landscape and wildlife of the AONB perfectly. There is Hen Harrier (4%) named after the elusive bird of prey that feels comfortable enough in the AONB to call it home, Pheasant Plucker (3.7%), Deer Stalker (4.5%) and Buster (4.5%) - the wild boar inspired IPA.

Renowned wildlife artist Clare Brownlow has brought the names to life in a vivid fashion for the core range pump clips.

The brewery is based at the heart of the Holmes Mill complex, a grade II listed textile mill that has recently undergone the most amazing restoration and regeneration.

The brewery's showcase, the Bowland Beer Hall is just the other side of a plate glass window from the Brewhouse with 42 handpulls, hosting a minimum of 24 ales at any one time, on one of the longest bars in Britain. Bowland's beers stand shoulder to shoulder with the nation's best.

Since winning CAMRA's coveted Pub Design Award for Britain's Best Pub Conversion, Bowland Beer Hall has been attracting cask ale connoisseurs from across the country on 'beer-cation' to the northwest.

"Hen Harrier and Pheasant Plucker have quickly established themselves among ale aficionados as word spread – earning the brewery a string of awards"

The Beer Hall was the only award-winner from outside London and the south-east and is also one of only 10 Cask Marque accredited centres of excellence in the whole of the UK.

Bowland's core and seasonal ales are a permanent fixture on the bar and the rest change on a weekly basis. Casks are tapped on a Wednesday and ready to pour on #NewBeerThursday – an eagerly anticipated weekly event.

'Beer Bibles' listing all the available beers along with tasting notes are strategically placed on the bar and staff are happy to advise on tastes and styles and offer free samples.

Three-glass tasting paddles are a popular way for drinkers to sample multiple beers and Bowland Beer Hall also offers a 'Circumnavigation' ticket, a pint, half-pint or third-pint glass of every cask beer on the bar.

And it's here where a friendly crowd meets to sample seasonal specials and secret 'development brews' at Bowland's regular Beer Club events.

"One of the best ways to make sure our products are up there with the best beers in the country is to benchmark them against products from the most innovative brewers in Britain," explained Andrew. "And that's exactly what we do in the Beer Hall, week in, week out; so we're confident our range of distinctive beers stands comparison with the best of the rest."

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In the prestigious SIBA Northwest Independent Beer Awards, Bowland Brewery's popular Buster IPA took a Bronze award in the Premium Cask IPA Class, while the dark and complex Dragon Glass special edition ale won Gold in the Cask Strong Beer Class.

"These awards are a tribute to the skill and commitment of our brewing team. Tried and tested traditional brewing techniques underpin our core range of premium ales, but we aren't afraid to embrace more modern methods to produce very different styles of beer."

The Making of the Murderers

Beer Pioneer

If it's true, as commentators say, that floundering department stores can only differentiate themselves from online retailers by reinventing themselves as "experiences", then whoever wrecked House of Fraser ought to pop down the Murderers in Norwich for a chat with Phil Cutter

The Murderers, aka the Gardeners Arms, is bang-slap in the city centre; and with boozy office lunches pretty much consigned to history and midweek nights on the town increasingly thinly populated, it has to work hard for its living. It's a big pub, too, three buildings knocked into one, with commensurate overheads. So Phil has worked hard to turn into an "experience" - which is a posh way of saying that he's selling a good time in almost every way the law allows.

"I try to be all things to everyone," he says. "In a city centre it's not enough just to serve beer; you need a bit of theatre to make people prefer your house over the competition."

The Murderers is probably best-known for its 14 TV screens (it's a warren of a place with loads of rooms, so customers don't have to listen to the football while watching the cricket) for which it pays an eyewatering £30,000 a year in licence fees.

"TV sport has grown in importance to us over the years through investment and promotion," says Phil. "Just having a TV in the corner is no good. "It's using the best light and sound and so on to create an atmosphere that is really important, because you're only as good as the experience your customers are having.

"During the World Cup we hired a brass band for the England games, and whenever England won the band would go and play in the street for people to gather and enjoy. We had 300 people in the street once. If you make coming to your pub an experience, people will come back. There are so many reasons for staying home!"

"In a city centre it's not enough just to serve beer; you need a bit of theatre to make people prefer your house over the competition"

Keeping it Local

Food, too, is important; and Phil turned having a JD Wetherspoon with its value offering just round the corner to his advantage.

"At Wetherspoon's you get consistency and you know exactly what you're going to get. With an independent pub it's a bit of a gamble and you can be sure that on occasion you'll get something truly terrible," he says. "So I make a policy of supporting other local businesses by always buying my meat, fruit and veg, fish, and bread from other local businesses, and my customers find that value for money often isn't value at all! For us, good wholesome fresh food makes for better business in the long run. When we were only serving lunch it was a struggle at times, especially in hot weather when customers tended to go to the coast for days out, so eventually we talked ourselves into serving until 9pm and our sales doubled overnight.

"People come in just to eat now and they're happy to pay a fair price for a really good meal. They want something better and they'll pay for it."

The Beer's the Star

The Murderers succeeds with its TV sport and home-cooked food because Phil won't do things by half-measures and insists on providing his customers with a great experience. But at the heart of the pub is its beer, and if you thought the Murderers was content to serve nothing but Carling and Fosters with its sport you couldn't be more wrong. The Murderers has 10 handpumps for real ale and two for traditional cider as well as four craft taps and a big selection of bottled and canned beers. And apart from the house bitter, Murderer's Ale at 3.9% abv from Wolf Brewery, the real ales rotate all the time.

"I think we've done 600 over the last year," says Phil.

"If you thought the Murderers was content to serve nothing but Carling and Fosters with its sport you couldn't be more wrong. The Murderers has 10 handpumps for real ale"

Phil started work at the Murderers as a potboy 31 years ago, when he was 15, and "just stayed". When the owner fell ill Phil stepped in as partner and took over the active management, an arrangement that carries on to this day. "Back then we had four real ales, Tetley Bitter, Draught Burton Ale, Adnams Southwold, and a dark mild," he says. "But over the last 20 years demand for variety has grown and the selection available to the public has become phenomenal. It's mindblowing, and sometimes customers don't know where to start, so now we serve thirds. They're brilliant. We have shot-glasses for try-before-you-buy but we also do three-thirds paddles so you can sample across the whole range.

"Interest in craft beer is growing as well now. Whether it will last I don't know, but while there is a demand we would be silly not to capitalize on it. And if people want it I don't tell them what to drink. We have some cans as well including one 9% abv at £7! The small batches push the price up, but people seem quite happy to pay."

"Sometimes customers don't know where to start, so now we serve thirds. They're brilliant. We have shot-glasses for try-before-you-buy but we also do three-thirds paddles so you can sample across the whole range"

All Part of the Experience

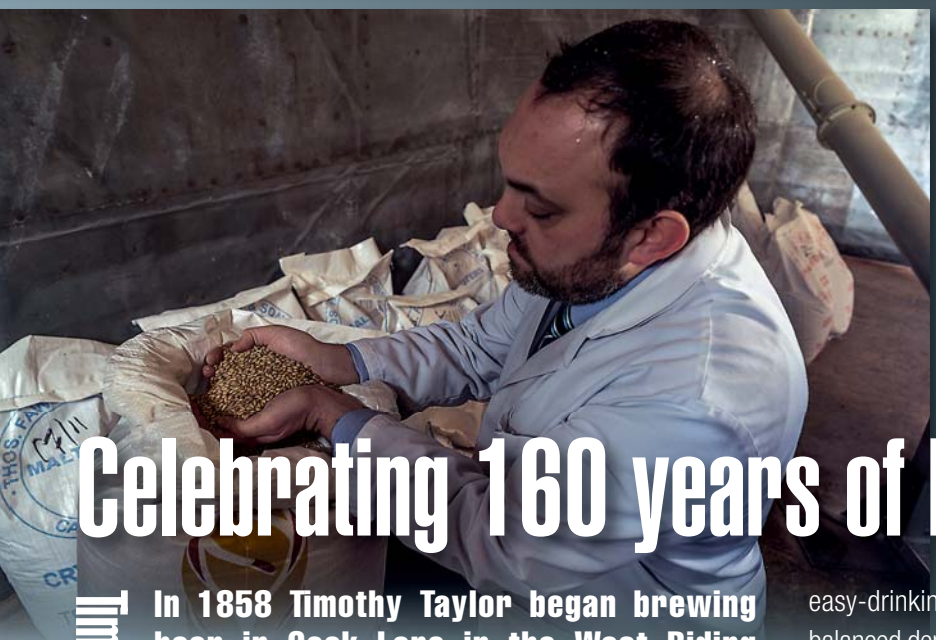
As with everything Phil does, the service and enjoyment of beer become part of the experience. He's passionate about supporting local brewers and is joint organiser of the week-long Norwich City of Beer starting every late May Bank Holiday weekend, when more than 200 beers from 40 Norfolk brewers go on sale in 42 pubs. The event is loaded with ale trails, brewery tours, tutored tastings and Phil says: "Half measures aren't good enough. Too many publicans are half-hearted and don't get things right. Just putting a few different beers on the bar doesn't make a beer festival. You need the stillage, the cooling jackets, the props, the investment, the time, the effort."

But mostly it's about the conversation.

"We can't always get it right and there are times when customers bring their beer back. It's your response that matters: always change it straight away, no questions asked. Don't tell them it's meant to be like that and that no-one else has complained. Be respectful, and if you have to, take the barrel off and take the hit. A pub is all about the experience, and you can't turn an angry customer into a friend!

"I've been in pubs where the landlord clearly doesn't want to be there and it's very sad; but there are good operators who know how to hold an audience. I see a lot of people like the couple from Lancashire who come camping in Norfolk twice a year and their first port of call is always my pub. I like to make time to have a proper chat with them. It's the time you invest in your customers that matters. The staff aren't just there to serve beer; I don't want them gossiping among themselves, I want them gossiping with the customers.

"That little old lady on her own - ask her what sort of day she's having, take an interest, and she'll be back."



Celebrating 160 years of brewing heritage

Timothy Taylor's In 1858 Timothy Taylor began brewing beer in Cook Lane in the West Riding town of Keighley. He struck upon a successful formula and in 1863 set up and built a larger brewery on the Knowle Spring where the company has remained ever since.

The brewery remains in the Taylor family and is now the last independent brewery of its type left in West Yorkshire. This independence enables Taylor's to survive as one of the few brewers still brewing true cask ales in the same way it has always done.

Landlord, a 4.3% ABV Pale Ale is the flagship brew and holds the accolade of being the most awarded beer in Britain, having won CAMRA Champion Beer of Britain a record 4 times. Boltmaker, a 4.0% ABV well-balanced Yorkshire Bitter won CAMRA Champion Beer of Britain in 2014 and Champion Bitter of Britain in 2016.

After the installation of a 5 brewer's barrel microbrewery in 2016, Knowle Spring Blonde was launched in March 2017. This easy-drinking, aromatic 4.2% ABV ale has the complex and balanced depth of flavour that drinkers expect from Timothy Taylor's and is proving very popular. The microbrewery allowed for several options to be brewed and tested with consumers along the path of innovation. Since then the microbrewery has been used to develop three new small batch beers under the Taylor Made banner. More to come in 2019.

"One of the few brewers still brewing true cask ales in the same way it has always done"

The unique taste of Timothy Taylor's beers can't be put down to any single thing. It's the result of years of hard work, skill and doing things the hard way because it makes the difference. Taking extra time, care and pride in traditional, hands-on brewing and making no compromises when it comes to ingredients.

Five Heriot Watt brewers oversee every brew. The finest grade barley Golden Promise is used along with Taylor's unique water from the Knowle Spring, whole flower hops from expert growers

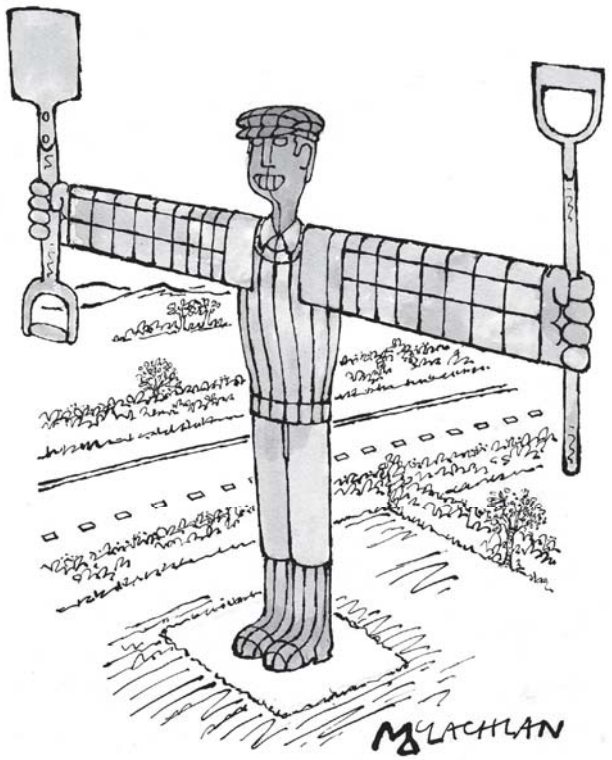
and the unique strain of Taylor's Taste yeast which is now over 1900 generations old. It is quite rare now but Taylor's still use a hop - back stage. This extracts the most subtle flavours and aromas from the oils of the hops.

Golden Promise is an expensive barley normally reserved for the production of malt whiskies. It has to be grown to Taylor's exacting specification, it is a difficult, low – yield crop and takes a skilled farmer and expert maltster to get it right.

Delivering Taylor's beer is a labour of love for the Dray team. They travel the roads of Yorkshire and beyond come rain, sleet or snow. Temperature is crucial to cask conditioned ale, so the long - distance drays are kept at cellar temperature. This means the beer always arrives at its best.

Timothy Taylor's beers are known for their balance of flavour and clarity. They need a bit more care and looking after to achieve this. When you find a great pint of Taylor's you know the landlord knows his beer. *All for that taste of Taylors.*

For more information on the rich history of Timothy Taylor's or the award-winning beer range visit www.timothytaylor.co.uk



Fuggles farmer foils attack of the killer wilt

In our eyes, farmer Tom Spilsbury is a hero worthy of immortalising as a statue. Over the past few decades, the killer wilt virus has decimated acres of English Fuggles hops– an ingredient crucial to the Taylor's taste. Thankfully, Tom agreed to plant two new yards of Fuggles, specifically for us, in soil elevated above local rivers. This protects our hops from any wilt attacks spreading from land upstream. So we can keep brewing with the Fuggles that give Landlord its inimitable flavour. Here's to Tom Spilsbury, hops hero, beer legend.

All for that taste of Taylor's

TIMOTHY TAYLOR'S
1858
CHAMPIONSHIP BEERS
LANDLORD
THE CLASSIC PALE ALE ABV 4.3%

Yorkshire Brewed

North East Brewing

Yorkshire is home to a quintet of brewing names which resonate down the generations - Robert Theakston, Joshua Tetley, Timothy Taylor, John and Samuel Smith. And even in these times of seismic change in the industry, England's largest county remains the spiritual home for traditional family breweries, as Simon Jenkins reports.

On an industrial estate south of Leeds city centre, something truly remarkable is taking place. A mile from the shining steel and glass of the waterside regeneration, and a five minute walk from Elland Road stadium, a partnership between one of the world's biggest breweries and another far more modest, is bringing Joshua Tetley's beers back to life in his home city.

It's more than a decade since Carlsberg first announced plans to close the Hunslet Brewery established in 1822 by Joshua Tetley, who saw brewing as the natural next step for the family maltings business. For generations it was a welcome landmark, its columns of steam and huge red letters rusting the sky as traffic poured from the motorway and onward to the city. At one time it was the biggest producer of cask beer in the world.

While local opinion was adamant the brand should stay in Yorkshire, Carlsberg embarked on a national beauty parade of breweries with both the capacity and the inclination to take on this fallen icon. It proved a small field. Few combined the capabilities of producing both real ale for casks and pasteurised beer for kegs and cans, along with the space to add 14 million gallons to their annual production.

"Through happy accident of timing and nomenclature, and through its concentration on sessionable easy-going beers, the brewery name and its distinctive tear-shaped pump clips are the same guarantee of quality which Tetley's monocled huntsman once represented"

The choice of Banks's in Wolverhampton may have infuriated the purists, but it was a practical one. While Tetley's was an anomaly in the Danes' portfolio of European lagers, it had far more in common with the fiercely-traditional producer of Black Country ales. And, thanks to Banks's painstaking commitment to the project, a very passable simulacrum of Leeds-brewed Tetley Bitter is still served in the pubs of the city and beyond, though not in anything like the volumes of old. It remains an easy-going, crisp, nutty, gently-reviving cask ale classic.

New Kids in Town

The move to the midlands wrought a further subtle change to the local brewing scene. Tiny Leeds Brewery, established a few years before, was now the city's biggest, and its ambitious young team threw themselves into the breach, pouring sharp and refreshing Leeds Pale (3.8%) and darker, creamy Leeds Best (4.3%) into this cask-shaped void. Through happy accident of timing and nomenclature, and through its concentration on sessionable easy-going beers, the brewery name and its distinctive tear-shaped pump clips are the same guarantee of quality which Tetley's monocled huntsman once represented.

"It has proved an instant success - and perhaps demonstrates more clearly than ever that endearing, infuriating mark of local character, dyed in the Swaledale wool, that if something isn't from Yorkshire, then it's probably not worth the money"

But now an unlikely partnership between Leeds Brewery and Carlsberg has seen these once great rivals collaborate to bring genuine Tetley beers back to their traditional heartland. While production of the flagship bitter will continue in Wolverhampton, Leeds Brewery will focus on producing a range of other beers from the Tetley archives, which hold the recipe for every beer they ever brewed.

A Historic Success

The first, No.3 Pale Ale, recreates a recipe from 1868 - and uses the same unique double strain of yeast which has given distinctive taste and texture to Tetley's beers since George IV was on the throne. Says Leeds Brewery boss Sam Moss "This was an exciting challenge that our brew team were delighted to accept. We're thrilled not only with the quality and flavour of the beer, but also with how faithful we've managed to remain to the original recipe."

It has proved an instant success - and perhaps demonstrates more clearly than ever that endearing, infuriating mark of local character, dyed in the Swaledale wool, that if something isn't from Yorkshire, then it's probably not worth the money.

It's an attribute which underpins the success of many other traditional beers from across the Broad Acres, and of these, two are fortunate enough to have transcended their roots among the clouded hills and dark satanic mills to enjoy the status of global legend.

Champion Beer

Whether I spot the green pumpclip on a bar, or the bottles on the off-licence shelf, it's hard to resist the temptation of wonderfully rich and earthy Timothy Taylor Landlord, which has been brewed for more than 60 years at Taylor's Knowle Spring Brewery in Keighley and has won CAMRA's Champion Beer of Britain prize more times than is really decent.

The label's avuncular red-waistcoated landlord has now retired, supplanted by his slightly chiselled great-nephew, as head brewer Andy Leman gives his own gently-modernising stamp to a brewery which has always been resistant to change.

Yet either in its 4.3% ABV cask or 4.1% bottled guise, Landlord continues to look as lovely as ever - bright golden amber with a tight white head that releases an enticing aroma born of the cocktail of three hops thrown into the time-honoured brew. It delicately balances bitter orange marmalade with apple and toffee malt before this full-bodied beer dies away in a long and slightly sweet finish. Its sessionable stablemate Boltmaker (4%) is another to have landed CAMRA's ultimate accolade.

Made in Masham

An hour north of here is Masham, on the edge of the dales, and home to the second of these global icons. From its peculiar spelling to the town's seal of Roger de Mowbray kneeling in supplication, Theakston Old Peculier is every drop a legend.

To taste Old Peculier is to commune with the near 200-year history of a brewery which moved to its current site in 1875. This deep red-brown ale has less of a significant aroma than you might expect from a beer of 5.6% ABV, and yet it more than compensates with a full-on assault on the palate. Smooth and full-bodied, it blends rich, dried fruit, Christmas cake flavours with just a suggestion of black pepper and the grainy, almost nutty nature of the malts and caramels in the brew. Some surprising smoky sweetness emerges in a long, interesting aftertaste.

All the Theakston beers - including the easy-going Best Bitter (3.8%) and bright golden Lightfoot (4.1%) - pass through the original Victorian mash tun; one copper vessel is a relatively new addition, having been installed while Edward VIII was still dithering over whether to accept the crown.

But 2018 was a year of innovation at Theakston, along with the establishment of a new pilot brewery for low-volume beers they have also developed a 'Peculier Hop Infuser', to enhance the aromatic qualities of a growing number of hop varieties used by their brewers. Their 4.5% small-batch porter Smoked and Oaked , for example, spends several days in the infuser, before being decanted into hand-made oak casks, where it develops a smoky aroma and some fulsome plum and vanilla flavours.

Follow the Sheep

Across town is another of the county's big hitters, the stylised horned ram of the Black Sheep logo instantly recognisable on pumpclips and bottle labels nationwide. Dry, peppery Best Bitter (3.8%) is a seriously big seller, whether as handpull, on keg, or in bottle, while big-tasting fruit-cakey Riggwelter (5.7%) with its foaming ivory head, enticing malty aroma, rich malt, dried fruit, soft red wine and chocolatey, smokey, dark and smokey substance is an absolute bottleful of delight.

In recent times Black Sheep has worked hard to expand its range through the hop-heavy, American-influenced Pathfinder (5.6%), golden, zesty Venus and Mars (4.5%) and - best of all - the 6.1% Black Sheep Choc Orange Stout whose sweet aroma, and complex palate of cigar smoke, dark chocolate and a suggestion of coffee, is their liquid take on a Terry's Chocolate Orange.

Perhaps the last of these best demonstrates how a county which so highly prizes tradition has also come to embrace the new world of beer opened by a wave of innovative craft brewers coaxing flavours unimagined from a dizzying variety of imported hops.

Huddersfield's Heroes

Of these, perhaps the best known is Huddersfield's Magic Rock who toss six varieties of hop into reddish-brown Rapture (4.6%) to generate the sharp, angular, tastes of lemon, mango and lime.

Its luxurious, bourbon barrel-aged, Imperial stout Bearded Lady Dessert Edition (10.5%), all coffee and tobacco smoke, dark chocolate and sweet spice, is emblematic of a brewery confident to stretch the envelope as far as it will go.

Across town, Beer Ink are producing quality beers distinguished by ingenious names and artistic labelling. Their Red Weizen Blue (5.1%) is a German-style wheat beer inspired by the American craft beer scene. The double headed eagle with wings emblazoned in the flags of the two countries emphasises the cultures which came together to create it.

Rooster's Pioneers

Knaresborough's Rooster's Brewery took America's lead long before it was fashionable, and imported hops remain as central to their approach as when their spicy, floral, Yankee (4.3%) emerged onto the scene. Rooster's marked their silver jubilee this year with a fittingly citric 25th Anniversary IPA (4.3%), whose blast of grapefruit, lemon and orange is a showcase for the nimble talents of its two hop varieties - Citra from the US and Rakau from New Zealand.

To the east of Yorkshire, brewers such as Wold Top and Great Newsome pride themselves on using local produce to create a pastoral symphony of lovely traditional ales entirely in keeping with their bucolic surroundings.

Taste of the Country

North of here, the Taste of Herriot Country awards celebrate the very best of produce from the rolling countryside of the Dales. In 2017, the beer category was won by the firm and bitter 5% pale ale Hop Britannia from Treboom Brewery in Shipton-by-Beningbrough; the 2018 prize went to Gamekeeper from Wensleydale Brewery in Bellerby, a beer which packs into the relatively low bandwidth of 4.3% the kind of significant substance, flavour and character you might expect of something far stronger.

Bad Co, based on nearby Dishforth Airfield, is another doing interesting things; their 5.8% Boston Tea Party is a hazy, tropical fruit revelation. The natural haze which hangs in the formidable 7.3% cloudy amber India Pale Ale from Bad Seed in Malton denotes a brewery which has eschewed fining and filtering to derive the fullest aroma, flavour and body from its bottled ales - most of which are vegan friendly.

A cider press, brewery and vineyard ensure Yorkshire Heart at Nun Monkton near York now has most of the major booze options covered. The name lends itself nicely to puns including the coffeeish mild Darkheart (4%), chestnut brown session ale Hearty (3.7%) and impenetrably jet black stout Blackheart (4.8%). A visitor centre will enhance its reputation as a significant tourist attraction.

Back to the City

Leeds Brewery may remain the city's biggest, but they have been joined by a host of ambitious and imaginative rivals: Wilde Child, Legitimate Industries, Nomadic, Ridgeside and more are all vying for the hearts and minds of a thirsty population.

Eyes Brewery has confined itself to wheat beers, while North, the brewing arm of the mould-breaking North Bar chain, has flexed its significant muscle to give its 6.9% west coast IPA Transmission a significant toehold in the premium ale market. Their luscious, jet black, velvetty Full Fathom Five (6.5%) may be styled a coffee coconut porter, but neither of those rich flavours is allowed to dominate.

South of the river, Northern Monk have gained a phenomenal reputation. Visiting their home in the Grade II listed flax store of Marshall's Mill in Holbeck, is an opportunity to try the range, with up to 16 of their own beers on tap, and plenty more in the fridges.

"All the Theakston beers - including the easy-going Best Bitter (3.8%) and bright golden Lightfoot (4.1%) - pass through the original Victorian mash tun; one copper vessel is a relatively new addition, having been installed while Edward VIII was still dithering over whether to accept the crown"

More to Explore

Yet this is just to mention a few. The county is home to around 200 breweries, some creating interesting, innovative beers, others confining themselves to revisiting the traditional, refreshing characteristics of Yorkshire beer. There's Daleside in Harrogate, Kelham Island in Sheffield, Little Valley in Hebden Bridge, Atom in Hull. There's Ilkley and Saltaire, Vocation and Great Heck, Brew York, Brass Castle and Elland; each is worthy of discovery.

Yet of all of these, the one to which I return time and time again, is Timothy Taylor Landlord. It is England's greatest county distilled into a pint of perfection.

Award winning beer writer, Simon Jenkins is the author of The Yorkshire Beer Bible (https://www.gnbooks.co.uk/?s=bible)which features beers and breweries around the county

SIBA North East Region Champions 2018

British Bitter Up to 4.4%

Elland Brewery	Beyond the Pale	4.2%

Pale golden bitter brewed with finest English and German style malts for a rich flavour. Using Brewer's Gold, American Cascade & Centennial hops.

www.ellandbrewery.co.uk

Premium Bitter 4.5 - 6.4%

Yorkshire Heart Brewery	Odin's Judgement	6.0%

Made with Maris otter pale ale malt, Crystal malt and chocolate malt to give a rich amber colour and lots of malt flavours to balance the hops.

www.yorkshireheart.com

Session IPA Up to 4.3%

Sheffield Brewery	Get Thi'Sen Outdooerz	4.0%

Refreshing and light, crisp and citrusy, this IPA is perfect for lazy sessions in a beer garden or after a long bike ride out in the Peaks.

www.sheffieldbrewery.com

Premium Pale Ales 4.4 - 5.4%

Ainsty Ales	Cool Citra	4.4%

This refreshing summer ale is a straw coloured, single hopped IPA. It has intense tropical nose with a crisp and bitter finish.

www.ainstyales.co.uk

IPA 5.5 - 6.4%

Saltaire Brewery	Unity	6.0%

This contemporary IPA explodes with amazing hop harvest aromas, packs in big tropical and citrus hop flavours before a crisp, refreshing finish.

www.saltairebrewery.com/

Speciality Light Beers

Credence Brewing	White Session IPA	4.8%

Pine and Stone Fruit notes from US hops, whilst wheat and German malts add complexity to body resulting in a highly balanced Session IPA.

www.credencebrewing.co.uk

Speciality Mid to Dark Beers

Maxim Brewery	Raspberry Porter	5.0%

A full bodied, black porter, with a balanced hop aroma & rich blend of chocolate & roast flavours, giving way to a subtle sweet fruit finish.

www.maximbrewery.co.uk

Strong Beer 6.5% & Over

North Brewing	Transmission	6.9%

Sharp grapefruit and lemon zest notes meet juicy pineapple and orange in this West Coast IPA. Crisp and well-balanced with delicate biscuit malts

www.northbrewing.com

Tradition and Innovation

Theakston

The Theakston name provides licensees and consumers with a sense of reassurance and constancy in a rapidly changing and increasingly complicated UK beer market.

Never being overly influenced by short-term trends and gimmicks in their history of over 190 years, Theakston has maintained a near obsessive fixation on brewing excellence and consistency in a range of products that have stood the test of time and which today is widely considered to be world class.

A range that features among others Old Peculier, revered by ale consumers throughout the UK and in many export markets the world over.

Old Peculier remains one of the top selling beers in the UK today.

Theakston Best Bitter is sold in both cask and keg format all over the UK and is one of the most accessible, instantly recognised, foundation ales available in the market. Both these and the other beers in the cask portfolio - which includes up to 20 other seasonal cask beers - are all supported by industry leading point of sale support and an annual consumer advertising campaign, constantly raising the profile of the beers to consumers both established and new.

Peculier Innovation

This does not mean that Theakston are not innovators however. On the contrary, the company has a proud record of new product innovation as was seen during 2018 with the establishment of a new pilot brewery, the development of the Peculier Hop Infuser, a device to greatly enhance the aromatic qualities of a growing number of varietal hops used and the commissioning of new fermenting and storage capacity at their Masham, North Yorkshire base.

The output of this innovation has seen the development of new cask, premium keg and bottled brands being introduced to the market and more to come in 2019.

"2018 saw the establishment of a new pilot brewery, the development of the Peculier Hop Infuser, a device to greatly enhance the aromatic qualities of a growing number of varietal hops used"

Online and In Person

The development of a new web site in 2018 is packed with information on the company's history, its people, and its beers and also has details of the amazing experience that can be enjoyed by visitors when coming to Theakstons.

Tours of the brewery are conducted daily except for Christmas and New Year by a team of expert guides. There are beers to taste, memorabilia and merchandise to buy and a great time is assured.

The company is also the proud sponsor of the Theakston Old Peculier Crime Writing Festival an event that takes place in nearby Harrogate each year and is considered to be the biggest festival of its kind in the world.

Gerry would never use just one word when he could fire eighteen at you. *"Yes,"* I replied, a master of brevity. The pint of Theakston's Old Peculier duly arrived. *"I really don't know what all the faff about craft beers is,"* said Gerry, *"I mean, just look at this pint. Have you ever seen a better example of the brewer's craft?"* *"No,"* I answered. Ever loquacious, Gerry wasn't stopping there. *"Do you know those boys in Masham have been brewing this beer since 1827?"* I nodded. *"I mean, they've been honing their craft for over 191 years. This Old Peculier is a magnificent blend of the finest roasted barley and three different kinds of hops creating a fantastic fusion of flavours, deep and dark with a hint of sweetness. Makes you wonder why these new fangled craft Johnnies even bother getting out of bed."* Gerry really could Chunter for Britain. *"You know,"* he continued, *"I think the only time you ever open your mouth is to take another drink of Theakston's."* Without a word I opened my mouth and...

"Fancy a pint of that craft beer that was a craft beer before there were any craft beers?"

THE TALK OF THE PUB.

The Citra Man

Beer Hero

It's very nearly 30 years since the Beer Orders woke the pub trade up to the fact that as far as real ale is concerned, variety is the spice of life, says Ted Bruning

It used to be a tricky business, back in the dinosaur age when the Big Six ruled the earth, to provide it. But one publican who realised that it was choice as well as quality that kept the customers coming back for more was Nigel Barker, tenant of the Bass-owned Dolphin and the Whitbread-owned Silk Mill and Greyhound in Derby.

Derby was always a good hunting-ground for beer enthusiasts. It hadn't had a major brewery of its own since Offiler's was taken over and closed in 1966. But with Burton and Nottingham nearby, Derby was in the trading areas of a number of national and regional breweries. The Bass range then was wider than most, and Whitbread pubs could stock not only its own real ales but also brands from the many "umbrella" regional breweries in which it had a substantial shareholding.

"Bass had a better range than most and people were happy enough with it because in those days they didn't know any better," he says. "Whitbread also stocked Wadworth 6X, Marston's Pedigree, and a few others as well. That doesn't sound very exciting by modern standards, does it? But it was then!"

Lucky For Birmingham

Eventually Bass showed its appreciation of Nigel's success at the Dolphin by the then-customary means of taking the pub into management and turfing him out. The search for a new challenge took him to Birmingham, where Enterprise Inns had just carried out a substantial refurbishment of the city's finest and most opulent high Victorian palace, the Barton's Arms in Aston. "It was a very run down area in those days, so no-one had ever bothered to spoil the place," he says. As a pubco lessee he found that his possible range had grown to embrace real ales not just from Bass and Whitbread, but also from regional brewers of all shapes, sizes, and places of origin, which gave him a definite advantage over the local competition.

"Birmingham was well behind the times," he says. "It was so tightly tied up by M&B that nobody else could get much of a look in. There were almost no free houses, very little competition from other breweries, and no micros." And so the idea of giving Birmingham its first multi-tap real ale free house - already growing more and more common in other cities - was born.

Partners in Beer

A long-standing friendship with Angus McMeeking of Black Country Ales and its Black Country Traditional Inns chain led Nigel to the Wellington in Bennetts Hill, a pleasant street of distinguished Victorian buildings just off the heart of the city centre. The Wellington had been created by M&B in 1979 in the ground floor and cellar of a substantial house dating from 1860. Latterly it had been a wine-bar, but had languished and finally closed. A decade earlier Nigel and Angus had looked it over as a prospect for a joint venture; now that it was finally on the market they snapped it up.

"I'd already given up the Barton's Arms but there had been various delays, so I was back working there as a barman," says Nigel. "Then at four o'clock the Friday before Christmas I got the message that everything had gone through. I jumped on a bus and got over there, had a quick hoover round and set the bar up, and by the time I was ready to open at six there was a queue. Luckily I'd arranged to collect my wages at the Barton's in silver or there wouldn't have been a float!"

Wellington Reborn

The Wellington reopened with 10 handpumps carrying beers from an assortment of independent brewers (including three regulars from Black Country). This was 2004, when 10 handpumps was not unusual elsewhere; but Birmingham remained firmly tied and, says Nigel: "Everybody thought I was crazy because nobody had seen the like of it before." But the model worked as well in Birmingham as it did everywhere else, and within six months the bar had been extended to accommodate six more taps. Then in 2014 Black Country took over the two upper floors, previously offices, added a roof garden, and installed another 17.

"The Wellington, incidentally, is the world's biggest retailer of Oakham Citra, selling 6-8 kils a week. The fact that it's Nigel's favourite beer helps"

About the Beer

The beer policy is similarly ad hoc: there isn't one. Nigel buys a lot direct but also uses wholesalers he knows and trusts including Baby Bottles of Coventry and the Yorkshire-based Traditional English Ales Company. He tries to select a roughly balanced range but, he says: "It doesn't matter how strong or how weird or how expensive they are. We have a few old favourites that keep coming back and a few experiments that never do. But we've got such a quick turnover and such a wide cross-section of customers that everything just seems to work."

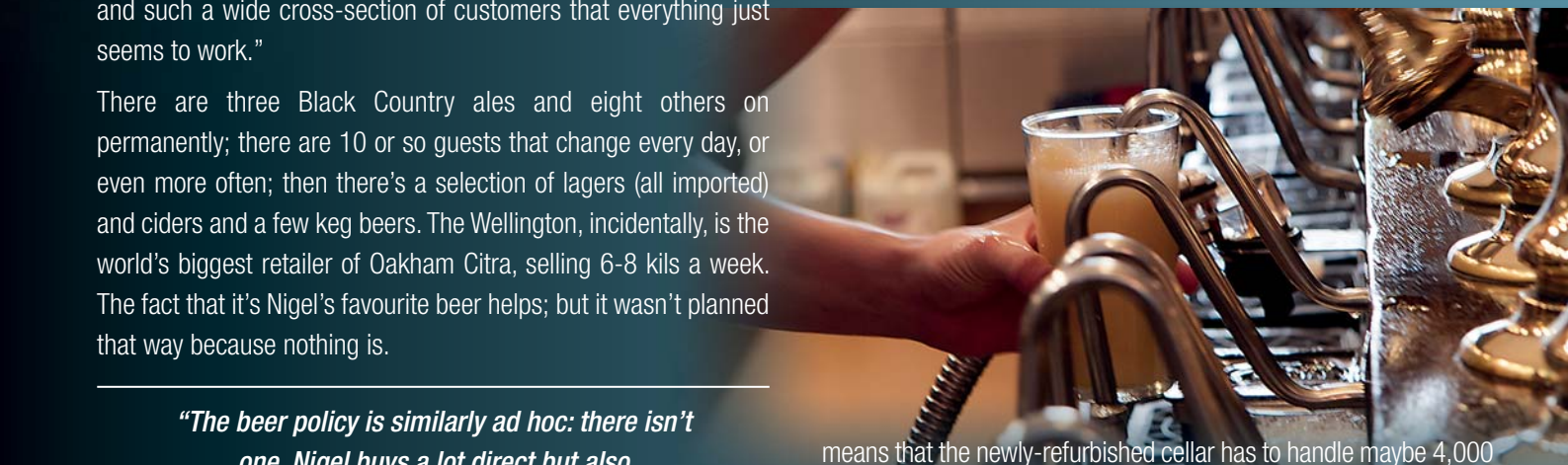
There are three Black Country ales and eight others on permanently; there are 10 or so guests that change every day, or even more often; then there's a selection of lagers (all imported) and ciders and a few keg beers. The Wellington, incidentally, is the world's biggest retailer of Oakham Citra, selling 6-8 kils a week. The fact that it's Nigel's favourite beer helps; but it wasn't planned that way because nothing is.

"The beer policy is similarly ad hoc: there isn't one. Nigel buys a lot direct but also uses wholesalers he knows and trusts"

The enormous selection is famously colour-coded on the Beer Board from A (pale) to E (dark) because actually, people do drink with their eyes; recently an H has been added to denote beers meant to be hazy. But strangely, there's no craft keg on tap, not because Nigel doesn't like it - he does - but because there are now craft bars in town and the Wellington is known for its real ale. There's a selection of cans, though, just in case.

Outstanding Cellar Management

The operation is huge, and the logistical effort that goes into making it run smoothly is no less so. The pub sells 1,200 bulk barrels a year and even though Nigel orders in kils where possible, that still



means that the newly-refurbished cellar has to handle maybe 4,000 cask changes a year. Outstanding cellar management and dedicated staff are the key drivers down below, keeping the stock in reliably superb condition and maintaining seamless service to the bar 14 hours a day, seven days a week. Dedicated and knowledgeable bar staff are crucial too. They have to know the stock inside out and never utter the dreaded words "it's supposed to be like that" or "no-one else has complained" "I'm never on their backs," says Nigel. "I hire applicants who are already keen on beer and know a bit about it, I train them properly, then I stand back and let them get on with it."

It's a case, perhaps, of size mattering: the odd failure is hardly noticed. But experience matters too: Nigel was a shrewd operator to start with and over the years he has learnt enough to know that his instincts are to be trusted.

Cool, Dark and Handsome

Stout & Porter

Roger Protz believes this exceptional beer style, with its dark and interesting past, has a bright future in the hands of today's brewers

In a world gripped by a frenzy over IPA, guess which beer was named Champion Beer of Britain in August 2018? The answer is Broken Dream Breakfast Stout from Siren Craft Brewing in Berkshire.

The award was made at the Great British Beer Festival and cynics may say this was just CAMRA being perverse. But the awards are judged independently by panels made of brewers, publicans and beer writers as well as CAMRA volunteers. As a judge on the final panel, I can confirm that we chose the Siren stout because it was a sublime drinking experience.

Think of stout and you inevitably think of Guinness, the world's most popular dark beer. For years it was unchallenged but over the past 30 years, with the rise of the craft brewing movements in the United States and the UK, the style has found favour again. Hundreds of brewers in both countries have rediscovered this historic beer and are producing versions using original recipes and many with a modern twist.

What Are They?

So what precisely are porter and stout and where did they originate? In the early 18th century there was a great demand in London for a beer known as three threads, a blend of pale, brown and stale beers. The last named was aged in giant oak tuns for many months and acquired an acidic or sour note. To remove the back-breaking work of blending three beers, brewers started to make a beer that replicated the flavours of three threads but came from just one cask. As a result the new beer was dubbed Entire Butt.

At the birth of the Industrial Revolution, when London was transformed from a series of small town and villages into a mighty metropolis, a vast army of thirsty workers demanded both refreshment and the proteins in beer that bolstered their meagre diets.

"With a higher level of hops than ordinary brown beers, porter would have had both a biscuit flavour balanced by the typical peppery and spicy notes of English hops"

The Porters' Favourite

The workers included porters who moved goods around from markets and docks and worked up a great sweat as a result. Their almost insatiable demand for the new Entire Butt beer, rich in dark malts and hops, soon gave it the nickname of porter, with a stronger version called Stout Porter, later reduced to just stout.

Prior to the manufacture of pale malt on a large scale in the 19th century, all beers a century earlier would have been dark in colour. Porter was different to the brown beers of the time as brewers used a new type of malt, called high blown or snap malt. With a higher level of hops than ordinary brown beers, porter would have had both a biscuit flavour balanced by the typical peppery and spicy notes of English hops.

The First Mass Market Beers

Porter and stout became the first mass market beers. Driven by the Industrial Revolution, brewing became a major commercial industry and the likes of Whitbread, Truman, Barclay Perkins and Meux Reid developed into large enterprises that made their owners rich and powerful.

The popularity of the beer spread, with brewers in Scotland and Bristol producing large amounts. So much of the beer was exported to Ireland that brewers there jumped on the bandwagon. One small ale maker in Dublin called Arthur Guinness employed a London porter brewer to show him how to make the beer: Guinness went on to become for a period the biggest brewer in the British Isles.

Casualty of the War

The style remained popular in the 19th century despite the arrival of IPA and pale ale. The new pale beers were more expensive than darker ones and were consumed mainly by the new and socially aspiring middle class. But porter and stout went into near oblivion during World War One, when the government banned darker malts as their production used heat and energy that had to be directed to the armaments industry. The British government didn't dare impose such draconian restrictions on the rebellious Irish and so Guinness and other Irish stout brewers reigned supreme.

Back on the Agenda

But porter and stout are back on the brewing agenda and it's not only smaller craft breweries that are making them. Fuller's in West London has a London Porter and Black Cab Stout along with a Double Stout that's part of its Past Masters series, using recipes from the 19th and early 20th centuries. Shepherd Neame, England's oldest brewery in Faversham, Kent, also brews a Double Stout in its Classic Collection. Along with IPA, the recipe was found in ancient brewing books written in code to prevent them being stolen by rival brewers.

In Lewes, Sussex, Harveys Brewery has brought yet another old style back from the grave. Its Imperial Extra Double Stout at 9 per cent is based on an authentic 19th century recipe, when strong stouts were exported to the Russian empire. Brewed with several dark malts and traditional Fuggles and Goldings hops, it has a luscious aroma and palate of vinous fruits, coffee, chocolate and caramel, balanced by peppery hops.

"One small ale maker in Dublin called Arthur Guinness employed a London porter brewer to show him how to make the beer"

Champion Brews

Elland 1872 Porter is the beer that has done much to revive the style. The Yorkshire brewery uses a recipe from the year in the title and as a result gives us a better understanding of what the original beers were like. It's brewed with pale, brown, amber and chocolate malts and is hopped with English Northdown and Target varieties. The garnet-coloured beer has a smoky aroma with chocolate and biscuit notes, followed by a bittersweet palate in which biscuit malt, chocolate, dark fruit and espresso coffee vie for attention. The beer has twice been named CAMRA's Champion Winter Beer and crowned that achievement by winning the supreme prize of Champion Beer of Britain in 2013.

Titanic Brewery in Stoke has no fewer than three stouts, of which one - Chocolate & Vanilla Stout — uses coffee and vanilla in the brew. But the brewery's stand-out dark beer is Plum Porter, made with the addition of plum essence alongside dark malt and Goldings hops.

In Derbyshire, the leading craft brewer, Thornbridge, has won many plaudits for its Saint Petersburg Imperial Russian Stout, with some batches aged in whisky and wine barrels. It bursts with dark fruit, caramel, chocolate and coffee flavours.

Coming Home

London, as the birthplace of porter and stout, offers many modern interpretations of the style. A fine version is the Railway Porter from Five Points Brewery in Hackney, which is a stone's throw from one of the earliest porter breweries in Shoreditch in the 18th century. Black malt and peppery hops gives the beer a roasted grain and caramel character and shows why porters rushed to London taverns to quench their thirsts with such full-flavoured and life-enhancing beers.

Porters and Stouts

1872 Porter 6.5%

A rich, complex, dark ruby porter from an 1872 recipe. It has an old port nose, coffee and bitter chocolate flavours, from four malts including finest Maris Otter and English hops.

www.ellandbrewery.co.uk

Barista Stout 4.2%

Brewed with 7 different cereals and finest coffee together with subtle fruit hops using a cold filtration process developed to highlight the harmonious flavour of coffee blended with malted barley.

www.theakstons.co.uk

Broken Dream 6.5%

Breakfast stout with a gentle touch of smoke, coffee and chocolate. Deep and complex, binding smoke and coffee aromas with chocolate, milk and oats to create something thick, velvety and slick.

www.sirencraftbrew.com

Double Stout 4.0%

This magnificent example of a classic double stout delivers a velvety-smooth palate of dry, burnt flavours - complemented by roast, cocoa and coffee notes. Black, creamy and delicious.

www.shepherdneame.co.uk

Imperial Extra Double Stout 9.0%

This brew will improve and develop complexity up to one year and has an intense flavour which is distinctive. The roast, alcoholic and spicy notes combine in this unusually sweet & sour beer.

www.harveys.org.uk

London Porter 5.4%

Rich, dark & complex, at 5.4% ABV the beer has an outstanding depth of flavour. It is brewed from a blend of Brown, Crystal and Chocolate malts for a creamy delivery balanced by Fuggles hops.

www.fullers.co.uk

Plum Porter 4.9%

Well-rounded porter with fruity, sweet notes over a backdrop of hoppy flavour. Deep red in colour but not in taste, the plum lightens the deepness on the palate.

www.titanicbrewery.co.uk

St Petersberg Imperial Russian Stout 7.4%

Dark brown with a creamy tan head.with a lemony, minty hop nose underlying chocolate-caramel. Big, sweet roasted malt in the mouth with hints of chicory and bitter coffee.

www.thornbridgebrewery.co.uk

Railway Porter 4.8%

Smooth and full-bodied, bursting with aromas of dark, bitter chocolate, and roasted coffee. Brewed with 100% British ingredients, East Kent Goldings Hops and an array of seven different malts.

www.fivepointsbrewing.co.uk

Has Your Bar Got Bottle?

Bottle Conditioned

When Jeff Evans started visiting pubs and taking an interest in beer back in the 1970s, choice was not what it is today, particularly if you were looking for cask-conditioned ale.

Real ale - as CAMRA dubbed it at the start of that decade - was something that you had to seek out and all too often a glance along the bar counter delivered nothing but disappointment.

A row of garish plastic boxes, indicating that only pasteurised keg beers from the big national breweries were on sale, usually meant that you turned tail and headed to another boozer. But, sometimes, you didn't need to. There was some salvation, if you knew where to look. Most pubs at that time would also stock a small number of bottled beers, among them Guinness Extra Stout and Worthington's White Shield - both highly rated by those who normally drank draught real ale because they were naturally conditioned in the bottle.

"Bottle-conditioned beer, when done well, remains - for me and many other drinkers - the optimum choice and has much to offer nearly every pub"

Bottle-conditioned beer - what CAMRA later came to call 'real ale in a bottle' - is the packaged equivalent of cask ale, in that it is a living, working product that, through the active yeast, creates its own natural effervescence and delivers fresh, complex flavours. At one time, in the dim and very distant past, all bottled beers would have been produced this way but then filtration and pasteurisation were introduced and, by the time CAMRA emerged to champion drinkers' rights in 1971, there were only five such beers still in regular production.

Revolution in a Bottle

Since the late 1990s, however, the number of bottle-conditioned beers produced in the UK has rocketed. When I compiled the first edition of CAMRA's Good Bottled Beer Guide in 1998, I managed to trace around 170 different examples, which indicated that a modest revival was underway, generally at the hands of the emerging smaller breweries. The eighth edition of the book, published in 2013, remarkably featured more than 1,800 examples and the numbers have continued to rise since.

There are, of course, many fine bottled beers that are not bottle conditioned. The best of these are not pasteurised, so they have good fresh flavours, but they are often filtered and can lack a bit of body or character as a result. Bottle-conditioned beer, when done well, remains - for me and many other drinkers - the optimum choice and has much to offer nearly every pub.

A Choice Selection

There are still pubs and bars where - for various reasons including cellar space and turnover - cask ale remains a problem, perhaps particularly in the summer months when cooling the beer is more difficult. Bottle-conditioned beers provide an answer. They are easy to pop in the fridge (not too cold!) and will even cope with the sort of prolonged heatwave we experienced in 2018.

Bottles can also increase the variety of beers a pub can stock. Most draught real ales fall into just a handful of styles - generally bitters and golden ales with the odd mild, stout or strong ale. A small selection of bottle-conditioned beers can instantly improve that range to include anything from brown ales to IPAs, barley wines, imperial stouts and more - much more if you factor in continental examples such as wheat beers from Germany and Trappist ales from Belgium. And the great thing about bottle-conditioned beers is that they have a long shelf-life, particularly those falling on the stronger side. You can expect to keep the very strongest beers for a few years, so there's no need to panic if sales are slow to take off - especially because you can buy them in quantities of just a case or two. It's even possible to make a virtue out of older bottles by offering customers the option of a young version or a matured bottle from the cellar.

Specialist beer bars understand all this. They may offer a couple of dozen 'craft keg' beers on draught but they usually also have a bank of fridges stocked with bottled beers. The tail is even wagging the dog. There are now numerous bottle shops that have tagged on a bar, so you can have a draught beer while choosing the bottles you want to take away.

Bring on the Bottles

Pubs need to switch on and take advantage of the flexibility and choice that bottled beers, and particularly bottle-conditioned beers, can provide.

"They are easy to pop in the fridge (not too cold!) and will even cope with the sort of prolonged heatwave we experienced in 2018"

So what beers should you choose? A good starting point is CAMRA's Champion Beer of Britain contest, which includes a category for bottle-conditioned beers. Recent winners/runners-up have included Stringers Mutiny from Cumbria, Flipside Russian Rouble from Nottingham, Marble's Chocolate Marble from Manchester and Fyne Ales Superior India Pale Ale from Scotland. These are all smaller-size breweries but, if you feel your customers would be happier with better-known brands, it's worth noting that the idea has been grasped by major British breweries, too. The best-selling bottle-conditioned beer in the UK is Proper Job, an IPA from St Austell, while Fuller's selection now includes such naturally-conditioned beers as 1845, Bengal Lancer and the lauded Vintage Ale. Other examples come from Hook Norton (Flagship and Double Stout), Shepherd Neame (1698), Harvey's (Imperial Extra Double Stout), Greene King (Hen's Tooth), Samuel Smith (Yorkshire Stingo) and Marston's (Pedigree and the Young's brands). Although Guinness - now renamed Guinness Original - is sadly no longer bottle conditioned, White Shield - now owned by Molson Coors - is still in production and remains one of the country's most revered bottled beers. All of this means that there is now plenty of choice and a whole world of opportunity awaiting the ambitious publican.

When I began my beer adventures, bottle-conditioned beer was on its last legs; today, the sector is thriving. Back then, it was seen as a handy second best option in a pub; now it can drive the whole identity of an establishment. A well-promoted stock of bottle-conditioned beers, served in the appropriate glassware, is not only a useful fall-back whenever cask ale is a problem, it's an attraction in its own right, sending out a message that this is a pub that takes beer seriously.

Jeff Evans is an award winning beer writer and editor of CAMRA's Good Bottled Beer Guide

Bottle Conditioned Beers

Worthington — White Shield — 5.6%

An iconic India Pale Ale (IPA) brewed to the same recipe as 1830. Aromatic hops, toasted cereal notes and hints of smoke and spice kindle

www.molsoncoors.com

Stringers — Mutiny — 9.3%

This is extremely easy drinking, handle with care! Aromas here of liquorice, earthy dark fruits, chocolate and toffee.

www.stringersbeer.co.uk

Flipside — Russian Rouble — 7.3%

A strong dark 7.3% Russian Imperial Stout with rich chocolate and malt flavours. Brewed using traditional English hops.

www.flipsidebrewery.co.uk

Marble Beers — Chocolate Marble — 5.5%

This unclassifiable beer straddles milds to porters, tasting of coffee, cocoa and liquorice with a quenching bitter finish.

www.marblebeers.com

Fyne Ales — Superior IPA — 7.1%

Deep amber colours with aromas of apricot and peach. Flavours of tropical and stone fruits with a smooth balanced hoppiness.

www.fyneales.com

St Austell — Proper Job — 5.5%

An award-winning modern IPA, packed full of citrus, pineapple and grapefruit resinous flavours with a fine crisp bitter finish.

www.staustellbrewery.co.uk

Fuller's — 1845 — 6.3%

A strong, rich and fruity ale, Fuller's 1845 was specially commissioned to celebrated 150 years of the Fuller, Smith and Turner partnership.

www.fullers.co.uk

Fuller's — Vintage Ale — 8.5%

The 8.5% bottle-conditioned beer has a bright tawny colour. Peppery and spicy hops blend with rich fruit – pithy tangerine to the fore.

www.fullers.co.uk

Marston's — Pedigree — 4.5%

A fine combination of mineral enriched Burton Water, fruity Fuggles hops married with bitter and spicy Golding hops.

www.marstons.co.uk

St Austell — Bad Habit — 8.2%

The beer pours burnished gold, with a complex and enticing aroma of Easter spices, bitter orange marmalade and a dry finish.

www.staustellbrewery.co.uk

Wild & Wonderful

SIBA Style

British brewers embrace thirst for hazy IPAs and sour beers

The consumer thirst for craft beer is showing no signs of wavering, with hazy New England style IPAs and tart, sour beers in the style of Belgian brews becoming commonplace not only in specialist beer bars, but pubs and even supermarkets across the UK.

The Society of Independent Brewers (SIBA) represents over 800 independent craft brewers across the UK and in response to the changing beer market this year tore up the rule book and introduced brand new categories to our Independent Beer Awards. The new categories include various strength bands for increasingly popular India Pale Ales, or IPAs as they are more commonly known, as well as a Sour and Spontaneously fermented beer more commonly associated with Belgian brewers but which is becoming much more common in the UK.

These new categories have been introduced alongside recent additions of lager/pilsner, which again are becoming increasingly prevalent amongst British brewers seeking to offer beer drinkers an authentic lager experience.

Diversity of Beer Styles

The shake-up was not without its risks, especially for an organisation whose beer competitions last year included 3,000 different beers across cask, keg, bottle and can - but there was a need to make the change in order to better align the awards with the way people are drinking beer in 2019.

"The British beer market is unrecognisable from ten years ago, with thousands of independent British brewers now producing some of the most exciting, full-flavoured beers I've ever tasted - in a range of styles greater than we have ever seen before.

Whilst British bitters and traditional porters remain hugely popular, and an important part of our brewing heritage, it's important for us to recognise the diversity of styles now being brewed in the UK - from hazy, aromatic American style New England IPAs to wild and spontaneously fermented sour beers in the style of the Belgian Lambic brewers." **Guy Sheppard, SIBA Competitions Chair**

SIBA Awards

The SIBA Independent Beer Awards take place in 8 regions across the UK before a grand final at SIBA's flagship event, BeerX UK 2019 in Liverpool in March.

"The UK beer scene continues to shift dramatically, with new styles, flavours and the range of diversity changing almost daily. Transmission winning Overall Gold in the Keg competition is the perfect example of this shift"

The SIBA Independent Beer Awards take place in eight regions around the UK; Scotland, North East, North West, Midlands, East of England, Wales & West, South East, and South West - before a grand final at SIBA's flagship event, BeerX UK 2019 in Liverpool in March.

Somewhat aptly it was a bold, aromatic, hazy IPA that took the overall Gold in the Keg competition last time around - a beer which is typical of the trends going on in the British beer industry.

"The UK beer scene continues to shift dramatically, with new styles, flavours and the range of diversity changing almost daily. Transmission winning Overall Gold in the Keg competition is the perfect example of this shift. Introducing the new categories will be welcomed by all UK Breweries, who have helped to create the most vibrant and fast paced beer scene in the world." **John Gyngell, North Brewing Co**

Of course as well as brewers in craft beer capitals like Leeds and Manchester, many London brewers have made a name for themselves in recent years with hazy, aromatic IPAs and sour, Belgian style brews. Tom Bott of Signature Brew is the South East region Elected Director and helped create these new categories with other experts on SIBA's Competitions Committee - he thinks the move reflects the changes to the UK beer scene in recent years,

"SIBA competitions are an important part of many independent brewer's calendars, they offer the opportunity to benchmark your beers alongside your peers and if you're lucky enough to win, the recognition you receive makes all the hard work worthwhile. Because of this importance it's crucial the competition categories reflect the fantastic diversity in brewing styles we've seen develop over the past few years.

"Here in London we've seen the number of breweries triple since Signature Brew started in 2011 and with that has come a swathe of bright, innovative brewers all keen to make their mark with ever bolder recipes. I'm pleased to see SIBA is taking the right steps to start recognising the vibrancy in brewing styles coming from all over the UK." **Tom Bott, Signature Brew.**

"Lager, whilst once very much the preserve of the global brewers, is now a big part of what independent craft brewers can offer beer drinkers, particularly those looking for an authentic flavour"

A Taste for Sour

Looking ahead to 2019, SIBA expect to see the number of beers in the Sour/Spontaneous category expand, as was the case with the Lager and Pilsner categories which were introduced a number of years ago. Lager, whilst once very much the preserve of the global brewers is now a big part of what independent craft brewers can offer beer drinkers, particularly those looking for an authentic flavour. Great examples include Windsor & Eton's Republika or Magic Rock's Dancing Bear, both of which have become firm favourite's with beer drinkers looking for a full-flavoured but drinkable lager.

In coming years it's not unfeasible to see sour beer entering the mainstream in a similar way as craft brewed lager. More and more brewers are beginning to experiment with barrel ageing, mixed fermentation methods and even true spontaneous fermentation, as is being employed at Elgood's, with their impressive open-fermenters and coolships. Their tart, complex sour beers are attracting a new wave of beer drinkers to one of Britain's most traditional and well-respected breweries.

"As food and drink continues to return to traditional methods - look at the rise of sourdough bread and natural wine - it is clear that these beers which utilise traditional methods to create complex and unusual flavours are only going to increase in popularity"

Some breweries such as Burning Sky have made barrel-ageing, mixed fermentation and blending central to what they do, producing some of the most complex and interesting beers we've tried in quite some time in the process. And as food and drink continues to return to traditional methods - look at the rise of sourdough bread and natural wine - it is clear that these beers which utilise traditional methods to create complex and unusual flavours are only going to increase in popularity.

It will be interesting to see how this thirst for different flavours continues to develop and whether consumers preferences will move beyond the craze for hops and haze. If a hazy, juicy, aromatic American style IPA can win the top SIBA keg beer award in 2018, could it be a tart, funky, sour beer that wins it in 2019?

Either way an expansion of the range of flavours available within independent craft beer can only be a good thing for beer drinkers, encouraging an ever-broader range of people to discover the joys of independent craft beer - whatever style that happens to be.

The new 2018 competition categories:

British Dark Beers (up to 4.4%)

British Dark Beers (4.5 to 6.4%)

British Bitter (up to 4.4%)

British Premium Bitter (4.5% to 6.4%)

Session IPA (up to 4.3%)

Premium Pale Ales (4.4% to 5.4%)

IPA (5.5% to 6.4%)

Imperial IPA (6.5% and over)

Session Lager & Pilsners (up to 4.4%)

Premium Lager & Pilsners (4.5 to 6.4%)

Speciality Light Beers

Speciality Medium to Dark Beers

Sours/Spontaneous

Strong Beers (6.5% and over)

Lager, Redefined

British Lager

In the hands of great British brewers, lager's time has come. As beer buffs look for refreshment and the wider drinking public seeks out quality, Pete Brown believes that lager, as it's meant to be made, has a golden future

When I tell people I write about beer, the second-most common response (behind 'You have the best job in the world!') is 'Oh, you won't like me then. I only drink lager.'

It's an odd thing to say: it suggests even lager loyalists see it as inferior to other beers. This is an attitude long expounded by real ale activists, many of whom decry lager as 'industrial yellow fizz.'

Lager went from accounting for 7% of total UK beer sales in 1970 to 74% in 2016. Among old school ale activists, this rise is explained away by punters being 'brainwashed' by trendy advertising - an extraordinarily snobbish insult to most of the drinking population.

Let's be clear: the big, mainstream British lager brands bear little in common with the Continental beers they were originally based on.

What was once subtlety and delicacy has become simple blandness. Depending on how technical you want to get, many of these beers aren't actually lagers at all, because, unlike traditional lager, they are not conditioned for long periods at cool temperatures. But even in its basest form, lager must have something going for it. Millions of people do not regularly drink something they dislike simply because of cool advertising. (And anyway, it's been twenty years since the last decent lager ads.)

"Lager became used as a loss-leader by supermarkets. After decades of building fierce brand loyalty, mainstream lager collectively trained people to buy on price instead"

Loss Leader Lagers

Of course, lager is not without its problems. As the age of iconic TV ads faded, the weight of our beer purchases gradually shifted to the off-trade. Lager became used as a loss-leader by supermarkets, a lure to draw people into the store (ever wondered why the drinks fixture is furthest from the door, so you have to walk past all the other shelves to get to it?)

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New Age of Lager

After decades of building fierce brand loyalty, mainstream lager collectively trained people to buy on price instead. Instead of having a favourite brand, most drinkers (or their wives, who still, incredibly, do most of the shopping) look at a range of 'acceptable' brands, and choose whichever one is on the best deal that week.

This off-trade commoditisation of mainstream lager has changed what we want from beer generally, even in the on-trade. It permitted the explosion of craft beer: twenty years ago, most drinkers would never consider a brand they hadn't seen advertised on TV. Now, there's a little more thought going into our choices, and lager's relentless march has been halted - it's 74% share has been steady since 2013.

At the start of the age of big lager brands, regional and family brewers tried to introduce lagers of their own, but without the big budgets, they couldn't compete. Now, the playing field is open again.

After five years or so of ever-hoppier IPAs, massive Imperial stouts and puckering sour beers, even the most discerning craft beer drinker is ready to admit that sometimes lager is a welcome relief - the search for 'crispy' craft lagers has been a mainstay of Beer Twitter throughout 2018.

In the off-trade, four of the top ten biggest craft beer brands are lagers. This rises to six in ten in the on-trade. Lager is undoubtedly the next big thing in the craft beer boom, but this didn't happen overnight - the signs have always been there.

"Ale yeast has fruity, 'estery' characteristics, and without a long lagering time these characteristics dominate, with none of the clean crispness a lager drinker is looking for"

The Godfather of British Lager

Alastair Hook was studying for an Economic and Social History degree when a project on Guinness took him to the Heriot Watt brewing school in Edinburgh. After that visit, he decided to jack in his degree and retrain as a brewer. He did most of his training in Bavaria, where he realised the term 'lager' covered a whole array of different beer styles, just as ale does.

Returning to London in 1991, he opened a Bavarian-style brewhouse, which he left in 1994 to create Freedom Brewing. In 2000, he went back home to Greenwich and opened Meantime. This lager-focused brewery quickly won awards for its Vienna-style and Oktoberfest beers.

Other brewers who worked with Hook at Meantime were infected by his passion. Rob Lovatt started at Meantime in 2000, and followed Hook's path back to Bavaria. When he became head brewer at Thornbridge, Rob complemented the existing range of hoppy pale ales with German beers brewed strictly to traditional style.

The most celebrated of these, Tzara, is brewed with a top-fermenting ale yeast, which gives it a fruitier character than lager generally has, but it is then cold-conditioned for several weeks, which gives it a lagerish bite.

The Kölsch Question

It's a style that originated in the German city of Köln, and only brewers in that city are allowed to called their beers 'Kölsch'. When traditional German Kölsch brewers tasted Tzara, they refused to believe that Lovatt had brewed it himself in Derbyshire.

Kölsch brings us to the awkward fact that there are actually two separate, discrete technical definitions of lager. Depending where you look, you may only see one or the other, or both. One, is a beer that is 'lagered', the German word for long periods of cold storage. The other is that it is brewed with a bottom-fermenting lager yeast rather than a top-fermenting ale yeast. An authentic Czech pilsner or Bavarian Helles meets both definitions, but Kölsch is a lager by the first, an ale by the second.

Kölsch-style beers - whether you can call them that or not - are therefore a tempting style for British brewers to create. Brew a Kölsch rather than a true lager, and you can stick with the house ale yeast instead of figuring out how to introduce a new lager yeast to the brewery. This is the route several traditional British regional and family ale brewers have chosen now they're realised the barriers to smaller-scale lager brands have been eroded. Invariably, they refer to these beers as lagers for simplicity's sake.

"After five years or so of ever-hoppier IPAs, massive Imperial stouts and puckering sour beers, even the most discerning craft beer drinker is ready to admit that sometimes lager is a welcome relief"

Leading from the Front

In 2013, Fuller's launched Frontier. They refer to it as a lager and don't attempt to explain the subtle difference of Kölsch, but do celebrate the fact that it is matured for longer and has a bit more character than other lagers. It's been a huge success.

Some of Fuller's peers have been less straightforward with the drinker. Some have launched golden beers that have been brewed with the usual ale yeast and have not undergone any significant lagering time, so what is being sold to drinkers as lager is, in fact, pale ale.

If this sounds overly pedantic, it does make a significant difference to the final beer. Ale yeast has fruity, 'estery' characteristics, and without a long lagering time these characteristics dominate, with none of the clean crispness a lager drinker is looking for. Maybe this is why other 'craft lagers' from regional ale breweries have had none of the critical or commercial success of Frontier or Tzara.

Other brewers have dived straight in as unabashed lager-first breweries. Camden Town makes both a pilsner and a Helles. Taste them side by side, and they are quite different, revealing the breadth that exists even in the biggest lager styles. Freedom, having passed through the hands of several owners since Alastair Hook left, is still going strong, with its organic lager in particular winning accolades.

What we want and expect from lager may be changing. But to dismiss lager in general as inferior to other styles of beer is a hopelessly outdated and inaccurate point of view. Invest in lager as it's meant to be made, and the future is golden.

Exceptionally balanced lagers

Freedom Brewery

Freedom Brewery is the original independent lager brewer and has been crafting a wide range of distinctive beers since 1995. Standing apart from the mainstream, every decision made is for the benefit of the brew.

This is evident through the quality and taste of their products which uses only the best British and global ingredients.

What you get is beer flavoured beer, consistent every time.

The process used to create Freedom Brewery's beers is what sets them apart from the crowd – entirely free from external forces and influence, Freedom's brewers are left to make the beer they want to make. The beer consumers want to drink time after time.

The water, which gives Freedom's beer its clean distinct profile, comes direct from a unique spring water source, 50m below the ground at the brewery. With state-of-the-art brewing equipment, Freedom brew under pressure, which allows the beer to naturally carbonate, producing a finer bubble which in turn creates a lighter and easier drinking beer. Matured for 28 days, unpasteurised and cold filtered ensures well rounded flavour is kept in the end product.

The result is a focused portfolio of great tasting, consistent, balanced, brilliant beers for unpretentious enjoyment!

In 2019 Freedom have plans to release a series of seasonal brews throughout the year. Staying true to what the brewery specialises in, expect to see a variety of exceptionally balanced lagers.

Freedom Brewery's core range includes: a light and crisp 4% British Lager; a floral Helles Organic Lager; a citrus and bittersweet Pilsner and an aromatic and dry Pale Ale to round it off.

Taste Freedom

www.freedombrewery.com

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Great British Lager

1985 — 4.5%

A refreshing premium lager that boasts a moreish malty base, flecked with delicate orange and tangerine notes. Pale straw in colour, 1985 is brewed using the best of British hops together with European lager hops to give this unique Kolsch-style lager a cool, crisp taste.

Wye Valley Brewery — www.wyevalleybrewery.co.uk

3.8 Helles — 3.8%

Calvors flagship session lager is light, crisp and refreshing – but with plenty of flavour despite its lack of strength. Also available is a Pilsner (5.0%) an Amber Vienna (4.0%), and Dark Dunkel (4.5%), which has a distinctive nutty taste.

Calvors — www.calvors.co.uk

54 Degrees North — 4.5%

Using the brewery's own yeast strain with German Pilsner malt and the classic German hops, Tettnang, Magnum and Polaris, 54 is top fermented using Black Sheep's Yorkshire Square fermenters in Masham, then lagered for a month

Black Sheep — www.blacksheep.co.uk

Andwells Pilsner Hop — 4.8%

Andwell's full bodied regular pilsner is fermented slowly and conditioned for at least 6 weeks to produce a well balanced beer, then dry hopped with the Japanese hop Sorachi Ace for a blast of soft citrus aroma.

Andwells — www.andwells.com

Bearface Pils — 4.4%

An award winning lager from Glasgow's award winning fledgling brewer - "brewed fearlessly". Heavy on the hops, light on the tongue, with clean and crisp citrus hints.

Drygate — www.drygate.com

Beavo Lager — 4.4%

Two years in the development, this is a light, crisp, sessionable beer packed with lightly kilned pilsner malt, bright and floral noble German hops and fermented with a traditional German lager yeast.

Beavertown — www.beavertownbrewery.co.uk

Bedlam Pils — 4.4%

Classic pilsner-style lager brewed with Saaz hops to give a refreshing citrus aroma and flavour. With soft vanilla notes, gently toasted graininess and a dry and briskly bitter finish.

Bedlam — www.bedlambrewery.co.uk

Camden Town — 4.6-6.2%

Highly regarded range of lagers from the brewery that introduced Londoners to the joy of craft lager. Beers include the renowned Hells, the lager that started it all, an unfiltered hazy version - Unfiltered Hells - that is smoother and more full-bodied thanks to the remaining yeast. Pils lager, fresh, piney and aromatic, this is the true beer of summer and last but definitely not least, IHL, an IPA resurrected as lager.

Camden Town — www.camdentownbrewery.com

Cotswold 3.8-5.5%

A range of unpasteurised styles from one of the earliest brewers of British craft lager. Created in the traditions of Bohemia & Bavaria, including the sessionable Haus, the malty Premium and a luscious draught Dark lager that has a subtle chocolate and toffee flavour that makes it very moreish.

Cotswold Brewing www.cotswoldbrewingcompany.co.uk

Curious Brew 4.7%

Produced by Chapel Down winery, it is re-fermented using Champagne yeast before adding a "dosage" of the rare and fragrant Nelson Sauvin hop. Cold filtered and unpasteurised. A previous Gold medal winner at the International Beer Challenge, it is available on draught and in bottles and cans.

Chapel Down www.chapeldown.com

Five Grain Lager 5.0%

A refreshing, balanced lager. Barley, rye, wheat, maize and rice combine to result in a complex yet refreshing pale gold lager. The use of aromatic French Strisselpalt hops lends a distinctive refreshing citrus aroma.

Shepherd Neame www.shepherdneame.co.uk

Five Points Pils 4.7%

A crisp and refreshing unfiltered Pilsner lager, brewed and dry-hopped with traditional Noble hops.

Five Points www.fivepointsbrewing.co.uk

Fourpure Pils 4.7%

The exciting Bermondsey brewer's take on a traditional German Pilsner, inspired by the brothers' cycling adventures through Germany and the Czech Republic. Generously hopped with a blend of Hallertauer and Saaz and fermented with a classic Bavarian yeast.

Fourpure www.fourpure.com

Freedom 4.0-5.5%

The pioneering British brewer's range of vegan friendly lagers includes the award winning Organic Helles Lager; the spicy, hop-forward Freedom Amber, Freedom Pils, a twist on the classic Pilsner, and the full bodied Freedom Four, 4% ABV, made with 4 British ingredients, with a 4 week maturation which gives a light pale lager reflecting all the brewing values and beliefs of Freedom

Freedom Brewery www.freedombrewery.com

Frontier 4.5%

An award winning premium lager brewed using a unique combination of new-world hops & old-world brewing techniques to produce a beer that pours a bright golden colour and immediately offers up delicious fruit flavours - delivering distinctive notes of citrus, passion fruit and melon.

Fullers Brewery www.fullers.co.uk

Geipel Pilsner 4.6%

A German-style Pilsner from a dedicated craft lager brewery in North Wales. Also available are Zoigl (5.4%) an Amber lager, Hefeweizen (5.6%), Golden Gate Lager 5.0% and a 6.5% Bock, which has a balanced mix of rich, complex flavours.

Geipel www.geipel.co.uk

Harbour Pilsner 5.0%

Brewed in Cornwall with the very best lager malts and hopped with Perle, Tettnanger and mittelfruh to give an aroma of lemon, barley sugar and noble hops with a mouth-watering bittersweet flavour and finish long, clean and bittersweet.

Harbour Brewing www.harbourbrewing.com

Hogstar 4.5%

Brewed in keeping with the English Ale tradition.They use special lager malts and add 5 different hops from UK, Europe and USA at intervals during the boil, together with a small quantity of natural herb extracts.

Hogs Back Brewery www.hogsback.co.uk

Jack Brand's Dry Hopped 4.2%

Part of Fergus Fitzgerald's line-up of innovative beers, this is a dry hopped lager made with with Australian Galaxy hops, which gives a more intense hop flavour and aroma.

Adnams Brewery www.adnams.co.uk

Joker 4.4%

Award winning Czech style Pilsner with a twist, fresh and crisp and made from English malts and hops (including Target, Epic and Pioneer).

Wild Card www.wildcardbrewery.co.uk

Korev 4.8%

Pronounced Kor-eff, this is the traditional Cornish word for beer. It took St Austell nearly 160 years to create a lager, and they wanted to make sure it was uniquely Cornish. Crafted by Roger Ryman using the finest lager malt from barley grown in Cornwall, and a trio of hops including Saaz, Korev has a wonderful pale colour, a clean, crisp taste and a delicate, almost honeyed aroma.

St. Austell Brewery www.staustellbrewery.co.uk

Lawless 4.5%

This maverick brew follows the 500 year-old Bavarian brewing law to achieve traditional purity using only four ingredients, but adding Purity's own idiosyncratic twist by using a blend of Pilgrim, El Dorado and Styrian Goldings hops. Coolly lagered for 40 days, and a dash of hops, for a sharp, citrusy kick.

Purity Brewing www.puritybrewing.com

Leolis 4.6%

A premium continental lager. Hallertauer Mittelfrüh hops deliver in Leodis a noticeable but not overpowering hop content, whilst the traditional 'lagering' of the beer for up to four weeks before kegging gives it a dry, crisp, clean finish.

Leeds Brewery www.leedsbrewery.co.uk

Little Vienna 5.0%

A highly drinkable biscuit-coloured Vienna lager, that breaks the style rulebook by using Nelson Sauvin hops to produce a ravishing amber-toned bittersweet, biscuity beer.

Little Beer Company www.littlebeer.co.uk

London Lager 4.5%

Craft lager pioneer Alastair Hook made brewing great British lager his mission. This is his straightforward lager - clean, long-matured and unpasteurised. The crisp, dry and elegantly bitter Pilsner, at 4.4%, more than measures up to the authentic German standard.

Meantime Brewing www.meantimebrewing.com

London Pilsner 4.6%

An unashamedly traditional lager in the pilsner style, which takes time. Long cold fermentation and maturation with specially selected yeast delivers a beer that's balanced, well rounded & crisp.

Portobello Brewing www.portobellobrewing.com

Lukas Helles 4.2%

Straw blonde, full-bodied yet sparklingly light, exuding a subtle, fresh baked bread maltiness, balanced with an elegant noble hop aroma. The finish is clean, crisp and satisfying.

Thornbridge Brewery www.thornbridgebrewery.co.uk

Manchester Craft Lager 4.7%

Bringing almost two centuries' worth of expertise on craft ale to the brewing of this small batch lager which is matured longer to create a stronger, more flavoured lager.

JW Lees www.jwlees.co.uk

Northern Helles 4.2%

From a brewery that combines Germany's beer tradition with techniques from modern UK and American craft brewing to create refreshing, unfiltered beers, packed with flavour.

Donzoko Brewing www.donzoko.org

North West 4.7%

A hybrid of old world lager and modern hop-forward beers, delivering satisfying crisp refreshment with delicate fruity hop flavours. It's all about balance, delivering crisp, clean earthy notes of a classic lager with a layer of fruity new-world hop flavours on top before a finish with refreshing, subtle bitterness.

Fyne Ales www.fyneales.com

Outstanding Pilsner 5.0%

A light golden lager beer with a subtle herbal hop and malt aroma. The taste is clean and crisp with a dry and gentle hop finish.

Outstanding Beers www.outstandingbeers.co.uk

Paolozzi Helles 5.2%

Brewed with 100% barley malt, 'munichised' water, and, most importantly, given a proper lagering (cold conditioning) period for 5-6 weeks following fermentation, this Munich helles style lager beer is unpasteurised so it's extra fresh and keeps its natural fullness of flavour.

Edinburgh Beer Factory www.edinburghbeerfactory.co.uk

Promised Land 4.5%

Magic Rock's first take on this most popular of modern beer styles. Lager, Munich and Cara malts create the pale colour and classic backbone, while a concoction of Germany's finest Strisselspalt, Herrsbrucker and Hallertau hops deliver a refined bitterness and characteristic herbal hit. Others in the range are Dancing Bier 4.5%, Zirkus Tropical Lager 5.4%, and Robots VS Clowns 5.3%.

Magic Rock www.magicrockbrewing.com

Republika 4.8%

Brewed with Pilsner malt and Saaz hops and fermented for 3 weeks using yeast brought over from Prague. It is then 'lagered' (stored at below 2C) for a full 6 weeks. The resulting beer is a well-balanced Pilsner style lager with a fresh, clean, crisp, full flavour.

Windsor & Eton Brewery www.webrew.co.uk

Rise 4.2%

From the award winning brewers of Cwtch, Clwb Tropicana and Stay Puft - their first lager released in July 2018.

Tiny Rebel www.tinyrebel.co.uk

Schiehallion 5.2%

A combination of wheat malt and lager malt is the secret of this 'Champagne of Lagers', providing an elegant head, luscious lacing and crisp palate.

Harviestoun www.harviestoun.com

Sharp's Cornish Pilsner 5.2%

Fermented with a genuine Czech yeast & lagered on a bed of Saaz hops to create stunning, zesty herbal notes & a delicious clean, citrus flavour. Clear, refreshing & satisfying, a pale straw colour with a herbal lemon aroma.

Sharps Brewing www.sharpsbrewery.co.uk

Signal 4.8%

Brewed in London without substitutes, preservatives or additives, conditioned over 5 weeks, then gently carbonated before kegging. Unpasteurised, unfiltered and unfined to retain freshness, flavour and finish.

Signal www.signallager.com

Stewarts 4.0%

A classic tasting lager - crisp, dry and refreshing. Pale straw in colour with a dense white head, the noble saaz hops lends a refreshing earthy citrus character to the beer. The use of lager malt and yeast results in a light and easy drinking beer.

Stewart Brewing www.stewartbrewing.co.uk

Studio Pilsner 4.0%

Signature Brew Studio Pilsner uses the highest quality European noble hops are amplified by the simple clarity of water, yeast and malt resulting in unmistakable floral hits and a pleasingly bitter finish. All the hallmarks of an instant classic.

Signature Brew www.signaturebrew.co.uk

Sulis 4.2%

Inspired by the great lager brewers Germany, this is a crisp and clean lager brewed for ultimate refreshment, hopped with new varieties like Lemon Drop which give it a unique fresh lemon aroma.

Bath Ales www.bathales.com

The Lager 4.6%

Light, crisp and refreshing, The Lager is nothing like the standard beers you may know. With soft malt characteristics and a herbaceous, grassy finish, this lager is brewed the authentic Bavarian way. Bottom fermented and cold reserved.

Anspach & Hobday www.anspachandhobday.com

This.Is.Lager 4.7%

Brewed with 100% malt and 10x the hops of most industrial lagers. Aged for 5 weeks before bottling like a real lager should be, and fermented with a genuine German lager yeast.

BrewDog www.brewdog.com

Untraditional Lager 4.5%

This beer from London's specialist craft lager brewery combines the ultra-soft water profile found in Pilsen, the delicious flavour of local British malts, the citrus, fruity and pine-like aromas found in USA West Coast hops and the clean, crisp finish that Czech lager yeast is famous for. Also, Rebell Helles 4.8%, is a traditional Helles combined with New World hops.

Pillars Brewery www.pillarsbrewery.com

West 4.0-4.9%

A range of German style lagers brewed to German Purity laws, by a German woman...in Glasgow! A core range, comprising West 4, a premium session lager, and St Mungo, Munich Red and Dunkel all at 4.9%, as well as Wild West, the full bodied, hazy unfiltered twin of St Mungo and the 4.6% dry, fruity Pilsner, Feierabend.

West Brewing Company 01415 500 135 www.westbeer.com

Yorkshire Pilsner 4.0%

A clean crisp taste of creamy malt and strong herbal aromas with a dry hoppy finish that's not too bitter.

The Hop Studio www.thehopstudio.com

Fine Lager, Defined

Style Guide

Confirmed lager lover, Adrian Tierney-Jones, introduces the different types of lager of this fine but often maligned style of beer

Lager. Was ever a word in the lexicon of beer so traduced? Lager - it's yellow, fizzy and as light as a feather when it comes to flavour.

That view is so old hat - the beers of the lager family are a mixed bunch, from dark brooding Bocks and Dunkels, to lustrously amber Märzens to sprightly golden Pilsners and Helles that spring out of the glass with the verve of an acrobat at their flexible best. There are lager beers that bristle with hop character, while others shimmer with the character of their malt and, of course, there are the famous smoked lagers of Bamburg in northern Bavaria. Lager? Let's meet five members of the family.

Helles

An everyday drinking beer, the colour of sunlight, with a soft malt character and a crisp, refreshing mouth feel. One of the earliest Helles sprang into the daylight in Munich in 1894 from the Spaten Brewery, which still makes it, at a time when the traditional dark lagers were superseded by beers that aped the glorious gold of Bohemian Pilsner. Strength usually hovers around 4.8-5%, and the style is currently the most popular in Southern Germany. As for the name of the beer, it is usually translated from the German as light or pale, and has nothing to do where the Devil lives.

Pils/Pilsner/Pilsener

1842 is probably the most important date in the history of beer, for it was then when a grumpy Bavarian brewer, hired by the burghers of Pilsen (or Plzeň), produced a gorgeous golden bottom-fermented beer named after the town.

The beer, which we now know as Pilsner Urquell, went onto astound drinkers throughout the world, and many breweries made their own versions. It was several decades later that German brewers started getting in on the act, with what they called Pils (or Pilsener).

"Dunkel has survived and we remain blessed with a beer that has a soft toastiness, hints of chocolate and milky coffee and a clean finish in which flutters of malt sweetness can be discerned"

Bright gold in colour, German Pils has a lemony hop character, a clean bready maltiness, with a bittersweet finish; meanwhile over the border in Bohemia the Czech version (usually designated as světlý ležák/pale lager, as only Pilsner Urquell can be called a Pilsner in its country of origin) is bright to dark gold, slightly herbal, full of the promise of the Saaz hop, appetisingly bitter and rustles with a dry finish; to confuse matters more, Budvar's pale lager is slightly hoppier. Another variation, the North German Pils (Jever for example) can be bracingly bitter.

Bock/Doppelbock

Bock is allegedly said to have been brewed in the city of Einbeck in the late middle ages, but after the 17th century it became very much a beer associated with Munich. Modern Bock is a rich and dark mahogany beer with a toasty (but not roasty) character, along with hints of chocolate and mocha coffee. Doppelbock is its stronger sibling, usually brewed for the winter months where its strength and intense flavours provide a refuge against the cold (so say its devout adherents). This is a beer style that British craft brewers, such as Donzoko, are slowly but tentatively starting to produce.

Hoppy Pils

Not so much a style (though it does have its own category in some beer judging competitions), but an intention of younger craft brewers to add more hop character to their interpretation of the Pils/Pilsner style. Perhaps one of the fastest growing members of the lager family, with some breweries happy to use American or Antipodean hops, others plumping for a surfeit of Central European noble hop varieties.

Dunkel

It still comes as a surprise to some that lager can be dark, but until the start of the 20th century the majority of German beers were dark, or to be accurate, reddish-brown in colour.

"There are lager beers that bristle with hop character, while others shimmer with the character of their malt and, of course, there are the famous smoked lagers of Bamburg"

And then the golden glow of Pils and Helles spread through the land and it seemed as if darkness would be banished. However, Dunkel has survived and we remain blessed with a beer that has a soft toastiness, hints of chocolate and milky coffee and a clean finish in which flutters of malt sweetness can be discerned; the Dunkels of Franconia are produced with the decoction style of brewing that helps to give them a full-bodied mouth feel. Other dark-hued members of the lager family include the Schwarzbier of Thuringia and the Tmavý Ležák of Bohemia.

Hitch up with these Helles

Augustiner Helles, 5.2%, the classic Munich-brewed Helles.
www.cavedirect.com

Thornbridge Lukas, 4.2%, light and lucid, this is the godfathers of Brit-craft's exemplary take on the style.
www.thornbridgebrewery.co.uk

West St Mungo, 4.9%, with love from Glasgow, a crisp and refreshing Helles.
www.westbeer.com

Pick of the Pils

Flensberger Pilsner, 4.8%, this lightly bitter, North German Pils is instantly recognisable in its famous flip-top bottle
www.cavedirect.com

Meantime Pilsner, 4.4%, London calling with a crisp and cavalier Pilsner
www.meantimebrewing.com

Budweiser Budvar: Original, 5%, the Czech classic, still lagered for over 90 days.
www.budweiserbudvar.co.uk

Bock stars

Donzoko Rock Bottom Doppelbock, 10%, the 2019 version will be released around the time of Lent, as is traditional in Munich.
www.eebriatrade.com

Ayinger Celebrator, 6.7%, dark fruit, mocha coffee and caramel alongside a bittersweet finish make this Doppelbock stand out.
www.beerhawk.co.uk

Paulaner Salvator, 7.9%, the original Bavarian Doppelbock, still brewed to Brother Barnabus' 1733 recipe.
www.cavedirect.com

Hip hops

Camden Town IHL, 6.2%, lager meets IPA and the result is this glorious mash up.
www.camdentownbrewery.com

Lost and Grounded Keller Pils, 4.8%, a flourish of flavour from this Bristolian beauty
www.lostandgrounded.co.uk

Fourpure Pils, 4.7%, snappy and floral,
www.fourpure.com

Peckham Pils, 4.8%, a carefree and joyous, bright and light Hoppy Pils
www.brickbrewery.co.uk

Darkness Visible

Neu Black, 5%, a rich, toasty and refreshing beer from And Union
www.andunion.com

Barnaby's Brewhouse Dunkel, 4.8%, this creamy and smooth Dunkel comes from a small brewery in South Devon
www.barnabysbrewhouse.com

Krombacher Dark, 4.7%, dark mahogany brown in colour, this is a toasty and nutty Dunkel
www.morgenrot.co.uk

Budvar Dark, 4.7%, an elegant, well-dressed but assertive beer
www.budweiserbudvar.co.uk

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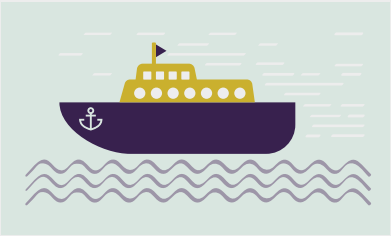

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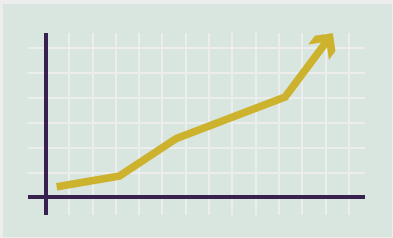
We work directly with most of our breweries and have access to beers most importers dream of, so we know we have the best selection.



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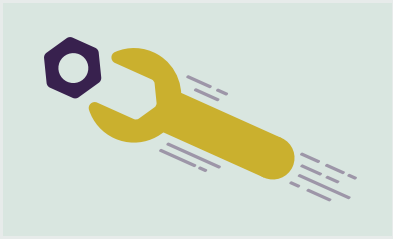

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The Art and Heart of Brewing

Czech Beers

If the Czech Republic were a glass it wouldn't be half full or half empty, it would be brimming over with great and glorious beer, whether gold, amber or dark. Adrian Tierney-Jones reports

There's a Czech drinking proverb that you never go out for a few beers, you go out for a beer. And if you happen to have an empty glass, then you order another beer, but you are still just out for a beer.

Given the growing interest in Czech beers here in the UK, it might be wise to bear that in mind, as you sample the liquid pleasure from this wonderful country at the heart of Europe.

The city of Plzeň - or Pilsen - is where a grumpy Bavarian brewer produced the world's first golden lager, Pilsner Urquell in 1842 - a beer which is perhaps one of the most influential beers the world has ever seen. Apart from the first time someone in the Middle East several millennia ago tasted a fermented concoction that included barley and stood up and cheered (before falling down again). For some years PU has been available here in bottles and on draught and now you can get it straight from the tank, with the latter gaining rave reviews for the sprightly, seductive nature of the unfiltered brew.

The Tanks Are Rolling

In fact tank beer is proving a big hit in many bars up and down the UK.

The Czechs have led this charge, and Asahi's Pilsner Urquell, as well as Molson Coors owned Staropramen, have been shipping their beer fresh from the brewery to be served in bars in London, Manchester, Glasgow, Edinburgh…and even Maidstone!

"The beer is unpasteurised and there's a real sense of theatre as the copper-faced tank sits somewhere in the bar, maybe on a pedestal or in the window, looking moody and very steampunk"

But it's not just the multi nationals sending in the tanks. The star of southern Bohemia, Budvar, introduced its beer in tank back in 2015 with a debut at Zigfrid von Underbelly in Hoxton, East London.

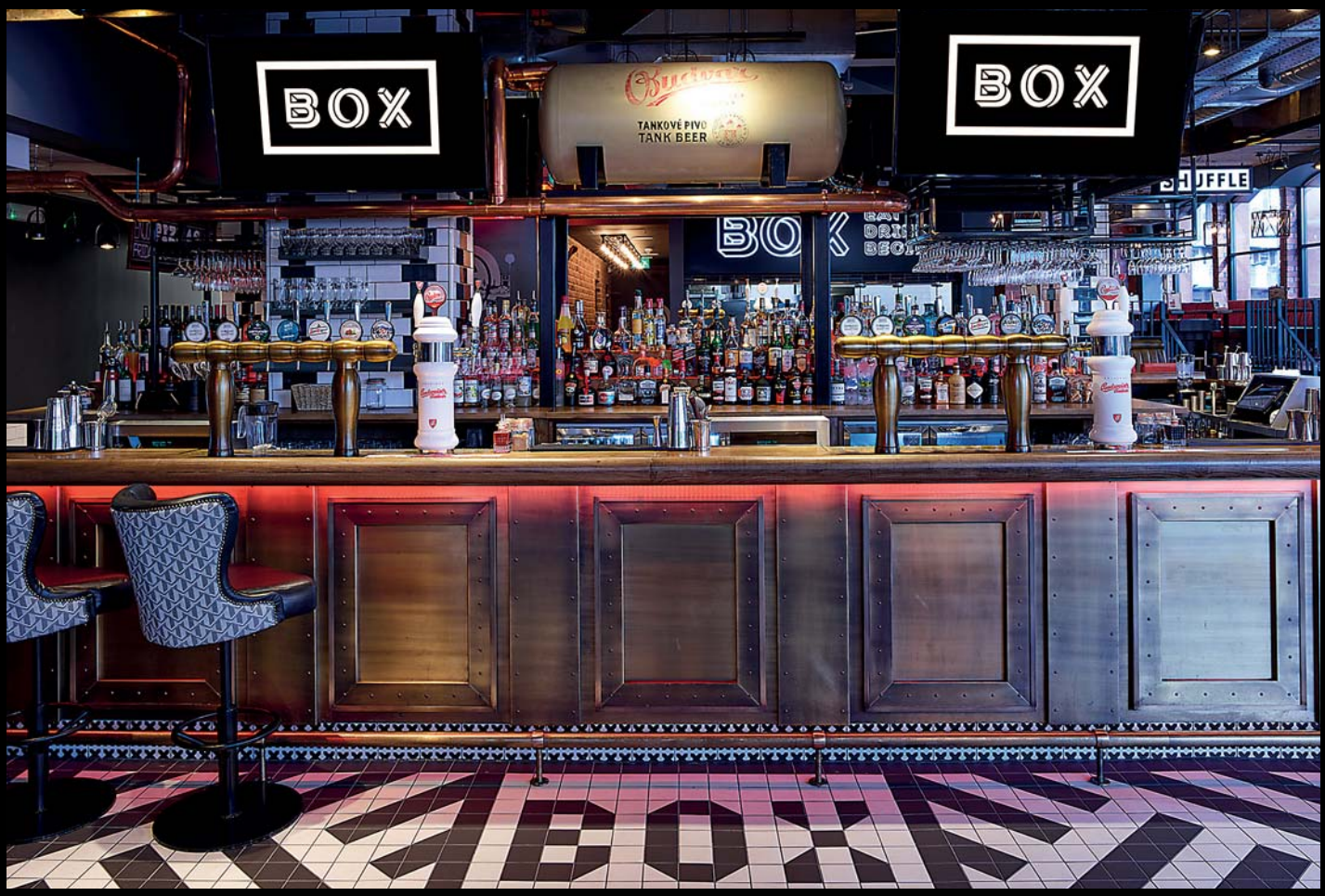
Now, Budvar Tankové Pivo, as it is known, is available in 12 sites, with four of these opened in 2018, and is showing a +66% growth this year according to Budvar UK's Managing Director Simon George.

Since 1895 we've made our beer in the same way; brewed with natural soft water from our own brewery well, with passion and craftsmanship passed down through successive generations, slowly and patiently matured for around 90 days in our brewery cellars.

Unpasteurised Tankové Pivo is as fresh as drinking the beer in the brewery cellars itself – the closest thing to a trip our brewery.

Only ever brewed in Budweis, Czech Republic.
You can't rush perfection

BUDWEISERBUDVAR.CO.UK ◆ CZECHSTORIES.COM



Getting Tanked

"We've been very fortunate to partner with some of the most progressive operators in the UK," he says, "starting with Paul Daly in Hoxton in 2014, partnering with the phenomenal New World Trading Co for a number of their bars and more recently Oakman Inns, ARC Inspirations and The Apartment Group."

Tank beer is a simple concept and not unusual in bars back in the Czech Republic. The beer is unpasteurised and there's a real sense of theatre as the copper-faced tank sits somewhere in the bar, maybe on a pedestal or in the window, looking moody and very steampunk. As for the beer, it has a frisson of freshness that lifts its flavours and, claim some, can transport the drinker to the heart of the Czech Republic.

"For the outlet, the brand adds significant value as those consumers will pass other bars to enjoy our beer in this format, so partnering with operators who understand these benefits and want to exploit them is key"

"Consumers increasingly want authentic experiences," says George. "As they turn away from mainstream, mass-market offers they want to know where their food is made and how it is made. This means that beers like Budvar, only ever brewed in Czech Republic, steadfastly sticking to the art of a traditional recipe of triple-hopping with whole hop cones and an extra-long maturation period, resonate with consumers seeking quality.

Inspirational Bars

"For the outlet, the brand adds significant value as those consumers will pass other bars to enjoy our beer in this format, so partnering with operators who understand these benefits and want to exploit them is key. The crucial factor in siting this beer, is to partner with an operator who can care for the beer and deliver the throughput necessary due to its unique unpasteurised format.

We invest a lot of time in understanding the outlet's demographics and future range plans before committing to a site. Each site has bespoke glassware and activation including sampling and communication to customers around why we are so proud of Budvar Tankové Pivo."

Martin Wolstencroft is the CEO of Arc Inspirations, one of whose outlets, The Box in Leeds, has Budvar Tankové Pivo suspended above the bar, an act of intent that immediately lets drinkers know something different is going on.

"The tanks have a great stand-out and premium look," he says, "and when people see them it becomes a talking point and they know they are getting outstanding, brewery-fresh beer. You can taste the difference and it has become hugely popular since opening - in fact, it is the best-selling beer on draught. We've suspended the tank above the bar making it a focal point of the bar. It sets the standard for when the customer steps foot into the venue and it lets them know you appreciate great beer and are dedicated to giving them a quality experience. It's been a fantastic addition to our retail offer."

Beyond Tanks

As for other Budvar plans for 2019, we can expect to see an additional five new tank sites, while draught outlets will also get the chance to stock kräusened Budvar and its luscious dark lager. Meanwhile the brewery's limited edition Imperial Lager will appear in 60 bars in April 2019.

Also watch out for collaborations with other breweries, such as a beer brewed with Wild Beer Co in late 2018, to great excitement among beer enthusiasts.

"We are looking to develop our collaboration programme following our first ever collaboration with Wild Beer," says George, "aiming to work with exciting brewers that share our values of authenticity, provenance and care."

"The tanks have a great stand-out and premium look," he says, "and when people see them it becomes a talking point and they know they are getting outstanding, brewery-fresh beer. You can taste the difference and it has become hugely popular since opening - in fact, it is the best-selling beer on draught"

Incoming Czechs

The Czech Republic's already impressive reputation for brewing has certainly been enhanced by the success of tank beers from Budvar, PU and Staropramen, and as a result a growing number of other Czech beers are making an appearance in the UK.

For instance, four beers from Bernard, including the luscious Dark (Černé Pivo), are available from Yorkshire-based speciality beer importers Pivovar.

The company has also been known to carry beers from Primator, Permon and Matuška. The latter are one of the most highly regarded craft breweries in the Czech Republic - the motto of the head brewer Adam Matuška is, "every beer that I brew you have to drink 1/2 litre of it, and then you have to be thirsty for another 1/2 litre, even if it is 9%. You don't have to drink it but you would like to".

Czech beer culture seems to be keen on its sayings.

A newer entrant to the UK market is the Hubertus brand from Pivovar Kácov in the town of the same name. The brewery itself is hidden away at the bottom of the town by the River Vlatva, as it winds on its way to Prague, and its Premium lager has a good bright carbonation, expressive Saaz-influenced lemony notes and a dry finish. Other beers available include a 5.8% Dark, a 3.9% Light and a non-alcoholic one.

Then there is Krušovice, a 5% pilsner from one of the oldest heritage Czech brewers, dating from 1581, and Kozel, a lower strength (4%) beer widely distributed in the UK by Asahi, alongside the Pilsner Urquell brand.

At the other end of the size and availability scale is Pivovar Kout na Šumave, which translates as 'brewery in the corner of the forest'. This is a small cult brewery whose well-rounded 12˚ Pale Lager with its Sahara-like dry finish is regarded with reverence by Czech beer lovers.

Although the country is famous for its lager - or světlý ležák as the Czechs call it - there are a growing collection of small breweries producing IPAs, pale ales and imperial stouts, though you'll have to travel to the Czech Republic to try these.

In the meantime, as the Czech proverb says, it's time get your customers to come in for that beer.

Byword for Quality

Budweiser Budvar

Budweiser Budvar's expertise and commitment to their historic brewing processes and high quality ingredients is why "Budvar" continues today to be a byword for quality, taste and unwavering dedication, as it has been for the last 123 years since its founding by politically disenfranchised Czech brewers in České Budějovice in 1895.

Fast forward to today and much of the investment into making the beer taste exquisite remains the same and the independent streak and attitude of refusing to compromise still runs throughout the brewery.

Remaining the same isn't easy; Budvar has stayed true to its motto of "You can't rush perfection" over the years despite takeover attempts by Nazi Germany, Communist Russia and global brewing corporations at different times – nonetheless, Budvar continues to remain in the hands of the Czech people and to be run by brewers, not accountants.

Continued use of locally grown Saaz hops, natural soft water and carefully selected grains of unique Moravian barley are just some examples of the no shortcuts attitude to brewing.

The extra magic lies in the brewing process of around 102 days, around 7 times longer than most lagers. It's the only way to preserve the unique and unmatchable taste of the beer.

Budvar are world famous for their lagers and you would be hard pushed to find another brewery that brews such a wide variety.

Budweiser Budvar Original (5%)

Whole cone Saaz hops, pale Moravian malts and natural soft water are combined with a massive maturation time of approx. 90 days to give Budvar Original its trademark mix of biscuity malts and lightly citrus notes with a sweet-bitter finish. A true testament to the motto "You can't rush perfection". Available in keg, can and bottle.

Budweiser Budvar Dark Lager (4.7%)

Budvar's dark lager combines whole cone Saaz hops and pale malt of Budvar original with roasted, Munich and caramel malts. This dark lager has stunning roasted coffee and chocolate tones whilst remaining highly drinkable due to its time in Budvar's legendary maturation cellars. It didn't win "World's Best Dark Beer" for nothing.

Budweiser Budvar Kräusened (4%)

An unfiltered, naturally hazy lager. Fermenting wort is added to Kräusened just before kegging to kick start secondary fermentation giving the beer its haze and crisp and full taste.

Fresh Hopped Imperial Lager (7.5%)

Brewed with freshly picked whole cone Saaz hops on the day of harvest and then matured for nearly 200 days in Budvar's famous cellars. The taste of this limited-edition Imperial lager differs from year to year dependent on growing conditions of the Fresh Hops and is highly sought after by Publicans and drinkers alike.

Budweiser Budvar Alcohol Free (Max 0.5%)

A golden pour and a thick head made with Saaz hops and Moravian malt, all the care and ingredients of Budvar's other lagers, minus the alcohol.

Those lucky enough to have visited the Budvar brewery itself will recall the brewery museum, filled with 123 years worth of historic Budvar packaging, signage and branding. It is this historic branding, much of which can still be spotted in pubs across Budvar's native Czech Republic, that is the basis for the designs and branding introduced to the UK in 2018.

Still fiercely proud of the brewery roots and the belief that a Budweiser beer must be brewed in České Budějovice (Budweis), tap badges and cans now clearly shout "Budvar", just as patrons do at the bars of South Bohemia. Plans to change the bottle designs are also well underway for 2019.

As one of the few breweries that can claim to maintain the same commitment to ingredients and methods as they did nearly a hundred years ago, dedication and care continue to be the core watchwords of the brewery. It is this care and commitment to the quality of their beer that has led to the success of Budvar Tankové Pivo (tank beer) across the UK.

Tankové Pivo is now found at 12 venues across the UK, working with leading operators such as New World Trading Company, Mission Mars Group and Arc Inspirations. With 5 sites opening in 2018 Budvar has plans for numerous more tank beer installations in 2019. Budvar Tankové Pivo was also available at 2018's CAMRA Great British Beer Fest where, after a 5 year hiatus, the brewery and its range of beers received a very warm welcome back.

For those that haven't visited the brewery, Budvar's unique virtual reality brewery tour (BudVR) and trade training app is nearly as good as visiting the brewery itself.

Rolled out in 2018, the app allows the viewer to visit different parts of the brewery, hop fields and wider Southern Bohemia to truly understand what goes into the brewing of Budvar.

To keep up to date with Budvar's latest news
or to take a virtual tour visit:

www.czechstories.com

twitter.com/budvaruk

facebook.com/budvaruk

Instagram.com/budvaruk

Czech List

Bernard B K 0.5-8.2%

One of the most respected breweries in the Czech Republic, all of the beers are unpasteurised. Most are brewed for consumption in the Czech market but 4 draught varieties are imported into the UK: Pilsner 4.5%, Light or Svetle 3.8%, Dark or Cerne 5.1%, and the Unfiltered (Nefiltravano) 5.1%. Bottles include the bottle fermented, 8.2% Bohemian Ale as well as an alcohol free Pilsner and an Amber.

Pivovar UK 01904 607197 www.pivovarorders.co.uk

Budweiser Budvar Original B C K 5.0%

A perfect blend of whole cone Saaz hops, Czech malt and soft water from a well underneath the Budvar brewery combined with a legendary 90 day maturation period gives this beer its soft malty nose, sweet-bitter palate and fruit finish. Only ever brewed in Budweis, Czech Republic using Czech ingredients, this beer is a legend among lovers of fine beer as "Europe's last true lager".

Budweiser Budvar UK 0117 202 0360 www.budweiserbudvar.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Budweiser Budvar Czech Imperial B 7.5%

This is a revival of the old age tradition of brewing a special batch of lager at the onset of winter ready to celebrate the start of spring. This Czech Imperial Lager is matured for a minimum of 200 days which allows the beer to evolve into a striking, honeyed, spiced and more effervescent lager with a snappy palate and dry finish. No wonder it won World's Best Strong Lager in the World Beer Awards.

Budweiser Budvar UK 0117 202 0360 www.budweiserbudvar.co.uk

Budweiser Budvar Dark B K 4.7%

A complex dark lager with roasted malt character balanced by good hop bitterness, brewed in Budweis by the world famous Budvar brewery. The delicious roasted flavour comes from the use of three types of malt : Munich, caramel and roasted. Following the same legendary maturation process as Budvar Original, when combined with Budvar's whole cone Saaz hops it is easy to see that this beer didn't win World's best dark lager for nothing.

Budweiser Budvar UK 0117 202 0360 www.budweiserbudvar.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Budweiser Budvar Kräusened K 4.0%

Pronounced Kroy-zened, this unfiltered hazy lager is tricky to say and trickier to brew! Using the same top notch local ingredients as Budvar Original, a freshly fermenting batch of Original is added to kick start a second fermentation before it goes into kegs. This gives Kräusened a softer natural carbonation and a finish that is drier and crisper as the fresh yeast works its magic. Fantastically sessionable.

Budweiser Budvar UK 0117 202 0360 www.budweiserbudvar.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Budweiser Budvar Free B 0.5%

Budvar don't take shortcuts when it comes to brewing and their non-alcoholic lager is no exception. No alcohol doesn't mean flavour is left at the brewery gates. This beer continues to use celebrated Moravian malts for a toasted sweet malt palate and whole cone Saaz hops for an earthy spiced aroma with a hint of bitterness. Nothing is taken away from the beautiful synchronised sweet-bitter equation except the alcohol.

Budweiser Budvar UK 0117 202 0360 www.budweiserbudvar.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Celia Gluten Free B 4.5%-5.7%

Award winning gluten free, vegan friendly beers, available as an organic golden lager, and a stronger, black version with a distinctive coffee aroma.

Carlsberg UK 01604 668866 www.celialager.co.uk

Hobo — C — 5.1%

A crisp and classic golden Bohemian Pilsner brewed with patience and principles. Laid on a bed of biscuity Moravian malt and spiced with citrusy Saaz hops, it's floral, brisk in bitterness with a gentle rounded sweetness. Deftly balanced; characterful yet quenching.

CASK Liquid Marketing www.hobobeerandco.co.uk

Hubertus — B — 0.5%-5.8%

The brewery was founded in 1457, making it one of Europe's oldest. Their beers are brewed to the traditional pilsner recipe using the unique technologies of double mashing with open fermentation, and a 60–90 days maturation. The combination of Czech malts, barley and water from the artesian wells give this beer a complex and authentic flavour.

Hubertus UK www.hubertusuk.com

Kout na Sumave — K — 4.0%-5.0%

A cult brewery set in the Bohemian forest, its Koutský 12 is considered by many the best Czech Pilsener in the world. The lower ABV Koutský 10° is also highly regarded.

James Clay 01422 377 560 www.jamesclay.co.uk

Kozel — K — 4.0%

Brewed in the small Czech village of Velke Popovice (pronounced Velce-pope-viche) since 1874. An easy drinking session beer available in the UK, exclusively to the ontrade.

Asahi UK 01483 718 100 www.asahibeer.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Krušovice Imperial — B K — 5.0%

Pronounced kru-sho-vi-tse. One of the oldest heritage Czech beer brands, brewed since 1581 it has a distinctive character, full-bodied taste and high drinkability. The taste so exceptional that King Rudolf II - the Mad Alchemist - purchased the brewery in 1583; naming it 'The Royal Brewery of Krušovice', the only beer to ever be owned by the Czech royal family.

KBE Drinks 01622 351110 www.kbedrinks.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Matuska — B — 5.1-6.9%

Microbrewery founded 2003, brewing a wide range of unfiltered, unpasteurised beer keeping their fresh character, as if they were tapped straight from the lagering cellar. Both bottom and top fermented beers are brewed, each one using a different strain of yeast.

Pivovar UK 01904 607197 www.pivovarorders.co.uk

Permon — B K — 3.9-5.7%

A craft brewery in the Czech town of Sokolov that produces a range of traditional unpasteurised, unfiltered beers as well as experimenting with American and English style pale ales.

Pivovar UK 01904 607197 www.pivovarorders.co.uk

Pilsner Urquell — B K C — 4.4%

The world's first golden beer, Pilsner Urquell, in the town of Pilsen in Czech Republic, still brewed in Pilsen using the same brewing process and ingredients: finest Saaz hops, barley and soft local water as it did when it was first created. Intensely hoppy with a balance of subtle sweetness and velvety bitterness, wrapped in a gloriously crisp body.

Asahi 01483 718100 www.asahibeer.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Primator — B K — 4-10.5%

Award winning brewery with an international reputation for both top and bottom fermented brews, including a stout, an English Pale Ale, an IPA and most notably the 4.8% Weizenbier, a pale unfiltered wheat beer with pleasant clove-like aroma and a strong intense flavor of zesty wheat with hints of banana.

Pivovar UK 01904 607197 www.pivovarorders.co.uk

Staropramen — B K — 5.0%

The name means 'Old Spring' and this Czech lager, first brewed in Prague in 1869, is best served with a 'Prague head' which is created using the bespoke tap on the Staropramen tap font. This gives a tight foam head designed to maintain flavour and carbonation all the way to the bottom of the glass.

Matthew Clark 01275 891400 www.matthewclark.co.uk
Molson Coors www.molsoncoors.com

The UK's Number One Imported German Beer

Warsteiner

Adrian Tierney-Jones talks to Thomas Wijns, beer sommelier and spokesman for the family owned brewer of Warsteiner, the number one German Imported beer brand in the UK

So, in a crowded imported beer market, what makes Warsteiner the best selling imported German beer?

The difference is in the details.

We select only the finest hops from the Hallertau - Bavaria's world famous hop region - and the best barley from the Champagne area in France. We are also lucky to have a natural spring next to the brewery, the Kaiserquelle, which gives us the crisp soft local water we use to brew Warsteiner Premium Pilsener, which is now served in more than 60 countries worldwide.

With over 265 years of brewing experience, the Warsteiner Family have always focused on quality to ensure the definitive flavour of the perfect Warsteiner Premium Pilsener.

What are the unique features of the Warsteiner Brewery?

Warsteiner operate a quality-monitoring program throughout the brewing process to ensure that every drop of Warsteiner beer that leaves the brewery meets our highest quality standards. Every batch brewed is subject to 4,000 laboratory checks, monitoring the quality of the raw ingredients, the brewing process and, of course, the final product.

Our state of the art brewery is built in such a way that we can brew 24/7 without making any compromises in flavour or quality.

Warsteiner have a distinguished past, but what are they doing for the future?

We are continuously innovating and updating our brewing technologies, not simply to ensure the best quality possible, but also to reduce our ecological footprint.

Over the years we have obtained all "green" certifications to brew sustainably - and we will pass on this responsible way of brewing to our new generation of brewers.

We have developed an internal brewer's education program to ensure our highest standards and brewing knowledge is passed on. We have made a replica of our brewery on a small scale where the next generation of brewers obtain all the necessary skills and knowledge before working in the large brewery.

This also allows the Warsteiner brewery to run tests, innovate and create new recipes.

Hops are one of the key ingredients in beer, how do Warsteiner choose theirs?

We have a dedicated team of hop specialists who have the duty to select the best hop fields available.

To ensure consistency in our hop aromas we don't buy batches of hop, we select and buy entire fields of hop.

We monitor the hops prior to, during and after harvest to select the best hop available. Only if the hops meet our strict quality requirements will we buy the field of hops.

How does Warsteiner Premium Pilsener stand out at the bar, why for instance would you order it instead of any other beer?

The unique taste of Warsteiner is the most important quality, and with our brewing recipe we aim for the perfect balance of malt and bitterness to create that exceptional refreshing Warsteiner flavour. There are no metallic tasting minerals you can find in some of the larger lager brands.

Everyone knows that food loves beer; which foods love Warsteiner most?

When it comes to the classics: Chicken, Salmon and salads are the basic ingredients for a perfect culinary Warsteiner food match, but it also goes down well with more exotic dishes like Indian and Thai curries, both green and red.

What are the trends driving the market at the moment?

"It's no secret that consumer behaviour is continuing to change, with big brand, traditional categories declining in favour of their premium counterparts.

Alongside the search to seek out a better quality beer, moderation is playing a key role in this change, with 65% of consumers actively trying to lead a healthier lifestyle.

Dry January is no longer a one off novelty event to lose some post-Christmas weight, but more of an opportunity to enforce a permanent lifestyle change for the coming year. 70% of people who take part in dry January continue to drink less six months later.

Packaged alcohol free beer is growing at +33.4% YOY in the On Trade, and whilst only being small, this trend is certainly not slowing. Commanding 3% of total packaged beer, alcohol free is already half the size of Craft Beer and growing at almost 3 times the rate."

And what makes the alcohol free Warsteiner Fresh special?

Whereas most brewers simply don't completely ferment beer when producing an alcohol-free beer, Warsteiner Fresh 0.0% is made from the original Warsteiner Premium Pilsener recipe.

The main benefit of our method is that we don't end up with lots of fermentable sugars left in the beer. This makes our Warsteiner Fresh 0.0% crisper and more refreshing compared to the alternatives in the market.

How do we do it? After the brewing process we extract the alcohol via vacuum distillation to get rid of the alcohol while preserving the original Warsteiner flavour. In fact, at the World Beer Awards in 2017 Warsteiner Fresh 0.0% was the Country winner in the category.

This high-profile contest saw more than 1,900 beers from 36 countries judged by a panel of beer experts in a series of blind-tastings. In the end, our Warsteiner Fresh 0.0% dwarfed the competition with its superb and authentic beer taste.

If you would like to know more about availability of Warsteiner Premium Pilsener or Warsteiner Fresh 0.0%, please contact Marston's Beer Company on 01902 711811

Pure Class in a Glass

German Beer

German beers were the first to be imported to the UK, and thanks to their undiminished reputation for quality and purity, they still command respect - and a premium price - at the bar today. Adrian Tierney-Jones meets the Germans that are tapping into our love of lager

It's a midweek evening and you're off to the West End of London. The year is 1904 and you've donned your best top hat and decided to dine at a restaurant called Gambrinus. You fancy a beer, naturally, but instead of a bitter or stout, there's a glass of authentic Bavarian lager complete with an appetising head of foam in front of you. Prost!

It might come as a surprise, but Bavarian (and Bohemian) lagers were all the rage with the smart set in the West End before World War I. It would take a few more decades (and another war) before German beer once more became a regular at the British bar-top. Nowadays, there is a bracing range of brands available (and you don't have to wear a top hat to drink them). Take your pick. Depending on the mood and the establishment you frequent, you can either plump for a Pils/Pilsener, Helles, Weizen, Alt, Kölsch, Rauchbier, Kellerbier, Dunkel, Bock, Festbier or Schwarzbier.

The charismatic world of German beer is so much more than what some people still dub lager.

Keep Taking the Pils

Naturally, Pils (or lager if you really must) is the big seller with brands from the likes of Warsteiner, Paulaner, Bitburger, Krombacher and Rothaus giving drinkers a refreshing beer that is generally light gold in colour with a lemony hop character - thanks to the use of 'Noble' hops from the great hop-growing areas of Bavaria - and a long dry finish.

"Genuinely imported German Pils brands sit firmly in the premium category, served in branded pint glasses from gleaming stainless steel taps, which all add to the theatre of the occasion. This makes them the perfect choice for a pub or bar with discerning customers"

Genuinely imported German Pils brands sit firmly in the premium category, served in branded pint glasses from gleaming stainless steel taps, which all add to the theatre of the occasion. This makes them the perfect choice for a pub or bar with discerning customers with a thirst for a refreshing beer.

The leading imported German brand in the UK comes from the family owned brewer Warsteiner, which was founded in 1753.

Thomas Wijns, beer sommelier and brewery spokesman says "Warsteiner Premium Pilsner is what we class as a Discovery Lager,

THINKING LAGER?
THINK PAULANER.

A premium helles from the home of good lager

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meaning it is most suitable for drinkers who are more experimental and willing to try different beers and brands when out and about. Premium, City Centre, Wet Led pubs and bars are the perfect account type. Drinkers in these venues are more susceptible to brands that are high quality and brands with strong heritage"

He adds "Research shows that 45% of premium lager drinkers associate Germany with high quality beer, while 43% of premium lager drinkers associate Germany with breweries with strong heritage

A Different Experience

Krombacher Pils is the best selling beer in Germany and has been steadily growing in popularity in UK bars and pubs. According to Stephan Kofler, Sales & Marketing Director, Krombacher UK "Our strength comes from our independence, provenance, the fine ingredients we use and our pursuit of taste quality. It's these things that have ensured we have been, and will continue to be, successful in the UK market.

"We're confident our lager offering is a strong as it gets in the UK with our Pils, Hell and our Kellerbier providing three entirely different lager experiences. Our Pils is the classic, our Hell offers a more Munich style and is sweeter, while our naturally cloudy Kellerbier is slightly more complex with more depth of flavour and softer carbonation.

"Depending on the mood and the establishment you frequent, you can either plump for a Pils/Pilsener, Helles, Weizen, Alt, Kölsch, Rauchbier, Kellerbier, Dunkel, Bock, Festbier or Schwarzbier. The charismatic world of German beer is so much more than what some people still dub lager"

"With many outlets moving away from stocking multiple and similar lager brands, our full-strength trio enables operators to showcase a diverse range of lagers."

The Krombacher family also includes a wheat beer, a dark lager and a non-alcoholic offering, the latter according to Kofler having seen 'stunning growth' in the UK.

"Consumers are taking more of an interest in where, how and who their beer is produced by," he adds, "which means less are falling for the gimmicky advertising campaigns and instead are searching out authentic brands, packaged in an exciting way with unique backstories and heritage. Germany has an incredible beer making heritage, which UK consumers are well aware of so brands such as family run Krombacher, are a sign of quality on any bar and sets the right tone for premium establishments."

A Beer for Food

Another big hitter in the Pils brigade is Bitburger, brewed in the town of Bitburg in the Eiffel region of Germany. This is the country's number one draught beer (as opposed to packaged) and whose slogan, 'Bitte, ein Bit' - a Bit, please - is perhaps one of the best known in German brewing. As could be argued with this kind of beer style, this is very much a social beer, a beer to be enjoyed with friends, refreshing and appetising, but also ideal with dishes such as roast chicken or lightly grilled Dover sole.

"Drinkers appreciate the quality and the heritage," says Jack Eckardt, Bitburger Brand Ambassador UK of the beer's appeal. "We support this with a dedicated glass, ceramic tap handle and bespoke point of sale items for selected customers - 2019 will see

Krombacher

ORIGINAL IMPORT FROM GERMANY

The family-owned Krombacher brewery has been brewing their premium beers in the small, pristine village of Krombach, Germany since 1803.

Adhering to the strict German Beer Purity Law (Reinheitsgebot) from 1516, the flagship 4.8% ABV Pilsener Lager is made using traditional brewing methods. Only the finest natural ingredients are used: Premium Siegel hops from the Hallertau region, malt from summer barley, own age-old yeast strains and crystal clear spring water.

To find out more about Krombacher or to enquire about stocking our products please contact us!

www.krombacher.co.uk
info@krombacher.co.uk

@KrombacherUK
/KrombacherUK

for the facts drinkaware.co.uk

the brand refresh with new glasses, tap handle and overall marketing campaigns. It is great with food or also enjoyed by itself as a premium drink. It fits all kinds of occasions. It is also good with venues that require an alternative premium offering with taste and heritage and so it works well in gastro pubs, city bars and also in craft beer outlets as a solid lager option."

German Craft

For Neil Kitching at Cave Direct, importers of the Paulaner and Hacker-Pschorr brands from Munich, a mixture of modern city style bars and traditional pubs works for these premium lager options. "The beers are also doing well in craft led outlets as the permanent premium lager option," he adds, "almost operating as a house lager for them to go alongside the rotating ranges they tend to do."

You could perhaps say that one of the more cult-like Pils comes from Rothaus, which can be found at selected bars in the UK. Located in the state of Baden-Württemberg, in the middle of the Black Forest, Rothaus is not just known for the outstanding quality of the beers but also its stand out colourful branding, which feature pine cones and a woman in traditional regional dress.

The flagship beer, Rothaus Pils Tannenzäpfle, has a nose reminiscent of bitter lemon; while on the palate it is bittersweet with more bitter lemon, soft in its mouth feel with a rash of bitterness in the finish. The brewery's products also include a Hefeweiss and a Märzen Export.

"What makes Rothaus' beers so special," says Sandip Patidar, from Black Forest Beers, the exclusive UK importer of Rothaus, "is the mix of traditional brewing techniques with ultra modern technology. The beers are unpasteurised, mountain spring water and Tetnang and Hallertau aromatic hops are used in the brewing process and there is upwards of five weeks maturation. Rothuas' beers are popular in a lot of gastro pubs and top-end restaurants as well as station pubs such as the Waterloo Tap and Euston Tap."

"The beers are also doing well in craft led outlets as the permanent premium lager option, operating as a house lager for them to sit alongside the rotating ranges they tend to operate."

What About Wheat?

It is easy to be mesmerised by the golden lure of Pils, but Germany has a whole family of intriguing beers, such as the wheat beers of Bavaria, known as Weissbier, or Weizen.

These are beers that have their own serving culture, tipped into a long languid glass with a firm head of foam and humming with aromatics of banana and clove. This is a style that until the mid-19th century was only allowed to be brewed for Bavarian royals, while in the 1960s it came close to extinction as - much as happened with Mild in the UK - it became seen as only fit for the elderly.

Thankfully, though, the beer loving population in Bavaria, and then Germany, switched onto the style and now brands from the likes of Schneider and Erdinger breweries can be found in the UK. The latter's Weissbier is a big seller in Germany, though connoisseurs have been known to hunt for the UrWeisse, whose recipe dates back to the brewery's founding days over 120 years ago.

Purity from the Black Forest

Natural mountain spring water
Locally grown organic malts
Aromatic Tettnang and Hallertau hops
Unpasturised and cold process fermentation
Since 1791

Black Forest Beers provide a full end-to-end turnkey solution for Rothaus draught beers

Rothaus

Black Forest Beers

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Which Weiss?

Erdinger is also a best seller in the UK but other Weissbiers well worth hunting out include ones from Munich breweries, Hacker-Pschorr and Paulaner.

Imported by beer specialists, Cave Direct, Paulaner Hefeweiss is described as the definitive Bavarian style wheat beer from this internationally revered brewery. Paulaner also makes a Dunkel Hefeweiss, and both beers are particularly good with food.

"Consumers are taking more of an interest in where, how and who their beer is produced by, which means less are falling for the gimmicky advertising campaigns and instead are searching out authentic brands, packaged in an exciting way with unique backstories and heritage"

According to Cave Direct's Neil Kitching, the company are doing a bit of a push into food led outlets and country style pubs with the brands: the Hefeweiss is recommended as a good match for seafood and light dishes while the Dunkel Hefeweiss is perfect with beef, pork, and game as well as smoky dishes and strong, mature cheeses.

For those not versed in the language of Weiss, 'Hefe' means 'yeast', 'Weiss' means white, and 'Weizen' means wheat: Hefeweiss, or Hefeweizen are cloudy, unfiltered beers.

Something Special

Meanwhile the dedicated beer connoisseur with a taste for German beer will be searching out speciality styles such as Rauchbier, Alt and Kölsch.

As anyone with a working knowledge of German will know, Rauchbier is a smoked beer, with the best-known brand coming from Schlernkerla in the Franconian city of Bamburg. The main beer brewed, its Märzen, has an aroma redolent of perhaps a wooden box that once held smoked kippers, with the smokiness translating onto the palate alongside an appetising malt sweetness. It is definitely a Marmite beer and you would have to be really sure of your customers before stocking it, but there is a real sense of interest amongst beer geeks when it appears on the bar-top.

The leading imported German brand in the UK comes from the family owned brewer Warsteiner, which was founded in 1753.

As for Alt and Kölsch, these are the local beers of Dusseldorf and Cologne respectively; Alt is dark brown in colour and has a bitterness often described as akin to that of a British bitter – look out for Uerige Brauerei's seasonal Alt Sticke.

Meanwhile Kölsch is gold in colour and has a softness to its mouth feel and a gentle bitterness. Früh is considered one of the best examples of a Kölsch. In its home city it is sold in 20ml glasses by waiters called Köbes (pronounced like 'kur-bess'), who replenish an empty glass as soon as they see one.

German beer is a coat of many colours, a family of many members, a match for many moods - there are beers for social moments, beers for contemplative moments and beers that go with food, beers that take drinkers on an adventure. If your customers are keen to become beer explorers then maybe it's time you took them on a journey through German beer.

Know your Alt from your Dunkel

Lager reigns supreme in Germany, and strict adherence to the ancient purity law - the Rheinheitsgebot - ensures that these mainly pale, golden beers are brewed to the highest standards. But there's a darker side to German beer too, and if you're looking for something strong, smoky, spicy or hoppy, they've got you covered.

Start your exploration of the country's beers with our handy guide to a variety of styles.

Alt 4.5-4.7%

The closest German beer comes to British ale. Top fermented, these beers are amber in colour, have a good firm malt character and are well hopped. It is quite dry, but smooth and well balanced.

Bockbier 6%+

Bottom fermented, smooth and malty and similar to British barley wines. Rich and heavy, these are winter beers made to be sipped and savoured.

Doppelbock 7-8%

Literally a double bock, it used to help fasting monks survive the period of lent. Smooth and devilishly alcoholic, Doppelbock is well aged and complex and can be light or dark in colour.

Dunkel 4.8-5.4%

Pronounced 'doon-kel', also known as Schwarz, black or dark lager. Brewed using aromatic malts. Tawny to black in colour, it has a gentle malt spiciness and full-bodied flavour that is refreshing, yet full of character.

Hell or Helles 4.9%

The name means pale or light and these beers have a mild hop character with a touch of malt sweetness.

Kellerbier 5-5.5%

Literally "cellar beer," this is an unfiltered aged lager, usually strongly flavoured with aromatic hops. Often a deep amber colour, perhaps with a reddish tinge, thanks to the addition of slightly caramelized malt , known as Munich malt

Kölsch <5%

Pronounced 'kerlsch'. The German equivalent of a pale ale, only brewed in Köln, or Cologne. One of the few beers styles with a regional appellation, it is unique in that, despite being an ale it is lagered for up to two months before being tapped

Marzenbier 5.3-5.8%

Pronounced 'maer-tzen'. Also known as Festbier, it is traditionally associated with Munich's famous Oktoberfest event, it has a golden, bronze or amber appearance and full flavour with a delicate malt sweetness.

Pilsner 4.8-5%

Originally from Bohemia, this is the most familiar style in the UK. Light-coloured it has a strong hoppy taste and aroma with a long dry finish. In the Bavarian region, Southern Germany, Pilsner is slightly stronger and has a more distinctive malty flavour.

Rauchbier 4.8-6.5%

Pronounced 'rowch-beer'. Literally smoke beer, this is a local specialty from Bamberg in Franconia. Made either partially or exclusively from smoked malts, darkish-amber and opaque, most Rauchbiers are barley-based lagers.

Weissbier/Wheat beer 6.5-8%

Brewed from malted wheat and malted barley it is available in two varieties - Hefe (cloudy) for which the yeast is retained and Kristall (clear) when the yeast is removed. Both are full flavoured with a refreshing zest, spicy and complex taste.

Weizenbock 6.5-9%

Pronounced 'v-eye-tz-en-bock', literally strong wheat beer, this is a very complex, strong winter-brew. Combining malt and fruit flavours, with a long refreshing acidity. An excellent digestive, it complements heavy and rich foods.

Genuine Germans

Andechs — Wheat/Lager — 4.8/5.5%

Kloster Andechs is a Benedictine Monastery near Munich with a long history of brewing. Hefeweiss is a traditional Bavarian wheat beer, it has that classic clove and banana aroma as well as a rich and velvety body. Vollbier is a rich, biscuity lager with lots of sweetness to balance the crisp bitterness of the Bavarian-grown hops.

Cave Direct 01622 710339 www.cavedirect.com

Augustiner Brau — Helles — 5.2/5.4%

The oldest independent brewer in Munich, Augustiner beer has been brewed within the monastery of the Augustinian Brotherhood since 1328. The Helles is the classic Munich beer, a light lager style beer, very crisp and soft with notes of citrus and hops with a slightly sweet finish, while Edelstoff is stronger with hints of spice and a crisp bitter finish.

Cave Direct 01622 710339 www.cavedirect.com

Ayinger — Various — 4.9-6.7%

An award winning independent family brewery in Bavaria, bottled beers available in the UK include a typical Munich style Helles and a Kellerbier at 4.9%, a 5% Dunkel and a rich, black 6.7% Doppelbock with coffee notes.

James Clay 01422 377560 www.jamesclay.co.uk

Benediktiner — Wheat Beer — 5.4%

The pot-pourri of aromas combines strong caramel notes, with hints of honey and fruits, chief among them bananas and raisins. A full body, with a harmonious balance of sweet and a discrete bitterness in the background, creates a smooth, creamy mouthfeel.

Adnams 01502 727200 www.adnams.co.uk

Berliner — Wheat Beer/Pilsner — 3-5.0%

The Schultheiss-Brauerei dates back to 1842 and today produces Berlin's best-selling beer, Berliner Pilsner, a stalwart of Berlin culture since its introduction to the GDR in 1963. Berliner Kindl Weisse, a very pale top-fermenting wheat beer with a subtle fruity aroma; a thin, dry effervescent palate.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Bitburger — Pilsner — 4.8%

Germany's number one draught lager, brewed exclusively in the German town of Bitburg, in accordance with Germany's ancient beer purity laws, using only four ingredients; barley, finest, dry Bavarian hops, pure, clean Eifel mountain water and yeast from their own pure culture sources.

Adnams 01502 727200 www.adnams.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Clausthaler Alcohol Free	Pils	0%

In order to give Clausthaler its award-winning taste, the brewmasters add the hops at an advanced stage of the brewing process. This allows for the characteristic aroma of Clausthaler to be optimally released. The resulting taste is full enough to compete with the finest Pilsner.

World Beers 01279 600044 www.world-beers.co.uk

DAB	Dortmunder Lager	5.0%

A full flavoured, smooth Dortmunder lager with a firm, rounded palate. Winner in World Beer Awards 2007. Exported to over 50 countries worldwide.

World Beers 01279 600044 www.world-beers.co.uk

Dortmunder Union	Pilsner	5.0%

Pronounced "dort-moon-der", this was first brewed in 1873, in the city of Dortmund in Germany's industrial Ruhr Valley, this is a pale golden Pils style lager.

LWC Drinks 0161 438 4060 www.dortmunder.co.uk

Erdinger Weiss	Wheat Beer	0.4-7.3%

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants available in the U.K.-Draught: Hefe (5.3%), Dunkel (5.3%), Urweisse (4.9%) Bottled: Kristall (5.3%), Pikantus (7.3%) Alkohol-Frei (0.4%) Seasonal beers: Oktoberfest, Schneeweisse, Sommerweisse (4.6%).

James Clay & Sons 01422 377560 www.jamesclay.co.uk
Marstons 01902 711811 www.marstons.co.uk
Nectar Imports 01747 840100 www.nectar.net
Matthew Clark 01275 891400 www.matthewclark.co.uk

Fischer's	Helles	5.5%

Erding's other brewery, Fischer's Stifungsbräu, brewers of the other Bavarian speciality, Helles beer, was bought by Erdinger Weissbrau in 1991.

James Clay & Sons 01422 377560 www.jamesclay.co.uk
Marstons 01902 711811 www.marstons.co.uk
Nectar Imports 01747 840100 www.nectar.net
Matthew Clark 01275 891400 www.matthewclark.co.uk

Flensburger	Gold/Pils	4.8%

Germany's most northerly brewery, located on the shores of the Baltic near the Danish border. The world's biggest user of flip top bottles, their advertising strap line is'Plop'. Gold is a pale golden Dortmunder style beer, and the fresh, full bodied Flensburger Pilsener gives you clean bready notes and a bold, crisp finish with enough bitterness to leave you gasping for another bite.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Franziskaner	Wheat	5.0%

A monastic brewery in the 14th century, but today makes some of the world's most popular traditional Bavarian wheat beers. The Weissbier is a beautifully aromatic unfiltered wheat beer with a fruity flavor and a refreshing subtly spiced finish.

AB InBev: 01582 391166 www.ab-inbev.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Fruh	Kölsch	4.8%

A dangerously drinkable beer with an unsurpassed balance of malt and soft delicate hops. Pale gold in colour with a good lasting head, the hoppy, dry finish is from using Hallertau and Tettnang hops.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Furstenberg	Helles	5.3%

This premium lager pours a lovely golden colour and has faint grassy hop aromas, great malt flavours and is very well balanced, clean and crisp.

Matthew Clark 01275 891 400 www.matthewclark.co.uk

Hacker-Pschorr	Various	5.5-5.8%

One of Bayern's most historical breweries, Hacker-Pschorr brewed beer for the first Oktoberfest. Their beers are typically more intensely flavoured than other Munich beers. Hell is recognized as the benchmark of the lager style and the brewery is known as Bavaria's Heaven. Gold is a true Munich Lager, a taste sensation for any beer connoisseur. Hefeweizen is a fine example of German gold and dark wheat beers while the unfiltered Kellerbier is truly one of the best lagers in the world.

Cave Direct 01622 710339 www.cavedirect.com

Hofbräu	Dunkel/Helles	5.1-5.5%

Dunkel was the original beer brewed at Hofbrau, although it is the refreshing, bitter flavour of the Helles that has become famous worldwide.

James Clay 01422 377560 www.jamesclay.co.uk

Hofmeister	Helles	5.0%

Hofmeister is back. But this time it's a genuine Helles from Bavaria. Now independently owned by a small team of beer enthusiasts and brewed by a 4th generation family brewery, one of only four certified slow brewers in this historical brewing region. WInner of the best lager category in 2017 & 2018 in the prestigious IWSC Beer Awards.

Hofmeister 01293 310 017 www.hofmeister.co.uk

Hopf	Wheat Beer	5.3%

Brewed at the highly respected Hopf brewery in the picturesque town of Miesbach, Hopf Helle Weisse is a little gem! With a lighter body than classic hefeweisses, but with the same moreish taste, this beer is regarded as one of the best in the world.

Cave Direct 01622 710339 www.cavedirect.com

Jever — Pilsner — 4.9%

One of the most bitter, hoppy beers in the world, this classic extra dry pilsener is lagered for 90 days. The small brewery was founded in the 1840's, and the very dry style is typical of beers from Friesland. Available on draught and in bottles.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Köstritzer — Kellerbier/Schwarzbier — 4.8-5.4%

Unfiltered and cellar-aged beer from one of Germany's oldest breweries in Bad Köstritz, which dates back to 1543.

Adnams 01502 727200 www.adnams.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Krombacher — Pils — 4.8%

Krombacher Brauerei was founded in 1803 in the small town of Krombach, nestling in the beautiful Siegerland Hills of Westfalia, central Germany. It was sited to take advantage of the local pure Felsquellwasser (spring water) still used by the brewery today. Brewed with noble hops, quality malt and pure water giving a wonderful balance with a crispness on the finish adds up to the distinctive Krombacher taste.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com
Nectar Imports 01747 827030 www.nectar.net

Krombacher Brautradition — Kellerbier — 5.1%

An outstanding Kellerbier in its pure form - lightly yeasty at first, then aromas from the fermentation become apparent; a penetrating bitterness dominates the flavour.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher Dark — Dark Lager — 4.7%

Distinct malt-caramel notes with liquorice, spice and coffee notes also discernible; a hoppy bitterness asserts itself slowly to linger on the palate.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher Hell — Helles — 4.7%

This light-coloured lager beer is subtly hopped, making it less bitter than a Pils, and delivers a satisfyingly pleasant malty sweetness.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher LA — Pils — <0.5%

Everyday refreshment with true pils flavour. Lightly sweet at first, the sweetness quickly changes to the hoppy, delicately bitter character of Krombacher Pils.

Matthew Clark 01275 891400 www.matthewclark.co.uk
Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Krombacher Weizen — Wheat — 5.3%

Naturally cloudy and lightly carbonated wheat beer, with soft and sweet aromas reminiscent of honey and banana; restrained bitterness leads to a fruity finish.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Weizen LA — Wheat — <0.5%

Everyday refreshment with true pils flavour. Lightly sweet at first, the sweetness quickly changes to the hoppy, delicately bitter character of Krombacher Pils.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Lowenbrau — Helles — 5.0%

Brewed since 1383, and still produced in Munich according to the Reinheitsgebot. A genuine import available exclusively on draught in the UK. A refreshing yet characteristic beer, slightly dry, spicy, with a trace of malt and delicately bitter.

AB InBev 01582 391166 www.ab-inbev.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Maisel's — Wheat — 5.2%

Ranked among the best of the Bavarian Wheat beers, and available in both Hell and Dunkel varieties.

James Clay 01422 377560 www.jamesclay.co.uk

Oechsner	Pils/Lager/Wheat	4.0-5.4%

A 6th Generation brewery in Franconia, Northern Bavaria; Oechsner beers are still brewed according to traditional methods using state-of-the-art technology. They include Schwarzbier (5.1%), a dark lager manufactured from roasted malts , Pils (4.9%), a classic lower strength Pils, Four (4%), a classic session lager, Hefeweizen (5.2%), a light Wheat beer with citrus and honey notes, and Edelhell (5.4%), a stronger lager with a clean creamy taste

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Paulaner Dunkel Weiss	Wheat	5.3%

The unusually high content of finest Munich malt turns this dark version of wheat beer into an intensive taste experience: Light chocolate, cocoa and tropical fruit flavours impress first. Then wheat, malt and sparkling roast aroma. Hefe-Weißbier Dunkel is a muscular beer. Unfiltered, strong and nutty. At the same time, smooth and soft to the taste.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Munich Hell	Helles	4.9%

The symbol of Munich and Bavaria's most popular lager - a true classic Clear and bright gold in the glass, crowned by a pure white head, it is combines mild, elegant malts with a hint of sweetness and a soft lemony hops in the background. Despite being one of the world's first helles lagers, its recipe for success remains the same - local, quality ingredients used to create a perfect balance of malty character and the light bitterness of the hops.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Munich Dunkel	Dark Lager	4.9%

A great example of the original lager style, which predates light coloured pilsners and helles by several centuries. Mahogany brown, with a gorgeous roasted malt aroma and a hint of dark cocoa, followed by sweet hints of chocolate and liquorice before a lighter, crisp finish. Up until the end of the 19th century, the Dunkel was considered to be the most noble beer of all. And, being experts on the subject, the people of Munich drank no other.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Hefe Weiss	Wheat	5.5%

The definitive Bavarian style wheat beer from this internationally revered brewery. Unfiltered, cloudy wheat beer in both golden and Dunkel variants. Full of typical weiss beer fruit flavours, the classic cold fermentation method & long maturation in the world's deepest beer cellar guarantees the beer quality & character. Available in 33/50cl bottles & 30l kegs.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Hefe Weiss	Wheat	0%

A full-flavoured and refreshing version of the classic unfiltered, cloudy wheat beer. While many low-alcohol beers taste thin and sweet, this hefeweiss gets a full body and flavour from the yeast and wheat it uses, and has a fruity aroma and medium sweetness with a dry finish.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Salvator	Doppelbock	7.9%

Paulaner's brewing history begins with this beer and the Paulaner monks, who invented this bottom-fermenting double bock to keep them "healthy" during the Lent fast. They have been brewing the Salvator for over 375 years - always according to the original recipe. Chestnut brown in colour it has a sweet, nutty aroma with hints of caramel, chocolate and alcohol that follows through to the taste to make for an intense and complex beer.

Cave Direct 01622 710339 www.cavedirect.com

Rothaus Tannenzäpfle	Pils	5.1%

The Rothaus Brewery, nestled in the Upper Black Forest, is Germany's highest elevation brewery. Water for the beer is drawn from their own 7 springs, one of the few breweries in Germany to operate their own biological water treatment plant. The best aromatic hops from the Tettnang and Hallertau regions, local malt from summer barley, and pure spring water from the upper Black Forest combine to give a Pils with a uniquely fresh and tangy taste.

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Rothaus Hefeweizen	Wheat	5.4%

A bio cultured top-fermented yeast wheat beer which is not filtered, producing an orange-yellow cloudy beer. The result is a refreshing, sparkling beer which has a typical wheat bouquet with hoppy scented tones and a light and fruity aroma.

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Rothaus Eiszäpfle	Marzen Export	5.6%

Regional barley malt, soft brewing water, and the best aromatic hops from the Tettnang and Hallertau regions characterize the full-bodied taste of this Märzen Export. The high original gravity and mild hops create an intense malty taste.

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Rothaus	Radler	2.4%

A finely balanced blend of Pils, Märzen Export, and a lemonade produced in house at Rothaus specifically for this Radler, give the beer its fresh and tangy taste. No artificial aromas are added.

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Rothaus Alcohol Free	Wheat/Pilsner	0%

Unlike all other Alcohol free beers which are heavily multi-filtered beers removing alcohol molecules and everything else too, Rothaus beers undergo a slow alcohol evaporation process at 40° leaving a clean unpasteurised alcohol free beer in both Hefeweizen and Pils with no beer flavour loss.

Black Forest Beers 01252 642325 www.blackforestbeers.co.uk

Schlenkerla	Rauchbier	5.1%

This classic smoked beer from Bamberg has a distinct aroma through its palate to a clean, dry finish - a very unusual beer that goes exceptionally well with barbequed meats. Three varieties are available in the UK, Martzen, Wheat, and a lager.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Schlosser Alt	Altbier	4.8%

Altbier, often just called the "Old", is an amber, Rhineland specialty. Traditional, top-fermenting brewing process remains faithful as ever - pure brewing water, fine aroma hops and mildly kilned malt.

James Clay 01422 377560 www.jamesclay.co.uk

Schneider Weisse	Wheat Beer	5.2-8.0%

Schneider Blondes at 5.2% (renamed from Weizenhell) has a light honey-colouring and a clove-like aroma, and is available on draught. The Original Weisse is 5.4%, while the more exclusive Aventinus at 8% is sweeter with a taste of chocolate.

James Clay 01422 377560 www.jamesclay.co.uk

Schöfferhofer	Hefeweizen	5.0%

The biggest-selling wheat beer in Germany outside Bavaria and known as the “champagne among wheat beers” due to its sleek appearance, elegant character and smooth palatability. Amber in colour with a distinct wheat malt flavour and a strong hint of cloves & lemon making it more session-able & differentiating it from the typical Bavarian wheat beers.

World Beers 01279 600044 www.world-beers.co.uk

Spaten	Helles	5.2%

With roots that date back to 1397, Spaten created the first pale gold lager (a Helles) to be brewed in Munich in the 1890s. They continue to brew a fantastic range of traditional Bavarian beers including their world-famous Oktoberfestbier.

Matthew Clark 01275 891 400 www.matthewclark.co.uk

Stone Berlin	IPA/Strong	4.7-6.9%

Stone Brewing's state of the art brewery in Germany has brought some of the American brewery's finest beers closer to home. A range that includes several IPA's, Arrogant Bastard American Strong Ale and the tartly refreshing, kettle-soured Stone Berliner Weisse.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Tegernsee	Helles	4.8%

An underrated, classic Bavarian Helles with light and biscuity body, smooth lemony bitterness and a finish so lightning quick you nearly miss it. Tegernseer is one of the most drinkable and refined beers in the world, and a brilliant thirst quencher.

Cave Direct 01622 710339 www.cavedirect.com

Uerige	Alt	4.7-6.5%

A top-fermented specialty beer made with barley, caramel and roasted malts, umbel hops and Uerige's own yeast strain. Full-bodied, aromatic and agreeable, the 4.7% altbier regularly ranks amongst the top ten beers in Germany, while the seasonal 6.5% Sticke is made with more malt and hops.

James Clay 01422 377560 www.jamesclay.co.uk

Veltins	Pilsner	4.8%

One of the finest examples of German Pilsner. Veltins Pilsner is brewed using natural spring water from its own mountain. It has a delicate dry and clean palate, fine carbonated body, slight bitterness and a light citrus finish.

Westside Drinks www.westsidedrinks.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Warsteiner	Pilsner	4.8%

Brewed with passion since 1753, WARSTEINER Premium is a Pilsener-style beer with a perfectly-balanced taste, and a mild, crisp hop finish. Carefully selected premium ingredients, like the finest noble Hallertau hops and extraordinary drinkable, soft water, give WARSTEINER Premium its truly unique character and remarkably golden color.

Marstons 01902 711811 www.marstons.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Warsteiner FRESH	Alcohol Free	0.0%

Most brewers simply don't ferment when producing an alcohol-free beer, but Warsteiner Fresh is made from the original Warsteiner Premium Pilsener recipe, making it crisper and more refreshing than others.

Marstons 01902 711811 www.marstons.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Weihenstephaner	Wheat Beer	5.4%

An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available on draught and in bottles in both Hefe and Dunkel versions.

James Clay 01422 377560 www.jamesclay.co.uk

American Beer Rules

US Beer

American beer was always cold, but rarely cool. Yet thanks to the efforts of some determined early adopters - and the development of a host of new hop varieties - the country's beer culture has mushroomed to become the most exciting, diverse and fashionable on earth, as Simon Jenkins discovers

Boar Lane is busy, brash and broad, an artery which cuts south of Leeds city centre, connecting the railway station to shops, bars and restaurants. Its licensed premises do a brisk trade, constantly replenished by their steady footfall.

The Botanist sits in prime position, close to where the Trinity Centre spills shoppers to the street. While it may not have to try too hard to draw people through the front door, its fabulous drinkers' menu - The Anthology of Beers - is designed to ensure they hang around.

It's telling that of these, American beers outnumber the Germans, the Dutch, the French, the Czechs - and almost have parity with the Belgians. For many drinkers, "Made in the USA" is now a sure mark of quality, and the Botanist is one of many bars to have shifted in response.

All the way from Chicago

One of the best known names on their list is Honkers Ale from Goose Island Brewery in Chicago, which first migrated to the UK in 2002 courtesy of Yorkshire-based specialist importer James Clay.

Premium-strength Goose IPA (5.9% ABV), brewed with hops from Elk Mountain Farms in Idaho, was one of the first American India Pale Ales to land in the UK market. Its lime and lemon flavours, malty backbone and long, rasping bitter finish, gave an early taste of how US brewers could stretch the envelope of what could be badged as IPA.

Spicy, fruity Honkers (4.3%) remains the flagship ale, and the brewery's confidence is underlined by the recent opening of Goose Island's first UK brewpub in Shoreditch, where the core range will be augmented by barrel-aged stouts and a continental-influenced Gose and Biere de Garde. Though now owned by AB-Inbev - the same stable as Budweiser - the quality of Goose Island is undiminished. It knocks spots off the so-called 'King of Beers'.

"It's telling that of these, American beers outnumber the Germans, the Dutch, the French, the Czechs - and almost have parity with the Belgians. For many drinkers, "Made in the USA" is now a sure mark of quality"

New York's Finest

Brooklyn Brewery is another big player, its stylised, swirling capital B instantly recognisable on beer fonts and bottle labels. Yorkshire played a surprising role in the New York brewery's development - its erudite, garrulous and ludicrously-talented head brewer Garrett Oliver brought to North 11th Street the skills he learned at Harrogate's own Daleside Brewery.

The company's success is built around the phenomenal success of big-hearted 5.2% Brooklyn Lager, a malty, full-bodied, amber-golden Viennese-style lager which is the antithesis of everything

SIERRA NEVADA

This brand NEW super sessionable IPA from Sierra Nevada is easy drinking, golden in colour and full of citrus and piney hop flavours.

Now available in the UK!

DRINKAWARE.CO.UK

American lager once stood for. Though they have diversified into a whole range of alternatives, nearly 30 years on from the brewery's foundation, this iconic lager still accounts for almost 75% of revenue.

California Mumbling

Brewing on the opposite seaboard, Lagunitas is another whose significant presence has begun to be felt in the UK. A series of significant expansions has seen them them grow from humble roots to become one of the serious success stories of the American craft brewing scene, spreading from the kitchen stove to a brewery in the Californian town of Lagunitas, a second brewery in Chicago and a third under construction in southern California.

Its bottled 6.2% ABV IPA explodes with a massive burst of pine and hop resin aromas as you prise off the cap. Though it looks innocent enough with its bright golden colour and persistent white head, it challenges the palate with a strident bitter, spicy hop-packed assault which persists into a long aftertaste where a curious, unexpected suggestion of bubblegum sweetness begins to emerge.

The Lagunitas website recounts a tall tale involving some dope-smoking folk called the Waldos creating "the dankest and hoppiest beer ever brewed". The resultant 11.3% Waldos Special Imperial IPA is a pitched battle between the concentrated bitter fruit tastes wrought by the hops - orange, grapefruit, apricot - and the rich, full-bodied, malty, sweetness derived from the sheer levels of the alcohol content. This beefy, bittersweet and dangerous beast, not unlike a high-octane honey-textured barley wine, is a beer for sipping with caution and savouring each drop. It is entirely emblematic of a brewing culture intent on exploring the extremes.

"Yorkshire played a surprising role in the New York brewery's development - its erudite, garrulous and ludicrously-talented head brewer Garrett Oliver brought to North 11th Street the skills he learned at Harrogate's own Daleside Brewery"

Aloha Hawaii

Heading further west, we reach Kona Brewing in Hawaii. The flagship Big Wave ale blends Citra and Galaxy hops to deliver a refreshing almost lager-like ale with tropical hints of passion fruit and mango.

Specialist beer merchants Cave have scored some notable successes in positioning the brand to replace some of the big-brand lagers which have a grip on the on-trade. From a standing start, it's now number two in terms of imported craft ale in the UK, an achievement largely driven by growth in the independent free trade.

Cave is also behind Chicago-based Half Acre - a brewery whose beers are so prized that they are often pre-sold, even before they arrive. In the spring, Cave will be giving a UK launch to Collective Arts, a brewery which puts music, art and performance at the heart of everything that it does. The Canadian brewer supports local artists in every area where it operates, offering imaginative licensees the opportunity to engage with a whole new swathe of drinkers.

The Godfather of US Craft

Sierra Nevada has been doing that for years; brewer Ken Grossman is recognised globally as one of the Godfathers of craft.

His 5.6% Pale Ale was in the vanguard of the whole American craft beer movement. It remains an American classic and attributes its bold, citric, pine flavours to the use of whole-cone Cascade hops; using the flowers of the hop plant in their most natural state retains its precious aromatic oils and resins, creating a clean, bold and pure hop character. Despite its relative small size, the Chico brewery uses more whole-cone hops than any brewer in the world; their use of a "Hop Torpedo" to re-circulate fermenting beer through a column of whole-cone hops adds intense hop flavor and aroma with no additional bitterness.

Sierra Nevada recently launched the sessionable 4.2% California IPA into the European market. A commitment to recycling everything from solid waste to carbon dioxide and the installation of one of the biggest private solar power arrays in the States, reduces the environmental impact of this global success story

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Liquid Aloha · Hawaii

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Photos © Brewers Association

Riding a Tide of Innovation and Variety

US Craft

With the number of small and independent craft breweries in the US about to top 7,000, Bob Pease, CEO & President of the Brewers Association, is looking forward to continued growth throughout 2019, and beyond

American craft beer growth has been built on beer lover demand and we see plenty of signs that this demand for high-quality, diverse, full-flavoured American craft beer continues to grow consistently and steadily around the world.

The Brewers Association's latest export figures reveal that American craft beer export volume increased by 3.6% in 2017, to 482,309 barrels and $125.4million in value and exports to the UK are second only to Canada, accounting for 10.5% of all global American craft beer exports - up 7.1% year on year. Growth in the UK is particularly impressive when set against the UK's thriving domestic brewing scene and proves that the UK's taste for quality American craft beer remains strong.

There are a number of reasons to explain this growth.

Curiosity - beer drinkers like to discover innovative, diverse beers without limiting themselves to one style or country, experimentation - beer drinkers are constantly looking for "what's new, what's rare, what haven't I had before, what's next." They are more discerning and more adventurous than ever before.

"The large number of lighter styles and lagers will continue to grow in the craft sector because craft drinkers are telling us that they are more interested in these styles than they were a few years ago"

Innovation - American craft brewers are pushing boundaries with ground-breaking, cutting-edge beers that are unique, unusual and intriguing and fly in the face of tradition.

Variety - a rising tide floats all boats so a beer drinker who enjoys domestic beers from their own market will also seek out

quality, imported craft beer too. American and British craft beer are not mutually exclusive, rather we see them as complementing each other. One lifts sales of the other and vice versa. Variety drives sales.

Beer Trends

In America, we're seeing continued growth in lighter craft beer styles with the biggest growth coming from blonde ale, cream ale, Kölsch wheat ale and pilsner. Lighter sour variants such as gose and Berlinerweisse are also seeing growth. Sessionable styles account for 26% of the growth in craft beer sales value and this is due to two factors.

"The IPA style continues to innovate and diversify. It is less of a single style and now more a platform for innovation with many different iterations available such as black, white or red IPAs, imperial, west coast, Belgian-style, Brett or wild IPAs, spiced, herb or vegetable IPAs and hazy/juicy IPAs"

Firstly, craft beer drinkers who entered the category at its inception, some 40 years ago, are aging now and looking for more sessionable styles that are lighter in ABV and allow them to enjoy 2-3 beers in one sitting. Secondly, lower strength styles are a good entry level for the young beer drinker coming into the category for the first time. American lager, wheat ale, blonde ale and Kölsch represented over 40% of craft beer's incremental volume growth as at mid-2018.

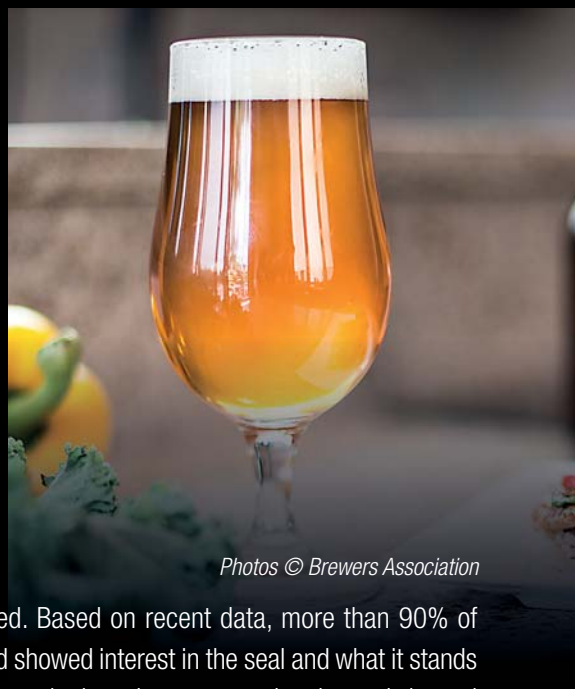
We anticipate that the large number of lighter styles and lagers will continue to grow in the craft sector because craft drinkers are telling us that they are more interested in these styles than they were a few years ago. We asked 1,000 nationally representative craft consumers (via Nielsen) what types of craft beer they are more or less interested in drinking versus a few years ago and the top style selected for 'more interested' was "crisp" (ie. balanced, clean, not too malty or hoppy) with 47% of drinkers selecting this style.

However, hoppy beers are still the primary driver of growth in American craft beer and account for 36.8% of all American craft beer sales and over 77% of craft growth. Ranging in ABV from 4% or less to 12% or more, the IPA style continues to innovate and diversify. It is less of a single style and now more a platform for innovation with many different iterations available such as black, white or red IPAs, imperial, west coast, Belgian-style, Brett or wild IPAs, spiced, herb or vegetable IPAs and hazy/juicy IPAs.

As ever, hoppy innovation has shifted over a short space of time and is being led by the hazy and juicy IPA and pale ale styles. These styles are not new to the market, many brewers have been producing them for several years, but what's new is their broader distribution. They represent 1.2% of craft beer by volume and 1.4% of dollar sales (IRI May2018), that's bigger than pilsner within craft beer for the same timescale. Hazy and juicy IPAs were judged for the first time at the Great American Beer Festival 2018 and attracted the most entrants of all categories with 391 (over-taking American-style IPA which had held top slot for over a decade). In fact, the total number of entries for the three juicy or hazy styles (juicy or hazy pale ale, IPA and Double IPA) was 706! This new style is helping to widen appeal of American craft beer and bring new palates into the craft beer world.

Packaging Trends

Bottles remain the majority packaging format but cans and their share of craft sales have continued to grow on a consistent basis. They now represent 28.5% of packaged production and brewers that produce 10,000 barrels per year (more than 90% of all breweries) are the largest growing segment of brewers who package their beer in cans. Growth in cans is being driven not only by the shifting packaging mix by brewers but also by growth dynamics. Smaller breweries are growing faster than larger ones and of these smaller ones, those that can are growing the fastest. Bottle sales are not declining, in fact far from it, but the increase in can sales is faster than the increase in bottle sales.



Photos © Brewers Association

Independence

In America many beer drinkers care about who makes their beer and transparency of ownership drives their purchase intent. However, the marketplace is becoming increasingly confused as global brewing companies acquire small and independent breweries to masquerade as craft beers and dupe the beer drinker into thinking they are buying a beer from an independent producer when they are not.

We call this the 'illusion of choice'.

"Hoppy beers are still the primary driver of growth in American craft beer and account for 36.8% of all American craft beer sales and over 77% of craft growth"

In 2017 the Brewers Association launched the Independent Craft Brewer Seal to differentiate small and independent craft brewers from 'big' multinational brewers.

It features an iconic beer bottle flipped upside down to capture the spirit with which craft brewers have upended beer while informing beer lovers they are choosing a beer from a brewery that is independently owned. Based on recent data, more than 90% of consumers surveyed showed interest in the seal and what it stands for while beer drinkers who have been exposed to the seal showed a 77% increase in prioritising beer from independent breweries. (Nielsen)

Since launch the Brewers Association Independent Craft Brewer Seal has been adopted by nearly 4,000 breweries representing more than 80% of craft beer volume!

Our new national awareness campaign 'That's Independence You're Tasting' distinguishes and promotes America's small and independent craft brewers and grows further awareness of the independent craft brewer seal.

Two new integrated advertising videos focusing on independence and choice can be viewed across a variety of media platforms and tell the story of America's nearly 7,000 independent craft brewers.

As large brewers continue to have unprecedented influence and acquire millions of barrels of formerly independent beer, the seal differentiates in a crowded and increasingly competitive marketplace.

US Beer Over Here

Abita | Louisiana | B

Abita Brewing Company is nestled in the piney woods 30 miles north of New Orleans. The beer has no preservatives, additives or stabilizers and is cold filtered. Made using only the finest ingredients - British and North American malted barley, German and American yeast strains, Pacific Northwest hops and the pure artesian water of Abita Springs. Product range includes Root Beer, Turbodog, Big Easy, Purple Haze, Amber, and Wrought Iron IPA.

Instil Drinks Co 0207 449 1685 www.abita.com

Anchor Brewery | California | B C D

America's first craft brewery, with its roots in California's Gold Rush, is an American icon and a pioneer in the UK. Their signature beer, Anchor Steam, is one of San Francisco's most famous exports. The word "steam" once denoted any beer brewed on the West Coast of America under primitive conditions and without ice, but is now a trademark of Anchor. Other beers include Liberty Ale, the first modern American IPA brewed since prohibition, California Lager and a truly remarkable Porter which uses specially roasted malts, a top-fermenting yeast and fresh whole hops.

James Clay 01422 377560 www.anchorbrewing.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Bear Republic | California | B

From Sonoma County, a family craft brewery based in the heart of California's world-famous wine region. Beers include the hop forward Red Rocket Ale and Racer 5 IPA.

Instil Drinks Co 0207 449 1685 www.bearrepublic.com

Blue Moon | Colorado | B D

Founded in 1995 in Denver, Colorado by Keith Villa, who had studied brewing in Belgium and wanted to recreate the Wit beers he had enjoyed there. The Belgian-style Wheat Ale, originally brewed as Bellyslide Belgian White, is the only one of the brewery's beers available in the UK. This unfiltered beer has a distinctive slightly sweet orange taste and is made from a combination of malted barley, white wheat, and oats. Recommended to be served with a slice of orange to enhance the orange flavour - and catch the eye.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Molson Coors 0845 600 0888 www.bluemoonbrewingcompany.com

Blue Point | New York | B C D

Blue Point Brewing Company is the oldest craft brewery on Long Island, in a community called Patchogue, New York. Cofounders Mark and Pete set out to create a brewery where they could make the type of beers they loved: Beers with character, drinkability and pair well with local food. The Gold

medal-winning Toasted Lager uses six different malts to create a complex, yet deliciously balanced amber lager.

AB InBev UK 01582 391166 www.bluepointbrewing.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Boulevard Brewery — Missouri — B C D

Boulevard's story began in 1988 when founder John McDonald started construction of the brewery in a turn-of-the-century brick building on Kansas City's historic Southwest Boulevard. Proud to brew "Kansas City's Hometown Beer", Boulevard satisfies the regions thirst for fresh, flavorful, great-tasting ales and lagers, with beers like Single-Wide IPA (5.7%) and Tank 7 Farmhouse Ale (8.5%). Since Boulevard became part of the Duvel Moortgat family of brewers in 2014, their beers can now be found throughout the world.

Duvel Moortgat 020 3740 8479 www.boulevard.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Brooklyn Brewery — New York — B C D

A brewery that retains its craft credentials despite being a global phenomenon. Brewmaster is Garrett Oliver, author of the Oxford Companion to Beer and one of the world's leading brewing experts.The best known beer is the award winning 5.2% Brooklyn Lager, dry hopped with a superb balance of sweet malt and crisp bitter hops. Also available in the UK are Scorcher IPA, Insulated Dark Lager, American Ale, Summer Ale and Sorachi Ace, a 7.2% Farmhouse Saison

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Carlsberg UK 01604 668866 www.brooklynbrewery.com

Cigar City — Florida — C D

Capitalizing on the Latin culture and tobacco-manufacturing history of Tampa Bay, Cigar City highlights those strengths on its labels and in its beer names and recipes. Many of the beers it produces – Jai Alai IPA 7.5% abv, Guay Abera 5.5% abv, Florida Cracker 5.5% abv, Maduro 5.5% abv, and Invasion 5.0% abv – reflect the sensibilities and ingredients of Florida.

James Clay 01422 377 560 www.cigarcitybrewing.com

Dominion Brewing — Delaware — B D

Part of the Coastal Brewing Co, which incorporates sister brewery Fordham, regular award winners at the US and World Beer Tasting Championships. Dominion Grapefruit Pale Ale (6.0%) is available in kegs all year round. Available in cans and bottles is Oak Barrel Stout (5.5%) that is dry hopped with vanilla beans and oak chips.

Heathwick 0207 938 3991 www.fordhamanddominion.com

Firestone Walker — California — B C D

California's fourth-largest craft brewery is famous for its hoppy ales, from the easy-drinking 4.5% Easy Jack IPA and the bold 7% Union Jack IPA.

Nectar Imports 01747 827030 www.firestonebeer.com

Flying Dog Brewery — Maryland — B C D

Founded in 1990 this Colorado brewery has links with Hunter S Thompson and labels designed by Ralph Steadman. As well as having cult status they are also renowned for their beers. Snake Dog IPA (7.1%) with its intense citrus fruit aroma, is the brewery's hop monster. Also: Bloodline IPA (7%), Easy IPA (4.7%); Gonzo Imperial Porter (9.2%) and the 20th anniversary brew Raging Bitch (8.3%) - an American IPA brewed with Belgian yeast.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
James Clay 01422 377560 www.flyingdogbrewery.com

Foolproof Brewing — Rhode Island — C D

Foolproof Brewing produces limited production seasonal and specialty beers, and four year-round beers. Backyahd, an aggressively hopped American IPA with a tantalizing hop aroma (6.0%), Bartstool, their flagship beer, which includes two-row barley and speciality malts (4.5%), and Raincloud (6.5%), a dark, smooth, flavourful Porter, brewed with chocolate and crystal malts, and a subtle blend of European hops. All available in cans and kegs.

Heathwick 0207 938 3991 www.foolproofbrewing.com

Fordham Brewing — Delaware — B D

Part of the Coastal Brewing Co, which incorporates sister brewery Dominion. Range includes: Gypsy Lager (5%), Copperhead Amber Ale (5%), Route 1 Session IPA (4.5%), and Backstage IPA (5.9%). All styles are available in can, bottle, and keg.

Heathwick 0207 938 3991 www.fordhamanddominion.com

Founders Brewery — Missouri — B D

Founders Brewery is a group of passionate beer enthusiasts whose beers include the robust yet silky black Founders Porter (6.5%); All Day IPA (4.7%) brewed with a complex array of malts, grains and hops - balanced for optimal aromatics and a clean finish; Dirty Bastard (8.5%)- so good it's almost wrong

- brewed with seven varieties of imported malts, a big smoky beer that lives up to its name.

Matthew Clark 01275 891 400 www.foundersbrewing.com

Goose Island — Illinois — B C D

American brewer producing a range of beers, both permanent and seasonal. Now with their own brewpub in London, they are best known for Goose Island IPA (5.9%), but also available in the UK are 312 Urban Wheat (4.2%), Goose Island Honkers (4.3%), Goose Island Four Star Pils (5.1%), Goose Island Green Line Pale Ale (5.4%) and Goose Island Midway (4.1%), a session IPA brewed with plenty of Amarillo hops and aged in oak with applewood chips. Also available are the sharing bottles of Sour Sisters - Juliet, Lolita and Matilda, and the highly sought after Bourbon County Stout.

AB InBev UK 01582 391166 www.gooseisland.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Hardywood Park — Virginia — B C D

Hardywood brews both innovative and traditional ales and lagers at the highest caliber, with steadfast quality assurance standards. Hardywood beer has earned international acclaim, brewing with more Virginia ingredients than any other brewery and highlighting the eclectic variety of flavours that only Virginia-grown products can provide.

American Craft 0845 6890234 www.americancraftbeercompany.co.uk
Matthew Clark 01275 891 400 www.hardywood.com

Huber Brewery — Louisiana — B

Based in Monroe in the Midwest, Huber was founded in 1845 by German and Swiss immigrants who specialised in brewing European style beers using traditional German techniques and principles. Huber Premium is a high class lager available in classic American designed 330ml bottles and 355ml cans. It has a mild, malty aroma with some floral hoppy notes and, unusually for an American beer, a fruity finish. One of Huber's most acclaimed and revered beers, Huber Bock, was a Silver medal award winner at the World Beer Awards. Bock offers hints of coffee and cocoa and robust roasted malt on the palate.

World Beers 01279 600044 www.huberbeer.co.uk

Kona Brewery — Hawaii — B D

Home to the fantastic golden ale Big Wave, which is now available on draught, Kona has been brewing on Hawaii since 1994. Starting life as a humble brewpub it has grown to be celebrated all over the world for its drinkable but very hoppy beers. Their Longboard lager is as refreshing and crisp as they come, Hanalei Island IPA is an easy-drinking, sessionable beer that combines the hoppy aroma of an IPA with a tropical Hawaiian twist. Fire Rock is smooth, yet bold in both flavor and aroma, with a Hawaiian style all its own.

Cave Direct 01622 710339 www.konabrewingco.com

Lagunitas — California — B C D

One of America's best loved craft Breweries, Lagunitas (pronounced lah-goo-KNEE-tuss) started life in a kitchen 25 years ago in a little town called Lagunitas, Calif. The renowned, 'ruthlessly delicious' IPA (6.2% bottle, 5.5% draught) is the brewery's main product alongside Daytime 'fractional IPA' (4.6%), 12th Never Ale (5.5%) and the smooth and powerful Little Sumpin' (7.5%)

Heineken 0131 528 1000 www.lagunitas.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Left Hand Brewing — Colorado — B D

The Left Hand way is a healthy dose of all things balanced, keeping your right brain feeling good and the left brain knowing it's all good. They believe the same to be true with craft beer, everyday striving for that perfect balance between malt and hops, from their lightest to their darkest beers, allowing a unique flavour experience in every bottle and every keg. The range includes a thick creamy Milk Stout (6.0%), available on draft as well as bottles and Left Hand Black Jack Porter (6.8%) with a slight malt sweetness and espresso and dark chocolate flavours.

James Clay 01422 377560 www.lefthandbrewing.com

Odell — Colorado — B

Founded in 1989, Odell Brewing was started by Doug Odell, his wife Wynne, and his sister Corkie. Today, the culture of family and collaboration still thrives, fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted, innovative brews, as dedicated today as they were when they started out brewing in Doug Odell's kitchen, still sharing a passion for delicious beer, they are known for a selection of pale ales and porters, including their flagship 90 Shilling - a refreshing and irresistibly smooth and delicious medium-bodied amber ale.

Vertical Drinks 0113 898 0280 www.odellbrewing.com

Point | **Wisconsin** | **B D**

The Stevens Point Brewery is steeped in a history that has transcended the trials of the Civil War, the Great Depression and Prohibition. More than 150 years later, the Stevens Point Brewery continues to successfully brew quality beer, just as the brewery's founders, Frank Wahle and George Ruder, did in 1857. Today the range includes a Vienna-style Amber Lager (4.7%), copper in colour with a pleasant hop aroma. Hand-crafted using a blend of caramel and two-row malted barley, it is perfectly balanced with authentic German hops, smooth and refreshing with a crisp clean finish. Also available is the bold hoppy IPA (5.6%), fresh and fruity with a golden-orange colour. Dry-hopped using a complex blend of Magnum, Perle, and Cascade hops. Point, well made.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
American Craft 0845 6890234 www.pointbeer.com

Port City | **Virginia** | **B**

Port City Optimal Wit (4.9), bright and citrusy, the classic Belgian-style witbier features raw Virginia-grown wheat, citrus peel, and coriander. Port City Porter (7.2%), smooth and silky with notes of cocoa powder and lightly roasted coffee, this robust porter remains refreshing while boasting a depth that bigger beers aspire to

American Craft 0845 6890234 www.americancraftbeercompany.co.uk
Matthew Clark 01275 891 400 www.portcitybrewing.com

Redhook Brewery | **Washington** | **B D**

Redhook was born out of the energy & spirit of the early 80's in the heart of Seattle. While the term didn't exist at the time, Redhook became one of America's first "craft" breweries. From a modest start in a former transmission shop in the Seattle neighbourhood of Ballard, to the current breweries in Woodinville, Washington and Portsmouth, New Hampshire, Redhook has become one of America's most recognized craft breweries. Longhammer IPA 6.2%, the signature IPA from Redhook, is a full on multi dimensional, well rounded IPA. A beer with great drinkability keeping you reaching for more every time.

Cave Direct 01622 710339 www.redhook.com

Samuel Adams | **Massachusetts** | **B D**

Samuel Adams Boston Lager helped lead the American beer revolution, reviving a passion for full-bodied brews that are robust and rich with character. Since 1984, Samuel Adams Boston Lager has used only the finest hand-selected ingredients to create this perfectly balanced, complex and full-bodied original brew.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Shepherd Neame 01795 597 070 www.samueladams.com

Saugatuck Brewing | **Missouri** | **B D**

An award winning American craft brewery that produces one of the world's most magical milk stouts - the Neapolitan (6%) available in keg and bottle. Delivering exactly what the name promises - individual flavours of chocolate, vanilla and strawberry. Also available are Backyard, (4.5%) a Session IPA, and the well balanced Oval Beach Blonde Ale (5%) which makes a great alternative to conventional lager and a convincing converter.

Heathwick 0207 938 3991 www.saugatuckbrewing.com

Sierra Nevada | **California** | **B C D**

Proudly independent, 100% family owned, operated, and argued over. Internationally recognised for its fragrant yet spicy Pale Ale, the beer that sparked the American craft brewing revolution. Having started as a Californian homebrew outfit in the 1970s, demand for the beers has continued to grow, and despite the global success, the brewery retains its craft roots, along with a deep commitment to sustainability. The regular beers include the revered Pale Ale, the magnificent, massively hopped Torpedo, the bold, black West Coast style Stout and the recently launched, highly sessionable 4.2% California IPA.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
Westside Drinks 020 8996 2000 www.sierranevada.com

Sixpoint Brewing | **Colorado** | **C**

Sixpoint was founded in 2004 in the rough and tumble neighborhood of Red Hook, BKLYN. It was essentially a cult brewery - draft-only, mysterious, cryptic. In May of 2017, they took their biggest step forward to date, releasing all of their ales raw and unfiltered, and simultaneously incorporating new and incredible raw materials obtained over years of sourcing.

The range covering IPA, Pale Ale, Pilsner and Helles Lager is available in cans and kegs.

Heathwick 0207 938 3991 www.sixpoint.com

Ska Brewing	Colorado	B C

When it comes to bringing home the bacon, assuming that bacon is made of the world's best craft beer, nobody does it quite like Ska. Flavour-packed flagship brews like Rue B, Soho, a refreshing grapefruit lager, and the citrussy, American style IPA, Modus Hoperandi.

Euroboozer 01923 263 335 www.skabrewing.com

Stone	California	C D

Stone Brewing has come a long way since opening in 1996. They have grown from a small microbrewery with just two founders into one of the largest craft breweries in the United States. Their beers include the world renowned IPA (6.9%), the more sessionable Go To IPA (4.7%), the Belgian inspired Cali Belgique (6.9%), the Double IPA, Ruination (8.5%) and the aggressively well named Arrogant Bastard Ale (7,2%).

James Clay 01422 377560 www.stonebrewing.com

Tailgate Beers	Tennesee	C

Creating a stir with their experimental brewing, Peanut Butter Milk Stout (5.8%), and their latest creation, South East IPA (6.2 %), are a great example of their ability to conjure great flavours that take the whole beer experience to another level.

Heathwick 0207 938 3991 www.tailgatebeer.com

Two Roads Brewery	Connecticut	B C D

Founded in 2012 by four friends who dreamed for years of starting a craft brewery, with a "road less traveled" philosophy in the beers they create. The range includes Honeypot Road (6%), an unfiltered IPA with wheat and Ol' Factory (5%) a dry hopped pilsner brewed with American and German hops.

James Clay 01422 377560 www.tworoadsbrewing.com

Victory	Pennsylvania	B C D

Victory was founded in 1996 in Downingtown, Pa. by childhood friends Bill Covaleski and Ron Barchet. moving to a 2nd state of the art brewery in 2014. Victory is one of only a few breweries in the country that uses whole flower hops in its beer. Almost all breweries used pelletized hops instead. Whole flower hops are a purer form, and the brewers at Victory believe they impart better flavor and aroma to beer. Brewing innovative beers by melding European ingredients and technology with American creativity: HopDevil (6.7%) Prima Pils (5.3%) Headwaters Pale Ale (5.2%) and Vital IPA (6.5%)

James Clay 01422 377560 www.victorybeer.com

The Birthplace of Craft

Belgian Beer

Pete Brown declares his undying love for traditional Belgian beers, while flirting with the new kids on the country's brewing block

The defining beery quality about Belgium is that even if you go to an anonymous bar in a random town, and peruse a list of a mere ten beers (just a third of the minimum number you'd need to be considered for entry in the Good Beer Guide to Belgium) you'll still be pretty much guaranteed to get an amazing beer, served in its correct glass with a perfect pour.

Beers such as Chimay, Duvel and Orval are now world-famous, and while some drinkers may have trouble thinking of them specifically as craft beers, by any sensible definition that's exactly what they are. There's a stage in a beer fan's life where you grow weary of the endless diet of new, over-hyped beers, and rediscover the classics that got you into beer in the first place.

At least, that's how older, discerning beer fans around the world regard Belgium. I'll be honest: I never want Belgian beer to change. But what if you're a young Belgian craft beer fan? When you see the rest of the world drinking fruity IPAs or pastry stouts, it's not exactly fair for someone like me to say, "No, you can't have these. You have to stick with the classics."

A Tale of Two Cultures

Last summer, when I helped make a BBC Radio 4 Food Programme about Belgian beer, we spent three days on the road, and found a slowly simmering tension in the beer scene. It never spilled over into hostility or even rudeness, but there was definitely a sense of two different cultures occupying the same space.

"There's a stage in a beer fan's life where you grow weary of the endless diet of new, over-hyped beers, and rediscover the classics that got you into beer in the first place"

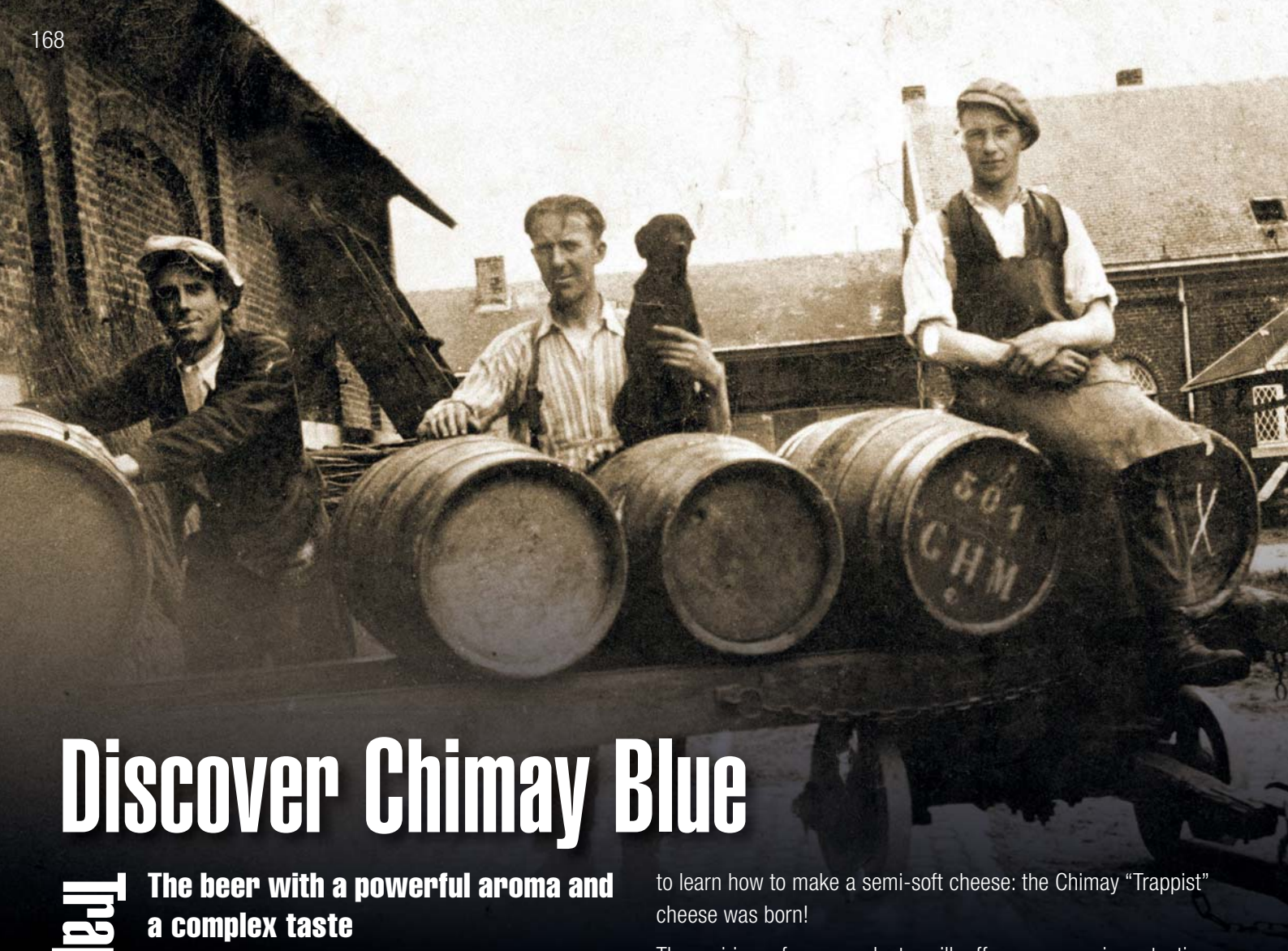
Happily, the established Belgian beer tradition seems in rude health. A visit to Scourmont Abbey, where Chimay is brewed, was a particular highlight. The Abbey is moving with the times, and has a new, modern brewery and professional marketing team. Some who discovered Belgian beer shortly after beer writing legend Michael Jackson revealed it to the wider world may be heard to grumble that Chimay is now too big, too successful, that it has lost some of its Trappist romance. But if you've never encountered it before, or forgotten about it as I once did, it still has the power to astonish. And as I discovered in the brewery cellar, it ages like a fine wine.

Continued on page 170

Duvel

- CELEBRATING MASTERY -
SINCE 1871

- TASTES LIKE HEAVEN -
BREWED ON EARTH



Discover Chimay Blue

Trappist beer

The beer with a powerful aroma and a complex taste

Chimay Blue is an authentic Trappist beer: that means that this ale was brewed within the walls of an existing Trappist monastery under the control of the Trappist community. A major part of the sales revenue is used by the monks to support charitable works.

Chimay Blue is a dark beer with a powerful aroma, a complex taste and ages very well.

The powerful aromas evoke a bouquet of spices, while in the mouth it leaves a relatively dry taste with a touch of caramel.

In 1956, the monastic community developed the Chimay Blue as a Christmas Beer. It was so successful that it was soon made available all year round, becoming the flagship beer of Chimay.

Kept in a dark and cool place, bottles of Chimay will continue to improve over the years.

This remarkable Trappist ale - with high fermentation, and refermented in the bottle - is neither filtered nor pasteurised.

Beer and Cheese pairing, to live intensely!!

In 1862, the monks of Chimay began to brew their first beer according to the monastic traditions of natural brewing and top fermentation, followed by refermentation in the bottle.

Later on, having acquired 50 purebred Friesian cows, the monks began making butter. In 1876, Brother Benedict went to France to learn how to make a semi-soft cheese: the Chimay "Trappist" cheese was born!

The pairing of our products will offer you a unique tasting experience.

The Chimay Blue is the perfect match for the Chimay À la Rouge cheese.

An obvious agreement ... so delicious!

A wide range for variety

Chimay Blue is available in 33cl bottles. In some restaurant bars it is also available on tap from September until December.

Chimay Grande Réserve is available in 75cl bottles.

Power and freshness to share

Chimay Blue on tap keeps all its personality, while the freshness of the serve gives it an even more velvety and refreshing sensation.

Discover the Grande Réserve fermented in barrels, Whisky edition

An exceptional barrel fermented beer. The 2018 Edition has been matured in Whisky barrels to produce an intensely brown beer, with bright glints and creamy foam in perfect harmony with the woody notes and delicate subtleness of pear and plum on the nose. On the palate, the crusty bread, roasted and smoky aromas are enhanced by a touch of honey and vanilla.

More info on www.chimay.com and
https://www.facebook.com/chimay/

TASTE THE POWERFUL AND COMPLEX AROMAS OF THE CHIMAY BLUE

Young Challengers

But the generational difference is profound here. If you're a 'digital native', someone for whom high-speed internet access has been around since you were born, then the ties with a worldwide beer movement can be as strong, or even stronger, than your relationship with a national brewing tradition that belongs to older generations.

"Their beers take international influences, but they are a product of their specific location, not least because of the yeast strain they cultivated from wild yeast on their doorstep"

The Brussels Beer Project (BBP) was founded in 2013 with a very clear manifesto. 'The idea is to tap into co-creation and forget about the copy-pasting of the past,' their website proclaims. 'We're proud to be born in 2013 and not in 1492! We represent a contemporary Brussels, a cosmopolitan city which is alive, evolving and growing.'

Some of this is the headstrong attitude that characterises craft beer communication. But there's also a genuine grievance based on being told that everything that is best about your beer is hundreds of years old. BBP creates New England-style IPAs, Imperial Stouts and saisons infused with the contents of the nearest spice cupboard just like any other young craft brewery in any part of the world.

Danger of Identikit

On my first visit to the brewery and taproom, I liked the beers a great deal, but thought I could be sitting in an identical space, drinking identical beers, in any other European or North American country.

Any curious person wants what they don't already have. But if we all gain access to everything, then everywhere starts to look and taste the same.

But scratch the surface more deeply, and you learn that established national brewing traditions have always cross-fertilised. Many aspects of Belgian brewing have English roots, but have been taken in a different direction. The American craft beer boom is based entirely on adoration of British, Belgian and German beers, even if European fans of what craft beer has evolved into regard it as American.

Respect for Tradition

When I went back to Brussels Beer Project with Radio 4, we discovered that a lingering respect for Belgian tradition still informs their creativity. A fruity, pimped-up dubbel and a saison/IPA hybrid are possibly the best beers they brew.

In West Flanders, Verzet, founded in 2011 have a slightly different approach that leads to similar hybrid territory. "We want to make our own beer, not something just because it's trendy," brewers Alex Lippens and Koen Van Lancker told me when I met them in 2017. Both huge fans of American-style IPAs, they have no plans to brew a straight copy of the style. "We're like musicians. We have our idols, but we don't want to be a covers band. We want to make our own music," they explained. Their beers take international influences, but they are a product of their specific location, not least because of the yeast strain they cultivated from wild yeast on their doorstep.

Lippens told me Verzet's actual brewhouse was "The least important bit - you can do that anywhere. We invested in what's important to our identity."

Cheeky Blenders

This idea has been pushed further by a new generation of gueuze blenders who don't actually brew their beers at all.

Raf Souvereyns started Bokkereyder in 2013, which in 2016 was dubbed 'Best New Brewery' by RateBeer, despite Souvereyns insisting he has never brewed a beer in his life. He buys fresh wort from celebrated lambic breweries like Boon and Phantôme, and takes them to a warehouse full of barrels where he often combines them with local fruits and other plants to create beers quite unlike anything I've ever tasted before. These beers are available in just six bars worldwide, insanely sought-after.

Belgian beer deserves a future. It would be unfair of the international beer community to insist it becomes a living museum of Trappist and abbey styles. But Belgium still has a culture and a tradition unlike that found anywhere else. As this tradition finds its way of accommodating the global craft beer boom it helped spawn, Belgium 2.0 looks capable of equalling or even surpassing what came before.

The best strawberry wheat beer

Brewed with traditional Belgian wit beer and real strawberry juice, Früli is a delicious and unique Belgian beer.

Where most Belgian fruit beers are based on sour lambic or Flemish red ales, Früli strikes the balance between bitter, fruity and tart to make it a refreshing, easy drinking ale that appeals to a wide range of tastes and wins plaudits around the globe. In fact, it was voted the World's Best Fruit Beer by the World Beer Association in 2009.

Cloudy and glowing red it has the velvety feel of a wheat beer and bursts with juicy strawberry flavours balanced by the coriander and lemon zest in the base Belgian wheat beer.

The Fruli strawberry beer brand has gathered a cult following, selling in over 25 countries, from Canada to China on both keg and draught.

For distributors visit http://www.fruli.be/#/united-kingdom/

Everyone's favourite strawberry beer!

Früli
PREMIUM
STRAWBERRY BEER

A delicious blend of witbier and pure strawberry juice, Früli is an award-winning fruit beer from Belgium.

Bursting with strawberries and balanced by a hint of bitterness and lemon peel for a little citrus.

Winner of the world's best fruit beer in 2009 and a cult hit throughout the world.

"Life is Sweet"

Availability: draught 30 litre kegs or 33cl bottles

ABV: 4.1%

Kcal per 125ml: 125 calories per serving

Stylish glassware & quality POS available.

Say hi on twitter @Fruli and get your business mentioned on Facebook.com/Frulibeer - Info@Fruli.be

/frulibeer @fruli www.fruli.be

Belgian Beauties

3 Fonteinen — Geuze — 5.0-6.0%

3 Fonteinen recently upgraded to a huge new facility in Lot and had a gorgeous rebrand. Since then the beers have only got better, and the quantity of it is growing steadily too.Oude Geuze, a Champagne-like geuze, and Oude Kriek, a dry, fruity lambic.

Cave Direct 01622 710339 www.cavedirect.com

Achel — Trappist — 8.0%

Launched in 2001, Achel Blonde has rekindled this Trappist monastry's proud brewing heritage. Overall, more akin to a saison than a traditional Trappist golden triple. The suprisingly refreshing Achel Bruin has a smooth caramel sweetness and a rich finish with hints of dark caramel.

Cave Direct 01622 710339 www.cavedirect.com

Affligem — Abbey — 7-9%

An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.

Heineken UK 08457 101010 www.heineken.co.uk

Averbode — Abbey — 7.5%

Brewed in collaboration with the Abbey at Averbode, this Belgian strong ale from the Huyghe brewery is a delicious blonde beer with a spicy and citrusy nose & a real fizz on the tongue. It has a bitter hop finish to it that dries out the sweeter malts, making it refreshing and drinkable even at the high ABV.

Cave Direct 01622 710339 www.cavedirect.com

Bacchus — Fruit — 5-5.8%

Brewed by Van Honesbrouck in Belgium. Light and refreshing with a spritzy tartness, these fruit beers are available in Framboise and Kriek varieties.

James Clay 01422 377560 www.jamesclay.co.uk

Barbar — Strong Ale — 8.0%

With its rich maltiness and delicate honey taste and aroma, Barbar honey is a beautiful, sweet beer. Made using a unique yeast strain and re-fermented in the bottle, it's also got more depth than most honey beers.

Cave Direct 01622 710339 www.cavedirect.com

Bavo — Various — 4.2-6.0%

Bavo Pilsner is a crisp, refreshing lager made exclusively for Cave Direct by the multi-award-winning Huyghe brewery. Bavo Wit is a traditional wit brewed with orange peel and coriander.

Cave Direct 01622 710339 www.cavedirect.com

Belle-Vue — Kriek — 4.1%

Belle-Vue has been making traditional Belgian Lambic beers for over 100 years. Its Cherry 'Kriek' beer ages for up to 4 years in oak barrels before being blended to make a fruity and refreshing Lambic.

AB InBev UK 01582 391166 www.ab-inbev.co.uk

Belgoo — Various — 6.4-8.1%

A range of bottle conditioned ales from a new artisan brewery. Award winning beers include Magus and Luppoo as well as organic beers Bioloo Amber and Blond.

Cave Direct 01622 710339 www.cavedirect.com

Blanche de Brussels — Witbier — 4.5%

Definitive example of a Belgian Wit Beer. Unfiltered and with wheat forming 40% of the grist, the beer has a mellow, hazy light yellow appearance set off by a luxuriant snow white head. Coriander & orange peel are prevelant in both the aroma & taste, lending the beer a spicy, zesty edge.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Blanche de Namur — Witbier — 4.5%

Cloudy, smooth and mellow, Blanche de Namur Rose has the same unique flavour with the addition of pure raspberry.

Instil Drinks Co 0207 449 1685 www.instildrinks.co.uk
Pierhead 01322 662377 www.pierhead.uk.com

Boon — Fruit/Lambic — 4-8%

Oude Geuze is a blend of young and old lambic beers which is then matured for up to another year. The characteristic champagne sparkle is accompanied by fruity grapefruit and ginger flavours. Also Framboise, Kriek, and a Mariage Geuze/Kriek, a vintage geuze, blended with 95% aged lambic & 5% young, sweet lambic. Kriek Mariage Parfait is 1 year-old heavy lambic flavoured with overripe cherries.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Bosteels — Fruit/Lambic — 4-8%

Kwak is Bosteel's most famous beer but they also make the spicy, bready Tripel Karmeliet and Champagne-like Deus Brut.

Cave Direct 01622 710339 www.cavedirect.com

Brasserie Dupont — Ale — 6.5-8.5%

This farmhouse brewery has come to be synonymous with the style of saison. Their version is nearly untouchable for its full,spicy depth and dry finish, and the annual dry-hopped edition is one of the best beers in the world.

Cave Direct 01622 710339 www.cavedirect.com

Bruegel — Amber — 5.2%

A traditional Amber ale brewed with caramalt, giving a slightly sweet but earthy aroma. The taste is mainly defined by caramel, with a nicely balance dry finish. This beer style is popular in Belgium as an alternative for pilsner.

Cave Direct 01622 710339 www.cavedirect.com

Brugge Tripel — Strong — 8.7%

The Bruges city beer of old, potent and bitter-sweet BRUGGE Tripel has a beautiful golden-blond colour and a firm, rocky head, leaving a trail of Bruges lace on the glass. The aroma has a typical touch of smoked phenolic, and the flavour is bitter, rich and creamy.

Molson Coors www.molsoncoors.com

Brugse Zot — Blonde/Brune — 6.0-7.5%

Blonde is a Flemish golden beer, produced by brewing four different types of malt and two varieties of hop. The only beer that is brewed and lagered in Bruges, it is refermented in the bottle. Brune has a deep russet brown body contrasting with a firm creamy head. Full malt sweetness is accented with bitter chocolate and dark fruits.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Campus — Pilsner — 5.2%

A delicious light lager with a crisp, biscuity finish. Brewed at Huyghe Brewery, which makes the world-famous Delirium Tremens and given a branding update for the UK.

Cave Direct 01622 710339 www.cavedirect.com

Cantillon — Gueze/Lambic — 5.0%

The highly acclaimed Gueuze is a blend of young and old lambic beer, producing another fermentation and more maturation. Kriek is not artificially sweetened, authentic kriek is sour and very, very tart. Rose De Gambrinus, when young, will still present its full fruity taste Later on, the lambic taste will become dominant at the expense of the fruit taste.

James Clay 01422 377560 www.jamesclay.co.uk

Celis — Witbier — 5.0%

A white wheat top-fermented beer with a touch of fruit and herbs. Ideally served cold, it gets a blurred white appearance and a suprising light taste.

James Clay 01422 377560 www.jamesclay.co.uk

Chimay — Trappist 4.8-10.0%

The Chimay Trappist Brewery brews a range of beers, including Gold, a highly fermented Trappist beer which was previously reserved for the monastic community, their guests and their colleagues. Red, (known as Premiere in 75cl bottles) the original Chimay beer, has a wonderful copper colour and a very fruity, mellow taste, while Blue (Grande Reserve in 75 cl bottles) is a dark beer with a powerful aroma, a complex taste and ages very well. Look out for the Chimay Grande Réserve Fermented in barrels, an annual special, with a different finish every year. In 2018, the Chimay Grande Réserve was fermented in Whisky barrels, 2017 was Rum, 2016 Cognac and in 2015 100% Oak.

Cave Direct 01622 710339 — www.cavedirect.com
Fullers Brewery 0208 996 2000 — www.fullers.co.uk
James Clay 01422 377560 — www.jamesclay.co.uk
Matthew Clark 01275 891 400 — www.matthewclark.co.uk

Cornet — Strong 8.5%

Cornet is a strong blonde Belgian beer with an alcohol percentage of 8.5%. It is a specialty top fermented beer with secondary fermentation occurring in the bottle. It was first brewed in brewery De Hoorn in Steenhuffel.Oak wood chips are added during the brewing process, which makes for a unique taste experience that finely maintains the balance between the fruitiness of the yeast and the vanilla sweetness of the wood. The beer is available in 33 cl bottles, in large 75 cl bottles and in 20 l barrels.

Molson Coors — www.molsoncoors.com

De Dolle — Ale 5.2%

De Dolle Brouwers translates as "the mad brewers" and that suits the people behind De Dolle. They produce daring, delicious beers and have done since 1980, long before the term "craft beer" was coined. Usually based on traditional recipes they add their own twist, whether it's plenty of hops, a sour yeast or some time in a barrel. Whatever the twist, the resulting beer is unfiltered, unpasteurised, bottle conditioned and, without exception, stunning.

Cave Direct 01622 710339 — www.cavedirect.com

De Halve Maan — Ale 6.0-11.0%

Brugse Zot or "Bruges Fool", a historic nickname given to the town folk of Bruges, this golden beer should not be taken lightly and gains its sweet body from four different malts. Bruges Zot Bruine has a deep russet-brown body contrasting pleasingly with a firm creamy head. Straffe Hendrick tripel bier has a deep golden body and a full white head, while Straffe Hendrick Quadrupel is very strong, dark quadruple ale that is remarkably drinkable.

Cave Direct 01622 710339 — www.cavedirect.com

De Koninck — Ale 5.2%

One of the world's great draught beers produced in Antwerp De Koninck is a sparkling, spicier tasting and velvety smooth counterpart to a British bitter. The glass in which De Koninck is served is called a Bolleke, although this term is most colloquially used to refer to a glass filled with the beer itself.

Duvel Moortgat 020 3740 8479 — www.dekoninck.com
Cave Direct 01622 710339 — www.cavedirect.com
James Clay 01422 377560 — www.jamesclay.co.uk

De La Senne — Various Ales 4.5-5.5%

Brussel's De La Senne were perhaps the first of the new wave of Belgian brewers, taking inspiration from its rich brewing heritage as well as the traditions of other nations like the UK. They make hoppy, sessionable versions of classic Belgian styles – like their delicious pale ale, Taras Boulba – as well as exciting experimental and collaboration beers.

Cave Direct 01622 710339 — www.cavedirect.com

Delirium — Various Ales 8.5-9%

The famous Tremens is a bright golden beer with a dense white head, a sweet fruity flavour made with Czech Saaz hops and Styrian Goldings. Nocturnum is a mixture of caramel, coffee and chocolate, as well as spices such as liquorice and coriander. Delirium Red is a 8.5% abv dark-red cherry beer based on a blonde ale. It has a light pink, compact head, a soft aroma of almond and sour cherries.

Cave Direct 01622 710339 — www.cavedirect.com
James Clay 01422 377560 — www.jamesclay.co.uk

De Ranke Various Ales 4.5-8.0%

One of the most loved Belgian breweries and, until recently, maker of the bitterest beer in Belgium - the glorious XX Bitter.They make hop-forward but distinctly Belgian ale. XX Bitter, which is a hoppy blond, XXX Bitter, an extra hoppy blond, Simplex, a Kolsch, Guldenberg, a strong blond, Saison des Dottignes, a saison and Noir des Dottignes, a strong, dark ale.

Cave Direct 01622 710339 www.cavedirect.com

Deus Brut des Flandres Champagne Tripel 11.5%

An exquisite beer brewed with barley in Belgium but re-fermented in the bottle, followed by traditional 'remuage' and 'degorgement' in the champagne region of France, is the beer equivalent of champagne.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Dubuisson Barley Wine 8.5-12.0%

It's quite a claim to brew one of Belgium's strongest beers, but it's one that Dubuisson make. Bush Scaldis, barley wine 12% abv, and Bush Scaldis Peach, a barley wine blended with peach at 8.5%.

Cave Direct 01622 710339 www.cavedirect.com

Duchesse de Bourgogne Flanders Red 6.2%

The flagship beer of the Verhaeghe brewery, who mature all their beers for years in giant oak casks. They are as complex as beer can get, marking the point where beer, wine and cider all meet. Less known but just as delicious is their Echt Kriekenbier, made using the traditional sour red ale but aged with cherry.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Duvel Strong Ale 6.8-9.5%

The classic Duvel is one of the Belgian Greats. Tripel Hop, an annual tweak on the famous strong ale, uses the same Saaz-Saaz & Styrian Golding hops with a third hop, to give this limited edition beer a unique character. Duvel Single Fermented is the classic Duvel recipe, formally known as Green, which is fermented for 30 instead of 90 days & is available only on draught

Duvel Moortgat 020 3740 8479 www.duvel.com
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Floris Fruit 3.6-4.5%

A wide range of wheat beers blended with other flavours such as fruit juices. Varieties include Apple 3.5%, Chocolat 4.2%, Framboise 3.6%, Girottes 3.6%, Mango 3.6%, Ninkeberry 3.6%, Passion 3.6%, Strawberry 3.6%, Rasberry 3.6%, Honey 4.5%.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Fruli Fruit 4.1%

High quality Belgian fruit beer. It is a unique blend of white beer and strawberry juice.The juice complements the zestiness of the wheat beer and the result is a balanced and refreshing beer that is packed with strawberry fruit flavour.

Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Gouden Carolus Tripel 11.0%

This award winning beer, originally brewed for the Knights of the Golden Fleece in 1491, is a stunning example of the style. Golden and spicy, it dances on your tongue before a balanced, dry hop finish.

Cave Direct 01622 710339 www.cavedirect.com

Grimbergen Blonde 6.7%

A smooth, blonde ale from the legendary Grimbergen brewery, it has ripe yellow fruit flavours, a spicy note of clove and a dense, cream-coloured foam.

Carlsberg 01604 668866 www.wearecarlsberg.co.uk

Grottenbier Dubbel 6.5%

Matured in caves giving this beautiful beer a full body and complex malt flavour. Relatively low alcohol for a Belgian beer, it is packed with flavour and a brilliant after-dinner beer.

Cave Direct 01622 710339 www.cavedirect.com

Gulden Draak Strong Ale 10.5%

A dark and strong ale with hints of cherry, plums and sweetened coffee. At such high alcohol it has a strong alcoholic aroma, but it much smoother on the palate and a delicious and decadent beer.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Hercule Stout 8.4%

Hercule stout packs a real dark flavour punch, with complex malt flavours and a hint of coffee - outstanding.

Cave Direct 01622 710339 www.cavedirect.com

Heverlee Lager 4.8%

A 4.8% Belgian Pilsner Lager, only ever brewed in Belguim, which takes its name from the Abbey of the Order of Premontre at Heverlee, Leuven.

Matthew Clark 01275 891 400 www.matthewclark.co.uk

Hoegaarden Witbier 4.8-5.0%

With a local brewing tradition dating back to 1445, Hoegaarden has a unique brewing process whereby the beer is first top fermented with coriander seeds and Curaçao orange peel, and then is conditioned in the bottle, unfiltered, resulting in a distinctive cloudy white appearance and refreshing flavour.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
AB InBev: 01582 391166 www.ab-inbev.co.uk

Hopus IPA 8.3%

One of a new wave of Belgian IPAs that leave behind the big esters and go for big fruity hop aromas. After a clean, sweet finish this beer builds to a big hoppy finish, like a super hopped tripel. Great with sweeter, spicy curries like Tikka Masala.

Cave Direct 01622 710339 www.cavedirect.com

Jupiler Pilsner 0.5-5.2%

First brewed in 1966 Jupiler is Belgium's most popular beer and sponsor of its football league. It's a pale lager made with malt and maize which comes as an alcohol-free beer too.

Cave Direct 01622 710339 www.cavedirect.com

Kasteel Various 4.5-11.0%

A range of beers from the famous van Honsebrouck brewery named after the castle bought by the brewery and whose cellars are now used to mature their beers. The brewery is still owned and operated by the seventh generation of the van Honsebrouck family and produces Blonde, Brune and Triple beers as well as Brigand and St Louis kriek beer.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

Kwak Strong Ale 8.4%

A strong dark connoisseur's beer, with a hint of liquorice. Inspired by a coachman it is served in probably the most unusual glass in the world, in the shape of a stirrup.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

La Chouffe Strong Ale 6-10.0%

A top fermenting, hazy, yellow-gold beer with a touch of coriander and hops, this is the main brand from the highly acclaimed Achouffe Brewery. Other brands include Mc Chouffe, a dark Scottish ale, Houblon Chouffe, an unfiltered Belgian double IPA, Chouffe Soleil, a summer seasonal that's a lighter take on La Chouffe, and N'Ice Chouffe, a strong dark winter warmer.

Duvel Moortgat 020 3740 8479 www.achouffe.be/en
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891 400 www.matthewclark.co.uk

La Guillotine Triple Ale 8.5%

This golden blond, multigrain beer uses Saaz, Brewers Gold and Amarillo to get a lovely grassy, spiced and citrussy aroma. On the palate it is initially rather sweet, with an intense fruity flavour from the Belgian yeast and hops, before a clean bitter finish.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

La Rulle Estivale Pale Ale 5.2%

La Rulles use local spring water to brew modern takes of traditional Belgian beers. Using no spices but plenty of American hops they make aromatic, deeply flavoured beers. Estivale is a golden blond, multigrain beer using Saaz, Brewers Gold & Amarillo to get a lovely grassy, spiced and citrussy aroma.

Cave Direct 01622 710339 www.cavedirect.com

Lefebvre Ales 4.5-8.5%

Founded in 1836, largely to quench the thirst of local stone workers, Levebvre Brewery has come to produce a wide range of world-famous traditional Belgian beers.

Cave Direct 01622 710339 www.cavedirect.com

Leffe — Abbey — 6.5-9.0%

The leading Abbey beer in the UK, the brand is available in 5 varieties: Blonde, Brune, Triple and Radieuse/Vieille Cuvée and 9. Each of these unique brews is made by craftsmen who rely on hundreds of years of brewing competence and tradition. A dry, fruity, lightly spiced beer, full and creamy.

James Clay 01422 377560 — www.jamesclay.co.uk
Matthew Clark 01275 891 400 — www.matthewclark.co.uk
AB InBev: 01582 391166 — www.ab-inbev.co.uk

Liefmans — Fruit/Strong — 3.8-8.0%

Goudenband is an award winning brown beer of high fermentation, brewed with special malts, giving complex red wine-like flavours. Kriek-Brut is a stunning cherry beer, based on an Oud Bruin, then aged over whole cherries. Fruitesse matures on cherries for 18 months and is then blended with natural fruit juices for a pleasantly sweet, sparkling refreshing beer.

Duvel Moortgat 020 3740 8479 — www.liefmans.be
Matthew Clark 01275 891 400 — www.matthewclark.co.uk
James Clay 01422 377560 — www.jamesclay.co.uk

Lindemans — Lambic/Fruit — 2.5-5.5%

A range of Lambic beers from a traditional family brewery. The range of beers are produced in a similar way to champagne, and matured in oak for nearly two years.

Cave Direct 01622 710339 — www.cavedirect.com
James Clay 01422 377560 — www.jamesclay.co.uk

Maredsous — Abbey — 6-10.0%

The authentic abbey beer of the Benedictine monks of the Abbey of Maredsous in the Belgian Ardennes, still brewed to the original recipe and under close supervision of the Abbeys community. The three styles of this fine Abbey beer (Blonde, Brune and Triple) provide excellent accompaniments to food.

Duvel Moortgat 020 3740 8479 — www.duvel.de

Mongozo — Fruit/Pils — 3.6-5.0%

Easy drinking Fair Trade white fruit beer in Banana, Mango and Coconut flavours, as well as a gluten free, organic pilsner.

Cave Direct 01622 710339 — www.cavedirect.com
James Clay 01422 377560 — www.jamesclay.co.uk

Musketeers — Various — 5.9-9.2%

One of a new breed of exciting, modern craft Belgian brewers but one firmly rooted in tradition. They take traditional Belgian styles and give them a modern twist using new hops and yeast varieties to excite more adventurous drinkers. A US style IPA, Magma, a tripel and IPA cross, Obscura, and Imperial dry stout, Vestkust, black Belgian IPA, Speciale, fruity amber ale, Blond, and an Imperial Stout.

Cave Direct 01622 710339 — www.cavedirect.com

Omer — Strong — 8.0%

Top fermented blond Belgian beer with a secondary fermentation in the bottle. Ingredients include malted barley from the Loire and three varieties of aromatic hops. A full flavoured beer with a fruity aroma and a subtle bitterness.

James Clay 01422 377560 — www.jamesclay.co.uk

Orval — Trappist — 6.2%

This legendary Trappist ale is amber, bitter and full of delicious and unusual flavours. It's refermented in the bottle with brett, a funky Belgian yeast that gives it the smell of an off-kilter, almost barnyard aroma. As the beer ages this brett takes even more hold, and older vintages are stunning examples of how beers change in the bottle.

Cave Direct 01622 710339 — www.cavedirect.com

Oud Beersel — Gueuze/Fruit — 5-6.0%

Framboise harmonizes the authentic taste of Oude Lambiek and the fruity flavour of ripe raspberries.Oude Geuze is a blend of lambic from different years: 1 year old Lambic is still readily fermentable, 2 and 3 year old Lambics main contribution is to the taste. Oude Kriek has a pleasant sourness of champagne.

Cave Direct 01622 710339 — www.cavedirect.com
James Clay 01422 377560 — www.jamesclay.co.uk

PALM Special Belge — Ale — 5.2%

Smooth Belgian amber beer with malted caramel flavours and a strong hoppy finish. This light, amber beer is perfect with barbecue food, cutting right through sweetness and spice.

Molson Coors — www.molsoncoors.com

Poperinges Hommelbier — Strong Ale — 7.5%

Brewed by the independent van Eecke family brewery from Watou, West Flanders, Hommel is brewed only a stone's throw from France. The intense bitter taste comes from the local hops - this area is Belgium's biggest hop growing area.

James Clay 01422 377560 — www.jamesclay.co.uk

Rochefort — Trappist — 7.5-11.3%

Top-fermented, bottle-conditioned Trappist beers, 6 is an amber strong ale; 8 has a rich fruit cake aroma, dark chocolate & full malt body with a warming alcohol mouthfeel. 10 is revered as a Trappist masterpiece and considered one of the best beers in the world.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Rodenbach — Flemish Red Ale — 5.2-6.0%

Aged for 2 years in huge brandy casks which gives a tart taste & unusual red colour, the classic version is a blend of fully matured & young beer while Grand Cru is fully matured.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk
Molson Coors www.molsoncoors.com

Saison Dupont — Saison — 6.5%

The definitive example of a Southern Belgian classic - this farmhouse saison is simply stunning and has never been bettered. Light, fizzy and fresh, with a spiced aroma, mild sour tang and a lovely bitter finish.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

St Bernadus — Abbey — 6.7-10.0%

A range of traditional abbey ales, brewed in the classic style of Belgium's Trappist monks.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com

St Feuillen — Various — 6.5-7.5%

Blonde has a deep golden colour and a unique spiced hop aroma, while Brune is a delicately spiced amber ale with a warming dark fruit and liquorice aroma and taste. Saison golden ale is famous for its sour tang and hoppy kick. Triple has a huge fruity aroma with a delicate spice.

Cave Direct 01622 710339 www.cavedirect.com

St Louis — Fruit — 4.5%

A quarter of St Louis Premium Kriek is the juice of Obacinska krieken cherries that have been steeped in geuze for six months. It's very fruity with a hint of sourness and slight touches of almond coming from the cherry stones.

James Clay 01422 377560 www.jamesclay.co.uk

St Stefanus — Abbey — 7.0-10.0%

St Stefanus Blonde and Cruz with roots dating back to 1295, is brewed with three different yeasts and matured for at least three months.

Asahi UK 01483 264100 www.st-stefanus.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk

Satan — Strong Ale — 8.0%

Gold is a delicious Belgian strong golden ale with light fruits and spices on the nose, a smooth mouthfeel and a crisp bitter finish. Devilishly drinkable, Red is a strong amber ale with a delicious, robust flavour of dark fruits and toasted malt.

Cave Direct 01622 710339 www.cavedirect.com

Seef — Strong Ale — 6.5%

Revival of an ancient Antwerpen beer style that disappeared when breweries were closed for the WWI war effort. Technically a wheat beer, it has a citrus aroma and malt body reminiscent of fresh bread with noticeable tartness.

James Clay 01422 377560 www.jamesclay.co.uk

Siphon — Various — 5.5-7.5%

Formed in the back of a restaurant of the same name, Siphon makes small batch Belgian beer with one eye on the culinary world and its unusual ingredients. Blinker, a zingy saison, Damme Nation, a Belgian IPA, and Cassandrsa, an oyster stout.

Cave Direct 01622 710339 www.cavedirect.com

Slag — Pilsner — 5.0%

This lager is a great Czech-style pilsner with a lovely floral aroma and light, crisp finish. It's one of Belgium's best lagers.

Cave Direct 01622 710339 www.cavedirect.com

Straffe Hendrik — Strong Ale — 9-11%

Quadruple has a big rum-like central taste, backed by sweet malt, caramel and brown sugar, before a dry bitter hop finish. Triple has a deep golden body and a full white head, orange, lemon and warm spices dominate the nose, and six different malts produce a rich fruity body with caramel notes.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Tilquin — Lambic — 6.4-7.0%

Tilquin is the newest of the lambic producers but has grown quickly and is now in huge demand all over the world. At 6.4% ABV is Gueze A' La Ancienne, a dry sherberty 1,2, and 3 year old blended lambic, and Rullquin (La Rulles collab) 7/8 of Rulles Brun and 1/8 of 1 yr Lambic.

Cave Direct 01622 710339 www.cavedirect.com

Timmermans — Lambic — 4-5.5%

These Lambic beers are available in Framboise, Gueuze, Kriek, Blanche, Peche, and Strawberry varieties.

Matthew Clark 01275 891 400 www.matthewclark.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Toye	Ale	8.0%

Toye is a one-man brewery making perhaps the best Belgian strong ale in the world. Conceived, built and run by Geert Toye, the brewery may be small but the flavours are huge. The aroma of Toye Goedendag is all banana, clove and Christmas spice, with a bready bittersweetness on the tongue.

Cave Direct 01622 710339 www.cavedirect.com

Troubadour	Various	5.7-9.0%

Created in 2004 by four freshly graduated young brewers, Troubadour is fast growing a reputation as one of Belgium's most innovative new school of breweries, with a range of 3 exceptional ales and a stunning stout.

Cave Direct 01622 710339 www.cavedirect.com

t'Verzet	Various	4.9-8.5%

A young and experimental brewery taking the best of Belgian tradtion and adding modern hops and techniques to create something new and exciting, from blonds to Flemish reds.

Cave Direct 01622 710339 www.cavedirect.com

Vedett	Various	2.7-5.5%

Vedett is a beer with attitude. Vedett Extra Blond is a premium lager. It offers full-bodied, thirst-quenching refreshment from start to finish with a slightly bitter aftertaste to keep you on your toes. In 2008, a traditional Belgian wheat beer, Vedett Extra White, was added to the line up, followed by Vedett Extra Ordinary IPA in 2014. The latest addition, Vedett Extra Session IPA, is low on alcohol, but high on flavour.

Duvel Moortgat 020 3740 8479 www.vedett.com
Cave Direct 01622 710339 www.cavedirect.com
Matthew Clark 01275 891 400 www.matthewclark.co.uk
James Clay 01422 377560 www.jamesclay.co.uk

Verhaeche	Various	5.1-6.8%

This world-famous brewery is much smaller than you'd think. Producing the much-loved Vichtenaar Flemish red as well as its premiere cru version, Duchesse De Bourgogne, and a cherryaged version called Echte Kriek.

Cave Direct 01622 710339 www.cavedirect.com

Westmalle	Trappist	7.0-9.5%

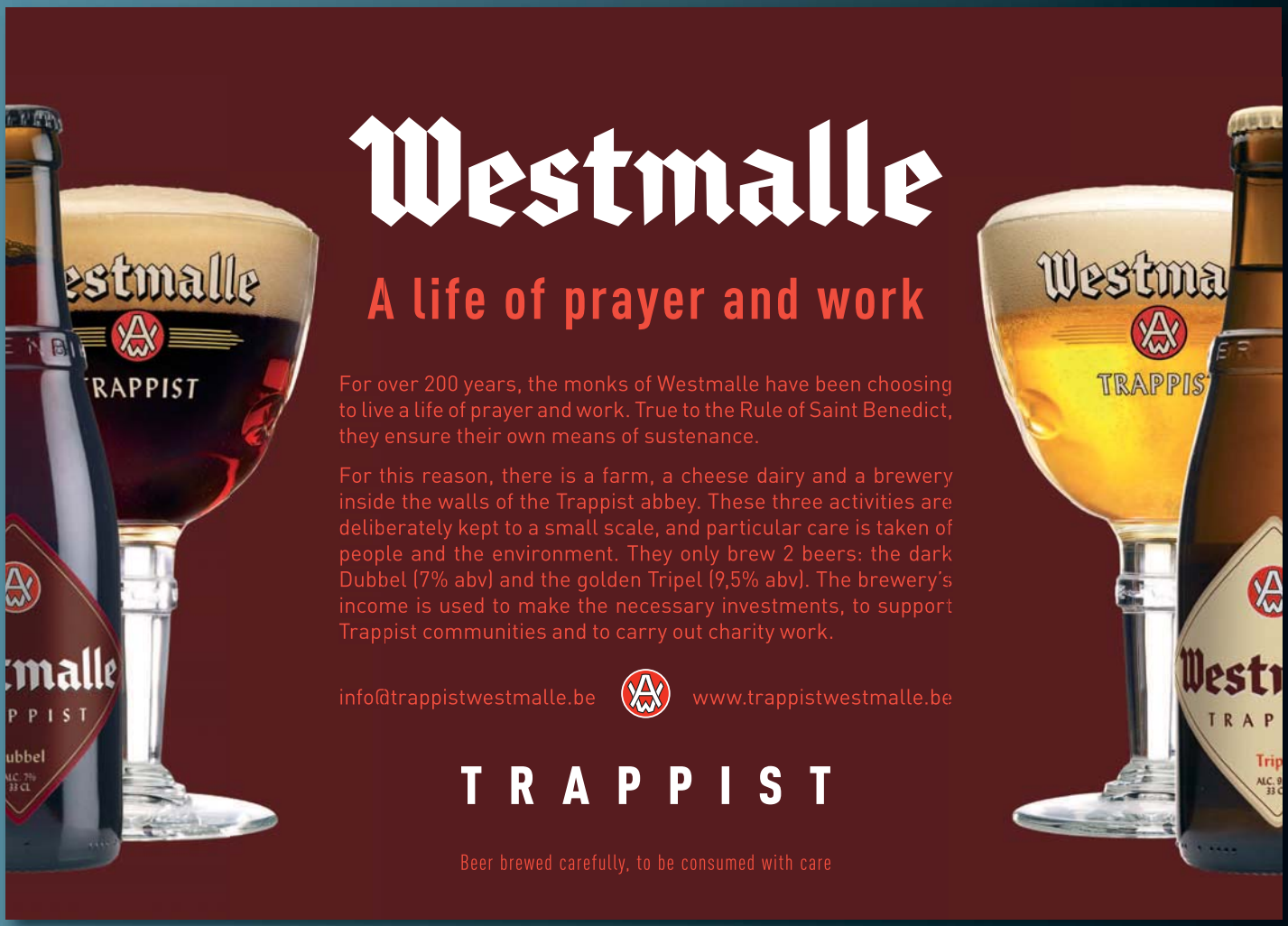
The Trappist Abbey of Westmalle make only two beers for commercial purposes: Dubbel (7%) a dark, reddish-brown beer with a creamy, fragrant head, and Tripel (9.5%) a clear, golden yellow beer with a fruity aroma & nuanced hop scent.

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Witcap	Abbey Ale	6.0%

Witcap Stimulo is a golden Blond Abbey ale with a dense head and palate, and sweet dry, hoppy aroma's.

Cave Direct 01622 710339 www.cavedirect.com



Shipping Forecast

Global Craft

Will Brexit improve the outlook for imported craft beers? Tim Webb has been following the fate of craft beer globally since before the term was coined way back and thinks he knows the answer

Well yes, obviously

It seems likely that 2019 will be the most politically and economically disruptive year for the UK economy for half a century. What this will do to the trade in better beers is subject to limitless speculation but if the ebbs and flows in the world of beer since various Western democracies began exerting their right to vote for economic turbulence are anything to go by, it may prove to be, counter-intuitively perhaps, a good thing.

The nose-dive taken by the Greek economy in the wake of the 2008 banking crash should have been, by any decent economic theory, the death knell for the emerging Greek craft beer scene. Yet in practice it blossomed.

Likewise, when Sterling adopted the sick role after the June 2016 Brexit vote, imports of higher end tasty beers should have nose-dived, yet in practice we have seen a continuing rise in the range, volume and price of top end beers, with niche beers arriving from everywhere and the £10 bottle becoming commonplace in restaurants and speciality bars.

How does this work?

In part, craft beer claws trade from wine's propensity to price itself out of the reach of people who are getting-by-with-a-bit-left-over-but-not-that-much; and in part the logic goes that if a pint of something dull costs 3 or 4 quids, 33 cl of something that tastes special at much the same price is hardly outrageous.

So what might we expect the next year or two to bring?

Experts at Export

The Belgians are global experts at export, with even the smallest producers finding their beers washing up on bizarre foreign shores, so expect a drift away from better known names towards brewers such as Rulles, Senne, Cazeau, Dilewyns, Minne, De Leite and minnows like No Science.

Czech and German beers - not all lagers - are great travellers too, though whether any serious importer will risk the costs involved in the delicate art of keeping them fresh is questionable.

American ales are a better bet. However ….

Authenticity Counts

The increasing challenge for all imports will be the failure of sales forces to come clean about which beers are made by authentic independent producers; which familiar brands are now under the simplifying influence of global giants; and which are just plausible names for 'crafty' brews with enough American hops to get the whiff - like some teenage male fragrance sold in lightweight matt black packaging.

We know from endless surveys that drinkers are looking for authenticity, diversity and distinctiveness. So if I was stocking a bar I would do some digging and look for what else is around.

Craft Gone Global

The current state of craft brewing is that virtually every country where it is legal to make alcohol is now producing some decent craft brews, usually outnumbered by a wide range of crap.

Where there were only really four countries with an active beer culture back in 1975, by 2010 there were around 30 and today that number has more than doubled. I recently sampled a dozen world-class examples from a single craft brewery in Yerevan, which in case you need to look it up is the capital of Armenia - though its lagers were not as catchy as those found down the way in Sevan.

Netherlands

Expect to see a lot more from the Netherlands, where several dozen of the 300+ new craft breweries that have emerged in the past decade produce beers tasty and consistent enough to hit the export trail. Independents like Jopen and Texel, and free-wheeling subsidiaries like 't IJ and De Molen already have footholds in the UK market but look out for names like Maximus, Oersoep, Bronckhorst and others.

Italy

Italy has seen an eruption of 900+ new breweries in the last 15 years but it is the range of ground-breaking styles that will eventually create its breakthrough. Beers made with chestnuts or fermented with grape must deserve greater airing, while the unique Italian style of pan-flat, madeira-like barley wine, developed originally by Baladin, is a new global classic.

France

Those who think the French should stick to wine need to try beers from Garrigues, Mont Salève, La Débauche, Craig Allan, or the grand-daddy of bière artisanale Française, Thiriez. If you need to taste proof, the last of these is close to the Channel ports, at Esquelbecq, with B&B with great tax-deductible allure. The development of regional promoters and small-scale importers bodes well.

Spain

Spain was a latecomer to the craft beer scene despite being Europe's fourth largest consumer of dull beers. Its 500+ new brewers appear to take the view that if the lands of Chianti and Médoc can succeed at brewing, Rioja country has little to fear. All classic styles seem fair game for imitation and in many cases improvement.

Scandi Beer

The problem with Denmark, and the rest of Scandinavia for that matter, is not the high cost of beer production but rather their conservative attitude to engaging in the export trade. Copenhagen's Amager is toe-dipping and Nøgne Ø is an old hand. Mikkeller, Evil Twin and Tø Øl by contrast commission beers from elsewhere.

Out of Europe

Other places to watch out for include Japan, Brazil, New Zealand, South Africa and the old Soviet bloc - not least Poland, where strong stouts are as traditional as they are new wave, and Estonia, which first traded beer with the UK in Victorian times.

Future Forecasting

Since about 1999, trying to predict where craft beer would go next has always been helped by working out what wine did 30 years earlier. For those too young to remember, the 1980s saw wine expanding and exploring its geographical limits. The 90s saw it become mainstream.

Of course, all this is predicated on the idea that after Brexit the UK economy will hit turbulent times, inward investment will fall along with employment, and Sterling will remain in decline. In the interests of balance, were our exit from the EU to be accompanied by great trade deals heralding the renaissance of empire and a strong revival of the Pound, who knows, it might all go to pot.

Tim Webb is the Author of The World Atlas of Beer

Nobody expects the Spanish Inquisition

Spanish Beer

Jessica Mason interrogates the key players in the emerging Spanish craft beer scene

Perceptions of Spanish beer are changing. Once considered simple sunshine beers, now the reputation for creativity in refreshment has developed and become more refined alongside our crafty palates. Indeed, ordering "dos cervesas por favor" has become pretty hip.

"Spain and its regions are in the midst of a craft beer revolution, with new breweries and beers popping up daily looking to take on the country's beer behemoths who have dominated the market for so long," says Graham Archibald, sales director of Morgenrot.

Elliot Batchelor, head of sales at Mother Kelly's agrees that Once Upon a Time Spanish beer was something we would think of as "a cold, refreshing, homogenous lager best enjoyed in the heat, preferably on the beach." But now "the craft beer revolution has spread to all corners of the country with a big focus on Barcelona and Madrid, being major hubs for all things craft and independent."

It has only been in the past few years that "more and more interesting beers have been coming out of Spain," says North Bar communications and events coordinator Sarah Hardy. "In April we put out a call for recommendations on Facebook ahead of Christian and Fay's trip to Barcelona Beer Festival and were overwhelmed by the amount of replies. There is a real scene developing in Spain, through the beers being brewed, and the bars that are showcasing them which is really exciting to see."

"Seeing Spanish brewing skill becoming more globally recognised and revered has certainly contributed to its more credible repositioning in the UK"

Leading Edge

There has been noticeable growth in the number of breweries, beer festivals, and bars that identify themselves as craft.

"It has been great to see more widespread appreciation for locally brewed craft beer, be that from visitors, locals or beer buyers. In overall beer market terms, the Eurolager style, brewed by breweries geared to mass-production dominates, but I think drinkers have been quick to take on board well-hopped ales, fruited sours and barrel-aged beasts," says Robin Barden, brand ambassador and brewer for Edge Brewery.

In January 2015, EdgeBrewing was propelled into the craft beer limelight with a Ratebeer award for Best New Brewery in the World.

"I think this also helped bring some attention to Barcelona as having a craft beer scene worth investigating," admits Barden.

Seeing Spanish brewing skill becoming more globally recognised and revered has certainly contributed to its more credible repositioning in the UK.

"Speaking to the guys at Edge recently at LCBF, I get the impression that they are exporting more and more beer every year and featuring at top beer festivals. This can only help to put good Spanish beer on the world stage," says Batchelor

"While tapas style uses small plates and flights tend to come in small measures - taste and trial as well as sharing food and drink has become an integral part of the social gastronomy"

Working Together

The trend has also been helped by the proactivity of Spanish brewers who have begun forging relationships with UK craft beer scene.

North Bars' Hardy explains "Last winter our sister business, North Brewing Co, hosted Basqueland Brewing Project to brew an imperial stout together. While the brewers were in town they took over the taps at North Bar bringing a range of their styles. We spent a lot of the recent Leeds International Beer Festival drinking beers from Edge Brewing, and again North Brewing Co hosted them for a collab - keep your eyes peeled for a Micro IPA coming soon"

In October the team from North will be heading to Bilbao alongside Track Brewing, Six Degrees North and Left Handed Giant to run the Bilbao half marathon for Action Against Hunger. "While we're in town we will be looking to try as many local beers as possible, and it would be great to see some of them in the fridges at North Bar," Hardy added, showing there is great interest and affection for the potential Spanish beer can offer craft beer fans in general.

On the Menu

The Spanish tapas dining culture has also been a trend that is complementary to pairing beers with food. While tapas style uses small plates and flights tend to come in small measures - taste and trial as well as sharing food and drink has become an integral part of the social gastronomy.

"More and more often I find restaurants here in London writing menus that are designed to be shared. This is true of beers as well. All of the beers served at Mother Kelly's are available in thirds allowing our customers to introduce more flavours to their palates," says Batchelor.

Hardy agrees "Eating small and often is our favourite way to eat on a night out. Throughout our bars we offer all of our beers in third pint measures, encourage people to share larger bottles with friends around a table, and grab a North charcuterie board or two to share."

Regional Interest

Morgenrot, UK importers for several Spanish craft brewers, also believes they benefit from their great relationship with food.

"In the UK, interest in Spanish food and drink in general has rocketed in recent years and we can now count over 500 venues serving tapas style cuisine on our high streets, with top operators such as Barrafina and Ametsa gaining Michelin stars for their success," notes Archibald, pointing out that "whereas in the past, Spanish food and drink would have all been lumped together in one category, we are now seeing consumers take more of an interest in specific cities or regions and the specialities they offer. In addition, the trend for tapas and small plates has also quickly moved its tentacles throughout the wider on-trade," he adds.

From Basque to Barcelona via Rioja

"With the craft beer boom undoubtedly making consumers more discerning in the beer they drink, and more interested in the who, the what, the why and the where behind a beer, we decided to bolster our portfolio with the additions of tipples from the Basque Country's Mala Gissona, La Rioja's Palax and the La Pirata and BeerCat breweries from Barcelona," says Archibald.

The Mala Gissona brewery from the gastronomic paradise of San Sebastian was launched to the UK on-trade last year.

"The beers are craftily produced with an array of superb flavours, hues, aromas and textures, and being from a region famed for its cuisine, are also great with food. A visit to San Sebastian isn't complete nowadays without a visit to the brewery's craft beer bar," he explains.

Another brewery looking to do things slightly differently is Cervecera Artesana from the winemaking region of La Rioja.

"With some beers made with the addition of grape must, the brewery continues to push beer-making boundaries," Archibald reveals.

Barcelona has also been one of the driving forces behind the craft beer boom. La Pirata opened its first brewery in 2015 and has gone on to win the National Award for the Best Brewery in Fira del Poblenou (Barcelona) twice, while also picking up a number of other awards including two bronzes at the Global Craft Beer Awards.

"The BeerCat brewery was set up in 2012 by Martina Molloy and Peter Bonner who swapped the mean streets of Lambeth for the vineyards of the Penedès and now produce innovative, internationally-inspired brews, which celebrate the finest raw ingredients and favourite beer styles from around the world," highlights Archibald, agreeing that it is these kinds of things have helped the Spanish beer scene develop further.

"The craft beer boom [is] undoubtedly making consumers more discerning in the beer they drink, and more interested in the who, the what, the why and the where behind a beer"

Rolling out the Barrel

Barden reminds us that Edge Brewery created a Barrica series, which so far is dominated by the imperial stouts that have emerged from used bourbon barrels sent from Heaven Hill, Jim Beam and Buffalo Trace). "Barrica #31 is the latest blend to be released - not too thick and gooey - again, you can enjoy all those bourbon, vanilla, roast and chocolate flavours to the bottom of the glass, albeit a snifter, perhaps," he grins.

Mahou is no stranger to barrel-aged beer, with its recent foray into its Barrica Series where it has started to age lager - a beer style relatively unknown for being aged. According to the team at Mahou, this is because it is a style that is vulnerable to the elements and any small infection in the liquid can generate flavours that are not ideal in beer. However, Mahou persevered.

As drinkers, we are very lucky that this happened

"I think we are possibly the first in the world to be barrel-ageing lager. I am very proud of it. It started in our research department and in the beginning it started as a joke, and I said let's introduce it into a barrel and see what happens," explains Mahou brewer Ingrid Vico.

"At the beginning, we started with just two barrels we had bought from a nearby winery. We were going there weekly, just to control the barrel and to taste it and take samples to analyse. Thing is, we were quite surprised to find that it was not just drinkable, but really very good," she says - Spanish positivity in liquid form.

Beers Without Borders

But the interesting part of the Spanish beer journey is that it has taken learnings from so many other countries and begun to master the best of what is now available across categories and styles to release beers that are exciting, adventurous, fun and flavoursome.

"Our team includes Catalans, a Brit, Argentinians and Americans of various origins," says Barden, quipping: "As our friends at Basqueland Brewing Project up in the Basque Country would say: 'La cerveza no tiene fronteras, y nosotros tampoco' - beer knows no barriers, and nor do we."

Spanish Craft

Alhambra	Granada	B D 4.8-6.4%

Founded in Granada in 1925 and named after the city's magnificent Alhambra Palace, this is one of Spain's leading brewers. The award winning range includes Reserva 1925, and Especial which is also available on draught.

Fullers Beer Company 020 8996 2000 www.fullers.co.uk

Beercat	Barcelona	B D 5.0-7.0%

Catalonian craft brewer of unfiltered, unpasteurised beers based on the British style. Beers include Barcelona Blonde a 5% golden ale, La Segadora Farmhouse IPA 7.0%, a golden colour, lively carbonation with nice yeasty notes and plenty of hops,and Siete Vidas Kolsch 5.0%, brewed with a German Ale yeast, this has a slight haze with a fruity nose and malty palate.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Cervecera Artesena	La Rioja	B C 4.9-5.4%

Cervecera Artesana is situated in La Rioja, Spain and has what must be one of the most stunning views from any brewery in the world. Founded in 2012 the brewery is nestled among the famous vineyards of the region.Ceriux is a highly-expressive, double fermented craft ale; made using an ingredient that sets it apart from other beers – grape must. After the initial brewing process it is left to age for over a month and then a secondary fermentation takes place triggered by the addition of concentrated must, provided by the next door winery. The Viura and Tempranillo grape musts add subtle aromas and flavours that make Ceriux delicious and very different. Palax is a bottle-conditioned lager made using Hallertau Tradition hops. Following on from aromas of honey, flowers and citrus fruits it has a full, rounded taste with more complexity and medium carbonation from the secondary fermentation in bottle.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Cerveses La Pirata	Barcelona	B C 5.0-11.2%

A group of home brew enthusiasts started out in 2004 and soon developed a strong following for their artisan brews. After years living a nomadic life brewing in other factories, La Pirata opened the first brewery of their own in 2015 in Súria, a small village 70km from Barcelona, producing Black Block Imperial Russian Stout 11.2%, Deep Inside Porter 6.8%, Sansa Amber Ale 6.0% Suria Gluten Free 5.0%, and Viakrucis IPA 6.0%.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Mahou	Madrid	B D 5.5%

Authentic imported Spanish lager, the official beer of Real Madrid. Mahou Cinco Estrellas, is their flagship beer at 5.1% abv. A golden beer with a creamy and consistent foam, offering a characteristic taste that is mild and fine with a fruity aroma.

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

Mala Gissona	San Sebastian	B D 5.0%

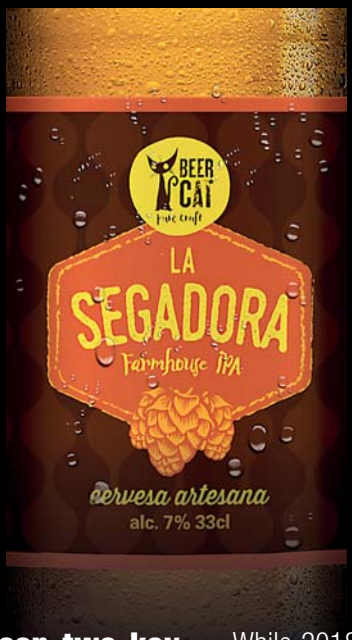
Basque brewer Mala Gissona is based in San Sebastian Apaxte Apa is an American Pale Ale (5.0%) with a golden amber colour and vibrant citrus nose of tangerines and orange peel; a full palate where initial malt sweetness is balanced with a slightly astringent bitterness. Django R. Blanchg Wheat Beer is a Belgium Blanche style of wheat beer brewed with an ale yeast; pale with a fine head, intensely fruity and spicy bouquet with a light, refreshing and lasting finish.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Vic Ale	La Rioja	B 5.0-6.2%

A pioneer in the Calatan craft beer world. Beers are brewed using a traditional top fermented high temperature method followed by cask or bottle conditioning. The Other Side Blonde and Mumbai IPA are the main imports at the moment.

Matthew Clark 01275 891400 www.matthewclark.co.uk



Latin Love

Spanish Craft

Argentina and Spain have been two key trend countries within the UK drinks trade over the last decade and both have huge depth when it comes to variety, styles and regional specialities.

These countries have been important areas of focus for Manchester-based importer Morgenrot, who have quietly been building a formidable portfolio, full to the brim of eclectic Spanish and Latin American brands from across the beer, cider, spirit and wine spectrum.

"Argentina and Spain are filled with passionate producers and a huge selection of drinks, serves and specialities."

Morgenrot's Commercial Director John Critchley comments:

"Argentina and Spain are filled with passionate producers and a huge selection of drinks, serves and specialities. Our portfolio is synonymous with the best these countries have to offer and we're confident it is unsurpassable when it comes to quality, intrigue and uniqueness."

While 2018 was a quieter year in Spain politically, the nation's growing number of craft beer brands have continued to revolt against the country's huge mainstream brewers. A host of talented and innovative craft brewers not content with Spanish volume are breaking free and are now targeting and seeing success in international markets such as the UK.

"In 2018, Morgenrot extended its Spanish craft beer stable with the launch of Palax Reserva, a flavour packed IPA"

Morgenrot has been a driving force behind this in the UK with a quartet of impressive brands already in the market including BeerCat and La Pirata from Catalonia, Palax from La Rioja and Mala Gissona from San Sebastian.

In 2018, Morgenrot extended its Spanish craft beer stable with the launch of Palax Reserva, a flavour packed IPA, La Pirata's Tropical IPA and the sublime seasonal – 'How do you like them pineapples?', which was a collaboration brew between Mala Gissona and Ilkley Brewery.

Morgenrot's Commercial Director John Critchley explains its not just the Spanish beer creating a buzz:

DISCOVER A DIFFERENT RIOJA

palax

TO VIEW THE FULL RANGE OF OUR SPANISH CRAFT BEERS & CIDER,
PLEASE VISIT: WWW.MORGENROT.CO.UK

"In addition to plenty happening with our Spanish brands, our iconic Argentine beer brand Quilmes has an exciting 2019 ahead after undergoing a full brand refresh including a new eye-catching packaging makeover of its bottles and cans.

Renamed Quilmes Clasica, it is by far Argentina's biggest beer and with the growing demand for Latin food and drink plus beautifully packaged, taste rich world lagers, we believe it can become a leading light in the world lager category."

"our iconic Argentine beer brand Quilmes has an exciting 2019 ahead after undergoing a full brand refresh"

It's been a similar story for Spain and Latin America's diverse wine and spirit industry with a huge number of innovative new producers, products and regions launching and garnering loyal followings.

With a reputation for unearthing the different, the quirky and the new, Morgenrot has continued to strengthen its offering with a selection of drinks from 'off the beaten track' regions of Spain and Latin America.

The importer recently launched a unique quartet of Somewhere Else wines from the Tulum Valley at the foot of the Andes, which includes a fruit-driven Malbec, a Cabernet Franc, Petit Verdot and a one-of-a-kind Torrontes-Pedro Gimenez blend.

For the more adventurous, Morgenrot has also been spearheading the revival of sherry and vermouth, plus has been busy putting Spanish gin on the map in the UK with a host of exciting launches.

"With a reputation for unearthing the different, the quirky and the new, Morgenrot has continued to strengthen its offering with a selection of drinks from 'off the beaten track' regions of Spain and Latin America."

Critchley continues:

"Our Bodegas Baron sherry brand has seen consecutive, back-to-back double-digit growth with our decision to concentrate on the drier side of sherry definitely paying off in helping us attract new consumers to the category. In a similar aperitif vein, our new selection of Spanish vermouth brands are also making their mark in the UK On-trade and with gin-novation abound in Spain as it is around the world, we also rolled out a five-strong range of Spanish gins. With Latin food and drink still bang on trend and Spanish cuisine continuing to grow in popularity, we're confident we have the drinks to impress in 2019."

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SOMEWHERE ELSE

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www.somewhere.com.ar

www.morgenrot.co.uk

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It Takes Two to Tango

Drink Latino

From hand-held tacos and tamales in urban street food venues, to rodizio and asado barbecue concepts, the flavours and cooking style of Latin and South American have moved firmly into the mainstream of the casual dining sector.

It takes two to tango, though, and matching Latino drinks with these food styles gives pubs and bars an opportunity to really get the party started.

John Critchley, commercial director of Morgenrot, distributor of Argentine beer Quilmes, as well as wines from Argentina and Chile, says: "Latin and South American cuisine has been bang on trend and I expect interest to continue to grow in 2019. Small plates and sharing dishes are central to the success along with vibrant colours, ingredients and flavours that are guaranteed to light up the palate."

Matchmaking

"When it comes to drinks to complement, pair and match with dishes, the good news is that the continent is blessed with an incredible array of beers, wines, spirits, liqueurs, rums and so much more," explains Critchley.

"Whether you need a lighter, crisp lager like Quilmes to go alongside ceviche or empanadas, a bold red like our Somewhere Else Malbec to match to a fat steak cooked over fire or a Mesqual with your cheese and charcutier, there is a drink for every dish."

Quilmes, which has grown listings in upmarket bars through its links with the international Polo scene, has a new design and has been renamed Quilmes Clasica.

"With the growing demand for Latin food and drink plus beautifully packaged, taste rich, world lagers, we're thrilled to launch the stunning new branding, which will be key as we look to make the brand a leading light in the super premium lager category in the years to come," says Critchley.

"Small plates and sharing dishes are central to the success along with vibrant colours, ingredients and flavours that are guaranteed to light up the palate"

The Beers of Summer

AB InBev's Mexican beer Corona is the UK's best-selling 'sunshine' beer, as defined by CGA, and with 79 per cent of Corona drinkers visiting pubs and bars between 5pm and 8pm, it's an ideal brand to match with Mexican-style menus. Patricia Garcia, Corona marketing manager, says: "With South American themed menus and nights being increasingly popular within the ontrade, it is

important to make sure the drinks you stock match the atmosphere you're working to create.

"Corona is strongly associated with the summer and gatherings with friends, making it an essential pairing for any Latin American themed night. To bring out the flavours of your South American menu, keep it simple. The iconic image of Corona, with its slice of fresh lime, will perfectly complement and bring out the bold flavours of Latin American cuisine from tacos to ceviche."

"South American restaurant groups like Las Iguanas and Cabana now offer a wider variety of beer styles than just lager to cater for a wider range of tastes, and both Rothhammer and Motim have added great value in this area"

Recent support for Corona included solar powered DJ booths, which benefited from 2018's long hot summer, supported by merchandising and promotions in bars that marked the sunset hour. Bars stocking Corona-branded deck chairs and ice buckets saw an uplift in sales of 14 per cent.

Brazilian Craft

Trilogy Beverage Brands distributes beers including Brazilian brands Motim and Devassa, and Rothhammer Chilean Beer. Darius Burrows, managing director, says: "Consumers love to try new authentic flavours and dishes, and their curiosity for new authentic experiences shouldn't end with what they can eat. There is huge value in customers providing consumers with interesting new drink experiences.

"South American restaurant groups like Las Iguanas and Cabana now offer a wider variety of beer styles than just lager to cater for a wider range of tastes, and both Rothhammer and Motim have added great value in this area. Las Iguanas even suggest food pairings for each beer and we believe that food and beer matching is an ever increasing trend."

"Alongside classics such as the Margarita and Tequila Sunrise, try a Verdita – our signature serve for Corazón, made with fresh fruit and veg including jalapenos"

Tequila Cocktails

Pre- and post-dinner cocktails and mixed spirits drinks are also an opportunity to add a Latin theme. Hi-Spirits has introduced a four-strong range of Corazón Tequilas in the UK. Managing director Dan Bolton says: "Many of the great tequila cocktails have a 'sunshine' feel that gives them strong customer appeal.

"Alongside classics such as the Margarita and Tequila Sunrise, try a Verdita – our signature serve for Corazón, made with fresh fruit and veg including jalapenos, and with a strong appeal to consumers who enjoy the fresh, spicy flavours of Latin cuisine."

Get the Party started:

If you're putting on a Latin themed event, make sure you've covered all the drinks categories, from beer to wine and spirits – although you will have to look to Spain to keep the cider drinkers happy.

"When it comes to beer, bucket deals work extremely well visually and in driving the upsell but operators need to make sure the beer options can be seen. That means good lighting in the fridge, descriptions on the menu and online." - John Critchley, Morgenrot.

"Tap into the 'party' appeal with merchandising that is proven to drive sales. Creating a moment in your bar with themed music and some decorations will increase footfall and how long people stay in your bar to enjoy the Latin night." - Patricia Garcia, Corona

"Operators have to walk a line with tequila in term of customer engagement. There are clearly many more consumers interested in provenance and heritage, and it's important to have a range with credibility. Equally, tequila is a party spirit that is part of consumers' enjoyment of a night out. A shot of tequila with a slice of lime and a lick of salt, or a Monte Alban Mezcal with the infamous worm in the bottle are both classic drinking rituals." – Dan Bolton, Hi-Spirits.

Authentic Discovery Lagers

Introducing KBE

It is well documented that the decline in mainstream lagers is being partly offset by discerning consumers drinking less but choosing more premium brands.

Whilst the craft beer segment continues to grab the headlines the continued growth of imported, authentic discovery lagers is arguably of greater significance.

Consumers will continue to seek exciting and differentiated products but many reject the challenging taste profiles of craft beer, so instead they are searching out interesting new lagers from around the world.

In recent years KBE have established a portfolio of unique brands primarily focussed on distributing the next generation of discovery lagers to the premium on trade sector.

"Consumers will continue to seek exciting and differentiated products but many reject the challenging taste profiles of craft beer."

KBE Drinks established themselves in the UK back in 1989 to oversee the launch of Kingfisher Beer into the UK's burgeoning Indian restaurant channel.

As the market evolves, KBE Drinks portfolio now includes 14 different beer brands from all over the world that will delight and refresh consumers across both food and wet led outlets.

The iconic Dos Equis is a great example providing welcome relief from the established Mexican brands, Dos Equis is becoming a brand that consumers are prepared to experiment with and pay more for.

"Whilst the craft beer segment continues to grab the headlines the continued growth of imported, authentic discovery lagers is arguably of greater significance."

Similarly, brewed in Sardinia since 1913, Ichnusa is a golden lager with a hoppy but moderately bitter taste. Since its UK introduction this year it has had significant success in premium Italian restaurants that want to differentiate their offering from other top restaurants and high street chains.

It doesn't stop there, KBEs range also includes, Lion from Sri Lanka, Sagres from Portugal, Krusovice from the Czech Republic, and many more.

Something for every occasion and channel.

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Discover more: www.kbedrinks.com - info@kbedrinks.com - 01622 351110

The French Beer Revolution

French Beer

In our obsession with French wine, we often forget that France has a noble brewing tradition, with its contemporary practitioners making some of Europe's most iconic beers, says Adrian Tierney-Jones

Would you like a glass of French beer? How about Mont Blanc's ravishing Witbier, which recently won a gold medal at the Brussels Beer Challenge. The same beer also won big in the World Beer Awards, as did several of its other brands but 'beating the Belgians on their style in Brussels is, I admit, somewhat more pleasant,' says brewery founder Sylvain Chiron.

Brasserie Mont Blanc is situated in Chambéry, in the Rhône-Alpes region in south-eastern France and water for brewing is brought in from a water catchment on the eponymous mountain. 'We have from the beginning put quality first, whatever the cost, even if it means using at great expense only pure spring water collected above any human activity, and therefore pollution, or keeping beer in cold maturation for more than four weeks!'

On the other hand, you might like a strong ale that has been matured in Cognac barrels in the heart of Cognac country by the much-acclaimed La Débauche, or how about a Belgian-style blonde that has been fermented with grape skins - step forward Mont Salève, a nano-brewery that makes its beers close to the Swiss border, south of Geneva.

Northern Lights

Then there is Paris, where good beer, just a decade ago, usually meant Belgian imports and the odd British-owned brewpub. Now in and around the city of light there is a growing and vibrant beer culture, which includes La Goutte D'Or, Les Brasseurs du Grand Paris (look out for its lush Porter Gourmonde) and Deck & Donohue (Indigo IPA please).

There are around 1400 breweries in France, which can be contrasted with the 2000+ in the UK, making the French figure all the more remarkable. Many of these establishments are tiny operations, though there are also family-run breweries in the north as well as the eastern province of Alsace.

"One of the great attractions of Meteor's beers is that they are brewed in Alsace using local ingredients in our historic brewery and bartenders can chose from an original, award winning, range of premium imported French beers"

Here is St. Sylvestre's 3 Monts, a shimmeringly golden and potent 8.5% beer from one of the great breweries of the northern part of France, an area notable for bières de garde. Brasserie Duyck's Jenlain Ambrée is a classic of the style, a spicy, herbal and smooth beer that finishes with a superb malt-accented finale.

Meanwhile, also in the same area outside the commune of Wormhout, we find the beers of Brasserie Thiriez, seen as one of the first craft breweries in the country - if you can find it, it's worth seeking out its Blonde d'Esquelbecq, a 6.5% blonde that was the brewery's first beer, but there is also a DIPA, porter and saison amongst its other products.

Lille for Beer Lovers

Another northern French brewery whose beers are available in the UK is Pelforth, which is located close to the great beer-drinking city of Lille (this is where you go to luxuriate in great French beer at La Capsule, one of the best craft beer bars in the country).

Originally opened in 1914 (not a great time for this part of the world), it joined the Heineken family in the late 1980s and its beers are growing in popularity in the UK as Graham Archibald, Sales Director of importers Morgenrot, explains: "It's not just the French football team who had a fantastic summer as our Pelforth continued to score record growth throughout the year with interest peaking during the World Cup.

I think the success of the French football team also boosted interest in all things French and helped increase sales in outlets that were putting on themed events for the World Cup or serving them alongside classic French cuisine.

"Pelforth is listed in the Cote restaurants across the UK and is the iconic French choice alongside some classic French cuisine. Perfect for consumers who want to immerse themselves in a nation's culture when eating and drinking."

Alsatian Independence

Let's go east. Maybe it's because of its proximity to Germany (which annexed it twice between 1871 and 1945), but Alsace is one of the major brewing heartlands not only of France but Western Europe (according to archeological research in the northern part of the province brewing has a history going back to pre-Roman times). Even though it's the Carlsberg owned, Welsh brewed Kronenbourg enterprise that dominates the area, one of the most eminent breweries is Brasserie Meteor.

Based in the village of Hochfelden, this is the oldest brewery in France (brewing has been taking place onsite since the 1640s) and is now run by the eighth generation of the Haag family, which is in direct contrast to a lot of its Alsatian contemporaries who in the last couple of decades have undergone takeovers and closures. This ferociously independent company has a well-regarded portfolio of beers, including its two bestsellers Blonde Lager and Pilsner. As well as these, other Meteor beers available in the UK include the Witbier Blanche, the Abbey Ale Wendelinus and a selection of seasonal and limited edition craft-style beers.

A Meteoric Range

According to the brewery's UK spokesperson, Hugues Brisset, "One of the great attractions of Meteor's beers is that they are brewed in Alsace using local ingredients in our historic brewery and bartenders can chose from an original, award winning, range of premium imported French beers. We have seen our sales in the UK increase regularly since 2010 (particularly in the French sector) and have cemented our position as the best selling imported French brand in the UK in 2018.

"Meteor Blonde lager is the most "sessionable" of our beers, closely followed by Meteor Pilsner, so both are well suited to a bar environment. We are always happy to work in partnership with bar operators to select the best fonts for their outlets and we support stockists with glassware and relevant point of sale material."

It's a measure of the quality of Meteor's beers that they are regularly awarded medals in beer competitions such as the World Beer Awards and the Brussels Beer Challenge, which Brisset says "Is a recognition of the hard work of the brewing team and vision of our eighth generation family owner and MD Edouard Haag. We are willing to show our know-how in brewing both traditional and modern style beers without compromising on quality."

Edouard Haag, Meteor's 8th generation family brewer

Would you like a glass of French beer? Of course you would.

Meteor UK: Hugues Brisset, 07703474477.
Casa Julia (UK Importer): info@casajulia.co.uk

World Class Beers

Amazon	Brazil	B 4.1%

Voted Best Craft Brewery in Brazil 2013, Amazon was founded in 2000 at the mouth of the Amazon River. It has built a reputation for producing unique, high quality beers, many of which are made with exotic fruits hand-picked from the banks of the famous river and surrounding rainforest. Forest Bacuri is a multi award winning fruit beer, brewed with Bacuri – a wild citrus fruit unique to the Amazon Rainforest. Forest Pilsen is brewed adhering to German brewing principles.

World Beers 01279 600044 www.world-beers.co.uk

Bellerose	France	B D 6.5%

This award winning beer is a hybrid of a French 'Bière de Garde' and an IPA. With distinctive citrus and lychee aromas, it has a hoppy, but refreshing aftertaste.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Birradamare	Italy	B 4.9-6.3%

Birradamare was set up in Ostia, on the coast outside Rome in 2004 by two friends and beer lovers Elio Miceli and Massimo Salvatori. The range of beers include Na Biretta Chiara, a perfectly balanced lager, inspired by the Czech Pils style, Na Biretta Rossa, Dammen IPA, Raaf and Roma Bionda.

World Beers Ltd 01279 600044 www.world-beers.co.uk

Birra Del Borgo	Italy	B D 5.0%

One of Italy's most popular craft breweries, Birra del Borgo has been rethinking beer since 2005. The brewery is located about 60 miles east of Rome and is famed for its highly rated Re Ale IPA as well as many other beers inspired by international brewing traditions. Spritzy, refreshing and light, Cortigiana is a delightful golden ale. Lisa, so named because Lager Is Simply Amazing, is a golden beer brewed with a highly prized Italian Senatore Capelli wheat and orange peel. A genuine craft lager with intriguing and elegant aromas, a well balanced taste and a crisp dry finish. Now available on draught in the UK

AB InBev 01582 391166 www.birradelborgo.it

Birra Moretti	Italy	B 4.5-4.8%

A genuine imported Italian beer produced using a traditional process that has remained almost unchanged since 1859 using a particular mixture of hops, that gives the beer its aroma and unique fragrance, intensifying the slight bitter flavour.

Carlsberg UK 01604 668866 www.birramoretti.com

Chili Beer	Mexico	B 4.2%

Brewed in Tecate, Mexico this beer has a chilli in every bottle for a strange hot and cold experience!

Pierhead 01322 662377 www.pierhead.uk.com

Cisk — Malta — B C 4.2%

Simonds Farsons Cisk remain independent brewers and committed to the family traditions and heritage that sustained the brand all these years. Cisk beers consistently achieve international recognition confirming their quality and adding to their prestige.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Coopers Ales — Australia — B 4.5-5.8%

A fiercely independent family brewer and the only major Australian brewery still owned by Australians, Coopers enjoys an international reputation as a brewer of distinction. Flagship Coopers Pale Ale is naturally fermented in the 'Burton-on-Trent' style, a secondary fermentation creates the trademark sediment that gives 'Pale' its fine cloudy appearance.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Cruzcampo — Spain — B 4.8%

Spain's largest beer producer, founded in 1904 and one of the biggest volume Spanish brands in the UK. Brewed in Seville, the leading export is Pilsen, a golden beer, with a malty aroma and a clean, refreshingly crisp finish.

Heineken 08457 101010 www.heineken.co.uk

Cubanero Fuerte — Cuba — B 5.4%

Brewed by Cerveceria Bucanero this strong, full-flavoured beer is made from superior malt & blended with just a touch of Cuban sugar. 100% original Cuban beer. Full flavoured with subtle malt undertones and refreshing sweet notes.

Pierhead 01322 662377 www.pierhead.uk.com

Day of the Dead — Mexico — B 4.6-6.8%

Brewed to celebrate life and honor the traditions of this great Mexican holiday. Seven beers make up the portfolio: Blonde Ale (5.3%) Amber Ale (5.5%) Pale Ale (4.7%) IPA (6.8%) Porter (4.6%) Hefeweizen (5.4%) and a Chocolate Stout (5.0%).

Matthew Clark 01275 891400 www.matthewclark.co.uk
Pierhead 01322 662377 www.pierhead.uk.com

Devassa — Brazil — B 4.5%

Cult beer from Brazil, brewed in 5000 litre batches using imported malts and conditioned for at least 15 days

Matthew Clark 01275 891400 www.matthewclark.co.uk

Devil's Peak — South Africa — B 5-7%

The pioneering craft brewery founded at the foot of Cape Town's Devil's Peak Mountain, UK range includes Cut & Run Pale Ale and the intense, hazy Dead Reckoning IPA.

Devil's Peak UK www.devilspeakbrewing.co.uk

Dos Equis — Mexico — B 4.2%

A golden pilsner-style beer made from pure spring water and the choicest hops, this is Mexico's iconic beer, brewed the same way since 1897

KBE Brands 01622 351110 www.kbedrinks.com

Einstok — Iceland — B D 5.2-6.7%

The brewery is located just 60 miles south of the Arctic Circle, delivering the purest water and the perfect foundation for brewing deliciously refreshing craft ales which include White Ale, Pale Ale, Toasted Porter and Wee Heavy, which is brewed in the style of a Scotch Ale.

Matthew Clark 01275 891400 www.matthewclark.co.uk
Love Drinks 020 7501 9630 www.lovedrinks.co.uk

Estrella Damm — Spain — D B 4.6-7.2%

A pilsner style beer that has been brewed in Barcelona since 1876 and is the flagship beer of S.A. Damm, who also brew gluten-free beers - Daura Damm and Marzen - and a craft beer - Inedit Damm, which was created by El Bulli chef, Ferran Adria.

Marstons 01902 711811 www.marstons.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Estrella Galicia — Spain — B D 4.7%

From the fourth generation family owned brewery in La Coruna, northern Spain, this is a refreshing beer with a characteristic flavour, crafted using traditional methods. Gluten free version also available.

Instil Drinks 020 7449 1685 www.instildrinks.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Hertog Jan — Netherlands — B 5.1%

Originally a brand only, owned by distributor De Kikvorsch in Deest. Under this brand several types of beer were released, of which the top-fermenting beers were all made at the Arcense Stoombierbrouwerij in Arcen.

AB InBev 01582 391166 www.hertog-jan.com

Hitachino Nest — Japan — B 5.5-7.5%

A range of craft beers renowned in Japan and in the last few years becoming known and respected worldwide. Recognised by their signature 'owl' logo, the beers combine European beer-making technology with traditional Japanese brewing techniques; a wide range of craft beers are available: White Ale, an IPA, a Saison and a Red Rice Ale.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Ichnusa — Italy — B 4.5%

Since 1912 Ichnusa has been synonymous with Sardinia and is the island's leading beer. This authentic golden lager has a hoppy but moderately bitter taste and pairs perfectly with Italian cuisine.

KBE Brands 01622 351110 www.kbedrinks.com

Jack Black — South Africa — B 5.0-7.2%

Family business Jack Black's Brewing was founded in 2007 in Cape Town, and has grown to become one of the country's best known craft beers. Their core range is Brewers Lager, Keller Pils, Atlantic Weiss and Cape Pale Ale, while a specialty range includes Skeleton Coast IPA and Lumberjack Amber Ale.

Instil Drinks Co 0207 449 1685 www.instildrinks.co.uk

Kirin Ichiban — Japan — D B 4.6%

The Japan Brewery Company, the forerunner to KIRIN, was established in 1885, and by 1888 they began brewing KIRIN. The market welcomed KIRIN, recognizing the beer's authentic German brewmasters who used German ingredients.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Kingfisher — India — B 4.8%

Kingfisher is crisp, clean and unfailingly refreshing, it's deft balance of light bitterness and citrus makes for a perfect partnership with the heat and spice of even the richest curry.Crisp yet refreshing bitterness with citrus hints.

KBE Brands 01622 351110 www.kbedrinks.com

Kissmeyer — Denmark — B 4.2-9.5%

Anders Kissmeyer is considered the third most important brewer in the history of Danish brewing. Beers include Burning Kiss - an Amber Ale, Easy Kiss - a US Style Pale, Eclipsed Kiss - a US Style Stout, Into the Black - a US Style Black IPA, Stocholm Syndrome - DIPA, Strange Fruit Tripel - a US Belgo Style Tripel and Young Lust - a Belgian Blonde.

Matthew Clark 01275 891400 www.matthewclark.co.uk

La Goudale — France — B 7.2-7.9%

In XVIth century France, good beers were called Goudale, Goudalle or Good Ale. These good beers were sold for 2 deniers per pot at a merchant called The Goudalier. La Goudale brewery continues to use the experience, passion and the name from this time to produce phenomenally good beers.

Instil Drinks Co 0207 449 1685 www.instildrinks.co.uk

La Trappe — Holland — B 5.5-10%

Trappist brewery founded in 1880 by monks seeking refuge from France. 100 years later the friars regained control of the brewery and today brew a range of beers; Dubbel (7%), Triple (8%) and Quadruple (10%) which spends extra time fermenting in the cellars in oak barrels where it takes on a unique scent and flavour that is comparable to wood aged red wine. Witte (5.5%) is the first and only Trappist white beer in the world, unfiltered & brewed with very aromatic varieties of hops and mainly wheat malt.

James Clay 01422 377560 www.jamesclay.co.uk
Cave Direct 01622 710339 www.cavedirect.com
Molson Coors www.molsoncoors.com

Lervig — Norway — B C D 4.7-10.4%

Craft brewer with a reputation for top quality, exciting beers, including ales such as Konrad's Stout, Lucky Jack, an American Pale, Hoppy Joe, an American Red, and the chocolatey Betty Brown. There's also a Belgian style Wit, a lemony sour Berliner Weiss, and the delicious crisp and refreshing Lervig Pilsner.

Cave Direct 01622 710339 www.cavedirect.com

Lindeboom — Holland — B 5.0%

Since 1870 Lindeboom, one of the few still fully independent family breweries in the Netherlands, brews beer in the traditional way with attention to the flavour of each single brew. A mostly bitter mix of herbal hops and malt with a nose of sweetcorn. This is a high quality, very drinkable fruity beer with a dry, lime-like hoppiness to finish.

James Clay 01422 377560 www.jamesclay.co.uk

Lion — Sri Lanka — B C 4.8-8.8%

The Pearl of the Indian Ocean. Its slight sweetness and tempered hops make it an authentically refreshing lager, reinforced by its 130 years of heritage. The renowned 8.8% Lion Stout must be tried to be believed. Deep black and surprisingly sweet with heavy hints of mocha from its dark roasted barley.

KBE Brands 01622 351110 www.kbedrinks.com

Little Creatures	Australia	B D 5.2%

Hop flowers direct from growers in Victoria, Tassie and the US provide the intense citrus and stone fruit characters that are carefully balanced with select speciality malts. A beer that's ultimately refreshing with a distinct bitterness.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Menabrea	Italy	B D 4.8-5.0%

The oldest continuously producing brewery in Italy. Lager beers brewed using barley from the champagne region, Bavarian Halletau hops and pure Alpine glacier water, lagered for at least 30 days.

James Clay 01422 377560 www.menabrea.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Meteor	France	B 4.6%-5.0%

An award winning French family brewery in the Alsace, the permanent range includes Blonde, Blanche, and Classic 27 Pilsner a distinctive beer in the Czech style brewed since 1927. A Craft Beer Lab also releases limited edition draught only beers.such as Meteor Supernova White IPA, Meteor Fusion Spicy Pale Ale

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Mexicali	Mexico	B 5.0%

Available in Golden - with aromas of sweet malt, lightly floral and hoppy - and Dark - a real beauty. The color is bright, clear and dark brown. The aroma is lightly sweet, pleasant toasted malt, with a slight coffee background. This medium bodied dark beer has great carbonation and finishes with strength.

Pierhead 01322 662377 www.pierhead.uk.com

Modelo	Mexico	B 4.4-5.4%

A rich, full-flavoured pilsner beer with a slightly sweet, well-balanced taste, light hop character and crisp finish. Negra is darker, stronger with a distinctive, creamy taste.

Matthew Clark 01275 891400 www.matthewclark.co.uk

New Zealand Beer Collective	N Z	Various

NZ Beer Collective was formed in 2016 to act as exclusive importer, national distributor, brand management and sales of the New Zealand Beer Collective. The breweries they now represent are 8 Wired, Behemoth, Craftwork, Funk Estate, North End, ParrotDog and Yeastie Boys.

New Zealand Beer 0203 637 9329 www.newzealandbeer.co.uk

Nils Oscar	Sweden	B 4.2-6.7%

The Swedish family-owned microbrewery known for a range of craft beers, most famously God Lager, but the range also includes India Ale, Session IPA and Pale Ale.

Pierhead 01322 662377 www.pierhead.uk.com

Nøgne Ø	Norway	6.0-9.0%

Literally translated as 'naked island', Norway's largest craft brewery, founded in 2002 by two home brewers, makes a wide variety of top-fermented and bottle conditioned beers, including a refreshing Pale Ale and the magnificent Imperial Stout.

James Clay 01422 377560 www.jamesclay.co.uk

Nomad	Australia	B 4.0-6.0%

Based on Sydney's Northern Beaches under the guidance of brewmaster Leonardo Di Vincenzo. A brewery started based on a passion for adventure and the desire to create something unique. Focusing on traditional styles with a Native Australian twist. Beach House ,a Pale- Sour Pale Ale (5.0%), Freshie Salt & Pepper Gose (4.0%), Jet Leg IPA (6.0%), Juicy As Fruit IPA (4.5%), and South Pacific Dream, a South Pacific Ale (4.0%).

Matthew Clark 01275 891400 www.matthewclark.co.uk

Pacifico Clara	Mexico	B 4.5%

A pilsener type beer, brewed since the beginning of 1900's when the brewery was founded by German expats. Clara means clear in Spanish and this is a pale blonde lager.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Page 24 | France | B 4.9-7.9%

Exciting French craft brewery close to the Belgian border, named after a medieval saint who recorded a recipe for hopped beer on the twenty fourth page of a sacred script. A wheat beer and a biere de garde are available, along with a Brune biere de garde and a Rhub IPA - a collaboraton with Nøgne Ø; the rhubarb cuts right through the malt and leaves a sourness on the finish.

Cave Direct 01622 710339 www.cavedirect.com

Palma Cristal | Cuba | B 4.9%

The authentic Cuban beer, brewed with the highest quality ingredients. Its personality and truly refreshing taste has made it the favourite and most popular beer in Cuba.

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pang Pang | Sweden | B 5.8-10%

Based in Hökarängen, in the south of Stockholm, Pang Pang created the Swedish wave of craft brewing when Fredrik Tunedal built the brewery at age 25 back in 2010. With the pillars of the company “hand-made” and “small scale”, Fredrik goes the long way to deliver beers that few others have the patience, grit, warped-thinking or power to produce. Flamingogo IPA 6.0%, Gaffa Earl Grey IPA 5.8%, Golden Glock Fruit IPA 6.0%, Prepper Double IPA 8.0%, Shower Beer 10.0%, and Tikitango Pale Ale 4.5%.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Pelforth | France | B 5.8%

Established in 1914 in Northern France, the brewery’s flagship brand, Pelforth Blonde is a classic bistro beer with a clean, thirst-quenching taste with touch of malt and vanilla and a delicate profile that belies its strength.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
KBE Brands 01622 351110 www.kbedrinks.com

Peroni Nastro Azzurro | Italy | B D 4.7-6.6%

The number one premium Italian imported lager has been joined by a Gluten Free version a new 'aperitivo-inspired' beer, Peroni Ambra which is designed to be served over ice and garnished with a twist of orange peel. Also available is Gran Riserva, a full flavoured strong lager and Red, a darker and hoppier beer that is the favourite in Italy

Asahi UK 01483 718 100 www.asahibeer.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pietra | France | B 6.0%

A unique speciality bottom fermented beer brewed with chestnut flour and no artificial ingredients. Chestnuts are the signature fruit of Corsica and are hand picked and combined with selected malts to brew this award winning amber beer.

James Clay 01422 377560 www.brasseriepietra.co.uk

Pistonhead | Sweden | C 4.6%

Kustom Lager, a very rich malty flavour with a balanced and marked bitterness. A malty fragrance with hints of syrup loaf, and a medium gold colour.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Polar Monkeys | Denmark | C 5.0-6.0%

The first beer from Denmark’s Theodor Schiøtz Brewing Company has been introduced into the UK market. The range includes Amber Lager, Golden Ale, and IPA.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Quilmes | Argentina | B C 4.9%

A cult classic, dominating the South American market since 1888, Quilmes is brewed using the finest Patagonian hops, barley and using the purest, crystal clear water. Quilmes has a golden hue, expansive character on the palate with fruity undertones and a rich texture.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Red Pig | Mexico | B 5.0%

This craft brew is bright, deep red copper in color, aromatic, intensely floral - hoppy, lightly sweet and malty. Full bodied with a pleasant bitterness, smooth sweet malt character, creamy head, good carbonation, and a bitter sweet finish.

Pierhead 01322 662377 www.pierhead.uk.com

Rothhammer	Chile	D 4.5-5.5%

The first Chilean craft beer to be imported into the UK. The range includes Real Golden Ale, Brave Red Ale, Nazca IPA and Stratus Lager

Matthew Clark 01275 891400 www.matthewclark.co.uk

Sagres	Portugal	B D 5.0%

Brewed using traditional methods with water, malt, cereals that have not been malted and the finest hops. No additives or preservatives are used in its brewing. Light and golden in colour, moderately rich with a dry and pleasant refreshing taste.

KBE Brands 01622 351110 www.kbedrinks.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Schremser	Austria	4.8-5.1%

A small brewery on a nature reserve using organic malt and hops, and producing a range of traditional and innovative beer styles such as Bio-Roggenbier, an award winning Rye beer.

Euroboozer 01923 263 335 www.euroboozer.co.uk

Singha	Thailand	C 5.0%

A premium lager beer brewed from the finest ingredients, Singha is a full-bodied 100% barley malt beer that is distinctively rich in taste with strong hop characters. Brewed with three hops: Saaz, Perle and Hallertau

Matthew Clark 01275 891400 www.matthewclark.co.uk

Sleeman	Canada	B C 4.2-4.8%

Canada's foremost craft brewery. Family-run with over 200 years of brewing expertise. Honey Brown Lager 4.8%, a rich copper colour with a creamy, off-white foam head, creating a full-bodied lager with a touch of natural honey and a slightly sweet finish. and Sleeman Railside Ale 4.2%, amber ale with a distinct hop flavour, medium body and a white lacy head.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Stiegl	Austria	4.9-5.1%

A range of beers from Austria's oldest brewery, founded in in 1492 in Salzburg and still owned and run by the family

Euroboozer 01923 263 335 www.euroboozer.co.uk

To Øl	Denmark	Various %

Gipsy brewers that love brewing with unlikely ingredients and pushing the boundaries of beer styles while always trying to produce something easy drinking and approachable.

Cave Direct 01622 710339 www.cavedirect.com

Tsingtao	China	B 4.7%

Pronounced Ching Dow, a truly authentic Chinese beer, only ever brewed in the sea port of Qingdao, in North Eastern China

Halewood 0151 480 8800 www.halewood-int.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Tyskie Gronie	Poland	B 5.0%

The brewery in Tychy is one of the oldest in Europe, from 1629, with beer produced continuously for almost 400 years. It has a delicate hop aroma, golden color and thick, white head.

Matthew Clark 01275 891400 www.matthewclark.co.uk

Wendelinus	France	6.0-6.8%

An abbey beer with a range of flavours that mature on the palate with every mouthful, Blonde is brewed to a recipe introduced to Brasserie Meteor originating from the 9th Century. Tenebris is a dark and intense brown beer with complex aromas and notes of coffee and dark chocolate

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Windhoek	Namibia	4.0%

Brewed in accordance with the Reinheitsgebot , a thirst quenching Premium lager from one of the world's driest countries. Windoek Lager is full-bodied with a high proportion of malt; slightly more bitter than other lagers it pours with a beautiful foam head which makes it so distinctive.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Zywiec Krakus	Poland	B 5.6%

Poland's most premium pilsner lager beer, it has been brewed exclusively in the town of Zywiec since 1856 .

Matthew Clark 01275 891400 www.matthewclark.co.uk

Cider

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The Core Cider Market

Cider Preview

As cider continues its steady progress from backbar fridge to bar top and table, the winners will be those venues that offer a selection of premium, draught and craft brands. John Porter investigates

Cider is more than holding its own in the on-trade. CGA on-trade data produced for Westons Cider, covering the period to September 2018, shows that cider is worth £1.83bn in the on-trade, with 74% sold on draught, apple cider accounting for 60% of sales, and an average price of £3.73 a pint.

"Cider is increasingly emulating the craft beer market and offering consumers a broader range of choice at all levels, from mainstream suppliers to craft producers"

Strongbow from Heineken is the top selling draught apple cider, followed by Thatchers Gold, Stowford Press from Westons, and Carlsberg UK's Somersby.

Both the Thatchers and Westons ciders are in growth on draught, suggesting pub customers are opting for premium brands from specialist cider makers.

So why rock the boat? There are disruptors aiming to persuade the on-trade to think again about cider. "We need many more craft cider producers and artisan ciders, says cidermaker and author Susanna Forbes, whose new book The Cider Insider was published in October 2018.

The Cider Experience

The prospect of more brands to juggle might have pubs and bars looking at their fount filled bar-tops and overflowing fridges with trepidation. However, Forbes believes that cider is increasingly emulating the craft beer market and offering consumers a broader range of choice at all levels, from mainstream suppliers to craft producers such as Forbes' Hereford-based business Little Pomona. "Consumers are interested in provenance, and they want experiences when they go out to eat and drink, and craft ciders provide that," she says.

The more established cider players certainly agree that cider can raise its game further. Rob Sandall, On Trade Sales Director for Thatchers Cider, says: "In our view, growing cider sales is all about creating a memorable experience. Consumers want to know that when they go into the bar they're going to be drinking a great pint of cider in a great environment. If they enjoy that great experience, they'll come back for more.

"People are prepared to pay more for quality, and that includes knowing they're drinking a great tasting cider that has strong values of authenticity and provenance"

"People are prepared to pay more for quality, and that includes knowing they're drinking a great tasting cider that has strong values of authenticity and provenance. That's why we work really hard and invest heavily throughout all stages of the cider journey."

THE POWER OF TWO

Stocking Strongbow Original with Strongbow Dark Fruit delivers +44% ROS vs stocking Strongbow Dark Fruit with the next-best-selling Apple Cider.

PINTS PER WEEK	
104	98
TOTAL 202	

PINTS PER WEEK	
74	66
TOTAL 140	

Contact your Heineken representative now for more information.

Source: All data is based on CGA CSDI Data to April 2018 – QTR TY vs YA

for the facts
drinkaware.co.uk

The Craft of Cider Making

The parallels with craft beer are picked up by Darren Broadhurst, Customer Marketing Manager with Aston Manor, the UK's biggest independent cider maker, and producer of Kingstone Press, Friels and Malvern Gold.

He says: "Cider, like cask ale, has a unique USP when it comes to the art of making it. What cask ale has done really well is highlight the theatre and skill it takes to make a great tasting beer.

"Cider and in particular premium cider, requires the same level of craftsmanship and dedication, and suppliers can do more to highlight the provenance and craft that goes into making these ciders." He also suggest that a pub's cider range needs to more closely align with other drinks - traditional craft ciders alongside cask ale, and more contemporary brands such as Friels alongside craft beers.

"Cider, like cask ale, has a unique USP when it comes to the art of making it. What cask ale has done really well is highlight the theatre and skill it takes to make a great tasting beer"

Tap into the Treat Trend

The premiumisation trend was also identified in the Greenpaper, Heineken UK's drinks category research project published during 2018.

Jerry Shedden, Category and Trade Marketing Director at Heineken UK, explains: "Although the number of occasions in the on-trade has declined, consumers are treating themselves when they do go out and are choosing more premium drinks.

"One of the easiest ways for operators to grow cider sales and drive more money into tills, is by capitalising on this trend and encouraging existing consumers to trade up to a more premium product, or consider cider more often for a reward."

Darryl Hinksman, Head of Business Development for Westons agrees, but cautions that "Challenges remain, with a strong performance from draught cider offset by a challenging year for packaged ciders." The latest CGA figures show draught cider volumes up 6.9% year on year, compared to an 8.7% decline for packaged ciders.

"With 51% of on-trade cider drinkers saying they actually prefer packaged cider, there is a clear opportunity for many operators to build sales of packaged cider"

Hinksman adds: "With 51% of on-trade cider drinkers saying they actually prefer packaged cider, there is a clear opportunity for many operators to build sales of packaged cider." In response, the regular Westons Cider Report includes a 'right brand right outlet' analysis to help support operators looking to boost their packaged cider offer.

He urges any operator not seeing value growth in cider sales to take a look at the stocking guides for both draught and packaged cider.

He points to London, in particular as "the only region in our report not experiencing a growth in value sales of cider overall (down -3.3%), driven by a steep value decline in sales of pear cider (down -39.8%) and packaged cider (down -7.6%), despite historically being a region that over-indexes on packaged cider."

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for the facts

Berry Successful

Stowford Press

Westons Cider, the UK's leading authentic cider and perry maker has celebrated the most successful on-trade launch in its 140-year history, with Stowford Press Mixed Berries selling its millionth pint after just six months on the market.

But nobody at Westons is terribly surprised, because they predicted that their new fruit cider brand would be an overnight sensation before its launch in April. Back in March, Stowford Press's Brand Manager Holly Chadwick declared the company's faith in the fruit cider category generally. Against a background of fruit cider's overall 13.1% year-on-year sales growth, she said: "Sales of fruit ciders are flourishing, driven by the vast number of consumers seeking out sweeter, refreshing flavours. More than 195 million pints[1] are now drunk in the on-trade, and it's clear to see that fruit ciders are broadening consumer interest in the wider category.

"Indeed, fruit cider's appeal is helping to spread cider's traditional geographic footprint, with more fruit cider being consumed in the North of England and Scotland. And by appealing to younger female consumers who are often new to the category, fruit ciders are also driving incremental sales.

"There is a fantastic opportunity for the on-trade to drive greater value into the fruit cider category, with a new premium mainstream offering from the UK's third largest draught cider brand."

Draught fruit cider is still in its infancy, with just a quarter of the distribution of apple cider. Westons believes that there is plenty of room for growth, and that the launch of draught Mixed Berries can only help by adding a premium mainstream offering to the evolving category. The brand's roaring early success supports Westons' contention that fruit variants will make up almost half of all cider sold in the UK within five years[2].

The 4% abv brand is described as well-balanced and bright with a burst of berry flavour and delivering a refreshing, fruity taste. Stowford Press Mixed Berries is part of a long line of innovations from the fourth-generation business headed by current Managing Director Helen Thomas. Westons Cider still prides itself on using traditional methods and sourcing 100% of its apples from within a 50-mile radius of the Herefordshire based cider mill.

Head of Marketing for Westons Sally McKinnon says: "The consumer thirst for Stowford Press Mixed Berries has been incredible. Before launch, we were confident that introducing a fruit offering for Stowford Press would bring even more consumers into the growing fruit cider category, but the success of Mixed Berries has smashed even our own ambitious targets."

"In particular, we're thrilled to see our premium mainstream offering has proved such a hit when it comes to introducing new cider drinkers to the category – driving incremental sales in the process."

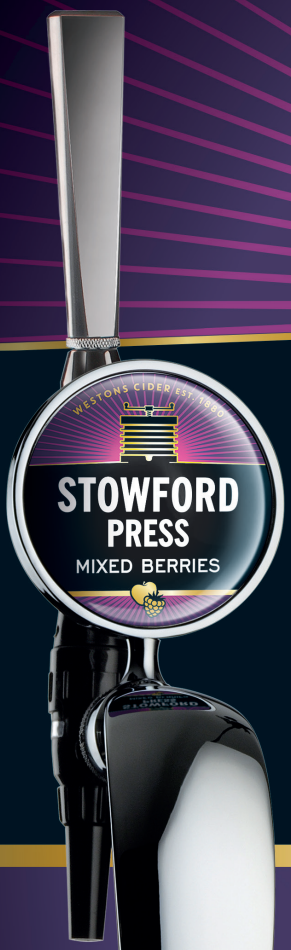
The launch followed the unveiling of a new-look brand identity for Stowford Press in October 2017.

Stowford Press Mixed Berries UK on-trade listings include: S A Brain, Mathew Clark, Greene King, Frederic Robinson, Molson Coors, LWC Drinks Ltd, Waitrose, Wells and Youngs, Punch and Heineken UK.

[1]CGA Strategy to 4th July 2018
[2]The Westons Annual Cider Report 2018

drinkaware.co.uk for the facts

WESTONS CIDER EST. 1880



STOWFORD PRESS

MIXED BERRIES

WESTONS most successful on-trade launch ever*

Stowford Press Mixed Berries sells its one-millionth Pint just six months after launch

Fruit cider continues to drive sales in the UK with +13.1% growth YOY**

An award-winning bright and refreshing cider, blended with the richness of ripe mixed berries

4% ABV

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- Stocked by all leading UK wholesalers
- Premium POS kit, including glassware, available on install

* Source: Westons' internal reporting, ** IRI to 19th September 2018 (on and off-trade)

2018 INTERNATIONAL CIDER CHALLENGE SILVER

BBI 2018

Stowford Press Mixed Berries has won Silver medal at International Cider Challenge 2018 & Diploma from the British Bottling Institute

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Stowford Press

stowfordpress.co.uk

A Place at the Table

Away from the battle for space on the bar, there is a growing movement trying to persuade on-trade operators to make room on the wine list for premium ciders. A new industry marque, Cider Is Wine, has been founded by a group of producers who want to drive quality perceptions of cider in the market.

"There are cider makers around the world who are trying to make a difference in terms of quality, and many of them see their product as fitting alongside wine, not beer," says co-founder Alistair Morrell. "You can only label your product with our marque if it's made with 100% fresh apples." The aim is also to promote ciders that have had minimal intervention, such as sterile filtration rather than pasteurisation.

"Look at the way that artisan gin has taken off. With the right sort of marketing message and recognised quality behind it, there's no reason cider can't emulate that"

"Look at the way that artisan gin has taken off," he adds. "With the right sort of marketing message and recognised quality behind it, there's no reason cider can't emulate that." Morrell hopes to communicate the message to consumers through an app, and with promotion in venues. "Consumer education is a critical part of it, we have to establish that cider means quality."

Wine or Fine Cider

One supporter of Cider Is Wine, is Felix Nash, founder of The Fine Cider Company, which supplies a number of leading on-trade businesses. "We already have a number of customers who include cider on wine lists," he says .

Nash cites pubs such as the Approach Tavern in Bethnal Green and Two Belly in Bristol, which pairs bottled ciders and craft beers with cheeses and meats, as examples of good practice.

"Where it's a 75cl bottle and traditional method, cider fits right alongside wine," says Nash, adding that a draught tie may not preclude on-trade operators from offering premium bottled ciders matched with the menu.

Henry Chevallier Guild, whose family cyder business Aspall is now owned by Molson Coors, argues that, with the on-trade facing some serious challenges in terms of cash-strapped consumers, operators who offer a premium choice may do better than competing in the mass market.

"Any cider brand that can genuinely put its foot into other categories other than drinking it by the pint is going to do well. So, if you really can match cider with food, and rival wines in that arena, you'll do well.

The experiential thing has become very important - it's not really good enough just to have a good range of beers and ciders, they've got to take you on a journey."

Cider Meets Food

Thatchers has produced a cider and food pairing guide which covers the principles of food pairing, and the characteristics in cider that enhance tastes and flavours in food. Pairing suggestions from the Guide include:

- The natural fruit acids in cider provide a refreshing, mouth-watering quality, cutting through fatty food, such as battered fish and chips.
- A rich, full bodied cider such as Thatchers Vintage can take on hearty dishes, such as strong cheeses, beef or lamb dishes such as curries or lasagne.
- Juicy, fruity and aromatic ciders, such as Thatchers Katy can be paired with savoury dishes that feature fresh fruit, fruit sauces, chutneys or caramelised onions.

Hot Stuff

Fruity, aromatic ciders with rounded flavours and lower tannins work well with fragrant spicy dishes. Try Thatchers Old Rascal with a King Prawn Curry

Kingfisher are building on their expertise of pairing refreshment with Asian foods, by introducing a new premium cider to fuse UK consumers' love for homegrown cider with their appetite for exotic Eastern flavours.

Created in collaboration with Aspall, Peacock Cider has been crafted to perfectly balance the aromatic spices found in Asian food, and is available in both Apple and Asian inspired Mango & Lime.

Taste of Tapas

Imported ciders can also help promote food matching. Distributor Morgenrot imports a range of ciders from Spanish family-owned producer Avalon. Sales director Graham Archibald says: "A key part of the success has been down to the cider being enjoyed alongside quality food, as it pairs brilliantly with a host of Spanish tapas.

"I think there are good growth opportunities for artisan ciders which offer something a bit different. We're not saying Spanish cider is better, but the UK's adventurous foodies are constantly looking to try new food, drinks and experiences so tastings work on multiple levels."

Keeping it Simple

Darryl Hinksman of Westons says that for most operators, the best advice when it comes to matching cider with food is to "Keep it simple; either complement or contrast the dish. It is important to make sure tasting notes are always available for the ciders concerned, so customers are able to make informed decisions."

He adds, "With so many different varieties and flavours, there are ciders that pair with most cuisines. Stowford Press, which is a drier cider, typically matches with pork dishes and sausages. However, a lighter, slightly sweeter cider, such as Mortimer's Orchard, is ideal for matching with fish and chicken dishes, while a dry refreshing cider may go well with a very sweet pudding."

Complement and Contrast

Heineken UK's Jerry Shedden cites its Greenpaper research which found "food is present at a third of all drinking occasions and this is growing, therefore by using drinks and food together, operators can deliver more value to the consumer, whilst driving both footfall and repeat business.

"With the on-trade facing some serious challenges in terms of cash-strapped consumers, operators who offer a premium choice may do better than competing in the mass market"

Cider can complement many dishes on the menu. Heineken UK's top tips to pairing cider with food are:

- Complement rather than fight, ensuring the flavours of the cider won't clash with the dish
- Contrast a sweet cider with a typically saltier dish
- Cut through oily dishes with a light and refreshing cider
- Balance weight of the food and cider so that the customer isn't overwhelmed
- Enhance enjoyment serving a salty cheddar can soften the cider's tannins which give rise to dryness and make the cider taste fruitier and more flavoursome
- Use sweetness to balance spice and heat perfect for serving with hot curries and chilli dishes

The Making of a Cider Legend

MalletsCider

Deep in the heart of Somerset, the spiritual home of cider, set amongst the rolling Mendip hills, a historic cider making family is stirring up the cider market with a new quality brand targeted at the mass-market mainstream sector aiming to disrupt the category as we know it.

Mallets is a new mass appeal cider brand with a unique provenance. Fresh from the historic Showerings Cider Mill. A site that's been synonymous with production for hundreds of years. This easy drinking, endlessly refreshing cider is made from locally sourced and freshly pressed Somerset apples. It offers a cleaner and more refreshing taste than other leading mainstream brands. A pint that doesn't skimp on flavour.

Emmy Webster, Senior Marketing Manager says: "We set out to create a cider that would appeal to a wide audience of consumers, yet made with generations of expertise, dedication and commitment to the art of cider making. Mallets is easy to drink, easy to love and it's easy to see why we're so excited to share it with the market. Medium dry, with a great big appley punch, Mallets nails refreshment every time."

The brand itself steers clear of traditional design cues, leaving green fields and rustic illustrations behind, favouring instead a clean, stylish look and feel. The striking difference is evident, with the Mallets brand immediately differentiating itself with bold visual impact. Webster continues: "We have a great story about our apples, our pressing process, heritage and cider making credentials but we can lead our audience there eventually. To begin we want to introduce the great flavour and refreshment of Mallets to consumers. First they have to love the taste and that's been our focus from day one."

With all that said, Mallets is well aware of the need to create a buzz for a fledgling brand, creating trial opportunities, building consumer awareness and driving sales. Extensive national advertising campaigns with compelling on and off-trade support will certainly grab the UK's attention. With 72 percent of millennials preferring to spend money on experiences over material things, the Mallets brand will focus on storytelling and shareable experiences. A 'cider for Gods', Mallets is fronted by Shepton – the ancient God of Cider with an aim to disrupt the current on-trade cider market worth £1.82bn. Legend has it that when our ancestors needed to quench their thirst, they would beseech Shepton to bestow upon them a perfectly balanced, easy-drinking pint.

"We don't want to be like anyone else, our business has always forged its own path, so it's only fitting that our campaign is like no other. We're going to change the game with a creative, cinematic and humorous campaign that fights to be noticed and earns audience recognition." says Webster.

Mallets is available on draught in two variants; Mallets Original cider is a medium dry apple, created with the juice of freshly pressed apples from Somerset orchards and has an ABV of 4.5%. Mallets Dark Fruit, a refreshing blend of Somerset apple cider with natural blackcurrant and blackberry flavours, has an ABV of 4%.

With research also revealing consumers aged 18-35 are the most health-conscious generation yet, Mallets prides itself on being freshly pressed using apples sourced locally to the mill, ensuring a quality cider with a high juice content and only natural flavourings.

Webster concludes 'We are thrilled to be launching Mallets to the on-trade sector to help operators attract a new millennial audience. We can't wait to introduce Shepton into the hearts and minds of cider drinks, giving a well-established market a new and very credible alternative, turning the myth into a true legend'.

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CIDER FOR GODS

In times of old, the great God of cider named Shepton would hear the thirst-cracked cries of his people and release the sweet nectar of a million Somerset apples with one swing of his mighty mallet. But you can serve it to your customers with one twist of a tap.

CAST IN MYTH, FORGED BY LEGEND, MADE WITH APPLES

To summon our cider, visit

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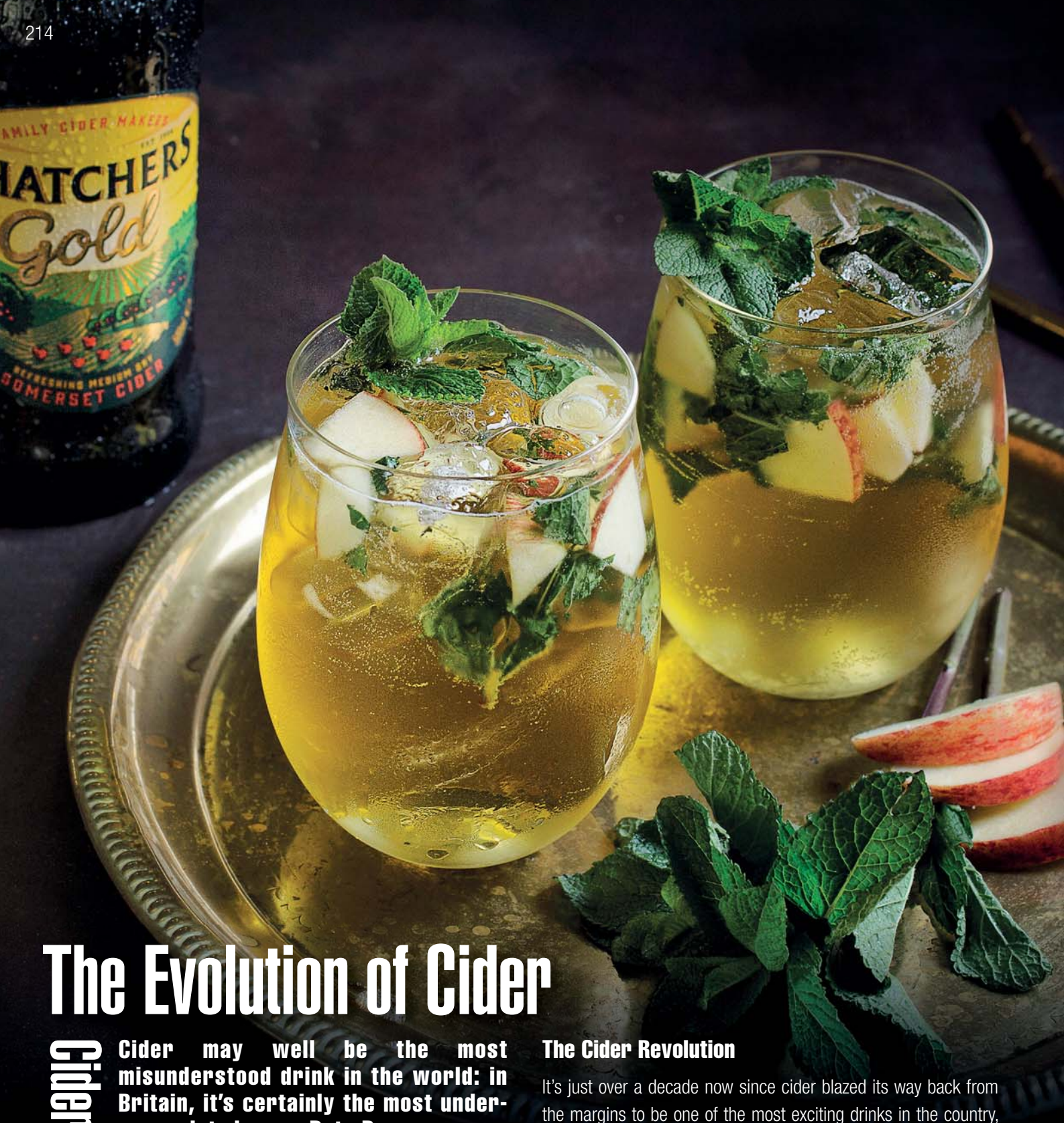

The Evolution of Cider

Cider Insight

Cider may well be the most misunderstood drink in the world: in Britain, it's certainly the most under-appreciated, says Pete Brown

In its history, cider has at various points been England's answer to French wine, and a drink associated with people who, for whatever reason, get drunk on park benches because there's nowhere else for them to go. Right now, it carries both these associations among many others, depending on who you ask.

Those who love cider adore it. Most other people shrug awkwardly when you ask them about it. Whether they enjoy drinking the odd cider or not, they don't really know all that much about it: indeed, many would suggest that there isn't all that much to know. It's made out of apples, isn't it? What else do you need?

The Cider Revolution

It's just over a decade now since cider blazed its way back from the margins to be one of the most exciting drinks in the country, borne on a wave of pints served over ice. Whatever else it is, cider is refreshing, its fruity sweetness appealing to a much broader group of people than beer's bitter bite. If that sweetness didn't start getting a little cloying after one or two drinks, cider could have even challenged lager's position as our favourite long tipple.

"Whatever else it is, cider is refreshing, its fruity sweetness appealing to a much broader group of people than beer's bitter bite"

Instead cider has evolved without an overall plan in mind. 'The Magner's effect' reinvigorated the core, making the 500ml brown

bottle served with a pint glass as iconic as anything ever has been in cider. From this elevated, newly premium mainstream position, cider then fragmented off, with interest focusing on two very different sectors: so-called 'ciders' with added fruit syrups - essentially alcopops given a makeover - and a loose sector that's variously been called 'craft', 'super-premium' or 'artisanal'.

Fun and Fruit

Undoubtedly, fruit ciders have seen the greatest growth and consumer interest over the last decade. Younger drinkers are driven by novelty, and it takes a long time to get through all the various different combinations and permutations of fruit syrups it's possible to add to a base consisting mainly of water with some apple- or pear-derived alcohol stirred in. Drinkers clearly love them, and they are profitable for the trade, so you'd be a fool not to stock them. But these drinks have confused the notion of what cider actually is.

"The big reason 'craft' is so complex is that while both producers and drinkers insist it's all about the product, about ingredients, tradition and processes, the truth is that craft is also terribly image-conscious"

The Art of Craft

But as well as novelty, a significant number of drinkers, in any market, are also interested in super-premium products. In beer and in spirits, the word 'craft' has come to be applied to anything produced in a smaller scale that suggests some kind of greater integrity than the mass-produced, mainstream variants. Inevitably, people are looking for a craft cider segment too. But what does 'craft' here actually mean?

The big reason 'craft' is so complex is that while both producers and drinkers insist it's all about the product, about ingredients, tradition and processes, the truth is that craft is also terribly image-conscious. Whether you're thinking super-premium gin or £6 cans of New England IPA, cutting-edge design is part of the recipe.

So when it comes to cider, craft can easily come unstuck. If you insist it's all about product integrity and scale, craft cider can be defined very easily: a product made with high juice content, straight from the apple rather than from industrial concentrate, with the emphasis on specific apple varieties and the different characteristics they contribute.

Image Problem

The problem - if it can be described as such - is that if we define it this way, Britain has always had craft cider - we just call it traditional farmhouse cider, or scrumpy, and its image is a far cry from that of craft beer. Often served from a generic bag-in-box or an ugly plastic carton, some of the very best ciders in the world don't even have professionally designed labels. If someone introduced you to this concept and told you it was local to Flanders or Bordeaux, the craft drinker might proclaim this 'anti-branding' the coolest thing ever. But the quirks of the British ego mean that because it's local to the West Country and the West Midlands, it's not cool at all.

The dynamic growth of a premium cider sector will create better margin for both pubs and producers, and shine a halo of quality over the rest of the market, just as craft beer has done with all beer. For that to happen, given the issues described above, cider needs both consumer (and trade) education and an image makeover. Finally, it seems both are starting to happen.

Education and Information

The education part of the puzzle requires resource, and cider makers tend to be small-scale and fragmented. But the boom of the last decade has helped this. Thatcher's has grown so dramatically it is now of a scale where it can run national TV advertising, and it uses these ads to tell (true) stories about the pursuit of quality in their operation. Aspall has just been bought by Molson Coors, a giant that has the resource to run similar campaigns which will no doubt be in the works currently.

The sense that we're ready for more information is underlined by the publication of two new books on cider this autumn: Ciderology by Gabe Cook, tellingly subtitled 'From History and Heritage to the Craft Cider revolution,' and The Cider Insider by Susanna Forbes, who also runs Little Pomona cider, a new producer highlighting specific apple varieties and selling cider more like wine than anything else.

"The dynamic growth of a premium cider sector will create better margin for both pubs and producers, and shine a halo of quality over the rest of the market, just as craft beer has done with all beer"

Connecting with Craft

On the image side, cider needs to engage in a relevant fashion with the craft beer drinker. Hawkes cider has done that in the most literal way possible, opening an 'Urban cidery' in the heart of Bermondsey's famous 'beer mile', a physical manifestation of all that's special about cider. Around the rest of the UK, the 'Stable' chain, which originated in Bristol, has recently been acquired by brewer Fuller's, and will be showcasing and educating about premium cider in an increasing number of towns and cities.

Cider offers a unique combination of attributes that no other drink quite manages. Its premium variants combine the delights of fine wine and craft beer with something else altogether. Finally, a broader audience is about to discover this for themselves.

Pete Brown is the author of The World's Best Cider and The Apple Orchard

How to Big Up Cider

The Big Apple

Jane Peyton says it's time to show some love and respect for Britain's other national drink

How many pub customers order beer or wine without stipulating what style they want? Very few. How many pub customers order cider without revealing what style they want? The majority.

Cast your mind back to the dark ages (pre-1990s) when the choice of wine in most boozers was binary - red or white, take it or leave it. Unfortunately in most British pubs cider is languishing in a state of affairs where the choice is not even binary. Customers by and large have one choice of cider brand and style is not even mentioned.

Britain is by far the world's largest producer and consumer of cider and around 56% of apples grown in the UK are fermented into cider. And yet in the share of real estate on the bar it is the poor relation. In most pubs one line, usually keg, is devoted to cider, and sometimes a bottle of fruit cider in the fridge. Is this any way to treat the UK's other national alcoholic drink? No it's not.

So how can we can change this? Publicans, cider producers, the industry, drinkers - we need you! We can all be advocates for cider. Look what happened with craft beer. It created such a FOMO (fear of missing out) on social media that people felt that had to join the movement, try new brands, expand their knowledge, and evangelise about beer. It's time to big up cider and be loud and proud of a drink that Britain excels at.

A Little Knowledge

Where to start? One word - education. I was recently certified by the Beer & Cider Academy as the UK's first Pommelier (cider sommelier). I am aware that most people do not know even the basics of cider but it still surprises me each time I hear or read someone referring to cider being brewed. It isn't. Cider is pressed from apples and the juice is fermented the way that grapes are to make wine.

This makes cider akin to apple wine rather than apple beer and it is this fact that gives cider a story which can help to enlighten people. Grape varietals, terroir and vinification tell the narrative of wine, and the same applies to cider. People choose wine by the grape and with a little knowledge they could do the same with cider. Apples are harvested and pressed once a year. Each apple varietal has its own characteristics so knowing what they are can help a cider drinker make an informed choice. That is a story worth telling. Cider is a beautiful expression of nature in a glass.

"Cider is pressed from apples and the juice is fermented the way that grapes are to make wine. This makes cider akin to apple wine rather than apple beer"

Beer brewers and drinkers rhapsodise about hops. With cider we can eulogise about apple varietals. Kingston Black, Handsome Norman, Foxwhelp - the names alone are poetry.

APPLE CIDER IS THE MOST POPULAR CIDER FOR CONSUMERS.*

So naturally, here at Thatchers apple is at the core of all that we do. You can taste our passion for quality in every pint of cider crafted on our family farm.

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THATCHERS

WHAT CIDER'S SUPPOSED TO TASTE LIKE

for the facts
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*Source: CGA September 2018.

A Taste for Cider

Where in the world cider is made and the type of apples employed has a major impact on the flavour and character. West country and traditional French makers use cider apples with the holy trinity of acidity, tannins and sweetness, Spanish cider makers prefer highly acidic cider apples, whereas producers in most of the rest of the world use eating and culinary apples to create more delicate ciders.

Imagine the day when customers choose a brand because they like what the apples do to the cider, the way that people choose the Sauvignon Blanc grape because they like its acidic, floral character.

Cider tasting notes using the language of wine, a description of the apple varietals, geographical location of the cidery written on a blackboard or menu is a method to make this happen. It also starts a conversation and when that happens it elevates the status of cider.

"Beer brewers and drinkers rhapsodise about hops. With cider we can eulogise about apple varietals. Kingston Black, Handsome Norman, Foxwhelp - the names alone are poetry"

Meeting Their Match

Another way to appreciate and celebrate the glory of cider is to match it with food. Cider is so diverse - bone dry, medium dry, medium, medium sweet, sweet, blends, single varietals, vintage, oak aged, still, sparkling, methode champenoise, petillant naturel, acidic, tannic.

Most people have a rudimentary knowledge of what or what not to choose when matching food with wine - they are guided by colour.

With cider it is not as obvious as red, white or rosé with wine so the principles to use are acidity, tannins, sweetness, carbonated or still. As is the case with wine we do not choose food that goes well with grapes, so with cider we are not restricted to food that complements apples.

Knowing how tastes work with or against each other is helpful, for instance sourness increases sweetness, sweetness is reduced by acidity, sweetness balances spiciness, acidity balances richness. Whether it is fine or casual dining there is a cider to enhance the experience. Here are menus for á la carte and bar snacks to demonstrate.

▶ Starter: Brill Ceviche

Cider: Wyld Wood Organic by Weston's.

Choose the still version. Even though it is medium dry, the acidity of the lime juice in the dish enhances the sweetness of the cider.

▶ Main course: Lamb with artichokes, broad beans, and cauliflower with Hollandaise sauce,

Cider: Imperial Vintage by Aspall's Cyder.

The cider has the tannins and astringency to cut through the fattiness of the lamb. This dish has a big texture and the cider can handle it.

▶ Dessert: Rhubarb Cake with Vanilla cream

Cider: Tamoshanta by Pilton Cider.

Fruity medium sweet aged in oak whisky barrels. The sweetness is a contrast to the tangy rhubarb. The vanillin from the oak complements the vanilla cream.

▶ Cheese course: Stilton

Cider: Vintage Cider by Thatcher's.

It has the tannins to cut through the Stilton's creamy texture and sweetness to contrast with the saltiness of the cheese.

▶ Bar snacks:

Fish finger sandwich

Cider: High Dive by Kentish Pip.

Its crisp texture and light acidity cut through the fish without overwhelming it.

Welsh Rarebit

Cider: Heritage Cider by Cornish Orchards.

It is sweet with a dry finish and is a contrast to the savoury cheese with dryness to refresh the palate.

Scotch Egg

Cider: Dabinett by Sheppy's.

It is a single varietal cider where the apple has low acidity and firm tannins. The latter effectively cleanses the palate of the dense texture.

How Craft is Your Craft Cider?

Kentish Pip

The Craft Cider sector grew at 17% in the on-trade last year while other segments either declined or at best hit 1.7% growth.[1]

However, without a recognised definition, the category is flooded with an array of products calling themselves craft but with little other than packaging to distinguish them from mass-produced cider and commonly made by the same people.

Why does it matter?

You only have to look at the craft beer and gin sectors to see how they have revitalised the industry through driving interest, innovation and quality. They did so by breaking with traditions and delivering unique, individually crafted products.

For the craft cider revolution to continue to flourish and bring the same benefits to the trade as craft beer, cider buyers also need to break some old moulds and offer up a more authentic and varied craft range.

Recommendations to cider buyers

- List two or more keg ciders
- Make sure they have a real point of difference (regional, varietal, style etc.)
- Be clued up, speak to your suppliers and understand the products
- Break the mould, don't view all cider as a low value product

Do we need to define craft cider?

The word craft can mean traditional to one person and innovative and contemporary to the next. Definitions can be divisive, stifle innovation and prevent progress as we have seen in the past with both beer and cider. Rather than get stuck on definitions I want to suggest some ways in which you might assess the credentials of a product or producer

Check your cider credentials

Ingredients

- The cider is produced from whole fruit, not from concentrate
- Known apple varieties play a key role in the flavour of the final product
- Provenance - the producer knows and cares where their fruit comes from and how and when it's harvested

The Producer

- You know who the producer is
- You know where the cider is produced
- There are key individuals who care passionately and are intimately involved in the whole process from harvest to final blend

The product

- Products are distinguished by the varieties of apples they are made from
- Products are uniquely and individually crafted
- The producer has their own house style

At Kentish Pip our ciders are distinguished by apple variety with over 100 uniquely crafted fermentations taking place each season. We have been growing apples for four generations and press and produce all our ciders at Woolton Farm in Kent. Find out more at kentishpip.co.uk or get in touch to come and visit us at Woolton Farm.

Sam Mount
Director, Kentish Pip

kentishpip.co.uk
instagram.com/kentishpip/

[1] Westons Cider Report 2018

The Ciderologist's View

Craft Cider

Gabe Cook, aka the Ciderologist, is looking forward to 2019 and expects another great year for craft cider

Well, 2018 has been another fascinating year for cider. Although the market has remained largely the same in terms of volume and value (some small year on year increases experienced in the On Trade) the dynamics and makeup of the category is changing faster than ever before.

This is exemplified by an ever-increasing differentiation between the range of products that call themselves cider.

Mainstream flavoured cider extends its continued growth, but unlike other commentators, I do not believe that it will continue to steal market share over the next 5 years.

I believe we will see a plateaux and then a reduction in popularity, as the notoriously fickle and promiscuous youthful consumers turns its attention to the next sweet, alcohol fad.

What I believe the next trend will be, and am personally a big advocate for, is the emergence of a craft cider scene. By craft I don't mean any old brand simply stuck in a 330ml can. I mean small(er), independent cider makers that operate with a high juice content and a focus on boldness and integrity of flavour. I expect a significant proportion of these offerings being an expression of the apple variety and/or clever production techniques to create a whole raft of exciting drinks.

This doesn't mean they have to be 'traditional' - I'm all for innovation and creating interesting new drinks - including the use of other flavours. Ultimately every cider should be judged on merit and substance and be a great exponent of a particular style of cider.

"What has worked so well, and been so accepted, for craft beer will, I expect, become far more common and normalised for these kinds of ciders"

Top 3 Cider Trends

Craft Keg

In order for Craft Cider to breakthrough in the on trade, there needs to be the availability of sparkling draught cider from these craft cider makers. Luckily this is starting to happen, with great ciders available in this format already from the likes of Hallet's and Ross-on-Wye Cider and Perry Co.

Naturally, these styles of cider, with considerably less, or no, dilution compared to mainstream brands, will have an alcohol content in the region of 6% abv to 7% abv. There will be some concerns over

sessionability at this level, but surely the point is that they aren't attempting to be sessionable ciders.

Much like with higher abv beers, DIPAs or bolder porters for example, these are drinks to sip and savour, and to be consumed in a smaller quantity. This will lead to….

"This doesn't mean they have to be 'traditional' - I'm all for innovation and creating interesting new drinks - including the use of other flavours"

The Two Third Pint Serve

Enter the rise of the two third pint serve for cider. What has worked so well, and been so accepted, for craft beer will, I expect, become far more common and normalised for these kinds of ciders, and rightly so. This will also encourage cider drinkers to try more than one cider, helping to justify increasing the range of products stocked on tap or in the fridge.

International Ciders

I'm lucky to spend a chunk of the year gallivanting around the world (I'm writing this in Tasmania!) and have had the opportunity to taste some of the most exquisite ciders along the way. At the moment, there aren't so many of these ciders available in the UK, but the craft cider drinker is going to be a globally curious one, and, starting next year, expect to find bold and characterful ciders from the USA and Europe gracing the fonts and fridges.

Top 3 Cider makers to watch out for

Pulpt

These guys are going to be making waves, I am certain. New kids on the block they may be, but they have a steely-eyed clarity for the type of cider, and the type of brand, they want to present. Made in the heart of old-school Somerset cider country, bold-flavoured traditional cider apples are given a modern twist through being cleanly fermented, cleverly balanced and presented in a contemporary fashion with high levels of geeky info provided. Bravo.

Sheppy's

Family owned for over 200 years, and continuing to grow, innovate and win awards, this Somerset, farm-based cider maker is at the top of its game. A wonderful range of draught cider, including the moreish "200", ensures there's a pint for every palette. And a visit to the farm itself, just outside Taunton, is an absolute must!

Kentish Pip

Coming from a different tradition of apple growing and cider making compared to its West Country cousins comes a Kentish cider maker with lofty aspirations. Already in kegs and cans, their range of ciders exude fun, cool and creativity. Growing in volume and availability years on year, Kentish Pip are a go-to if you like your ciders light, refreshing and exceptionally moreish.

Brothers cider – Think outside the bottle

At Brothers, there's nothing to rival our siblings when it comes to delivering something new.

But we don't do it alone. Today, we're one BIG family of unconventional thinkers, working together to make fruit cider an experience worth savouring – to lovingly craft imaginative fruit cider, brimming with flavour, quirkily original and expertly made.

In a mobile first, digital world, the term 'family business' can sound old fashioned, but it means we have the independence & freedom to innovate, with the stability & support to break the mould. And that's how you really set trends.

Glastonbury, in the most famous field in the world, was when Brothers first took centre stage, but this simply marked the beginning of an inspiring journey.

The original free spirits, we are the trailblazers of fruit cider, experience brought us here and curiosity will take us even further.

We know that to lead, you have to be first and think with a pioneering spirit.

"The original free spirits, we are the trailblazers of fruit cider, experience brought us here and curiosity will take us even further."

We're not afraid of BIG flavours and relish the challenge to find the perfect balance, to do things better, to break new ground.

For the craft of it. For the love of it. For the hell of it.

Think outside the bottle.

BORN IN A FIELD IN SOMERSET

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for the facts

The Fruit Cider Phenomenon

Cider Market

With fruit cider in continued strong growth in the ontrade, it's inevitable that brands are turning an envious glance from the fridge to the bar-top. The latest CGA on-trade data, produced for Westons and covering the period to September 2018, shows that fruit cider now accounts for 39% of on-trade cider sales, up by 13.9% annually in volume and value.

Draught cider accounts for the lion's share of sales, and there is currently only one fruit brand in the top five draught ciders - Strongbow Dark Fruit from Heineken UK which has seen impressive volume growth of 38.5%.

This clearly represents a bigger opportunity for fruit cider, which appeals to a younger demographic and already accounts for three of the top five on-trade bottled cider brands, two from Kopparberg and one from Rekorderlig.

Draught Success

The fact that packaged cider is in decline while draught volumes are growing also focuses the attention of brand owners. With an eye to the main chance, 2018 saw several draught fruit cider launches including Stowford Press Mixed Berries from the Westons stable, and Kopparberg Black, an apple cider with blackcurrant and blackberry flavours.

Heineken UK is also bringing its Old Mout Berries & Cherries variety from bottled onto draught early in 2019.

Jerry Shedden, category and trade marketing director at Heineken UK, says: "More consumers are discovering premium flavoured brands such as Old Mout, which is not only positive for the brand, but has a halo effect on the entire category."

He adds that whilst growth in packaged cider has slowed down, "there has been real growth in flavoured draught. In fact, more and more outlets are now adding flavoured cider to their bars to cater for the growing demand."

"Around 70% of the volume delivered by adding a flavoured draught onto the bar is incremental to the outlet's cider sales. Despite this, four in five outlets still offer no flavoured draught option"

Shedden quotes CGA research suggesting that around 70% of the volume delivered by adding a flavoured draught onto the bar is incremental to the outlet's cider sales. "Despite this, four in five outlets still offer no flavoured draught option."

Rob Salvesen, head of marketing for Kopparberg UK, makes the point that "draught cider is proving to be a big hitter in the ontrade, growing at +7% year-on-year and showing no signs of slowing down," making it "a natural evolution for the Kopparberg brand to expand its offering into the draught category."

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He adds: “Fruit cider is a large part of a consumer’s repertoire; not only consumed in the summer months but all year round, so it’s important that operators stock both draught fruit cider and packaged variants.”

Fruit Cider Broadening Cider’s Appeal

Darryl Hinksman, head of business development for Westons, says: “Fruit cider is a key growth area for the cider category and - with a slightly sweeter flavour profile - it’s rapidly proving an entry point to the category for both women and younger drinkers. Furthermore, fruit cider’s appeal is helping to spread cider’s traditional geographic footprint, with more fruit cider being consumed in the North of England and Scotland.”

Hinksman quotes CGA data showing that women represent 67% of on-trade fruit cider drinkers, compared to apple cider’s more balanced gender split of 49% vs 51% for female and male drinkers respectively. In addition, almost half of fruit cider drinkers are aged 18-34.

“Fruit cider is a key growth area for the cider category and - with a slightly sweeter flavour profile - it’s rapidly proving an entry point to the category for both women and younger drinkers”

New Wave of Flavours

Westons sold more than a million pints of Stowford Press Mixed Berries on draught in the first six months following its launch in March 2018, making it the most successful on-trade launch in the company’s history.

With Westons now predicting that fruit variants will make up almost half of all cider sold in the UK within five years, the company has also added to its 4% ABV Rosie’s Pig range with the launch of the Raspberry Roller variety, which joins Rhubarb, Cherry And Damson flavoured varieties, available the in the increasingly popular 330ml can format so beloved of the craft beer sector, as well as a 10-litre bag-in-box format for the on-trade.

“The growing popularity of flavoured cider has enabled brands to experiment with new and unusual flavours, particularly those that tie into seasonal trends,” says Hinksman

Adding to the Experience

Rekorderlig distributor Molson Coors UK says fruit cider has an appeal to customers looking for more interesting experiences in the ontrade. “Consumers are demanding greater variety when it comes to their alcoholic drinks. Fruit cider, with its varied taste profiles, is a great way for them to venture out and try something new. New refreshing twists such as the Rekorderlig Botanicals range, blending fruit and botanical flavours, have brought more consumer interest to the fruit cider category.

“Fruit continues to lead growth in the cider category, as its sales grew by 21.6% this summer. Making the most of this opportunity, we are seeing demand from our ontrade customers to stock a variety of cider brands and flavours to suit a range of tastes.”

Alcohol-Free

Heineken UK responded to the growing demand for alcohol free options in the ontrade with the launch during 2018 of a bottled zero ABV version of its Old Mout Berries & Cherries, made using real cider and complying with alcoholic cider regulations in terms of juice content in fermentation and in final product. “Commanding a higher RSP than soft drinks, Old Mout Alcohol Free is the perfect product to unlock additional category value,” says Shedden.

Kopparberg has produced alcohol-free versions of its four most popular variants - Strawberry & Lime, Mixed Fruit, Blueberry & Lime and Pear. Salvesen says: “As consumers become more health conscious and responsible, brewers and cider makers need to ensure they have a diversified portfolio with calorie reduced, low and no alcohol options to embrace the shift in behaviours.

“Two thirds of 16-24 year olds claim alcohol is not an important part of their social life, 66% of people have visited a pub and not had alcohol and 39% of adults now opt for non-alcoholic drinks to aid personal health demonstrating the increasing reach of mindful drinking- a movement operators cannot ignore.”

Shedden quotes CGA figures showing that the low and no alcohol category is now worth £36m to the UK ontrade, while 64,000 pubs now have low and no alcohol alternatives in their fridges. “It’s clear there’s demand, and it’s vital that pubs stock the key market leaders to cater to this.”

GREENE KING
BURY ST EDMUNDS

OLD MOUT CIDER

Premium Flavoured Draught Cider has never looked so fruitful at Greene King

Calum Cameron - Senior Category Manager - Drinks
Greene King

How long have you been serving Old Mout Berries & Cherries on draught in Greene King?

We first served Old Mout Berries & Cherries - 4.0% ABV on draught in December 2017 as an exclusive small trial among seven of our outlets. Now approximately 100 of our managed pubs currently have Old Mout on draught which represents 6% of our entire portfolio of 1700 pubs.

What was the deciding factor in you choosing to stock Old Mout on draught?

There's no denying that the data was a deciding factor. Market share of fruit cider has grown from 0% to around 30% over the last 10 years. We're seeing a very positive trend and it's clear that consumers are now switching onto fruit cider as a category and are keen to explore it further.

How important is premium flavoured draught cider to your guests and your business?

Very. Whilst there is a natural spike in the summer months & with good weather, flavoured cider has proven to be an all year-round success. We started trialling Old Mout on draught in December, specifically because we wanted to test whether it would perform well in the colder months. If it did, there's no way it couldn't work in the summer. We were very pleased with the performance, without going into specifics we've sold well over 150,000 pints this summer, surpassing our expectations and KPIs.

Were you aware of all of Old Mout's USPs before deciding to stock?

I was absolutely aware and watched Old Mout grow as a brand year on year. The charity work they've done to help the endangered kiwi - which is no longer endangered - is fantastic.

What benefits has Greene King experienced since serving Old Mout draught?

Old Mout gives us the premium flavoured option on draught where other brands can't necessarily deliver in premium outlets. Other aspects such as the flavour profile and the rate of sale that comes from that is also very important for us as this aids sessionability and repeat purchase.

How have your customers reacted to the stocking of Old Mout Berries & Cherries on draught?

Feedback has been brilliant. From the marketing and design to the quality of the product in terms of taste profile and the delivery in the branded glassware, it's all been very positive.

Would you recommend listing Old Mout Berries & Cherries on draught?

From a selfish point of view, I wouldn't want our friends in the market listing it!

OLD MOUT CIDER
PRONOUNCED INCORRECTLY SINCE 1947
/Ohld-moot-sy-der/

Mixing with the Best

Inspire the cider lovers in your life by tapping into the cocktail trend and offering a refreshing long mixed drinks by the glass or pitcher. Hot or cold, these suggestions are sure to cause a stir in any pub or bar.

Gold Mojito

200ml Thatchers Gold Cider.
50ml spiced rum.
2tbsp sugar syrup.
Apples.
Mint leaves.
Cinnamon sticks.
Ice.

Tear up a handful of mint leaves and pop them into the bottom of two glasses. Drizzle with sugar syrup and muddle together to release the minty-ness.

In a measuring jug or cocktail mixer, combine the cider and spiced rum, give it a gentle stir with a spoon to meld the flavours together.

Pour the mixture evenly into the glasses and give it all a gentle stir.

Top with diced apples and garnish with more mint and a cinnamon stick.

Spiced Vintage bourbon punch

1 lemon, juiced.
3 red apples.
1 litre apple cider.
2 cinnamon sticks.
5 cloves.
2 star anise.
2 x 1cm thick orange slices.
10 peppercorns.
120ml whiskey.

Place the cider, cinnamon, cloves, star anise, orange and peppercorns in a pan over a medium heat.

Bring to a simmer. Simmer for 5 minutes, or until fragrant.

Remove from the heat. Add whiskey. Strain into mugs. Garnish with dried apples.

Hazy Daiquiri

60ml white rum.
60ml Thatchers Haze.
15ml lemon juice.
7ml simple sugar syrup.
Apple slices to garnish.
Ice.

Try a classic Daiquiri with a Somerset twist by adding Thatchers Haze to white rum. Choose a classic stemmed glass for this sweet and sour cocktail.

Put a couple of scoops of ice in your cocktail shaker and then pour in the rum, Thatchers Haze, lemon juice and sugar syrup.

Shake for 25-30 seconds, open the cap and strain the mixed drink into a chilled martini glass. Decorate with a slice of apple.

Katy Blossom

700ml Thatchers Katy.
100ml gin.
100ml elderflower cordial.
juice of 1 lime.
crushed ice, to serve.
2 red apples, thinly sliced.

Inspired by the beautiful blossom that our Katy trees produce each year try this refreshing gin punch.

Place the Katy cider, gin, elderflower cordial, and lime juice in a jug and stir to mix together.

Fill a long glass with crushed ice, pour in the cider mixture, top with apple slices, and serve.

The Cider Decider

Addlestones — B D 5.0-5.2%

A naturally cloudy, premium cider, rich & mellow in character, with bittersweet apple fruit flavours & a smooth, rounded finish. Made using a unique recipe of locally sourced genuine bittersweet cider apples from Somerset.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Angry Orchard — B 5.0%

The best-selling cider in the US, uses a combination of French bittersweet and Italian culinary apples which is wood-aged during the fermentation process to add subtle spice and vanilla notes. Crisp and refreshing, with low carbonation, Crisp Apple is amber in colour, and features a fresh apple aroma and a slightly sweet, ripe apple flavour.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Ashton Press/Still — B D 4.8-4.9%

Ashton Press is made from English apples, pressed locally & conditioned in oak vats, producing a medium dry, strong, golden cider of superb quality. Ashton Still is cloudy, golden straw coloured, robust & dry, with a slight bite. Light & refreshing, it may be slightly carbonated through natural conditioning!

Butcombe Brewery 01934 863 963 www.butcombe.com

Aspall Cyder — B D 5.5%

In 1728, Clement Chevallier planted the first large-scale cyder orchards in Suffolk. While all around him said he should be growing cereals, Clement nurtured his trees, then pressed and blended his apples, pioneering a new standard for British fine cyder. Almost 300 years on, we're still producing unparalleled cyder at th original Aspall Cyder House. The Aspall portfolio has a wide range of Cyders, including Aspall Draught (5.5%), Premier Cru (6.8%), Organic (6.8%), Imperial Vintage (8.2%), Aspall Cyder (4.5%), Harry Sparrow (4.6%), Clement's Four (4%), Perronelle's Blush (4%), Isabel's Berry (3.8%), Mulled (3.8%).

Aspall 01728 860 510 www.aspall.co.uk

Avalon — B D 5.5%

Produced by long established Spanish cider makers Trabanco - now in their 4th generation, this brilliant pale yellow Sidra (Spanish Cider) with a smooth style and a slow release of fine, slow bubbles forming an attractive and a persistent lacy head.The clean aromas of green apple shine through with hints of balsam. The fruit has a wonderful balance between crispness and sweetness that makes it refreshingly cool.

Morgenrot 0845 070 4310 www.morgenrot.co.uk

Bad Apple — B D 5.1%

Produced in Herefordshire, it blends four distinctive cider fermentations to produce a tangy, fresh-pressed apple and blossom scent, alongside flavours of sweet, spicy apples, balanced with a crisp, dry mouthfeel and lingering oak taste

Carlsberg 01604 668866 www.carlsberg.co.uk

Blakstoc — B 3.0%-7.0%

The first cider makers in Europe to specialize in dry-hopping their blends. Using several different hops varieties to complement the flavours and for the crisp, bitter finish that has won them several awards including a Gold Medal at International Cider Awards 2017.

Euroboozer 01923 263 335 www.blakstoc.com

Blind Pig — B 4.0%

A range of premium ciders blended with fruit and spirit flavours: Bourbon & Blueberry and Whiskey Honey & Apple

Heineken 08457 101010 www.heineken.co.uk

Bolee D'Armorique — B 5.0%

An authentic traditional Breton cidre, made with 100% apples. Orchard aromas are in abundance from opening, lightly sparkling with a clean, refreshing & subtle dry finish.

Casa Julia 01376 320269 www.casajulia.co.uk

Brothers — B C D 4.0-7.0%

It has taken 4 Brothers and 14 generations of cider makers, from the Showering family to create their unique range of ciders. They first started selling their Pear Cider, or Perry as it was then called, at the Glastonbury Festival in 1995. Now available in a number of exciting flavours, including Strawberry Pear, Wild Fruit Pear, Cloudy Lemon, Premium Apple, Coconut and Lime, Strawberry and Kiwi Cider, Toffee Apple, Hop, Mixed Berry, Festival Apple, and Festival Edition Pear Cider.

Brothers Cider 07714 249576 www.brotherscider.co.uk

Bulmers — B 4.5%

The first drop of Bulmers Cider was pressed by 20 year old H.P. 'Percy' Bulmer in 1887, using apples from his father's orchard in Hereford. Those same Hereford apple trees are still delivering the perfect base for Bulmer's Original, Bulmers Pear, Crushed Red Berries & Lime, and Wild Blueberry & Lime.

Heineken 0131 528 1000 www.heineken.co.uk

Caple Rd — D C 5.2%

The UK's first craft cider in a can. This sparkling cider uses fresh English apple juice and is matured for up to 18 months in oak to give a refined, full-bodied, amber-coloured cider. Produced in small batches to ensure consistent quality and its unique craft characteristics.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Ciderboys — B D 5.0%

American Craft Cider, imported from Wisconsin USA. Traditional hard cider made with Champagne yeast. Rich aroma, rich delicious apple flavor with a touch of dark honey

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Cidersmiths — B D 4.5-6.6%

They have worked closely with renown Somerset cider maker David Sheppy to create three top notch craft-produced gems that are easy drinking, Bristol Draught, Harry Masters Jersey Craft Cider, and Sixpointsix Vintage Craft Cider.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Cornish Orchard — B D 4-7.2%

An award-winning portfolio which includes Gold, Blush, Pear, Heritage, Vintage and Farmhouse Cider, all made from fresh cider and dessert apples, and pressed and blended at Westnorth Manor Farm in Cornwall. Now available in Red and Somerset Haze.

Westside Drinks 020 8996 2000 www.cornishorchards.co.uk

Cotswold Cider Co. — B D 4.0-5.4%

Full-flavoured cider with bags of character and spirited personality. Only ever fermented from 100% apple juice using English bittersweet cider apples for that true, honest, full-blooded real good cider, without compromise. Range includes BlowHorn, a chai spiced cider, NoBrainer, dry, cloudy, sparkling cider, SideBurns, and SweetCheeks, an elderberry and blackberry cider

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Curious Apple Cider — B 5.2%

A gently carbonated cider made by English winemakers, Chapel Down, using 100% pure Kent apple juice produced from hand-picked Rubens apples.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

East Coast Cyder — C 5.1%

Hobo Beer & Co joined forces with Aspall Cyder, and East Coast was born, using only culinary apples such as Gala, Braeburn, Cox, Russet and Bramley, all carefully blended to give exceptional drinkability. Clean in character, with an aroma of fresh apples and a delicate floral note

Hobo Beer & Co www.hobobeerandco.co.uk

Friels Vintage Cider — B C D 5.5-7.4%

Award winning vintage cider crafted with a blend of 100% fresh juice from traditional English eating apple varieties - Red Falstaff, Katy & Windsor, made with the first press of the juiciest apples from each season's harvest. Available in 500ml NRB, 330ml can & 20L Bag in Box. Draught strength 5.5% keg and seasonal flavour Bag in Box range also available.

Aston Manor Cider 0121 328 4336 www.frielscider.co.uk
Matthew Clark 0344 822 3910 www.matthewclark.co.uk

GL — B 4.0%

Much loved bright amber, medium sweet cider of three counties (Herefordshire, Worcestershire, and Gloucestershire) its popularity is spreading quickly across the UK.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Hawkes — B C 4.0-4.5%

A gang on a crusade to put the craft back into cider, and Urban Orchard is their hero cider, made from London-pressed country apples, expertly blended - this is cider at its best. Special editions like the spiced winter cider, Elephants on Ice - a homage to a long gone but awesome winter party.

Cave Direct 01622 710339 www.cavedirect.com
Hawkes 0203 903 8387 www.wearehawkes.com

Hazy Hog — B 5.0%

Full flavoured and made traditionally by adding back the bittersweet apple juice at the end of the oak barrel fermentation, which creates the Cidre Doux in the style of Brittany/Normandy.

Hogs Back Brewery 01252 783000 www.hogsback.co.uk

Henry Westons — BiB D C B 4.5-8.2%

Traditional and steeped in heritage, the range of 500ml bottled ciders includes Henry Westons Medium Sweet (4.5%) - light-bodied with characteristic fruity sweetness, Henry Westons Medium Dry (6.5%) - mellow in taste with oak character, Henry Westons Perry (7.4%) - sparkling perry with subtle fruit flavours, and Henry Westons Vintage (8.2%) - a distinguished special reserve, medium-dry sparkling cider, Henry Westons Mulled Cider (4%), a still cider infused with mulling spices, delicious served warm, and Wyld Wood Organic Cider 6.0%

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Herrljunga — B 4.0-4.5%

Fruit ciders from the heart of Sweden, pronounced Hair-lunga. Available in Apple and Pear varieties as well as Blackcurrant & Lime, Ginger & Lemon, Strawberry & Vanilla.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Kentish Pip — BiB C D 4.0-5.5%

Kentish Pip is based at Woolton Farm, near Canterbury where the Mount Family has been growing apples for four generations.They have two core keg ciders High Diver and Skylark plus Limited Edition Specials. These are available in various 30L kegs. Four core bag in box ciders Craftsman, Vintage, Wild Summer and Firespice, and throughout the year they release limited edition specials. These are usually on draught in Bag in Box and Kegs but occasionally bottles and cans too.

Matthew Clark 0344 822 3910 www.kentishpip.co.uk

Kingstone Press — D B 4.0-4.7%

This award winning Apple Cider is crafted with a juice blend of the finest Dabinet & Michelin bittersweet apple varieties together with refreshing dessert apples - giving it a perfectly balanced, refreshing taste. Available in draught 50l keg & 500ml NRB. Wild Berry Cider is also available in draught 50l keg & 500ml NRB.

Aston Manor Cider 0121 328 4336 www.kingstonepress.co.uk

Kopparberg — B 4.0-4.5%

Flavours include Elderflower & Lime, Mixed Fruit, Raspberry, Strawberry & Lime, Blueberry & Lime, Pear and Sweet Apple. 4 alcohol free flavours are also available.

Matthew Clark 0344 822 3910 www.kopparberg.co.uk/

Le Brun — B 4.0-5.5%

Produced in Brittany since 1955, these award winnng ciders are made using the traditional method of natural fermentation of pure pressed juice from hand picked local apples.

Instil Drinks Co 0207 449 1685 www.instildrinks.co.uk

Magners Original Irish — C D 4.5%

The Original pint bottle cider, a premium, traditional Irish cider, also available in Classic Pear & Dark Fruit flavours, and Golden Draught, made using a higher proportion of the smaller, harder Dabinett & Michelin apples to give a crisper, less sweet taste which is perfect for draught cider. Served extra cold so there's no need for ice.

Magners GB 0141-552 655 www.magners.co.uk

Mallets — C D 4.0-5.0%

Mallet's is a new quality cider brought to you from The Showering Cider Mill in Shepton Mallet, Somerset, one of the UK's largest cider mills. Mallets original cider, a thirst quenching medium dry apple cider forged from the juice of freshly pressed bittersweet apples selected from our Somerset orchards. mallets dark fruit. Mallets Dark Fruit, a refreshing blend of Mallets Original cider with natural blackcurrant and blackberry flavours, ready to quench the toughest of thirsts.

Mallets www.malletscider.co.uk

Malvern Gold Cider — B D 6.0%

Celebrate the art of cider making with our award winning medium dry Herefordshire cider. Grown in the shadow of the Hereford and Worcestershire hills, we blend bittersweet apples including Three Counties, Yarlington Mill and Dabinett to make our cider. Its taste is achieved without artificial colourings, flavourings of sweeteners

Aston Manor Cider 0121 328 4336 www.knightscider.co.uk

Mela Rossa — B 5.0%

An Italian craft cider made from 100% Italian apple juice at the family-owned cidery in Trentino, Italy. This cider is crisp and fresh, with crunchy apple flavours and a refreshing lightly sparkling style.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Mortimer's Orchard — D 5.0%

The care and precision taken over the craft of Mortimer's Orchard is reflected in its crisp, rich and refreshing flavour. An expertly balanced, premium English cider presented in a confident contemporary style. Mortimer's Orchard English Berry is made with crisp raspberries and blackberries to give a juicy deep berry flavour.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Natch — D C 5.2%

Natch holds legendary status in its West Country heartland for being unashamedly sharp and dry, delivering maximum refreshment. The 'Dry' taste is the result of more of the natural sugars being fermented which makes the cider sharper rather than sweet.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Old Mout — B 4.0%

Old Mout (rhymes with fruit) was dreamed up in New Zealand's Moutere Valley over 65 years ago. The fruit cider with Kiwi spirit is available in 4 flavours: Kiwi & Lime, Passionfruit & Apple, Berries & Cherries and Strawberry & Pomegranate. An alcohol free version of Berries & Cherries is now available.

Heineken 0131 528 1000 www.heineken.co.uk

Old Rosie Cloudy Cider — D 7.3%

Award winning Old Rosie from Westons, allowed to settle out naturally after fermentation resulting in a traditional, full flavoured, appley, cloudy, scrumpy. Well balanced medium dry character.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Orchard — D 4.5%

Sheppy's Cider and Sharps Brewery have joined forces to produce a premium craft draught cider using only the finest West Country cider apples. Fermented and matured in traditional oak vats for an exceptionally clean, natural, refreshing apple flavour .

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

Orchard Pig — B D 4.0-7.4%

A range of Somerset ciders including keg Reveller and 20l boxes of Maverick (Ginger & Chilli), Explorer, Navelgazer, Truffler, and the Hogfather (7.4%).

Orchard Pig 01458 851222 www.orchardpig.co.uk

Orchard Pioneers — B C 5.0%

Bulmers Orchard Pioneers are Kier's Cloudy Ale, a medium bodied sparkling apple cider, with the flavour of fresh apple juice and subtle caramel sweetness. Sarah's Red Apple, a medium bodied sparkling apple cider, with the subtle bittersweet taste of true Herefordshire red apples.

Heineken 0131 528 1000 www.heineken.co.uk

Orchard Thieves — D B C 4.0-4.5%

Orchard Thieves is crafted using the best of traditional cider-making skills to deliver an instantly refreshing taste. Crafted from the perfect mix of crisp and tart apples for an instant, fresh apple taste, Orchard Thieves really cuts through and instantly refreshes

Heineken 0131 528 1000 www.heineken.co.uk

Orchard View — B D 4.5%

A collaboration between Britain's oldest brewer Shepherd Neame, and oldest family-owned cidermaker Aspall. Orchard View contains a blend of each of the different styles of apple: sweet, sour and bittersweet including varieties such as Gala, Braeburn, Jonagold, Katy, Cox, Russett, Windsor, and Bramley which all help to give Orchard View its unique flavour profile.

Shepherd Neame 01795 532 206 www.shepherd-neame.com

Peacock 4.8%

Inspired by the exotic fruit of Asia, Peacock Mango & Lime is an exciting new variant of cider. The sweetness of the mango is perfectly balanced by the zesty lime to provide a burst of tropical refreshment from Kerala to Koh Samui.

KBE Drinks 01622 351110 www.peacockcider.co.uk

Pure Hopped Cider B C 4.0%

Made with a 100% fresh apple juice from Herefordshire and a dash of the finest Target hops from Worcestershire, gently matured in oak vats to produce a beautifully balanced and smooth drinking cider with a natural haze and sweet undertone which compliments the hoppy citrus flavours and lingering dry finish.

Purity Brewing Co. 01789 488007 www.puritybrewing.com

Rekorderlig B C 4.0-5.0%

A range of Swedish fruit ciders. Strawberry-Lime, Wild Berries, Passionfruit and Pear are the core flavours, with limited editions and seasonal releases such as Spiced Plum.The new premium Botanicals range combines fruit-flavoured cider with herbs and comprises three flavours: Rhubarb-Lemon-Mint, Peach-Basil and Grapefruit-Rosemary. It taps into the increasing popularity of botanical-infused alcoholic drinks.

Rekorderlig UK 01283 511 000 www.rekorderlig.com

Rosie's Pig C D 4.0%

A range of easy drinking traditional, cloudy, medium-dry ciders. Rosie's Pig was one of the first delivery trucks Westons Cider ever owned, which is reflected in the names Flat Tyre (with Rhubarb), Hand Brake (with Damson) and Handbrake Cloudy with Damson.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Savanna B 6.0%

Premium dry bottled cider from South Africa made with Granny Smith Apples. Generally served in the bottle, often with a lemon wedge in the neck.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Sheppy's D 4.8-5.5%

A range of single variety, farmhouse and vintage ciders from the farm of award winning craft cidermakers in the same family for over 200 years.

Sheppy's 01823 461233 www.sheppyscider.com
Cave Direct 01622 710339 www.cavedirect.com

Somersby D 4.0-4.5%

A cold-filtered cider that has no artificial flavours or sweeteners. Also available in Strawberry and Rhubarb flavours.

Carlsberg 01604 668866 www.somersbycider.com

Stassen Cidre B 7.4-8.2%

Super premium ciders from Belgium, designed to appeal to lovers of sparkling wine. Availale in Brut, Cuvée Rosé and Grand Cru versions, all come in a 750ml bottle with a champagne style cork.

Heineken 0131 528 1000 www.heineken.co.uk

Stella Artois Cidre B C 4.5%

A premium Belgium cider, with a distinctive, crisp & refreshing taste. Flavours include Apple and Raspberry.

AB InBev 01582 391166 www.ab-inbev.com

Stowford Press B-D 0.5-4.5%

Described by Pete Brown as 'the best of the mainstream ciders', the leading brand from Weston's Cider is an authentic and traditional tasting cider, made with 100% local home-pressed apples for a truly medium dry cider taste. The cider proudly maintains its Herefordshire roots, and it is the coupling of the traditional approach with contemporary modern techniques that make Stowford Press so popular. At 4% the Mixed Berries variant is a well-balanced and bright fruit cider with a burst of berry flavour. Also available as a 0.5% Low Alcohol version

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Strongbow D B 4-4.5%

The UK's best selling draught cider. The range consists of Original, Cloudy Apple and the popular Dark Fruit.

Heineken 08457 101010 www.heineken.co.uk

St Louis B 5.5%

St Louis Dry Hopped is a craft Devon cider expertly infused with Ella and Willamette hops made by Sandford Orchards. An enticing floral and citrus aroma leads to a light, refreshing palate with a clean hoppy finish.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Sxollie B 4.5%

Apples sourced from the cool orchards of Elgin in the Cape Town region are pressed, with the fresh juice then fermented in stainless steel tanks. Champagne yeasts are used to ensure an elegant flavour profile, before careful bottling and carbonation that delivers a delicate sparkle to the final product.

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Thatchers B D

In 1904 William Thatcher first began making cider at the family's Myrtle Farm in Somerset. Today Thatchers combines generations of experience with its passion for quality, resulting in a range of award-winning apple ciders that are trusted and full of flavour. Widely respected for its extensive knowledge of apple varieties, Thatchers range includes an apple cider for all taste profiles from sweet and fruity through to medium and dry. With keg, bottle and can, Thatchers can be trusted to offer a cider that will work hard for your outlet.Offer something different in your fridge by including super premium ciders Thatchers Vintage, matured in our 150-year old oak vats, and Thatchers Katy, a light fruity single variety cider that is perfect with food.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Family Reserve B 11%

This sparkling, 11% Somerset Apple Wine from Thatchers Cider uses the first gentle pressing of beautiful Katy apples to create a fine fizz, perfect for special occasions and celebrations, a fantastic alternative to sparkling wine and prosecco.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Gold B C D 4.8%

Thatchers Gold (4.8%) is full of flavour with a wonderful rich golden colour. Gold is available in keg, bottle and can. Our cidermakers use a blend of our favourite apples including Dabinett, Porters Perfection and Harry Masters Jersey, for this smooth and refreshing cider. The No 2 draught apple cider nationally, Thatchers Gold is a drink to suit all types of occasions. If you can only stock one apple cider on your bar, it needs to be Thatchers Gold!

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Haze B C D 4.5%

Thatchers Haze, (4.5%), is a cloudy, sweet premium cider from Thatchers. Crafted from dessert apples to create a crisp, refreshing finish, it is the juice of the Jonagold apple that makes this popular cider naturally cloudy. Thatchers Haze is available in keg, bottle and can, and makes a perfect second tap option on the bar.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Old Rascal B D 4.5%

This 4.5% premium amber cider is made from bittersweet cider apples including West Country favourites Somerset Redstreak, Dabinett and Tremlett's Bitter, to give a full-bodied apple cider that is balanced with a smooth sweetness and finished with a light sparkle. Perfect for bars where you want something a little different with the trusted quality of Thatchers. Available in keg and 500ml bottle.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thatchers Rosé B C 4.0%

New for 2019, Thatchers Rosé (4% abv) is a deliciously sparkling sweet Somerset Cider bursting with fruity apple flavour. Using a blend of naturally sweet, rosy-red dessert apples, including Pink Lady, Fuji and Gala, Thatchers Rosé is available in a 500ml bottle, and 440ml cans, perfect for the fridge.

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Thistly Cross B D 4.0-6.2%

Clear golden, smooth, medium dry Scottish cider, matured for 6 months to give balance & smoothness. It's a classic, farmhouse cider made with a blend of Scottish apples.The range of flavours includeThistly Cross Ginger, Thistly Cross Real Elderflower, Thistly Cross Real Strawberry, and Thistly Cross Traditional Cider

Matthew Clark 0344 822 3910 www.matthewclark.co.uk

Waddlegoose B D 3.8 -4.6%

Waddlegoose, the contemporary cyder from Aspall, takes a deliciously fresh approach with apples like Gloster 69, Zari, Gala - new varieties bred to be mouth-wateringly crisp and flavoursome. Waddlegoose cyder (4.6% abv), Three Berry (3.8% abv).

Aspall 01728 860510 www.waddlegoosecyder.co.uk

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Made from fruit grown in Soil Association certified organic orchards in Herefordshire, Gloucestershire and Worcestershire. The ageing wood of the apple trees and absence of nasty pesticides means our organic orchards provide a safe haven for local wild life too. Once the apples are picked, washed and pressed, they are to create a full bodied and fruity cider, with a rich oak finish.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

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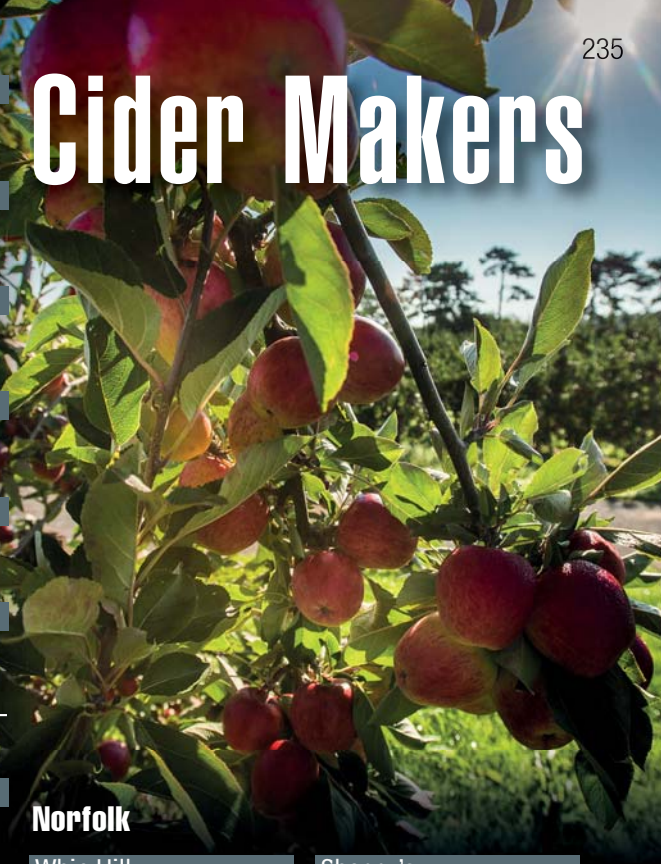

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Brave New World of Spirits

Spirits Report

It's all about the experience, and cocktails and premium spirits offer the perfect recipe for customers looking for a great experience on a good night out. Nigel Huddleston reports

With consumer experimentation driving interest, and plenty of product innovation, spirits are currently one of the big wins for the on-trade.

On trade spirit sales are now worth over £6.5 billion and grew by 6.7% last year[1] and the really good news for pubs and bars is that premium spirits were up 14.6% - and almost 70% of premium spirits are sold in the on trade[2].

"The conventional wisdom that a significant number of consumers arrive at the bar without knowing what they plan to order definitely holds true, so there's a key opportunity to influence purchasing decisions"

Much of this growth is thanks to the cocktail culture that has expanded beyond high end bars onto the high street. Cocktails chime with today's spirit of adventure, which has people seeking out new experiences, but don't under estimate the enduring popularity of the classics cocktails - these offer reassuring familiarity for consumers buying a trade-up drink and can be given an individual twist through the use of different ingredients, garnishes or even flavoured ice.

These finishing touches can make or break a drink sale, with the Instagrammability of drinks more important than ever - 81% of consumers saying that their purchasing decisions are influenced by friends' social media posts.

Dan Bolton, managing director of Buffalo Trace bourbon and Southern Comfort supplier Hi-Spirits, says venues should also use their own social media and POS spots to drive customer purchases.

Premium Opportunity

"The spirits category is more diverse than ever," says Bolton "driven by the cocktail boom and a significant shift in customer expectations and knowledge of premium and craft spirits."

And the premiumisation trend gives operators a great opportunity to encourage trading up.

"The conventional wisdom that a significant number of consumers arrive at the bar without knowing what they plan to order definitely holds true, so there's a key opportunity to influence purchasing decisions.

"Carefully placed cocktail shakers, strainers and chopping boards send the right visual cues and help to persuade customers that bar staff take drinks service seriously."

High Spirits

Gin and Rum are doing the most to raise spirits in the ontrade, while Single Malts and Imported Whiskies are also seeing encouraging sales uplifts. Non-cream Liqueurs are equally buoyant, and although sales of Tequila dropped slightly, it's enjoyed some value increase as drinkers turn from shooting to sipping. However, it is still not fulfilling its predicted potential, despite enjoying a massive upswing in the US - expect this trend to cross the Atlantic very soon.

Going Low

As the moderation trend gathers pace, a slew of alcohol free or zero proof spirits have been making a splash, but for the moment they remain very niche. Hitting the sweet spot in the middle and proving much more popular are lower alcohol, long mixed drinks, which are coming into their own as drinkers take on board the drink less, drink better message.

Aperol was the pioneer, but its phenomenal success opened the floodgates to a new way of drinking, with vermouths and liqueurs serving as the base for a variety of refreshing, good looking, great tasting drinks lengthened with tonic, ginger or soda.

[1] CGA On Premise Measurement MAT to October 2018
[2] William Grant & Sons UK's 2018 Market Report

Southern Comfort Black & Cola

50ml Southern Comfort Black
200ml Cola
Orange wedge

Pour ingredients into a rocks glass over ice and garnish with the orange wedge

The Spirit of New Orleans

UK consumers' love affair with American whiskey continues, with no sign of the trend slowing down – CGA figures show on-trade sales grew by 4.2% in the year to May 2018.

American whiskey has always celebrated its mixability," says Dan Bolton, Managing Director of Southern Comfort and Buffalo Trace Bourbon UK distributor Hi-Spirits. "It's seen as more accessible, and very much a party spirit, by younger consumers who increasingly enjoy cocktails as part of their social life when out with friends."

The high profile UK launch of Southern Comfort Black has brought an innovative new blend which brings the New Orleans brand's whiskey credentials to the fore to this new generation of spirits drinkers, who are looking for enjoyment as well as provenance and authenticity.

Using the strapline "For those who want their smooth Southern Comfort BOLD," the 40% ABV Southern Comfort Black features a more prominent whiskey flavour profile while still featuring creator M.W. Heron's blend of fruits and spices.

It has joined Southern Comfort Original (35% ABV) and super premium Southern Comfort 100 Proof (50% ABV) in the range.

Back to its Roots

The new expression has been crafted by Drew Mayville, master blender with Sazerac, who acquired Southern Comfort in 2016 and have taken it firmly back to its roots in the US cocktail capital, New Orleans.

The recipe retraces the footsteps of M.W. Heron himself, who in 1874 took the harsh whiskeys of the time and mixed them with his own blend of fruit and spices to create a whiskey that could be enjoyable comfortably.

The result is a bold, premium spirit that combines accessibility with a robust whiskey profile, and which has been created very much to be enjoyed rather than endured.

"Whiskey's depth of flavour can still be a challenge for some consumers," says Bolton.

"By offering Southern Comfort Black and its stablemates, along with bourbons such as Buffalo Trace and Eagle Rare, in a variety of serves, including neat, over ice and in cocktails and mixed drinks, licensees can help their customers find the way to enjoy whiskey that suits them best.

33 Cank Street

One early adopter of Southern Comfort Black is award-winning bar 33 Cank Street in Leicester city centre. The team at the venue have been using Southern Comfort Black in their carefully crafted drinks since its launch

Owner Kal Ruparell, who has 15 years' experience as a mixologist, says: "Southern Comfort Black is an expression going back to the roots of the spirit. It's versatile and well balanced, with peach and apricot notes. We are enjoying using it in cocktails."

The bar's cocktails also feature Southern Comfort 100 Proof. Ruparell says: "Its fruit and spices shine through in cocktails. We use it in recipes such as 'Southern Hospitality' which is made with Southern Comfort 100 Proof, home-made peach cinnamon butter syrup, Cank Street sherry blend, fresh OJ, Herbsaint liqueur and a caramelised peach kebab. It is on the menu at present and very popular with customers."

"The 'Spirit of New Orleans' positioning has brought Southern Comfort back to its roots, and Southern Comfort Black on the back bar is an essential tool for licensee easing their customers gently into the delights of American whiskey"

Buffalo & Rye

Southern Comfort also features on the drinks list at Birmingham bar-and-barbecue venue Buffalo & Rye, run by Midland bar specialist Bitters 'N' Twisted. Featured alongside whiskey brands Eagle Rare, Buffalo Trace, Southern Comfort is the key ingredient in Buffalo & Rye's Scarlett O' Hara cocktail, which is part of its 'Our Classics' range of cocktails. The cocktail features Southern Comfort, cranberry juice and fresh lime juice.

General manager Dave Barnes says: "It's a very popular cocktail. This is generally what we recommend for Cosmo drinkers that want to try something new. The Scarlett O'Hara carries with it a certain pedigree as a forgotten classic, with a history said to stretch back to the 1950s when it was promoted to increase sales of cranberry juice. This fits nicely with what we've tried to achieve with our list - bringing back classics with our own twist."

Barnes adds: "As we've grown our reputation for great whiskey, customers have become more confident in trying more whiskey cocktails and I think this will continue to grow."

Back in Black

Bolton sums up: "The 'Spirit of New Orleans' positioning has brought Southern Comfort back to its roots, and Southern Comfort Black on the back bar is an essential tool for licensee easing their customers gently into the delights of American whiskey.

"As the boom in gin shows, most spirit categories are no longer "one size fits all" in the on-trade. As part of a premium spirit range on the back bar, and enjoyed across a wide range of cocktail and mixed drink serves, Southern Comfort Black has a broad consumer appeal."

Whiskies, Reimagined

Whiskies are arguably the most vibrant and diverse category in spirits at the moment, and the growing emphasis on innovation and experimentation is a perfect match for the rising "experience economy"

This is perhaps the most important current trend - now, more than ever, consumers are seeking out the unique, the individual and the authentic - and nowhere is that clearer than in the wonderful world of whiskies. Their heritage, craft and complexity give the opportunity to engage people, to educate them and take them on a journey, creating a richer drinking experience.

Soaring global auction prices, bold experimentation, intriguing special finishes and limited editions have made single malts more aspirational than ever before.

The Scotch market has shifted towards premium expressions and single malts, where a proliferation of brands and product innovation is generating interest for inquisitive consumers. American whiskey's sweeter taste profile has made the category more cocktailable and helped it cross gender boundaries; the creativity of Ireland's craft distilleries has caught the eye of adventurous drinkers, while brands such as Kavalan from Taiwan, India's Amrut and Hibiki, Yamazaki and Toki from Japan have broadened the horizons of committed connoisseurs of whiskies.

Even England is getting in on the act with distillers such as Cotswolds and Adnams finally getting spirits over the minimum ageing line for whisky - and there are many more recently established gin distillers just waiting to join them.

US Whiskies

The combined whiskies category is worth more than £1billion to the ontrade, and within that the US is by far the biggest single segment in the on-trade by value, at £410million.

This dominance is chiefly down to the importance of Jack Daniel's and its classic '& Coke' bar call, which has made Jack the fourth biggest spirits brand in pubs by volume and value. But for some years now there has been increasing interest in the category beyond Tennessee Whiskey, particularly for Bourbon, and more recently Rye.

"Whisky as the base of a mixed drink has a long tradition, with classics such as the Horse's Neck once as popular as the G&T"

"While Scotch continues to perform well within the on-trade, we've seen American whiskey boom in popularity with the likes of Jim Beam and Maker's Mark becoming popular bar calls," says Teddy Joseph, Whisky Specialist at Edrington-Beam Suntory UK.

Dan Bolton, managing director of Buffalo Trace supplier Hi-Spirits, agrees: "American whiskey is more in tune with younger consumers, who increasingly enjoy cocktails as part of their social life. Cocktails are served in a wider range of outlets than ever, and this has driven a renewed interest in classic whiskey cocktails such as the Old Fashioned, Whiskey Sour, Sazerac, and Julep.

"American whiskey has always celebrated its mixability, and its heritage as a party spirit goes back to the jazz age of New Orleans."

Scotch off the Rocks

Bolton believes that "Scotch has painted itself into a bit of a corner with its heather-and-weather marketing, creating a mystique around its product which actually deters some younger consumers."

While it's true that sales of blended Scotch continue to fall - down almost 6%[1] last year - it is still worth over £367 million to the ontrade.

The high volume, traditional mainstream brands are the main reason for the drop, but at the opposite end of the spectrum, the developing trend of super premium blends.

"Premiumisation is driven to some extent by the same move towards craft producers that has kept the gin sector fresh, but a huge part of the excitement around the category has come from the creativity of the leading brands"

Contemporary brands such as Monkey Shoulder and Copper Dog are also pioneering a new sub category dubbed 'Blended Malts'. Blends have long been seen as inferior to single malts, despite the expertise that goes into crafting them, but these premium and super premium brands are changing that perception, and the B word is no longer a negative.

As part of their reinvention of the blended category, several brands are making a big push to introduce consumers to the refreshing qualities of Whisky and Ginger (sometimes known as a Buck, or a Mule), or a Highball, lengthened with soda.

In fact whisky as the base of a mixed drink has a long tradition, with classics such as the Horse's Neck once as popular as the G&T, while the Rusty Nail was a frequent bar call in the 60s, thanks to its association with the Rat Pack.

The reverence and rules around not adding anything to Scotch is a relatively recent phenomenon, which worked well in its time, creating a halo around quality and premium brands, but the hangover has hampered the evolution of the category to fit into the repertoire of 21st century drinkers.

Now however, the brand owners are making a concerted effort to get the message across to adventurous spirits drinkers that you can drink Scotch however you like.

Recognising the Fever-Tree effect on gin's success, some of the leading brands have been working with premium mixer companies to develop serves that enhance whisky's flavour profile.

Ginger is very much an on-trend flavour and its sweet heat works particularly well with whiskies, as shown by Fever Tree's recently expanded range of 3 ginger based mixers.

Their smoky, spicy, citrusy notes are designed to work with the full range of whiskies.

[1] *CGA On Premise Measurement MAT to October 2018*

Malt Matters

As with Blended Scotch, super premium trends are the strongest across Malts. But unlike blends, the entire category continues to grow, with value sales up 3.6%, to £180 million, making it the third largest segment in whiskies - and the only one of the top three in value growth.

This reflects the premiumisation of the drinks sector as a whole, and is driven to some extent by the same move towards craft producers that has kept the gin sector fresh, but a huge part of the excitement around the category has come from the creativity of the leading brands.

Glenmorangie's best selling 10 year old flagship is supported by a range of expressions, cask finishes, age statements and limited editions, as is Islay giant Laphroaig 10.

But perhaps the most exciting development of all in recent years has been Glenfiddich's Experimental Series, which "combines the brand's passion for pushing Scotch whisky boundaries whilst unlocking new possibilities in the true spirit of experimentation."

One of the first experiments, Glenfiddich IPA, involved a collaboration between a local craft brewer and Glenfiddich's Malt Master Brian Kinsman, to create a bold and zesty IPA beer which added extra hoppy notes to the oak casks.

This experiment resulted in the first single malt Scotch whisky ever finished in craft IPA casks - placing the brand firmly within the sphere of the craft beer movement, and craftily introducing whisky to a new generation of drinkers.

The latest and fourth concept in the Experimental series is Fire & Cane - a smoky whisky finished in sweet rum casks. "It's a bold combination, which I'm sure will appeal and intrigue single malt enthusiasts as well as those looking to try something new and different," says Kinsman.

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The Buck of the Irish

Irish whiskey continues its trend-bucking progress, posting growth of 4.5%[1] in the UK - and is currently the fastest growing spirit in the world.

This is in no small part down to Pernod Ricard getting behind Jameson in a big way globally, including a plethora of brand innovation such as its Caskmates series.

The interest in premium Irish Whiskey has not gone unnoticed by Diageo, who sold off several standard brands to focus on premiums, and will be throwing their weight behind premium blended Irish Whiskey brand, Roe & Co.

Until recently the Irish Whiskey market was pretty much a one horse race in the UK, despite the existence of the iconic Tullamore Dew and Bushmills. But in the last few years the sector has been buoyed by the arrival of an array of smaller craft producers, and there is now a real renaissance across the country.

While there were only four distilleries at the start of the decade, there are now 20 active on the island, and William Lavelle, head of the Irish Whiskey Association says "We'll have another half-a-dozen opening over the next six months. They're all driving competition and innovation and it's producing a very exciting range of whiskeys."

One of the most interesting of these new distilleries is the Dublin Liberties whose Dubliner Irish Whiskey is the one of the fastest growing Irish whiskies globally. Thanks to investment from Quintessential Brands, craft whiskey is coming back to the heart of Dublin, with the restoration of a 400 year old mill to create a boutique distillery in the historic Liberties district. With a good number of awards already under their belt, the move to the new distillery will allow innovation to continue and production to expand.

In Other Worlds

Other world whiskies may only represent a tiny proportion of the spirits market, but with 16%1 growth last year, they are making significant gains, and can't be ignored.

"Japanese whisky continues to soar on the back of continual praise for award winning producers such as the House of Suntory," says Joseph at Edrington-Beam Suntory. "Offering liquid such as Yamazaki will certainly go down well with consumers." Craft spirits supplier Maverick Drinks competes across the board in whiskies with a portfolio that includes brands from Scotland, the US, France and Sweden.

"Until recently the Irish Whiskey market was pretty much a one horse race in the UK...but in the last few years the sector has been buoyed by the arrival of an array of smaller craft producers"

Co-founder Michael Vachon says he expects to add a rye whiskey from Kyrö in 2019 alongside an Israeli single malt from Milk & Honey, the country's first whiskey distillery. "Bourbon has been in growth for a while," says Vachon. "People are trading up and we're excited to see that trend continue. There are seven American craft spirits in Maverick's portfolio. "It might sound a lot," says Vachon, "but there are 2,000 of them in the US so we've been incredibly picky.

"I'm excited to think we might play a part in that next wave of New World whiskies. They're appealing to the same people who are drinking gins that might sell in retail for over £30. They don't necessarily have a lot of disposable income but will spend their money to treat themselves to something a little bit nicer than the mainstream. A lot of people are willing to trade down in other areas so they can trade up in food and drink."

[1]CGA On Premise Measurement MAT to October 2018

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Shooting Stars

Liqueurs

Liqueurs are often the unsung heroes of the back bar, but a fresh focus on this valuable category can turn them into star performers

Liqueurs and Specialities account for more than 21%[1] of spirits sold in pubs, bars and restaurants. That's not far behind vodka and well ahead of gin - chalking up the best part of £14 million for the ontrade between them.

The popularity of herbal liqueur Jagermeister and its shots and bombs serves in high-tempo outlets means that non-cream liqueurs alone have over 12% volume share of the on-trade spirits market.

The third biggest volume spirit in the UK on-trade and second only to Smirnoff in value, Jagermeister's volumes have dropped slightly as its dominance is challenged by other brands. At the same time its value has increased, suggesting that it is becoming less discount or happy hour prone than it might have been in recent times.

Sourz is another leading contender in the shots ring, but these established brands have recently been feeling the heat from Fireball. The spicy whisky based brand has enjoyed 5 years of double digit growth and is one of the world's fastest growing spirits. In order to consolidate this success, the brand launched a recruitment campaign for ambassadors - or Chief Fireball Officers - at the end of 2018 to make sure it continues to deliver on today's consumer demand for engagement and experience.

Review and Rotate

Dan Bolton, managing director of Hi-Spirits, whose portfolio includes Fireball (alongside Tuaca, Fernet-Branca, Caffé Borghetti, and Antica Sambuca) says getting a varied but compact range together can persuade drinkers to look beyond the usual suspects in the category. "Brands that can deliver something genuinely different are an asset in helping pubs appeal to those consumers looking for an adventure.

"Every liqueur is distinct and so there's a balance to be struck. Too much on the back bar can be confusing, so review the range regularly and rotate rather than proliferate."

Gareth Franklin, global brand ambassador for Luxardo at Cellar Trends, bangs the drum for brands and flavours with reassuring familiarity.

"Brands that can deliver something genuinely different are an asset in helping pubs appeal to those consumers looking for an adventure"

"We are in an era of product innovation," he says, "but alongside brilliant new creations, there are many new entrants which vary in quality and still need to prove themselves if they are going to be genuinely useful in a bartender's line-up of essentials, whereas classic products like Luxardo Amaretto and Limoncello have a track record of being made with integrity and pride and will always have a place."

But innovation is the buzzword and producers are certainly bringing it to the liqueurs category.

Greenall's Gin recently launched Green Apple & Hibiscus and Blood Orange, Fig & Ginger liqueurs while at the craft end of the market, Jawbox introduced Pineapple & Ginger and Rhubarb & Ginger liqueurs. Founder Gerry White says: "They are refreshingly stunning when simply mixed with a premium ginger ale and equally as good on the rocks."

And former biotechnologist Joel Gallagher launched Marvolio's Nostrums, three small batch liqueurs called Whiskoffy, Tequilomile and Whinger.

Liqueurs, whether sold as a shots, mixed in cocktails, or lengthened with soda, tonic or Prosecco, taking a fresh look at your liqueurs can add interest to your drinks menu, and cash to your bottom line.

[1]CGA On Premise Measurement MAT to October 2018

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*Source is Acturus MSS Bartender Influencer Survey 2016 **Nielsen, Sept, 2018

TIA + TONIC

50ml Tia Maria
100ml tonic
10-15ml espresso (optional)

Glass: Highball or plastic frappe
Garnish: Grapefruit, lemon or orange peel. Expressed oils over the top and place in drink.

Method: Fill glass with ice and slowly pour tonic to preserve bubbles. Pour espresso (if using) and then Tia Maria over the top.

FLAT WHITE RUSSIAN

25ml Tia Maria
25ml Appleton Estate VSOP
25ml espresso
Top with milk

Glass: Rocks or plastic frappe

Garnish: None

Method: Shake Tia Maria, Appleton and espresso, and strain into glass over fresh ice. Float milk over the top.

ICED POPCORN FRAPPE

50ml Tia Maria
50ml espresso
50ml milk
20ml popcorn syrup

Glass: Plastic frappe

Garnish: Big handful of sweet and salty popcorn on top

Method: Shake all ingredients and strain into glass over fresh ice.

A Recipe for Success

Operators wanting to catch the eye of the Instagram generation and tap into the desire for a great experience need look no further than the cocktail

Sales of cocktails are booming across all ages and all genders, and are continuing to rise across all parts of the ontrade. CGA's Mixed Drinks Report - published in October 2018 - shows an annual increase of 8.6% - boosting operators' tills to the tune of £550m.

And more people are drinking more cocktails - 28% of consumers report that they are drinking them more often.

While bars are still the biggest movers in the cocktail world, more pubs are getting into the spirit. And the trend isn't confined to upmarket and food pubs, in fact the greatest increase has been in local and community pubs - 32% have added cocktails to the menu, a rise of 8.9%.

Perhaps one of the most significant findings is that cocktails are incredibly promotion driven, with many purchases driven by special offers, such as Happy Hour or 2 for 1 deals.

Chart Toppers

The Mojito, once the unchallenged leader of the cocktail gang, was finally knocked off its perch at the back end of 2018. It certainly hasn't lost its mojo though, and is still hugely popular in pubs and bars, with a 12.7% share of the market.

However the UK's current champion cocktail, the Porn Star Martini, with its side shot of bubbles, now accounts for almost 15% of all cocktails sold.

Its success may well be down to the Prosecco factor. More people are enjoying a bit of fizz in their drinks, and sales of sparkling cocktails are…well, sparkling. Mixed with Prosecco, almost any liqueur or speciality spirit can be transformed into something special - and instagrammable.

Other rising stars in the top ten are tea and coffee!

More specifically, Long Island Iced Tea, which is making a move on Sex on the Beach's third place, and the caffeine fiend's favourite, the Espresso Martini - famously created by the legendary Dick Bradsell for Kate Moss, who asked him for something that would "wake me up and f*%k me up."

While the classics are always going to be the best sellers, satisfy the search for something new by adding a twist to increase their appeal. This can be as simple as switching tonic or soda for ginger, or topping with an unusual garnish.

Cocktails are becoming more than just a bar call and are increasingly finding a place at the table, which provides an opportunity to promote aperitifs and after dinner cocktails, as well as matching different drinks with dishes.

So the long and the short of it is, the key ingredients to making the most of cocktail sales are: serve them well, run special deals, offer the best sellers, and add your own individual touch.

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Tia Maria

Rum Business is Good Business

Rum Report

Rum is tipped by many industry insiders as the next big thing, although it's still got a long way to go before it can be called the new gin

Rum business is proving to be good business, with annual sales hitting the £1bn mark in 2018, with the category expected to grow faster than gin by 2020.

And £700m of that is sold through the ontrade, where the popularity of cocktails continues to be the driving force behind growth, with a third[1] of all cocktail serves containing Rum.

In recent years most Rum growth has come from the Golden segment, especially Spiced and Flavoured variants. But the latest figures show that Dark Rums have finally joined the party, with sales up almost 13%, outperforming Golden - which itself enjoyed very healthy growth of 11.3%.[2]

Dark Rums have long been a stalwart in pubs and bars, but have lagged behind their more glamourous Golden cousins, but with consumers increasingly looking for more flavour and complexity in their drinks, this looks set to change.

The Spice Trail

The star performance last year though, still came from Flavoured and Spiced Rums sales, which rose in value in the on trade by 20.8%[3] and now outstrip those of White Rum. This category has most pull among the all important millennial consumer group with 54% of its drinkers aged under 35.

The on trade's front runner in the Spiced Rum market is Captain Morgan, which now outsells Bacardi Carta Blanca as the nation's favourite Rum to drink out.

Sailor Jerry in second place, while still an iconic brand, is a few nautical miles behind the Captain, and snapping hard at its heels is the legendary Kraken Black, which enjoyed a tidal wave of growth in 2018 to put it firmly in third place.

Going for Gold

Spiced Rums may be making all the headlines, but the Golden Rum category as a whole is being appreciated for its refinement and the depth of flavour it can bring to a cocktail or long drink.

"Spiced Rums may be making all the headlines, but the Golden Rum category as a whole is being appreciated for its refinement and the depth of flavour it can bring to a cocktail or long drink"

Last year saw Bacardi launch Añejo Cuatro Rum into this category. An añejo (aged) golden rum, barrel-aged for four years, this was one of the spirit world's biggest launches in 2018.

Metinee Kongsrivilai, Bacardi Rum's UK Brand Ambassador, commented: "While rum was often only thought of as a spirit to be mixed in tropical drinks, Bacardi Añejo Cuatro introduces consumers to a more sophisticated, complex side of rum."

[1]William Grant & Sons UK 2018 Market Report [2]CGA On Premise Measurement MAT to October 2018 [3]Nielsen 16/06/2018

She points out that consumers increasingly want premium spirits and won't give up quality or taste over price when it comes to their alcohol purchases, however while "there is plenty of choice when people want a premium gin or vodka but with rum, when people want to trade up, you'd be hard pressed to find an option. As the King of Rums, we are driving innovation and leading the rum revival with our portfolio of premium rums."

The company has also just launched Bacardi Ginger, a sweet and spicy golden rum infused with ginger flavours, which is recommended to be paired with cola or lemonade.

Ginger already has a long and successful relationship with Rum, as the key ingredients in the world famous Dark and Stormy cocktail, although that is traditionally made with dark rum.

The Middle Way

Michael Vachon, co-founder of Maverick Drinks, says rum has failed to reach its potential as the drinks trade's eternal next big thing because of a polarisation of the market between top-end luxury brands and mainstream mixing rums, with little in the middle.

"Bacardi has done a good job of producing levels in between, particularly with Cuatro. It's not quite a sipping rum but it's a premium product for cocktails. They saw that gap. "We have That Boutique-y Rum Company which is an educational and aspirational brand. It attracts the connoisseur and appeals to the enthusiast.

"I'd love to see more in the middle; rums that are available to a wider consumer base but have a flavour backbone where consumers will notice the difference. We're not there yet but it's certainly something we're looking at."

King of Cocktails

According to Kongsrivilai at Bacardi "We're in the middle of a rum cocktail renaissance. This is an exciting time for the rum category with a rise in cocktail culture."

She has seen a sudden influx of Pina Colada modernisation and many other iconic cocktails contain rum - in fact, four of the top 10 mainstream cocktails drunk out of home are rum-based.

The popularity of rum has sparked plenty of originality among bartenders, with many new recipes being created. However she notes that there is still a desire for classic cocktails and the Mojito boom shows no sign of slowing.

"We're in the middle of a rum cocktail renaissance. This is an exciting time for the rum category with a rise in cocktail culture."

"It's the world's favourite cocktail and a household name. The popularity of cocktails such as the Mojito, Pina Colada and the Daiquiri have really spurred the growth in rum along with the huge Tiki trend we've seen over the last few years.

Dan Bolton, managing director of Hi Spirits - which includes Abuelo, Black Magic and Red Leg in their portfolio of premium spirits - agrees, and says there's "no point trying to swim against the tide".

He adds: "The Mojito is the cocktail of choice for many consumers, so operators need to keep it at the heart of their drinks menus. However, variations on the theme give customers the chance to experiment."

Original BACARDÍ Mojito

50ml BACARDÍ Carta Blanca rum
25ml lime juice
15ml sugar syrup
8-10 mint leaves
15ml soda water

Method:

build all ingredients and churn with crushed ice. Top with more crushed ice and spritz with small amount of soda water (optional).

Glassware: Highball

Garnish: Mint sprig

The Perfect Porn Star Martini:

50ml Absolut Vanilia
25ml Passion fruit purée
15ml Part Vanilla Syrup
1 Slice Pineapple
1 Half Passion fruit pulp
1 Half Passion fruit
A shot of bubbles

Muddle pineapple in a shaker. Add Absolut Vanilia, passion fruit pulp, vanilla syrup and passion fruit purée. Shake and strain into a chilled cocktail glass. Garnish with passion fruit. Serve with a side of bubbles (in a shot glass).

Versatility and Value

Vodka Report

As distillers rush to launch new gins it pays to remember that another white spirit remains far and away the most popular spirit in the nation's pubs and bars

The average on trade outlet makes nearly £17,000 in vodka sales each year, selling around 220 bottles[1]. Vodka still accounts for almost a third of all on trade spirits (28.6%[2]) and revenue from vodka sales was up a touch at 0.5%.

Even bundling together all the sales of Scotch and Imported Whiskey doesn't come close to achieving the scale of vodka in the on trade. Such a mature market is never likely to achieve the kind of crazy growth figures that gin has seen in recent times and even a value rise of 0.5% means almost another £10million in the tills.

Smirnoff still dominates the category as the top spirits brand both by value and volume in the on trade, but relative newcomers, Russian Standard are vying with Absolut Blue for the number 2 spot - while the big winner in the super premium category is another Diageo owned brand, Ketel One.

Flavoured vodka has been providing any growth for the category for some years though this has slowed a little with flavoured variants in the Gin and Rum categories chipping away at its sales.

Cocktail Stars

Pernod Ricard's Absolut Vanilla is the best-selling flavoured vodka in the on trade, which the company says is mainly down to the rise of the Porn Star Martini - a passionfruit and vanilla concoction served with a shot of fizzy wine on the side. It became the UK's favourite cocktail in 2018 and was showcased by Absolut at a Porn Star Martini Townhouse during last year's London Cocktail Week.

Choice

Head of marketing Adam Botia says: "Consumers are looking more and more for experiences and the Porn Star Martini delivers because of the theatre the serve provides."

Higher up the premium scale, Grey Goose La Vanille from Cognac in France was relaunched in 2018, with its eye firmly on the Espresso Martini, another of today's best selling cocktails.

Vodka's place at the heart of many of the most popular cocktails is one of the reasons for its massive success, but its versatility and reputation as a party spirit has also held back its evolution into a craft category. The key message has traditionally revolved around purity, while neglecting Vodka's tremendous heritage and its potential for stories around craft, sustainability and provenance.

"Such a mature market is never likely to achieve the kind of crazy growth figures that gin has seen in recent times and even a value rise of 0.5% means almost another £10million in the tills"

Dan Bolton, MD of Hi-Spirits, says venues should look to offer choice in vodka just as they do in other categories rather than just seeing it as a commodity pour.

"It's fair to say that consumers have taken Vodka for granted in cocktails for a while, certainly in comparison to the attention paid to categories such as Gin and American Whiskey," he says.

"A high quality, mainstream brand such as Blackwoods as a house pour can be supplemented by Tito's Handmade Vodka as an imported craft choice, to give customers a clearly differentiated choice of vodkas."

[1]William Grant & Sons UK 2018 Market Report
[2]CGA On Premise Measurement MAT to October 2018

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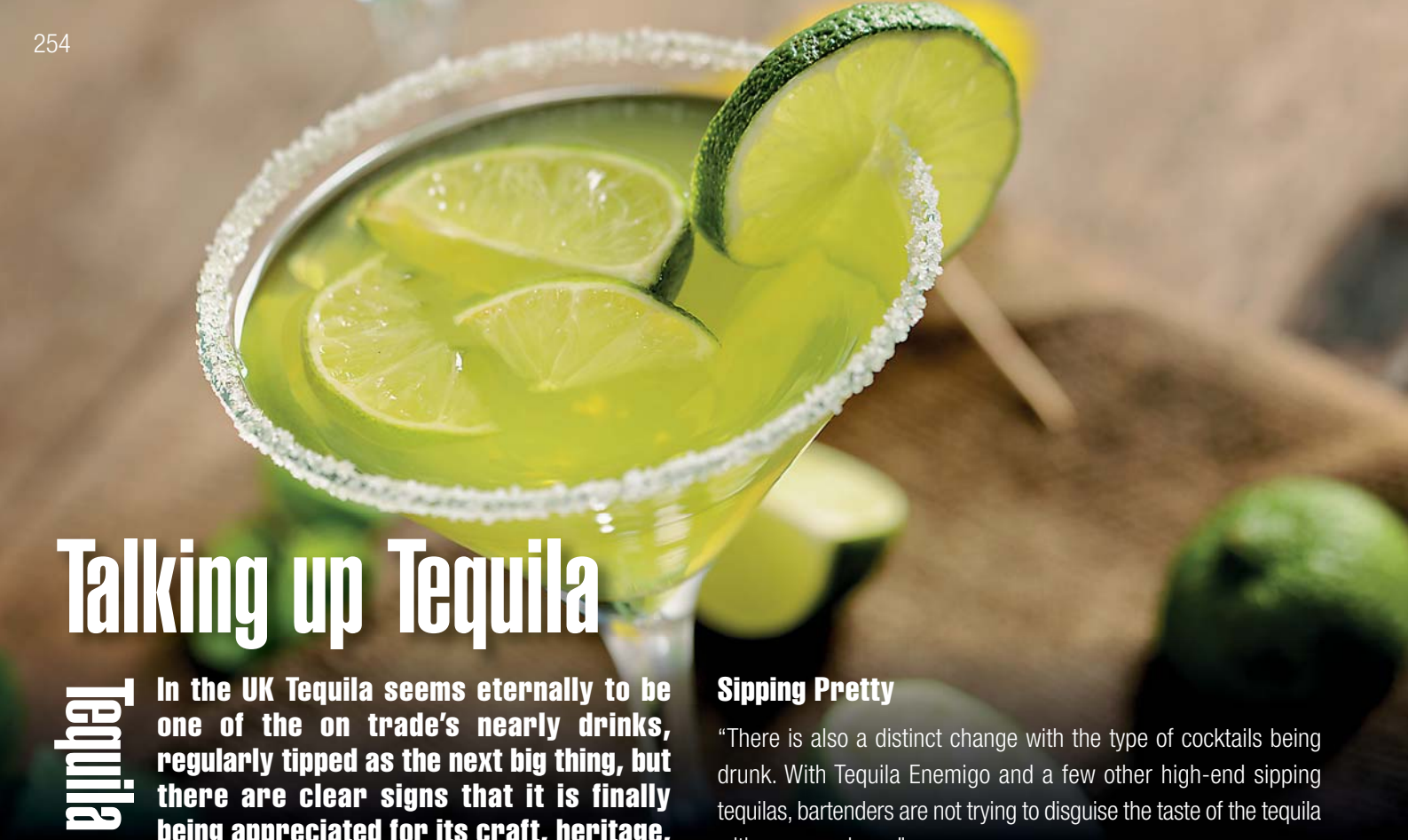

Talking up Tequila

Tequila In the UK Tequila seems eternally to be one of the on trade's nearly drinks, regularly tipped as the next big thing, but there are clear signs that it is finally being appreciated for its craft, heritage, taste and versatility

Once saddled with the image of being a one-brand category in the form of Jose Cuervo, it's blossomed in recent years with several global players getting behind the category and dozens of smaller, craft-y brands coming into the market to create more excitement.

There's even been a successful shift in its typical consumption, away from slammers to cocktails and sipping, but still tequila - and mezcal, its smokier, more artisanally-made cousin - struggles to post the big numbers in the UK that it achieves in the US.

Tequila volumes in the UK on trade were more or less static in the year to October 2018, though rising slightly in value[1]. But for every shot of tequila sold by a pub or bar, more than 10 are served of vodka and around half-a-dozen G&Ts.

It's a sizeable miss for the sector, however. With average tequila prices in the on trade higher than every other significant spirits category apart from brandy, tequila is genuinely one of those premium spirits that can put extra cash in the till, and many spirits suppliers like to champion their brands so there's a good chance of support for promotions.

Take a Chance on Tequila

"Tequila consumers are moving towards a higher price point, as it becomes more of a luxury product in the eyes of the UK consumer," says Max Davies-Gilbert, co-founder of new start-up brand Tequila Enemigo, "Consumers are moving away from shooting tequila, especially with a premium brand.

"This is partly attributable to the millennial desire for an experience. By having a cocktail, or sipping a tequila neat you are enjoying the liquid over a period of time.

Sipping Pretty

"There is also a distinct change with the type of cocktails being drunk. With Tequila Enemigo and a few other high-end sipping tequilas, bartenders are not trying to disguise the taste of the tequila with sugary mixers."

Hi-Spirits has added the premium brand Corazón to its UK range and managing director Dan Bolton echoes Davies-Gilbert's take on the category.

"With average tequila prices in the on trade higher than every other significant spirits category apart from brandy, tequila is genuinely one of those premium spirits that can put extra cash in the till"

"Tequila is a huge opportunity for the UK spirits market, and with serves generally weighted towards shots in the on-trade, we see a strong opportunity with the launch of the Corazón range to shift that perception," he says.

"We want to engage the growing number of knowledgeable consumers who enjoy cocktails and who appreciate spirits with authenticity and provenance, as we've seen with the craft gin boom.

We see real potential to broaden the market if operators bridge the gap between the premium end and the big night out shots market with a broader range of mainstream serves."

The company provides support for stockists of the award-winning four strong Corazón range to help educate customers about the category as well as the brand.

"Along with premium cocktail serve ideas, we're offering information about the heritage of premium tequila and the terroir of agave, tapping into that artisan spirits trend. While consumers appreciate classic cocktails such as the Paloma and Margarita, there is so much more to enjoy

[1]CGA On Premise Measurement MAT to October 2018

The Genius of Gin

Gin Report

Pundits say we haven't reached peak gin yet, and with no sign of the gin bubble bursting any time soon, we take a look at how it all started, and the trends that are keeping it fresh

The growth of gin continues at a phenomenal pace, astonishing for a category that not long ago seemed to be in terminal decline. Its remarkable success has even had a ripple effect into other spirits, inspiring an interest in new products and new ways of enjoying them. The launch of Hendrick's - 20 years old in 2019 - was at the time a rare piece of genuine product innovation in a barren gin landscape.

"Instead of using lemon and lime as a typical garnish, we're inspiring people to use something different. Fresh melon and a mint sprig are perfect alternative garnishes to elevate a classic G&T"

The brand threw the rule book out of the window, turning everything that was thought about gin on its head. The marketing was as quirky as the liquid and at the time putting cucumber in a G&T felt like an act of rebellion.

Fast forward two decades and literally anything goes, from the garnish to the botanicals themselves.

Every month gin buyers and bar operators are bombarded with dozens of new launches as budding gin entrepreneurs hope to grab a piece of the action and established brands launch range extensions that keep them, and the category, exciting.

Ginnovation

In 2018 alone the UK gin market witnessed the launch of: Radico's Indian craft gin Jaisalmer; 44°N from Comte de Grasse on the Cote d'Azur; gins aged in cider and ginger beer barrels from East London Liquor Co; Reliquum, a gin made from surplus apples and plums grown by an Essex farmer that would otherwise go to waste; a Pink Rose version of Colagin, the gin containing collagen that secured an investment on an episode of Dragon's Den.

There was also a collaboration between Devon producer Salcombe and chef Michael Caines; sherry and Chardonnay barrel-aged gins from Four Pillars in Australia, through Love Drinks; a sour cherry gin from Italian liqueur producer Luxardo; and the release of Flor de Sevilla orange-flavoured gin from Diageo's Tanqueray. All of which is to name just a few of the many new arrivals in gin.

Bombay Sapphire has even come up with flavoured paints to coat the insides of glasses to infuse delicate flavours and colours into mixed drinks. The Paint Collection is rolling out to 150 bars nationally over the coming months.

"A key trend we're seeing in the gin category is the classics reimagined concept," says Renaud de Bosredon, UK brand ambassador for Bombay Sapphire at Bacardi Brown-Forman.

"More consumers are choosing to think outside the box when it comes to drinking classic gin cocktails.

"Instead of using lemon and lime as a typical garnish, we're inspiring people to use something different.

"Fresh melon and a mint sprig are perfect alternative garnishes to elevate a classic G&T."

In the Pink

The pink gin trend has been huge in 2018 - not surprisingly in the Instagram age, where it appears that everything looks prettier in pink.

Although far from the first to market, Gordon's Pink has been one of the most successful launches the drinks market has seen in the modern era, and now claims to have 12% of the total gin market in the UK a little over a year after launch.

"Unusual garnish is another theme of the gin trend. It's also an essential element of the drink and the finishing touch in creating an individual, inspirational, instagrammable serve"

Pink gin was originally a cocktail made with bitters, and the first genuinely pink gin was Edgerton in 2011; while not bitter, it has a firm juniper led base and takes its colour from tart pomegranate extract. Chase's Pink Grapefruit, another tart pink gin, started life as a limited edition but was so popular it earned a place in the core range. Things started getting sweet with Rhubarb gins, although they've still got a touch of sour to them and aren't as sweet as the fruity variants that proved such a sensation behind the bar in 2018.

An early entrant was Wild Berry from Greenall's - launched in 2014, it was the first new addition to its range in over 250 years. Britain's oldest distiller created a contemporary gin by infusing its original award winning recipe with blackberries and raspberries.

Another big brand that has turned pink and fruity is Beefeater with their strawberry flavoured London Pink, while Raspberry-infused Pinkster launched a bag-in-box format to give pink gin on tap.

Give Good Garnish

Unusual garnish is another theme of the gin trend. It's also an essential element of the drink and the finishing touch in creating an individual, inspirational, instagrammable serve.

It seemed revolutionary when Hendricks first introduced us to the cucumber garnish, but nothing seems too outrageous today. Cherry tomatoes, cherries, chili peppers and even chocolate have all been spotted adding a wow factor to G&Ts and other gin serves.

Almost any fruit can be used: blueberries, pineapple or pomegranate seeds are all on trend and guaranteed an instagram moment. For an aromatic twist try a sprig of lavender or rosemary; edible flowers like nasturtiums, carnations or beautiful blue borage add a floral flourish, or pep it up with peppercorns - black or even pink.

Confused about the rules of what goes with which gin? www.ginsanity.co.uk has a handy interactive guide. But who cares about rules? It was breaking them that got us here in the first place!

Kings of Gin

Gin is by some considerable distance the highest growth category within spirits.

It's now the second biggest on trade spirits category, both by value and volume, behind only vodka, with sales increasing by over 47%[1] to put more than £1bn behind bars last year alone.

According to the MA's 2018 Drinks List, Gordon's is the best selling gin and the second biggest volume spirit in the on-trade, while second placed Bombay Sapphire also features in the top 10. Gordon's Pink is straight in at number three, but impressive growth has come from numbers 4 and 5: Tanqueray and Hendricks have racked up sales increases of 33.2% and 25.5% respectively, which points to the increasing premiumisation in the sector.

[1]CGA On Premise Measurement MAT to October 2018

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Add a hot mulled gin serve to your winter menu, or a fruity punch for summer, and watch the profits pour in

Hot Gin Old Fashioned

Ingredients:

50 ml Hendrick's Gin
10 ml Sugar Syrup
3 Dashes of Orange Bitters
50 ml Boiling Water with a twist of orange

Method:

Gently heat first 3 ingredients in a pan.
Add 50ml Boiling Water
Serve in a tankard or teacup and garnish with an orange twist

Keeping it Local

Locality, provenance and authenticity are dominant themes and Warner Edwards has built its ethos on locally-sourced botanicals.

"We like to think people buy our gins for the craft, the ingredients and the story," says co-founder Tom Warner. Its Rhubarb gin began life as a limited edition but eventually became so popular it accounted for 80% of its sales, although they don't want to be known as the pink gin company. "We have 6 gins and we're trying to bring other flavours up to rebalance the portfolio."

Bombay Sapphire's de Bosredon says "A lot of larger brands are looking at going back to local botanicals, sourcing closer to their door, and showcasing local flavours and aromas to a global audience, which should open the door to more interesting gins and smaller batches."

"Wetherspoon ran a much bigger gin festival than they've ever done before in 2018, with nearly 1,000 pubs promoting a selection of independent craft gins. You wouldn't have imagined that three or four years ago"

Michael Vachon, co-founder of Maverick Drinks which has That Boutique-y Gin Co, Ableforth's Bathtub and Few gins in its armoury, thinks there's still plenty more to come from gin.

"People want to discover and explore things they might not have tried before" he says. "The on-trade outlets that are extending their ranges are the ones who are really capitalising on that. For example, Wetherspoon ran a much bigger gin festival than they've ever done before in 2018, with nearly 1,000 pubs promoting a selection of independent craft gins. You wouldn't have imagined that three or four years ago.

Pleased to Meet You, Gin

According to Tom Proud, spirits developer for Crafted Projects' bars, which include Pleased to Meet You in Newcastle, the key to a great bar drinks list is diversity.

He says: "We have something for everyone on our list and as a result are a high volume bar."

Proud believes the award-winning bar also stands out from the crowd due to its original cocktails and classics, fantastic lunch and a la carte food menus and having an offer which ideally fits its location.

The bar sells an average 1,200 cocktails and 2,000 gin serves weekly. Spirits and cocktails account for 45% of total drinks sales, so ensuring the venue's expert bar team have good quality and interesting products is key.

Its main drinks list features over 80 gins including Hi-Spirit's brands Broker's; Blackwoods; No 209, Scapegrace and Scapegrace Gold. As well as being served in G&Ts, where customers select their own tonic and garnish from the bar's extensive selection, the brands are also utilised in popular cocktails such as the 'Breakfast Martini' crafted using Brokers' London Dry Gin, Cointreau, lemon juice, marmalade and a splash of gomme syrup.

Proud says: "I like the diverse Hi-Spirits' gin portfolio and use Broker's and Blackwoods Vintage Dry Gin frequently. They bring something different to our gin list and are all well bedded in on our menu.

"Blackwoods has a Scottish countryside hedgerow punch and Broker's is an easy London gin to sell. I recommend the gins highly and would do to any operator."

He adds: "New addition Scapegrace from New Zealand has become a firm favourite with some of our customers and we held a successful gin tasting with its brand ambassador which customers loved."

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Putting the Sparkle into Gin

A Tonic for Gin

Edith Hancock looks at the premium mixers that have added sparkle to the 21st century gin craze and whose innovation and creativity are keeping it fresh - there's no sign of the bubble bursting any time soon

"Gin-drinking is a great vice in England, but wretchedness and dirt are a greater" wrote Charles Dickens at the height of the 18th century Gin Craze, predicting that gin palaces would "increase in number and splendour" as long as the public need a break from the "wretchedness" of everyday life.

Centuries later, our need for escapism lives on, but it goes well beyond the gin palace.

There has been a huge explosion of drinks festivals like the touring Great British Gin Festival and London Cocktail Week, while pubs and bars have been holding their own Gin & Tonic festivals across the country.

It's safe to say that in 2018, Brits are looking for ever more extravagant means of escapism in their gin, and everyone from the bartender to the mixer makers are bringing something to the party.

The Premium Position

The big brands that traditionally dominated the tonic water market were slow to spot the opportunity created by the consumer shift towards premiumisation, leaving the door wide open for start-up company, Fever-Tree.

"CGA figures show Fever Tree's sales more than doubling in the 12 months to August 2018, while Franklin & Sons reported 281% volume sales growth in last year's financial results"

The business, just 13 years later, is now worth more than £4bn, according to financial results released this year, and CGA data shows it is now the UK's bestselling brand in the on and off trade.

Schweppes has risen to the premiumisation challenge with the launch of its premium crafted Schweppes 1783 range, while Britvic rebranded and reformulated its own tonic, but in the past five years an increasing number of premium-positioned brands are getting in on the act.

Mixers Creating a Stir

The success of premium mixers flies in the face of a struggling soft drinks industry.

Sales of soft drinks in the UK on-trade were stagnant in the year to September 2018, but mixers have grown to £492m in value, a rate of 25% in a single year.

This is down to more than a decade of booming gin sales which has yet to show signs of slowing. Gin broke the £1bn sales mark in the on-and-off trade for the first time ever in the UK in 2016, 6 months ahead of forecasts, according to the WSTA.

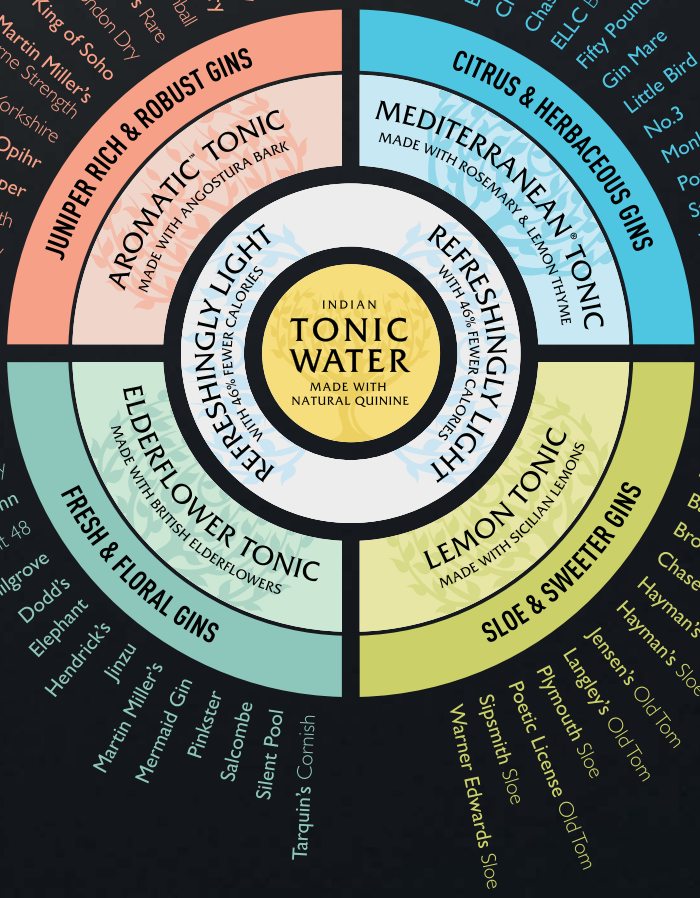
"It's safe to say that in 2018, Brits are looking for ever more extravagant means of escapism in their gin"

While the century-old mixer brand Fentimans was revived in 1995, it was the gin boom a decade later which led to craft producers, like Plymouth Gin founder Charles Ross, setting up companies like Fever-Tree in 2005. Now, the category is literally fizzing.

CGA figures show Fever Tree's sales more than doubling in the 12 months to August 2018, while Global Brands-owned tonic label Franklin & Sons, for example, reported 281% volume sales growth in last year's financial results.

Asked if Fever-Tree was concerned about increased competition in the market, Rose Black, the company's Innovation Manager, says if anything, "It drives more interest in a category we can say we created."

THE ULTIMATE GIN & TONIC PAIRING GUIDE



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FEVER-TREE

Raising the Bar

While the mainstream brands may have fallen behind, their parent companies are not taking the challenge lying down, and are working hard to reclaim market share. The best place to do this, it seems, is behind the bar.

Britvic incubator company, Wisehead, launched the London Essence Company at the tail-end of 2016, while 2017 saw the Japanese drinks giant Suntory - which also owns Schweppes - launch the Merchant's Heart range of spirit enhancers, which has been enthusiastically welcomed at the premium end of the bar spectrum.

Success comes from collaborations, says Jason Sennitt, Global Head of Merchant's Heart. The brand itself was formed via partnerships with those at the front line of the drinks industry, including Bobby Hiddleston of Callooh Callay and Ali Burgess of Happiness Forgets.

These, Sennitt says, are designed to fit in with the growing trend for bespoke cocktails in bars, creating a unique experience for each consumer. "Old Bakery uses our Floral Aromatic tonic for their perfect serve, garnished with grapefruit and basil leaves," he says. "Persie's range of gins all have perfect serves with Merchant's Heart, as does Juni 93 and Hidden Curiosities amongst many others." London Essence Company launched its own pop-up over London Cocktail Week with guest residencies from mixologists such as Ago Perrone from The Connaught in London, Yann Bouvignies from Scarfes, and former head bartender at The Savoy Erik Lorincz.

"Guys and girls like Erik have their fingers firmly on the pulse of what's trending in the bar world and as a somewhat new brand to the space," Ounal Bailey, co-founder of Wisehead, said. "It's vital we know what the customer is looking for so that we can shape our offering."

Flavour of the Moment

With the drinking public becoming more adventurous, brands are investing heavily in innovation.

You might not think there was much room left to shake up the classic gin and tonic, but flavoured tonics are in heavy demand at the moment, with data showing that the number of people in the ontrade drinking their gin with classic tonic will be outnumbered by those drinking it with flavoured tonic by early 2019.

"People want to taste the subtle, nuanced flavours of their chosen gin, even after they've added the tonic. They have become increasingly demanding when it comes to their choice of spirit, and we are now seeing their attention turn to the other key part of the equation - the mixer"

"There is a whole world of wonderful, premium craft gins out there, so why drown them all with the same tonic?" asks Sennitt

"People want to taste the subtle, nuanced flavours of their chosen gin, even after they've added the tonic. They have become increasingly demanding when it comes to their choice of spirit, and we are now seeing their attention turn to the other key part of the equation - the mixer." This represents a great opportunity to up-sell, and venues need to make sure they can offer a premium mixer range to match their premium spirit range.

"Consumers are increasingly willing to pay more for the very best experiences and it's no different in the world of drinks" confirms Sennitt. "Demand for the more unusual tonics in the Merchant's Heart range, namely the Pink Peppercorn and Hibiscus flavours, has soared exponentially in 2018"

MERCHANT'S HEART

A NEW RANGE OF SPIRIT ENHANCERS

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Lemon & Lavender Spritz

Ingredients:

1 tablespoon of fresh lavender leaves and flowers
280ml cold water
50ml London dry gin
10ml lemon juice
Franklin & Sons Natural Indian Tonic Water
Slice of lemon and a sprig of lavender to garnish

Glass: Copa

Method:

1. To make the frozen lavender ice cubes, chop the lavender leaves and flowers and place into a bowl of water, leaving to infuse for 20 minutes.
2. Next, pour 180ml of the mixture into an ice cube mould, making sure the lavender is evenly distributed, and pop in the freezer until set. Reserve the rest of the lavender infused water.
3. When your ice cubes are set, pour the rest of the ingredients into the glass, then fill to halfway with the lavender infused water. Fill the glass to the top with the lavender ice cubes and give a gentle stir to mix.
4. Garnish with a slice of lemon and a sprig of lavender to serve.

The Key to the G&T

As other spirit categories eye up the phenomenal success of gin, the question on everyone's lips is: what has the G&T got going for it? The answer, according to Fergus Franks, Fever-Tree's On-Trade Marketing Manager, is simple mix-ability.

"Due to the wide range of premium mixer offerings, bartenders can make a simple, yet delicious long mixed drink with three simple ingredients," he explains. "By elevating a serve in a Copa or Highball glass using plenty of high-quality ice, a premium spirit, a Fever-Tree mixer and a fresh garnish, venues can charge a premium and provide a better drinking experience for the customer."

And it is the premiumisation of mixers that has driven the growth of the mixer market in the on-trade. "Fever-Tree's flavoured tonics have been a key driver for this growth as there are now endless Gin & Tonic combinations for the on-trade to offer customers."

This might seem overwhelming to licensees, let alone their customers, but help is at hand: Fever-Tree's Gin & Tonic pairing wheel helps customers choose from different styles of gin and discover unique G&T pairings using the range of flavoured tonic waters.

"Operators can take advantage by stocking a wide range of premium gins varying in style as well as Fever-Tree's range of flavoured tonics to pair them with," says Franks. The company also offers a bespoke menu service, which has proven to uplift premium gin by 45% and G&T sales by 61%.

A Natural Development

"Customers now expect on-trade venues to stock premium mixers to sit alongside their range of premium spirits," comments Franks "The trends of natural ingredients and provenance are now at the forefront of the customer's mind when making decisions of what to drink, and these trends will only continue to strengthen. It stands to reason, that if 3⁄4 of your drink is the mixer, you should mix with the best."

Jen Draper, Marketing Director at Franklin & Sons, agrees. "Consumers today are much more discerning than ever before when it comes to the products they consume and are more aware of quality and provenance, especially with premium spirits and mixers

"Premiumisation has had a huge impact on the category; there's now more focus on quality over quantity by consumers, and tonics and mixers are no exception. This move towards premiumisation is not just about price but has put an increased emphasis on natural ingredients and the provenance of where they come from."

Consumers are increasingly likely to choose premium spirits - something which has more recently filtered through into mixers, and research conducted by Franklin & Sons showed that one in three drinkers now insist on only buying premium mixers.

And this trend isn't limited to the older generation with disposable income. Despite their financial insecurity, Draper notes, "We're seeing a definite shift in the way people drink with the younger

generations willing to spend more for their perfect serve[1] - drinks with premium, on-trend ingredients, delivered through exceptional service. This is now the benchmark for an ideal night out among the younger generations."

The survey found that Generation Z are four times as likely to spend up to £15 on a single cocktail in a restaurant, pub or bar than their older counterparts.

"The trends of natural ingredients and provenance are now at the forefront of the customer's mind when making decisions of what to drink, and these trends will only continue to strengthen"

The Flavour of Innovation

With drinkers constantly looking for new experiences, innovation is the key to keeping the demand for the Gin & Tonic serve bubbling. Gin itself shows no sign of slowing down, as Franks indicates, "Gin volume in the UK is continuing to grow extremely fast, at a rate of +23.4% in 2017 (source: IWSR). In 2012 there were under 50 gin brands in the UK, and now there are at least 780."

New gins are being launched with a startling array of botanicals - farmed, foraged & crafted to stand out in an increasingly crowded market. But this flavour innovation hasn't been confined to gin, with ever more tonic water variations adding interest to the T part of the G&T. Fever-Tree's range has added Refreshingly Light Cucumber and Mandarin to its tonic line-up, which already consisted of Mediterranean, Elderflower, Lemon and Aromatic.

Schweppes' premium range includes Pink Pepper, Orange Blossom & Lavender and Ginger & Cardamom tonics, while London Essence comes in Grapefruit & Rosemary, Bitter Orange & Elderflower, Pomelo & Pink Pepper flavours

Franklin & Sons have recently released Rosemary with Black Olive, Rhubarb with Hibiscus, Elderflower with Cucumber, and Pink Grapefruit with Bergamot.

Jason Sennitt says that reaction to the Merchant's Heart's ultra premium spirit enhancers - which includes Floral Aromatics, Pink Peppercorn and a prettily pink Hibiscus - "Has been fantastic from the start, and continues to be. The demand for our Hibiscus tonic at the moment is off the charts! People presume it will be quite sweet, but it's actually the driest tonic in our range with a wonderfully tart, almost cranberry, finish. Stunning with gin, fruitier white wines and heavenly with white rum."

Variety certainly seems to be the spice of life for the G&T, and the easy availability of so much choice gives operators the chance to add their own touch of creativity for very little investment, bringing extra interest to everyday gin menus as well as gin tasting evenings and gin festivals.

[1]Census Wide, 1,000 people polled in a nationally representative sample, 31.08.2018 - 03.09.2018.

Come Over to the Dark Side

Mixer Report

The Gin renaissance was invigorated by the creativity of premium tonic brands, and dark spirits are about to get the same treatment, reports Michelle Perrett

Gin may have been the spirit of choice until recently, but dark spirits are mooted to be the next big thing. The same emphasis on craft and premiumisation has already led to some refreshingly different mixer flavours and twists on the classics, with plenty more in the pipeline.

CGA stats show mixers up 22% year-on-year, and client director Matthew Mullock says: "Value growth for mixers is higher than volume growth, indicating premiumisation as consumers trade up into more expensive brands."

"The de-stigmatisation of how to drink whisky is also exciting. Mixing whisky, particular with ginger ale, is a trend we expect to see grow as customers learn that they are 'allowed' to drink whisky however they like"

Fergus Franks, On-Trade Marketing Manager for Fever-Tree, agrees that premiumisation is driving growth of the mixer market, and says customers now expect venues to stock premium mixers alongside their range of premium spirits.

He is also confident that the dark spirits category is about to open up in the same way as gin, with whisky leading the charge. "The popularity of the G&T is proof of how spirits can be made more accessible for customers. The same trends are emerging in whiskies, following the meteoric rise of craft distilleries and the fact that they accounted for 43% of new craft spirit launches in 2015."

Ginger in the Mix

Fever-Tree is more than ready for this trend and is helping to drive it. The brand's offering has been expanded to include a range of ginger variants - Ginger Ale, Spiced Orange Ginger Ale, Smoky Ginger Ale and Ginger Beer - created using naturally sourced ingredients (including a blend of three unique gingers from Nigeria, Ivory Coast and Cochin, India), all specifically designed to match with darker spirits.

Franks predicts that the future of whisky will be particularly exciting as many new British whiskies are set for release over the coming years.

"Many distilleries have been selling gin over the last several years whilst waiting for their whisky to age, so we'll soon see more and more products and brands emerging on the market."

He believes that simple premium mixed drinks will continue to grow in categories beyond gin, with whisky and ginger set to be reignited as a popular serve.

"The de-stigmatisation of how to drink whisky is exciting," he enthuses. "Mixing whisky, particular with ginger ale, is a trend we expect to see grow as customers learn that they are 'allowed' to drink whisky however they like.

Fever-Tree's range of ginger ales have been crafted to complement, rather than overpower whisky, which means whisky can be paired and served as a delicious long drink."

Jason Sennitt, Global Head of Merchant's Heart - the premium range of spirit enhancers - agrees that Ginger Ale works with whiskies, but says "The exciting thing for me is how well tonics pair with bourbons, aged tequila, and brandies"

THE ULTIMATE MIXERS FOR WHISKY

Fever-Tree have created a range of Ginger Ales to complement the finest whiskies, and all of their varied, complex flavour profiles.

GINGER ALE

By using a unique blend of naturally sourced gingers, subtle botanical flavours and spring water, we have created a delicious Ginger Ale with an authentic, refreshing taste and aroma. Perfectly balanced to enhance the flavours of the finest whiskies and bourbons.

SPICED ORANGE GINGER ALE

Sweet clementine and spicy cinnamon are combined with a unique blend of our three signature gingers. The combination of ginger, citrus and spice has been crafted to complement the rich full bodied flavours found in the finest scotch whiskies and blends.

SMOKY GINGER ALE

Smoked applewood is combined with a unique blend of our three signature gingers and subtle citrus. A refreshing and unique mixer to complement the complex flavour notes of the finest bourbons and rye whiskeys.

FEVER-TREE

Top up with Tonic

Sennitt says the mixer market is exploding, particularly at the premium end: "People are experimenting with new flavour combinations, and botanical tonics are playing a role in a variety of cocktails and long drinks, not just within G&Ts.

"In Japan whisky highballs are extremely popular; that trend is spreading around the globe as consumers look for new ways to enjoy premium whisky"

"Drinkers are now lengthening bourbon, Cognac, mescal and much more with classic and flavoured tonics, creating great tasting drinks and new ways to enjoy more unusual spirit categories," he says.

"Our Pink Peppercorn tonic works incredibly well with Cognac, as does our Floral Aromatic tonic with blanco Tequila, making drinks just as suitable for the aperitivo moment as a classic G&T!"

Cocktail Culture

Fever-Tree's Franks believes that the growth in cocktail culture is introducing a younger audience to the dark spirits category, with 60% of 18 to 34 year old whisky and rum drinkers using premium mixers. "This generation is hungry for new serving suggestions," he comments.

"Every flavour in the range is designed to allow the spirit to shine through on the palate for an enhanced drinking experience"

And it was the spirit of experimentation in cocktail culture that prompted LR Suntory to develop its Merchant's Heart range of 'spirit enhancers', which are designed to work with a variety of spirits, including those on the dark side.

"Many of the best flavours in dark spirits are as subtle and nuanced as those in lighter spirit categories, so the choice of mixer is an important one," says Sennitt. "Spirit enhancers are as good as the mixer category gets."

He believes that it's equally important to think about premium mixing options when it comes to dark spirits, which typically lag behind those for gins and other white spirits.

"Consumers are increasingly as demanding when it comes to the mixer for their dark spirits as they are for their gins and vodkas. Nobody wants to order a premium rum, whisky or brandy and then just have overpowering cola to mix it with."

"Obviously the Ginger Ale works with rums and whiskies, but the exciting thing for me is how well the tonics pair with bourbons, aged tequila, and brandies"

Serious about Soda

Soda water is the latest addition to the Merchant's Heart spirit enhancer range, which was developed as a partner for Suntory's Toki whisky.

Sennitt explains that "Every flavour in the range is designed to allow the spirit to shine through on the palate for an enhanced drinking experience, to enhance flavours rather than mask them.

"The soda water is no different, and has been created with a clean, crisp taste and super-high carbonation, specifically to make the perfect whisky highball.

"In Japan whisky highballs are extremely popular; that trend is spreading around the globe as consumers look for new ways to enjoy premium whisky"

So which spirit does he think will be the next big thing?

"Personally I'd love to see mescal hit the mainstream, but it will take time for the masses to appreciate and come to love its smoky magic!"

MERCHANT'S HEART

A NEW RANGE OF SPIRIT ENHANCERS

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Get Ready for Rum

However, when pressed, Sennitt admits that rum looks likely to be the next big thing.

"Rum seems poised - as it has done for a few years though - and 2019 could be a big year for the category," he muses. "It's interesting to see gin companies, such as That Boutique-y, Old Bakery and Seven Kingdom, moving into the rum game."

Amy Burgess, Trade Communications Manager at Coca-Cola European Partners (CCEP) agrees "With sales up 11%[1] last year, dark spirits like rum have been hot on gin's heels and this trend is showing no sign of slowing down," she says.

"In fact, rum sales tipped the £1bn sales mark for the first time last year, which is a milestone gin achieved in 2016[2]."

"Mirroring the 'ginaissance', a key factor to this resurgence is the wide variety of rums now available on the market, catering to consumers' appetite for new flavours and experiences."

CCEP says this rum revival is a key opportunity that operators can maximise by stocking a wide range of premium and artisan rums, adding new rum cocktails to their menus, and making sure they offer an extensive range of mixers.

"With sales up 11%[1] last year, dark spirits like rum have been hot on gin's heels and this trend is showing no sign of slowing down"

Rum Serves

"Schweppes 1783 Golden Ginger Ale and rum, for example, is an in-demand summer serve and the key ingredients of a popular rum cocktail, the Dark 'n' Stormy," says Burgess.

The company also recently launched Muscovado, the newest variant in its Schweppes 1783 range - crafted by mixologists using natural flavours, with hints of vanilla, caramel and butterscotch that are designed to perfectly enhance the taste of dark spirits like rum.

"Consumers are drawn to rum because of its rich history and may want to opt for a mixer that also has a strong heritage," Burgess points out.

"Few mixes are as iconic as rum & coke, and the rich legacy of the brand is one of the reasons why Coca-Cola continues to be a popular mixer[3]. Offering the glass Icon bottles of Coca-Cola original taste, Diet Coke and Coca-Cola zero sugar, which also provides consumers with a more premium option, will help operators increase sales."

"The rum revival is a key opportunity that operators can maximise by stocking a wide range of premium and artisan rums, adding new rum cocktails to their menus, and making sure they offer an extensive range of mixers"

Rum Bars

Coca-Cola remains a staple mixer for the tiki bars called Rumba in Macclesfield and Congleton.

Peter Billingsley, director of Life and Soul, which owns the rum focused bars, says that there is an increasing trend for low sugar mixers and alternative mixers to the usual range.

"We serve Coke Zero as standard now with the option of standard Coke available in glass bottles which our customers have reacted well too," he says.

"We have found the Fever-Tree smokey ginger ale a great addition, especially with a dark spirit like dark rum and spiced rums."

As demand for dark spirits, especially rums and whiskies are predicted to grow, premium mixers look set to add interest to traditional and contemporary serves, and will no doubt continue their rapid growth in 2019.

[1] 2017 Waitrose Food & Drink report
[2] Wine and Spirit Trade Association (WSTA)
[3] CGA On Premise Measurement Service Data to 27.01.2018

Tequila & Tonic

Gin may still be king of tonic, but premium mixer brands are well prepared for the rise of other spirits that are forecast to follow in gin's footsteps in the near future.

Franklin & Sons Marketing Director, Jen Draper, is also seeing the rise of rum, but she expects that to be followed by the tequila trend that has taken the US by storm.

"In the next two to three years we anticipate a revival of rum," she says. "That will then lead into the tequila trend that has taken the states by storm. Premium tequila is a stunning spirit that can be sipped, mixed and used in cocktails easily."

Fever-Tree's Franks also tips tequila as a future star, and in 2018 the company worked with Patrón Tequila to create a Citrus Tonic Water. Using a blend of specially sourced citrus - including Mexican limes, tangerines and bitter orange - the Citrus Tonic Water was crafted to pair perfectly with Patrón Tequila.

"Fever-Tree Citrus Tonic Water has been designed to create a range of simple, long, premium mixed drinks aimed at revolutionising consumer thinking - and drinking - when it comes to a tequila and tonic," says Franks.

...& Tonic

The rising demand for lighter, low-alcohol drinks provides another opportunity for operators to make the most of premium mixers.

Draper says that premium spirits and mixers are one of the most popular types of drink at present and while Gin is unlikely to disappear anytime soon, "The idea of '...and tonic' has become increasingly popular - particularly around low alcohol spirit offerings.

"The trend will continue to overhaul the industry by modernising a whole range of classic spirits, while offering new and different serves at a time when people are looking to try something new without overly alcoholic bases, with the likes of vermouths and fortified wines being widely available.

Draper points to Vermouth & Tonic as the perfect example. "Vermouth is traditionally considered moderately low-proof, boasting a 15-18% ABV, so when mixed with tonic offers the perfect lower alcohol drink - while still tapping into the '& tonic' spirit trend."

Other low alcohol spirit '& tonic' options she recommends include White Port & Tonic and White Sherry & Tonic. "Both Port and Sherry offer less than 20% of alcohol by volume - perfect for mixing with premium tonic water," she says.

Franklin & Sons' newly released flavoured tonic water range - Rosemary with Black Olive, Rhubarb with Hibiscus, Elderflower with Cucumber, and Pink Grapefruit with Bergamot - have been specifically designed to enhance lower ABV spirits such as sherry and vermouth.

It's all about the Experience

Franks agrees that low ABV serves, such as Vermouth & Tonic, are going to be popular, and also predicts that non-alcoholic spirits will grow. "Operators are learning to make these more accessible to customers by using premium mixers to create the same experience and quality of an alcoholic long mixed drink."

"Consumers will continue to drink less but better," says Franks, "but whatever they are drinking 'experience' will be key to any drinking occasion."

The Schweppes Factor

With the mixers category forecast to keep growing throughout 2019, Michelle Perrett talks to Alex Lund about the UK's number one brand

Mixers are the fastest growing drinks category in the market: 25% of people say they drink spirits and mixers more than they did two years ago, and 37% now drink a spirit and mixer at least weekly, according to the annual CGA Mixed Drinks Report.

So it will come as no surprise that Schweppes has been innovating in this exciting sector.

Setting the Trends

Alex Lund explains that there are several factors driving the growth in the mixers market, but the three main trends are premiumisation, meeting the demand for choice, as well as health and wellness.

"Premium mixers are a key area of growth, aligned with the growth of premium spirits," she says. "The number of people purchasing premium mixers has increased since 2017 - and 27% of people would purchase a premium mixer almost every time - compared with 22% in 2017."

A Choice Selection

Lund points out that 'choice' is another hugely important trend. "People are drinking across a wide range of drinks categories and are wanting choice. Operators can make the most of the trend by making sure they have a really good range of not just bottled products but also post-mix options to cater for all customers' needs."

Offering a wide array of options to suit different occasions is a major part of the strategy for Schweppes, which saw it rebrand its classic range last year, alongside the launch of its premium crafted Schweppes 1783.

Lund explains: "Our Schweppes classic range is just as important as our premium range of 1783 mixers. This gives people that choice, depending on what they want."

The Gin Connection

Another area that is gaining traction is flavoured mixers, notes Lund, driven in part by the innovation in the gin sector.

"We are seeing that consumers are starting to understand the difference between the flavour profiles of gins, they are curious and they want to try interesting new mixers to complement those flavours," she says.

And there are no signs of the gin bubble bursting. In fact, Lund highlights the success of recent developments, such as pink gin - and even violet gin - which in turn is driving more innovation in the mixer segment.

Mix it with Muscovado

Lund reveals that there are also signs that dark spirits such as spiced rums, Scotch whisky, Japanese whisky, American Bourbons and Ryes are growing in popularity.

This development has led to more innovation from Schweppes, with the recent launch of its 1783 Muscovado. This is a naturally flavoured mixer with hints of vanilla, caramel and butterscotch, which is specifically designed to complement the more complex taste profiles of dark spirits.

Health and Wellness

With consumer interest in low and zero sugar products continuing, Lund predicts that demand for lighter and slimline mixer options will keep growing.

"Whenever we look at a pipeline of products we consider a light or slimline option such as our Schweppes 1783 Light Tonic Water. We know that it is important for our consumers and the fact that Schweppes Slimline Tonic and Bitter Lemon are growing is testament to this" she says.

Picture Perfect

Lund also makes the point that, in an era influenced by social media, consumers want choice and are becoming more demanding, but they also expect their drinks to be served in a way that is "instagrammable".

"The one thing that they want out of an occasion, particularly when they are in a bar, is an experience," she emphasises.

"I think from a trade point of view it has to be about making sure that your spirit and mixer provides a really a premium quality experience."

Alex Lund is Senior Commercial Brand Manager for Schweppes at Coca-ColaEuropean Partners

SCHWEPPES 1783 FLAVOURED MIXERS

Chocolate and Rye

With Schweppes 1783 Muscovado

Glass: Rocks

Ingredients: 50ml Rye Whiskey, **2 Dash** Walnut Bitters, **25ml** Sweet Vermouth, **10ml** Lemon Juice, Top with Schweppes 1783 Muscovado.

Garnish: Orange Twist

Method: Stir all ingredients in mixing glass except soda. Strain into rocks glass over cubed ice. Top with soda. Stir again gently and garnish.

Cucumber Pink

With Schweppes 1783 Cucumber Tonic Water

Glass: highball

Ingredients: 50ml pink grapefruit vodka, **200ml** Schweppes 1783 Cucumber Tonic Water

Garnish: pink grapefruit and fresh ginger

Method: Fill a highball glass to the top with ice. Add the vodka and top with Schweppes 1783 Cucumber Tonic Water.

To garnish: peel the skin of a pink grapefruit, taper and twist inside the drink, add a slice of fresh ginger.

Sbagliato

With Schweppes 1783 Salty Lemon Tonic Water

Glass: rocks

Ingredients: 25ml Campari, **25ml** sweet vermouth, **200ml** Schweppes 1783 Salty Lemon Tonic Water

Garnish: orange slice

Method: Take a rocks or tumbler glass and drop in a large piece of block ice. Pour in Campari and sweet vermouth before topping with Schweppes 1783 Salty Lemon Tonic Water.

To garnish: take a large slice of orange and place at the back of the glass.

For more Schweppes 1783 Signature serves, visit www.schweppesmixers.co.uk

1783
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Rethinking Not Drinking

Soft Drinks Report

Soft drinks are no longer just kid's stuff, or the distress purchase of desperate Des. More and more people are going soft, and licensees need to refresh their offering to satisfy the growing thirst for grown up, alcohol free drinks. Michelle Perrett reports that soft drinks have come of age

It's the era of the adult soft drink.

The signs are pretty clear - consumers are changing their drinking habits and turning their backs on alcohol.

The dramatic rise in teetotallers, especially among the younger generations, is well documented but the growing demand for alcohol alternatives isn't restricted to them - vast numbers of people are drinking less, and drinking less often.

Whether they're not drinking - or just cutting back - for cultural, health or social reasons, these people are still going out, and still looking for a premium experience when they do.

And research shows that they are willing to spend their hard earned cash on soft drinks, as long as they are good looking, great tasting, top quality drinks, served with flair.

Many pubs are still failing to deliver that perfect soft drink experience, but there is a tremendous opportunity for operators to serve something special, making their venue a go-to destination for the increasing number of non-drinkers that might otherwise spend their leisure time - and cash - in a coffee shop or cafe.

No Small Beer

Soft drinks are big business for the ontrade. The most recent Britvic Soft Drinks Report, published in 2018, reveals that the total value of soft drinks to the pub and bar sector is £22.1bn, which grew by 1.5% in the previous year.

Amy Burgess, Trade Communications Manager at Coca-Cola European Partners (CCEP), says that the industry has been talking for a few years about how operators need to focus on the rise of the teetotal consumer.

"The trend is particularly key for those looking to attract young consumers and students, as nearly a quarter of under 24's in the UK are now choosing to not drink alcohol at all."

"The trend is particularly key for those looking to attract young consumers and students, as nearly a quarter of under 24's in the UK are now choosing to not drink alcohol at all"

Russell Goldman, Commercial Director, Foodservice & Licensed at Britvic, agrees:

"Alcohol consumption has become a more considered purchase in out of home occasions and soft drinks are the most popular choice for those moderating their alcohol intake due to a healthier lifestyle."

As well as health and moderation concerns, the evolution of the soft drinks sector is being driven by the premiumisation trend and by innovation.

The Selfie Effect

Premiumisation is the key to growth in all sectors of the market, and soft drinks are no exception. Burgess points out that "social media is having a huge impact, with people looking for trendy products they can photograph and share with friends on Facebook or Instagram."

This means that iconic brands, quality glassware and the perfect serve are even more significant, and whether something is 'instagrammable' can make or break the purchase decision.

Innovation

Innovation has been a core focus for drinks suppliers as they respond to the changing demands of adult drinkers as well as legislation.

Britvic's Goldman is pleased that the industry seems to be ahead of the game: "We've seen a huge amount of innovation and reformulation across the board, probably more so than was expected," he says.

In addition to the continuation of key trends such as premiumisation, he points to the emergence of newer talking points affecting the category - like zero proof alcohol and the focus on sustainability.

"With the growing number of people abstaining from or reducing their alcohol intake, the soft drinks industry has seized this opportunity by increasing range and visibility of great tasting, sophisticated adult drinks.

"Super premium beverages, termed 'zero-proof', have been developed to mimic the positive cues of the alcohol without any compromise."

He believes these products play a key role for premium outlets who want to stand out from the competition.

"Ensuring these products are visible, endorsed by staff and activated as appealing alternatives to alcohol will deliver premium growth," he says.

Going for Zero

Reformulation has been a big winner for CCEP, especially with the success of Coca-Cola Zero.

Cola is by far the biggest seller in the soft drinks sector, but as Burgess points out, it's no longer enough to offer a single variant - consumers expect a choice.

"To ensure the perfect serve of a soft drink like Coca-Cola, bar staff should offer consumers choice, either of the three Coca-Cola variants plus a bottle or draft format. Offering both classic and low or zero sugar can help licensees meet the needs of increasingly health conscious consumers."

And presentation is just as important, she adds, "Licensees can improve perceptions of their soft drinks offering by serving drinks in their own branded glassware. For instance, Coca-Cola should be prepared using a chilled iconic contour glass bottle, poured into a branded 'Georgia' glass filled a third of the way with ice, complete with a fresh lemon garnish.

Making the Most of Mocktails

"The perfect serve adds to the experience for those choosing not to consume alcohol when eating out, and helps consumers feel they are getting a special drink that stands apart from what they would have at home or on-the-go."

Burgess also predicts further growth in innovative serves, with mocktails going mainstream: "Mocktails are becoming an increasingly popular non-alcoholic option as people look for a more indulgent soft drink, creating a great opportunity to increase soft drinks sales."

"Mocktails are becoming an increasingly popular non-alcoholic option as people look for a more indulgent soft drink, creating a great opportunity to increase soft drinks sales"

"Mocktails can be just as creative as cocktails, and licensees should make the most of flavours from adult soft drinks like Appletiser or the new Schweppes 1783 range to keep their offering fresh and exciting," she suggests."As nearly a third of people say they'd consider ordering a mocktail if offered, this is a great opportunity for licensees to maximise sales"

Britvic are also encouraging licensees to serve sensational drinks for both adults and kids, with a seasonally changing website offering advice and tips on how to create and sell them at www.sensationaldrinks.com

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A Healthy Interest

While the impact of the sugar levy may have been behind some of the changes in soft drink recipes, Ed Hartridge, director at Hartridges, thinks that the key influence has been the wellness trend, which has brought many healthy options to market.

"Research shows that consumers are actively trying to reduce their consumption of products containing sugar or at least consume them in moderation," he says.

According to Hartridge, people are seeking out - and willing to pay for - ever more elaborate, sophisticated: "Great flavoured, interesting brands are key to the consumer, and venues that pay attention to detail on the serve will have the most success."

Only Natural

He expects to see more healthy options, such as juices with seeds, chai, green tea infusions and vegetable combinations.

Natural is also the focus for Belvoir Fruit Farms. "I will not use artificial sweeteners in our brand," insists MD Pev Manners. "We've launched a range of light products which use 30% less sugar and are still delicious because they're fruit juice driven or ginger driven or fresh elderflower driven."

While health may be important he argues that taste is the deciding factor: "People are looking for something that tastes lovely and looks nice. They want taste and indulgence."

They are certainly choosing natural in supermarkets, where Manners claims demand for Belvoir products has been "phenomenal".

The Real Juice

However, there is still a challenge to get this message across to the on-trade, which he says is way behind. "It is hard to get publicans to wake up to really high quality soft drinks, even though they understand craft beer. Metropolitan chains and more enlightened food driven pubs are definitely more awake to the opportunity."

Manners believes that 2019 will see a consumer backlash against artificial sweeteners with people coming back to juice based drinks, and says Belvoir has plans for further innovation and more products dedicated to the on trade during 2019.

Luscombe Drinks recently launched Rhubarb Crush - made with no artificial additives, sweeteners or concentrates and less than 60 calories per bottle - to capitalise on the growing trend of juice drinks.

Emma Cotton, Marketing Director at Luscombe, agrees that people are looking for drinks which are made using genuine ingredients that "deliver on taste whilst also offering interest and flair."

Demand for no added sugar products and lower calorie drinks has seen Luscombe launch its first range of organic Sparkling Fruit Waters.

"A soft drink range must give licensees variety and increase their offering, for example, flavours which are great as stand-alone drinks but also work well in cocktail and mocktails. We suggest establishments stock a few core flavours, which are then joined by 'guest' soft drinks, which change regularly. This helps to keep a soft drinks list fresh and appealing," she says.

Soft and Sophisticated

Despite all the talk of innovation, Jen Draper, Marketing Director at Franklin & Sons believes that there are still very few options for those who want the real, premium, alcohol-free experience - but the brand aims to change that.

"We've taken inspiration from distillers and their focus on beautiful flavour infusions and expressions, and created a range of premium non-alcoholic Infused Sodas each combining three flavours," she says.

"It is hard to get publicans to wake up to really high quality soft drinks, even though they understand craft beer. Metropolitan chains and more enlightened food driven pubs are definitely more awake to the opportunity"

The sodas - which include Fragrant Guava & Persian Lime with Root Ginger and Exotic Pineapple & Aromatic Cardamom with Cracked Cubeb Pepper - are an extension to the brand's core soft drinks and mixers selection, offering the same complex taste and flavour profiles of a cocktail serve, but without the alcohol content.

Draper says that the "rise of mindful drinking" means more consumers than ever before are abstaining from alcohol, but she highlights another important factor - the shift in the way people drink, with the younger generations more willing to dig deep to pay for a perfect - instagrammable - serve.

Kombucha is Coming

The soft drinks market is evolving to meet the needs of changing tastes and lifestyles. Now it's not enough to offer just a cola and a juice - people are drinking Coconut water, Matcha tea, Shrubs and Kombucha as they look for interesting and healthy experiences.

Greene King, Fuller's and Draft House have been quick to spot this trend, and are already stocking Kombucha across their sites.

Dom Dalton, general manager of Lo Bros Kombucha, which has signed deals to supply Greene King and Draft House, recently said that the industry was "on the cusp of kombucha being readily available en masse."

"Now it's not enough to offer just a cola and a juice - people are drinking Coconut water, Matcha tea, Shrubs and Kombucha as they look for interesting and healthy experiences"

Sweet Vinegars

Henry Chevalier Guild, former head of cider family firm Aspalls, has gone down the route of vinegar-based drinks called shrubs, which he believes offer a great alcohol alternative.

He says that the Nonsuch shrubs range, which includes Peach & Basil, Blackcurrant & Juniper, Sour Cherry & Garden Mint and new variant Blood Orange and Bitter Lemon, offer a drink that can rival alcohol, unlike other soft options. "Using the vinegar-base gives the drink body, flavour, heat and finish."

Chevalier Guild set up the company when deciding to cut down on his own alcohol.

"It dawned on me that there was nothing interesting to drink when you're not drinking," he says. While he admits the pub trade is improving its soft drinks ranges he feels it is still limited in many venues.

He believes that the market needs to get to a place where people do not "bat an eyelid" when non-alcoholic drinks are expensive as craft beer or a bottle of wine.

"The driving focus is to get onto the drinks menu and not be in the space that says 'oh you're not drinking, we have something for you'."

He is hoping that the growth in popularity of Kombucha in the on-trade will open up the market: "It will be interesting to see if momentum is maintained as it opens up the market for many more interesting things."

He predicts that in 2019 and beyond there will be a "wild array" of new products entering the market targeted at the adult drinker. "The holy grail in all of these things is that we are all committed to making something that tastes great," he says.

2019 is set to be a year of more innovation for the soft drinks sector, as adult consumers continue to drive the category. The demand for natural, lower sugar drinks is definitely there, but the pub trade still has some work to do to tap into this trend.

Accounts Action

This business report has been complied for you by David Jones Accountants Limited
www.drjaccountants.co.uk
Email - david@drjaccountants.co.uk

Money Matters

KEY SECTIONS

- Business Structure
- Accounting
- Basic Rules
- Employees / PAYE
- Value Added Tax
- Sundry Matters
- Taxation
- Disclaimer

These items will make you more money, help your cash flow or save you tax.

Keeping your financial affairs in order is the key to running a successful operation, whether you own one outlet, or several.

It is essential to choose a reputable qualified firm of accountants that has experience in the Licensed Trade, but it also pays to understand the basics of how the taxation and VAT system is operated by HM Revenues and Customs (HMRC)

This article is intended as a reference guide only and should not be considered to replace the need for a Trade Accountant.

BUSINESS STRUCTURE

If you only operate one outlet the first thing to decide is what type of business you want to run. There are various advantages and disadvantages to be considered when taking a decision whether to operate your business as a limited company or as an unincorporated entity (sole trader or partnership). This is an area in which advice from an accountant is particularly essential since it will form the basis for future years' trading and a wrong decision at the outset could prove very costly. **If you plan to operate a tenancy, you must inform the landlord of your proposed trading entity.**

ACCOUNTING

Your Licensed Trade Accountant will introduce you to a simple Weekly Statement of Business (WSOB) and then prepare all the necessary records and up-to-date financial information. It is in your own interest to obtain and retain invoices and receipts. They will form the proof needed to reclaim VAT.

Records must be kept for six years. It is essential at the outset to adopt a close control over takings and stock consumption. This can be achieved by either a simple computerised till supported by manual stocktaking or a fully integrated system linked to the till which would control both takings and stock. There are many systems which aim to eliminate pilferage and increase profits but **employing a stock taker is essential** in achieving this.

There is no definitive list in tax law of what records have to be kept; the law merely states that you have to keep records which enable an accurate return to be submitted. You have to record all amounts received and expended and retain supporting documents. These supporting documents can include accounts, books, deeds, contracts, vouchers receipts and till rolls.

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BASIC RULES

Takings

You should record the cash taken (not the till reading) on your cash record sheet as this is the amount on which tax must be levied for both VAT and income tax purposes. If the till-roll figure is different from the cash taken then explanations as to the difference should be recorded against the Z reading on the till roll itself. VAT is still due if cash takings have been stolen. The no sale button should be used sparingly (if at all) as HMRC could argue that an excessive usage conceals unrecorded sales.

Catering

If you are providing catering facilities for your customers and neither you nor your family are consuming any of the food, you should retain your private bills for food for say 3-4 months. This would prove that you are not consuming any of the food purchased for the business, and that no tax adjustment should be made.

Funds Introduced

If you introduce money into the business you must be able to prove the source of the funds. It is, therefore, essential that you have proper weekly cash-balancing procedures in place using your WSOB provided by your Trade Accountant.

Entertainers

Full details of payments to entertainers should be kept. A proper, signed, receipt with the name and address of the artiste should be obtained on each occasion. Resident entertainers e.g. DJ's, need to use their own equipment if PAYE charges are to be avoided.

Cash Payments

Wherever goods and services are paid for by cash and no invoice is given you should obtain a signed receipt. Recording the name and addresses of the person you have paid is essential.

Year End Stock

You should arrange for your regular stock taker to provide a stock valuation certificate at the year end. If you calculate the value yourself you must retain the list of all stock items and containers at cost.

Till Rolls and Restaurant Slips

There is no legal requirement for you to retain till rolls. You do however need to retain supporting evidence of your takings in order to justify the amount entered on returns. HMRC regard till rolls as prime records, but they have no legal grounds to demand that they should be retained. Your z readings are acceptable as supporting documentation as they summarise the till rolls.

HMRC cannot demand that restaurant slips be retained but you must be able to justify your food takings e.g. z readings.

HMRC can however impose a maximum fine of £3,000 if they can prove that records have been deliberately destroyed. It is therefore important to retain z readings as a minimum in order to avoid any such claims by HMRC.

Business Documents

HMRC regard till rolls, business diaries and restaurant slips as prime records and they often state business records are not complete if these are not retained. It is advisable that a diary is kept, which will help justify ullages, breakages, weather conditions as well as recording bookings.

The official guide, issued by HMRC suggests that 'Whatever records you keep it is sensible to organise and retain them in an orderly fashion'. When you appreciate that HMRC can impose a fine of up to £3,000 for documents and records which are not kept, it is in your best interest to set up a system of storage for future reference.

Try to avoid using private bank or building society accounts to deposit takings or to pay suppliers directly. If these accounts are used, HMRC can demand to see them, as they form part of the business records.

You may then be asked to explain all other deposits into these accounts as HMRC will contend that all unexplained amounts are further business takings.

Wastage

You should keep a daily record of ullage, breakages, wastage and drinks given away, e.g. quiz prizes, staff drinks, team drinks etc. You should record the value of stock lost through pump cleaning and also wines, liqueurs, cider and stout used for catering purposes.

Stock

Keep a record, whether in a business diary or in some other form, of goods which are not sold at the normal retail price or are given away. Giving drinks away affects profit and a simple explanation will not satisfy the HMRC. In the case of a random tax enquiry you could face additional tax liabilities. HMRC would be quite justified in insisting that without a proper daily record such goods were taken for own consumption. To **set an example to staff** and customers you should always be seen to pay for your own drinks. (Also see value added tax section – free drinks)

Business Diaries

These should be retained for inspection by tax authorities if needed. Business diaries can provide supportive confirmation of trade activities, for example, bookings, events, bad weather etc.

Car Log

If you are a **Sole Trader or Partnership** you should claim **all your car expenses** but you need to establish the business element of your motoring costs and the best way to do this would be to keep a car log over a number of months to

establish average usage. In the case of an enquiry into your business affairs the HMRC could disallow any claims for business use unless you can provide them with such a daily record.

If you operate as a **Limited Company** there are tax consequences if you claim all motoring expense, instead you should record your business miles in your car log.

You claim the first 10,000 at 45p per mile, the rest at 25p (plus 5p per mile for each business passenger). All motoring expenses e.g. fuel, insurance, repairs etc. would be paid personally.

You should also record total mileage for each tax year, as an element of VAT can be reclaimed on your business miles.

Goods for Own Use

A record must be kept of business purchases taken for personal use by you and your family i.e. wet stock, cigarettes and food. It is quite in order for you not to use any goods for own consumption but, in these cases, you should be in a position to explain how you pay for private purchases.

EMPLOYEES / PAYE

You should always issue a new member of staff with a probationary contract. You will find this approach invaluable in dealing with disciplinary matters (and dismissal). Advice is available from ACAS (Tel. 03001231100)

You must keep a record of all wages paid to employees in electronic format and best practice is to ask all staff sign for cash received.

You are solely responsible to deduct Income Tax and National Insurance (NI) from staff members and account for these sums to HMRC. There are severe penalties for not operating the PAYE system correctly.

Do not be duped into engaging self employed Chef's without seeking advice, as you will be liable for the Tax and NIC if HMRC say the Chef is not self employed

If NI contributions apply **you must pay a higher employer's contribution (in addition to that deducted from the member of staff).**

Minimum Wage

From 1st April 2019 the minimum wage rates are as follows:

- Apprentice rate £3.90
- Under 18 years old £4.35
- Aged 18 – 20 years old £6.15
- Aged 21 and over £7.70
- Aged 25 and over -Living wage £8.21

Pay slips

You must inform HMRC and give a statement of pay to every member of staff on (or before) the date of payment. The statement must include gross pay, net pay and deductions (clearly explained).

The Working Time (Amendment) Regulations 2003

This legislation gives rights to employees on a variety of working practices, including specific exemptions and the need to keep additional records.

The basic rights and protections that the Regulations provide are:

- a limit of an average of 48 hours a week which a worker can be required to work (though workers can choose to work more if they want to).
- a limit of an average of 8 hours work in 24 which night workers can be required to work.
- a right for night workers to receive free health assessments.
- a right to 11 hours rest a day and a right to a day off each week.
- a right to an in-work 20 minute rest break if the working day is longer than 6 hours.
- a right to 5.6 weeks paid leave per year.
- 16 & 17 year olds cannot work over 8 hours per day or 40 hours per week.

Written particulars of Employment

All employees are entitled to receive a written statement of employment, provided that they are employed for one month or more.

The statement will have to be provided within two months of commencement of the employee's employment and must include:

- The date when employment commenced;
- Remuneration and the intervals at which it is to be paid;
- Hours of work;
- Holiday entitlement;
- Sickness entitlement;
- Notice entitlement;
- Job title or brief job description;
- Where not permanent, period for which employment is expected to continue or, if for a fixed term, date when it ends;
- Either the place of work, or if the employee is required to work in more than one location, an indication of this;
- Disciplinary and grievance procedures;
- Information about pension schemes if applicable.

Changes

An employer is also required to give employees individual written notification of any change to the statement. This up-dating must be made within one month of any such change.

Terms & Conditions

Should define serious misconduct which would result in an instant dismissal.

Tips/Tronc

Tips, gratuities and service charges do not count towards the National Minimum Wage (NMW).

National Insurance will only be due if a specific contractual entitlement exists in respect of gratuities or if an employer has directly or indirectly allocated the gratuities to their employees.

It is advisable to make sure procedures are in place to avoid any action by HMRC. If you are unsure about tips etc, it is best to seek the professional help of an accountant or tax consultant.

Investigations

Checking the payments you make to employees is a popular area of verification by HMRC (and the Department of Work and Pensions (DWP) regarding minimum wage payments) and mistakes can prove extremely costly. For example if you should have deducted Income Tax from a wage but did not do so, you (and not the employee) must pay the tax to HMRC. (If this is the case you will also be charged interest on the tax "paid late", after the due date, and face hefty penalties).

Wage records

It is a legal requirement that you keep details of wages paid to each employee on a weekly basis, in electronic format. Your Trade Accountant will provide a payroll service for you.

Employee Starter Checklist (ESC)

New employees must be asked to complete an ESC certifying that they have no other employment.

If they do so and their wages remain below £157 for tax year 2018/19 (for National Insurance credits), then you should record individual weekly payments in a wages book. You must give them a payslip, and best practice is to ask them to sign for cash received.

If you have staff who have another job or are paid above this limit you will need a PAYE scheme which must include every member of staff.

Casual staff

Names, addresses and National Insurance numbers of casual staff should be recorded together with dates and amounts of wages paid; **Basic Rate Income Tax must be deducted** from the earnings of staff whose main employment is elsewhere since personal tax allowances cannot be given twice; regular 'part-timers' are entitled to proportionate holiday pay and to have the correct notice procedure applied.

Real Time Information (R.T.I.)

All payroll has to be completed electronically and submitted the HMRC using the Real Time Information (RTI) system. Under this system information has to be submitted electronically to HMRC every time a payment is made to an employee.

HMRC will verify the employee's information before a submission can be made. So it's vital that new employees provide you with a P45 or an ESC, otherwise you will not be able to submit payment details. Any delay in providing this information will make the RTI submission late and you will be charged a penalty!

Under RTI, HMRC will know the precise amount of PAYE and NI contributions you have deducted from staff wages. If you're late paying this over to HMRC, you will be charged a penalty and interest.

Universal Credit

Universal Credit was introduced in 2018. This benefit is still in its infancy and has not been completely rolled out nationwide. Universal Credit replaces a number of benefits including Working Tax Credit and Child Tax Credit and is administered by the Department of Works & Pensions (DWP).

www.gov.uk/universal-credit

Workplace Pension (Auto Enrolment)

All employers with at least one worker will need to automatically enrol certain members of their workforce into a pension scheme. As an employer you may need to make a contribution to it and must ensure that you meet all of the new requirements to comply with the law. Even if you already offer pension arrangements for your workers you still have new obligations to meet.

www.thepensionregulator.gov.uk/employers/staging-date.aspx

If your Trade Accountant provides a payroll service they should be able to fulfil your obligations.

Redundancy

Employees have the right to a redundancy payment if they have continuously worked for your employer for at least two years.

- For each complete year of continuous service up to the age of 21, you will receive half a week's pay.
- For each complete year of continuous service between the ages of 22 and 40, you will receive one week's pay.
- For each complete year of continuous service between the age of 41 and 61, you will receive 1½ weeks' pay.
- For employees age 61 and over, the payment remains the same as for age 61.

Disciplinary Procedures / Dismissal

Every employer, no matter how small, must have a system for dealing with disciplinary matters. These procedures must be written down and available to all employees. Failure to do so could result in compensation being increased by 50% if an employee takes a case to a tribunal.

Free guidance on procedures is available from ACAS (Tel 0300 123 1100).

The ACAS code of practice can be downloaded from www.gov.uk/taking-disciplinary-action

Other free advice is available from www.employeradvice.org.uk

You should **always** commence your relationship with a new member of staff with a **probationary contract** (which you could extend if you are not entirely satisfied). Once this period has been completed if you are to discipline a member of staff you must follow a **3 stage process:**

- **1** Statement of grounds for action and invitation to a meeting.
- **2** The meeting.
- **3** The appeal.

An employee with under one years' service if they started before 6 April 2012 (or two years service if they started on or after 6 April 2012) has **no right of appeal** to a tribunal for unfair dismissal, unless there is discrimination, or you have not followed the 3 Stage Process.

It is important to utilise the free advice but if you are still unsure you should seek specialist legal advice.

VALUE ADDED TAX

It is **imperative that VAT returns are submitted promptly** within one month (on a working day!) of the relevant quarter-end otherwise penalties are charged. If you pay your VAT by Bank Giro Credit or by debit card you are allowed a 7 day extension of the "due date" This increases to 10 days if you agree to pay by Direct debit (D.D) which could be invaluable for cash flow if you have to cope with other D.D. payments at the beginning of the month.

The Finance Act 1986 included legislation to combat avoidance of VAT through the artificial splitting of a single business to avoid registration. Publican's partners running 'separate business' catering operations have been cited as an example.

Registration

From 1st April 2017, the annual registration limit has increased from £83,000 to £85,000.

Advice from your Trade Accountant is essential **if you are not taking over a "going concern"**.

The limit for deregistration has increased from £81,000 to £83,000.

Rate

Standard rate is 20%

Liability to VAT

As a registered trader you must charge VAT on everything you sell, even when it is not a normal sale. For example if you sell a few optics to a customer or dispose of some old pictures hanging in the bar.

VAT should always be charged on the sale of a commercial vehicle.

You do not need to issue a VAT invoice unless your customer asks for one. But if the sale (including VAT) is £150 or less, the invoice is less detailed.

Reclaiming VAT

Remember that **VAT cannot be reclaimed** unless you obtain a **detailed VAT invoice** including your name and Pub or Bar address.

Petrol receipts and other invoices which only give limited details (up to a maximum value fixed by legislation currently £200) and cash and carry till roll receipts are acceptable by concession only.

Accounting for VAT

As a VAT-registered 'Trader' you are an unpaid Collector of Taxes. VAT is reclaimable on most purchases made, providing proper invoices are to hand but invariably you will be paying HM Customs & Excise, on a quarterly basis, because you collect much more VAT than you can reclaim.

As a rough guide, you may assume that approximately **8% of your wet takings** will equate to your quarterly VAT payments to HM Customs & Excise. This increases in the case of catering or accommodation income, and could be much more dependant upon sales mix.

It is sensible to **save say 12% of your total weekly take into a separate bank account** to cover for future taxation....your Trade Accountant will guide you.

VAT Registration

VAT registration documents should be received by Customs & Excise **within 30 days** of the commencement of trade. Penalties for late registration maybe issued if the documents are not received on time. It is rarely necessary to register before you start trading.

Penalties are calculated as a percentage of the VAT outstanding when the VAT registration is finally received as follows:

- 30% for failure to notify.
- 70% for deliberate but not concealed default.
- 100% for deliberate and concealed default.

There is a minimum penalty of £50.

Catering And Accommodation

As there will be very little VAT to reclaim from catering and accommodation activities, the quarterly liability will be on all the VAT collected. Your VAT liability at current VAT rate is equal to approximately 16.6% of turnover.

Free Drinks

If you give away drinks to team members, other customers or for "prizes", **a record must be made** when this takes place. You don't have to pay VAT on the sale price of free drinks, (as no transaction has taken place). But you are **not allowed to reclaim the VAT** charged to you on the delivery of such stock items. However you can claim all the VAT on **staff drinks** (so you must keep a record of these too). The record you keep of "give a ways" is also essential for your stocktaker.

Despatching the Return

All businesses, whatever their turnover, must file their VAT returns online and pay electronically.

You can register to file online at www.hmrc.gov.uk

All businesses newly registering for VAT whatever their turnover, must file their VAT returns online and pay electronically.

Acceptable payment methods for online submissions are:

- Debit Cards
- Direct Debit
- Credit Cards
- BACS
- CHAPS
- Bank Giro Credit
- Cheque - **only** if you have a Bank Giro Credit Book issued by HMRC specifically for your VAT registration number. Write the VAT registration number on the back of the cheque.

Different procedures apply to traders operating the Annual Accounting Scheme and/or Flat Rate Scheme.

Submitting a return/Surcharges and penalties

If you don't submit your VAT return, HMRC will make as "assessment" of the VAT due. **Your return and payment must be received by the due date** otherwise you could be "fined".

Should a return be submitted after the due date (one month and seven days after the end of the return period) a 'surcharge' (or fine) will be levied. The surcharge is calculated as a percentage of the VAT that is unpaid at the due date.

The declaration which you sign on the VAT return makes you ultimately responsible for conducting your own affairs within the law.

The surcharge due is (the greater of £30 and) a specified percentage, depending on the number of defaults as follows:-

No. OF LATE RETURNS	SURCHARGE LEVEL
1st late return	2% of the tax paid late
2nd late return	5% of the tax paid late
3rd late return	10% of the tax paid late
4th late return	15% of the tax paid late
Further late returns	15% of the tax paid late

If your annual turnover is less than £150,000 the penalty for the first late return is NIL with 5% for the second late submission, 10% for the 3rd and 15% for the 4th and subsequent returns.

You will be sent a 'Surcharge Liability Notice Extension' for an additional 12 months **each** time you do not send your return or pay your VAT on time. So to remove yourself from the penalty regime you must submit the next four quarterly returns on time.

If you keep failing to submit VAT returns HMRC may increase the estimated amount of VAT you owe them and base the increased penalties on that amount.

This surcharge system is to be replaced by a new stricter penalty regime, where separate penalties will be charged for late returns and late payments. The start date for these new penalties has yet to be announced.

The ANNUAL ACCOUNTING Scheme (AA)

The AA Scheme allows you to account for VAT by submitting one return at the end of the year. Monthly D.D. payments are made in the interim, based on the previous twelve months liability.

The balance of VAT payable is due two months after the end of the AA year.

The scheme has **positive cash flow advantages.** Paying VAT as you go helps to spread the burden and will have a less dramatic effect on your bank balance. The worry over submitting quarterly returns within one month disappears.

The danger is that the monthly payment remains the same so if your turnover increases during the AA year (or you take on another business) you could have a large debt at the AA year end.

Please seek advice from your Trade Accountant before entering the scheme.

Who can use the scheme?

- Businesses whose annual turnover (excluding VAT) is not expected to exceed £1,350,000; (£30,500pw).
- **Businesses whose returns and payments are up-to-date.**
- Businesses using the scheme may continue to use it until their annual turnover (excluding VAT) reaches £1,600,000.

The FLAT RATE Scheme

The Flat Rate Scheme offers you an alternative to the normal transaction based method of VAT accounting. It enables eligible Pubs and Bars to calculate VAT payable as a percentage of total turnover (but **will only be worthwhile** if you then pay less VAT per quarter).

Who can use the scheme?

Your turnover including VAT at 20% must be less than £3,462 per week, (£150,000 per annum ex VAT) to join the scheme. Once you have joined you can stay in until your total business income exceeds more than £230,000, (£5,308 inc.20% VAT per week).

The Flat Rate Scheme can reduce the VAT payable for Free Traders especially if they have catering and/or accommodation income.

The same applies to Tenancies, but usually only when the Landlord's rent is not set at a high level. Care must be taken should HMRC classify the "Public House" as a "Restaurant" in which case you would pay more rather than less VAT.

How does it work?

Under the normal VAT rules you have to identify the VAT on each sale you make, record the value and VAT separately and pay the VAT as OUTPUT TAX.

Similarly under the normal rules you have to identify the VAT included in the things your business buys, record the value and the VAT separately and claim the VAT back (on purchases) as INPUT TAX.

Under the Flat Rate scheme you do not have to identify the VAT on your sales and purchases to calculate the VAT owed. Your Trade Accountant simply applies the scheme percentage to your quarterly Turnover and that is the VAT payable, (you make no separate claim for Input tax).

Despite the simplicity of the calculation all business records must be maintained in the same way as if the business was registered normally.

The flat rate percentages are:

- 6.5% Public Houses
- 10.5% Hotels or accommodation

If you apply for the Flat Rate scheme when registering for VAT, you will get an extra 1% off for the first year. E g. Public Houses would be 5.5% the first year then 6.5% thereafter.

CASH Accounting

Under the cash accounting scheme you account for VAT on the basis of payments you receive and make.

Often this scheme will benefit a business that gives credit on sales made, but this is not the case in our industry.

Who can use the scheme?

If your annual turnover (excluding VAT) does not exceed £1,350,000 you will be able to join the VAT Cash Accounting Scheme. Pubs or Bars already using the scheme will be able to continue to use it until their annual taxable turnover reaches £1,600,000.

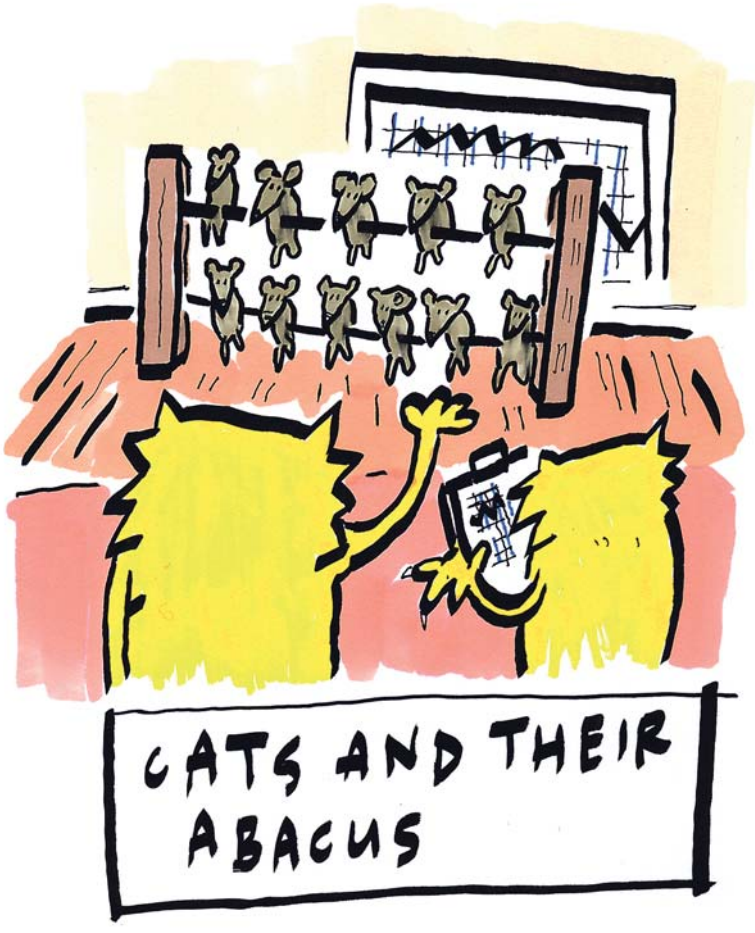
Fuel Scale Charge

For Sole Traders and partnerships using the fuel scale charge is a way of accounting for output tax on road fuel bought by a business that is then put to private use. Inevitably operating A Public House does not involve high car mileage and very little private use.

For this reason it is rarely a saving to apply this scheme and far better to claim Income Tax on the VAT payable on business mileage.

The scale charge for a particular vehicle is determined by its CO_2 emissions figure. For cars which are too old to have a CO_2 emissions figure HMRC have prescribed a level of emissions by reference to the vehicles engine capacity (cc).

If the Public House trade is operated as a Limited Company different rules apply. Your Trade Accountant will advise you.



Visits to trading premises by HMRC Officers

'Control' visits occur to establish whether returns have been made correctly. Visits are becoming less frequent and could ultimately occur only when HMRC suspect irregularities.

Please remember that all your business documents and bookkeeping records will be required for a detailed inspection. HMRC can levy a penalty of £3,000 for any records which have been deliberately destroyed.

You should ask for the name of the officer who telephones you, the local VAT office from where he/she operates, and **inform your Trade Accountant before you agree** to a date for the control visit. Always ask to see the Customs Officer's identity card.

Now that VAT and other business taxes are all dealt with by one body (HMRC) visits by officers may deal with more than 1 tax e.g. VAT & PAYE.

Tax Investigation Insurance will cover your professional fees for dealing with these visits.

SUNDRY MATTERS

Pensions

The current state pension for a single person is inadequate to live on without drawing on, and possibly exhausting your savings.

Alternative pension arrangements should be made sooner rather than later whether you are young or nearing retirement age. Making pensions contributions is a "No1" tax saving tip but you should seek advice from an Independent Financial Advisor (I.F.A), so ask your Trade Accountant to recommend one.

You are not able to contribute into your workplace pension unless you trade as limited company and receive a salary.

Insurance

The importance of adequate insurance cannot be over-emphasised and indeed you may well be covered in areas such as buildings, contents, consequential loss insurance, etc. However other issues are all too often ignored through either lack of awareness or simply an over-optimistic outlook at one's future health and fortune:

- 1. Income protection;
- 2. Family insurance;
- 3. Sickness and accident — permanent health;
- 4. Hospitalisation cover.
- 5. Tax Investigation Insurance.

Your Trade Accountant should be able to make an independent recommendation

TAXATION

Self Assessment

Self assessment is a system for collecting tax which places the responsibility for declaring income and expenditure on the taxpayer.

Tax Returns

All relevant information for the year ended 5 April 2019 must be entered on the annual self-assessment tax return. Paper returns must be submitted by 31 October 2019 but submissions on line can be made up to 31 January 2020. **A fine of £100** is levied for late submission **whether or not tax is payable.**

A fine of £100 is levied on each partner if partnership returns are submitted late. Returns that are more than 3 months late will be charged a penalty of £10 per day up to a maximum of £900. If the return is 6 months late a further 5% of the tax due up to a maximum of £300 is charged. For a return which is 6 months late, therefore, the penalty due can be £1,300. (The unsuspecting taxpayer could become a cash cow for the Government).

Fines/Late Payment

Interest is added to tax paid after the due date (31 January or 31 July) and, if tax is not paid within one month of the due date, a penalty of 5% is added. A second 5% is charged on tax outstanding for 6 months and a third 5% for tax paid 12 months late.

HMRC Enquiries

HMRC conducts enquiries into taxpayers' affairs. These may be random and do not necessarily mean that irregularities are suspected. HMRC need not give reasons for their enquiry and **you should not contact them** before speaking to your accountant.

HMRC can make an enquiry in one of the following ways:

- **A compliance review.** This will normally be into a previous year's return and concern a specific entry which is suspected to be incorrect. HMRC would usually have evidence to support the enquiry. There is no time limit regarding these enquiries.
- **A full enquiry.** HMRC have to start these enquiries within 12 months of the date that particular return was submitted e.g. a 5 April 2018 return submitted on 30th September 2016 could only be opened for an enquiry by the HMRC before 29th September 2019.

Tax Investigation Insurance can be taken out to cover professional fees in dealing with HMRC enquires.

Tax Rates and Allowances

From 5th April 2019 the tax free personal allowance is £12,500. This allowance is due on income less than £100,000 per annum. This personal allowance is gradually reduced to nil at a rate of £1 for each £2 over £100,000.

The rates of tax applied to income above the tax free allowances are:

- £0 - £50,000 20%
- £37,501 - £150,000 40%
- Over £150,000 45%

Capital Gains Tax

The exempt band is £12,000 in 2018/19. The rates payable are:

- 18% if you are not a higher rate tax payer. The amount of the gain is added to other income (as long as this total is less than £37,500 this rate applies).
- 28% if you are a higher rate tax payer. If only part of the gain exceeds the threshold then only the excess is charged at this rate (with the rest liable at 18%).
- 10% for gains qualifying for Entrepreneur's relief. This relief is subject to a lifetime limit of £10 million. Entrepreneurs' relief is available on sale of qualifying business assets.

Inheritance Tax

This is a tax on the value of a person's estate on death and on certain lifetime gifts. The first £325,000 (nil rate band) is free of tax, but the way that Inheritance Tax is charge on trusts, lifetime gifts and some pensions is significantly different. The unused nil rate band can be transferred to surviving spouses.

Business and agricultural relief reduces the value of business assets and farmland for inheritance tax. On all unquoted businesses the relief is given at 100% and at 50% on assets owned privately but used in the business (e.g. freehold property).

It is advisable to seek legal advice if you are unsure whether this tax is due. More information can be found on the HMRC website www.hmrc.gov.uk

Corporation Tax

"Pay and File"

A corporation tax return must be filed at the HMRC no later than twelve months after the end of the accounting period. Payment must be made no later than nine months and one day after the end of the accounting period.

Care must be taken for periods of over a year as returns can only be made for 12 months. Two returns are therefore needed and the time limit applies separately to each of these. Penalties are charged for late filing.

A signed copy of the company's accounts **must be delivered to Companies House** within 9 months of the company's accounting date. (A copy of the accounts and the tax computation must be sent to HMRC with the corporation tax return.

Corporation tax

Rate, currently 19%.

Capital gains tax

In calculating the chargeable gain, an indexation allowance is deductible, based on the increase in the retail price index between the month of acquisition (or March 1982, if later) and the month of disposal. (For Companies only).

Capital Allowances

Plant and Machinery

Annual Investment Allowance (AIA) is due on new or used assets purchased by a business. The allowance enables 100% of the cost to be reclaimed. As from 6th April 2019 this allowance will temporarily increase from £200,000 to £1 million of equipment.

Any expenditure not qualifying for AIA will qualify for Writing Down Allowance (WDA) or Special Rate Allowance.

WDA allowance is 18% and the special rate asset allowance is 8%.

Enhanced Capital Allowance (ECA) is due on expenditure on equipment which is energy efficient and incorporates water saving technologies. ECA is due at 100% and is additional to AIA claims.

There are also special rules for short life assets, where the expected life span is not greater than 8 years. You need to discuss these rules with your Licensed Trade Accountant.

Cars

Expenditure for cars is not available for AIA. 100% allowance is due on new vehicles with CO_2 emissions less than 75g/km.

WDA available on cars depends upon whether the business is a Limited Company or not.

For Companies, cars with CO_2 emissions between 111g/km and 130g/km will be treated as part of the plant machinery pool and attract WDA at 18%.

There will therefore be no balancing allowance due on disposal. Cars with CO_2 emissions above 130g/km will be in a special rate pool where WDA is 6%.

For sole traders and partnerships, a private use pool of either 18% or 8% (dependant on whether the CO^2 emission are higher or lower than 130g/km) are maintained, thus making balancing allowances available on disposal.

If you are planning substantial expenditure you should discuss this with your Trade Accountant to ensure you understand how the new rules will affect your tax bills.

DISCLAIMER

Whilst every care has been taken in compiling this Annual report David Jones Accountants Limited cannot be held responsible for any errors or omissions.

Any action you take as a consequence of reading this report should only occur after taking independent advice from your own Licensed Trade Accountant.

For client advice please contact:-

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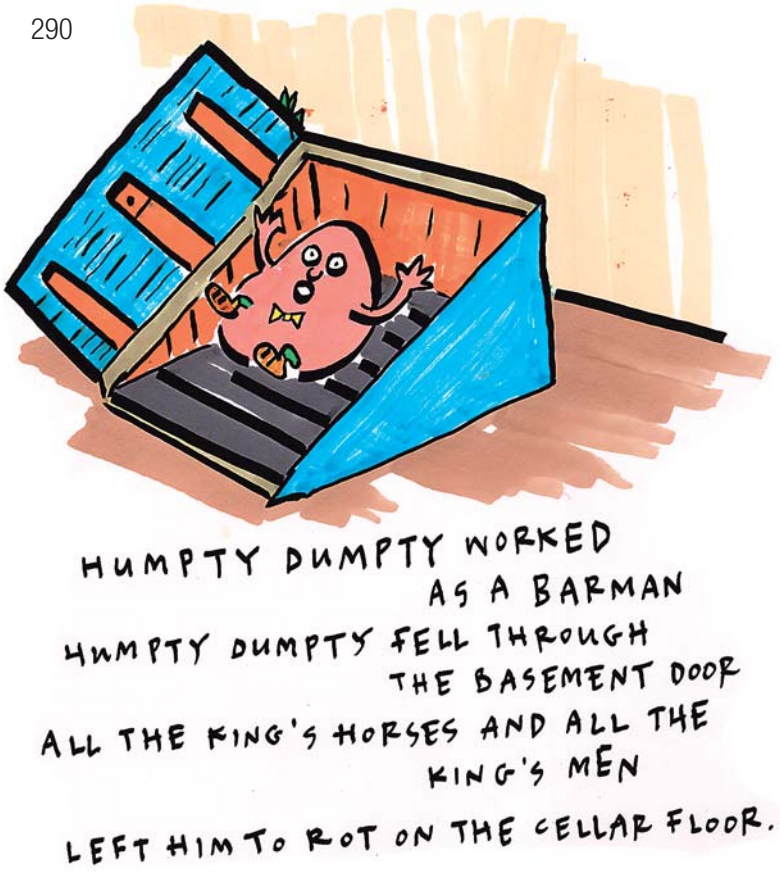


Health & Safety Regulations

The OnTrade Preview presents a basic guide to the current Food Safety and Health & Safety legislation as applies to public houses

All public houses have to be registered with the local Environmental Health Department at least 28 days before opening. If you have more than one premises, you need to register them all. Additionally, food premises operators must ensure the Local Authority is informed of any significant changes such as change of food business proprietor or the nature and style of the business and closure for a period of time. If your business was already registered and you have just reopened after alterations such as a kitchen refit or a complete refurbishment or a completed extension you won't need to register with them again. Registration allows the Environmental Health Officers (EHOs) to keep an up-to-date list of all those premises in their area so that inspections can take place as and when required. The frequency of inspections depends on the type of business you are running and the risk rating that the EHO has given to the premises. Food Safety and Health & Safety in catering premises can be broken down into four main areas:

1 Premises:

The building, the bar, the kitchen, the store, the cellar, the toilets, the patio and gardens.

2 Preparation:

Food, drink and everything you use to store, prepare and serve it!

3 People:

Employees, Delivery Personnel and Customers.

4 Protection:

Everyone and everything!

Hygiene

Poor food hygiene controls may well lose you business, which is bad enough, but it could also cost you a pretty packet in any legal actions brought against you. Under the Regulation (EC) No 852/2004 on the hygiene of foodstuffs and the Food Safety and Hygiene (England) Regulations 2013 (and equivalent regulations in Scotland, Wales and Northern Ireland) each step of the food-handling ladder from delivery to kitchen to plate to table should have written systems and procedures set in place, and carried out, that prevent anything going wrong. You are now required to provide some simple written evidence of your procedures to ensure food safety has been thought through carefully and are being properly applied. In order to comply you may follow a simple toolkit issued by the Food Standards Agency – 'Safer Food Better Business' ('SFBB') which will guide you through how to comply and provide the necessary documentation. This very well produced fold-out file is provided free of charge from the Food Standards Agency and you would be well advised to get a copy via your local Environmental Health Officer or online from the Food Standards Agency website. Diary refills are also available and can be printed off. HACCPs (Hazard Analysis of the Critical Contol Points) to ascertain the risks involved with the delivery, storage, preparation, cooking, storing, reheating and serving with additional storage after of all foods you are going to serve to your customers must be undertaken to compliment the use of the SFBB packs.

Allergy Labelling Legislation

On 13 December 2014, all food businesses (eg restaurants, takeaways, bakeries and delicatessens) must declare any of 14 identified allergenic ingredients which are used in non-prepacked or loose foods that are sold or provided. Customers need to be advised that this information is available prior to them ordering food and drink to enable them to make an informed decision.

Food Reception and Storage

All deliveries should be checked immediately upon receipt. Anything wrong should be recorded and reported (and, if necessary, the delivery refused). For example, 'use by' dates must not have passed (and should allow adequate time for use),frozen food must show no signs of having thawed during transport and evidence of damaged packaging that could hasten deterioration of the product. Make sure you have adequate refrigerators and freezers for all fresh, chilled and frozen food. Raw meat, fish and vegetables should be stored separately from cooked or prepared food. Refrigerators should be capable of maintaining food at or below 4°C; Freezers at or below -18°C. Temperatures should be regularly checked and a record kept on a daily basis and dependent on your level or trade, 2 or even 3 times per day.

Preparation

Cleaning Premises and Equipment

Cleanliness of premises and equipment is of the highest priority. This applies to storage areas as well as preparation and serving areas. Dry food stores must be thoroughly cleaned weekly and a thorough clean at frequent intervals and fridges and freezers once per week and monthly respectively. It is important that the structure and equipment in bars and other food rooms are maintained in good

repair and in a clean condition to comply with food hygiene legislation. Damaged or dirty surfaces are indicative of a lack of commitment to food hygiene and can easily lead to cross contamination. Bars, bar counters and under-bar shelving must be kept clean and free from unnecessary equipment, ornaments and fittings and should again be cleaned at least weekly. For kitchens and food-serving areas, the cleaning programme should include routine daily cleaning and periodic, high level cleaning with cleaning rotas in evidence that state what gets cleaned when, with what, by whom and with what frequency. Suppliers very often have their own colour-coded charts with the necessary spaces left blank for easy completion by management. Care should be taken to store cleaning chemicals in a suitably labelled and lockable cupboard so as to prevent any risk of contamination or tainting of foods, with the minimum of materials actually stored in the kitchen and other food preparation areas.

Sinks and glass-washing machines

If the double sink method is used for washing crockery and/or cookware, one sink should be used to wash in detergent or preferably sanitiser solution and the other sink should be filled with hot rinse water only. It is important to change the solution and regularly; 'topping up' is not good practice. Wherever possible, items should be allowed to air dry. Glasses may be polished with a clean, dry cloth or paper towel. It is easier to ensure that the rinse aid and machine detergent are correctly adjusted to the particular glasswasher requirements and that the salt supply or water softener is working properly. Glass-washing machines must be thoroughly cleaned at regular intervals and maintained in a hygienic condition and in efficient working order. Operating temperatures should be carefully checked - glasses should air dry in a few seconds. Detergent and disinfectant or sanitiser should be maintained in a convenient place for sinks and glass-washing machines. Spare stocks should be stored safely in a marked cupboard or an allocated store to avoid contamination of glasses or drinks, beer pumps and optics. Beer-dispensing equipment and optics must be cleaned in accordance with breweries' or suppliers instructions. The use of personal protective equipment, ie gloves and goggles, is essential when handling beer line-cleaning chemicals.

Glasses

Any overspill from pouring both draught and keg beers should be disposed of regularly and should not be used for topping up glasses. Clean, dry glasses should be used for serving drinks. The practice of 'topping up' or re-using glasses without washing permits risk of contamination.

Hygiene and People

Good Hygiene Practices:

You should ensure all staff have training as part of their induction before they are permitted to handle food:

Reporting illness

Staff must inform you or their supervisor before starting work if they have any skin, nose, stomach, bowel trouble or an infected cut or wound. If anyone in their household is sick or has diarrhoea, you must also be informed.Staff suffering with sickness and diarrhoea must be excluded from food handling activities until they have been symptom free for at least 48 hours.

Protective clothing

All food handlers should have special clothes for work in the kitchen and this does NOT include the clothes in which they have come to work. They must wear suitable, clean, protective clothing plus head covering ie a hat. Table servers may have their ordinary clothes but must have a suitable overall, tabard, or apron as well. Jewellery must not be worn except for a plain gold wedding ring and/or sleeper earrings while handling food. First Aid must include covering any minor lesions or cuts with highly visible blue waterproof dressings. Smoking now being confined to external areas only means that smoking may only take place totally out of doors. If this is permitted, then washing of hands afterwards is essential before handling food again.

Food Handling

Unnecessary handling should be avoided, food should only be prepared when needed and not too far in advance, perishable foods should be kept in the fridge and keep all cooked and uncooked foods separate and stored separately.

Hand Washing

Hands should be washed frequently using an anti-bactericidal soap and dried with a paper towel or a hot air dryer. This must happen after using the toilet, entering a food preparation room before actually handling, before and after cleaning operations, after touching your mouth, nose and hair, after handling raw food or allergens and after every break. Taps must be turned off with a paper towel to prevent hands becoming re-contaminated.

Generally

Clean as you go and keep all equipment and surfaces clean and sanitised as necessary. If you see something wrong, make sure you tell your supervisor or boss!

Temperature Control

Poor and inadequate temperature control of food is the main cause of food poisoning. Bacteria that cause food poisoning need warmth to multiply and therefore correct use of temperature control is vital to prevent food poisoning by providing an environment which either destroy or dramatically reduces the growth of bacteria. Keeping food either above 75°C or below 4°C is ideal. Food on display must be effectively protected and maintained under suitable temperature control where necessary to protect from atmospheric contamination and handling by customers: 1°C to 5°C is ideal. Refrigerated food must be stored at a temperature of 8°C or lower. Ice containers must be clean, and ice for drinks must only be handled with tongs or spoons.

Food temperature

In general, foods that are particularly susceptible to the growth of harmful bacteria and are more likely to cause food poisoning like cooked meats, poultry, cooked rice etc, must be maintained below 4°C or, if cooked, at a core temperature above 75°C. To allow foods to be served or displayed, the law allows high-risk chilled foods to be held above 8°C for up to four hours in one single period only, and hot foods above 63°C, for a single period of two hours. Only one tolerance period is allowed. After these times foods must be refrigerated at 4°C or below until final use, or discarded immediately

Personal hygiene

Personnel working in the bar and other food rooms are food handlers and are therefore subject to the requirements of the Food Safety & Hygiene (England) Regulations 2013. Staff who handle food must receive written or verbal instruction in the Essentials of Food Hygiene. Ask yourself the following questions: Do you ensure that adequate facilities are available for staff to maintain a high degree of personal cleanliness? Have your staff been trained in good personal hygiene practices? Do you monitor and audit staff to ensure they are implementing safe personal hygiene methods?

Animals

No animals of any type should be allowed behind the bar, cellar, food preparation or storage areas and of course, in kitchens.

Safety at your Premises

Accidents and emergencies

The Health and Safety (First Aid) Regulations 1981 require you to provide adequate and appropriate equipment, facilities and personnel to enable first aid to be given to your staff if they are injured or become ill at work. What is 'adequate and appropriate' will depend on the circumstances in each work place and you should assess what your first aid needs are, but as a minimum there should be a suitably stocked first aid kit and an appointed person to take charge of first aid arrangements. They should also keep a record of any first aid given via the Accident Book where the details are detached after entry and kept confidentially and to put up notices telling employees where they can find first aid equipment and names of any First Aiders.

You are advised to prepare a procedure to be followed in the event of an emergency. An 'appointed person' should be responsible for overseeing injured persons and contacting the emergency services. It is wise to send one or more employees on a recognised workplace first aid training course, to ensure effective first aid to injured staff or customers. You must report certain accidents and injuries (including any which keeps an employee off work for over seven days) to the Environmental Health Department. Reportable injuries, diseases and dangerous occurrences under RIDDOR 2013 need to be reported online to the Incident Contact Centre at www.hse.gov.uk/riddor For reporting of fatalities / specified and major injuries only, the Incident Contact Centre can be phoned on 0345 300 9923. Keep a record of all accidents, even minor ones.The keeping of an Incident Book is also recommended should someone stumble, trip, fall or have any other 'mishap' where no actual injury is perceived other than perhaps a bruise but where there could be a potential for a bogus claim sometime in the future. This would be used as proof of the degree of severity or injury sustained should such a claim be made. Also if a member of the public is injured as a result of a work related accident and is taken from the premises to a hospital for treatment, then this needs to be reported online under RIDDOR.

Bars

Bar counters and shelving for the storage of glassware should be smooth, impervious and capable of being readily cleaned. All glasses should be placed face down on plastic, latticed matting to allow air to circulate beneath. A wash hand basin with an adequate supply of hot and cold water, soap and towels (preferably paper disposable type) should be readily accessible by bar staff. Glass-washing facilities should comprise either a double sink and drainer unit, together with a constant supply of hot and cold water with the correct glass wash detergent, or preferably a glass-washing machine and at least one sink and drainer unit together with a constant supply of hot and cold water. The use of the correct rinse aid and machine detergent should be connected to the unit for automatic dispense and the machine maintained on a regular basis. Particular attention needs to be paid to the cleanliness of the interior of the machine and the door recesses. A washable or disposable receptacle for waste paper, bottle tops and other debris should be provided behind each bar together with a lidded metal container for safe disposal of broken glass

Cleaning

The kitchens and food rooms should have non-slip floors, with wall/floor junctions to make thorough cleaning as easy as possible and preferably curved and not right angled. Walls should be smooth, impervious and capable of effective cleaning and, where necessary, disinfection. Ceilings should be easy to clean and kept in good repair with sealant to any joints for instance where the air extraction canopy is fitted flush to the ceiling. Wall tiles must be grouted and not cracked. Wall cladding where fitted must be sealed at joints to ensure that they are impervious. Slips and trips can cause a lot of accidents! Spillages should be dealt with immediately and any worn areas should be replaced as soon as possible. Down in the cellars and stores a floor drainage sump and pump unit should be provided, where necessary, to dispose of sink waste and floor wash water. Cellar floors must be debris free, totally hygienic, washed daily and any drain covers in place to prevent any chance of trips. A risk of gas asphyxiation monitor should also be in place along with the Pressure Dispense Guarantee Card currently in date to ensure safety compliance.

Carrying loads

The licensed trade is notorious for heavy lifting work often in inconvenient places. It is the duty of management to ensure that Manual Handling risk assessments are in place for all staff carrying

out duties in the cellar that include lifting and moving barrels, kegs and gas cylinders. You must try to avoid lifting and carrying work that might cause injury. Where such tasks cannot be avoided, you are required to assess the risks and ways of reducing them. There may be cases where mechanical devices are practical and not excessively costly. Heavy loads should have their weight marked on them and ideally be no more than 25kg. Irregular loads should have an indication of the heaviest side. Safety training for staff should include training in the correct way to lift and carry loads which may include other items such as cases of wine, beer, and other miscellany that is stored in cellars.

Cellars and Storage Areas

One large sink and drainer unit should be provided in, or immediately adjacent to the cellar, together with a constant supply of hot and cold water for washing equipment. A wash hand basin with antibactericidal soap and a supply of paper towels must also be in place since beers are counted as food and thus affected by the food hygiene requirements. Gas cylinders should be handled and operated strictly in accordance with instructions issued by the brewer or supplier. Cylinders should be suitably chained, caged in a storage rack or laid flat on the floor and chocked.

Storage of empty/used or new cylinders must always be in a cool, ambient area, away from any heat sources, boilers, direct sunlight or out in the rain. You should consider providing CO_2 monitors if you use gas cylinders in any place where you have any doubt whether the ventilation is sufficient, for example in underground cellars. All hoists must be constructed and guarded in accordance with the Lifting Operations and Lifting Equipment (LOLER) Regulations 1998 and maintained in good order with an up-to-date record of inspections in the prescribed form. Examples of equipment subject to these regulations include passenger and goods lifts, dumb waiters, cellar hoists, bath and guest hoists, vehicle tail lifts, and others also. Shelving and storage units within the cellar should be of non-absorbent material, capable of being easily cleaned and if wooden, sealed.

Electrical Safety

All electrical equipment should be suitable for its intended purpose. It is important that the wiring installation is inspected every 3-5 years and portable appliances are inspected regularly (PAT). Frequency will depend on your Risk Assessment as it does vary depending on the type of equipment and its use. Records should be kept of all such appliance testing by a qualified electrician to ensure electrical safety. Power points must not be overloaded and electrical extension cables should not be used if at all possible and if it cannot be avoided only as a very short term period and not be coiled, or allowed to tangle or trail (especially across footways).

Extension reels/cables in casings must be fully unwound to prevent over heating. Switches, plugs and sockets must be situated away from water and other liquids and anywhere that spillage is likely to occur or anywhere near a heat source, such as next to a quartz lit heated food display unit. Check microwave ovens annually via PAT for possible leakage. Make sure door seals are clean and in good condition, hinges and catches are working properly and that the appliance is always clean and is in a good state of maintenance. Pay particular attention to the roofs of such units where heat may have buckled or broken them and replace immediately.

Heavy duty equipment

All cookers open top and solid top, deep fat fryers, combination ovens, convection ovens and other heavy duty equipment should be cleaned in accordance with the manufacturer's instructions daily for 'working debris', weekly for general cleaning and if possible, a 'deep clean' via a contractor every three months. Air extraction canopies, trunking to the outside and to the fan should be undertaken every 3 months if possible also. Grease filters should be cleaned every week and if possible, a spare set provided for use when the other set is being cleaned. The use of a 'decarbonizer' commercial caustic cleaning tank would be a useful addition to help this side of cleaning.

Falls

Adequate precautions should be taken to prevent people tripping or falling and to prevent people being injured by falling objects via a risk assessment for all areas of the establishment It is essential that hatchways and cellar flaps are suitably guarded when in use, and flaps must be properly secured when the hatchway is in use. In cellars where a slide is in use, adequate steps must be taken to ensure safety of personnel when deliveries are being made and staircases must have handrails or handgrips properly positioned and firmly fixed. Low beams, ceilings or other low objects (a ceiling mounted cellar cooler for instance) must be suitably marked and a notice drawing people's attention to these facts should be put on the door leading to such areas.

Information and training

You are required to provide all staff with relevant information on the risk to their health and safety and on necessary precautions that must be taken. This would normally be provided within a 'Policy and Overview Document' or similar where a brief summary of Management Responsibilities would be displayed, details of the organisation needed to achieve the H&S policy and the arrangements within the premises for carrying this policy out.You must provide training for staff when they start work via an Induction Training schedule and also when their duties change in a way which may expose them to new or increased risks. It is essential that training needs are reviewed periodically. Various statutory notices must be provided and displayed such as the Health & Safety Law Poster that gives details of employers' duties and employees' rights and obligation under the law. You can add details of any employee safety representative or safety contacts if you wish to do so. Other notices highly recommended are Work place first aid, Safe Manual Handling, Fire safety, Preventing slips, trips and falls, Emergency resuscitation and dealing with Electric shock. The Employers Liability Insurance Certificate also needs to be displayed.

Lighting

All areas should have adequate artificial lighting so that staff can work without eyestrain. Lighting should be of a type and in a position that does not cause danger (dust and vapour-proof lighting may be preferable in cellars).

Recommended lighting levels are:

- 400 lux. In working areas behind bars, over sinks, glass washing machines etc.
- 200 lux. In cellars, stores and staircases - it is important that the whole staircase is lit.
- 100 lux. As background lighting - or more if necessary for safety.

Automatic emergency lighting, powered by an independent source, should be provided where sudden loss of light would create a risk.

Maintenance and cleaning

The premises and equipment in them must be kept well maintained where this affects health or safety. Premises, furniture, furnishings and fittings must be kept sufficiently clean for health and safety purposes. Cellars and storage areas must be kept clean, well organised and free from accumulations of old equipment, disused articles and refuse. Floors and sumps should be cleaned at frequent intervals and not less than once a week. Sumps pumps should be maintained and the sump area totally free of debris and not smell of stale beer etc. Waste materials and refuse must be removed and not allowed to accumulate. Empty barrels should be sealed after use with appropriate corks. Broken glass and bottles must be removed promptly and stored safely for collection and disposal. The provision of a 'sharps box' for broken glass within the bar area should be provided. There must be regular checks for vermin infestation, and effective eradication measures used if necessary. It may be best to have a regular contract with a pest control company. Equipment, including beer pipes and associated equipment, should be cleaned and maintained in accordance with the breweries' or manufacturers' instructions.

Noise

Employers in the music and entertainment sectors have now to comply with the Noise at Work Regulations 2005 If employees are subject to high noise levels, you are required to assess the level of exposure and, where necessary, take precautions to limit exposure under these new regulations. These regulations bring in a lower and upper exposure action values and exposure limit values. In short, when noise levels from for instance, music via a live band, exceed 85dBA, then management must see whether the noise level could be reduced, give the staff the opportunity to wear ear protectors, ear plugs or similar. This is a requirement and compliance is necessary by staff to eliminate any possibility of being sued in due course. You will need to purchase a noise monitoring device, very much like a mobile telephone and then a Noise Monitor sheet should be completed which details location of where the test was done, meter level reading, time, by whom, action taken. Health surveillance of staff should be undertaken via visits to a medical centre for hearing tests every 3 months and records kept with details of any remedial action taken.

- The lower exposure action values are (a) a daily or weekly personal noise exposure of 80 dB (A); and (b) a peak sound pressure of 135 dB (C).
- The upper exposure action values are (a) a daily or weekly personal noise exposure of 85 dB (A); and (b) a peak sound pressure of 137 dB (C)
- The exposure limit values are (a) a daily or weekly personal noise exposure of 87 dB (A); and (b) a peak sound pressure of 140 dB (C).

Noise can provoke complaints from neighbours and the police. If a statutory nuisance can be established the local authority may restrict noisy activities or the times at which they take place.

Refuse areas

There should be a separate refuse storage area that provides a solid base, such as concrete hard standing for dustbins and other waste containers. It should be possible to clean the refuse area and a slight slope to a waste gully will make washing down easier. A hose pipe connected to the mains water supply would be an added advantage. There should be an adequate number of dustbins or suitable bulk storage containers, which should have properly fitting lids to prevent insects and vermin from getting at the contents. If you use plastic, or other sacks for rubbish that are not in containers, you should take other steps to make sure pests can't gain entry! The area should preferably be within its own compound and not be at the end of the car park or similar such place.

Refuse collection

If your refuse is not collected by your local council, you must ensure it is only collected by a company which has a waste management licence or is registered for the transport of waste.

Risk Assessment

You are required to carry out an assessment of the risks to your employees and others caused by your business. If you have five or more employees, you must record the results of the assessment in writing. Your assessment should be reviewed if there have been changes in your business which mean it may no longer be valid or if there has been an accident. As a minimum they should be reviewed annually. This would include all areas that you, your staff and your customers have access to and would include the cellar, kitchen, bars, functions rooms, gardens and patios should include the hazards identified, those affected, the likelihood of harm, the severity of harm and risk priority. This then leads to corrective action required as well as highlighted where the potential for an accident is possible. Some regulations require the assessment and control of specific risks. These include dangerous substances (under the 'COSHH' Regulations), personal protective equipment, exposure to noise over the exposure limit values, (see Noise above), risks from lifting and

carrying loads, and risks from the use of display-screen equipment and there also needs to be a specific Risk Assessment for Young Workers and New & Expectant Mothers. You should be able to combine some of these assessments with your general risk assessment; you do not have to do the same thing twice. None of the requirements for risk assessments are intended to force you to go to unreasonable trouble - e.g. employing specialist consultants - where the risks and precautions are well known. As far as the 'COSHH' Regulations are concerned, always read and follow the instructions and warnings on cleaning and other chemicals you use. If you follow instructions, avoid unusual uses for chemicals and take sensible precautions, you should have little difficulty complying with the regulations.

All cleaning materials including heavy duty detergents, rinse aids, degreasers etc must be listed and put up on the door or wall of a separate store together with details of Safety precautions to take and first aid steps in case of an accident. In the case of a more serious incident, details of action to be taken at the time and the reporting of such accidents must also be in place via RIDDOR. A separate file must be to hand containing Hazard Data Sheets referring specifically to the cleaning materials in use must also be available. The regulations on display-screen equipment do not apply to calculators, cash registers or equipment intended mainly for public operation - such as video game consoles or quiz machines. The main problems with such equipment are things like eyestrain from poor lighting and backache from poor seating. The Health and Safety Executive advises that you do not need to take special precautions against radiation from computer screens. However, computers in the office and work stations where staff are employed or have access to must be risk assessed as well. The final areas for consideration are the assessment of risk within the 4 licensing objectives with particular reference to your premises again stating the risks you have identified and what action you propose to take to reduce these risks.

For example, with the licensing objective the prevention of crime and disorder, where factors that could impact on this could be drunkenness on the premises or antisocial behaviour or even underage drinking would need to be assessed and appropriate control measures put in place such as effective and responsible management of the premises, training and supervision of staff and similar such policies and procedures. Note that the Licensing Authorities inspections where they may well ask for evidence of such risk assessments together with a request to look at what staff training has taken place.

Safety and People

General Duties and Risk Assessment

The Health and Safety at Work etc Act 1974 places a duty on employers to protect the health, safety and welfare of employees and others exposed to workplace activities, including contractors and, of course, customers. These requirements are qualified by the phrase 'so far as is reasonably practicable'. This does allow you to take some account of cost so that you do not have to take measures where the cost is totally out of proportion to any reduction in risk. It does also mean other things: It makes it very difficult to lay down uniform rules that apply to all premises and businesses - even in the same industry. Where (as is often) standards have not been clarified by court cases, local EHOs have wide discretion to ask for what they think is required; and it makes it very important that you work out for yourself what you need to do in your own circumstances.

Safety Management

The law requires you to make arrangements, appropriate for the size of your business, for the effective planning, organisation, control, monitoring and review of your arrangements for health and safety. This means that active management for the purposes of health and safety has a more clear part in the law. EHOs who inspect for health and safety are more likely to ask about such matters as procedures, management and training than they may have done in the past. If you have five or more employees you must have a written statement of health and safety policy. If you do not have the necessary knowledge and experience to deal with health and safety matters yourself, you should request a competent person to assist you in complying with requirements of health and safety laws.

Servery Areas

Equipment in servery areas should be in good repair and readily cleanable. Wooden utensils should be avoided. The layout should be such as to minimise any risk of cross-contamination of food during handling or display. Uncovered foods on display should be protected from contamination by means of suitable enclosures or screening, and raw and cooked foods must be separated. Utensils for handling raw and cooked foods should be separated and preferably colour-coded to minimise risks. High-risk foods are required to be maintained above 63°C or below 8° to prevent the growth of food-poisoning bacteria. Those high-risk foods for service or display can be maintained at ambient temperature for a maximum of four hours in any one period, and must then be consumed, disposed of or placed in the refrigerator. Hot food can be held at 63°C for a maximum single period of 2 hours. A wash hand basin must be provided together with a constant supply of hot and cold water wherever food is handled, i.e. where serving, plating, topping up etc.

Space

Work areas should have sufficient floor area, height and space that are not taken up by equipment to ensure health and safety. Ceilings, especially in cellars and stores, should be high enough to avoid accidents or have warning signs clearly displayed. Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

Staff Toilets and Washing Facilities

Wherever possible, staff toilets and sanitary facilities should be separate from those used by the public, particularly in the case of food handlers. Ideally, separate facilities should be provided for male and female staff, but facilities may be shared by both sexes if the room is provided with all necessary facilities and is capable of being locked from the inside to assure the privacy of the occupant when in use. Washing facilities should have hot and cold running water, soap and towels or other means of drying. Sinks used for food preparation or for cleaning glasses or equipment should not also be used as washbasins.

Structure

The building must be structurally sound.

Ventilation

Workplaces need to be adequately ventilated. Fresh, clean air should be drawn from a source outside the workplace, uncontaminated by discharges from flues, chimneys or other process outlets, and be circulated through the workrooms. In cellars, ventilation is essential to ensure sufficient air changes in the cellar to eliminate mould growth and to maintain a suitable temperature level. Boiler rooms located in beer cellars should be insulated, well ventilated to the open air, and effectively disconnected from beer storage areas. Ventilation in bars and public areas is essential to ensure the adequate removal of stale air, food and other odours and for the circulation of fresh air throughout the bars, lounges and dining rooms. A minimum of 8 to 10 air changes per hour is recommended.

Fire Precautions

The main causes of fire in licensed premises are: electrical equipment malfunction, gas fired equipment and heating appliances in general, heat from kitchen appliances and a lack of maintenance over a period of time. A simple monthly audit by management to check on the state of various pieces of equipment is a simple way to help alert management to the possibility of fire by simple checking and identifying potential sources of danger on a regular basis and keeping a note of such findings. Staff should also report any dangers or defects to management.

Fire Risk Assessment

It is a legal requirement for a Fire Risk Assessment to have been completed to demonstrate due diligence and that the premises is safe for the public and staff to enter. This will give a fire risk rating and actions you need to take to comply with the law. You should also have a Fire Safety Log in which to record all bell and alarm testing, emergency lighting and smoking detector testing and other areas of compliance duly detailed.

You will need a Fire Safety Policy to indicate what the policy of the premises is, the staff training carried out and details of evacuation procedures. This will also highlight the overall Responsible Person, the Competent Person and if a large premises, those delegated to specific duties in an emergency and known as fire 'marshals'.

General fire precautions

You can summarise the above requirements by the following: Make sure your staff knows the location and purpose of all fire extinguishers. Water is suitable for fires of wood, paper and furnishings but not on electrical fires or flammable liquids (e.g. burning fat or oil). Carbon dioxide extinguishers can be used on electrical fires. Dry powder extinguishers are also safe to use on flammable liquids and electrical fires involving ordinary household voltage.

Fire extinguishers usually recommended for pubs, hotels and restaurants are water for combustible materials such as furnishings, tables etc, CO_2 Carbon dioxide for electrical equipment in the kitchen and cellar and as fire blanket for the kitchen as well. Wet chemical fire extinguishers are also recommended for deep fat fryers.

There are other recommendations and you may find certain Fire & Rescue services suggest other types and you are advised to take advice from your local team if in doubt.

Staff should be trained in the use of fire extinguishers and in drills for evacuating the premises, calling the fire brigade and ensure that notices detailing the routes for escape are visible around trading areas, in letting room bedrooms and that escape routes are not blocked, locked or otherwise hidden.

Make sure that all fire extinguishers are accessible, on their hooks 300 mms off the ground, are in place and not 'gone missing' and regularly examined by a competent person or contractor on an annual basis and duly marked and dated as serviced.

Waste paper and rubbish

Remove rubbish frequently and at least after each work period. Rubbish should be stored outside the building in suitable bins with close-fitting lids. Inflammable rubbish like cartons and other packaging material should be stored in a safe place.

From 1 January 2015, waste collection authorities must collect waste paper, metal, plastic and glass separately. It also imposes a duty on waste collection authorities, from that date, when making arrangements for the collection of such waste, to ensure that those arrangements are by way of separate collection.

Electrical equipment

Check electrical equipment regularly to ensure that it is still in good order. For example, wires should be checked regularly for signs of fraying, light bulbs should not touch shades or get so close as to heat furnishings excessively. Do not allow sockets to be overloaded. Switch off appliances after use.

Gas fired equipment

Check that any pilot lights on gas appliances are clean and working properly. Grease can cause pilot lights to become deflected away from the main burners. Check that the main burners of ovens come on when they should. Keep cookers clean and have them checked and serviced regularly. An annual certificate of maintenance may be required for insurance purposes as well and gas appliances and installation will need an annual gas safety inspection.

Heating appliances

Portable heaters may start a fire if knocked over so should not be placed where they are likely to be knocked. They should not be placed near to combustible material (such as curtains, chairs and tables etc).

Books and papers should not be put on heaters. Take care that loose papers and decorations cannot fall onto open fires or heaters (including night storage heaters). Portable paraffin or oil heaters must be out and cold before being refilled. They should be refilled out of doors. Any such appliances would need to be maintained annually and a record kept, and a risk assessment carried out if such equipment is in use. The likelihood of potential problems is high with all portable heating equipment and if at all possible, they should only be used if really necessary and then only under constant surveillance by a member of staff for instance, bar or waiting staff who are aware of the potential for danger.

Open fires should not be overloaded with fuel so that logs or coal can fall onto the hearth. Do not carry live coals from a fire.

Have chimneys swept regularly at the end of the winter or beginning of the next and may well be an insurance requirement. With older buildings there is the potential for leaks into adjoining areas including roof spaces for example.

Means of escape

Make sure that you have adequate means of escape in case of fire. Escape routes must not be allowed to become obstructed and it must be possible to open emergency exit doors easily from inside. If security is a problem, it may be possible to put alarms on fire exits - not to lock them.

There should be a notice in the bar and all letting rooms stating the route for escape and staff need to be aware of their responsibilities to ensure the safe exit of all those on the premises. If there are live in staff and if any letting rooms are occupied, then there must be some member of staff appointed to be responsible for these people in the event of an emergency.

This person would need a ‘guest list’ or ‘rooms occupied’ list of those residing on the premises each and every night so as to be able to prove that all persons were accounted for should there be an emergency. This list would need to be given to the attending senior fire office from the Fire & Rescue Service.

All internal fire doors should be closed, should open outwards in the direction of escape and not be propped open with a wedge or fire extinguisher ever. Older doors that open inwards must always be secured open during times when the premises is open for licensable activities and open for members of the public to enter and when staff are working.

Action if a fire is discovered:

- Sound the alarm;
- Call the Fire Brigade (dial 999);
- Fight the fire if it is safe to do so. Do not put yourself at risk;
- If you are trapped by a fire: go into a room, close the door, put a blanket or carpet against the door to stop smoke and draught, go to the window and call for help.

Enforcement

Environmental Health Officers enforce the Health and Safety at Work etc Act 1974,Workplace Regulations 1992, Management of H&S Regulations 1999 and the Food Safety Act 1990 and Food Safety and Hygiene Regulations (England) 2013 and (EC)852/2004. This applies to hotels, restaurants, public houses as well as other legislations and regulations pertinent to the drinks industry.

The legislation provides officers with power of entry to examine premises, practices and documentation in order to assess compliance with the law. If they have any particular concerns, EHOs can seize dangerous equipment, detain and remove foods that may not be suitable for consumption, and request information under caution if they are satisfied that an offence has been committed.

Under normal circumstances, EHOs will send an informal written warning if any contraventions are found in the course of an inspection. They can, however, serve Improvement Notices requiring landlords to remedy problems. If a health and safety defect poses an imminent risk of injury to health, a Prohibition Notice may be served, preventing a particular practice or use of equipment until specified works have been completed.

In the case of serious risk of food poisoning, an Emergency Prohibition Notice may be served. This could involve the closure of the food business. Failure to comply with a notice constitutes an offence and the risk of prosecution.

The use of the above formal powers is a last resort when things have gone seriously wrong, but if you take time to get things right initially and manage risks effectively, you should find compliance with the law relatively straightforward. The EHO is there to help rather than hinder your business. Various new laws, acts, legislation, regulations and statutory instruments have come into place since the advent of the Health and Safety at Work etc Act 1974, including the Health Act 2006 covering smoking in public places.

Inevitably it won’t be the last piece of legislation governing what you can and can’t do in a public house, or how you should or shouldn’t do it! It’s a grin and bear it situation, but keeping abreast of anything new that is going to change the way you run your premises may give you a head start!

Although this information has been prepared for the OnTrade Preview with the utmost care, it is no substitute for the complete rules and regulations set down by the individual authorities, and is meant only as a guide. In order to comply with all the various requirements, it is a good idea to always get advice and your local EHO, H&S officers and fire offices will always be available to provide help and assistance. If in doubt, always ask first!!

Energy is Money

Energy Saving

Ted Bruning looks at ways that operators in the hospitality sector can save money, while doing their bit to help save the planet too

October's UN warning that the race against climate change is even tighter than we thought, and that the consequence of inaction will be even more dire, might perhaps spur many leisure operators to take a closer look at how they can do their bit to save the planet. The more cynical might be taking a closer look at how they can do their bit to save some money. Either way, pubs are close to the top of the charts in terms of energy use - in fact the hospitality industry comes third behind offices and the chemical industry, burning the equivalent of 2,458 kilotonnes of oil a year. And whether or not you embrace the idea of man-made climate change, you're sure to embrace the idea that a whole lot of change is dropping through a hole in your pocket.

"Many of the ways you can save energy aren't all that obvious and don't even seem that significant. That will change if you stop thinking of energy and instead call it what it is: money"

So what to do? Well, use less energy, obviously. But many of the ways you can save energy aren't all that obvious and don't even seem that significant. That will change if you stop thinking of energy and instead call it what it is: money.

Check the Basics

Your first step - and this is something you should do both at your existing premises and at any you are contemplating taking over - is to conduct a careful tour of the energy landscape of the building. Look in the loft: how new and how thick is the insulation? It can be replaced and enhanced for very little. Ditto the lagging on all hot water pipes and boilers. How well insulated is the cellar? Is it plastered or bare brick? Either way, insulating panels will help keep it below that maximum allowable 11°C without overheating the cooler.

"Pubs are close to the top of the charts in terms of energy use - in fact the hospitality industry comes third behind offices and the chemical industry, burning the equivalent of 2,458 kilotonnes of oil a year."

Lighting

Next, look at the lighting. Replacing all your light bulbs with LED equivalents is one of the easiest of quick fixes and will start to show returns straight off. Turn off any lights you aren't using and train your staff to do the same.

But this can be a bit like having sand trickle through your fingers - you just can't stop it. Consider fitting motion sensors in the loos, especially if you open all day but are often quite quiet in the afternoons. Customers are even worse than staff at leaving lights on!

Equipment

Now look at those real behemoths of energy use, the kitchen and the cellar. How old is all the equipment? When was it last serviced? How clean is it? Gunge and fluff on heat-exchanging surfaces and moving parts lengthen the time the machinery has to run. Replace any defunct or near-defunct kit - the older it is, the less money-efficient - with appliances rated A-A++++. They may be more expensive but they'll last longer and run more cheaply. (A G rating for energy performance is about as much use as a single star for food hygiene - ie, none).

"I often go down a pub cellar and find things like domestic fridge-freezers, washing machines and tumble-driers down there, all pumping heat into a space you're spending money on trying to keep cool"

Cellar

But don't just check the condition of the equipment. Geoff Purcell of Kent-based MF Refrigeration, one of the country's largest manufacturers of industrial coolers and chillers, recommends that before rushing into replacing anything, you should check the layout of the cellar and also make sure that there's nothing in there that's not meant to be in there.

"I often go down a pub cellar and find things like domestic fridge-freezers, washing machines and tumble-driers down there, all pumping heat into a space you're spending money on trying to keep cool," he says. "If you're not venting all the heat generated in the cellar externally, you're just recycling it.

"I've seen air curtains left open and casks stored right next to coolers which are blowing out warm air. It's like having your central heating on full blast and leaving all the windows wide open."

Kitchen

The same rules apply in the kitchen. All equipment should be regularly serviced and kept scrupulously clean (especially cooker hoods and extractors, which are notorious grease-traps); and siting fridges and freezers in the coolest part of the kitchen reduces the time their motors have to run.

"How old is all the equipment? When was it last serviced? How clean is it? Gunge and fluff on heat-exchanging surfaces and moving parts lengthen the time the machinery has to run"

Optimise: fill the oven as full as you can; keep the door closed during use; know your preheating times and the oven's settings (they're all different!); choose a fan-assisted oven; remember that smaller pieces of meat cook more quickly; when roasting, stewing or braising turn the oven off 10 or 15 minutes before the dish is ready; use pans that fit the hob.

Water Heating

More than half of a big dining pub's utilities spend will go on heating water. Not necessarily so much for radiators, unless you have letting rooms, but just for prepping and cooking. A gas-powered condensing boiler is the most efficient option, but whether to go for a regular boiler with a separate hot water storage tank or a combination boiler depends on your hot water usage: you should consult an independent adviser such as the Energy Saving Trust (www.energysavingtrust.org.uk) to be sure you make the right decision.

You can reduce the boiler's workload by fitting a kettle tap such as a Quooker which dispenses continuous boiling water from a small insulated tank that works like a thermos flask.

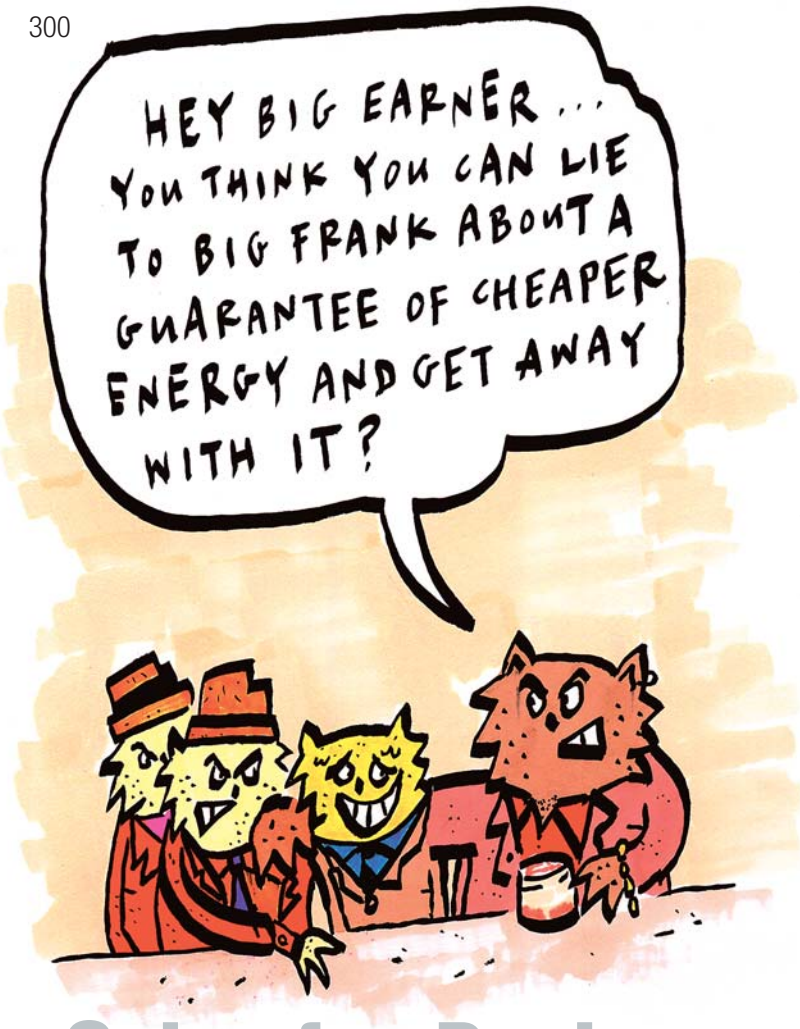
The tap draws boiling water from the top of the tank, while cold water enters at the bottom and is heated to boiling almost instantly. The device, according to Quooker, costs 3p a day to maintain on standby and 1p a time to reheat and also saves a lot of staff time.

"More than half of a big dining pub's utilities spend will go on heating water. Not necessarily so much for radiators, unless you have letting rooms, but just for prepping and cooking."

Finally, even if you're not in a hard water area, keep your system free of limescale with an electronic descaler.

These attach to the pipework and emit sound at a frequency that precipitates the limescale and stops it building up inside pipes and tanks and on heating elements.

They're fit-and-forget: as effective as chemicals, completely non-toxic, and maintenance-free. They also use an infinitesimal amount of electricity.



Going for Brokers

Money Saving

After implementing all these measures there's still a step you can take that won't save a single watt, volt, or ohm but will significantly reduce your bills: hire a utilities broker.

This may be the single biggest saving you can make. Switching is something you can do yourself, but it's very time-consuming and demands knowledge of the market: a broker will do the job far more thoroughly than you, and you'll soon notice the boost to your bottom line.

Sam Reynolds is marketing director at MakeItCheaper, the country's leading broker with 55,000 clients, mostly SMES, of which 5,000 are in the catering and licensed trades. He puts MIC's success down to providing a good service: contracts are flexible and transparent so that customers can see all the rates offered by MIC's panel of 16 suppliers both large and small; MIC's agents handle all the paperwork; its fee is paid by the supplier, but the customer is told how much; and finally there's an opt-out clause

"Typically we deal with businesses with up to five employees for whom comparing is time-consuming and demands a certain base knowledge," he says. "Some of our customers have had bad experiences with brokers: they get a great rate at first but then find their bill spikes.

"There are 1.6m small businesses in the UK and only 30% compare at the end of each contract. That 30% gets a fairer deal contract after contract. Half switch sometimes, but 20% don't switch at all. Many of those are on a very poor rate as a result and need to do something about it!"

"They seem to be very efficient: they're keeping tabs on their suppliers all the time and I'm glad not to have to worry when the utility contracts come up for renewal because MIC does all the work for me"

Catherine and David Puttnam of the Charles Dickens in Weston-super-Mare town centre are among those who, having been once bitten, were rather shy of brokers. The one-bar pub is wet led and has no kitchen, but with two AWP machines, a juke box, chiller cabinets, glasswasher, cellar coolers, and three gas-powered radiators ("We do like to keep the pub nice and warm with the door opening and closing all the time," says Catherine), it guzzles a fair bit of juice.

"We hadn't been switchers," says Catherine. "We used the same supplier we used in our own home. Then we got a cold call guaranteeing cheaper energy, and in the end my bill actually doubled. They lied to us and that made us very sceptical for a long time, so when we eventually decided to try switching again two years ago we were very careful and read the terms and conditions more thoroughly!

"This time it worked. Our electricity had been £1,500 a quarter, and MIC promised they could save £600 a year. When our bill arrived we saw it for ourselves! Then they changed our gas supplier from one of the majors to Gazprom and our bill halved. So, £600 off electricity and £700 off gas!"

By contrast, Eileen Cooke of the Little Gloster in Gurnard, Isle of Wight, is a serial switcher who manages the utility supply for four accounts - her and her mother's houses, the Little Gloster's three letting rooms, and the Little Gloster itself. A busy dining house overlooking the Solent near Cowes, it has a well-equipped kitchen with large gas ovens and hobs, walk-in cool room and freezer, and several big fridges. It's hard to tell which brokers make the biggest cash savings, she says, but she was attracted to MIC by what seemed like a fair and transparent contract with, crucially, an opt-out.

"They seem to be very efficient: they're keeping tabs on their suppliers all the time and I'm glad not to have to worry when the utility contracts come up for renewal because MIC does all the work for me," says Eileen. "They're able to negotiate new contracts down to the right prices but they're also very good liaising with their customers. They're friendly and easy to talk to, and definitely not a call centre!"

To find out how much you can save with Make It Cheaper, call 0800 035 9669

Go Buy the Book

Running a pub or bar can be a lonely business, and when you need advice the only person you can turn to is usually a professional with the meter running. My new book, The Bar Owner's Handbook, will be your friend and has no meter!

Like its predecessors, it's a straightforward practical manual for entrepreneurs thinking about entering the hospitality industry as owner-operators. My previous titles, The Microbrewers' Handbook and The Craft Distillers' Handbook, have been very well received, to judge from sales figures and Amazon reviews, because many such entrepreneurs are bursting with ideas and energy but short on experience and training. But a practical guide such as this is not only something newcomers can build their business plans round; it's also a handy reference book for more experienced licensees who sometimes need guidance on particular points such as dogs, tips, taxis for late-night staff, provision of lavatories and other recondite issues of law and practice.

The Bar Owners' Handbook also explains one the mysteries of today's licensed trade. With pubs still closing at an alarming rate, we are forced to confront two questions: is the generic pub as a business model simply obsolete, and how is it that the number of both premises and personal licences in force continues to grow?

The answer to the first is simple: almost. We have already seen the old-fashioned wet-led neighbourhood pub almost disappear owing to changing patterns of consumption; the few that survive are no longer mainstream but niche. But pubs that have branched out into food service are also disappearing at a rate of knots, even those that do food well. The problem is that everybody wants their cut: VAT, excise duty, business rates, pubco/brewery rents, spiralling utilities, PPL/PRS – so many people have their hands out that all too often there's not enough left to make it worth the lessee's while.

Then there's the weight of history and geography. Too many mainstream pubs are old: high-maintenance, marooned in poor locations, and worth far more as development sites than as small businesses in big shells. The cull of these pubs is an ongoing process, particularly in the leased sector. Pubcos will always make profits by working co-operatively with experienced and well-capitalised entrepreneurs, but essentially the long-lease model that originated in the 1990s is now so outdated that the number of mid-size mid-price all-rounder houses will continue to slide.

Yet still the overall number of on-licensed premises grows, as does the number of licensees; and the main driver is not the big managed chains putting brand-new family pubs on housing developments, numerous though they are. It's small independent operators running specialist bars with negligible overheads that are keeping the craft beer and artisanal gin flowing: micropubs, licensed cafés, craft beer bars, cocktail bars and spirit lounges, tapas bars, visitor centre bars, even pop-up bars at farmers' markets. The secret of most of these bars is this: they can make a much higher GP than any mainstream publican and, more important, they don't have to share it with anyone else. Shopfront rents, business rate exemption, few if any staff, open market wholesale prices, no loans, domestic-scale utilities – the overheads aren't much higher than a market stall's!

There's still a good living and a great life to be had out of pulling pints, drawing corks, and waving cocktail shakers in the air like you just don't care. But you have to be in it for yourself.

Packed solid with practical information on nuts and bolts issues such as finance, licensing, planning, marketing and more, The Bar Owners' Handbook will help you make it on your own as an independent owner-operator. It might even persuade you that you can only make it on your own as an independent owner-operator!

The Bar Owner's Handbook will be published in April 2019 by Posthouse Publishing, price £12.95. Available on www.posthousepublishing.com

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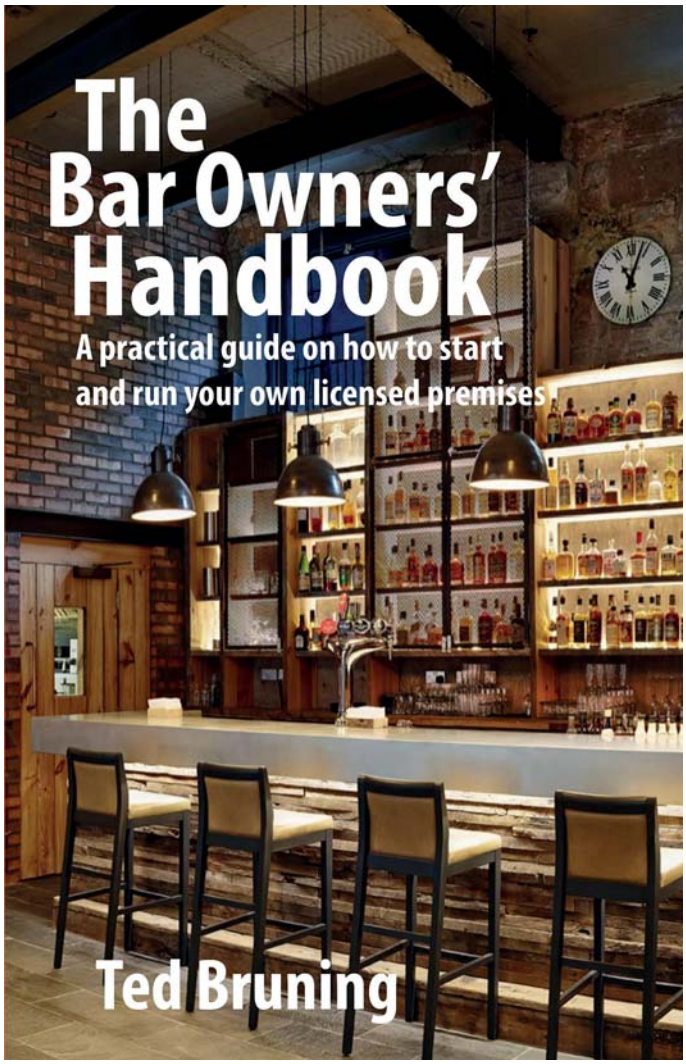
Matthew Clark

Restaurant Magazine Readers Choice 'Best Drinks Supplier' 2018
Sommelier Wine Awards 'French Merchant of the Year' 2018



The Science of Cellar Keeping

Best Cellars

The cellar is always said to be the engine room of any pub or bar, so make sure it's running sweetly. Ted Bruning consulted some of the country's best cellar keepers to find out how

You may not have thought of it this way, but there is one important respect in which you're very like a swan. You know the one - all serene up top, webbed feet going like the clappers down there out of sight. But in your case "down there out of sight" doesn't mean under the water, it means under the floorboards. In the cellar.

It's possible to romanticise the pub cellar to the point of (almost) poetry. It's a temple to beer, you're its high priest, cellarmanship is its sacred ritual, yada yada. In reality it's a workshop, and you're the sweaty mechanic in the oil-stained overalls who keeps banging his head on the ceiling and whacking his thumb with the mallet. But from this unpromising milieu can come some unexpectedly wonderful things - provided, as the actress said to the bishop, you're doing it right.

For there's no magic, no mysteries, down there beneath the cellar flaps. This isn't alchemy, it's biochemistry. It isn't art, it's technology; and it's down to you to master the principles, turn them into practical everyday routines that suit your circumstances, and then carry them out over and over again until they become ingrained.

Of course, what most customers expect to come out of a well-run cellar is pint after perfect pint of immaculately-presented cask-conditioned beer, but we'll put that aside for a moment while we consider the basics.

Hygiene, Hygiene, Hygiene

Whether you're coming into a new pub with a clean slate and an open mind or looking at your existing cellar and working out how to create a platform for a really smooth and efficient operation, you need to start with the same considerations in mind.

▶ **General Condition**. Check carefully for signs of damp, for cracks, for bubbling and/or powdery surfaces, and for uneven areas of flooring where water might stand. Where remedial work is necessary, don't skimp. Once your cellar is equipped and stocked, you don't want to have to haul everything out again! For the same reason, choose a brand of mould and mildew resistant paint specially formulated for pub cellars. The fumes from generic brands will in most cases impregnate both stock and equipment, and you don't want to have to strip your walls and repaint, especially given the price of paint these days.

▶ **Layout.** Position your racking, your coolers, your air conditioning and your gas bottles so that you can work round them without continually banging into them. You need to be able to get at every item of stock and equipment quickly and easily. Place your stillage so that pipe-runs are as short as possible, making sure that the most expensive beers have the shortest runs.

▶ **Temperature.** Ambient temperature is critical, and not just in ensuring that cask ale arrives in the customer's glass at no more than 12°C. The recommended maximum ambient is therefore 11°, but 8-10° is better. Temperature control in confined spaces can go either way: it can be a virtuous circle or a vicious one. A well-ventilated and well-insulated cellar will stay naturally cool; the cask ale can be held at below serving temperature without electrical

assistance while the coolers working on the lagers, soft drinks, draught prosecco and so on will have less to do and will therefore generate less heat. On the other hand the ambient temperature of a cellar packed with refrigerating equipment (even kitchen fridges and freezers in some cases!) will inexorably rise, requiring more work from the machinery, until you reach the point at which you have to feed the cask ale line through the lager python. Expensive and distinctly second-best!

The perfect cellar, now you've got it, doesn't stay that way by itself. It has to be maintained, which at bottom means that it has to be cleaned regularly and rigorously; and now the industrious licensee finds himself or herself not so much a swan as a dairy farmer: them cows won't milk themselves and have to be herded from pasture to parlour, milked, and then be herded home again twice a day every day, rain or shine, however rheumaticky you feel. So it is with your cellar hygiene routine. It's not quite as arduous, cold, and wet as milking on a freezing January night, of course: one expert cellarman reckons he devotes one morning a week to the big wash-down, and 15 minutes a day thereafter. The key is keeping on top of it: as with housework, the more often you do it the less there is to do.

The Wash Down

The big weekly wash-down entails first sweeping out all the dust and cobwebs you can and then scrubbing floors, walls, worktops and even the ceiling with a stiff brush (some favour a pressure-washer), using an unscented antibacterial and antifungal cleaning fluid, or even very dilute line-cleaner. It may not be difficult, but it's time-consuming because you have to get into every nook and cranny, which are where the nasties breed. This is also the occasion to run all your beer-lines through with line cleaner either automatically or by hand. Although automatic systems only take 10 minutes rather than 45 and create less wastage, many publicans still prefer to clean their lines manually because it means they can inspect them as they clean.

After every delivery wash down the cellar-flaps and ramp: some barrels are filthy when they come in! You should also gently scrub connectors and spigot holes with an old toothbrush and a mild cleaning fluid to prevent contamination. Flush the line with clean water whenever you change a barrel. Clear up breakages and spillages when they happen. Wild yeasts love spills - plenty of sugar to feast on! - and getting rid of them is harder than stopping them in the first place. Likewise maintenance, especially patches of damp or mould. Deal with them straight away, because they don't clear up by themselves.

So now you have a sparkling cellar, and you've earned a round of applause from all the draught products you stock from cola and lemonade through b-in-b wines to Guinness and lager. Because keg products benefit from good hygiene too - leaky and encrusted connectors can ruin a Foster's top just as thoroughly as a craft-brewed elderflower IPA; and a keg that's stored at the wrong temperature will fob.

Cask Conditioning

As we said earlier, running a good cellar is a science, not an art; and the science is biochemistry. We've already dealt with killing the microbes you don't want; the next step is to nurture the microbes you do want - yeast cells - while delivering a pint that looks and tastes as if nothing had ever lived in it, let alone reproduced and excreted in it.

Welcome cask beer to your cellar by rolling it down the ramp, using restraining ropes if necessary. A good roll distributes the yeast and finings evenly through the liquid and helps it to condition properly. Stillage the cask horizontally, shive upwards, to make sure the ullage settles in the bilge where it belongs. If it collects at the tap it will foul the beer as it's poured; if it collects at the back it will slide forward as the cask is tilted and will dissipate throughout the beer. Once the cask is tapped it can be tilted either using chocks or an autotilt; but while it's conditioning it wants to lie flat.

The process that gives cask-conditioned beer its name is often called "dropping bright"; and although crystalline clarity is the visible result, there's more to it than that. A beer with live yeast and

Nigel's new floor

Many licensees will go through their careers without ever seeing a pub cellar completely in the buff. Even when they move to a new house the cellar will probably be kitted out with stillages and any pumps and coolers that were included in the sale, while any problem patches of damp and mould will have been at very least painted over. All of which obscures your view of the cellar's general condition and tends to hide any lurking nasties. But a cellar is such a busy place, and normally such a full one, that any repairs that become necessary can be seriously disruptive.

"I look at the overall condition and make sure that any work that needs doing is done to last," says Nigel Barker, cask ale maestro of the Wellington in Birmingham. "The cellar is the pub's engine-room and it takes an awful lot of hammering every day."

Nigel has just had the cellar at the Wellington stripped out, refurbished, and extended - a process that involved setting up the stillages in the bar and running the pub like a beer festival for a week. "It was a struggle," he admits. "We got through it, but you wouldn't want to do it too often!"

An innovation he was talked into after some initial scepticism was an asphalt floor. You know - asphalt as in tarmac. It seemed a weird idea at first, but a few months in and the scepticism has gone. "It's a lovely smooth, level surface, very tough and very easy to keep clean," says Nigel. "It's also very simple to maintain. Concrete chips and pits so easily and has to be patched, but with asphalt you just heat up a bucket of the stuff and pour it in, and it bonds as it sets.

"That's something I've learnt in more than 30 years - you have to keep up with technology!"

Rod Undy

Technology, says Beer Hero Rod Undy of the Fleece at Hillesley, need not be the enemy of fresh, natural cask ale. But it's horses for courses: he likes to talk to his suppliers about their products' individual quirks and treat each beer accordingly.

But he's cautious about how he uses cellar technology: "I do use a Caskwidge (floating filter dispenser) on some beers but never before the beer has had a chance to condition fully," he says. "I know that some people use it as soon as the cask has been delivered to suck the clear beer off the top but I always leave casks to stand for a week or even two. I roll them in to shake up the yeast and finings, but once they're in place I don't touch them."

He also use a Flojet on some beers but powers it with compressed air rather than CO_2. "It's more environmentally friendly that way and it's more economical too," he says. He has separate chillers for ales and lagers as well, to ensure the correct serving temperature for both. But doesn't all that electrical equipment warm up the cellar? "No, it doesn't," he says. "The compressor and heat exchangers are all remote."

unfermented malt sugar (and/or priming sugar added to the cask at the brewery) in it will continue to work very gently in the cask, losing sweetness and gaining strength as the residual sugar gradually turns to alcohol; the "soft" or porous spile knocked into the shive hole once the beer is stillaged will allow some of the CO_2 generated by fermentation to vent, leaving a little foam round the shive as evidence that the beer is still alive. Another important reaction during conditioning is that its hop character should intensify as the aromatics leach out of any remaining hop particles, especially if the cask has been dry-hopped.

"The cellar should never be used as overspill storage. It should be well-lit and there should be spare bulbs to hand, not in a distant drawer somewhere"

A whole pharmacopeia of proteins, aldehydes, volatiles and other substances will either develop or precipitate as the beer conditions, so give it time. Even weaker beers - even beers the brewery promises will drop bright within minutes of delivery - will be all the better for a week's grace; the very strongest ales can continue to improve forever.

Time to Tap

You'll know when the beer is correctly carbonated because the fobbing around the shive slows right down. Now's the time to replace the soft, porous spile with a hard one until the CO_2 content has built up again, and the beer should be bright and stable until it's required for sale. Once it's been tapped (and of course you don't need reminding to loosen or remove the hard spile when you open and replace it when you close!) and the level has started sinking, and even if it's still giving off protective CO_2, it will start to oxidise. Three days is enough, four for a stronger beer, for it to become undrinkable; if you haven't sold it by then you need to stock fewer beers.

You can extend the life by a day or two by use either of a Race spile, a one-way valve set to one atmosphere, which will exclude oxygen from the headspace while maintaining a healthy concentration of CO_2 (and which also spares you the need to descend into the bowels last thing at night to replace the spiles) or, more controversially, a cask breather which floods the headspace with extraneous CO_2 (again, at one atmosphere) and performs the same function of excluding air while zapping 99% of all known germs. Neither of these devices will make the beer gassy, but they're rather like growing wine grapes in polytunnels - harmless, but not cricket.

"Keg products benefit from good hygiene too - leaky and encrusted connectors can ruin a Foster's top just as thoroughly as a craft-brewed elderflower IPA"

CAMRA certainly frown on the use of either, but if you choose go down this route they should only be applied after venting and being soft pegged for the appropriate time period, and before any dispense occurs.

Your beer is now ready for sale, and if you've been meticulous it should be perfect.

Paul Nunny

For Cask Marque founder Paul Nunny, over-ranging is still as big a threat to beer quality as poor cellarmanship - and the rising popularity of craft beers can make matters worse.

Cask Marque has recently added cellar auditing to its range of services, awarding up to five stars which can be displayed alongside the pub's "scores on the doors" food hygiene stars. "We did 4,000 of them in 2018 and pubs have found them doubly useful," says Mr Nunny. "The stars have quickly achieved high consumer recognition, and the audits themselves are very instructive.

"But what pubs need to do is ensure they don't put new craft on the bar without rationalising their cask," he says. "You still have to have the throughput because craft sales can cannibalise cask sales and kegs themselves don't last much longer than casks - five days maximum before they start to become stale and oversaturated with gas.

"If you match your beer range to throughput you get better quality, increased sales, and higher yields. People are still over-ranging: we see pubs taking less than £4,000 a week with 5-6 pumps. Now that craft brewers have reinvented keg and come up with some really good products smaller pubs could take cask off entirely."

Cellar Safety

Best Cellars

Like any workshop, a pub cellar has its hazards. There are 101 opportunities for minor bumps and lumps not worth fussing over, but there's a significant risk, too, of accidents that cause much more serious injuries

The best way of preventing accidents and injury is to instill the importance of safety into your staff and train them in routines that will in time become habits. And only fully trained and authorised staff should be allowed into the cellar!

The first habit they need to learn is tidiness. Your pipework should all be securely wall-mounted to avoid trip hazards, but everyone who uses the cellar should learn as a matter of faith not to create obstructions in walkways, particularly at the foot of the steps.

You may need to get out in a hurry one day, and God forbid you may need to get a stretcher in. The cellar should never be used as overspill storage. It should be well-lit and there should be spare bulbs to hand, not in a distant drawer somewhere.

Tools and equipment should always be stowed away in their proper places immediately after use. Cardboard boxes and trays, crates, and other packaging should never be left lying about.

More serious than slips, trips and stumbles is the risk of back and other injuries due to bad lifting practice and poor stowage. Do not store heavy equipment or stock above waist height.

Use a trolley for the heaviest items. Gas cylinders should be stowed in racks when not in use and shackled securely to the wall when in their upright working position - they weigh 25kg and can easily break a shin or foot if they fall.

But it's the top of the steps and in particular the cellar flaps that are the pub's accident black spot. They should always be open when anyone is working below, but they should also be roped off when open so that no-one falls down them - an alarmingly common and entirely avoidable cause of injuries.

"The cellar should never be used as overspill storage. It should be well-lit and there should be spare bulbs to hand, not in a distant drawer somewhere"

Perhaps the greatest hazard in the cellar, though, comes from leaking carbon dioxide.

CO_2 kills even more quickly than carbon monoxide, but fortunately it's extremely painful to inhale and you'll soon know if you're getting a harmful dose! Hence the importance of an unobstructed escape route and good lighting.

Much better to avoid the risk, though, and the Confined Spaces Regulations 1997 oblige you to assess the asphyxiation risk (your supplier may well do this, although you can do it yourself), provide a safe working environment, and protect your staff.

Good ventilation with extractors that vent outdoors is essential; use a reputable supplier; refuse any battered old cylinders that look as if they might leak; and fit an alarm. Always make sure you follow the guidelines from the BFBi on the next pages.

All the Fun of the Festival

Beer festivals are about having fun while increasing pub footfall and, crucially, attracting newcomers who might become regulars.

Plan your festival around key times of the year like Cask ale week, Christmas, Easter or a major sporting event. Consider how long the event will last - one or two days over the weekend or perhaps just a Bank Holiday Monday. Give yourself plenty time to get organised and have a back-up plan in case of emergencies such as the cooler breaking down or torrential rain. These things do happen, so alleviate your stress by being well prepared!

The process starts with a check of your licence for two things: agreed hours, which you must stick to, and the area defined on your ground-plan as licensable. You can only sell beer from a licensed area, so if your garden is included on your ground-plan you can set up a bar outdoors.

Otherwise, the beer must be served indoors. However, you can apply for a Temporary Events Notice to set up in any unlicensed area for up to a week provided you don't exceed 500 customers at a time. Also, check your insurance. This will probably require a risk assessment, which is actually a very handy exercise in itself.

Getting the Beer Right

The hardest task is estimating the size of your beer order, one of the black arts of festival management. Even experienced organisers can get it wrong and sell out early or, worse, be left with unsold beer. Anything - bad weather, good weather, a televised match - can make a monkey of your attendance forecast, so don't order more than a firkin of any beer and arrange for an emergency reorder if necessary. (An emergency reorder may be racked bright in polypins, which is a bit of a cheat but still counts as real ale under the circumstances). You should also try to negotiate sale or return, and think hard before tapping a new cask at quarter to closing time!

Your beer range, unlike your beer order, can be adventurous. People don't want a safe selection of well-known brands. A treacly stout of 8% ABV might not work as a regular, but it's exactly the sort of curiosity that makes festivals fun. Order a spread of styles that covers the waterfront, from the aforementioned treacly stout to a crisp, summery wheat beer. A dozen mid-strength bitters will excite no-one, however good they may be, but do slip in the odd mainstream brand that you might stock in future. A festival is a good opportunity to measure popularity by organising a "beer of the festival" poll, or simply chalking on each cask the time from tapping to selling out.

Ask the Experts

If you're uncertain about which beers to choose - there are, after all, several thousand on the market - you have an expert on hand to advise you: your supplier. Alternatively, a quick, easy, and cheap way of getting a decent range of different beers from different breweries is via a local micro. Most of them don't only stock their own brands but also swap with others from all over the country. They'll make sure you get a decent variety, with not too many of their own ales in the mix; they'll provide tasting notes; and they'll bend over backwards to make sure the order arrives on time and in good nick. They might also agree to sale or return on untapped casks; and they'll keep their mobile switched on throughout your event in case you need a quick reorder.

Proper Kit

The next thing to consider is the apparatus you will need - the stillage. This needs to be fit for purpose - full firkins are heavy, and you don't want them falling on you - yet quick and easy to assemble and take apart. (The take-down is the most taxing part of the festival because everybody's already tired, and the last thing they want is to have to wrestle with a mountain of stubborn scaffolding).

The racks also need to have tilt on them. You might be skilful enough to fabricate the stillage yourself, but factory made and engineered to give the optimum tilt is safest and best.

A critical factor is the effectiveness of your cooling equipment, especially if you're under canvas and it's a scorcher outside. Some organisers improvise with damp blankets and ice, but it's laborious and only patchily effective. Hire proper cooling jackets: they were actually designed for festivals and have stood the test of time. Beer at the wrong temperature spoils the pint and the enjoyment of the festival, it can also give the beer a bad reputation. Other items to consider are cask taps, drip, trays spiles and bungs

Festival Glasses

Finally, glassware. Why not go the whole hog and have some commemorative glasses printed? They could be branded with the specific event, or just with the pub name. Some will inevitably get stolen, but you can charge a deposit, and even sell them as souvenirs. Consider half, or even third pints. Even people that normally drink pints may want a smaller glass so they can sample more beers.

Alternatively, don't use glass. Polycarbs (stamped, of course), unlike old-style plastic, are rigid, so they don't spill; reusable (within limits); and tough, so they don't split easily. And people tend not to nick them because even though they're quite attractive they're still only plastic.

Another tip: don't overpromote your first festival. It's not going to be the Greatest Show on Earth, even with a hog roast and a live band. You don't want to disappoint the customers by selling out too early; and for your first festival at least you want to feel your way in and not let things run away with you.

Finally, get solid kit. Collapsing stillages cobbled up from bits and pieces of scaffolding will not only put the kibosh on the festival itself, it could also mean expensive and bothersome insurance and legal headaches down the line, especially if anyone is hurt; a cooler that suddenly starts emitting sparks and smoke is scarcely less disastrous.

Hire from someone with a proven track-record: A-Cask, as a leading UK supplier of both cellar and beer festival equipment has the experience and know-how to ensure your beer festival runs smoothly and gives your customers great pleasure without giving you a migraine!

Quality Gas Is Law

Cellar Safety

Talking about gas is not trendy but it is important if you want to serve a quality product legally and safely, says Chief Executive of BFBi, Ruth Evans.

Environmental Health Officers are becoming increasingly aware of the need for food grade beverage gas, dispensed from in-test gas cylinders and are contacting the Gas Hotline for information and advice about cylinders that do not appear to conform to legal requirements. If you are expecting a visit from your EHO make sure your gas conforms to legal requirements.

The use of the correct food grade, beverage gas mix is not just a safety issue - it ensures overall beer quality; including the ability to form a stable head of foam and the flavour characteristics of beer, important factors in determining the consumer's judg ement of beer quality and ensuring they order another pint.

Cheap gas is not necessarily a cost saving and, if gas is not food grade quality, supplied to the correct mix according to the Brand Owners' requirements, WILL affect flavour, taste, after-taste, fobbing and haze, as well as potentially risking health & safety to the consumer.

The use of quality, food grade beverage gas is required by law.

To ensure your gas is of the right quality and SAFE always use a supplier you can trust.

As part of an industry drive to ensure the highest standards of quality and good safety, an important advice leaflet "Profit Through Quality – Good Gas, Good Business" is now available as a free download from the BFBi (Brewing, Food & Beverage Industry Suppliers Association) the BBPA (British Beer & Pub Association) and BCGA (British Compressed Gases Association) web sites detailed at the end of this article.

Pressures of Profit

The need to make a profit has driven some licensees to look at alternative gas suppliers. However, do not be tempted at seemingly attractive offers as the consequences of this are severe:-

- One standard cylinder of gas can dispense up to 10 x 11gal kegs of beer, that's a potential for 880 pints of poor quality beer down the drain.
- You will lose customers through poor quality of your beer.
- Your beer supplier will refuse to pay compensation for loss of beer caused by the use of non-food grade dispense gas.
- You will be at risk of prosecution for being in breach of several laws:
- 1/ Health and Safety at Work Act
- 2/ Food Regulations
- 3/ Carriage of Dangerous Goods (CDG) Regulations.
- Last but by no means least – you may kill yourself of one of your staff

Good dispense gas

Good gas is essential in serving the drinks in the way the producer intended. It will be supplied in a cylinder that is in test and in good condition, filled with food grade gas only and correctly labelled ensuring it meets all legislation and safety requirements.

The ultimate solution for drinks dispense gases

Saves time – no more changing over of high pressure cylinders.
Saves space – tank can be sited conveniently to relieve valuable cellar/plant space.
Safety built in – no more handling cylinders means less chance of injury to you and your staff.
Peace of mind – CO_2 monitors and other safety equipment installed for added security.

1 X 180kg Carbostore is equivalent to 28 x 6.35kg cylinders

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Bad dispense gas

Bad dispense gas may be supplied by rogue traders, often in stolen gas cylinders, in poor condition, not tested, without any formal labelling and most likely filled with industrial grade gas of poor quality and potentially contaminated.

Making the right choice

Cylinders like the ones pictured here have exploded in cellars causing immense damage and personal injury. Short of that, these cylinders are also more likely to leak causing an increase in the level of CO2 in the cellar creating a non-breathable atmosphere, Carbon Dioxide is odourless and without colour but is a lethal killer when released into a confined space.

Spotting a good dispense gas cylinder

Product label:

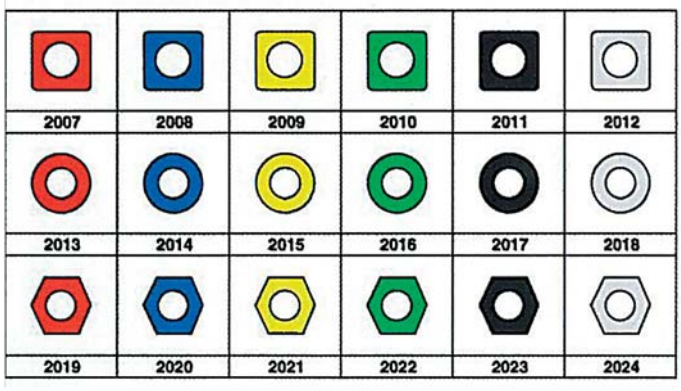
By law, all dispense gas cylinders must clearly display a label covering the following information:

- Product identity – what gas it is
- Emergency contact telephone number
- Risk and Safety phrases – such as compressed
- Suppliers name
- Hazard warning diamond

An example is given below

Food traceability Label

By law, all gas cylinders supplied for the drinks trade must have a product traceability label on the gas cylinder, valve or valve guard. This is typically a small label added to the cylinder with a series of numbers and letters, some even barcode the cylinder. This label is a means to be able to trace the cylinder and its contents in event of any quality issues. These labels are changed at every fill. You must not use any drinks dispense gas that does not have a traceability label or product label.



Test date rings

By law, all gas cylinders are subjected to regular test and inspection to ensure the integrity of the gas cylinder. That is to make sure the cylinder is safe to be used at the required pressure. To be able to identify when a gas cylinder is due for retest a plastic ring is fitted around the neck of the valve and has a specific colour and shape that designates when that particular cylinder is due for inspection.

Rogue traders and Illicit operators

Rogue traders and illicitly filled drinks dispense cylinders will

- **NOT** display the correct labelling and safety information.
- **NOT** use food traceability labels as they don't want you to know where the gas cylinder and its contents have come from.
- **NOT** have been tested and therefore are highly likely to be missing the test date rings, this makes your gas cylinder a potentially dangerous item to have in your cellar, a time bomb waiting to happen.

Dispense gas checklist

An answer of "NO" to any of the questions below may indicate that the cylinder may be unsafe to use and should not be accepted.

- Are the cylinder contents clearly identified on the cylinder label?
- Is the product traceability label visible?
- Is there a current coloured plastic test date ring between the valve and the cylinder?
- Have you been supplied with separate product safety data sheets?
- Is the cylinder valve sealed when delivered?
- Does the cylinder look in good condition? i.e. No excessive rust, dents, gouges, bulges, or defacing of any kind

Further advice

Bad dispense gas will cost you money and, possibly, put your business at risk. If you see or have been offered bad dispense gas then you should contact the BFBi Drinks Gas Hotline on +44 (0)1902 795743.

Further information is available from the following websites
www.bfbi.org.uk, www.beerandpub.com, www.bcga.co.uk

Key Questions about Keg Dispense

Best Cellars

As a new licensee or a brand owner new to the keg dispense system, this article aims to outline the basics of what licensees and keg brand owners need to know in order to get their beers to the bar.

Who owns the dispense system I wish to access in order to get a new product to the consumer?

Much of the keg dispense system infrastructure in the UK is owned by one of the large brand owners, namely ABInBev, Carlsberg, Molson Coors, Heineken, or by Regional Brewers. These brand owners (known as Primary Suppliers) own and maintain the system, charging on this cost as part of the technical services costs provision within the price of a barrel of beer.

Should I have to pay to get a new brand on the bar?

If somebody else is paying for the equipment, its installation and maintenance then the answer will be yes. The question is who. This depends upon whether the brand owner is supplying their own dispense system, in which case they will be paying for it, or if the brand is to go onto an existing system, in which case either the brand owner or licensee will pay for access.

Why is the gas dispense system so carefully maintained and managed?

The cellar benefits from having two derogations from legislation (confined space and simple pressure vessel legislation). These derogations are due to the excellent safety record and tight control over best practice exercised by the primary suppliers, with installation and maintenance of cellar and bar dispense equipment operating to the BBPA 5th Pressure Code of Practice for Gas Pressure Systems.

The concern is to ensure all that ALL Users, connect in a safe manner, and adhere to the Gas Pressure System Safety regulations.

With the rapid growth in keg brands, and the frequency of rotating different brands on dispense, it is imperative that all brand owners and licensees understand their “User” Responsibilities, including statutory requirements to operate and maintain a safe dispense system, ensuring the quality of all beers dispensed.

As a new to keg brand owner, am I able to access an existing system to dispense my brand?

Yes - below the bar provision of these systems is made available for all Brand Owners, with each new brand owner informing the Provider of the system that they are connecting.

This communication, at the very least, ensures that the Provider can maintain the equipment, product quality and ensure compliance with Health & Safety legislation.

What does this mean in reality?

Traditionally, and currently, the Brewer owning and maintaining the Primary Cooling and Gas Pressure system (the keg dispense system) is the one with the greatest number of dispense taps on the bar; making the system available for others to dispense their brands.

What are my responsibilities as a licensee?

The licensee is viewed as the User of the pressure system and you:

- **are** responsible for the BBPA code of practice & maintenance within the outlet unless those duties have been transferred in writing back to the owner or supplier
- **must** only use the system for its designed purpose.
- **should** be aware of who operates, maintains and is responsible for periodic inspection and testing of the pressure system.
- **need** to ensure Outlet Records are maintained and the Code of Practice inspection is up to date.
- **Items which must be inspected include:-**
  - All protective devices
  - Pressure vessels where a defect may give rise to danger
  - All parts of pipe work where defects may give rise to danger
  - Every dispense pressure system must display a cellar record card
  - The responsible person on site must sign and retain their copy of the BBPA booklet "Instructions for the safe operation of gas pressure systems used in the dispensing of beers and lagers"
  - The User of the system must only use the system for its designed purpose

If you are being sold a keg brand from a new brand owner you should ensure that a technically qualified installer is used to "connect to" the primary system to install the brand and that the owner of the primary system has been informed of the use of the dispense line.

What are the legalities?

Unauthorised modifications to the gas dispense system are not permitted under the Pressure System Safety Regulations 2000; The Consumer Protection Health and Safety Pressure Equipment (Safety) Regulations 2016 (formerly the Pressure Equipment Regulations) and other legislation.Periodic Inspection will include an audit of the equipment supporting the primary gas system. If there is no commitment to compliance, the User will not be able to demonstrate that they are operating a safe system of use to Regulatory Authorities

Which means:

- It is Mandatory that the system is operated in the correct manner.
- Any person interfering with the equipment can create a serious risk to staff on the premises
- The person in control of the equipment, the Licensee, has a statutory duty to ensure that any amendments / additions are in accordance with the written instructions issued by the Provider of the System
- You should not attempt to alter, modify or adjust the pressure within a pressure system, which renders the system unsafe.
- The employer of a person who installs a pressure system at work shall ensure that nothing about the way in which it is installed gives rise to danger or otherwise impairs the operation of any protective device or inspection facility.
- The employer of a person who modifies or repairs a pressure system at work shall ensure that nothing about the way in which it is modified or repaired gives rise to danger or otherwise impairs the operation of any protective device or inspection facility.

What are my responsibilities as a brand owner?

You should be aware of a number of points relating to the dispense system you wish to use to dispense your keg beer.

- **Python Installation Guidelines:**
  - When planning an installation the throughput volumes of the accounts should be calculated to ensure the correct sized remote cooler is used.
  - Remote coolers must be placed in areas where they can be accessed easily for both repair and replacement.
- **Cask Ales: As a general rule:**
  - If the outlet has only up to 3 cask beer dispense points on the same bar/python, the spare lines in a standard python can be utilised.
  - If the outlet has more than three cask beer dispense points on the same bar or python a separate cask ale python would be installed.
- **Extra Cold Dispense:**
  - "Coil and Foil" Python: Consists of either 10 or 12 product lines + 4 x 15mm recirculation lines with foil wrapping encapsulated with 19 mm foam insulation
  - The remote cooler must have a maximum of 8 coils with blanking plates for coils 9 & 10.
  - The coil lengths are 10m
  - Only Extra Cold / Super Chilled lines should pass through these coils.

Requirements of the Primary Gas System:

- **CO2 Primary gas**
  - Primary valve reducing bottle contents from 800-900psi to 35psi
  - Primary output pressure set to a maximum of 35psi
  - Twin blow off valves protecting the system at 45psi
- **Mixed Gas**
  - Primary Valve reducing bottle contents from 3000psi to 45psi
  - Primary output pressure set at a maximum of 45psi
  - Twin blow off valves protecting the system at 55psi
- **Installation of Extra Gas Pumps to Drive the Beer:**
  - A maximum of 3 Dispense Points per Gas Pump
  - Maximum number of secondary regulators is 15 off one primary ring main
  - Health & Safety : Venting Gas Pumps to atmosphere (outside and not into a corridor or adjoining room) Confined Spaces Legislation awareness?
  - Air Compressors are not part of the 5th Edition Pressure COP procedure but are subject to the Pressure Systems Safety Regulations
  - If gas pumps cannot be vented to atmosphere the Compressor should NOT have a gas back up fitted.

Cooling Solutions:

The aim of any remote cooler & python system is to maintain the temperature of the drink once it has left the cooler coil in the cellar. The Equipment Provider Installs and Maintains the Primary Cooling System: Python and Coolers, understanding the cellar to bar logistics and product dispense temperatures.

Remote coolers are designed to run in conjunction with Cellar Temperature Control (CTC) systems.

Key Aspects of Remote Coolers:

- Remote Coolers – can accommodate up to 10 lines
- If multiple Coolers are in use they should share load equally
- Remote Coolers should only be installed where Cellar Refrigeration is in use
- The correct sizing of coolers is dependent on volume throughput
- Remote cooler location needs to be carefully considered
- Minimum Cooler Recirc Flow Rate: 4 litres/minute
- Take account of the maximum ambient temperature

Today's keg market place is exciting and fast paced. Its growth relies upon access to the bar and, ultimately, the safe delivery of a quality product.

Let us ensure the continuing growth of keg beer and work together to maintain an efficient and safe dispense system.

With thanks to Iain Ramage, Chair of BDA Technical Committee

The Art of Cellar Keeping

Mark Dorber is the godfather of craft beer in the UK, having created the first craft beer pub at The White Horse in Parson's Green before the term craft beer was even dreamt of. A founder of the Beer Academy and the leading authority on cellarmanship, he penned the backbone of this guide to the art of cellarkeeping many years ago. A lot has changed in the world of beer since then - but the importance of caring for cask ale remains the same, as do the techniques

An avaricious brewer may define cellarmanship as the art of serving a continuous supply of saleable beer with the least financial loss. Here, compromises will be made on quality in order to fulfil the primary requirement of profit maximisation.

My view on the primary goal of cellarmanship, which, incidentally has not changed since August 1981, is the following:

To promote the most beauty in each cask of beer by developing the most interesting range of sound aromas and flavours; by nurturing wherever possible high levels of natural carbonation consistent with each beer style and, moreover, by serving each beer in a manner and at a temperature that enhances its aroma and flavour profile and creates an appropriate mouthfeel.

The above must follow the disciplines of good husbandry, continuity of supply and speedy turnover in order to keep the beer in each broached cask as fresh as possible.

The Techniques of Cellarmanship

1. Setting a Stillage

Securing a cask of beer: A stillage is the name given to any solid object that enables a cask of beer to be laid down and prevented from moving by means of the insertion of wooden wedges (also known as scotches or chocks).

It is important that casks be set horizontally with the shive pointing straight at the ceiling. If a cask is stillaged with a forward tilt, sediment will fall to the front of the cask and be concentrated at the tap, leading to fouling of the tap and the need to draw off three or four pints of beer before the clarity and quality of the cask's contents can be judged accurately. If the cask is tilted backward, problems of unstable yeast and finings slurry slipping forward may arise when the cask is tilted in order to decant the final few gallons.

"Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used"

2. Conditioning

The purpose of conditioning is to reduce the level of carbon dioxide in the cask to enable a good finings action to occur and then to build up the level of carbonation appropriate to the style of beer.

Venting excess CO_2 is achieved by inserting/hammering a porous peg ("soft peg" made of soft wood, usually bamboo cane) into the sealed shive tut causing a sudden escape of gas and the immediate emergence of fobbing beer. This procedure should be carried out in a controlled way; i.e., the contents of each cask should be chilled to 11-13°C in order that a relatively calm and nonexplosive purging of excess CO_2 can take place

The object of soft pegging is to reduce the amount of CO_2 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 CO_2 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 CO_2 in solution.

"But do not over vent. You are preparing the yeast for a marathon journey not a short sprint, hence the need to vent at low temperatures and avoid exhausting the supply of sugars."

Flat, clear beer is the norm in Britain. We drink with our eyes and then jazz up flat beer by forcing it through a tight sparkler.

We cannot put our well-conditioned pale ales through a sparkler at the The Anchor without substantial wastage due to the relatively high level of CO_2 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 CO_2 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.

Top Tips to decrease wastage, improve beer quality and increase profit

Reduce the amount of taps on the bar	This lowers the amount of beer disposed of during a line clean
Stock brands and container sizes which can be sold without quality being compromised	Cask sold within 3 days and kegs sold within 5 days will be at their best. After this time, they can begin to deteriorate. Kegs on sale for more than 5 days 'gas' up and start to fob, and casks on sale for more than 3 days become stale and acetic. Selling within these timescales can reduce customer returns and wasted beer.
Clean lines at least every seven days	Lines cleaned infrequently or incorrectly result in fobbing and foul tasting beer. Pubs which clean lines correctly every seven days will see increased beer quality. Analysis shows that if beer lines are not cleaned for 14 days yields drop by 4% (Vianet 2014)
Check the cellar temperature daily. Cellar temperature should be between 11°C to 13°C	If the cellar is too warm cask beer will go off more quickly and pick up adverse flavours. Kegs may fob up and increase waste. If the cellar is too cold most beers will dispense 'flat', flavours will be affected and cask beers will take longer to 'condition' and increase waste. Currently 32% of cellars are too warm – above 13°C (Vianet2014) Regularly maintain your cellar cooling equipment
Turn the gas off between sessions	If gas is left switched on overnight keg beers will gas up and result in wastage due to fobbing beer
Train staff how to pour beer correctly	Training may reduce beer overspill into the drip trays
Put a hard peg in all casks between trading sessions	If cask beers are not hard pegged overnight they lose their 'condition', taste flat and shelf life is reduced
Invest in 'auto tilts' for casks – they are proven to increase yields and save time	Auto tilts help get the maximum amount of cask beer out of the container. Manually tilting can cause the sediment to be disturbed causing wasted beer. With good cellar management only 2 pints will be left in a cask at the end of a barrel. Poor stillages can double this wastage
Check the clarity, aroma and taste of each cask beer in the cellar before pulling the product through to the bar	If beer is not completely clear or conditioned properly, all the cask beer in the line will have to be disposed of
Check glassware is free-rinsing and fit to use	Poor glasswashing standards can lead to the head on beer collapsing and adverse flavours / aromas.

3. Maturation

This part of the process of cellaring beers, sadly, is seldom given much attention in practice. However, aging beers not only allows the appropriate level of carbonation to be generated but also allows the beer to dry out the effects of krausen or priming additions, thus taking away any insipid qualities from the palate of the beer.

"The fresh kiss of yeast, the hallmark of cask-conditioned ale or unfiltered lager, develops further impact and complexity during the process of maturation, be it in a lagering tank or in a cask."

The fresh kiss of yeast, the hallmark of cask-conditioned ale or unfiltered lager, develops further impact and complexity during the process of maturation, be it in a lagering tank or in a cask.

Aging also enables the effects of dry hopping to achieve maximum impact after two weeks or so in cask, developing its own particular grace and delicacy of aroma.

For beers such as low-gravity dark milds, we would expect to put the beer on dispense in the shortest time possible, perhaps only four or five days after racking, in order to promote the slightly sweet, fresh malt character of this supremely quaffable style.

We cellar ordinary 1040 original gravity pale ales for two weeks in order to extract the succulent malt characteristics and earthy Sussex hop flavours, but stop before the dual strain, spicy, clove-like yeast imprint becomes dominant. A period of two weeks also enables us to build up good levels of carbonation to provide the complementary mouthfeel so sought after.

I have successfully cellared Old ales for months; two months for Highgate Old (1050 og.) to a year in the case of Traquair House Ale and Adnam's Tally-Ho (1075 og.).

4. Dispense

Please don't excessively chill a rich, biscuity, malty Scotch ale or an ester-laden, vinous barley wine. Therefore, pay attention to insulated beer lines (and beer engines) carrying beer from your cellar or chill cabinet behind the bar to the customers' glass.

The key areas to get right here are: Temperature, ideally 10-13°C, depending upon the style of beer and the ambient temperature.

Use either tap-fed gravity dispense or beer engines. If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head. Stouts and dark milds can be enhanced by the use of sparklers, but think carefully and experiment before you connect a carefully crafted IPA to an 'Angram Pip'.

"If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head"

Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used. It is not just a question of oxidation and acetification setting in, but the loss of CO_2. In all but the most carefully prepared casks, such loss will result in a notable loss of freshness and vitality, which matter a great deal to me.

For those of you who are preparing pale ales for cask-conditioned dispense, the following quote from the head brewer of Marston's in 1899 provides a rare insight into his perception of quality and indicates just how far brewing techniques had advanced from the 16th century:

"An ideal glass of ale should evidence stability, "star" brilliancy, absence of deposit or floating particles, a foaming, tenacious, creamy head, with beads of carbonic acid gas adhering to the sides of the glass; the ale when first poured out being as cloudy as milk, subsequently slowly clearing as the gas in solution rises to the surface of the liquid, forming the close head already mentioned, the flavour also being that suited for the district where it is to be consumed."

To paraphrase the late, great Bill Shankly, pioneering manager of Liverpool Football Club:

"Cask-conditioned ale is not a matter of life and death - it's much more important than that."

Ask Cask Marque: What's Wrong With My Beer?

Fault	Possible Cause?	Solution
My Cask Ale is cloudy and hazy	The cask ale has been on sale for too long or gone past its best before date The cask ale is being stored in a cellar which is too cold (<11°c) The cask ale is being stored in a cellar which is too warm (>13°c) The beer lines are being cleaned incorrectly or infrequently Cask ale not fully conditioned Hard peg not removed during service	Stock brands and container sizes which can be sold through within three days Cask Ale picks up a 'chill haze' if stored in very cold conditions. Check cellar thermometer and if too cold, adjust your cellar cooling unit Cask ale is an unpasteurised food product and will 'spoil' when stored in warm conditions. Check your cellar thermometer and if too warm, call a refrigeration engineer Yeast build up in lines is a major cause of cloudy beer. Check the lines are being cleaned every 7 days with a good quality line cleaner, and ensure during the line clean the solution is agitated at least three times through the lines to shift any stubborn yeast deposits Leave a soft peg in the cask for a further 24 hours This causes a vacuum in the beer line and disturbs the sediment. Check a soft peg is in place before dispensing the beer
My cask ale has an 'off' aroma and/or flavour	The cask ale has been on sale for too long or gone past its best before date The beer lines are being cleaned incorrectly or infrequently Perishable food is stored in the cellar	Ensure you stock brands and container sizes which can be sold through within three days Yeast build up in lines causes beer to taste like 'butterscotch'. Check the lines are being cleaned every 7 days with a good quality line cleaner. Ensure the lines are flushed through with plenty of cold water after a clean The smell from fresh food can cross contaminate beer in the container
My cask ale is lively and 'fobbing'	The beer lines are being cleaned incorrectly or infrequently The beer is being dispensed incorrectly The cask ale is being stored in a cellar which is too warm (>13°c) or warming up in the beer lines on the way to the bar	Yeast build up in beer lines causes all beer to fob. Take beer off sale and give the beer line a thorough clean. Ensure the line clean solution is agitated at least three times through the lines to shift any stubborn yeast deposits Check how your staff are pouring the beer – are they pulling the handle too briskly or too fast? Check your cellar temperature. If required, a separate 'ale python' can be fitted to ensure the beer is kept at cellar temperature all the way to the bar
My cask ale is flat	The container is not hard pegged between sessions The cask ale has been on sale for too long or gone past its best before date The beer is being dispensed incorrectly Glasswasher	Check all casks are hard pegged when premises are shut to keep the 'condition' in the beer Stock brands and container sizes which can be sold through within three days Check how your staff are pouring the beer – are they pulling the handle too slowly and not creating the required 'head' on the beer Incorrect or overuse of glasswash chemicals can cause a build up of residue, which causes the head on beer to collapse. Check glasses are free rinsing

Multiple Operators

P = Pub B = Bar R = Restaurant H = Hotel

21 Hospitality Group
5-10 B

25 Broad Chare Quayside
Newcastle Upon Tyne
NE1 3DQ
0191 222 0755
www.21hospitality.co.uk

Aagrah Restaurants
10-50 R

Aagrah House 4 Saltaire Road
Shipley
BD18 3HN
01274 530 880
www.aagrah.com

Abbey Inns
5-10 P

The Abbey Brewer Camden Row
Bath
BA1 5LB
01225 444 437
www.abbeyales.co.uk

Admiral Taverns
100+ P

Suite H3
Steam Mill Business Centre
Steam Mill Street
Chester CH3 5AN
01244 321 171
www.admiraltaverns.co.uk

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Sole Bay Brewery East Green
Southwold Suffolk
IP18 6JW
01502 727 200
www.adnams.co.uk

Adventure Bars
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91 Battersea Rise
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SW11 1HW
0208 099 7421
www.adventurebar.co.uk

Ainscoughs
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The Eagle & Child Bispham Green
Near Parbold
L40 3SG
01257 464718
www.ainscoughs.co.uk

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184 Hagley Road
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B16 9NY
0121 452 1862
www.akbars.co.uk

The Alchemist
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Handforth
SK9 3HP
01625 322488
www.thealchemist.uk.com

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www.allgatesbrewery.com

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Enterprise House Enterprise Way
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TN8 6HF
01732 863044
www.allourbars.com

All Star Lanes
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www.allstarlanes.co.uk

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www.almond-pubs.co.uk

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www.ambertaverns.co.uk

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www.arkells.com

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www.baabar.co.uk

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www.balans.co.uk

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0208 459 2135
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www.barworks.com

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Warmley Bristol
BS30 5LW
0117 947 4797
www.bathales.com

Bathams
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Brierley Hill
DY5 2TN
01384 78293
www.bathams.co.uk

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Tileman House
131-133 Upper Richmond Rd
London SW15 2TR
0207 738 2119
www.beatone.co.uk

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London W14 9DH
0208 600 5210
www.bedsandbars.com

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WF13 1HL
01924 450 404
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0207 436 6709
www.benitos-hat.com

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www.benugo.com

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B90 4SJ
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www.bermondseypubco.com

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0207 439 8649
www.bills-website.co.uk

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Birmingham
B4 6BJ
0121 236 0345
www.bittersntwisted.co.uk

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Unit 1-2 69 Third Avenue
Pensnett Trading Estate
Kingswinford West Midlands
DY6 7FD
01384 401 820
www.blackcountryales.co.uk

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020 3166 2727
www.brasserieblanc.com

Blind Tiger Inns
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Building N3
Chorley Bus. & Tech. Centre
Euxton Lane Chorley
PR7 6TE
01257 221087
www.blindtigerinns.co.uk

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5-10 P

Bloomsbury Bowling
Tavistock Hotel Bedford Way
London WC1H 9EU
0207 183 1979
www.bloomsburyleisuregroup.com

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31 Petter Street
London
W1F 0AR
020 7287 8581
www.bonedaddies.com

Boparan Ventures
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53/64 Chancery Lane
London WC2A 1QS
01995 603360
www.harryramsdens.co.uk

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The Bull Courtyard Bell Street
Henley-on-Thames
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01491 570200
www.brakspear.co.uk

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Teddington
TW11 8JD
0203 166 2727
www.brasseriebarco.com

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WA4 1AG
01925 573420
www.bravoinns.com

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SE1 1RQ
0207 078 9634
www.thebreakfastclubcafes.com

Breakfast Group
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4th Floor 5 Greek Street
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W1D 4DD
0207 287 6214
www.thebreakfastgroup.co.uk

BrewDog
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Balmacassie Commercial Park
Ellon
Aberdeenshire
AB41 8BX
01358 724924
www.brewdog.com

Brewhouse and Kitchen
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2A Corsica Street
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N5 1JJ
0207 0649943
www.brewhouseandkitchen.com

The Brighton Pier Co.
5-10 B

36 Drury Lane
London
WC2B 5RR
01273 609 361
www.brightonpier.co.uk

Bristol Beer Factory
5-10 P

291 North Street
Bristol
BS3 1JP
0117 912 6317
www.bristolbeerfacory.co.uk

British Country Inns
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Gloucester
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0207 843 0470
www.bciplc.co.uk

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Lower Plaza 1
Gateway Plaza Fitzwilliam St
Barnsley
S70 2RF
01226 285081
www.brookleisure.com

Brownsword Hotels
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Brownsword Hotels Head Office
8 Gay Street
Bath
BA1 2PH
01225 320 470
www.brownswordhotels.co.uk

Brunning & Price
50-100 P

Yew Tree Farm Buildings
Saighton Chester
CH3 6EG
01244 333100
www.brunningandprice.co.uk

B & T Brewery
5-10 P

The Brewery
Shefford
SG17 5DZ
01462 815 080
www.banksandtaylor.com

Buccaneer Holdings
5-10 P

37 Rodney Road
Cheltenham
GL50 1HX
01242 239383
www.buccaneer.co.uk

Burger and Lobster
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3 & 4th Floor
21 Golden Square
London
W1F 9JN
0207 4941709
www.burgerandlobster.com

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Henlow
SG16 6EA
01462 815355

Busada Eatthai
10-50 R

42-48 Great Portland Street
London
W1W 7NB
0207 291 1111
www.busada.com

Butcombe Brewery
10-50 P

Cox's Green Wrington
Bristol
BS40 5PA
01934 863 963
www.butcombe.com

Byron Burgers
50-100 R

1st Floor 14-15 Berners Street
London
W1T 3LJ
0207 092 0600
www.byronhamburgers.com

Cabana Brasil
10-50 R

1st Floor 8 Lancashire Court
Brook Street
London W1S 1EY
0207 632 9630
www.cabana-brasil.com

Cairn Group
50-100 H R B

31-40 West Parade
Newcastle upon Tyne
NE4 7LB
0191 272 5788
www.cairnhotelgroup.com

Cambio De Tercio Group
5-10 B R

163 Old Brompton Road
London
SW5 0LJ
020 7244 8970
www.cambiodetercio.co.uk

Cambscuisine
5-10 R

Unit 5 Button End
Harston
Cambridge
CB22 7GX
01223 359 506
www.cambscuisine.com

Camden Dining
5-10 P

26 Hartland Road
London
NW1 8DD
020 7428 8980
www.camden-dining.com

Camelot Inns
5-10 P

P1 House 23 Clifton Road
Shefford
SG17 5AF
01462 812 621
www.camelotinns.co.uk

Camerons
10-50 P

Lion Brewery
Waldon Street
Hartlepool
TS24 7QS
01429 852 000
www.cameronsbrewery.com

Camino
5-10 R

257-259 Pentonville Road
London
N1 9NL
0207 843 0180
www.camino.uk.com

Caprice Holdings
10-50 R

26-28 Conway Street
London
W1T 6BQ
0207 307 5760
www.caprice-holdings.co.uk

Carluccio's
50-100 R

35 Rose Street
London
WC2E 9EB
0207 580 3050
www.carluccios.com

Castle Rock Brewing Co
10-50 P

Castle Rock Brewery
Queensbridge Road
Nottingham
NG2 1NB
0115 985 1615
www.castlerockbrewery.co.uk

Casual Dining Group
100+ B R

163 Eversholt Street
London
NW1 1BU
0207 121 3200
www.casualdininggroup.com

Chameleon Bar & Dining
5-10 P R

Belasis Business Centre
Coxwold Way Billingham
Tees Valley
TS23 4EA
01642 343 465
www.chameleonbd.co.uk

Chaophraya
5-10 R

Apollo House Eboracum Way
Heworth Green York
YO31 7RE
0113 385 4680
www.chaophraya.co.uk

Chapman Group Ltd
10-50 P

31 Haverscroft Industrial Estate
New Road Attleborough
NR17 1YE
01935 450000
www.chapmansgroup.co.uk

Charles Wells Pub Co
100+ P

The Brewery Havelock Street
Bedford
MK40 4LU
01234 272 766
www.charleswells.co.uk

Cheshire Cat Pubs and Bars
5-10 P

The Church Inn Church Lane
Knutsford
WA16 7RD
01565 873178
www.cheshirecatpubsandbars.co.uk

Chestnut Group
5-10 P

The Forge Lower Green
Higham Suffolk
IP28 6NJ
01284 339689
www.chestnutgroup.co.uk

Chicago Rib Shack
5-10 R

Arch 642 Voltaire Road
London
SW4 6DH
020 7720 7059
www.chicagoribshack.com

Chilango
5-10 R

27 Upper St
London
N1 0PN
0207 2262466
www.chilango.co.uk

Chipotle
5-10 R

185 Wardour Street
London
W1F 8ZA
0207 494 4156
www.chipotle.co.uk

Chozen Noodle
5-10 R

18 CP House
Otterspool Way
Watford
WD25 8HP
0208 337 0643
www.chozen.co.uk

Cirrus Inns
10-50 P

Studio C&D 209 St Johns Road
London
SW11 1TH
020 7584 9898
www.cirrusinns.co.uk

City Pub Company
10-50 P

Essel House 2nd floor
29 Foley House
London
W1W 7TH
0207 559 5106
www.citypubcompany.com

Coaching Inn Group
5-10 P

Friars House Quaker Lane
Boston Lincolnshire
PE21 6BZ
01585 438300
www.coachinginngroup.co.uk

Colombo Group
5-10 B

1 Delancy Street
London
NW1 7NG
020 73887368
www.thecolumbogroup.com

Comptoir Libanais
10-50 R

Levant Group 65 Wigmore Street
London
W1U1JT
0207 657 1961
www.comptoirlibanais.com

Cook & Indi's World Buffet
5-10 R

90 Renfield Street
Glasgow
G2 1LF
0141 332 3215
www.cookandindisworldbuffet.com

Cosmo Group
10-50 R

6C Valley Leisure Park
Beddington Farm Road
Croydon
CR0 4YA
0800 955 4052
www.cosmo-restaurants.co.uk

Cotswold Inns and Hotels
5-10 P H

Orchard House
Crab Apple Way
Evesham
WR11 1GE
01386 769 100
www.cotswold-inns-hotels.co.uk

County Estate Pubs
100+ P

Suite 2,
De Walden Court
85 New Cavendish St
London
W1W 6XD
Tel: 01373 828 700
www.countyestatepubs.co.uk

Craft Beer Company
5-10 B

6 Charlwood St
Westminster
London
SW1V 2EE
0207 242 1879
www.thecraftbeerco.com

Craft Union Pub Company
10-50 P

4a South Preston Office Village
Cuerden Way
Bamber Bridge
Preston
PR5 6BL
03333 202033
www.craftunionpubs.com

Crafted Projects
5-10 B R

Adelphi Chambers
Shakespeare Street
Newcastle-upon-Tyne
NE1 6AQ
0191 349 9186
www.craftedprojects.co.uk

Creative Leisure
5-10 P

26 Church Street
Manchester
M4 1PN
0161 879 9863
www.creative-leisure.co.uk

Criterion Asset Management
100+ P

Millbank Tower 3rd Floor
21-24 Millbank
London
SW1P 4QP
0207 802 5240
www.criterionasset.co.uk

Cubitt House
5-10 B

4th Floor 57 Gloucester Place
London
W1U 8JH
020 7881 9840
www.cubitthouse.co.uk

D & D London
10-50 R

16 Kirby Street
London
EC1N 8TS
0207 716 0716
www.danddlondon.com

Daniel Batham & Son
10-50 P

Delph Road Brierley Hill
Dudley
DY5 2TN
01384 77 229
www.bathams.co.uk

Daniel Thwaites
100+ P

Penny Street
Blackburn
BB1 6HL
01254 686 868
www.thwaites.co.uk

Darwin & Wallace
5-10 B

No.11 Pimlico Road
London
SW1W 8NA
020 7730 6784
www.darwinandwallace.co.uk

Davy's
10-50 B

161-165 Greenwich High Road
London
SE10 8JA
0207 407 9670
www.davy.co.uk

Dawkins Ales
5-10 P

The Now Thus Brewery
Unit 7 Timsbury Workshop Estate
Bath
BA2 0HQ
01761 472 242
www.dawkins-ales.co.uk

Deben Inns
5-10 P

Cliff Road Waldringfield
Woodbridge
IP12 4QL
01473 736 215
www.debeninns.co.uk

Deltic Group
50-100 C

Aurora Hs Deltic Ave
Rooksley
Milton Keynes
MK13 8LW
01908 544100
www.delticgroup.co.uk

DHP Group
5-10 B

The Wallace Building
Plumptre Place
Nottingham
NG1 1LW
01159 415 840
www.dhpgroup.co.uk

Di Maggio's
5-10 R

11 Royal Exchange Square
Glasgow
G1 3AJ
0141 248 2111
www.dimaggios.co.uk

Dirty Bones
5-10 B R

5-7 Cranwood Street
Hackney
London
EC1V 9EE
020 3019 9061
www.dirty-bones.com

Dirty Burger
5-10 R

72-74 Dean Street
London
Soho
W1D 3SG
0203 006 0076
www.eatdirtyburger.com

Dirty Martini
10-50 B

Suite 1 & 2
Sussex Mansions
36-37 Maiden Lane
London
WC2E 7LJ
0207 632 2080
www.dirtymartini.uk.com

Dishoom
5-10 B

141-143 Shoreditch High Street
Hackney
London
E1 6JE
0207 420 9324
www.dishoom.co.uk

Distinct Group
5-10 B

313-315 Caledonian Road
Islington
London
N1 1DS
0208 959 1553
www.distinctgroup.co.uk

Donnington Brewery
10-50 P

Donnington
Stow on the Wold
GL54 1EP
01451 830 603
www.donnington-brewery.com

Dorbiere
50-100 P

3 Stainburn Road
Openshaw
Manchester
M11 2DN
0161 438 4060
www.dorbiere.co.uk

Draft House
5-10 P

74-76 Battersea Bridge Rd
London
SW11 3AG
020 7042 5100
www.drafthouse.co.uk

Drake & Morgan
50-100 B P

Temple Chambers, Suite 88
Temple Ave
London
EC4Y 0HP
0203 0025 522
www.drake-morgan.co.uk

Earl Soham Brewery
50-100 P

Unit 1A Meadow Works
Debenham
IP14 6RP
01728 861213
www.earlsohambrewery.co.uk

East Anglia Pub Co
5-10 P

659 Southchurch Road
Southend on Sea
SS1 2PW
01702 447 071
www.eastangliapubs.com

Eclectic Bars
10-50 B

36 Drury Lane
London
WC2B 5RR
020 7376 6300
www.eclecticbars.co.uk

Ed's Easy Diner
10-50 R

1st Floor North Chancery House
London
WC2A 1QS
0207 388 6967
www.edseasydiner.com

EI Group
100+ P

3 Monkspath Hall Rd Solihull
West Midlands
B90 4SJ
0121 733 7700
www.enterpriseinns.com

Electric Star Pubs
5-10 P

Star of Bethnal Green
359 Bethnal Green Road
London
E9 6AS
020 7129 7055
www.jackdawandstar.co.uk

Elgood & Sons
10-50 P

North Brink Brewery
North Brink
Wisbech
PE13 1LW
01945 583160
www.elgoods-brewery.co.uk

Elite Pubs
5-10 P

The Great House Gills Green
Hawkhurst
TN18 5EJ
01580 753 119
www.elitepubs.com

Elysium Group Ltd
5-10 B R

20 – 21 Middleborough
Colchester
CO1 1QX
01206 844448
www.elysiumgroup.co.uk

ETM Group
10-50 P

The Hat & Tun 3 Hatton Wall
London
EC1N 88X
0207 242 9122
www.etmgroup.co.uk

Everards Brewery
100+ P

Devana Avenue Optimus Point
Glenfield
LE3 8JS
0116 201 4100
www.everards.co.uk

Ever So Sensible Group
5-10 R

575 Mansfield Road
Nottingham
NG1 2GJ
0115 988 6833
www.eversosensible.com

Faucet Inn Pub Co
10-50 P

88-90 George Street
London
W1U 8PA
0207 486 5175
www.faucetinn.com

Felinfoel Brewery Co
50-100 P

Farmers Row Felinfoel Llanelli
Carmarthenshire
SA14 8LB
01554 773357
www.felinfoel-brewery.com

First Restaurant Group
5-10 R

16 Bristol Gardens
London
W9 2JG
0207 266 6320
www.frgroup.co.uk

Five Guys
10-50 R

10 John Street
London
WC1N 2EB
0800 0833 005
www.fiveguys.co.uk

Food & Fuel
10-50 R

6 Camera Place
London
SW10 0BH
020 7352 6465
www.foodandfuelpubs.co.uk

Forum Cafe Bars
5-10 B

127-129 Devonshire Street
Sheffield
S3 7SB
0114 272 0569
www.forumcafebars.co.uk

Frederic Robinson
100+ P

Unicorn Brewery
Stockport
SK1 1JJ
0161 612 4061
www.robinsonsbrewery.com

Frontier Pubs
5-10 P

173-175 Clapham Park Rd
London
SW4 7EX
0207 352 6465
www.frontierpubs.co.uk

Fuller Smith & Turner
100+ P

Griffin Brewery
Chiswick Lane
South London
W4 2QB
020 8996 2000
www.fullers.co.uk

Fuller Thomson
5-10 P

13 Browns Street
Dundee
DD1 5EG
01382 205052
www.fullerthomson.com

G1 Group
50-100 B P

Hamilton House
70 Hamilton Drive
Glasgow
G12 8DR
0141 581 2400
www.g1group.co.uk

Gaucho
10-50 B R

7-9 Swallow Street
London
W1B 4DE
0207 432 9615
www.gauchorestaurants.co.uk

GC Mallen
10-50 P

61 Bexley High Street
Bexley
DA1 5AA
01322 550 830

George Bateman & Son
50-100 P

Salem Bridge Brewery
Wainfleet
PE24 4JE
01754 880317
www.bateman.co.uk

Giggling Squid
10-50 R

Unit 2 The Billings
Walnut Tree Close
Guildford
GU1 4UL
01293 530 455
www.gigglingsquid.com

Glendola Leisure
10-50 H P

364 High Street
Harlington
Middlesex
UB3 5LF
0208 607 5100
www.glendolaleisure.co.uk

Golden Lion Group
5-10 P

C/O Hove Place
35-37 First Avenue Hove
BN3 2FH
01273 776622
www.goldenliongroup.co.uk

Gordon Ramsey Holdings
10-50 R

539-547 Wandsworth Road
London
SW8 3JD
0207 592 1360
www.gordonramsay.com

Grace Land Group
5-10 P

The Axe
18 Northwold Road
London
N16 7HR
020 7254 9559
www.grace-land.co.uk

Gray & Sons
10-50 P

Rignals Lane Galleywood
Essex
CM2 8RE
01245 475 181
www.grayandsons.co.uk

Great Northern Inns
5-10 P

The Trent Navigation
Meadow Lane
Nottingham
NG2 3HS
0115 986 2754
www.greatnortherninns.co.uk

Greene King Pub Partners
100+ P

Sunrise House
Ninth Avenue
Burton-on-Trent
DE14 3JZ
01283 498400
www.greeneking.co.uk

Hache Burger
5-10 R

8 Lancashire Court
Mayfair
London
W1S 1EY
0207 659 1500
www.hacheburgers.com

Hall & Woodhouse
100+ P

The Brewery
Blandford St Mary
Dorset
DT11 9LS
01258 452 141
www.hall-woodhouse.co.uk

Handmade Burger Co
10-50 R

18 Victoria Street
Victoria Works
Birmingham
B1 3PE
020 8902 7857
www.handmadeburger.co.uk

Harvey & Son (Lewes)
50-100 P

Bridge Wharf Brewery
6 Cliffe High St
Lewes
East Sussex
BN7 2AH
01273 480 209
www.harveys.org.uk

Hawthorn Leisure
100+ P

Touchstone 1
Pinewood Business Park
Coleshill Road
Solihull
B37 7HG
0121 779 8150
www.hawthornleisure.com

Head of Steam
10-50 P

Manesty Leazes Lane
Hexham
NE46 3AE
01434 607 393
www.theheadofsteam.co.uk

Heartstone Inns
10-50 P

PO Box 1111
Cheltenham
GL50 9PN
01452 812 113
www.heartstoneinns.co.uk

Heavitree
50-100 P

Trood Lane Matford
Exeter
EX2 8YP
01392 217 733
www.heavitreebrewery.co.uk

Heron and Brearley
5-10 P

Old Castletown Rd Kewaigue
Douglas Isle of Man
IM2 1QG
01624 699 400
www.heronandbrearley.com

Hickory's Smokehouse
5-10 R

Steam Mill Street
Chester
CH3 5AN
01244 404000
www.hickorys.co.uk

Hippo Inns
5-10 P

23 Baylis Road
London
SE1 7AY
0203 637 6366
www.hippoinns.com

Hix Restaurants
5-10 R

66-70 Brewer Street
London
W1F 9UP
0207 2923518
www.hixrestaurants.com

Holdens Brewery
10-50 P

George Street Woodsetton
Dudley
W Midlands
DY1 4LW
01902 880 051
www.holdensbrewery.co.uk

Honest Burgers
10-50 R

27 Gaskarth Road
London
SW12 9NN
0207 7337963
www.honestburgers.co.uk

Hook Norton Brewery
10-50 P

Brewery Lane
Hook Norton
Banbury
OX15 5NY
01608 737210
www.hooky.co.uk

Hopback Brewery
5-10 P

Units 22-24
Batten Road Industrial Est
Downton Salisbury
SP5 3HU
01725 510986
www.hopback.co.uk

Hop Inns
5-10 P

The Ship PH Cambridge
Cambridgeshire
CB4 2LG
07932 150342
www.hopinnspubmanagement.co.uk

HUBBOX Ltd
5-10 B

First Floor 68 Lemon Street
Truro
TR1 2PN
01872 240 101
www.hubbox.co.uk

Hydes' Brewery
50-100 P

The Beer Studio
30 Kansas Avenue Salford
M50 2GL
0161 2261317
www.hydesbrewery.co.uk

Ideal Leisure
5-10 P

Unit L Building 9
Swanwick Marina
Southampton
SO31 1ZL
01489 889100
www.idealcollection.com

Ignite Group
5-10 B R

111-113 Walton Street
London
SW3 2HP
020 7589 1200
www.ignite-group.com

Inception Group
10-50 B

66-71 Wilton Road
London
SW1V 1DE
0207 095 0377
www.inception-group.com

Indigo Pub Co
10-50 P

63 Western Road
Hove
BN3 1JD
01273 321 400
www.indigopubco.com

Individual Inns
5-10 P

Tempest Arms Elslack
Skipton
BD23 3AY
01282 842341
www.individualinns.co.uk

Individual Restaurants
10-50 R

Ridgefield House 4th Floor
14 John Dalton Street
Manchester
M2 6JR
0161 839 5511
www.individualrestaurants.com

Inglenook Inns & Taverns
10-50 P

6 Anchor Court Commercial Road
Blackburn
BB3 0DB
0844 8486 118
www.inglenookinns.co.uk

Inn Collection Group
5-10 P

5B Linnet Court Cawledge
Business Park Alnwick
NE66 2DG
01665 606576
www.inncollectiongroup.com

Inns of Cornwall & Devon
5-10 P

Mill on the Exe Bonhay Road
Exeter
EX4 3AB
01392 214464
www.innsofcornwallanddevon.co.uk

Innventure
5-10 P

The Broadway Hotel
The Broadway Letchworth
SG6 3NZ
01462 480111
www.innventure.co.uk

Jamie's Italian
50-100 R

19-21 Nile St
Hackney
London
N1 7LL
020 3375 5000
www.jamieoliver.com

JD Wetherspoon
100+ P

Wetherspoon House
Central Park Reeds Cres
Watford
WD24 4QL
01923 477777
www.jdwetherspoon.co.uk

Jinnah Restaurant Group
5-10 R

64 Malton Road Flaxton
YO60 7SQ
01904 468202
www.jinnah-restaurants.co.uk

Joseph Holt
100+ P

The Brewery Empire Street
Cheetham Manchester
M3 1JD
0161 834 3285
www.joseph-holt.com

Joules Brewery
10-50 P

The Brewery Great Hales St
Market Drayton
TF9 1JP
01630 654400
www.joulesbrewery.co.uk

JRC Global Buffet
5-10 R

Kings House 1a Kings Road
London
SW19 8PL
0208 543 5988
www.jrc-globalbuffet.com

JW Bassett
5-10 P

The Queens Vaults
29 Westgate St
Cardiff
CF10 1EH
www.jwbassettpubs.com

JW Lees & Co
10-50 P

Greengate Brewery
Middleton Junction
Manchester
M24 2AX
0161 643 2487
www.jwlees.co.uk

Kingdom Taverns
10-50 P

Dean House 191 Nicol Street
Kirkcaldy Fife
KY1 1PF
01592 200 033
www.kingdomtaverns.co.uk

King Henry's Taverns
5-10 P

1 Green Lane Church Lawford
Rugby
CV23 9EF
0247 6542333
www.king-henrys-taverns.co.uk

Knead Pubs
5-10 P H

Office 1 32 North Street
Bourne
PE10 9AB
01778 422190
www.kneadpubs.co.uk

The Laine Pub Company
10-50 P R

146/147 Springfield Road
Brighton
BN1 6YT
01273 550000
www.drinkinbrighton.co.uk

Lake District Hotels
5-10 H

Lodore Falls Hotel
Borrowdale Valley
Keswick
CA12 5UX
017687 77285
www.lakedistricthotels.net

La Tasca Restaurants
10-50 R

County House
Glyme Court
Langford Lane
Kidlington
OX5 1LQ
01865 595 490
www.latasca.com

Le Bistro Pierre
10-50 R

13-17 Milton St
Nottingham
NG1 3EN
0115 941 2850
www.lebistrotpierre.co.uk

Leelex
5-10 B

33 Call Lane
Leeds
LS1 7BT
0113 243 4008
www.leelex.co.uk

Levenshulme Pub Co
5-10 P

908 Stockport Road
Levenshulme
Manchester
M19 3AD
0161 257 2484
www.levenshulmepubcompany.co.uk

Lewis Partnership
10-50 P H R

The Moat House
Lower Penkridge Road
Acton Trussel
Stafford
ST17 0RJ
01785 712217
www.thelewispartnership.co.uk

Liberation Group
50-100 P H B

19 Royal Square
St. Helier
Jersey
JE2 4WA
01534 764000
www.liberationgroup.com

Little Britain Pubs
5-10 P

79 Brook Street
Wymeswold
Loughborough
LE12 6TT
01509 881 313
www.littlebritainpubs.co.uk

Livelyhood Pubs
3-5 P

Hide Away Workspace
Office 36
2 Empire Mews Stanthorpe Rd
London
SW16 2BF
0208 8779467
www.livelyhood.co.uk

Living Ventures
5-10 B

98 King Street
Knutsford
WA16 6EP
01565 631 234
www.livingventures.com

London Cocktail Club
5-10 B

3rd Floor 33 Percy Street
London
W1T 2DF
0207 580 1960
www.londoncocktailclub.com

London Village Inns
5-10 P

The Wrestlers
98 North Road
London
N6 4AA
0208 340 4297
www.londonvillageinns.co.uk

Loungers
5-10 B

15-16 Lower Park Row
Bristol
BS1 5BN
0117 930 9971
www.thelounges.co.uk

Lovely Pubs
5-10 P

The Orange Tree Warwick Road
Chadwick End
West Midlands
B93 0BN
01564 785364
www.lovelypubs.co.uk

LT Pub Management
100+ P

31 Haverscroft Industrial Estate
New Road Attleborough
NR17 1YE
01953 450000
www.ltpubmanagement.com

Lucky Onion
5-10 P H

Unit 1.5 Andoversford Ind. Est.
Andoversford
GL54 4LB
01242 237641
www.theluckyonion.com

Lucky Voice
5-10 B

27-28 Eastcastle Street
London
W1W 8DH
0207 4393660
www.luckyvoice.com

Mahiki
5-10 B

1 Dover Street
London
W1S 4LD
0207 493 9529
www.mahiki.com

Marco Pierre White Group
10-50 R

82 Addison Road
London
WC1B 5AF
0207 247 5050
www.mpwrestaurants.co.uk

Market Taverns
5-10 P

The Carpenters Arms
12 Seymour Plc
London
W1H 7NE
0207 723 1050
www.markettaverns.co.uk

Market Town Taverns
10-50 P

4a Mercury Court Manse Lane
Knaresborough
HG5 8LF
01423 866 100
www.markettowntaverns.co.uk

Maroush Restaurants
10-50 R

45-49 Edgware Road
London
W2 2JE
0207 7233666
www.maroush.com

Marston's Inns and Taverns
100+ P

Marston's House Brewery Rd
Wolverhampton
WV1 4JT
01902 711 811
www.marstonstaverns.co.uk

Marylebone Leisure Group
5-10 B

93 Marylebone High St
London
W1U 4RE
020 7486 3905
www.mlglondon.com

Maxwells Restaurants
10-50 R

22 Henrietta Street
London
WC2E 8ND
020 7379 6132
www.maxwellsgroup.co.uk

McGowan Irish Bars
5-10 B

225-227 Edgware Road
Colindale London
NW9 6LU
0208 200 5256
www.irishbars.co.uk

McLean Inns
5-10 P

The Tower Arms Hotel
2 Thorney Lane South
Richings Park Iver
SL0 9AE
07801 988 492
www.mclean-inns.com

McManus Pub Co
10-50 P

Barratts Club
Kingsthorpe Road
Northampton
NN2 6HT
01604 713 601
www.mcmanuspub.co.uk

McMullen & Sons
100+ P

The Hertford Brewery
26 Old Cross
Hertford
SG14 1RD
01992 584911
www.mcmullens.co.uk

Mentor Inns
5-10 P

Kemp House 152 City Road
London
EC1V 2NX
0800 583 9501
www.mentorinns.co.uk

The Meredith Group
5-10 P

51 Upper Berkeley Street
London
W1H 7QW
0203 195 3011
www.themeredithgroup.co.uk

Merlin Inns
10-50 P

84 Smithbrook Kilns
Cranleigh
GU6 8JJ
01483 278172
www.merlininns.com

Metropolitan Pub Company
10-50 P

4/5 Broadstone Place
London
W1U 7EL
0207 589 4888
www.metropolitanpubcompany.com

Mitchells & Butlers
100+ P

27 Fleet Street
Birmingham
B3 1JP
0121 498 4000
www.mbplc.com

Mitchells Hotels & Inns
10-50 P H

11 Moor Lane
Lancaster
LA1 1QB
01524 596 000
www.mitchellsoflancaster.com

Mojo Bars
5-10 B

59 Bridge Street
Manchester
M3 3BQ
0844 549 9090
www.mojobar.co.uk

Montpeliers
5-10 B

29 Queensferry Street
Edinburgh
EH2 4QS
0131 226 1370
www.montpeliers.co.uk

Mosaic Pub & Dining
10-50 P

2 Wardrobe Place
London
EC4V 5AH
0207 0995173
www.mosaicpubanddining.com

MyLahore Group
5-10 R

Whetley Mills Thornton Road
Bradford
BD8 8LQ
01274 952111
www.mylahore.co.uk

Nandos
50-100 R

Erico House First Floor
93-99 Upper Richmond Road
London
SW15 2TG
0207 738 1120
www.nandos.co.uk

New World Trading
10-50 P B

2 Malt Street
Knutsford
WA16 6ES
01565 213213
www.nwtc.uk.com

North Bar Ltd
5-10 B

Regents Court
39A Harrogate Road
Leeds
LS7 3PD
0113 3200202
www.northbar.com

Novus Leisure
10-50 B R

Clareville House
26-27 Oxendon Street
London
SW1Y 4EL
0207 968 2400
www.novusleisure.com

Oaka Group
5-10 P

Upper Deck Charters Town Bridge
Peterborough
PE1 1FP
01733 315 766
www.oakagroup.com

Oakman Inns & Restaurants
10-50 P

72-80 Akeman Street
Tring
HP23 6AF
01442 890 844
www.oakmaninns.co.uk

Oak Taverns
5-10 P

8a Buttermarket
Thame
OX9 3EW
01844 213 867
www.oaktaverns.co.uk

OHH Company
5-10 P

The Old House at Home Burton
Near Castle Coombe
SN14 7LT
01454 218 227
www.ohhcompany.co.uk

Old English Inns
10-50 P

Abbot House Westgate Street
Bury St Edmunds
IP33 1QT
0845 60 86 040
www.oldenglishinns.co.uk

Old Mill Brewery
10-50 P

Mill Street
Snaith
DN14 9HU
01405 861 813
www.oldmillbrewery.co.uk

Orange Giraffe Pub Co
5-10 P

Dartmouth Castle
26 Glenthorne Rd
London
SW6 1RX
020 874 83614
www.thedartmouthcastle.co.uk

Ossett Brewery Pub Co
10-50 P

Kings Yard Low Mill Road
Ossett
WF5 8ND
01924 261 333
www.ossett-brewery.co.uk

Palmers Brewery
50-100 P

The Old Brewery
Bridport
DT6 4JA
01308 422 396
www.palmersbrewery.com

Paradiso Olivelli
5-10 R

Caffe Paradiso
35 Store Street
London
WC1E 7BS
0207 486 3196
www.ristoranteolivelli.co.uk

Paragon Pub Group
5-10 P

The Wayfarer Stone
The Fillybrooks Stone
ST15 0NB
01785 811023
www.parogonpubs.co.uk

Parched Pubs
5-10 P

The Queens Head
144 Stockwell Road
London
SW9 9TD
0207 737 3519
www.parchedpubs.co.uk

Peach Pub Company
10-50 P

The Peach Barns Somerset Road
North Aston
OX25 6HX
01869 220110
www.peachpubs.com

Pearmain Pubs
5-10 P

123 High Street
Horsell Surrey
RH3 7DS
01483 757561
www.pearmainpubs.co.uk

Phoenix Pub Group
10-50 P

18 Walsworth Road
Hitchin
SG4 9SP
www.phoenixpubgroup.co.uk

Pickles Pubs
5-10 P

The Old White Bear
6 Keighley Road
Cross Hills
BD20 7RN
01535 632 115
www.picklespubs.co.uk

Pitcher & Piano
10-50 B

Hammersmith Studios
55A Yeldham Road
London
W6 8JF
0208 741 2325
www.pitcherandpiano.com

Pivovar Bars
5-10 B

Station Yard York Road
Elvington
York
YO41 4AR
www.pivovar.co.uk

Pizza Express
100+ R

Hunton House
Highbridge Estate
Oxford Road Uxbridge
UB8 1LX
01895 251222
www.pizzaexpress.com

Pizza Hut UK
100+ R

67 Calthorpe Street
Banbury
OX16 5EX
www.pizzahut.co.uk

Prezzo
50-100 R

Johnston House 8 Johnston Road
Woodford
IG8 0XA
020 8505 2400
www.prezzorestaurants.co.uk

Probably A Pub Company
5-10 P

Risley Park Derby Road
Risley
DE72 3SS
0115 9392313
www.probablythebestpubsintheworld.co.uk

Proper Pub Co
5-10 P

The White Horse
Walgrave Road Old Northampton
NN6 9HR
07881 623893
www.properpubco.co.uk

Provenance Inns
5-10 P

The Barn The Punch Bowl Inn
Marton Cum Graftom
York
YO61 4TE
01423 321845
www.provenanceinns.co.uk

Pub Culture
5-10 P

Chase House 4 Mandarin Road
Rainton Bridge Business Park
Houghton Le Spring
DH4 5RA
www.pubculture.com

Pub Love
5-10 P

The Crown Battersea
102 Lavender Hill
London
SW11 5RD
020 7738 1122
www.publove.co.uk

Pub People Company
10-50 P

Moorewood Hs 15 Maisies Way
South Normanton
Alfreton
DE55 2DS
01773 510 863
www.pubpeople.com

Pug Pubs
5-10 P

141 Regent Street
Royal Leamington Spa
CV32 4NX
01926 420 390
www.pugpubs.com

Punch Taverns
100+ P

Jubilee House Second Ave
Burton upon Trent
DE14 2WF
01283 501 600
www.punchtaverns.com

Randalls of Guernsey
10-50 P

PO Box 154
St Georges Esplanade
St Peter Port
Guernsey
GY1 3JG
01481 720 134
www.randallsbrewery.com

Real Eating Company
5-10 R

18 Cliffe High St
Lewes
East Sussex
BN7 2AJ
01273 402650
www.real-eating.co.uk

Real Greek Food Company
10-50 R

1st Floor,
50-51 Berwick Street
London
W1F 8SJ
020 7620 0162
www.therealgreek.com

Real Pubs
10-50 p

North London Tavern
375 Kilburn High Rd
London
NW6 7QB
0207 625 6635
www.realpubs.co.uk

Red Oak Taverns Limited
100+ P

8 Wimpole Street
London
W1G 9SP
0203 637 3009
www.redoaktaverns.com

Redcomb Pubs
10-50 P

Village Gate Pub
225 Aylesbury Road
Wendover
HP22 6BA
01296 623884
www.redcombpubs.co.uk

Red Mist Leisure
5-10 P

Units B&C
Crondall Place
Coxbridge Business Park
Farnham
GU10 5EH
01252 913513
www.redmistleisure.co.uk

Remarkable Pubs
10-50 P

The Grafton Arms
13 Eburne Road
London
N7 6AR
020 7272 2171
www.remarkablepubs.co.uk

Renaissance Pubs
5-10 P

67-69 Abbeville Rd
London
SW4 9JW
020 8675 2201
www.renaissancepubs.co.uk

The Restaurant Group
100+ R

5-7 Marshalsea Road
London
SE1 1EP
0203 117 5001
www.trgplc.com

Revolution Bars Group
50-100 B

21 Old Street
Ashton under Lyne
OL6 6LA
www.revolutionbarsgroup.com

Richoux Group
5-10 R

5-8 Cochrane Mews
London
NW8 6NY
020 7483 7000
www.richouxgroup.co.uk

Rossopomodoro UK
5-10 R

1 Rufus Street
London
N1 6PE
0808 877 9903
www.rossopomodoro.co.uk

S.A. Brain & Co
50-100 P H

The Cardiff Brewery
Crawshay Street
Cardiff
CF10 1SP
02920 402 060
www.sabrain.com

Samuel Smith
100+ P

The Old Brewery
High St
Tadcaster
LS24 9SB
01937 832 225
www.samuelsmithsbrewery.co.uk

San Carlo
10-50 R

33 Curzon Street
London
W1J 7TR
0207 629 6239
www.sancarlo.co.uk

San Marco Group
5-10 R

96 Whittingham Lane
Broughton
Preston
PR3 5DB
01772 861240
www.sanmarcogroup.co.uk

Scoff & Quaff
5-10 P R

The Swan Old Road
Whittington Worcester
WR5 2RL
07811 111 076
www.scoffandquaff.com

Seafood Pub Company
5-10 P

The Lodge Eel Beck Farm
Rimington Lane Clitheroe
BB7 4ED
01282 442510
www.seafoodpubcompany.com

Shepherd Neame
100+ P

The Faversham Brewery
17 Court Street
Faversham
ME13 7AX
01795 532 206
www.shepherdneame.co.uk

Signature Pubs
10-50 P

19 Rutland Street
Edinburgh
EH1 2AE
0131 221 9978
www.signaturepubs.co.uk

Sir John Fitzgerald
10-50 P

Café Royal Buildings
8 Nelson Street
Newcastle-Upon-Tyne
NE1 5AW
0191 232 0664
www.sjf.co.uk

Smith & Western
5-10 R

North Parade
Horsham
RH12 2QR
01403 251891
www.smith-western.co.uk

Snug Bars
5-10 B

32-36 Railway Street
Hertford
SG14 1BA
01992 587674
www.thesnugbar.co.uk

Soho House Group
10-50 B H

72-74 Dean Street
London
W1D 3SG
0203 006 0076
www.sohohouse.com

Southern Counties Taverns
5-10 P

39 Aldwick Road
Bognor Regis
PO21 2LN
01243 841034

Spaghetti House
5-10 R

24 Cranbourn Street
London
WC2H 7AB
0207 395 0390
www.spaghettihouse.co.uk

Stange & Co.
5-10 P

107 Barnston Road
Wirral
CH61 1BW
0151 648 0870
www.stangeandco.co.uk

Stanley Pubs
5-10 P

Tufnell Park Tavern
162 Tufnell Park Road
London
N7 0EE
0207 284 326
www.stanleypubs.com

Star Pubs and Bars
50-100 P

3-4 Broadway Park
Edinburgh
EH12 9JZ
08085 949596
www.starpubs.co.uk

Stay Original Co.
5-10 P

Manor House
Pilton
BA4 4BE
0203 002 4739
www.stayoriginal.co

St Arnold Group
5-10 P

The Griffin Parsonage Street
Halstead
CO9 2JT
01787 476 569
www.saintarnold.co.uk

St Austell Brewery Co
100+ P

63 Trevarthian Road
St Austell
PL25 4BY
0845 241 1122
www.staustellbrewery.co.uk

Steamin Billy Brewing
5-10 P

Cow & Plough Stoughton Park
Gartree Road Oadby
LE2 2FB
0116 272 0852
www.steamin-billy.co.uk

Stonegate Pub Co
100+ P

Porter Tun House
500 Capability Green
Luton
LU1 3LS
0845 126 2944
www.stonegatepubs.com

Sussex Pub Group
5-10 P

Holly House Chestnut Avenue
Chichester
PO19 5QE
01798 861281
www.thesussexpub.co.uk

Tadcaster Pub Company
10-50 P

Commer House
Station Road
Tadcaster
LS24 9JF
01937 835 020
www.tadpubco.co.uk

Tavistock Leisure
5-10 H B

Roker Hotel Roker Terrace
Sunderland
SR6 9ND
0191 567 8221
www.tavistockhospitality.com

TGI Fridays
100+ R

253-254 Capability Green
Luton
LU1 3LU
0208 521 6262
www.tgifridays.co.uk

Thai Group
5-10 R

4 West Bar
Banbury
OX16 9RR
01295 269 502
www.thaigroup.co.uk

Thai Leisure Group
5-10 R

Apollo House Eboracum Way
Heworth Green
York
YO31 7RE
0113 467 9700
www.thaileisuregroup.com

Thai Square Restaurants
10-50 R

25 Northumberland Avenue
London
WC2N 5AP
020 7839 3000
www.thaisq.com

The Healey Group
5-10 P

75 Aldershot Road
Fleet Hampshire
GU52 8JY
012352 624772
www.thehealygrouppubs.co.uk

Thorley Taverns
10-50 P

58-60 Gladstone Road
Gladstone Road Broadstairs
CT10 2TA
01843 602 010
www.thorleytaverns.co.uk

Thornbridge Brewery
5-10 P

Riverside Brewery
Buxton Road
Bakewell
DE45 1GS
01629 641 000
www.thornbridgebrewery.co.uk

Three Cheers Pub Co
5-10 P

The Stonhouse
165 Stonhouse Street
London
SW4 6BJ
020 7819 9312
www. threecheers.co.uk

Three Thistles
5-10 P

163 Bath Street
Glasgow
G2 4SQ
07803 577497
www.threethistles.co.uk

Timothy Taylor
10-50 P

Knowle Spring Brewery
Keighley
BD21 1AW
01535 603 139
www.timothytaylor.co.uk

Titanic Brewery Co.
5-10 P

Unit 5 Callender Place
Lingard Street Burslem
ST6 1JL
01782 823 447
www.titanicbrewery.co.uk

TLC Inns
5-10 P

9 Buckingham Square
Hurricane Way Wickford
SS11 8YQ
01268 764741
www.tlcinns.co.uk

Tokyo Industries
10-50 B

Suite 14 2nd Floor UCB House
3 George St Watford
WD18 0BX
www.tokyoindustries.com

Tonkotsu
5-10 R

81 Rivington Street
London
EC2A 3AY
0208 533 1840
www.tonkotsui.co.uk

Tortilla
10-50 R

Balfour House
46-54 Gt Titchfield Street
London
W1W 7QA
0207 637 5849
www.tortilla.co.uk

Town Centre Inns Ltd
10-50 P

132 Gipsy Hill
London
SE19 1PW
0208 6707001
www.towncentreinns.com

True North Brew Co.
10-50 P

The Forum
127-129 Devonshire Street
Sheffield
S3 7SB
0114 272 0569
www.truenorthbrewco.uk

Trust Inns
10-50 P

Blenheim House
Foxhole Road
Chorley Lancashire
PR7 1NY
01257 238800
www.trustinns.co.uk

Turtle Bay Restaurants
10-50 R

8 Broad Quay
Bristol
BS1 4DA
0117 929 0209
www.turtlebay.co.uk

Underdog Restaurants
5-10 R

402 Metropolitan Wharf
70 Wapping Wall
London
E1W 3SS
www.thehawksmoor.com

Unique Hospitality
5-10 P

Unit 8A 5 West Hill
Aspley Guise
MK17 8DP
01908 711375
www.epicpubs.com

Unity Bars & Clubs
5-10 B

10 Cliff Parade
Wakefield
WF1 2TA
01924 377829
www.unitybarsandclubs.co.uk

Upham Pub Company
10-50 P

Stakes Farm Cross Lane
Upham Hampshire
SO32 1FL
01489 861 383
www.uphampub.co.uk

Urban Leisure Group
5-10 B

First Floor 53 Salusbury Road
London
NW6 6NJ
0207 372 4858
www.ulg.co.uk

Urban Pubs and Bars
5-10 B

40-42 Brendon Street
London
W1H 5HE
0207 749 3834
www.urbanpubsandbars.com

Vaulkard Group
10-50 B

Bealim House
17-25 Gallowgate
Newcastle upon Tyne
NE1 4SG
0191 221 1880
www.vaulkhardgroup.co.uk

Venture Inns
5-10 P

The Jolly Farmer 8 Market St
Newton Abbot
TQ12 2RB
01626 354 010
www.venture-inns.com

Victoria Inns
10-50 P

Victoria House 2 Lucas
Horsted Keynes
Haywards Heath
RH17 7BN
01825 791 794
www.victoriainns.co.uk

Wadworth & Co
100+ P

Northgate Street
Devizes
SN10 1JW
01380 723361
www.wadworth.co.uk

Wahaca
10-50 R B

117Waterloo Road
London
SE1 8UL
0203 697 4140
www.wahaca.co.uk

We are Bar
10-50 B

133 Whitechapel High Street
London
E1 7PT
020 7256 7279
www.wearebar.com

Wear Inns
10-50 P

The Old Brewery
Castle Eden
TS27 4SU
01429 839 241
www.wearinns.co.uk

Wellington Pub Co.
100+ P

4th Floor Millbank Tower 21-24
21-24 Millbank London
SW1P 4QP
0207 802 5240
www.wellingtonpubcompany.co.uk

Whitbread
100+ P

Whitbread Court
Houghton Hall Park Porz Avenue
Dunstable
LU5 5XE
01582 424 200
www.whitbread.co.uk

Whiting & Hammond
5-10 P

The Little Brown Jug
Chiddingstone Causeway
Tonbridge TN11 8JJ
01892 871 042
www.whitingandhammond.co.uk

Wickwar Brewing Co.
10-50 P

The Old Brewery Station Road
Wotton-under-Edge
GL12 8NB
01454 292 000
www.wickwarbrewing.com

Wye Valley Brewery
5-10 P

Brewery Stoke Lacy
Bromyard
HR7 4HG
01885 490505
www.wyevalleybrewery.co.uk

York Brewery
5-10 P

12 Toft Green
York
YO1 6JX
01904 621 162
www.york-brewery.co.uk

Yo Sushi
50-100 R

95 Farringdon Road
London
EC1R 3BY
0207 841 0700
www.yosushi.com

Young & Co
100+ P

Riverside House 26 Osiers Road
London
SW18 1NH
0208 875 7000
www.youngs.co.uk

Yummy Pub Co
5-10 P

Barking house
Farndon Business Centre
Farndon Road
Market Harborough
LE16 9NP
www.yummycollection.co.uk

Zaza
5-10 R

27 High Street
Bushey
WD23 1BD
0208 420 4271
www.zaza.co.uk

UKH Suppliers Members

10 International
The Lodge Guildford Road
Effingham
YO8 5DD
www.10international.com

AA Hotels
Fanum House
Basing View
Basingstoke RG21 4EA
www.theaa.com

ABInBev
Porter Tun House
500 Capability Green
Luton LU1 3LS
www.ab-inbev.co.uk

Access Group
One Aldgate
London
EC3N 1RE
www.accessgroup.com

Addleshaw Goddard LLP
Milton Gate 60 Chiswell Street
London
EC1Y 4AG
www.addleshawgoddard.com

Admiral Group
20 Cousin Lane
London
EC4R 3TE
www.admiralgroup.com

Angel Human Resources
Angel House 2-4 Union Street
London
SE1 1SZ
www.angelhr.org

Asahi UK
One Forge End
Woking Surrey
GU21 6BD
www.asahibeer.co.uk

Avvio
Avvio House
National Technology Park Castleroy
Limerick Ireland
www.avvio.com

BBFB
Kings Worthy Winchester
Hampshire
SO23 7TW
www.bacardi.com

Bank of Ireland
Bow Bells House 1 Bread St
London
EC4M 9BE
www.bankofireland.com

Barclays Corporate
1 Churchill Place
London
E14 5HP
www.barclays.com

Bibendum Wine
109a Regents Park Road
London
NW1 8UR
www.bibendum-wine.co.uk

Biffa Waste Services Ltd
Corporation Road Cressex
High Wycombe
HP12 3TZ
www.biffa.co.uk

Big Dogs Vodka
Unit 4 Blackwood Hall Business Pk
North Duffield
YO8 5DD
www.3bdvodka.com

BNP Paribas Real Estate
1st Floor Fountain Precinct
Balm Green
Sheffield S1 2JA
www.realestate.bnpparibas.co.uk

BOC Sureserve
Wardley Ind Est Priestley Road
Worsley
Manchester M28 2UT
www.boconline.co.uk

Boyes Turner LLP
Abbots House
Abbey Street
Reading RG1 3BD
www.boyesturner.com

Brakes
Enterprise House
Eureka Business Park
Ashford TN25 4AG
www.brake.co.uk

Brewfitt
International House
Penistone Road Fenay Bridge
Huddersfield HD8 0LE
www.brewfitt.com

Brothers Drinks
Showerings Cider Mill
Kilver Street
Shepton Mallet BA4 5ND
www.brotherscider.co.uk

British Sky Broadcasting
Sky Business
Grant Way
Isleworth TW7 5QD
www.bskyb.com

Britvic Soft Drinks
Breakspear Park Breakspear Way
Hemel Hempstead
Hertfordshire HP2 4TZ
www.britvic.co.uk

BT Sport
81 Newgate Street
London
EC1A 7AJ
www.btsport.com

Budweiser Budvar UK
Hare House Southway Drive
Eden Office Park Pill
Bristol BS20 0DD
www.budweiserbudvar.co.uk

Businesswise Solutions
The Energy Centre
16 Lindred Road
Nelson BB9 7DR
www.businesswisesolutions.co.uk

Buzzacott LLP
130 Wood Street
London
EC2V 6DL
www.buzzacott.co.uk

CACI
CACI House
Kensington Village
London W14 8TS
www.caci.co.uk

Carlsberg UK
Jacobsen House
140 Bridge Street
Northampton NN1 1PZ
www.carlsberg.com

Cask Marque Trust
B10 Seedbed Centre
Severalls Park
Colchester CO4 9HT
www.cask-marque.co.uk

CGA
Strawberry Studios Waterloo Place
Watson Square
Stockport SK1 3AZ
www.cgastrategy.co.uk

Checkit Limited
Broers Building
JJ Thomson Avenue
Cambridge CB3 0FA
www.checkit.net

Charles Wells
The Brewery
Havelock Street
Bedford MK40 4LU
www.charleswells.co.uk

Christie & Co
Whitefriars House
6 Carmelite Street
London EC4Y 0BS
www.christie.com

CO Save Ltd
2nd Floor Mill House
11 Nightingale Road
Horsham RH12 2NW
www.cosave.co.uk

Coca-Cola Enterprises
Charter Place
Vine Street
Uxbridge UB8 1EZ
www.cokecce.co.uk

CompuServe Services
Bourne House
475 Godstone Way
Whyteleafe
CR3 0BL
www.compu-fix.com

Conde Nast Johansens Ltd
1-2 Vogue House
London
W1S 4PH
www.johansens.com

COREcruitment
8 Nile Street
London
N1 7RF
www.corecruitment.com

CPL Group
Egerton House 2 Tower Road
Birkenhead CH41 1FN
www.cpltraining.co.uk

Crown Outdoor
3 Poulton Close
Dover
Kent CT17 0HL
www.crown-awnings.com

CS Compliance
Unit 22 Midsomer Enterprise Park
Radstock Road Midsomer Norton
Radstock BA3 2BB
www.cs-compliance.co.uk

Cubism Law
1 Plough Place
London
EC4A 1DE
www.cubismlaw.com

David Jones Accountants
Westgate House 1 Westgate
Wetherby LS22 6LL
www.drjaccountants.co.uk

Diageo GB
Lakeside Drive
Park Royal
London NW10 7HQ
www.diageo.com

Drinkaware
Finsbury Circus 3rd Floor (R 519)
Salisbury House
London EX2M 5QQ
www.drinkaware.co.uk

Dyson Limited
Tetbury Hill
Malmesbury Wiltshire
SN16 0RP
www.dyson.co.uk

Ecolab
Winnington Avenue
Northwich
CW8 4DX
www.en-uk.ecolab.com

Edrington-Beam Suntory
Edrington Beam Suntory House
191 West George Street
Glasgow G2 2LD
www.edrington-beamsuntoryuk.com

ELAS Group
Charles House
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www.elas.uk.com

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www.globalbrandsgroup.com

Global Pay
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51 De Montfort Street
Leicester LE1 7BB
www.globalpaymentsinc.co.uk

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www.gowerbrewery.com

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We have worked hard to gain increased recognition for the On Trade membership in the market place, as well as strengthening our relationships with suppliers, and this has been a significant element of our on-going strategic objectives for the channel.

During the last 12 months, we have secured additional agreements with key suppliers across all categories. We have also continued to focus on achieving 'umbrella' agreements which serve to reward all divisions while recognising the differences within sectors and product ranges.

Headlines

As we continue to drive our On Trade strategy we will use our Headlines brochure proactively to feature a significant number of supplier deals and supporting expert advice to help outlets best prepare for key events.

We have taken the opportunity to refresh the brochure to include an element of regionality, something that has been deemed important to our membership.

Take Stock

Many of our licensed suppliers regularly invest in and support our Foodservice and On Trade magazine, Take Stock. With a circulation of 168,000 copies annually, Take Stock is an exclusive food and drink magazine distributed via our membership and now covers all areas of the out-of-home marketplace.

The publication continues to perform strongly and is deemed to be one of the leading publications of its kind in the sector.

Events to support our members and suppliers

During the year, we provide our members and supplier partners with a number of events which give our key stakeholders the opportunity to showcase NPD, negotiate exclusive deals and provide significant networking opportunities.

Data continues to be a key focus

We understand the importance of the provision of data to our suppliers and as a result we are working closely with CGA and our members to ensure the supply of regular information to our data project.

In our continued strategic objective to place our On Trade division at the forefront of the UK free trade, we have also recently reviewed a new reporting system to confirm that decisions made by central office and our members are based on key information and group performance versus market trends which will support us in identifying opportunities for greater distribution and create a more collaborative and fact based approach with our suppliers.

Contact your local Unitas On Trade member today

@UnitasWsale @UnitasWsale

ABV Wholesale
Unit 4 Holme Mill, Holme Mill Lane, Keighley,
West Yorkshire, BD22 6BN
01535 669 966
www.abvwholesale.com

Champers (Wholesale) Limited
263 Water Road, Abbeydale Industrial Estate,
Wembley, HA0 1HX
0208 961 2889
www.champerswholesale.com

Dayla Limited
Unit 2, 50 Aylesbury Road, Aston Clinton, Aylesbury,
Buckinghamshire, HP22 5AH
01296 630 013
www.dayladrinks.co.uk

D.B Ramsden & Co Limited
Adam Smith Street, Grimsby, South Humberside,
DN31 1SJ
01472 313 200
www.deebee.co.uk

Edwards Beers & Wine Supplies
Unit 5 Grovebury Place, Grovebury Road,
Leighton Buzzard, LU7 4SH
01525 372 290
www.edwardsdrinks.com

Glamorgan Brewing Co
Llantrisant Business Park, Llantrisant,
Rhondda Cynon Taff, CF72 8LF
01443 406 080
www.glamorganbrewing.co.uk

Global Foods Limited
Stadium Close, Cardiff, South Glamorgan,
CF11 8TS
02920 384 835
www.globalfoods.co.uk

Grapevine Wine Service
Threlkeld Business Park, Threlkeld, Keswick,
Cumbria, CA12 4SU
01768 776 100
www.grapevinewineservices.co.uk

H. B. Clark & Co. (Successors) Ltd
136 Westgate, Wakefield,
WF2 9SW
01924 373 328
www.hbclark.co.uk

Hills Prospect PLC
Consolidated House, Faringdon Avenue, Romford,
Essex, RM3 8SP
01708 335 050
www.hillsprospect.com

Hops & Barley
Larch Lea Industrial Estate, Castor Street, Liverpool,
L6 5AT
0151 260 9900
www.hopsandbarley.org

Island Ales
Dinglers Farm, Yarmouth Road, Shafleet, Newport,
Isle of Wight, PO30 4LZ
01983 821 731
www.islandales.co.uk

Jack Sullivan Limited
Millbrook Estate, Llandore, Swansea,
Glamorgan,
SA1 2NU
01792 776 398

J. W. Filshill
Ainslie Avenue, Glasgow,
G52 4HE
0141 883 7071
www.filshill.co.uk

J.W. Gray & Co
Gremista Industrial Estate, Lerwick, Shetland,
ZE1 0PX
Tel: 01595 693749 Fax: 01595 694485
placeyourorder@jwgray.co.uk

Libra Drinks
Unit 2, Finch Close, Lenton Lane Industrial Estate,
Nottingham, NG7 2NN
0845 130 1623
www.libradrinks.co.uk

Maison Maurice Limited
K1-K5 Northfleet Industrial Estate, Lower Road,
Northfleet, Kent, DA11 9BL
01474 361 200
www.maisonmaurice.co.uk

One Way Wholesale Limited
Unit A, Anglian Industrial Estate, Atcost Road,
Barking, IG11 0EQ
0208 500 1600
www.onewaywholesale.co.uk

Ooberstock
9 Queens Square, Ascot Business Park, Ascot,
Berkshire, SL5 9FE
0844 493 0000
www.ooberstock.com

Small Beer Limited
Unit 1 Churchill Business Park, Sleaford Road,
Bracebridge Heath, Lincoln, LN4 2FF
01522 540 431
www.smallbeerwholesale.co.uk

Sutherland Brothers Ltd
Unit 11 Airport Industrial Estate, Wick, Caithness,
KW1 4QS
01955 605070
www.suthbros.co.uk

Swallow Drinks Limited
200 Stonehouse Lane, Bartley Green, Birmingham,
B32 3AH
0121 428 6850
www.swallow.uk.com

Tanners Wines Limited
26 Wyle Cop, Shrewsbury, Shropshire,
SY1 1XD
01743 234 455
www.tanners-wines.co.uk

Tate Smith Limited
Sundella House, Castlegate, Malton, North Yorkshire,
YO17 7EE
01653 693 193
www.derventiowines.co.uk

Temple Wines
472 Church Lane, Kingsbury, London,
NW9 8UA
02089 059 484
www.templewines.co.uk

Thames Cash & Carry Ltd
1-3 Deacon Way, Tilehurst, Reading,
RG30 6AZ
01189 418 456
www.thamescc.co.uk

Tolchards Limited
Woodland Road, Torquay,
TQ2 7AX
01626 333 426
www.tolchards.com

United Wholesale (Scotland)
110 Easter Queenslie Road, Glasgow,
G33 4UL
0141 781 6600
www.uniteduk.co.uk

Wilds of Oldham
Westwood Industrial Estate, Arkwright Street,
Oldham, Lancashire, OL9 9LZ
0161 626 1990
www.wildsofoldham.co.uk

Young's Beers, Wines & Spirits
Unit 20, Churchill Way, Lomeshaye Industrial Estate,
Nelson, Lancashire, BB9 6RT
01282 617 775
www.youngsbeerswinesspiritsltd.co.uk

Matthew Clark B C W SP SD
Whitchurch Bristol
BS14 0JZ
01275 891400
www.matthewclark.co.uk

Maverick Drinks SP
Tonbridge Kent
TN9 1RA
01892 888 443
www.maverickdrinks.com

Morecambe Bay Wines B C W SP SD
Morecambe Lancashire
LA3 3PT
01524 39481
www.baywines.co.uk

Molson Coors B C W SP
Burton upon Trent Staffs
DE14 1JZ
01283 511 000
www.molsoncoors.co.uk

Morgenrot Group I B C W SP
Swinton Manchester
M27 8AW
0845 070 4310
www.morgenrot.co.uk

Nectar Imports I B C W SP SD
Berwick St Leonards Wiltshire
SP3 5GN
01747 827030
www.nectar.net

Olivers Beer & Wine B C W SP SD
Copthorne West Sussex
RH10 3LH
01342 712777
www.oliversbeerandwine.co.uk

Ooberstock B C W SP SD
Ascot Berkshire
SL5 9FE
0844 493 0000
www.ooberstock.com

Page and Sons B W SP
Ramsgate Kent
CT12 6UW
01843 591214
www.pageandsons.co.uk

Park Royal Beers B W SP
Heckford Street London
E1W 3HR
0208 9630085
www.parkroyalbeers.co.uk

Pierhead Drinks I B SP
Swanley Village Kent
BR8 7PA
01322 662377
www.pierhead.uk.com

Pigs Ear Beer B
Rowhook Surrey
RH12 3Q
01306 627779
www.pigs-ears.co.uk

Pivovar I B SP
York North Yorkshire
YO41 4XP
01904 607197
www.pivovarorders.co.uk

Primo Drinks B C W SP SD
Stockport Cheshire
SK6 2ST
0161 4060606
www.primodrinks.co.uk

RD Wines B W SP SD
Telford Shropshire
TF7 4QP
01952 291129
www.rdwines.shop

Real Ale B
Twickenham Middlesex
TW1 2EF
0208 892 3710
www.realale.com

St Austell Brewery Co B W SP
St Austell Cornwall
PL25 4BY
0845 2411122
www.staustellbrewery.co.uk

Slurp B C W SP
Banbury Oxfordshire
OX16 5TU
01295 672 290
www.slurp.co.uk

Small Beer B
Bracebridge Heath Lincolnshire
LN4 2FF
01522 540431
www.smallbeerwholesale.co.uk

Spencers Bromsgrove B W SP SD
Bromsgrove Worcs
B61 7AR
01527 831070
www.bromsgrove-ltd.co.uk

Swallow Drinks B W SP SD
Birmingham West Midlands
B32 3AH
0121 428 6850
www.swallow.uk.com

Tanners Wines B W SP SD
Shrewsbury Shropshire
SY1 1XD
01743 234500
www.tanners-wines.co.uk

Tate Smith B W SP SD
Malton North Yorkshire
YO17 7EE
01653 693193
www.derventiowines.co.uk

Temple Wines B W SP SD
Kingsbury London
NW9 8UA
0208 905 9484
www.templewines.co.uk

The Beer Warehouse B C W SP SD SN
Maidenhead Berkshire
SL6 6PQ
01628 634535
www.bwhdrinks.co.uk

Tolchards G
Torquay Devon
TQ2 7AX
01626 333 426
www.tolchards.com

TotalServe Wholesale G
Liverpool Merseyside
L33 7XE
0151 549 0151
www.jeroboam-and-schott.co.uk

Turner & Wrights G
Bolton Lancashire
BL6 4TW
01204 673010
www.turnerandwrights.co.uk

Unitas G
Doncaster South Yorkshire
DN4 5RA
01302 249909
www.unitaswholesale.co.uk

United Wholesale G
Glasgow Lanarkshire
G33 4UL
0141 781 6600
www.uniteduk.com

VC Vintners B C W SP SD
Great Yarmouth Norfolk
NR31 0NL
01493 667586
www.vcvintners.co.uk

Venus I B C W SP SD
Tottenham London
N17 0UT
020 8801 0011
www.venusplc.com

Warwickshire Beer Co B
Cubbington Warwickshire
CV32 7NA
01926 450747
www.warwickshirebeer.co.uk

Westside Drinks I B C
Newgate Street London
EC1A 7AA
0208 996 2000
www.westsidedrinks.co.uk

The Wigan Beer Company B C W SP SD
Wigan Lancashire
WN3 4BW
01942 821711
www.wiganbeer.co.uk

Wines of Interest W
Ipswich Suffolk
IP1 2HS
01473 215752
www.winesofinterest.co.uk

WJ Armstrong B C W SP SD SN
East Grinstead West Sussex
RH19 1AG
01342 321478
www.wjarmstrong.com

Wild's of Oldham B
Oldham Lancashire
OL9 9LZ
0161 626 1990
www.wildsofoldham.co.uk

World Beers I B
Sawbridgeworth Herts
CM21 9JX
01279 600044
www.world-beers.co.uk

Young's Beers Wines & Spirits B W SP
Nelson Lancashire
BB9 6RT
01282 617775
www.youngsbeerswinesspiritsltd.co.uk

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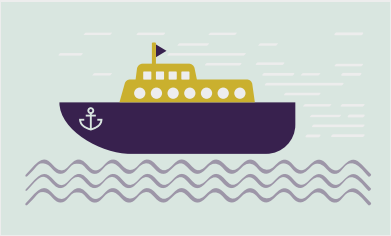
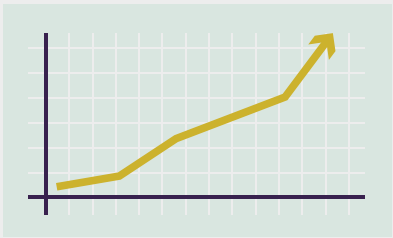


WE BRING IN BEERS NO ONE ELSE CAN

We work directly with most of our breweries and have access to beers most importers dream of, so we know we have the best selection.

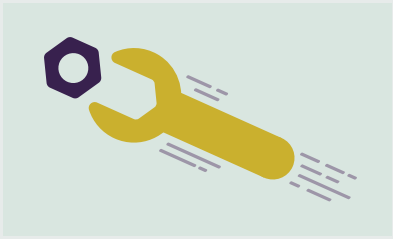


WE BUILD BRANDS

We aren't a logistics company, we are merchants. We represent the breweries we work with, helping them to promote the brand and look after their beer.

WE DELIVER DIRECT THROUGHOUT THE UK

We have our own fleet of trucks operating out of the south-east, Bristol, Newcastle and Manchester so the beer arrives safely and without extra margins on top.



WE OFFER YOU TECH SUPPORT

We don't just drop off the beer. We offer technical and flavour training, and when things go wrong can send out our own dedicated technicians.

OVER 50 BREWERIES INCLUDING:

THE WILD BEER CO

DELIRIUM tremens

Hacker-Pschorr MÜNCHEN

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Troubadour Belgian Specialty Beer

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