

CRAFT BEERS & CIDERS

- from -

CARLSBERG UK

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LIGHT & delicate - CRAFT BEER

Brand	Beer Style	ABV	Format	Pg
Bee 17	Hop-Struck Pilsner	4.7%	24 x 330ml cans	35
Black Isle Blonde Lager	Blonde Lager	4.5%	30l kegs	36
Curious Brew	English Craft Lager	4.7%	12 x 330ml bottles	37
Erdinger Alkoholfrei	Low Alcohol	0.4%	12 x 500ml bottles	38
Erdinger Weissbier	Wheat Beer	5.3%	12 x 500ml bottles, 30l kegs	39
Frontier	Craft Lager	4.5%	30l kegs	40
Hitachino Nest White Ale	Belgian Wit	5.5%	12 x 330ml bottles	41
Hiver, The Honey Beer	Honey Blonde	5.0%	30l kegs	42
Hop House 13	Craft Lager	5.0%	12 x 330ml bottles, 30l kegs	43
Innis & Gunn Lager	Craft Lager	4.6%	50l kegs	44
Jack Brand Dry Hopped Lager	Craft Lager	4.2%	30l kegs	45
Korev	Helles-Style Lager	4.8%	30l kegs	46
Liefmans Fruitesse	Fruit Beer	3.8%	24 x 330ml bottles, 20l kegs	47
Portobello London Pilsner	Pilsner	4.6%	30l kegs	48
Revisionist Craft Lager	Craft Lager	4.0%	30l kegs	49
Seventh Step	Craft Lager	5.5%	24 x 330ml bottles	50
Vedett Extra Blond	Pilsner	5.0%	24 x 330ml bottles, 30l kegs	51
Vedett White	Belgian-Style Wheat Beer	4.7%	24 x 330ml bottles, 30l kegs	52
Whitstable Bay Pale Ale	Pale Ale	3.9%	30l kegs	53

BALANCED & rounded - CRAFT BEER

Brand	Beer Style	ABV	Format	Pg
Anchor Steam Beer	California Steam Beer	4.8%	24 x 355ml bottles	56
Big Hug Hibernation White IPA	White IPA	5.2%	12 x 330ml bottles	57
Brooklyn Lager	American Amber Lager	5.2%	24 x 355ml bottles, 12 x 355ml cans, 30l kegs	58
Goose Island Honkers Ale	English-Style Bitter	4.3%	12 x 355ml bottles	59
Grimbergen Blonde	Belgian Ale	6.7%	24 x 330ml bottles, 20l kegs	60
Jack Brand Mosaic Pale Ale	Pale Ale	4.1%	30l kegs	61
Lawn Mower	Amber Lager	4.8%	24 x 330ml cans	62
Little Creatures	Pale Ale	5.2%	24 x 330ml bottles	63
Meantime London Pale Ale	Pale Ale	4.3%	24 x 330ml bottles, 50l kegs	64
Meantime Yakima Red	US-Style Red Ale	4.1%	12 x 330ml bottles, 30l kegs	65
Portobello VPA	Pale Ale	4.0%	30l kegs	66
Rooster's Fort Smith	American Pale Ale	5.0%	24 x 330ml cans	67
Samuel Adams Boston Lager	American Craft Lager	4.8%	24 x 330ml bottles, 30l kegs	68
Shed Head	American Pale Ale	4.6%	30l kegs	69
Shipyard Pale Ale	American Pale Ale	4.5%	30l kegs	70
Sierra Nevada Pale Ale	American Pale Ale	5.6% / 5.0%	12 x 350ml bottles, 50l kegs	71
Stevens Point Pale Ale	American Pale Ale	5.4%	24 x 355ml bottles	72
Thornbridge Chiron	American Pale Ale	5.0%	12 x 500ml bottles, 30l kegs	73

CRAFT BEERS & CIDERS - from - CARLSBERG UK

ZINGY & bitter - CRAFT BEER

Brand	Beer Style	ABV	Format	Pg
Boulevard Single Wide IPA	India Pale Ale	5.7%	24 x 355ml bottles	76
BrewDog Punk IPA	India Pale Ale	5.6% / 5.4%	330ml bottles, 50l kegs	77
Brooklyn East India Pale Ale	India Pale Ale	6.9%	24 x 355ml bottles	78
Crafty Dan 13 Guns	India Pale Ale	5.5%	24 x 330ml cans	79
Flying Dog Easy IPA	India Pale Ale	4.7%	24 x 355ml bottles, 24 x 355ml cans, 30l kegs	80
Flying Dog Snake Dog IPA	India Pale Ale	7.1%	24 x 355ml bottles	81
Founders All Day IPA	India Pale Ale	4.7%	24 x 355ml bottles, 30l kegs	82
Goose Island IPA	India Pale Ale	5.9%	12 x 355ml bottles	83
Lagunitas IPA	India Pale Ale	6.2%	12 x 355ml bottles	84
Oakham Green Devil IPA	India Pale Ale	6.0%	30l kegs	85
Rooster's Baby-Faced Assassin	India Pale Ale	6.1%	24 x 330ml cans	86
Stevens Point IPA	India Pale Ale	5.6%	24 x 355ml bottles	87
Vedett IPA	India Pale Ale	5.5%	24 x 330ml bottles, 20l kegs	88

RICH & full-flavoured - CRAFT BEER

Brand	Beer Style	ABV	Format	Pg
Anchor Porter	American Porter	5.6%	24 x 355ml bottles	92
Boulevard Tank 7 Farmhouse Ale	Saison	8.5%	24 x 355ml bottles	93
Duvel	Golden Ale	8.5%	24 x 330ml bottles	94
Innis & Gunn Original	Oak-Aged Ale	6.6%	12 x 330ml bottles	95
Westmalle Dubbel	Trappist	7.0%	24 x 330ml bottles	96

CRISP & tangy - CRAFT CIDER

Brand	Cider Style	ABV	Format	Pg
Angry Orchard	Crisp Apple	5.0%	24 x 500ml bottles	100
Bad Apple	Herefordshire Cider	5.1%	50l kegs	101
Caple Rd. Cider Blend No.3	Herefordshire Cider	5.2%	24 x 330ml cans	102
Hobo East Coast Cyder	East Coast Cyder	5.1%	24 x 330ml cans	103

WELCOME to Crafted 2016

CRAFT & SPECIALITY BEERS AND CIDERS FROM Carlsberg UK



The craft beer market has continued to show astonishing growth since Carlsberg UK first launched the Crafted range two years ago.

The latest figures from market researchers Mintel show that nearly one in four British adults now claim to be craft beer drinkers, and craft is by far the fastest growing segment of the British beer market.

But the beauty of craft is that within it, it's not just being driven by one big trend. A big part of its appeal is its diversity, both in the number of brands, and in the range of different styles and flavours of beer.

For many people, their first experience of craft beer is an American pale ale or IPA such as the legendary Sierra Nevada Pale Ale or Brooklyn Brewery's East India Pale Ale. That's why, when I've met publicans at previous Crafted events, these are the beers I tend to start them off with. Depending on their reaction to the fruity, zesty aromas and mouth-tingling bitterness of beers in this style, I can take them into beers with different or more intense hop aromas, or try them on a different style of beer altogether, such as the sweet, rich, caramelly delights of Westmalle Dubbel or the crisp smack of authentic Pilsner in a Vedett Extra Blond. What I've learned from this is that these are very good beers to form the core of a range if you're just starting to stock craft beers and introduce people to them.

From there you can go in all sorts of directions. This year, the addition of Oakham's Green Devil in keg and the superb Baby Faced Assassin and

Fort Smith from Rooster's prove that British brewers know what they're doing with pale hoppy beers too. Hitachino Nest White Ale, from Japan, underlines that the beer boom is a truly global phenomenon.

I'm also delighted that this year sees the introduction of some interesting ciders. There's much more to cider than fruit flavours on one side and farmhouse scrumpy on the other. The Crafted range now includes beautiful drinks from revered cider makers Aspall and Weston's, and I'm looking forward to trying Carlsberg UK's own Bad Apple cider as soon as I can.

These are great times to be a drinker (or a writer about) beer and cider. Get to know the drinks in this range, and you might find it's a great time to be a seller of them too.

Cheers!
Pete Brown

Pete Brown is a Writer, Consultant and Broadcaster who specialises in Beer, Pubs and Cider and why they're important. He is the author of seven books and many articles in the drinks trade press and consumer press. He is a member of the British Guild of Beer Writers and was Beer Writer of the Year in 2009 and 2012.





CRAFTED in - 2016 -

The diversification of the UK beer market continues apace.

Since 2002, the number of breweries in the UK has trebled and many of these are tapping into the craft space, picking up on the headline trends of premiumisation, flavour and authenticity.

We have increased the range for 2016 in several key areas;

- Focus on true British craft, but with a keen eye on the best known international brands.
- Extension of popular pale ale and IPA styles.
- New and different pack formats.

What that means to you is that we can now offer more choice than ever before, from light and delicate honey ales, through to zingy and bitter IPAs packing a huge hoppy flavour hit. We've got some of your favourites from 2015 in new formats, like Sierra Nevada Pale Ale on keg and Brooklyn Lager in cans. We're particularly excited about 'Shed Head', our new American Pale Ale from the Backyard Brewery in Sweden. Read all about it on page 69!

We've also expanded into ciderspace! Alongside our wickedly tangy Bad Apple draught cider from Herefordshire, we've got great packaged cider choices from Angry Orchard, Caple Rd. and Hobo.

Whether you are starting out on the craft journey or are an established craft retailer, "Crafted by Carlsberg UK" is here to help you on your way, so sit back, choose your range and start sharing the joy of craft beer and cider with your customers!

David Gwilliam
Category Manager – Crafted

TOP PICKS FOR 2016

Hiver, The Honey Beer	Pg42
Big Hug Hibernation White IPA.....	Pg57
Rooster's Baby-Faced Assassin.....	Pg86
Shed Head.....	Pg69

HOW TO GET STARTED - choosing - YOUR RANGE



How can you help more drinkers to discover the greatness of craft beer?

THE RIGHT RANGE

It's important to choose the right range for your outlet. Follow these simple rules to help you:

- If you are new to craft start with well-known brands and/or the most popular styles such as craft lager or pale ale. It's easy to start with packaged products and move onto draught products once you have made a success of your initial range. Well-known brands such as Brooklyn, Sierra Nevada or Vedett are a great place to start or tap into the most popular styles with Shed Head American Pale Ale from Backyard Brewery, Sweden.
- We've split our range into 5 easy segments. Use these to ensure you cover different beer and cider styles. The table below is a guide to help you build your range. If you are new to craft a balanced range of 6 products is a great introduction.
- Make sure your craft range complements your current range.

- Don't leave a big gap between your most premium products and craft. Use a world lager or premium cask ale to bridge the gap and encourage trading up.
- Check your pricing and ensure you have a balanced price ladder. Large gaps will stop consumers trading up.
- Display your range prominently to make sure your customers know what you have.
- Use a chalkboard or a beer menu (create your own menus for free at carlsbergwedelivermore.co.uk).
- Remember some of your customers may not know as much about beer/cider as you. Rather than just a long list of products offer some recommendations of beers or ciders that can act as a simple gateway into craft.
- Add beers that are great with food to your wine list and/or suggest pairings on your menus.
- Display bottles and if you have room display some craft glassware.

STYLE	NEW TO CRAFT	ESTABLISHED CRAFT OUTLET		
	NO. OF BRANDS	NO. OF BRANDS	NO. OF BRANDS	NO. OF BRANDS
LIGHT & delicate	2	3	4	5
BALANCED & rounded	2	3	4	5
zingy & BITTER	1	2	3	5
RICH & full-flavoured	0	1	1	2
-Cider- crisp & tangy	1	1	2	3

MARKET

- stats -

**- craft -
BEER**
category is
growing by
30.9%

& now accounts for **3.5%**

30%

of On-Trade
outlets stock

**- craft -
BEER**

*Almost
1 IN 3
- craft -
BEERS
sold is
PALE ALE/IPA*

it's also one of the
fastest growing
styles +62%



CGA Brand Index data to 05/09/2015

Craft beers are marching across
the world. Here are some craft
facts from around the globe and
a few from home;

AROUND THE WORLD:



The oldest known recipe in the
world is for beer.



The first beer cans were
produced in 1935.



A giant goat whose udders
provided an endless supply
of beer is what Vikings
thought awaited them in
Valhalla, the Viking heaven.



The term 'the real McCoy'
derives from Jim McCoy, a
Prohibition-era bootlegger
whose beers were impressively
similar in taste to the real
brands.



The Japanese delicacy Kobe
beef is made from cows that
have been massaged in beer.



The Weihenstephan Brewery
in Bavaria, brewing since
1040, is the world's oldest
running brewery.



UK:

1,500

More than 1,500 craft
breweries in the UK – highest
number for 70+ years.



82% of beer sold in UK is
brewed here.



In 2015, a new brewery opened
every other day.



London had 6 breweries in
2008 and 46 in 2013.
Today, there are 80+.





GROWING - the - DISCOVERY

The joy of craft beer is finding the flavours that make you want to make the most of every sip. The pub or bar that makes it easy for drinkers to try new styles, find the tastes they prefer and build their knowledge of breweries and brews will be repaid with a loyal fan base. Serving craft beer never has to be a hard sell.

So how can you help more drinkers begin the discovery? By giving some enthusiastic guidance, piquing curiosity, and growing knowledge.

MAKE CRAFT ACCESSIBLE

Whatever the size of your range, make it easy for the newbies to give it a go. Pretension has no part in enjoying craft. A 'menu' organised by country and style helps your customer to know where to start. It doesn't have to be formal and printed – a blackboard is fine and easy to update. Once customers know what styles they enjoy, they can move on from there.

If they want to experiment with something new, give them a taster. Letting drinkers try before they buy oozes confidence in your selection. It also lets you open the conversation – once you get them talking about what they like and what they don't, you can steer them to the right choices.

GIVE PERSONAL RECOMMENDATIONS

Drinkers always say the most useful recommendations on what to drink come from knowledgeable friends or bar staff.

Staff who are unfamiliar with craft beer often make the mistake of trying to serve the newbie the beer that's closest to lager, with the lightest flavour. This is great if you're talking to a lager drinker, but craft doesn't always work like that – and not everyone is coming across from lager.

GROW THE KNOWLEDGE

You can take the conversation further and grow the knowledge with expert talks and organised tastings. For the craft drinker, a little knowledge is a lovely thing. It helps them extend their flavour comfort zone and discover new passions.

KEEP UP THE INTEREST

It's always good to keep your range interesting and refreshed so there's something new to discover. Introducing seasonal specials or guest beers maintains the interest for regulars. It also gives you something to tweet about and news to liven up your Facebook page and bring fresh customers in.

But you don't need to go wild with new beers every week. Drinkers have their favourites and want some continuity. Rotating the range and introducing new flavours once a month or so keeps the love alive.

"A 'MENU' ORGANISED BY COUNTRY AND STYLE HELPS YOUR CUSTOMER TO KNOW WHERE TO START. IT DOESN'T HAVE TO BE FORMAL AND PRINTED - A BLACKBOARD IS FINE AND EASY TO UPDATE."

IF YOU USUALLY DRINK...

Mainstream lager

Real ale

Fruity white wine such as Chardonnay

Dry, citrusy white like Sauvignon Blanc

Spicy red wine such as Shiraz

Fruit Cider

Gin

YOU MAY LIKE...

Authentic pilsner

American amber ale

German wheat beer

American-style IPA

Imperial stout

Fruit beer/Craft Cider

Hoppy IPA

crafting THE EXPERIENCE



BEER THAT'S CRAFTED WITH CARE, DESERVES TO BE SERVED WITH FLAIR. EVERY GLASS SHOULD BE A SPECIAL EXPERIENCE – THAT'S WHAT MAKES IT WORTH A PREMIUM PRICE.

There are four elements to creating a truly great craft drinking experience.

TEMPERATURE

Temperature is crucial to bringing out the flavour and aroma of craft beer. Serve a beer too cold and you won't get the full impact. Serve it too warm and it won't be as refreshing. But with such a variety of beers, there's no simple 'right' answer when it comes to temperature for craft – it's all a question of style. Generally, lighter beers, like lagers and wheat beers are best served cool (around 4.5°C) and richer beers, like porter, warm (around 12-13°C), but there are always exceptions.



QUICK CRAFT SERVING TEMPERATURES

Richly-flavoured, very malty & high-alcohol styles	13°C	50–55°F
Standard ales, amber lager, dark lager, ciders	8°C	46°F
Pale lagers, lightest ales, sweeter fruit-flavoured lambics	5°C	41°F
Pale lagers, light beer, fruit beers, wheat beers	3°C	34–38°F

Beer will warm up by about 2°F when poured into a room-temperature, thin-shelled glass.

THE RANGE

Firstly, don't stock too many different beers. Some specialist bars stock hundreds, but their audience is looking for something new and different every time.

A well-balanced range of half a dozen beers can satisfy any palate. We've split the Crafted range by flavour profile. Choose from across these sections to create variety.

Beer menus with brief descriptions of flavour, strength and style help people order confidently, and encourage beers stocked in back-bar fridges to move a little quicker.



THE RIGHT GLASS

It's not just temperature that allows the drinker to enjoy the flavour and character. A glass is essential – crafts aren't beers to be necked from the bottle. Glasses help retain the head and aroma and open up the flavours of the beer.



There's a guide to the main types of glasses and how they improve the drinking pleasure of different beer styles [on the next page](#). You may not want to hold the full range of glassware, but a selection of at least pint, stein, tulip and pilsner glasses is a starting point for a craft service.

Don't forget that trial is a big part of craft discovery. Keep a rack of tasting glasses so you can give customers a try when they're thinking of venturing into new territory.

THE RIGHT SERVE

A great craft serve is about respect for the brew and a basic knowledge of the different types of beer, rather than flashy 'cocktail' showmanship.

For most craft beers, bottled or draught, you just pour as you would any premium beer. All you need is a touch of reverence and a room temperature glass.

 **Tilt the glass at 45° for optimum pouring**

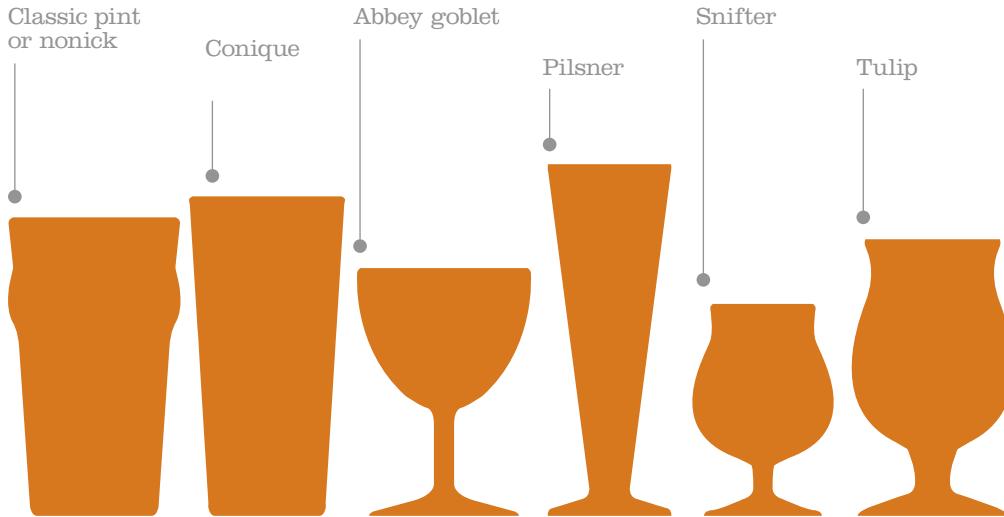
"WHILE CRAFT BEER ISN'T DIFFICULT TO UNDERSTAND, IT IS NEW TO A LOT OF PEOPLE AND THEY CAN FEEL DAUNTED BY IT. IT'S ESSENTIAL TO TELL YOUR CUSTOMERS ABOUT YOUR RANGE. DISPLAY YOUR RANGE PROMINENTLY AND USE BEER MENUS OR BOARDS "

Bottle conditioned beers are the exception. Bottle conditioned means a little bit of yeast is left in the bottle, which naturally carbonates the beer. For some styles of beer, swirling the last bit of liquid in the bottle and pouring the yeast into the glass enhances the flavour. For others, pouring the sediment into the glass can make the beer taste 'off' and you don't want that. Knowing your beer styles is important to the good serve. But individual taste comes into play too, so it's always worth asking the customer whether they'd prefer you to pour or pour themselves.

KNOW your GLASS

"IT'S ABSOLUTELY CRITICAL TO MAKE SURE THE SERVING AND PRESENTATION OF CRAFT BEER IS JUST RIGHT."

Elaine Clarke – Frederiks, Liverpool



CLASSIC PINT OR NONICK

Cask-conditioned bitters and lagers. The wide mouth releases the aromas and allows a satisfying sup.

CONIQUE

Simple and practical for ales, lagers and cider.

ABBEY GOBLET

Belgian ales, especially abbey beers. Broad brimmed to let the complex flavours open out.

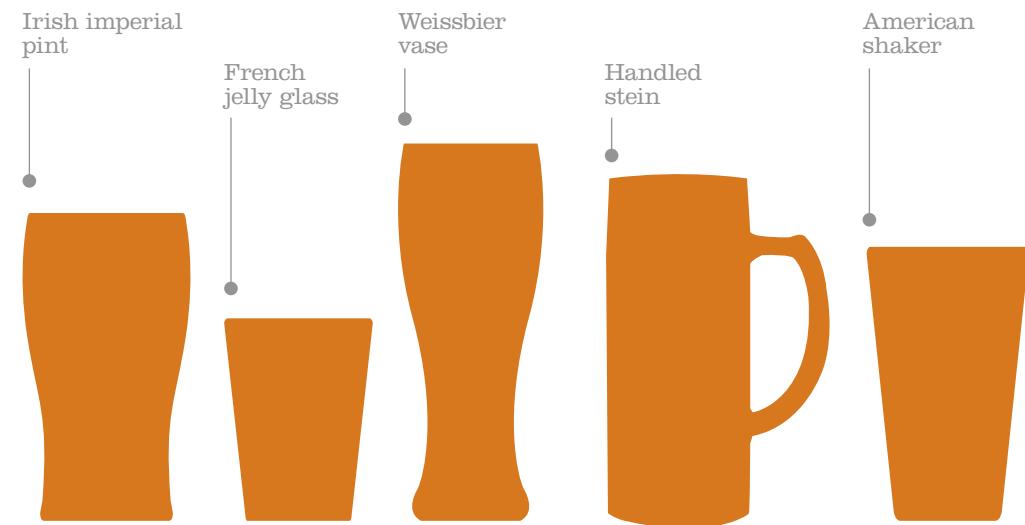
TULIP

Strong beers. Allows swirling before tasting to release the aroma.

The right glass for the beer style is part of the magic too: it shows you treat your beers with respect and want your drinkers to enjoy them to the max. Glasses help retain the head and aroma and open up the flavours of the beer.

Here's a guide to the main types of glasses and how they improve the drinking pleasure of different beer styles. You may not want to hold the full range of glassware, but a selection of at least pint, stein, tulip and pilsner glasses is

a starting point for a craft service. Don't forget that trial is a big part of craft discovery. Keep a rack of tasting glasses so you can give customers a try when they're thinking of venturing into new territory.



IRISH IMPERIAL PINT

Ales, stouts and porters. Again the wide mouth releases the aroma.

FRENCH JELLY GLASS

Ideal for Belgian wheat beers. Lets the flavours open out.

WEISSBIER VASE

For wheat beers. Plenty of room for the fluffy head that comes with this style of beer.

HANDED STEIN

Traditional German beers. The vessel of choice at Oktoberfest throughout Southern Germany, it's easy to handle and the hand doesn't warm the beer.

THE AMERICAN 'SHAKER'

US craft beers of all kinds. Practical, no nonsense and easy to hold.



A JOURNEY THROUGH
CRAFT BEER & CIDER
- styles -

LAGER

Light, smooth and refreshingly carbonated, the ultimate thirst quencher on a hot day. Craft lager is an unbeatable experience.

PILSNER

Originally brewed in Czechoslovakia, a classic style of lager; pale, golden and frothy and meant to be drunk very cold.

BITTER

Dry and aromatic with plenty of hop flavour, it's the traditional taste of Britain.

**SAISON**

Originated from ales brewed during the cooler months in Wallonia, the French-speaking region of Belgium. Generally highly carbonated, fruity and spicy.

ALE

Aromatic and fruity, less carbonated than lager and generally drunk warmer, there's no end to the variety from golden or amber to dark.

**PALE ALE**

Hop-forward, with big fruity or spicy flavours, pale in name, but never in taste.

PORTER

Originally thought of as 'nourishing' brews, these are dark, complex, often spicy and meant for sipping slowly. They give spicy red wines like Shiraz a run for their money.

INDIA PALE ALE (IPA)

Originally made in England for export to India, a little stronger than pale ale, but equally big on flavour, often citrusy or tropical fruit, a great beer for lovers of Sauvignon Blanc wine.

**CIDER** new

Craft Ciders usually with a high juice content and a dry, astringent finish. Made with traditional techniques and modern packaging.

WHEAT BEER

Brewed with malted wheat and barley, they're effervescent, silky in the mouth and often cloudy; the perfect taste of summer.

CUNNING -cans-

Some beers improve with age much like a fine wine. Bottle-conditioned beers, Trappist ales, Lambics and barley wines can be laid down and left to improve over time, their character slowly yet constantly evolving, their flavours becoming more complex.

Yet the vast majority of beer is brewed, and designed to be drunk, in as fresh a condition as possible. Particularly in pubs. For beer to be kept fresh, it requires protection from its two arch enemies; sunlight and oxygen.

OXYGEN

Oxygen is absolutely essential for us humans yet calamitous for beer. It creates an array of undesirable 'off' flavours ranging from wet cardboard and leather to lipstick, stale bread and sherry – and we're not talking good sherry. In terms of picking up unwanted oxygen, cans once lagged behind bottles but that's no longer the case thanks to advances in canning technology and hermetically sealed cans are now considered just as, if not more, reliable.



"CANS ARE CONSIDERABLY MORE CUNNING WHEN IT COMES TO KEEPING LIGHT OUT. BEERS ARE LIKE GREMLINS IN THAT THEY LOATH LIGHT."

LIGHT

Cans are considerably more cunning when it comes to keeping light out. Beers are like Gremlins in that they loath light. Over-exposure to UV light reacts with compounds found in hops that unleash an unpleasant aroma which white-coated boffins call MBT or '3-methyl-2-butene-1-thiol'. This renders beer lightstruck or 'skunked' – so named because the aroma is similar to the notorious stench sprayed from the anal glands of stressed-out skunks. It's not a flavour descriptor that brewers tend to put on their labels but, if they're putting their beer in clear rather than brown bottles and storing them in sunlight then, quite frankly, they might as well do. Cans, in contrast, are completely impermeable to such ruinous rays. Look into a can and you'll see. Rather, you won't see because it's extremely dark inside a beer can and light doesn't get in until you open it. Given that the skunked sensation occurs when light hits the hops, the can is a particularly brilliant receptacle in which to house hop-forward beers like Flying Dog Easy IPA, Rooster's Baby-Faced Assassin and Crafty Dan 13 Guns.



CONTAINER OF CHOICE

More than 80 years since it first made its debut in America, the can is now being promoted as the sealed container of choice among a new breed of craft brewers. Just as New World winemakers successfully overcame scepticism surrounding the screwcap, canned beer is no longer viewed by the modern craft beer consumer as the village idiot of vessels. The common criticism that cans taint beer with a metallic 'off' flavour no longer holds true. Modern cans are lined with a very thin, uber-sophisticated, impenetrable polymer coating that prevents the beer ever touching metal. If you're tasting metal, it's likely your mouth is touching the can.

ON-TRADE

The number of British craft brewers putting their beers in cans is growing rapidly and several micro-canning operations have emerged in the UK to meet growing demand and canned craft beer even has its own Indie Beer Can Festival and competition. The case for cans is a compelling one – particularly if you run a pub. Quite apart

The Thinking Drinkers are Ben McFarland and Tom Sandham. Award-winning drinks writers, experts, authors, comedians and educators. This August, they return to the Edinburgh Fringe Festival for the 6th year with their new show 'Around the World in 80 Drinks'.

from keeping craft beer fresher for longer, cans don't break, they're lighter than bottles and take up less space, they're more environmentally friendly. They're ideal for outdoor events and bars as well.

THE COOL FACTOR

Cans look cooler too. Unshackled from the confines of a modest bottle label, can designers have 360 degrees of creative space on which to showboat in style, seducing pub-goers that, while it may well pain purists, drink as much with their eyes as their mouths. Not literally of course, that would be messy. But if you're going to offer cans, create consumer confidence in the category by filling an entire chiller with a bank of colourful brands, offer an array of different styles and include one of a growing number of canned craft ciders such as Hobo Cyder or Caple Rd. Don't just half-heartedly isolate one or two cans next to the semi-skimmed and some weary kaffir leaves on the fridge floor.



"IS THERE ANYTHING BETTER THAN A GOOD BEER WITH YOUR MEAL? WE'VE PAIRED OUR DISHES TO BOTH BEER AND WINE. IT'S BEEN GREAT SEEING OUR CUSTOMERS FINDING NEW COMBINATIONS AND COMING BACK TO TRY SOMETHING ELSE."

Adam Lewis – Everybodys, Guiseley

- THE - **FOOD lover's BEER**

A beautifully crafted beer can be sipped, savoured and enjoyed just for its flavoursome self.

But matching your craft beers with good food takes the experience to another level.

The huge variety of tastes means there's a beer to suit whatever kind of food you serve. It doesn't matter whether it's a pizza or a Ploughman's, a traditional Sunday roast or a full-on gourmet meal, the right beer can make it very special indeed.

Craft beers can go anywhere wine can go and, in many ways, the basic principle is the same: match the intensity of flavour in the food and the beer to make sure they're in balance so one does not drown out the other. Beyond that, the only rules are the ones you and your drinkers make for yourselves. If you hold tastings with your staff and carefully create your own combinations, drinkers will quickly get enthusiastic about your recommendations.

Here are some ideas about beer styles and the types of food that make a great match:

CRAFT LAGER Crisp, smooth and carbonated: the bubbles disperse spicy or fatty food	Mexican, Thai, BBQ, smoked or cured meats, seafood and sushi
PILSNER Pale and frothy: complements, rather than dominates lighter food	Chicken, salads, salmon
WHEAT BEER Silky and citrusy: great for foods where flavours add to the experience	Seafood, light creamy desserts like panna cotta
ALE Aromatic and fruity, less carbonated. Differing in depth and intensity of flavour, there is an ale for the lightest to the heartiest meal	Blondes for chicken and salads. Reds for seafood, chicken and burgers. Golden for spicy food. Brown ales for hearty roasts
PALE ALE Big, fruity or spicy flavours that go well with meaty dishes and cheese	Hearty meat pies, burgers, Cheddar
IPA Big fruity flavour that balances strong or rich, sweet flavours and brings out the fiery best in spicy food	Strong spicy foods like curry, sweet desserts such as apple pie
PORTER Dark, rich and complex, the flavours are bold enough to hold their own with strong, meaty dishes	Roasts, sausages, smoked meats
CIDER Fresh fruit aromas, crisp acidity: great with cheese, charcuterie and dishes accompanied by creamy sauces. Fruity character will also pair nicely with spicy oriental dishes	Cheddar, creamy risotto, fragrant spice, pork

IS BEER - better with - FOOD?

It seems there have been a myriad of articles recently professing that beer is much better with food than wine.

Whilst it's probably quite easy to argue that the huge range of styles of beer now available makes it infinitely more flexible than wine, the notion that one is better than the other is surely missing the point?

I must admit that when I sit down for my meal and I am only offered a wine list I find myself close to a tantrum my 3 year old would be proud of. I want beer! Or perhaps I don't. What I do want is a choice. I want to make my own mind up on what I want to drink and that might change depending on the occasion/time of day/how I'm feeling/what I'm eating/who I'm with or any combination of these. The point I'm trying to make is that often we are only offered one alternative and in 2016 that's not good enough.

There is no doubt that beer is fantastic with many different types of food. A pale ale or a pilsner can be a great accompaniment with burgers or other fatty foods – the combination of hoppy bitterness and carbonation cuts through the oily food in a way wine can never do. A wheat beer can pair beautifully with seafood or lighter delicate dishes and an IPA can be real eye opener when served with a spicy curry. However none of these pairings will work if you simply don't like beer.

That takes me back to the point of this article. Rather than arguing whether beer is better than wine, offer your customers a choice and let them decide. A beer list with suggested food pairing is great but if you don't have the room add some to your wine list or better still create a full drinks list including cider, spirits and soft drinks as well. Additionally add some suggestions to your menu and let your customers try something new. You never know, they might even like it.

Adrian Rigby
Marketing Manager – Crafted

Craft beer menus are available to personalise on carlsbergwedelivermore.co.uk, they can include your own text and logos (and photography if required) – professionally printed and delivered to your door. All products (including our new craft beers) are easy to select and are provided with tasting notes and ready-to-use product images so you can add them directly to your menus.



“ RATHER THAN ARGUING WHETHER BEER IS BETTER THAN WINE, OFFER YOUR CUSTOMERS A CHOICE AND LET THEM DECIDE. ”

Adrian Rigby
Marketing Manager – Crafted



The **ART** of - craft -

Here's an anatomy of craft beer and how it calls to the senses in many different ways. The more you can talk about both in a personal, accessible, unpretentious way, the more you can pass on the delights of great beer.

AROMA

Craft beer glasses are designed to release the aroma of a particular beer. Aromas can be light and floral, richly fruity or citrusy; they can be peppery, spicy or conjure up grass or wood. The aroma has a big impact on how the drinker appreciates the flavour. Get the right glass, take a few deep sniffs and your imagination will do the rest.

TASTE

Taste buds will usually detect five core tastes: bitter, salty, sour, sweet and umami (a savoury taste, like soy sauce). See which comes to the fore.

FLAVOUR

Aroma and taste fuse to create the overall perception of the flavour of the beer. There are many descriptions to choose from, just like wine tasting: nutty, caramel, chocolatey, earthy, herbal, spicy, fruity, but be creative and make your descriptions individual.

MOUTHFEEL

Not surprisingly, the way the body of the beer feels in your mouth: is it light, smooth and creamy, heavy, or tingly with carbonation?

To share the enthusiasm and guide customers through the discovery of craft, you need to share the love.

HEAD

The head, too, can vary from beer to beer. Rich and long-lasting, or delicate, the head holds in the aromatic quality of the beer, making each sip more flavoursome.

CLARITY

A great beer can be anywhere between crystal clear to intriguingly cloudy.

COLOUR

Again there's a whole palette of colours. The classic descriptions run from straw to black via golds, ambers and browns, but be as inventive as you like.

CARBONATION

Subtle and lightly carbonated or frothily effervescent, carbonation is an important part of the experience.

BALANCE

The balance between malt's sweetness and the bitterness of hops is very unique to every craft beer and preferences are very unique to every individual drinker.

CRAFT - in cask -

What is the difference between craft and cask?

One of the most frequently asked questions that we are asked is "What is the difference between craft beer and cask beer?" The simple answer is "there isn't one!" According to the 2015 Cask report, 64% of all craft beer sold in the UK is cask beer. Of course, that doesn't mean that all cask beer is craft beer, but it does mean that the brewing industry is tapping into the big macro trend of premiumising the offer.



For more information and a copy of our 2016/17 Tapster's Cask Ale Guide please speak to your sales representative.

WINES & SPIRITS

Our specialist Wines & Spirits arm, Crown Cellars, offers an extensive choice of premium wines and spirits from around the world.

WINES

The growth of Prosecco has continued unabated. In addition the wines category has continued to see customers want to explore wines that are considered to be outside the norm. With this in mind Crown Cellars have added an exciting new range.



In line with the phenomenal growth in craft we have added several new brands with a quirky edge which we are confident will appeal to this type of customer.

Over 135 of our 500+ wines are exclusively available to the On-Trade through Crown Cellars.

SPIRITS

Has the UK Spirits market ever been more exciting? Despite only making up 2.1% of total On-Trade volume, spirits account for almost 25% of value which reinforces the importance of having the right range in your venue.

If you want to see innovation in spirits then look no further than a Gin category that continues to blaze a trail for new ideas and excitement where premium Gin has grown a massive 46%. Gin has undoubtedly captured the hearts, minds and wallets of the British drinker, who is still on a voyage of discovery, eager to try new styles, and experiment with new brands. This year we have added a number of exciting new listings to our range.

In the same vein Rum is a category that is very much on-trend with particularly strong growth in golden and dark and we have made range extensions to both.



For a copy of our Wines & Spirits Guide speak to your sales representative or one of our specialist Crown Cellars team. crowncellarswines.co.uk [@crowncellarsuk](https://twitter.com/crowncellarsuk)



SHARING - our - SELECTION



At Carlsberg UK, we've watched the continued rise of craft beer and share the enthusiasm of beer lovers for the way it has transformed attitudes to beer. It has revitalised pubs and bars and brought back the buzz around beer. Best of all, it has brought a whole new generation into enjoying beer.

We road-tested our craft beer selection in 2015 and it proved very popular with all kinds of licensed premises.

This year we've kept the biggest sellers, as well as adding a broader variety of flavours and styles. There's something here to appeal to everyone from the aficionado to someone drinking beer for the very first time, ready to have their perceptions of what beer can be shattered.

RECOMMENDING CRAFT: THE TECHNICAL STUFF

The drinking experience is a personal one. But the details on craft beer labels give some useful technical information that can help you select your range and guide your customer to the right beer for the right occasion.



ALCOHOL

ABV, 'Alcohol By Volume', is based on a precise chemical calculation. Many craft brewers experiment with higher ABVs so the range is wide.

GRAVITY

A measure of the density of malt/sugar in water before fermentation. The higher the number – we use the Original Extract system (OE) – the more sugar is present. Craft beers often have a higher specific gravity.

BITTERNESS

IBU, International Bittering Units, records the level of bitterness from the hops, offset by the malt – a light lager might be 5 IBU, an IPA more than 50.



LIGHT - & delicate - CRAFT BEERS

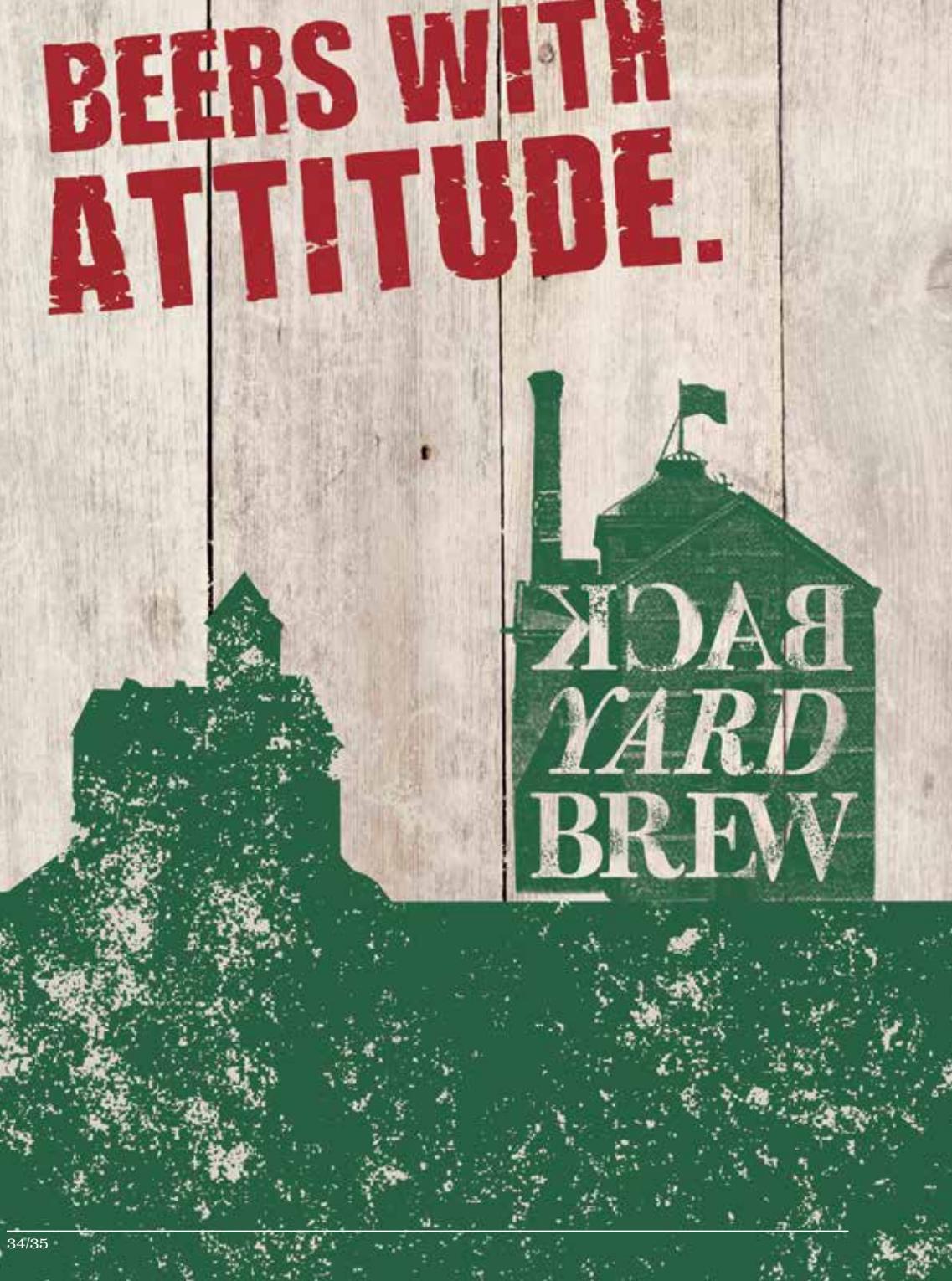


FRUITY, AROMATIC, FRESH AND/OR SLIGHTLY HOPPY

Pale lagers, golden and pale ales and quenching wheat beers, these hit the spot on warm days and nights and won't overwhelm food. Our selection is a blend of styles from the Old and New Worlds of craft brewing.

- 35** – Bee 17
- 36** – Black Isle Blonde Lager
- 37** – Curious Brew
- 38** – Erdinger Alkoholfrei
- 39** – Erdinger Weissbier
- 40** – Frontier
- 41** – Hitachino Nest Beer
- 42** – Hiver, The Honey Beer
- 43** – Hop House 13
- 44** – Innis & Gunn Lager
- 45** – Jack Brand Dry Hopped Lager
- 46** – Korev
- 47** – Liefmans Fruitesse
- 48** – Portobello London Pilsner
- 49** – Revisionist Craft Lager
- 50** – Seventh Step
- 51** – Vedett Extra Blond
- 52** – Vedett White
- 53** – Whitstable Bay Pale Ale

BEERS WITH ATTITUDE.



BACKYARD BREWERY SWEDEN BEE 17



Incoming! The Bee 17 turned out pretty much as you would expect a pilsner-style lager from the Backyard Brewery in Sweden to. While lagering the brewmaster bombards the brew with hops giving the beer its final profile. The grassy Saaz battles flowery Willamette for your nose's attention, giving it a pleasurable sting in the tail. No wonder there's a real buzz about this beer.

Beer style
Hop-Struck Pilsner

Beer nerd info
ABV 4.7% IBU 33 OE 11.3
Malts Pilsner, Münchner and Caramel
Hops Zeus, Willamette and Saaz

Tasting notes
Golden in colour with a pearly white head, elegant dry body and a refreshing bitterness. Combines the elegance and drinkability of a pilsner with the charged floral nose of a dry-hopped lager.

Falkenberg, Sweden

Serve cold enough to freeze the balls off a pool table.



BLACK ISLE BREWING Co

BLACK ISLE BLONDE LAGER

At Black Isle we believe that our beer is good for you and the environment too. We are Scotland's only organic brewery making world class beers from our beautiful and wild Highland home. We use only the finest organic malted barley and hops – grown on our own farm and other organic farms, without the use of chemicals – as nature intended. The fresh, pure water is drawn from our own private source deep below the brewery.

 **Beer style**
Continental Style Blonde Lager

 **Beer nerd info**
ABV 4.5% IBU 31
Malts Organic Extra Pale
Hops Palisade, Wakatu, Hallertau

 **Tasting notes**
Light biscuit palate and fresh grassy aroma.

 Highlands,
Scotland

 4-5°C

new



blackislebrewery.com

CHAPEL DOWN

CURIOS BREW

new



From the UK's leading winemaker, Chapel Down produces a world-class range of sparkling and still wines, together with the award-winning range of Curious beers. Our range of Curious beers uses our winemaking excellence. We only try to create products where we can add value as a winemaker and make something better. Curious Brew is a premium lager brewed in England and re-fermented with Champagne yeast for a curiously distinctive, clean and refreshing lager beer. A modern lager beer made to refresh and delight.

 **Beer style**
English Craft Lager

 **Beer nerd info**
ABV 4.7% IBU 19
Malts East Anglian Pale
Hops Czech Saaz and US Cascade,
Nelson Sauvin

 **Tasting notes**
Full-flavoured and well-balanced with aromatic hoppy notes and a uniquely crisp refreshing finish.

 **Accompaniment**
Good with fish & chips where it cuts through deep fried food and the aromatic citrus flavours are good with cod or haddock.

 **Format**
330ml bottles

 Tenterden,
England

 5°C or less.



chapeldown.com

new

WERNER BROMBACH ERDINGER ALKOHOLFREI



Brewed with the highest quality, natural ingredients in accordance with the strict Bavarian Purity Law and containing just 25kcal per 100ml, Erdinger Alkoholfrei is ideal for sports enthusiasts and a genuine alternative to other specialty wheat beers.

Beer style
Low Alcohol

Beer nerd info
Bottle conditioned
ABV 0.4% IBU 15
Malts 50% Mix Barley and Wheat
Hops Hallatau

Tasting notes
Retaining the aromatic, full-bodied Erdinger character, Erdinger Alkoholfrei 'low alcohol' represents a quality product in the Erdinger range and a genuine alternative to other specialty wheat beers.

Erding,
Germany
 2.5-4°C



WERNER BROMBACH ERDINGER WEISSBIER



This is the classic wheat beer (Weissbier), a style of beer that uses wheat as well as barley malt, to deliver a cloudy beer with citrusy flavours. It has been lovingly produced since 1516 by the custodian of this brewing tradition – in Erding, a small town in Bavaria. Not surprisingly, this is a wonderfully honed, highly perfected product, created according to the strict Bavarian Purity Law of 1516. It's a cereal thriller, brewed with crystal-clear water from the brewery's own wells.

Beer style
Wheat Beer

Beer nerd info
Bottle conditioned
ABV 5.3% IBU 9.5 OE 12.6
Malts Pale Amber and Wheat
Hops Hallertau

Tasting notes
Fresh and fruity with hints of apple and banana. Light biscuity grains, with subtle spice undertones, delivering a full, and ultimately refreshing taste.

Erding,
Germany
 2-4°C



FULLER'S FRONTIER



Frontier is unique in that it embodies a wealth of flavours, due largely to the special blend of high-quality new-world hops, and the traditional brewing style to which Fuller's is so accustomed. The brewing process for Frontier lasts 42 days, which produces a beer with a fuller flavour compared to an average of 6 days for most mainstream lagers. We wanted to create a beer that broke through the traditions of accepted wisdom and challenged the norms associated with lager as it is recognised today.

Beer style
Craft Lager

Beer nerd info
ABV 4.5% IBU 25
Malts Pale
Hops Cascade, Liberty and Willamette

Tasting notes
Frontier's aroma highlights citrus zest. Its first sip is clean and crisp, with a cool and refreshing finish. Its mouthfeel is biscuity, with a slight linger but not over bitter.

London,
England
 2-4°C



fullers.co.uk

HITACHINO NEST WHITE ALE

new



Winners of numerous awards worldwide, Hitachino has established a cult following for their innovative craft brewing and distinctive owl logo – Kounosu, the village where the beers are brewed, means 'nest'. Brewed by Kiuchi Brewery, Hitachino beers are now enjoyed worldwide.

Beer style
A Japanese twist on a Belgian Wit

Beer nerd info
ABV 5.5% IBU 13
Malts Lager, Wheat
Hops Perle, Celleia, Amarillo, Styrian Goldings

Tasting notes
Hitachino Nest White Ale is brewed in the tradition of a Belgian style white beer with coriander, nutmeg, orange peel and orange juice. Refreshing, mildly hopped with a complex flavour it is one of Hitachino's top-selling beers in Japan, USA and now the UK.

Japan
 5°C



hitachino.cc/en

HIVER THE HONEY BEER

new



Hiver produces crisp and refreshing craft beers that are matured and unpasteurised. We ferment with raw urban and rural honeys, supporting the natural honey flavours with an organic malt and subtle use of hops to produce an award-winning and all-British blonde beer. We think this is what makes Hiver such a moreish and accessible craft beer, along with its signature crisp finish. Honey and beer, what's not to love?

Beer style Honey Blonde

Beer nerd info

ABV 5.0% IBU 16 OE 12

Malts Speciality Organic Barley and Wheat

Hops Challenger and UK Cascade

Tasting notes

Opening with an inviting honey and biscuit aroma, this blonde beer has a clean malt character with a crisp citrus finish. Hiver is unpasteurised and matured to enable the subtle honey flavours to shine through. A beer of medium body with a creamy mouthfeel that's both refreshing and a great pairing with food.

Sussex, England

5-7°C

hiverbeers.com

GUINNESS BREWERS PROJECT HOP HOUSE 13

new



Hop House 13 is a premium crafted lager with more character and more taste from Guinness. Brewed with Irish barley and aromatic hops, Hop House 13 continues our 256 years of heritage and brewing excellence at St James's Gate.

Beer style Craft Lager

Beer nerd info

ABV 5.0% IBU 18

Malts Brewed with Irish Barley
Hops American and Australian hops to create a refreshing tasting lager. The hops are added twice in the brewing process

Tasting notes

The combination of the hops and malts delivers a crisp and full-flavoured lager with subtle malty notes and fresh hop aromas.

Dublin, Ireland

2°C draught

guinness.com

THE INNIS & GUNN BREWING COMPANY INNIS & GUNN LAGER

new



Our lager is made in small batches with Naked Golden Oats and great Scottish pride and exuberance, which give it its full flavour and very smooth finish. Unusually, as well as our own, unique Lager malt, we have added some Naked Golden Oats to the brew, which impart a satisfying smoothness to the finish. Naked Golden Oats are grown without husks so that even more goodness and flavour can be extracted during brewing.

Beer style

Beer nerd info

ABV 4.6% IBU 21

Malts Innis & Gunn Lager Malt & Naked Golden Oats

Hops Super Styrian & Styrian Goldings

Tasting notes

Crisp and light, soft, aromatic hops and a rich creaminess from the oats.

Edinburgh, Scotland

2-5°C



innisandgunn.co.uk

ADNAMS

JACK BRAND DRY HOPPED LAGER

Hurray! There's been a breakthrough! This is the first lager that we've ever brewed at Adnams. We didn't just want to make any standard lager though, and using our years of brewing experience we think we've created something bold, bright and tasty. The Jack Brand range pays homage to the generations of brewers that have come before us, with a firm nod to our history, we've added an exciting slurp of 'the modern'. Dry Hopped Lager is a double award-winning beer, picking up gold awards at the International Beer Challenge and SIBA awards.

Beer style

Beer nerd info

ABV 4.2% IBU 25 OE 9.9

Malts Pilsner and Vienna Hops Galaxy

Tasting notes

Brewed with Pilsner malt – like all decent lagers – this authentic lager is then dry hopped with Australian Galaxy hops to add big, fruity hop flavours. Dry hopping allows us to pack more of a flavour punch and adds brilliant hop aromas. It's then 'lagered' (cold conditioned) to produce a full, well-rounded flavour. This golden lager is light, crisp and refreshing with subtle malty flavours and a super hoppy aroma of tropical fruits, citrus and passionfruit.

Southwold, England

7-10°C

Accompaniment

Our dry hopped lager works especially well with spicy foods, where its crisp bitterness cuts through the spices and keeps your palate refreshed, ready for more. It's particularly good with Thai and Vietnamese dishes.

Format

Awards

Gold (2014)
International Beer Challenge Awards
Gold (2015)
SIBA Champion Pale and Golden Lager



adnams.co.uk

ST AUSTELL BREWERY KOREV



A lager in the Helles style, Korev is a wonderful pale colour with a clean, crisp taste. A fine, refreshing lager, brewed from the heart of Cornwall. Korev (Ko-reff) is named after the Cornish word for beer. It is the first lager St Austell Brewery have brewed and is produced as a traditional lager. The whole process takes between 20 and 25 days. In comparison it takes 7 days to brew ale.

Beer style Helles-style Lager

Beer nerd info

ABV 4.8% IBU 23

Malts Low Colour Pale, Cara Gold, Flaked maize, acidulated malt.

Hops Magnum, Hersbrucker, Saaz.

Tasting notes

Pale, platinum gold with a delicate, herbal, hint of honey aroma. Crisp, clean, fresh, delicate tasting.

St Austell, Cornwall, England

5-7°C



LIEFMANS LIEFMANS FRUITESSE



This unique fruit beer is brewed with love and craftsmanship that is steeped in the rich tradition of Belgium beer culture. It is matured for 12 to 18 months on the juiciest cherries and enriched with a blend of 100% natural fruit juices. Thanks to this royal selection of wild cherries, strawberries, raspberries, elderberries and bilberries, Liefmans' master blenders have created a magnificent sweet aroma and an exceptionally refreshing fruit beer. Best served over ice.

Beer style Fruit Beer

Beer nerd info

ABV 3.8% IBU 10 OE 10.9

Malts French Barley and Wheat
Hops A blend of hops from Czech Republic, Slovenia and Germany

Tasting notes

A summery, refreshing fruit beer that is delightfully sweet, with the sparkle of Champagne and the freshness of a nicely chilled glass of wine.

Oudenaarde, Belgium

Well-chilled or over ice.



PORTOBELLO BREWING COMPANY PORTOBELLO LONDON PILSNER



Portobello has long been the funky centre of London's Notting Hill area, a bohemian, artisan quarter built around its famous market. The Portobello Brewing Company plugs straight into that heritage: a relatively new brewery, but with great expertise. Industry veteran Rob Jenkins together with co-founder and Head Brewer Farooq Khalid manage to bring a fresh approach to the craft beer scene. Their pilsner typifies a commitment to taste, quality and innovation.

Beer style Pilsner

Beer nerd info ABV 4.6% IBU 11.7 Malts Pilsner Hops A blend of German and Czech hops

Tasting notes

Portobello Pilsner is an unashamedly traditional pilsner-style lager and cannot be rushed. Long cold fermentation and maturation, with our specially selected yeast, is essential to achieve the fully rounded continental flavour.

London, England

4-6°C



portobellobrewing.com

MARSTON'S REVISIONIST CRAFT LAGER



The Marston's mantra is 'fresh thinking, fresh beers', so they gave their top brewers free rein to celebrate these principles and reinterpret classic beer styles. This lager was created at the Banks's Park Brewery in Wolverhampton – one of Marston's regional breweries – by Master Brewer Simon Yates, who blended the full flavour of 'New World' hop character with 'Old World' continental-style lager. The best of the old and the new.

Beer style Craft Lager

Beer nerd info ABV 4.0% IBU 32 OE 10 Malts Lager Hops German Hallertau Magnum and Tradition, Slovenian Styrian and dry-hopped with British Admiral and Boadicea varieties

Tasting notes

A refreshingly dry, easy-drinking lager with a subtle orange citrus marmalade flavour and hints of honey and flowers.

Wolverhampton, England

6°C



revisionistbeers.co.uk

ŽATECKÝ PIVOVAR THE SEVENTH STEP



For centuries, Bohemia has been endlessly occupied by other nations. One day it suddenly dawned on us – they were after our beer. So we did what we do best, we capitulated. We gave them our best hops, best malt and best brewmasters. Yet until now, we never disclosed the legendary secret to making a great beer perfect. Chilling the bottles on the seventh step in a cellar. Why? So we could do what we also do best. Profit off our wit. Now let us all drink in peace.

Beer style
Czech Craft Cold Hopped Lager

Beer nerd info
ABV 5.5% IBU 43
Malts Bavarian and Toffee
Hops Zatec (Saaz)

Tasting notes
Darker gold lager colour of late summer sky just before dusk, that will surprise you with its strength and a smooth, rich flavour. Selecting several species of barley malts and using long maturation, we managed to brew a beer, that you always enjoy.

Czech Rep.
 5-7°C



the7thstep.com

DUVEL MOORTGAT VEDETT EXTRA BLOND



From the celebrated Belgian brewery Duvel Moortgat, Vedett has always been a cult favourite: first close to home in Antwerp and Brussels, before its quirky taste and reputation for originality (including its retro design) attracted discerning drinkers throughout Belgium, and now across Europe. Vedett translates literally as 'Star' in both Flemish and French, and has lived up to its name as an anarchic, alternative and cool blonde beer.

Beer style
Pilsner

Beer nerd info
ABV 5.0% IBU 26 OE 11.5
Malts French Barley
Hops Czech and German Aromatic

Tasting notes
A crisp, clean dry tasting pilsner ensuring ultimate refreshment, with a pleasant lemony fragrance and light creamy maltiness.

Puurs,
Belgium
 3-6°C



vedett.com

DUVEL MOORTGAT VEDETT WHITE



Vedett Extra White, the white beer of the Vedett family. Only natural ingredients such as wheat, barley, hop, coriander and dried orange zest are used in the brewing process. To fully develop the taste palate, the beer is refermented in the bottle and keg for several weeks, an expertise that Duvel Moortgat is world-renowned for. The beer is bottled unfiltered to keep all the natural flavours together.

Beer style
Belgian Style Wheat Beer

Beer nerd info
ABV 4.7% IBU 15 OE 11.6
Malts French Barley and Wheat
Hops Aromatic Hops Czech Republic,
Slovenia, Germany

Tasting notes
A delicious refreshing taste, surprisingly crisp, punctuated with an orange and lemon like zest, rounded with a mildly bitter taste and dry finish.

Puurs,
Belgium
 3-6°C



vedett.com

FAVERSHAM STEAM BREWERY WHITSTABLE BAY PALE ALE



Whitstable, on the north coast of Kent, is an enticing mix of cosy cottages and fisherman's huts, a vibrant artist community and sloping shingle beaches. It is renowned for its fresh seafood, especially the local oysters, famed since Roman times and celebrated in an annual festival. This pale ale, from the Faversham Steam Brewery, adds just the right tang to perfectly accompany all the seafood that Whitstable is famous for, and more.

Beer style
Pale Ale

Beer nerd info
ABV 3.9% IBU 28 OE 10.2
Malts Ale and Crystal
Hops Challenger and Styrian Golding

Tasting notes
Light and refreshing. A sweet maltiness balances perfectly with fresh pine notes provided by hops added late in the process, resulting in a light-coloured, thirst-quenching ale.

Whitstable,
England
 9-12°C



shepherdneame.co.uk

BALANCED - & rounded - CRAFT BEERS



MALTY, BISCUITY AND SLIGHTLY HOPPY

Beers with bigger, more rounded flavours. Dominated by the New World style of craft, they combine fruity hop bitterness with biscuit or caramel maltiness.

- 56 – Anchor Steam Beer
- 57 – Big Hug Hibernation White IPA
- 58 – Brooklyn Lager
- 59 – Goose Island Honkers Ale
- 60 – Grimbergen Blonde
- 61 – Jack Brand Mosaic Pale Ale
- 62 – Lawn Mower
- 63 – Little Creatures
- 64 – Meantime London Pale Ale
- 65 – Meantime Yakima Red
- 66 – Portobello VPA
- 67 – Rooster's Fort Smith
- 68 – Samuel Adams Boston Lager
- 69 – Shed Head
- 70 – Shipyard Pale Ale
- 71 – Sierra Nevada Pale Ale
- 72 – Stevens Point Pale Ale
- 73 – Thornbridge Chiron

ANCHOR BREWING ANCHOR STEAM BEER



Anchor Brewing has played a significant role in San Francisco's history. Anchor Steam, a classic of American brewing tradition since 1896, can trace its heritage back to the California Gold Rush era. The name Steam comes from West-Coast slang – to describe beers brewed under primitive conditions. Probably referring to when beers were brewed on San Francisco rooftops with steam emanating from the open pans.

Beer style
California Steam Beer

Beer nerd info
ABV 4.8% IBU 36
Malts Two-Row Pale and Caramel
Hops Northern Brewer

Tasting notes
Sweet caramel malt aroma along with herbal hops. Caramel note to the flavour, with lively carbonation, balanced by the bittersweet hops. Long, clean finish.



San Francisco,
California, USA
 7°C

anchorbrewing.com

BIG HUG BREWING HIBERNATION WHITE IPA



We hope to be a stepping stone and an introduction to the category for many but to also be experimental - create beers that are individual, unusual and innovational but always with the finest of ingredients and quality at the heart of everything that we do. We are Hobo brewers – we don't own our own facility but with our own recipe and our brewer it allows us to work with some of the best in the industry. We also have a social conscience initiative and work with My Green Squares to help preserve the rainforest. Check our labels for details.

Beer style
White IPA

Beer nerd info
ABV 5.2% IBU 47
Malts Maris Otter, Barley, Wheat
Hops Citra, Target, Chinook

Tasting notes
Our signature brew. Hibernation is a hybrid beer – cloudy and full-bodied like a wheat beer but tastes like an IPA. Large amounts of Citra are added as a dry hop at the end of the brew to give a beautifully light and citrusy flavour and aroma. Hibernation White IPA is unfiltered, unlined and unpasteurized.

England
 6-7°C



bighugbrewing.com

BROOKLYN BREWERY BROOKLYN LAGER



Brooklyn Lager is the flagship label of the Brooklyn Brewery, started in 1987 by Steve Hindy and Tom Potter and which, through the passion and experience of renowned brewmaster Garrett Oliver, continues to remain in the vanguard of craft beer innovation. This is New York's 'hometown' beer, brewed to a recipe that reflects an era when Brooklyn was the brewing capital of the USA's East Coast. It's as American as you can get.

Beer style American Amber Lager

Beer nerd info ABV 5.2% IBU 33 OE 13 Malts American Two-Row Hops Hallertauer Mittelfrüh, Vanguard and Cascade

Tasting notes Amber-gold in colour: a firm malt richness supported by a refreshing bitterness and floral hop aroma. Complemented by a relaxing hint of caramel.

Brooklyn, New York, USA 4°C



brooklynbrewery.com

GOOSE ISLAND BEER COMPANY HONKERS ALE



The father and son team of John and Greg Hall built up Goose Island from being a well-respected Chicago Brew Pub into a world-renowned brewer. Honkers Ale was inspired by visits to English country pubs and brings together, in perfect partnership, the traditions of English bitter and American craft brewing.

Beer style English-style Bitter

Beer nerd info ABV 4.3% IBU 30 OE 11.5 Malts Two-Row Pale, Caramel 60, Wheat and Roasted Barley Hops Super Styrian and Styrian Golding

Tasting notes A pale amber ale with biscuity and fruity hop aromas. Soft palate, gentle bitterness with a dry biscuit malt centre. A clean, crisp finish.

Chicago, Illinois, USA 7°C



gooseisland.com

GRIMBERGEN GRIMBERGEN BLONDE



This beer is living proof of the brewing expertise of the Fathers at the Grimbergen Abbey in Belgium. In centuries past, they developed their own techniques for filtering their beer, long before the technology to do so was generally available. This classic golden, top-fermented blonde beer used to be savoured only by passing pilgrims, visiting celebrants and the Fathers themselves. Now we can all appreciate their visionary skill. Amen.



Beer style
Belgian Ale



Beer nerd info

ABV 6.7% IBU 22 OE 14.5
Malts Barley and Wheat
Hops Bitter and Aromatic



Tasting notes

Boasts a lovely golden-yellow robe, with ochre glints. It is round and harmonious in the mouth. Slightly fruity, it offers the perfect balance between sweet and bitter tastes, and just the right amount of fizz.



Grimbergen, near Brussels,
Belgium



6°C

grimbergenbeer.com



ADNAMS

JACK BRAND MOSAIC PALE ALE

ADNAMS.
SOUTHWOLD

The Jack Brand range pays homage to the generations of brewers that have come before us, with a firm nod to our history, we've added an exciting slurp of the modern. Mosaic hops are a new US hop variety released in early 2012. Mosaic hops are bred from Simcoe and Nugget hops, taking the best of these varieties to provide clean bitterness and outstanding flavours and aromas. Mosaic hops are similar to Citra, only they impart more intense flavours.



Beer style
Pale Ale



Beer nerd info

ABV 4.1% IBU 40
Malts Pale Ale, some Lager malt
and a touch of light Cara
Hops Mosaic



Accompaniment

Mosaic Pale Ale goes brilliantly with lightly spiced dishes such as lamb tagine, Thai fish cakes or scallops and chorizo.



Format
30l kegs



Awards

Gold (2014)
SIBA Regional Category Winner
Silver (2014)
SIBA Regional Overall Champion

Southwold,
England



5-8°C



adnams.com

BACKYARD BREWERY SWEDEN LAWN MOWER

This is Swedish lager. The very first release from the refreshingly experimental Backyard Brewery in Falkenberg, is a 'lawn mower' beer – the term used for a crisp, pale and light tasting lager, the kind of beer you drink on a hot summer's day after working hard in the back yard – except this one comes with bags of additional attitude. It's loud and noisy, but the neighbours won't mind (just as long as you invite them round to share one).

Beer style Amber Lager

Beer nerd info

ABV 4.8% IBU 31 OE 11.5
Malts Pilsner, Münchner and Caramel
Hops Zeus, Cascade and Amarillo

Tasting notes

Fiercely bitter from generous amounts of Zeus, Cascade and Amarillo hops, balanced by a large amber red body built by Pilsner, Caramel and Münchner malts.

Falkenberg, Sweden

Serve colder than a mother-in-law's love.



backyardbrew.se

FREMANTLE BREWERY LITTLE CREATURES



Originally founded in 2000 by Howard Cearns (former marketing manager), Nic Trimboli (restaurant owner) and Phil Sexton (a master brewer) who all met whilst working at Matilda Bay Brewing Company. The name Little Creatures was inspired by the album of the same name by Talking Heads and refers to the yeast that turns the sugars in the wort into alcohol.

Beer style Pale Ale

Beer nerd info

ABV 5.2% IBU 40
Malts Pale, Munich, Caramalt, Wheat
Hops East Kent Goldings, Cascade, Chinook, Riwaka

Tasting notes

The use of carefully selected whole hop flowers from around the globe including New Zealand, Tasmania and Victoria define Little Creatures Pale Ale taste and aroma. Its floral notes combined with the crisp citrus flavours of grapefruit and passion fruit, a hint of honey, give this drop a good balance of bitterness.

Fremantle Brewery, Australia

4-8°C



littlecreatures.com/au

MEANTIME BREWING COMPANY MEANTIME LONDON PALE ALE



One hundred and fifty years ago the new bitter beer style, Pale Ale, was so popular that brewers had to import American hops to meet demand. Meantime London Pale Ale continues that tradition by combining lots of American Cascade and Centennial hops to give it a complex citrus aroma and buckets full of local Kentish Goldings to provide the bitterness that makes the style so refreshing.

Beer style

Pale Ale

Beer nerd info

ABV 4.3% IBU 37 OE 10.9

Malts Ale, Munich and Crystal

Hops American Cascade, Centennial and Kentish Golding

Tasting notes

Complex, heady mix of spearmint, grass and 'hop sack' aromas, fruity citrus flavours and a bitter finish, that makes pale ale drinking a truly rewarding experience.

London, England

6-8°C



meantimebrewing.com



MEANTIME BREWING COMPANY MEANTIME YAKIMA RED

Meantime Yakima Red is brewed with British and German malts to give a deep ruby colour and medium to full body. The addition of five varieties of hop delivers all the flavour and character you come to expect from Meantime's variety of craft beer styles.

Beer style

US-Style Red Ale

Beer nerd info

ABV 4.1% IBU 35 OE 10.4

Malts Ale and Cara

Hops American Cascade, Amarillo, Simcoe, Citra and Centennial

Tasting notes

The US hops used in Yakima Red impart spectacular fruit and citrus with a restrained bitterness.

London, England

6-8°C



meantimebrewing.com

PORTOBELLO BREWING CO VPA

new



Portobello has long been the funky centre of London's Notting Hill area, a bohemian, artisan quarter built around its famous market. The Portobello Brewing Company plugs straight into that heritage: a relatively new brewery, but with great expertise. Industry veteran Rob Jenkins together with co-founder and Head Brewer Farooq Khalid manage to bring a fresh approach to the craft beer scene. Their pale ale typifies a commitment to taste, quality and innovation.



Beer style
Pale Ale



Beer nerd info

ABV 4.0% IBU 45.9

Malts Very Pale

Hops Cascade, USA and UK



Tasting notes

The Very Pale Ale is a distinctive light golden pale ale which reflects summer time with a unique lager appearance. It has the same style hops as the IPA making you think while drinking as if you are a West Londoner in New York. VPA has an intense but rounded citrus, lychee and floral characteristic which delivers a smooth integrated bitterness.



London,
England



5-8°C



portobellobrewing.com

new



ROOSTER'S FORT SMITH

Hatched in 1993, at a time when most ales on the market were brown, Rooster's Brewing Co. fast developed a reputation for brewing ground-breaking, hop-forward pale ales that showcase exciting new hops from the USA. Named after the town in which Rooster Cogburn lived, Fort Smith is a bold and uncompromising Pale Ale.



Beer style
American Pale Ale



Beer nerd info

ABV 5.0% IBU 48

Malts Golden Promise, Malted Wheat,

Munich

Hops Amarillo, Chinook, Citra and Crystal



Accompaniment
Great with burgers and fries.

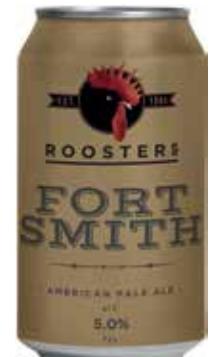


Format
330ml cans



Tasting notes

Fort Smith is an American Pale Ale brewed using a blend of four hops from the USA to create tropical and passion fruit aromas and a lasting bitter finish.



Knaresborough,
Yorkshire, England



8-10°C

BOSTON BEER COMPANY SAMUEL ADAMS BOSTON LAGER



Samuel Adams began in a kitchen – which is why their belief is that no dream is too big. Jim Koch, chairman of the Boston Beer Company, represents the sixth generation of this great brewing family. Their Samuel Adams Boston Lager follows the recipe of Jim's great-great-grandfather, using only classic ingredients and hand-crafted with extraordinary care and attention to detail. This lager helped spark the American craft beer revolution that started in the 1980s.

Beer style
American Craft Lager

Beer nerd info
ABV 4.8% IBU 30 OE 13
Malts Two-Row Pale and Caramel 60
Hops Hallertau Mittelfrüh and
Tettnang Tettnanger

Tasting notes
Two-row barley creates a wide spectrum of malt flavours, slightly sweet to roasted caramel, while noble hops add citrus, floral and piney notes.



Boston,
Massachusetts, USA

6°C

samueladams.com



BACKYARD BREWERY SWEDEN SHED HEAD



The Backyard Brewery is exactly that...it is a haven for creative brewing that sits in the backyard of Falkenberg Brewery, Sweden. Our brewer's got bored of repeating the same brews day in, day out and got together to set up their own micro brewery so they could do what the hell they liked! Imagine a brewers playground – a place where our skilled brewers can live out their passion, curiosity and creativity with no recipes to follow or rules to adhere to. Heaven.

Beer style
American Pale Ale

Beer nerd info
ABV 4.6% IBU 26
Malts Pilsner, Caramel and Black
Hops Cascade and Citra

Tasting notes
Dry hopped with Cascade and Citra to give a distinct and inviting hop aroma. Refreshing and easy to drink but with a perfect balance of bitterness and tropical fruit aromas.

Falkenberg,
Sweden

4-6°C



SHIPYARD BREWING COMPANY SHIPYARD PALE ALE



Located on the historic working waterfront in Portland, Maine, the Shipyard microbrewery was founded in 1994, evolving out of Federal Jack's Restaurant and Brew Pub in nearby Kennebunkport. This American Pale Ale is a variation of Shipyard's famous Independence Pale Ale – based on the character of an American IPA, but with more subtle flavours and finish.

Beer style American Pale Ale

Beer nerd info ABV 4.5% IBU 45 OE 11.2

Malts Spring
Hops Four American hops: Chinook, Cascade, Columbus and Centennial

Tasting notes

Dry-hopped with a blend of four American hop varieties to deliver a refreshingly fruity hop flavour, with grapefruit citrus aroma.

Portland,
Maine, USA

6°C



shipyardbeer.co.uk

SIERRA NEVADA BREWING COMPANY SIERRA NEVADA PALE ALE



A home brewer's passion which grew into an American icon, Sierra Nevada Pale Ale has inspired countless micro-brewers. This was the original beer created by Sierra Nevada founders Ken Grossman and Paul Camusi, and the first beer brewed on their premises in 1980. Now a bona fide classic beer, and the USA's second bestselling craft beer, it remains fresh, complex, surprising and refreshingly bold. Bottle conditioned for a more complex character.

Beer style American Pale Ale

Beer nerd info Bottle conditioned ABV Bottles 5.6% / Keg 5.0% IBU 38 OE 13.1 Malts Two-Row Pale and Caramel Hops Magnum, Perle and Cascade

Tasting notes

Generous quantities of premium Cascade hops are incorporated in a fragrant bouquet and spicy flavour with unique piney and grapefruit aromas.

Chico,
California, USA

4°C



sierranevada.com

STEVENS POINT BREWERY STEVENS POINT PALE ALE



From the fiercely independent Stevens Point Brewery – proudly Wisconsin-owned for over 150 years, brewing beer for American Civil War troops and generations of peaceable folk ever since – comes this classic American Pale Ale. Handcrafted by combining special top-fermenting yeast and a dry-hopping process, with generous quantities of choice Cascade hops from the Yakima Valley.

Beer style
American Pale Ale

Beer nerd info
ABV 5.4% **IBU** 33 **OE** 16
Malts Crystal, Two-Row Pale and Munich
Hops Cascade

Tasting notes
Intriguing character, with a fragrant, intense hop bouquet and soft malt palate that combines to create its signature flavour and taste.

Stevens Point, Wisconsin, USA

5-8°C



pointbeer.co.uk

THORNBIDGE CHIRON



Arguably the UK's first Craft Brewery, Thornbridge produce beers of the finest quality with unmatched levels of consistency. Without the weight of history that shackles many British brewers, they courageously venture into areas of experimentation and innovation where others fear to tread. They quietly and confidently create some of the UK's most impressive beers.

Beer style
American Pale Ale

Beer nerd info
ABV 5.0% **IBU** 40 **OE** 12.6
Malts Pale Ale, Pale Crystal
Hops Chinook, Cascade, Amarillo

Tasting notes
Chiron is golden in colour. Subtle but spicy aroma with citric notes from the hops, balanced by biscuity malt and tart citrus fruit. Crisp, balanced and wonderfully refreshing.

Derbyshire, England

6°C



thornbridgebrewery.co.uk



ZINGY
- & bitter -
CRAFT BEERS



**DISTINCTLY HOPPY,
STRONG AND SPICY**



These are bold IPAs with citrus or tropical fruit, pine resin or spicy aromas with assertive bitterness towards the end. They can be a delightful surprise for white wine drinkers who think they don't like beer.

- 76 – Boulevard Single Wide IPA
- 77 – BrewDog Punk IPA
- 78 – Brooklyn East India Pale Ale
- 79 – Crafty Dan 13 Guns
- 80 – Flying Dog Easy IPA
- 81 – Flying Dog Snake Dog IPA
- 82 – Founders All Day IPA

- 83 – Goose IPA
- 84 – Lagunitas IPA
- 85 – Oakham Green Devil IPA
- 86 – Rooster's Baby-Faced Assassin
- 87 – Stevens Point IPA
- 88 – Vedett IPA

BOULEVARD BREWING COMPANY SINGLE WIDE IPA



Our hometown is famous for BBQs, not celebrities, biking, surfing, or subways. Boulevard earns loyal fans on our reputation for innovation, quality and authenticity. Single-Wide IPA is the perfect representation of a modern American IPA; generously dry-hopping with Centennial, Simcoe and Citra hops adds fresh citrus aroma and flavour to the traditional moderately sweet toasty malt flavour and big hop bitterness. Introduced in 2009 as our first IPA in the core line-up.

Beer style

India Pale Ale

Beer nerd info

ABV 5.7% IBU 57

Malts 75% Pale, 17% Munich, 4% Wheat,
2% Cara 50 and 2% Amber

Hops Bravo, Zeus, Cascade, Centennial,
Simcoe and Citra

Tasting notes

A golden-coloured beer with a prominent flowery, citrusy hop aroma, a moderate caramel malt flavour and a dominant hop bitterness and flavour.

Kansas City, Missouri, USA

5°C



boulevard.com



BREWDOG PUNK IPA



BrewDog brews uncompromising, bold and irreverent beer. Beer with soul and purpose. It's the only thing they know. It's the only thing they want to know. They have a terminal craziness to make beers they want to drink. Their approach is a modern day rebellion for flavour and choice. A mad last-ditch stand to create beer that actually tastes of something. Beer like it was. Beer like it will be. Ditch the mainstream and say hello to BrewDog. No added ingredients or preservatives. No chemicals. No cheap substitutes. Just barley, hops, yeast, water and mind-blowing flavour. Experimentation is their art. Revolution their weapon. Walk tall, kick ass and learn to speak craft beer.

Beer style

India Pale Ale

Beer nerd info

ABV Bottles 5.6% / Keg 5.4% IBU 35

Malts Extra Pale, Cara
Hops Chinook, Simcoe, Ahtanum, Nelson
Sauvin, Amarillo, Cascade

Tasting notes

Tropical fruits and light caramel on the nose. Fresh, full-flavoured natural taste which is assertive and resinous, with the New Zealand hops balanced by the biscuit malt.

Aberdeenshire, Scotland

4-8°C



brewdog.com

BROOKLYN BREWERY EAST INDIA PALE ALE



Plenty of IPAs will promise you the moon and the stars, looking to seduce you with words of smashing bitterness and hops everlasting. Actually, we're not here to 'blow you away with a lupulin cannon,' or 'peel the enamel off your teeth.' East IPA is a clean, drinkable IPA that's packed with flavour and offers a bold balance, not a smack in the head. East IPA's blend of tradition and exuberance sets the standard for hop-driven deliciousness.

Beer style India Pale Ale

Beer nerd info

Bottle conditioned

ABV 6.9% IBU 47

Malts British Pale Ale from East Anglia

Hops East Kent Golding, Willamette, Northdown and Centennial

Tasting notes

Fruit flavours delivering distinctive notes of citrus, passion fruit and melon. With a sherbet-like tingle on the tongue, this light, spritzy brew refreshes the palate to leave a final, lingering note of biscuit.

Brooklyn,
New York, USA

7°C



brooklynbrewery.com

CRAFTY DAN 13 GUNS

new



This American IPA is a salute to the original 13 states of America and the 13 Gun salute made on the very first Independence Day. One of the 1001 Beers You Must Try Before You Die (Adrian Tierney-Jones). A challenging but drinkable, intensely hoppy US IPA with malty flavours mixed into the flavour profile in a classic way. Mixing Pale, Crystal, Munich, Caramalt and Rye malts in the mash tun and then hopping the boiling wort with US hop varieties Centennial, Citra, Amarillo and Apollo

Beer style Anglo American India Pale Ale

Beer nerd info

ABV 5.5% IBU 46

Malts Pale, Crystal, Dark Crystal, Caramalt, Munich, Pale Rye

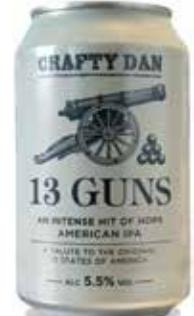
Hops Herkules, Citra, Chinook, Cascade, Centennial, Amarillo, Kohatu

Tasting notes

Intensely hoppy US style IPA, with malty base flavours, intense hop character with mango and passionfruit aroma and taste. Mix of 5 American hops.

Blackburn,
England

8-10°C



craftydanmicro

FLYING DOG BREWERY EASY IPA



1990 saw the opening of the Flying Dog Brewpub in Aspen, Colorado. From that brewpub to a fully-fledged Denver brewery in 1994, and then to our current state-of-the-art brewing facility in Frederick, Maryland, Flying Dog continues to make sense. Easy IPA is the first beer in our Brewhouse Rarities series of staff-pitched and elected limited releases to become a part of our regular portfolio.

Beer style

India Pale Ale

Beer nerd info

ABV 4.7% IBU 50

Malts Biscuit

Hops Proprietary blend

Tasting notes

Aromas of grapefruit and subtle spice meld into lemon and pine hop notes balanced with crisp cracker malt.

Accompaniment

Pair this with tailgates, mowing the lawn, and anything else that calls for a light, yet flavourful, beer..... Indian and Mexican dishes, salty, fried food and BBQs.

Format

355ml bottles
355ml cans
30l kegs



Frederick,
Maryland, USA

7°C

FLYING DOG BREWERY SNAKE DOG IPA



More cunning than a snake in the bush... Snake Dog India Pale Ale is a Colorado-style IPA, power-hopped with specialty hops from the Pacific Northwest. This is the brewery's hop monster, and the citrus fruit aroma will hypnotize the senses of the most hardcore of craft drinkers. Snake Dog is also a star of Food Network. It featured in the "Zoo Foods" episode of Unwrapped. Sadly, Double Dare legend Marc Summers did not make an appearance at the brewery during filming.

Beer style

India Pale Ale

Beer nerd info

ABV 7.1% IBU 60

Malts 60l Caramel

Hops Warrior and Columbus

Tasting notes

Big citrus (notably grapefruit) hop aroma and flavour with caramel malt notes.

Accompaniment

IPAs emphasize the heat in spicy foods and smooth out creamy, fatty foods. Pairs with: Mexican, Thai, curry, wasabi, buttery and spicy cheeses, exotic fruits.

Format

355ml bottles

Frederick,
Maryland, USA

7°C



FOUNDERS BREWING COMPANY ALL DAY IPA



The Founders Family, a group of passionate beer enthusiasts, has grown around this simple philosophy: "We don't brew beer for the masses. Our beers are crafted for a chosen few, renegades and rebels who enjoy a beer that pushes the limits". All Day IPA keeps your taste buds satisfied while keeping your senses sharp. Naturally brewed with a complex array of malts, grains and hops. Balanced for optimal aromatics and a clean finish.

Beer style

India Pale Ale

Beer nerd info

ABV 4.7% IBU 42

Malt & Hops Proprietary blend

Tasting notes

Citrusy hop flavours with a crisp, but not overwhelming bitterness.

Grand Rapids,

Michigan, USA

7°C



foundersbrewing.com

GOOSE ISLAND BEER COMPANY GOOSE IPA



When John Hall opened the Goose Island Brew Pub in Chicago in 1988, he was inspired by the variety and flavour of beers he had encountered on his travels in Europe. This beer is based on the original recipes used for the East India Company in the 18th century. An era when traditional English pale ales had additional hops added to help preserve them on their arduous journey to India. Goose IPA is regarded as a classic of this style.

Beer style

India Pale Ale

Beer nerd info

ABV 5.9% IBU 55

Malts Special Pale
Hops Pilgrim, Styrian Golding,
Cascade and Centennial

Tasting notes

Fruity aroma, set off by a dry malt middle, and long hop finish.

Accompaniment

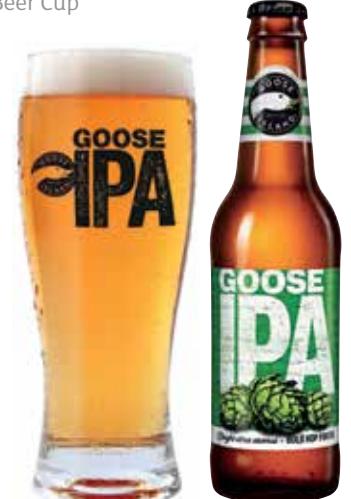
An India Pale Ale that naturally complements all curries, but also adds its distinctive magic to pork, chicken and blue cheese.

Format

355ml bottles

Awards

Gold Medal (2000, 2012)
Great American Beer Festival
Gold Medal (2010)
World Beer Cup



Chicago,

Illinois, USA

7°C

LAGUNITAS BREWING COMPANY LAGUNITAS IPA

Tony Magee started brewing in December 1992 on his kitchen stove in the West Marin county town of Lagunitas, California. The very next December Tony got his first license to brew, then he began to brew commercially in January 1994. Tony got ejected from this West Marin location in the summer of 1995 because of the septic system's inability to handle the process. Turns out, when the liquid started rising from the drains, the small town knew who to blame. So Tony moved everything to nearby Petaluma in Sonoma County, where we still are today.

 **Beer style**
India Pale Ale

 **Beer nerd info**
ABV 6.2% IBU 51.5 OE 15
Malts Pale and Crystal
Hops Cascade and Centennial

 **Tasting notes**
A well-rounded, highly drinkable IPA.
A bit of caramel malt barley provides the richness that mingles out the twang of the hops.

 **Petaluma,
California, USA**
 **7-10°C**



lagunitas.com



@ oakham ales

OAKHAM GREEN DEVIL IPA

Established in 1993 Oakham Ales produces high quality craft ales through innovation in expert brewing and sourcing exceptional ingredients from around the world. Leading in the hop revolution by introducing Citra hop to the UK in 2009, they now brew over 25,000 brewers barrels. Now brewing in Peterborough they have ambitious views to spread their brands further afield.

 **Beer style**
India Pale Ale

 **Beer nerd info**
ABV 6.0% IBU 60
Malts Maris Otter Barley
Hops Citra

 **Tasting notes**
An amazing hop harvest aroma with tropical fruit bursting through. Smooth and fruity starting with passion fruit, pineapple, and mango developing into lemon, limes and a citrusy bitterness. Finishes with a crisp refreshing dry aftertaste.

 **Peterborough,
England**
 **5-7°C**



oakhamales.com

ROOSTER'S BABY-FACED ASSASSIN



ROOSTERS
FREE RANGE BEERS FROM YORKSHIRE

Hatched in 1993, at a time when most ales on the market were brown, Rooster's Brewing Co. fast developed a reputation for brewing ground-breaking, hop-forward pale ales that showcase exciting new hops from the USA. Rooster's flagship IPA. Deceptively drinkable, Baby-Faced Assassin is a beer that shouldn't be taken lightly.

Beer style
India Pale Ale

Beer nerd info
ABV 6.1% IBU 58
Malts Golden Promise, Malted Wheat,
Munich
Hops Citra

Tasting notes
Baby-Faced Assassin is brewed using 100% Citra hops that create aromas of mango, apricot, grapefruit and mandarin orange, along with a lasting, juicy, tropical fruit bitterness.

Knaresborough,
Yorkshire, England
 8-10°C



roosters.co.uk

STEVENS POINT BREWERY STEVENS POINT IPA



The Stevens Point Brewery in Wisconsin, founded in 1857, is the fifth oldest continuously operating brewery remaining in the United States. The brewery takes great pride in its long history and continues to brew quality beer, including this crisp, complex India Pale Ale – goes to show everything from the 'New World' isn't always new. The guy with the pointy head on the bottle isn't Steven, by the way – he's called Nicholas.

Beer style
India Pale Ale

Beer nerd info
ABV 5.6% IBU 34 OE 13.4
Malts Two-Row Pale
Hops Magnum, Perle and Cascade

Tasting notes
Dry-hopped using a complex blend of citrusy hops. Fresh, bold and fruity, golden-orange in colour. Finish leaves a lingering, subtle hop flavour.

Stevens Point,
Wisconsin, USA
 5-8°C



pointbeer.co.uk

DUVEL MOORTGAT VEDETT IPA



VEDETT EXTRA ORDINARY IPA

From the celebrated Belgian brewery Duvel Moortgat and part of the Vedett family. This is an IPA version of a non-conformist premium brand which has a very accessible taste profile. It is brewed using only specialty malts, top fermented with refermentation in the bottle and claims 4 different American hop varieties, two of which in dry hopping.

Beer style
India Pale Ale

Beer nerd info
ABV 5.5% IBU 40 OE 14.6
Malts French Barley
Hops Aromatic Hops USA

Tasting notes
Vedett IPA has a superb finish with a long lasting, dry aftertaste that continues to tantalise the taste buds revealing hints of grapefruit in the finish. The beers character in terms of taste and aroma make it a truly divine beer.

**Puurs,
Belgium**
 5°C





RICH &
- full - flavoured -
CRAFT BEERS



FULL-BODIED, RICH FRUITS AND SPICY OR SMOKY, ROASTED AND SAVOURY

These are beers to be sipped and savoured and show beer can go anywhere wine goes and beyond. They range from rich fruitcake tasting ales to dark chocolate porter, all with wonderful complex flavours.

- 92 – Anchor Porter
- 93 – Boulevard Tank 7 Farmhouse Ale
- 94 – Duvel
- 95 – Innis & Gunn Original
- 96 – Westmalle Dubbel

ANCHOR BREWING ANCHOR PORTER



Anchor Porter became the first modern American porter-style beer when it was introduced in 1972. More than four decades later, Anchor Porter continues to reward those who look beyond its possibly intimidating appearance to discover a smooth, full-bodied drinkability. The definitive American Porter.

Beer style American Porter

Beer nerd info ABV 5.6% IBU 20 Malts Two-Row Pale, Caramel Black and Chocolate Hops Northern Brewer

Tasting notes

The dark malts and hops deliver bitterness, beautifully balanced by the sweetness of rich chocolate, toffee and coffee notes. Dark in the glass, surprisingly light on the palate.

San Francisco, California, USA

8°C



anchorbrewing.com

BOULEVARD BREWING COMPANY

TANK 7 FARMHOUSE ALE



Tank 7 is a strong, yet crisp and refreshing beer that combines the best of American hops with the classic fermentation aromas and flavours of Belgian Saisons. Most breweries have at least one piece of equipment that's just a bit pernickety. At Boulevard we have fermenter number seven. Ironically, when our brewers were experimenting with variations on a traditional Belgian-style farmhouse ale, the perfect combination of elements came together in that very vessel. You could call it fate, but they called it Tank 7, and so it is.

Beer style Saison

Beer nerd info Bottle conditioned ABV 8.5% IBU 38 Malts 79% Pale, 18% Corn Flakes and 3% Malted Wheat Hops Magnum, Bravo and Amarillo

Tasting notes

A straw colour, light to medium-bodied beer with a citrusy, spicy hop aroma and flavour, a soft, sweet malt finish and a prominent hop bitterness.

Kansas City, Missouri, USA

5°C



boulevard.com

DUVEL MOORTGAT DUVEL



Belgians acquired a taste for British ales after British soldiers introduced their beers to Belgium during World War I. Brewer Albert Moortgat used a strain of Scottish yeast to create a beer commemorating the end of the War in 1918, which he initially called 'Victory Ale' before one of his friends, a local shoemaker, described the beer as 'nen echten Duvel' or 'a true Devil' during a tasting. The name has stuck ever since. The beer has been perfected over time and is bottle conditioned over a 90 day period giving it a reputation of one of the best beers in the world ever.

Beer style Golden Ale

Beer nerd info Bottle conditioned

ABV 8.5% IBU 38 OE 16.9
Malts French Barley
Hops Saaz and Styrian Golden

Tasting notes

Beautifully balanced, light in body, pale in colour and strong in character. The refreshing drinkability of a lager with the aromas and full body of fine ale. Slightly fruity, dry aroma, well-hopped beer and with a slightly bitter aftertaste.

Puurs, Belgium

6°C



duvel.com

THE INNIS & GUNN BREWING COMPANY INNIS & GUNN ORIGINAL



Original came about as a happy accident – in 2002 when a Scottish distillery requested a beer from the brewer to season their oak whisky casks. Months later someone sampled the beer after its time in the casks and the taste, transformed by the oak, was remarkable. Now Original is matured in both oak casks and Oakerators™ then blended together, so that a percentage of every batch sits for weeks in cask in Scotland.

Beer style Oak-Aged Ale

Beer nerd info
ABV 6.6% IBU 18 OE 16.4
Malts Innis & Gunn Ale, Crystal and Wheat
Hops Super Styrian

Tasting notes

Incredibly smooth taste that delivers notes of biscuity malt and vanilla – hints of toffee and oak – swirling within a creamy, mellow character.

Accompaniment

A mature beer that can take on the power of juicy steaks and burgers, handle the spiciest of curries, and the tastiest of grilled seafood.

Format 330ml bottles

Awards Grand Gold (2014 & 2015) Monde Selection Awards



Edinburgh, Scotland

7-9°C

WESTMALLE WESTMALLE DUBBEL



Trappist beer is somewhat different to an abbey beer. Out of all the beers in the world, only a handful can use the name. Westmalle Dubbel is a dark, reddish-brown Trappist beer with a secondary fermentation in the bottle. The creamy head has the fragrance of special malt and leaves an attractive lace pattern in the glass. Since 1856 the monks have been brewing a dark Trappist beer along with their table beer. Since the recipe was modified in 1926, they have been brewing slightly heavier beer. This is the foundation of today's Dubbel.

Beer style
Trappist

Beer nerd info
ABV 7.0% IBU 28
Malt & Hops Proprietary blend

Tasting notes
Herby and fruity with a fresh-bitter finish
a soft feel in the mouth and a long, dry
aftertaste.

Westmalle, near Antwerp,
Belgium

10-14°C



trappistwestmalle.be



CRISP & - tangy - CRAFT CIDER



INTRODUCING A RANGE OF CIDER STYLES AND FLAVOURS

These ciders are produced using traditional techniques to create authentic ciders packaged in a modern style. Craft cider is predicted to be one of the biggest growth areas of the category in 2016.

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- 100 – Angry Orchard
 - 101 – Bad Apple
 - 102 – Caple Rd. Cider Blend No.3
 - 103 – Hobo East Coast Cyder
-

ANGRY ORCHARD

new



Angry Orchard's cider makers spent 15 years experimenting at their home in Cincinnati with 'hard' cider. French bittersweet apples from Normandy and Brittany provide complexity and heady notes, drawing on a renowned cider heritage. These are blended with culinary apples from the Alto Adige region of Italy, which is famed for producing apples with a juicy, luscious ripe character. This combination of acidity and astringency gives Angry Orchard just the right 'bite' and since launching in 2011, it has become the number one cider in the U.S.

Cider style
Crisp Apple

Cider nerd info
ABV 5.0%
Info Naturally gluten free

Tasting notes
Angry Orchard Crisp Apple has a bright, crisp apple flavour - like biting into a fresh apple. It is a perfect balance of sweetness and bright acidity from culinary apples and dryness of traditional cider-making apples, resulting in a complex, yet refreshing, finish.

Cincinnati,
USA
 4°C


angryorchard.com

BAD APPLE

new



Crafted in Herefordshire, a carefully blended, yet complex cider with layers of flavour. A tangy, fresh-pressed apple and blossom scent. An intriguing and distinctive blend of four different cider fermentations, skilfully crafted for refreshment and complexity.

Cider style
Herefordshire Cider

Cider nerd info
ABV 5.1%
Info Naturally gluten free

Tasting notes
The taste is of sweet, spicy apples balanced by a refreshingly crisp, dry mouthfeel and lingering oak.

Herefordshire,
England
 4-6°C


crowncellarswines.co.uk

WESTONS CAPEL RD. CIDER BLEND NO.3

Cider Maker Guy Lawrence can't help but go against the grain, determined to challenge cider-lovers' palates. Being the fifth generation of the Weston family line, Guy inherited a fine cider making heritage, which he uses to create contemporary and pioneering ciders. Westons has been making authentic ciders at its Cider Mill in Herefordshire since 1880. All the cider apples used by Westons are pressed on site, fermented slowly and matured in oak vats, resulting in ciders with great depth and complexity.

 **Cider style**
Herefordshire Cider

 **Cider nerd info**
ABV 5.2%
Fruit English bittersweet cider apples

 **Tasting notes**
Caple Rd. is made from only English cider apples, with no concentrate used, and is matured for up to 18 months – patience is needed to make a cider as full-bodied and complex as this. Full-bodied, dark-straw coloured cider. Oaky, smoky, with subtle notes of leather.

 **Much Marcle,
England**
 **5-7°C**

new



WESTONS CIDER

USEFUL - contacts -

If you need font lenses, glassware, point of sale material or any further help, advice or support for any of our permanent brands, please contact your local Carlsberg UK sales representative or the relevant brewer or supplier using the details opposite and they will be happy to help.

CRAFTY
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Carlsberg UK	Bad Apple, Bee 17, Lawnmower, Grimbergen Blonde, Seventh Step, Shed Head	Please speak to your local Carlsberg UK Sales Representative or visit carlsbergwedelivermore.co.uk	08457 820 820
AB Inbev	Goose Island Honkers, Goose Island IPA	CSETeamLuton@ab-inbev.com	08706 068 008
Adnams	Mosaic, Dry Hopped Lager, Lagunitas IPA	pos@adnams.co.uk	01502 727 200
American Craft Beer Company	Stevens Point IPA, Stevens Point Pale Ale	mark@americanCraftbeercompany.co.uk	07921 818 035
Aspalls	Hobo, Little Creatures	sales@aspall.co.uk	01728 860 510
Big Hug Brewing	Big Hug Hibernation White IPA	matt@bighugbrewing.com	07870 679 725
Black Isle Brewery	Black Isle Blonde Lager	sales@blackislebrewery.com	01463 811 871
BrewDog	BrewDog Punk IPA	punkme@brewdog.com	01358 724 924
Chapel Down	Curious Brew	darren@chapeldown.com	01580 763 033
Charles Wells	Erdinger Weissbier, Erdinger Alkoholfrei	notadmin@charleswells.co.uk	01234 279 263
Diageo	Hop House 13	enquiries@diageotrade.co.uk	08457 515 101
Duvel Moortgat	Boulevard Single Wide IPA, Boulevard Tank 7, Duvel, Liefmans Fruitesse, Vedett Extra Blond, Vedett IPA, Vedett White	steven.behan@duvelmoortgat.co.uk	02037 408 479
Fuller's	Frontier, Sierra Nevada Pale	nicola.murphy@fullers.co.uk	02089 962 490
Hiver	Hiver, The Honey Beer	info@hiverbeers.com	02031 989 972
Innis & Gunn Brewing Company	Innis & Gunn Lager, Innis & Gunn Original	sales@innisandgunn.com	01312 207 230
James Clay	Anchor Porter, Anchor Steam Beer, Brooklyn Lager, Brooklyn East IPA, Flying Dog Easy IPA, Flying Dog Snake Dog IPA, Hitachino Nest White Ale, Westmalle Dubbel	matt@jamesclay.co.uk	01422 377 560
Marston's	Crafty Dan 13 Guns, Revisionist, Shipyard Pale Ale	national.sales@marstons.co.uk	01902 329 477
Meantime Brewing Company	Meantime London Pale Ale, Meantime Yakima Red	sales@meantimebrewing.com	02082 931 111
Oakham	Oakham Green Devil	info@oakhamales.com	01733 370 500
Portobello	Portobello London Pilsner, Portobello Very Pale Ale	rob@portobellobrewing.com	02089 692 269
Rooster's	Rooster's Baby-Faced Assassin, Rooster's Fort Smith	tom@roosters.co.uk or.caroline@roosters.co.uk	01423 865 959
Shepherd Neame	Angry Orchard, Sam Adams Boston Lager, Whistable Bay Pale Ale	customerservices@shepherd-neame.co.uk	01795 597 000
St Austell	Korev	natorders@staustellbrewery.co.uk	08456 035 434
Thornbridge	Thornbridge Chiron	stacey@thornbridge.co.uk	01629 815 999
Vertical Drinks	Founders All Day IPA	orders@verticaldrinks.com	01138 980 280
Westons	Caple Rd. No.3	salessupport@westons-cider.co.uk	01531 660 143

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