

TAPSTER'S

CASK

ALE

GUIDE

2016/17



INSIDE TAPSTER'S

CASK ALE GUIDE



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CARLSBERGUK
DELIVERINGMORE



Customer Contact Centre **08457 820 820** carlsbergwedelivermore.co.uk
Carlsberg UK Ltd, 140 Bridge Street, Northampton NN1 1PZ

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Supply of products and services subject to Carlsberg UK standard terms and conditions, copies available on request. All details correct at time of going to press. Carlsberg UK reserves the right to change details without notice. For more information or support on Cask Ales please contact your local Carlsberg UK sales representative.

SALES AT A GLANCE IN TAPSTER'S CASK ALE GUIDE

Denotes available from all depots unless otherwise stated.*



TRIED & TESTED

BREWERY	BRAND	ABV	COLOUR	AVAILABILITY	PAGE	ORDERED?
Tetley's	Tetley's Cask	3.7%	Amber		18	✓
	Tetley's Gold	4.1%	Golden		18	✓
	Tetley's Mild	3.2%	Dark		18	✓
Adnams	Broadside	4.7%	Amber		19	✓
	Ghost Ship	4.5%	Golden		20	✓
	Lighthouse	3.4%	Golden		20	✓
	Mosaic Pale Ale	4.1%	Golden		20	✓
	Southwold Bitter	3.7%	Amber		20	✓
Black Sheep	Black Sheep Best Bitter	3.8%	Amber		22	✓
	Golden Sheep	3.9%	Golden		22	✓
Butcombe	Butcombe Bitter	4.0%	Amber		24	✓
	Butcombe Gold	4.4%	Golden		24	✓
	Rare Breed Pale Ale	3.8%	Golden		24	✓
Charles Wells	Bombardier	4.1%	Dark		26	✓
	Bombardier Burning Gold	4.1%	Golden		26	✓
	Young's Bitter	3.7%	Amber		26	✓
Fuller's	ESB	5.5%	Dark		28	✓
	Gales Seafarers	3.6%	Amber		28	✓
	London Pride	4.1%	Amber		28	✓
	Oliver's Island	3.8%	Golden		28	✓
Greene King	Abbot Ale	5.0%	Amber		30	✓
	Greene King IPA	3.6%	Amber		30	✓
	Old Speckled Hen	4.5%	Amber		30	✓
Marston's	Lancaster Bomber	4.4%	Amber		32	✓
	New World Pale Ale	3.8%	Golden		32	✓
	Pedigree	4.5%	Amber		32	✓
	Wainwright	4.1%	Golden		32	✓
Robinsons	Dizzy Blonde	3.8%	Golden		34	✓
	Trooper	4.8%	Golden		34	✓
	Wizard	3.7%	Amber		34	✓
Shepherd Neame	Bishops Finger	5.0%	Dark		35	✓
	Spitfire	4.2%	Amber		36	✓
	Spitfire Gold	4.1%	Golden		36	✓
	Whitstable Bay Pale Ale	3.9%	Golden		36	✓
St Austell	Cornish Best	3.5%	Amber		38	✓
	Proper Job	4.5%	Golden		38	✓
	Trelawny	3.8%	Amber		38	✓
	Tribute	4.2%	Amber		38	✓
Timothy Taylor's	Boltmaker	4.0%	Amber		40	✓
	Golden Best	3.5%	Amber		40	✓
	Landlord	4.3%	Amber		40	✓
Wychwood	Hobgoblin	4.5%	Dark		42	✓
	Hobgoblin Gold	4.2%	Golden		42	✓

SALES AT A GLANCE IN TAPSTER'S CASK ALE GUIDE



Denotes available from all depots unless otherwise stated.*

LOCAL HEROES

BREWERY	BRAND	ABV	COLOUR	AVAILABILITY	PAGE	ORDERED?
Abbeylea	Moonshine	4.3%	Golden	Tingley only	45	✓
Box Steam	Tunnel Vision	4.2%	Amber		45	✓
Camerons	A-hop-alyse Now	4.3%	Golden		46	✓
	Strongarm	4.0%	Dark		46	✓
Castle Rock	Harvest Pale	3.8%	Golden		47	✓
Conwy	Welsh Pride	4.0%	Amber		47	✓
Everards	Tiger Best Bitter	4.2%	Amber		48	✓
Exmoor Ales	Exmoor Ale	3.8%	Amber	Torquay only	49	✓
	Exmoor Gold	4.5%	Golden		49	✓
Gower	Gower Gold	4.5%	Golden		50	✓
Hogs Back	T·E·A	4.2%	Amber		50	✓
Holden's	Golden Glow	4.4%	Golden		51	✓
Hook Norton	Hooky Ale	3.5%	Golden		52	✓
	Old Hooky	4.6%	Dark		52	✓
Inveralmond Brewery	Ossian	4.1%	Golden	Livingston only	53	✓
JW Lees	Traditional Bitter	4.0%	Amber		54	✓
	Manchester Pale Ale	3.7%	Golden		54	✓
Leeds Brewery	Leeds Pale	3.8%	Golden	Tingley only	55	✓
Loch Ness Brewery	WilderNESS	3.9%	Amber	Livingston only	55	✓
Marston's	Brakspear Bitter	3.4%	Amber		56	✓
	Jennings Cumberland	4.0%	Golden		56	✓
	Ringwood Forty Niner	4.9%	Golden		56	✓
Mordue Brewery	Workie Ticket	4.5%	Dark	Durham only	57	✓
Ossett Brewery	Silver King	4.3%	Golden	Tingley only	58	✓
	Yorkshire Blonde	3.9%	Golden		58	✓
Otter Brewery	Otter Ale	4.5%	Amber	Torquay only	59	✓
	Otter Bitter	3.6%	Amber		59	✓
SA Brain & Co. Ltd	SA	4.2%	Amber		60	✓
	The Rev. James Original	4.5%	Dark		60	✓
Sambrook's	Wandle	3.8%	Golden	Croydon Only	61	✓
Upham Brewery	Punter	4.0%	Amber		61	✓
Wadworth	6X	4.1%	Amber		62	✓
Woodforde's	Wherry	3.8%	Amber		62	✓

CRAFT SELECTION

Dark Star Brewing Co.	Hophead	3.8%	Golden		63	✓
Oakham Ales	Citra	4.2%	Golden		64	✓
	JHB	3.8%	Golden		64	✓
Portobello	Star	4.3%	Amber		65	✓
Rooster's Brewing Co.	Yankee	4.3%	Golden		65	✓
Salopian	Oracle	4.0%	Golden		66	✓
	Shropshire Gold	3.8%	Golden		66	✓
Thornbridge	Brother Rabbit	4.0%	Golden		67	✓
	Jaipur	5.9%	Golden		67	✓
Titanic Brewery	Iceberg	4.1%	Golden		68	✓
	Plum Porter	4.9%	Dark		68	✓

PBAS

Black Sheep	Black Sheep Ale	4.4%	Amber		69	✓
Fuller's	London Pride	4.7%	Amber		69	✓
Greene King	Abbot Ale	5.0%	Amber		70	✓
	Old Speckled Hen	5.0%	Amber		70	✓
Guinness	Dublin Porter	3.8%	Dark		71	✓
	Golden Ale	4.4%	Golden		71	✓
	West Indies Porter	6.0%	Dark		71	✓
Robinsons	Trooper	4.7%	Golden		72	✓
St Austell	Tribute	4.2%	Golden		72	✓
Wychwood	Hobgoblin	5.2%	Amber		72	✓

CIDERS

Thatchers	Cheddar Valley	6.0%	N/A		74	✓
	Heritage	4.9%	N/A		74	✓
Westons	Old Rosie	7.3%	N/A		74	✓
	Rosie's Pig	4.8%	N/A		74	✓
	Henry Westons Family Reserve	5.0%	N/A		74	✓

WELCOME

TO OUR NEW LOOK 2016/17 TAPSTER'S RANGE



If there's any product that shows **PROGRESS** and doesn't always go in the direction you might think, **IT HAS TO BE CASK ALE.**

For over forty years Cask was seen as a bit of a throwback to a bygone age. It still had its place in a certain kind of pub, but its drinkers were seen as an increasingly marginal group, left behind by the trends that drove the beer market forward.

In a beer market that's steadily declining overall, Cask Ale is in modest but sustained volume growth. As the number of pubs in the UK declines, the number of pubs stocking Cask is increasing. In a market where we used to think people 'drank the advertising', Cask is out-performing big lager brands with a fraction of their budget, because an increasing number of drinkers are interested in flavour and character rather than glossy ads.

The talk in the media may be about Craft Beer, but Craft and Cask aren't mutually exclusive – in fact, there's a pretty massive overlap. The first generation of American Craft brewers were inspired by British Cask Ale, and the latest generation is trying to replicate it. In British pubs, Cask accounts for a whopping 64% of what is officially considered to be Craft Beer, and these smaller Craft brands in turn are driving the growth of Cask overall.

The Craft movement has urged Cask brewers to look forward as well as back, balancing tradition with innovation, taking inspiration from beer styles – and ingredients – from around the world and blending them with the beer for which Britain is world-famous. This new mix-and-match philosophy has helped fuel the current revolution in British brewing. The number of brewers in the UK has more than trebled since the millennium, on average three new breweries are opening every week. For the vast majority of these, Cask is their lead format.

In the past **7-8 YEARS, CASK,** as if from nowhere, has become the **TREND DRIVING THE MARKET FORWARD.**

This has all created unprecedented choice for the publican, and the aim of the Tapster's range is to reflect that choice at the same time as simplifying it a little. With so much great beer to choose from, it's vital that publicans choose the right number of Cask Ale hand pumps relative to their turnover, as well as stocking a range that has something for everyone, with a mix of old favourites and new discoveries, different strengths, different styles and different stories that change with the seasons, satisfying regulars and intriguing newcomers.

The best thing about working with Cask Ale is that people who start learning about it because they think they have to invariably end up digging deeper because they want to. Cask fires the imagination as well as the palate. Its brewers, suppliers and retailers end up becoming its biggest fans.

If you already stock a good Cask Ale range, you know this. If you're looking to stock it for the first time or expand your range – relax and enjoy. You're about to discover one of the finest drinks in the world.

Cheers

Pete Brown



Pete Brown is a British writer who specialises in making people thirsty. He is the author of five-and-a-half books as well as the annual Cask Report, and numerous articles in the drinks trade press and consumer press. He appears regularly on TV and radio, and is a judge on the BBC Food and Farming Awards and the Great Taste Awards. He is a member of the British Guild of Beer Writers, and was named Beer Writer of the Year in 2009 and 2012.

WHY CHOOSE CARLSBERG UK?

This year we've made some **BIG CHANGES** to the range including a selection of beers from small craft cask brewers **INCREASING THE TOTAL NUMBER OF CASK ALES BY 31 TO 87.***



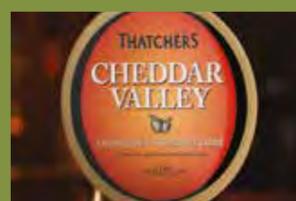
WELCOME TO THE 2016 EDITION OF OUR AWARD WINNING TAPSTER'S CASK ALE GUIDE.

TAPSTER'S PERMANENT RANGE & SUPPORT

In addition to the tried and trusted brands we've added in a variety of regional favourites to complement your range plus a selection of beers from small Craft Cask brewers. You can now also choose from our selection of Premium Bottled Ales and broaden your choice with a cider than can be served through your handpull.

Our permanent range is supported by monthly promotional activity to provide in-outlet rate of sale and consumer reward mechanics e.g. collector schemes and try before you buy. Personalised paper point of sale is available 24/7 through our We Deliver More website and premium items are available through our partner brewers for permanent listings. Our Trade Quality Team can provide help and support with any in-outlet training, such as BII ABCQ and Carlsberg Gold Awards, and our knowledgeable and enthusiastic Telesales Account Managers are at the end of the phone line should you need them.

All **PUMP CLIPS** for the **PERMANENT RANGE** can be ordered through the **RELEVANT BREWERY.**



CASK MARQUE ACCREDITED

We're very proud of the fact that all of our 12 distribution depots have been awarded Cask Marque accreditation. This means that you can be certain that your Cask Ales will arrive in your cellar in pristine condition, just as their brewer intended. Gaining accreditation is no easy feat. To achieve this our depots receive 6 monthly inspections to ensure that:



DISTRIBUTOR CHARTER

- Our warehouses have a refrigerated area for storing Cask Ale with temperatures maintained between 11°C – 13°C.
- We always operate a first-in first-out policy with stock.
- Our delivery to outlet must be at least 14 days before 'best before' / 'sell by' date.
- We load Cask Ale on day of delivery, as far as possible, to ensure no heat pick-up.
- We have a quality control procedure that enables both suppliers and customers to audit.
- Our deliveries adhere to Health and Safety standards. Draymen are trained in the handling of Cask Ale.
- We ensure that, on uplift, all casks are properly sealed and that keystones, corks and spiles are available for the licensee.
- We ensure the brewers' ullage procedures are adhered to so that quality problems can be quickly identified and addressed.
- Our draymen stillage casks when appropriate.

We offer **OVER 150 EXTRA CHOICE ALES** a year through our **DEALS BROCHURE.** The selection changes each month.

TAPSTER'S EXTRA CHOICE RANGE

If your customers are established Cask Ale drinkers looking for something a little different, then Extra Choice is for you. This is our range of less well-known ales, often seasonal and carefully selected from breweries across the UK to add some extra variety to your handpulls.

For your convenience the majority of Extra Choice pump clips are attached to your cask when it is delivered. For exceptions to this rule, pump clips will be posted out to you immediately when you place your Extra Choice order with Telesales, ensuring you can dispense your ale as soon as it is ready.

CASK ALE

THE MARKET

It's been another great year for Cask Ale. Astonishingly, it's still growing in a challenging market.

Why has it risen in popularity so much over the past few years? Well Cask has once and for all shed that stereotypical 'old man' image it had hanging round its neck for so long.

The emergence of Craft Beer, however you define Craft, has played a huge part in getting people to change their attitudes about beer. Craft Beer and Cask Ale are not two separate entities, they are intrinsically linked. Most Cask Ale is Craft Beer, and most Craft Beer (in the UK) is Cask. It has Craft credentials

– made with care, full of flavour and packed with natural ingredients. The word 'Craft' has brought beer to a new generation of drinkers who are increasingly curious and adventurous about flavours and styles of beer.

It's forecast that by **2020 CASK ALE** will account **20%** of all beer sold in for about pubs, clubs and bars.*



CASK DRINKERS visit the pub **TWICE AS OFTEN** as the average person and spend around **£967** per year in pubs – **ALMOST DOUBLE** that of other drinkers.**

Cask Ale is now enjoying an unprecedented era of variety and interest. So why should you care? Because Cask Ale provides an important profit opportunity for your business. Take a look at some of the findings from this year's Cask Report.

The Cask drinker **MASSIVELY INFLUENCES** the choice of pub to visit in mixed groups of drinkers. So if you **STOCK A RANGE** of good quality **CASK ALES**, this drinker will bring **MORE PEOPLE** into your pub who will **ALL PURCHASE A DRINK** – be it Cask Ale **OR SOMETHING ELSE**



THE CASK ALE VALUE CHAIN

Cask Ale drinkers...

VISIT THE PUB MORE OFTEN

ARE MORE LOYAL

SPEND MORE MONEY

BRING OTHER PEOPLE

Pete Brown, author of the Cask Report, made some interesting observations about 'trends' influencing our drinking behaviour. He observed that in times of austerity, whilst you might not be able to afford the big things in life, consumers reward themselves with 'little treats' of everyday items. These treats might be a Starbucks coffee instead of a Nescafé because it's seen as premium. The same thing applies to Cask Beer; you treat yourself to a visit to the pub for a premium

pint of beer. He added that we also have a 'feel good' factor about choosing small, independent brands from local suppliers and expressing our individuality.

In response to these general trends increasing amounts of consumers are choosing Cask Ale as a drink of choice because of its flavour, its authenticity and its 'localness'.



If you're Cask Marque accredited have a supply of pump clip crowns to communicate the quality of your beer. **THEY'RE FREE & AVAILABLE ALL YEAR ROUND.**



ADVERTISE 'TRY BEFORE YOU BUY' SAMPLES on your luggage tags or chalkboards. It's a great way of getting customers to try something different.



USE TWITTER, FACEBOOK & YOUR WEBSITE to communicate the range of ales you stock. **See page 91** Try streaming your beer chalkboards live on your website using a webcam.



Promote your **PERMANENT RANGE OF BEERS MATCHED WITH POPULAR DISHES** on the food menu.



Offer customers an alternative to a wine list. **PROMOTE YOUR RANGE OF CASK ALE IN A BEER MENU** All the beers listed don't need to be on permanently, you can have a 'guest' section.



ORDER UP A SUPPLY OF 'EMPTY BELLY' POSTERS FROM WE DELIVER MORE to advertise guest ales and events such as Beer Festivals.

COMMUNICATING YOUR RANGE

You can have the best range of Cask Ales in the world on your pumps but if no one knows about them, are they all going to sell? Think like a big brand owner and use our tips to communicate your range to new and existing customers alike. **See page 101 for where to buy all the materials you need to communicate your range more effectively.**

HAVE SAMPLES OF BEER IN SEALED KILNER JARS

to display the colours of your beer range to customers.



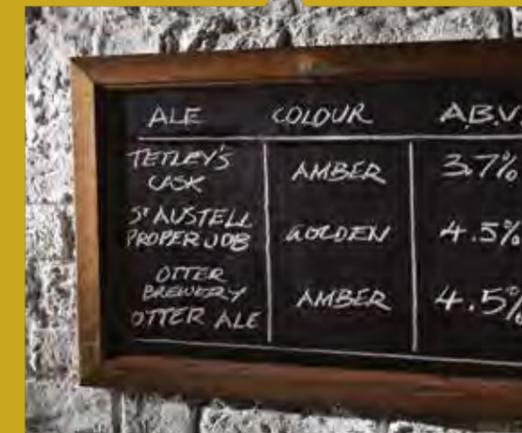
Use luggage tags to communicate positive messages such as:

**'SETTLING IN THE CELLAR'
'GREAT WITH FISH & CHIPS'
'BLONDE, CITRUSY ALE'**



Use chalkboards and A-boards to communicate the beers on sale and also the beers coming next.

INDIVIDUAL TABLE TOP CHALKBOARDS ARE AVAILABLE FROM WE DELIVER MORE



Make sure the 1/3 pint platters are on display and advertised for a set price.

FILL THE GLASSES WITH MALTS & HOPS FOR A MORE VISUALLY ATTRACTIVE DISPLAY



CASK ALES

YOUR RANGE

Use the **RANGING MATRIX** to ensure you **GET IT RIGHT** for both your business and your customers.



The number of Cask Ale brands and styles is at an all-time high and CAMRA's WhatPub database shows that Cask is now available in 70% of British pubs. However, stocking too many Cask Ales, or too many 'niche' brands can have an adverse effect on quality and damage business.

RANGING MATRIX				
# HAND PULLS	<18G PER WEEK	<36G PER WEEK	<54G PER WEEK	<72G PER WEEK
1				
2				
3				
4				

THE BEST CASK ALE PUBS

make sure they have a mix of well-known brands alongside guest ales.



TRIED & TRUSTED



CHOOSE IF SELLING 18 GALLONS OR LESS PER WEEK

A familiar brand recognised by both occasional and experienced Cask Ale drinkers. This is usually a 'famous' beer, known throughout the UK. Drinkers look for familiarity when they walk into a venue for the first time. If your whole range consists of guest ales, many cask drinkers will default to a keg product because they can't see anything they recognise. If you get the quality of your Tried and Trusted brand right, drinkers will usually order a second pint of something less familiar – they become confident with your beer keeping skills. [See pages 17-42 for our range.](#)

LOCAL HEROES



CHOOSE IF SELLING BETWEEN 18 & 54 GALLONS PER WEEK

This is a brand which is well known in the area where it's brewed. It's familiar to the locals, but seen much more as a 'guest' ale when stocked outside its homeland. A Local Hero complements your permanent Tried and Trusted brand and gives customers a choice. [See pages 43-62 for our range.](#)

CRAFT SELECTION



CHOOSE IF SELLING MORE THAN 54 GALLONS PER WEEK

This is a brand which usually comes from a small brewer or a micro. Seasoned Cask Ale drinkers seek provenance and authenticity and Local Specialists give them the chance to try something which might not always be available in their area. [See pages 63-68 for our range.](#)

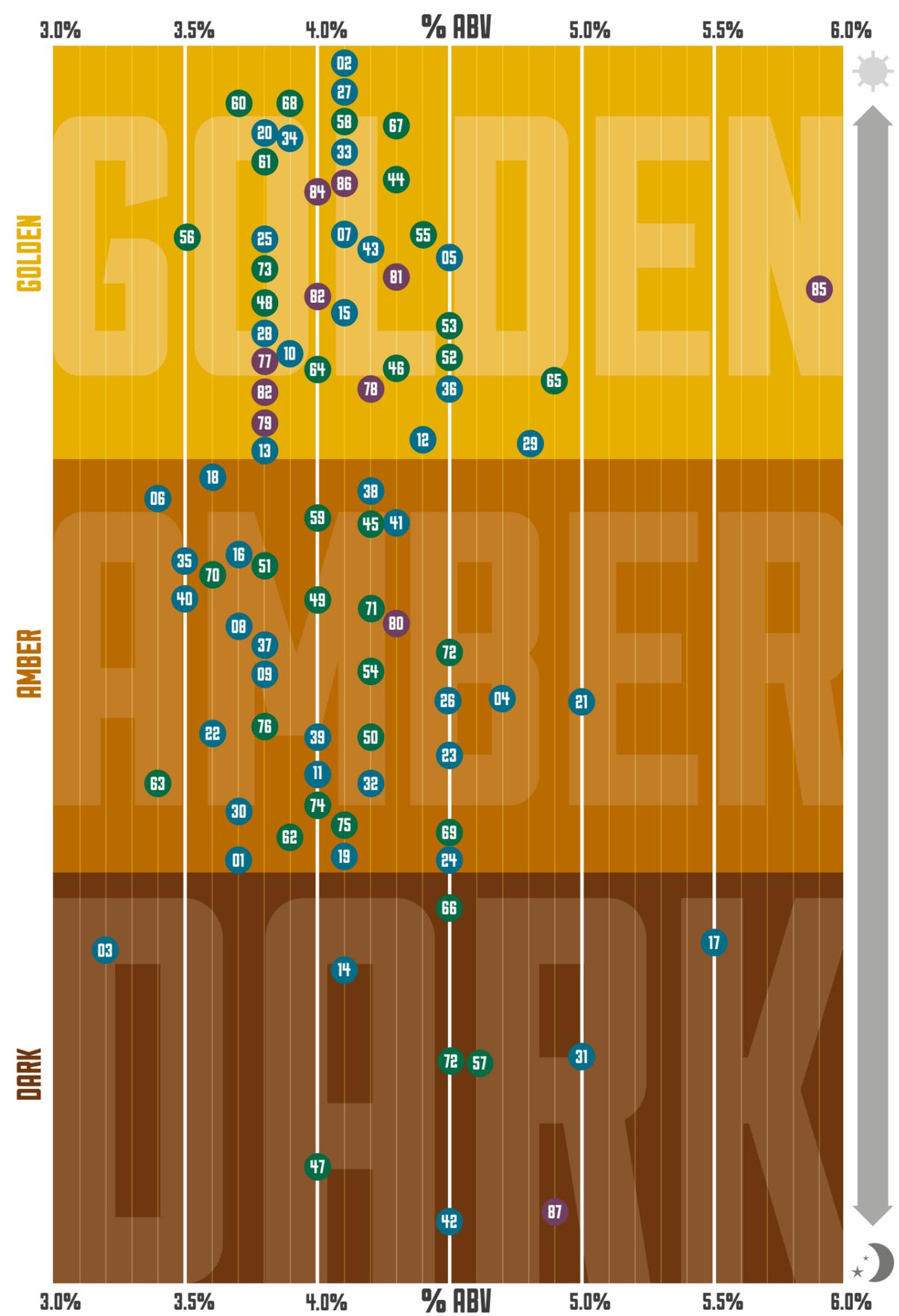
TAPSTER'S RANGE COLOUR CHART

With over 14,000 different ales produced by UK brewers last year, there is a vast array of flavours, styles and colours available. There are many ways to categorise and describe beers - terms such as premium, bitter, speciality, old ale and so on. Here at Tapster's we wanted to simplify the process of choosing your range and ensure you order what your customers demand. Many beer drinkers "drink with their eyes" and look at the colour of the beer first. So we have split our range by colour so you can choose a balanced and varied range of beers at a glance.

- GOLDEN** SIMILAR IN COLOUR TO LAGER
Golden ales are spritzy, light and refreshing. They range in strength and are characteristically crisp, citrusy and highly aromatic.
- AMBER** RICH BRONZE & COPPER-HUED ALES
Can be maltier than golden ales which brings juicy, fruity flavours to the beer as well as residual sweetness.
- DARK** RUBY-REDS TO CHOCOLATE COLOURED BEERS
Full-bodied, complex and bursting with big, bold flavours ranging from prunes and raisins to coffee and toffee.

THE KEY

TRIED & TRUSTED		LOCAL HEROES		CRAFT SELECTION	
Tetley's	Fuller's	St Austell	Everards	Marston's	Darkstar Brewing Co.
01 Tetley's Cask	17 ESB	35 Cornish Best	50 Tiger Best Bitter	63 Brakspear Bitter	77 Hophead
02 Tetley's Gold	18 Gales Seafarers	36 Proper Job	Exmoor Ales	64 Jennings Cumberland	Oakham Ales
03 Tetley's Mild	19 London Pride	37 Trelawny	51 Exmoor Ale	65 Ringwood Forty Niner	78 Citra
	20 Oliver's Island	38 Tribute	52 Exmoor Gold		79 JHB
Adnams	Greene King	Timothy Taylor's	Gower	Mordue Brewery	Portobello
04 Broadside	21 Abbot Ale	39 Boltmaker	53 Gower Gold	66 Workie Ticket	80 Star
05 Ghost Ship	22 Greene King IPA	40 Golden Best	Hogs Back Brewery	Ossett Brewery	Rooster's Brewing Co.
06 Lighthouse	23 Old Speckled Hen	41 Landlord	54 T-E-A	67 Silver King	81 Yankee
07 Mosaic Pale Ale	Marston's	Wychwood	Holden's	68 Yorkshire Blonde	Salopian
08 Southwold Bitter	24 Lancaster Bomber	42 Hobgoblin	55 Golden Glow	Otter Brewery	82 Oracle
Black Sheep	25 New World Pale Ale	43 Hobgoblin Gold	Hook Norton	69 Otter Ale	83 Shropshire Gold
09 Black Sheep Best Bitter	26 Pedigree		56 Hooky Ale	70 Otter Bitter	Thornbridge
10 Golden Sheep	27 Wainwright		57 Old Hooky	SA Brain & Co. Ltd	84 Brother Rabbit
Butcombe	Robinsons		Inveralmond Brewery	71 SA	85 Jaipur
11 Butcombe Bitter	28 Dizzy Blonde		58 Ossián	72 The Rev. James Original	Titanic Brewery
12 Butcombe Gold	29 Trooper		JW Lees	Sambrook's	86 Iceberg
13 Rare Breed Pale Ale	30 Wizard		59 Traditional Bitter	73 Wandle	87 Plum Porter
Charles Wells	Shepherd Neame		60 Manchester Pale Ale	Upham Brewery	
14 Bombardier	31 Bishops Finger		Leeds Brewery	74 Punter	
15 Bombardier Burning Gold	32 Spitfire		61 Leeds Pale	Wadworth	
16 Young's Bitter	33 Spitfire Gold		Loch Ness Brewery	75 6X	
	34 Whitstable Bay Pale Ale		62 WilderNESS	Woodforde's	
	Castle Rock			76 Wherry	
	48 Harvest Pale				
	Conwy				
	49 Welsh Pride				



TETLEY'S



WE STILL BELIEVE IN JOSHUA'S WORDS "QUALITY PAYS" ...AS TRUE NOW AS IT WAS IN 1822

Tetley's has been brewed since 1822 and we remain as passionate today as we were on the very first day that Tetley's Cask was brewed.

Joshua Tetley lived by the belief, 'Quality pays'. He never relaxed from his insistence on the highest quality in both brewing and the ingredients he bought. We still stand by Joshua's original principle today.

The Tetley's name has been synonymous with the brewing of high quality ales for almost two centuries and we are proud of our rich history. How many brewers can claim that they challenged escape artist Harry Houdini to escape from a padlocked metal cask of ale? In 1911, Houdini accepted this challenge; however, it proved too much for him and he had to be rescued from the cask. It is the only challenge known to have defeated the great escape artist, Houdini.

Tetley's is also proud of the long association it holds with the sport of Rugby. Current sponsorship deals are in place to support Rugby League clubs and in Rugby Union, Tetley's is the 'Official Beer' of 2013/14 Aviva Premiership Champions, Northampton Saints.



TETLEY'S CASK

First brewed in Leeds in 1822, this classic amber session bitter has roasted caramel bitter sweetness balanced with distinctly aromatic smooth hoppy flavours and a lingering dry bitter finish.

3.7% AMBER		GOLDEN BROWN	FOOD MATCH: Works well with hearty meat and game dishes and mature cheeses.
		SMOKY, NUTTY	
		FULL, SMOOTH-BODIED	
	BITTER		
	SWEET		



TETLEY'S GOLD

A unique, contemporary beer that's full of flavour, yet of the very palest colour. A blend of cutting-edge hop varieties creatively combine to give Tetley's Gold a sprightly, thirst quenching citrus character.

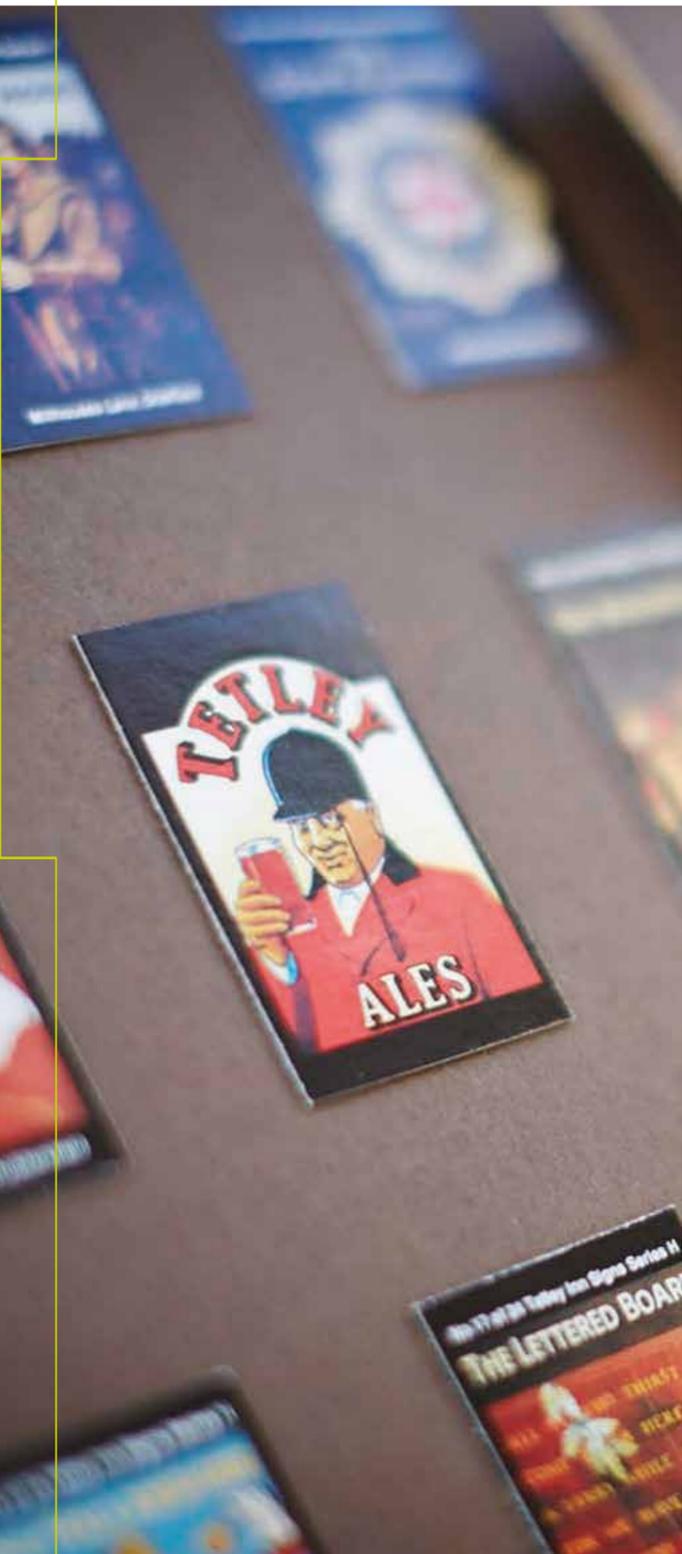
4.1% GOLDEN		PALE, GOLDEN YELLOW	FOOD MATCH: Suited to all seafood, and the refreshing zesty edge complements hearty game dishes and citrus desserts.
		FRESH & MALTY WITH HINTS OF CITRUS & HAY	
		DRY, REFRESHING, HERBAL NOTES & CITRUS FINISH	
	BITTER		
	SWEET		



TETLEY'S MILD

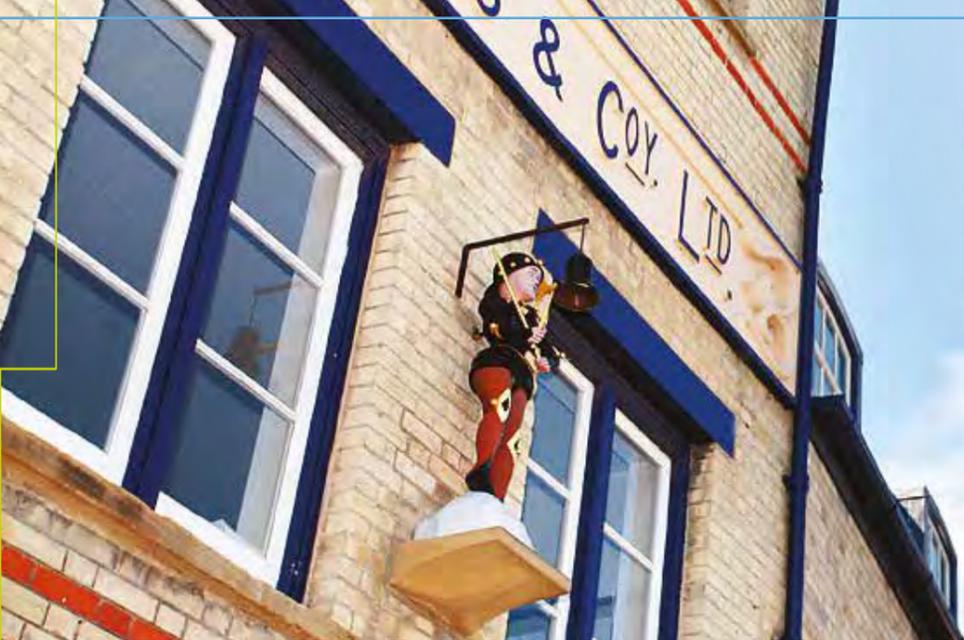
Chocolate malt and caramel give this beer its dark red colour. Flavours are sweet and smoky, from the demerara sugar and Tetley's yeasts, with a strong undertone of roasted malt.

3.2% DARK		DEEP BROWN	FOOD MATCH: Great with roast meat or chilli. Try with a chocolate dessert for a sweet finish to a meal.
		SMOKY, ROASTED NUT	
		CHOCOLATE, SMOKY, NUTTY	
	BITTER		
	SWEET		



TRIED & TRUSTED

ADNAM'S



ADNAM'S
SOUTHWOLD
FOUNDED: 1872
REGION: SOUTHWOLD, SUFFOLK
ADNAM'S.CO.UK

ADNAM'S IS THE OFFICIAL BEER PARTNER OF THE OXFORD & CAMBRIDGE BOAT RACE FOR THE NEXT 6 YEARS.



Adnams is a family brewer offering a range of award-winning beers, based in the heart of Southwold since 1872. A company that prides itself on doing things differently, working hard to ensure their impact on the environment and local community is a positive one.

Adnams brew a distinctive range of authentic beers that reflect their heritage but also challenge conventions. Each has its own unique and vibrant character that appeals to the most discerning drinker.



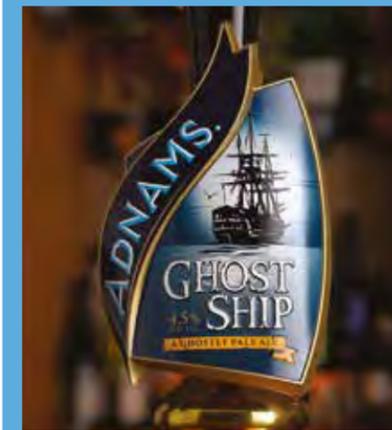
BROADSIDE

Brewed with pale ale malt and First Gold hops, Broadside is a dark ruby red beer, rich in fruitcake aromas, almonds and conserved fruit.



👁️	RED AMBER
👂	FRUIT CAKE, ALMONDS
👄	FULL, RICH, SMOOTH
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Its fullness and richness makes it a good partner for stews, steak and kidney or ale pies and all sausage dishes.



GHOST SHIP

A pale ale with a great balance of fresh lime and lemon notes from the Citra hops combined with a slight nutty sweetness from the malted rye.



👁️	STRAW
👂	LEMON, LIME
👄	CITRUS
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Great with spicy food such as Thai green curry.



LIGHTHOUSE

A golden beer with a light fragrance, lovely malty flavours and a long hoppy finish. Brewed with pale ale and Crystal malt, it has a hint of caramel and toffee.



👁️	PALE AMBER
👂	HERBAL, HOPPY
👄	MALTY, HOPPY PALATE
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
The subtle flavours make it a great match for light fish dishes whilst the herbal notes also make it a great accompaniment to lamb.



MOSAIC PALE ALE

NEW FOR 2016

Made with, you guessed it, Mosaic hops, this pale blonde has bags of personality with bold mango, peach, lemon and pine flavours and a dry hoppy finish.



👁️	VERY LIGHT GOLD
👂	MANGO, PEACH, LEMON, PINE
👄	MANGO, PEACH, LEMON, PINE
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

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



SOUTHWOLD BITTER

A beautiful copper-coloured beer, late and dry-hopped with Fuggles for a distinctive, lingering hoppiness.



👁️	NICE WARM AMBER
👂	WEIGHTY HOP
👄	DRY, MOREISH, CLEAN
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Partners roast meats and battered fish. The clean bitterness from the hops cuts through slightly fatty notes and refreshes the palate.

BLACK SHEEP



FOUNDED: 1992

REGION: MASHAM, NORTH YORKSHIRE
BLACKSHEEPBREWERY.CO.UK

In 1992, Paul Theakston dared to follow his heart and build a pioneering new brewery from scratch following the takeover of the family brewing firm; a tale of endeavour against all odds. Built on traditional brewing values and from brewing equipment rescued from around the country, Black Sheep was formed with the vision of crafting quality beer with real flavour. The name is a nod to local sheep farming heritage and Paul himself, the so called 'Black Sheep' of the family.

The sixth generation of the Theakston family brewing heritage is now proudly part of the Black Sheep story with Paul's eldest two sons, Rob and Jo, now running the business. Black Sheep continues to brew much loved Cask and Premium Bottled Ales in time-honoured fashion, whilst going against the grain with a flow of new and experimental brews.

BLACK SHEEP PICKED UP
GOLD & SILVER AWARDS AT THE
2015 WORLD BEER AWARDS.



BLACK SHEEP BEST BITTER

The definitive quality session beer. Amber in colour with lots of peppery Fuggle hops and a dry refreshing bitter finish. Uncompromising, quaffable and moreish.



	AMBER, STRAW
	HOPPY, MALTY, FRUITY
	SMOOTH BALANCED FRUIT
BITTER	
SWEET	

FOOD MATCH:

Sits extremely well with lovely red meats such as juicy roast lamb.



GOLDEN SHEEP

NEW FOR 2016

A beautifully balanced golden cask beer with a dry and refreshing bitterness. Light gold in colour, with fresh citrusy fruit flavour and a clean, crisp finish.



	LIGHT GOLDEN
	HOPPY, CITRUS, FRUITY
	ZESTY, SHARP, FRUITY
BITTER	
SWEET	

FOOD MATCH:

A great partner to robust flavours. A hearty sausage and mash or steak and ale pie both make superb matches.

FANS come from FAR AND WIDE to experience BLACK SHEEP FIRST HAND and the visitor centre is an integral part of the EXPERIENCE.



BUTCOMBE



FOUNDED: 1978
REGION: WRINGTON, BRISTOL
BUTCOMBE.COM



BUTCOMBE GOLD DEPICTS BALLOONS FROM THE BRISTOL INTERNATIONAL BALLOON FIESTA THAT BEGAN IN THE SAME YEAR AS THE BREWERY, 1978.

Butcombe Brewery are delighted that renowned brewer Stuart Howe, recent Parliamentary Brewer of the Year, joined them in 2015 as their new Director of Brewing, heading up a 5-strong brewing team that has more than a century of combined brewing experience.

All Butcombe beers are brewed using purified Mendip spring water, 100% Maris Otter malt and their own unique yeast strain. All of this means that with Butcombe beers, you are guaranteed something quite exceptional.

The moreish Butcombe Bitter is known affectionately as the 'West Country's Favourite' and is the most popular regional beer.

When it was established Butcombe Brewery was a trailblazing first-generation micro-brewery that has since grown from a small farmhouse enterprise to a highly successful regional brewery and 2016 promises continued great quality favourites and innovative new beers.

The **BUTCOMBE BREWERY** built in 2005 remains the **LARGEST NEW BUILD BREWERY** in the UK.



BUTCOMBE BITTER

The West Country's favourite beer derives from pure Mendip Spring Water. Notably bitter, clean tasting and refreshingly dry. Made with 100% Maris Otter malt, together with a blend of English hop varieties. This is a moreish Mendip masterpiece.

4.0%
AMBER

CLASSIC AMBER	FOOD MATCH:
HOPPY, MALTY, PEPPER	Great with Welsh rarebit or beer braised sausages with onion gravy and chive mash.
CLEAN, DRY, BITTER	
BITTER	
SWEET	



BUTCOMBE GOLD

A refreshing golden bitter brimming with character, not to mention citrus hops and fruit. Made with 100% Maris Otter malt and brewed using a single varietal hop – English Fuggles. A malty and fresh vitality gives way to a full bittersweet finish. Pure gold.

4.4%
GOLDEN

GOLDEN SUNSET	FOOD MATCH:
SUBTLE, HOP AROMA	A fantastic accompaniment with Moules Marinière or a lamb shank.
SLIGHTLY SWEET, ABIDING DRYNESS	
BITTER	
SWEET	



RARE BREED PALE ALE

NEW FOR 2016

Cotswold farmer and TV presenter Adam Henson has worked with Butcombe Brewery bringing together the finest West Country ingredients - Maris Otter malting barley, Herefordshire hops and Mendip spring water, to create a clean-tasting pale ale.

3.8%
GOLDEN

GOLDEN	FOOD MATCH:
HOPPY, CITRUS, FLORAL	Rare Breed works well with spicy food such as curries, white fish and shell fish.
REFRESHING, FRUITY, BALANCED	
BITTER	
SWEET	

CHARLES

WELLS


Charles Wells
ESTABLISHED 1876
FOUNDED: 1876
REGION: BEDFORDSHIRE
CHARLESWELLS.CO.UK

New recruit **BURNING GOLD** continues to tempt drinkers with its **CRISP, REFRESHING, ZESTY** taste.



BOMBARDIER



Burnished copper with a rich, tempting aroma of peppery hops and raisins, while the palate is dominated by more dark fruit, juicy malt and tangy hops.

4.1% DARK	COPPER	FOOD MATCH: Perfect with a simple steak and chips or gamier meats such as venison.
	CITRUS, SPICY, BISCUIT	
	SMOOTH, SWEET-BITTER BALANCE	
	BITTER	
	SWEET	

BOMBARDIER BURNING GOLD

NEW FOR 2016



Bombardier Burning Gold is a crisp and refreshing 4.1% ABV golden cask beer. Served cool, Burning Gold's sweet and soft taste comes together to produce a wonderfully light and refreshing golden ale.

4.1% GOLDEN	GOLDEN	FOOD MATCH: Partners roast meats and battered fish. The clean bitterness from the hops cuts through slightly fatty notes and refreshes the palate.
	GRAPEFRUIT, ZESTY	
	DRY, REFRESHING	
	BITTER	
	SWEET	



THERE ARE 140,000 BOMBARDIER FANS ON FACEBOOK.

Charles Wells have been a proud family brewer since 1876. They pour 140 years of expertise, time honoured techniques and the finest ingredients, including natural mineral water from their very own well, into carefully crafting the classic ales they're famed for and they use the same blend of passion and skill to conjure up new and exciting beers for drinkers all over the world.

Charles Wells have accumulated many accolades in brewing, marketing and business support in the last year alone. It has also been an exceptionally exciting time for their flagship beer brand Bombardier. New recruit Bombardier Burning Gold continues to tempt drinkers with its crisp, refreshing, zesty taste.

They welcomed their new Bombardier, the legend that is Bob Mortimer to the regiment with a fresh new marketing campaign and their online troops continue to grow now standing at 140,000 Bombardier fans on Facebook alone. And we've got plenty more up our sleeves for 2016!

YOUNG'S BITTER



A refreshing amber ale with a light, dry palate, a fresh, fruity aroma and a long, satisfying bitter finish.

3.7% AMBER	AMBER	FOOD MATCH: Try with beer battered fish and chips, bangers and mash or roast beef with all the trimmings.
	FRUIT CITRUS	
	DRY, BITTER, MOREISH	
	BITTER	
	SWEET	

FULLER'S



FOUNDED: 1845
REGION: CHISWICK, LONDON
FULLERS.CO.UK



Fuller, Smith and Turner P.L.C. (Fuller's) is London's oldest independent, traditional family brewer. Founded in 1845, all brews are still produced at the historic Griffin Brewery in Chiswick, London having first taken place there in 1654. In fact the sixth generation of the Fuller's family is still employed at the Brewery today.

Fuller's Beer Company brews a portfolio of premium beers including London Pride, ESB and Oliver's Island as well as using the Gales yeast to create exemplary session beers such as Seafarers.

Brewing Director John Keeling has always held the goal of producing the most natural beer possible while delivering consistently exciting flavours. Having been at Fuller's for over 40 years he says "We always want to brew exciting beers. Today's popular beers are packed with flavour and I am very happy with what our portfolio offers".



**THE BEER AT FULLER'S HAS RECEIVED
NUMEROUS AWARDS AROUND THE
WORLD, RECENTLY PICKING UP
GOLD AT FESTIVALS IN SWEDEN,
HONG KONG & AUSTRALIA.**



ESB

Deep amber ale packed with orange and citrus fruit character. Rich, hoppy flavours are perfectly balanced by a full-bodied maltiness, leaving a warm, satisfying finish.



👁️	CHESTNUT
👂	INTENSE FRUIT & HOPS
👄	RICH MALT, MARMALADE BITTERNESS
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Perfect with a steak pie and also great with nutty cheeses such as Jarlsberg.



GALES SEAFARERS

Light amber beer with a wonderful fresh 'bracing' aroma of zesty, spicy hops followed by a palate full of fruit and malt character.



👁️	LIGHT AMBER
👂	ZESTY HOPS
👄	BALANCED MALT CLEAN & HOPPY
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Beer battered fish and chips.



LONDON PRIDE



Rich, smooth and wonderfully balanced. A distinctive malty base is complemented by a well-developed hop character from its Target, Challenger and Northdown hops.



👁️	TAWNY
👂	MALT, HOPS
👄	BALANCED MALT BITTERNESS
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Enjoy with sausage, mash and gravy.



OLIVER'S ISLAND



A glorious gold colour with a unique blend of golden malt, orange peel and floral and citrus hops.



👁️	DEEP GOLD
👂	ORANGE, ZESTY, FLORAL
👄	CITRUS NOTES, BISCUITY, CRISP
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:
Great with either fish and chips or a spicy chicken dish.

GREENE

KING



FOUNDED: 1799
REGION: BURY ST EDMUNDS, SUFFOLK
GREENEKING.CO.UK



ABBOT ALE IS THE NO.1 PREMIUM CASK ALE IN THE UK***

Greene King have been brewing fine ales since 1799, using locally grown barley and water from the chalk wells under the brewery. Bury St Edmunds has a rich brewing history with evidence of brewing dating back to 1086, as found in the Domesday Book. Things have moved on somewhat since then, but they continue to brew some of the finest ales in the country.

Their passion and dedication for creating quality Cask Ales can be tasted in every drop of beer that leaves the brewery.

Greene King brew the fastest selling Cask Ale in the country* – Greene King IPA and the Nation's favourite premium ale** – Old Speckled Hen.



GREENE KING is the country's **LEADING PUB RETAILER** and **BREWER** with a **HERITAGE** that stretches back for more than **200 YEARS.**

ABBOT ALE

ALSO AVAILABLE IN BOTTLES

Abbot is an irresistible ale with masses of fruit character, a malty richness and superb hop balance. It is brewed longer to make it the full-flavoured, smooth and mature beer it is today.



Eye	MAHOGANY, RICH AMBER
Ear	ROASTED RIPE FRUIT
Lips	MALT MATURE BITTER, SWEET FINISH
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:

Works with rich strong flavours such as game. Also complements all cheese dishes.



GREENE KING IPA

A perfectly balanced ale, characterised by its fresh, hoppy taste and clean, bitter finish. This hoppy taste and aroma come from the English hops – Challenger and First Gold – combined with pale and Crystal malts.



Eye	TAWNY AMBER
Ear	FRESH, CLEAN, HOPPY
Lips	HOPPY, DRY, REFRESHING
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:

A great beer to enjoy with a curry, Mexican or other spicy foods.



OLD SPECKLED HEN

ALSO AVAILABLE IN BOTTLES

A rich amber colour and superb fruity aromas are complemented by a delicious blend of malty tastes. Toffee and malt combine with bitterness on the back of the tongue to give a balanced sweetness, followed by a refreshingly dry finish.



Eye	AUBURN, COPPER
Ear	MALTY, TOFFEE ROASTED
Lips	WARMING, FRUITY, ROASTED
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:

Great with British foods, such as roast dinners and pies. Also try with sticky toffee pudding.



MARSTON'S



FOUNDED: 1834
REGION: WOLVERHAMPTON, WEST MIDLANDS
MARSTONS.CO.UK



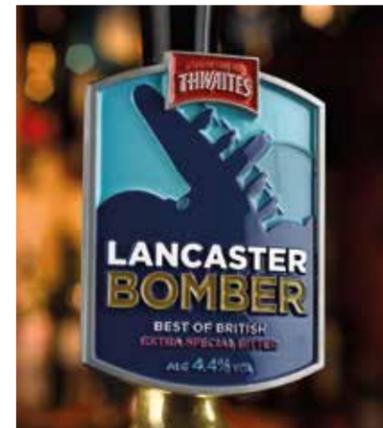
MARSTON'S BEER COMPANY WERE AWARDED BEST CASK ALE SUPPLIER AT THE PMA'S PUBLICAN CHOICE AWARDS 2015

Founded in 1834, Marston's Beer Company focuses on brewing Cask and Premium Bottled Ales with a strong consumer following and an emphasis on local provenance. Lead brands include the uniquely brewed Marston's Pedigree and recently acquired 'Breath of Fresh Ale', Wainwright.

Marston's believe themselves to be the last brewery to still use the unique Burton Union Fermentation System to brew the famous Marston's Pedigree, which is brewed using Burton well water, the magical elixir that put Burton brewing in the history books.

2015 has been a successful year for Marston's Beer Company as they were awarded Best Cask Ale Supplier at the PMA's Publican Choice Awards and also picked up another 27 awards for their beers including golds for Hobgoblin and New World Pale Ale.

Its five breweries are all independently run and each has a Master Brewer to ensure the consistence in quality across their brands as well as understanding their brewery character and working to build exactly that into the beer styles from each. There are several budding Master Brewers who are due to qualify next year and a steady stream of Technical Brewers studying for their diplomas.



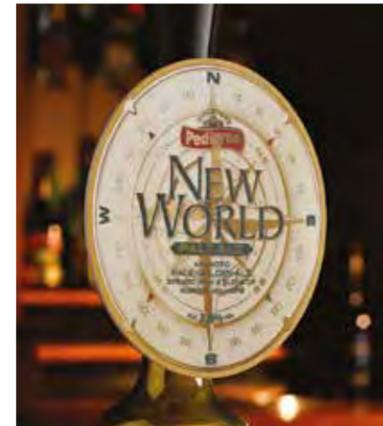
LANCASTER BOMBER

A beer that calls out to 'Give a Dam', with donations made to Leonard Cheshire Disability, the RAF's chosen charity for this award-winning full-bodied chestnut coloured ale with an inviting malty aroma and warming aftertaste.



	CHESTNUT
	TOFFEE, BISCUIT
	MOREISH, RICH, BITTER
BITTER	
SWEET	

FOOD MATCH:
 Complements beef dishes, hearty soups and strong cheese.



NEW WORLD PALE ALE

Using the fresh and funky hop flavours of Australia, this beer infuses exotic contemporary flavours. Gleaming pale gold in colour, New World pours with a dense head of foam and a fruity and floral aroma.



	GOLDEN YELLOW
	PEACH & APRICOT, TROPICAL FRUITS
	FRAGRANT EXOTIC FRUIT, SWEET CITRUS HOP
BITTER	
SWEET	

FOOD MATCH:
 An easy partner to lightly spiced dishes like curry. Also complements fish and chicken.



PEDIGREE

Unique in the world, Marston's Pedigree is the only beer still using the Burton Union System in oak casks. A dry, malty ale with a hint of spice and golden brown in colour.



	GOLDEN BROWN
	BURTON SULPHUR
	DRY, BISCUITY, MALT, SPICY
BITTER	
SWEET	

FOOD MATCH:
 Great with rich food; steaks, roasts, casseroles, stews and sausages.



WAINWRIGHT

With its hoppy aroma, subtle sweetness and delicate citrus fruit flavours this award-winning golden ale is like the country air Alfred Wainwright so enjoyed – totally refreshing.



	GOLDEN
	FRUIT, CITRUS
	FRUITY, SWEET, CITRIC, REFRESHING
BITTER	
SWEET	

FOOD MATCH:
 White meat or spicy food such as Thai dishes including curries.

ROBINSONS



FOUNDED: 1838
 REGION: STOCKPORT, CHESHIRE
 ROBINSONSBREWERY.COM



IN 2015 ROBINSONS WON BBI GOLD FOR DIZZY BLONDE & TROOPER, IBC SILVER FOR TROOPER & BRONZE FOR DIZZY BLONDE

Based in the heart of Stockport and owning 300 pubs, managed houses and hotels across the North West, Robinsons is one of oldest and most respected family brewers in the UK. The Stockport Brewer also has one of the most advanced and sophisticated brew houses in the world with a global reputation for award-winning real Cask Ale.

Combining original recipe heritage brews with young ales such as Dizzy Blonde, Wizard and TROOPER (created with Iron Maiden) is what differentiates Robinsons – forward-thinking and innovation mingled with the very best traditions. The Robinsons range consists of a wide selection of permanent Cask Ales, a variety of unique seasonal ales and Premium Bottled Ales.

2015 was a busy year for Robinsons – with a company-wide corporate rebrand, the launch of Wizard plus the brewery's first foray into the world of motorsports with a TROOPER sponsorship at the Isle of Man TT and Visit England accreditation for the Visitor Centre.

It's an award winning formula which has earned Robinsons real ale recognition for almost 180 years and the investment and innovation is set to continue throughout 2016.

ONS



DIZZY BLONDE

Inspired, oddly enough, by our colonial friends in the US, the use of Amarillo hops from the States makes Dizzy Blonde sassy, fresh and a delight to spend time with. Dizzy Blonde is a really vibrant golden ale with a distinctive wild aromatic invigorating hop.



BLONDE	WILD AROMATIC ZESTY HOP
CRISP, ZESTY, REFRESHING	
BITTER	
SWEET	

FOOD MATCH:
 Good with any fish or white meat. Perfect with a Thai curry.



TROOPER

ALSO AVAILABLE IN BOTTLES

Brewed by Iron Maiden's Bruce Dickinson, Trooper is a rich dark golden beer with the balance of hop flavour and hop bitterness. Full-bodied with rich malt and hops in the mouth and a lingering hop-dominated finish with tangy citric fruit and roasted malt.



DARK GOLDEN	SWEET MALT, ZESTY HOP
BITTER, STRONG ROASTED MALT	
BITTER	
SWEET	

FOOD MATCH:
 White meat or spicy food such as Thai dishes including curries.



WIZARD

NEW FOR 2016

A moreish, sessionable 3.7% abv mythical amber ale. Packed full of flavour, Wizard has a spell-binding berry fruit and zesty hop palate complemented by a magical full malt character.



AMBER	FRUITY HOP
MALTY, FRUITY HOP	
BITTER	
SWEET	

FOOD MATCH:
 Steak and ale pie, sausage and mash.

SHEPHERD NEAME



FOUNDED: 1698
REGION: FAVERSHAM, KENT
SHEPHERDNEAME.CO.UK



THE ALES ARE MADE IN THE UK'S LAST REMAINING SOLID WOODEN MASH TUNS & KENTISH ALE IS THE ONLY UK BEER STYLE PROTECTED BY THE EU.



Nestled in the heart of hop country, Shepherd Neame has been brewing in the medieval market town of Faversham for nearly 450 years. You only survive as Britain's oldest brewer thanks to constant evolution and reinvention.

New additions to the portfolio include Whitstable Bay Pale Ale and Spitfire Gold, beers that are bursting with flavour and aroma from some of the most in vogue hops, such as Centennial, Saaz and Styrian Goldings.

In addition to calling upon the best of the UK's hop crop in the garden of England, Shepherd Neame also uses the highest quality British malts and chalk-filtered mineral water drawn from the artesian well deep beneath the brewery. These are combined in the country's last remaining solid wooden mash tuns, resulting in ales so rich in provenance that Kentish ale is the only UK beer style which is protected by the EU.

The brewery's flagship beer, Spitfire Premium Ale continues to prove a favourite with drinkers, as much for its spicy, resinous hop notes as for its irreverent, cheeky marketing.



SPITFIRE

The glowing amber of this premium Kentish ale has generous amounts of tangy malt, soft raisins and sweet oranges, freshened by the floral, grassy notes of three different Kent-grown hop varieties; Target, First Gold and East Kent Goldings.



	DARK AMBER, AUBURN
	FRUIT, TOFFEE, HOPPY
	SPICY, HOPPY, BITTER
BITTER	
SWEET	

FOOD MATCH:
Perfect for roast beef and Yorkshire pudding, bangers and mash, steak pie or steak and chips.



SPITFIRE GOLD

NEW FOR 2016

Spitfire Gold's sweet malt base is built upon with tropical fruit and pine aromas imparted by some of the most popular hops of the moment, including Centennial and Saaz.



	GOLDEN
	TROPICAL FRUITS, CITRUS, PINE
	MALTY SWEETNESS, CITRUS, PINE
BITTER	
SWEET	

FOOD MATCH:
A great match to flavoursome light dishes such as chicken Caesar salads to pub classics like fish and chips.



BISHOPS FINGER

Fashioned on a foundation of Crystal malt, this rich, ruby-coloured classic belies its burly appearance with a complex flavour. Mouth-filling fruit, prunes, plums and dried apricot spiked with pepper, cinnamon, and a soft bitter blood-orange finish.



	CHESTNUT BROWN
	ROAST, TOFFEE, BERRIES
	RICH, FRUITY, BITTER
BITTER	
SWEET	

FOOD MATCH:
Wonderful with braised meats, stews and casseroles.



WHITSTABLE BAY PALE ALE

A full-bodied fruity ale with a subtle bitterness and grapefruit and pine aromas. Designed to suit all palates, the sweet maltiness balances perfectly with the fresh pine notes, to offer a light-coloured, thirst quenching ale.



	PALE GOLD
	CITRUS FRUITS, SPICE
	MALT, CITRUS, FRUITY
BITTER	
SWEET	

FOOD MATCH:
Fantastic with fish and seafood with a kick – like chilli prawns or Thai fish dishes.

ST AUSTELL



IN 2015 TRIBUTE WON SILVER AT THE WORLD BEER AWARDS IN THE PALE ALE CATEGORY.



FOUNDED: 1851
REGION: ST AUSTELL, CORNWALL
STAUSTELLBREWERY.CO.UK

Since Walter Hicks founded St Austell Brewery over 160 years ago, brewing fine ales has been at the heart of our business. Today the Victorian Tower Brewery which looks out proudly over St Austell Bay is busier than ever, brewing award-winning Cask and Premium Bottled Ales for customers across the South West and throughout the UK.

In 2015 St Austell achieved the amazing landmark of brewing over 100,000 brewers barrels. Much investment in the brewery has taken place to enable this to happen especially in the packaging and process areas. New brands have also been forthcoming as well as continued investment in the important core brands Tribute, Proper Job and Cornish Lager, Korev.



Founded in 1851 St Austell Brewery **REMAINS 100% FAMILY OWNED & INDEPENDENT.**



CORNISH BEST

Cornish Best (formally known as Dartmoor Best) is an easy-drinking, traditional, well-balanced bitter with widespread appeal. At 3.5% abv, this superb ale bursts with rich malt, biscuit and fine fruit character followed with a flint-dry finish.



AMBER, CHESTNUT	FOOD MATCH:
BARLEY SUGAR	This quaffable ale calls for pub classics like steak and ale pie, Ploughman's lunch or a Cornish pasty.
TOFFEE APPLES, PEPPERY HOPS	
BITTER	
SWEET	



PROPER JOB

A powerfully authentic IPA, a resinous citrus aroma is matched with tangy pineapple on the palate.



STRAW	FOOD MATCH:
LEMON, LIME	Great with strong flavours such as a spicy Indian curry.
CITRUS	
BITTER	
SWEET	



TRELAWNY

A delicate apricot aroma is followed by peach and toffee on the palate and a toasted bitter finish.



BURNISH COPPER	FOOD MATCH:
PEACH, APRICOT, TOFFEE APPLE	A great partner to robust flavours. A hearty sausage and mash or steak and ale pie both make superb matches.
TOASTED BISCUIT, CARAMEL, JAM	
BITTER	
SWEET	



TRIBUTE

ALSO AVAILABLE IN BOTTLES

The South West's favourite beer, Tribute is an easy drinking pale ale. The zesty orange and grapefruit flavours are balanced with biscuit malt for this superb Cornish classic.



PALE AMBER	FOOD MATCH:
ORANGE ZEST, TROPICAL FRUIT	Pub classics, fish and chips, burgers and a traditional Cornish pasty go particularly well.
FRESH ORANGE, GRAPEFRUIT	
BITTER	
SWEET	

TIMOTHY

TAYLOR'S



TIMOTHY TAYLOR'S
CHAMPIONSHIP BEERS

FOUNDED: 1858

REGION: KEIGHLEY, WEST YORKSHIRE

TIMOTHYTAYLOR.CO.UK

EST. 1858
TIMOTHY TAYLOR'S
CHAMPIONSHIP BEERS



**BOLTMAKER WON CAMRA'S
SUPREME CHAMPION BEER
OF BRITAIN IN 2014.**

In 1858 Timothy Taylor began brewing beer on Cook Lane in Keighley, West Yorkshire, England. He clearly struck upon a successful formula because in 1863 he built a larger brewery on the Knowle Spring site in Keighley where the brewery has remained ever since. The superb Knowle Spring water that wells up from deep under the Pennines is still used today to brew the very best traditional Cask Ales.

The brewery has remained in the Taylor family and is now the last independent brewery of its type left in West Yorkshire.

The beers are still brewed by hand with one of the five Heriot Watt trained brewers overseeing every brew. They use the finest Golden Promise barley grown especially for Taylor's to an exacting specification and use whole flower hops from expert growers and with the special strain of Taylor's yeast.

Landlord has won more national awards than any other beer:

4 x Winner of Brewers International Exhibition

4 x Winner of CAMRA Great British Beer Festival

**NEW
FOR 2016**



BOLTMAKER

A well-balanced genuine Yorkshire Bitter with a full measure of maltiness and a hoppy aroma.

4.0%
AMBER

👁️	COPPER, AMBER
👂	FRUITY, SPICY HOP
👄	ROASTED, MALTY, BITTER FINISH
BITTER	🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷

FOOD MATCH:
The malt notes and bitterness from Boltmaker work well with pork pies and roast meats. Perfect with a succulent burger.

**NEW
FOR 2016**



GOLDEN BEST

The last of the true Pennine light milds, this amber coloured beer makes a refreshing session ale. The smooth and creamy flavour made it the popular choice close to the Brewery. Today its popularity is becoming more widespread.

3.5%
AMBER

👁️	LIGHT AMBER
👂	SOFT FRUITS, GENTLE HOP
👄	SWEET, SMOOTH, MALTY
BITTER	🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷

FOOD MATCH:
Perfect with chicken, salads and seafood e.g. chicken Caesar salad or salmon en crouete. Also delicious with creamy fruit desserts.

**NEW
FOR 2016**



LANDLORD

The classic pale ale. This is a beer of great complexity and depth, where the hoppy aromas and flavours are matched by a sweet maltiness.

4.3%
AMBER

👁️	PALE AMBER
👂	CITRUS, HOPPY, FRUITY
👄	FULL, SWEET, LINGERING HOP
BITTER	🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷

FOOD MATCH:
Hearty beef stews such as goulash or a classic steak and kidney pudding.

WYCHWOOD



FOUNDED: 1983
REGION: WITNEY, OXFORDSHIRE
WYCHWOOD.CO.UK

7%↑
YOY

HOBGOBLIN IS ONE OF THE UK'S FASTEST GROWING PREMIUM BEER BRANDS, 7% YEAR ON YEAR.*

Wychwood brewery is located in the market town of Witney on the fringes of the ancient medieval forest of Wychwood. The brewers take inspiration from the myths and legends associated with the ancient Wychwood forest to create a range of award winning characterful beers.

Hobgoblin is the flagship ale with a unique and mischievous brand character and an appeal that is more accessible to recruit new drinkers to the category than more traditional beer brands. Wychwood have also used the Hobgoblin brand as the instigator of the fight against the unfair beer duty with the innovative 'British Pubs Need You' campaign.



The **BRAND IS PROLIFIC ON SOCIAL MEDIA** driving interest and demand. In outlet they **PROVIDE EXCITING POS AND PROMOTIONS TO ENGAGE CONSUMERS.**



HOBGOBLIN

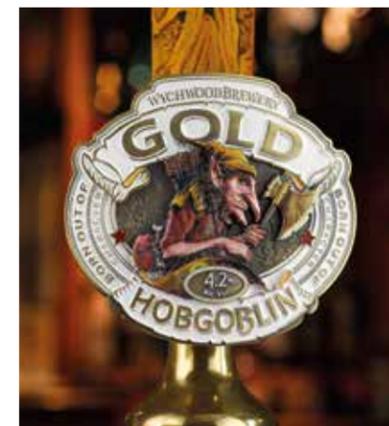
ALSO AVAILABLE IN BOTTLES

Full-bodied, ruby beer that delivers a delicious chocolate toffee malt flavour, balanced with a rounded moderate bitterness and an overall fruity, mischievous character.

4.5%
DARK

👁️	RUBY
👂	TOFFEE, SLIGHTLY CITRUS, CHOCOLATE
👄	TOFFEE, DRY BISCUIT
BITTER	🍷🍷🍷🍷
SWEET	🍩🍩🍩🍩

FOOD MATCH:
The rich chocolatey flavours call for foods such as meat pies, pork pies, hamburgers, roasts, nuts or char-grilled vegetables.



HOBGOBLIN GOLD

Hobgoblin has unearthed a golden treasure. A combination of hop varieties and an infusion of wheat and malted barley results in a perfectly balanced beer – with a huge hop punch. Well what would you expect?

4.2%
GOLDEN

👁️	PALE STRAW-GOLD
👂	VIBRANT CITRUS HOPS
👄	CRISP REFRESHING BITTERNESS, LEMON & GRAPEFRUIT HOPS
BITTER	🍷🍷🍷🍷
SWEET	🍩🍩🍩🍩

FOOD MATCH:
The lemony hop edge provides a perfect contrast to goat's cheese or a mature Cheddar vintage reserve.

*Marston's Warehouse out data P2 2016

LOCAL HEROES

SELECTION FROM TAPSTER'S

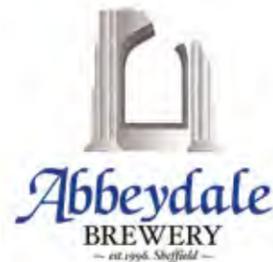
This year we have expanded our range to include a fantastic selection of Local Heroes. These ales are familiar to those lucky enough to be local to the brewery, but seen much more as a 'guest' ale when stocked outside its homeland. A Local Hero complements your permanent Tried and Trusted brand and gives customers a choice.



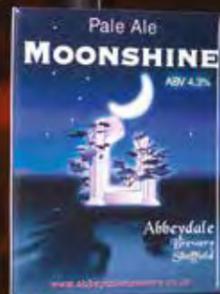
LOCAL HEROES

ABBAYDALE

FOUNDED: 1996
REGION: SHEFFIELD, SOUTH YORKSHIRE
ABBAYDALEBREWERY.CO.UK



NEW FOR 2016



Back in 1996 Partick Morton and his father Hugh decided to pursue their mutual love of fine beer and put their faith and money into creating their very own brewery. Abbeydale Brewery was named after the district that runs along Sheffield's Sheaf Valley towards Beauchief Abbey, and the frontage of the abbey inspired the brewery logo.

Moonshine was one of Abbeydale Brewery's first brews, quickly establishing itself as their flagship beer and accounts for 50% of their output. An immediate hit – the very first batch won the 'Beer of the festival' prize at Sheffield Beer Festival and it has won numerous prizes since. Known to date, as Sheffield's favourite real ale.

MOONSHINE

Moonshine is a beautifully balanced pale, straw-coloured, premium bitter. Distinctive floral aromas lead to a predominantly citrus taste, with grapefruit and lemons to the fore.



👁️	PALE GOLD
👂	CITRUS, LEMON, SHARP
👄	BALANCED, FRUITY, FULL-BODIED
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:

Moonshine has a very broad appeal and is perfect for pairing with strong flavours in curries or fish and chips.



BOX STEAM

FOUNDED: 2004
REGION: TROWBRIDGE, WILTSHIRE
BOXSTEAMBREWERY.COM



Founded in 2004, Box Steam Brewery is an award-winning independent craft brewer run by three generations of the Roberts family and based in the Wiltshire countryside, just outside of the beautiful City of Bath.

Their first brewery was close to Box Tunnel, built by Isambard Brunel (the legendary 19th Century engineer) and the inspiration behind their most popular ale, Tunnel Vision.



TUNNEL VISION

Hand crafted, well-rounded light amber ale. Full of character; clean, with a slight bitterness on the palate.



👁️	AMBER, BRONZE
👂	FRUITY, LIGHT HOPPY
👄	SHARP, MALTY, DRY FINISH
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:

Partner with roast chicken or pork, fish and chips, pizza or a mild Cheddar or Lancashire cheese.

CAMERONS

FOUNDED: 1865
REGION: HARTLEPOOL, COUNTY DURHAM
CAMERONSBREWERY.COM



Cameron's Brewery is now the North East region's most established brewery celebrating 150 years of brewing excellence in 2015. Famous for their Strongarm 'Ruby Red' ale the brewery has recognised the changing demands of today's consumers and has added a craft range of beer and pub brands to its portfolio.

Using New World hops, collaborations and infusions the brewery has created a diverse selection of beer brands with the introduction of new beers such as A-Hop-Alypse Now. A series of innovative tactile pump clips have also been introduced to add a point of difference on the bar.

A-HOP-ALYPSE NOW

ATTEN HUT!!! Cameron's have created a golden cask beer with a citrus aroma and satisfying full hop flavour. The Cascade, Chinook and Fuggles hops deliver an initial citrus flavour followed by a satisfying bitter taste.



👁️	GOLDEN
👂	CITRUS
👄	HOPPY, BITTER, CITRUS
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:

Great with fish or chicken. The citrus flavour offers a clean refreshing taste when partnered with spicy hot curries or Mexican food.

STRONGARM

The brewery's flagship ale. First brewed in 1955 this is a well-rounded, ruby red ale with a distinctive, tight creamy head. Strongarm delivers an initial sweet surge of flavour followed by a delicious malty taste.



👁️	RUBY RED
👂	RICH, TOFFEE, MALT
👄	SWEET, MALTY
BITTER	🍷🍷🍷🍷
SWEET	🍬🍬🍬🍬

FOOD MATCH:

Works perfectly with red meat dishes. Strongarm is best enjoyed with or as an ingredient in casseroles, pies or hearty stews.



CASTLE ROCK

FOUNDED: 1977
 REGION: NOTTINGHAM, NOTTINGHAMSHIRE
 CASTLEROCKBREWERY.CO.UK



Castle Rock are passionate about bringing innovation and tradition together. Their skilfully crafted beers frequently hit the headlines for high quality, not least when Harvest Pale bagged the coveted Supreme Champion Beer of Britain award, just three years after being crowned Champion Bitter of Britain. From humble roots, they are now Nottingham's most prolific brewer and, in a city with a revered brewing history it's a position they hold with great pride.



HARVEST PALE

The Supreme Champion Beer of Britain 2010. A pale ale, well-balanced with a citrus aroma and long lasting crisp and pleasant bitterness derived from a special blend of American hops.



PALE POLISHED BLONDE
FRESH, CITRUS
DELICATE, CITRUS, SUBTLE, SWEET
BITTER
SWEET

FOOD MATCH:
 Perfect with snacks and appetisers and in batter for fish and chips. Also great with salads, herb or lemon chicken and soft cheeses.

EVERARDS

FOUNDED: 1849
 REGION: NARBOROUGH, LEICESTERSHIRE
 EVERARDS.CO.UK



Everards was founded in 1849 when William Everard brewed his first pint of ale and stated "No effort shall be found wanting in the production and supply of genuine ale of first rate quality." Over 160 years later they are as committed and passionate about their ales. At the heart of the business is a proud tradition of progress that for five generations has allowed the company to remain a highly successful, family owned independent brewery.



NEW FOR 2016



TIGER BEST BITTER

A true award-winning best beer with universal appeal, Tiger is the Official Beer of the Leicester Tigers. A perfectly balanced beer, brewed with premium ingredients like Maris Otter hops and Crystal malt gives Tiger its wonderful rounded toffee character.



RUSSET BROWN
SPICY HOP, MALT, TOFFEE
SWEET/BITTER BALANCE
BITTER
SWEET

FOOD MATCH:
 Red meat, game, Melton Mowbray pork pies.

CONWY

FOUNDED: 2003
 REGION: CONWY, NORTH WALES
 CONWYBREWERY.CO.UK



Conwy Brewery is an award-winning microbrewery overlooking the beautiful North Wales coast. A fantastic range of ales are produced taking inspiration from the local area, with different beers produced to reflect the changing seasons.



You can visit the brewery and can even design your own beer with them with help from their expert brewers!

NEW FOR 2016



WELSH PRIDE

Welsh Pride, a delicious bitter with orange/citrus malt aroma and a sweet, nutty malty finish.



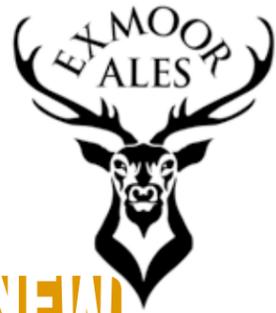
PALE COPPER
ORANGE, CITRUS
NUTTY, MALTY
BITTER
SWEET

FOOD MATCH:
 Light lunches such as a Ploughman's and pork pies.



EXMOOR ALES

FOUNDED: 1980
REGION: TAUNTON, SOMERSET
EXMOORALE.CO.UK



Exmoor Ales was in the first wave of small independent craft breweries. Originally called Golden Hill after its hill-top location in Wiveliscombe, its creation brought brewing back to the town for the first time since the late 1950s and almost immediately, made its mark on the beer world when its 13th brew of Exmoor Ale was voted Best Bitter at CAMRA's Great British Beer Festival in 1980. Exmoor Ales are noted for being the originators of the 'Golden Ale' style, with the ever-popular Exmoor Gold.



NEW FOR 2016



EXMOOR ALE

A pale brown beer with a malty aroma, a full dry taste with a malty and bitter finish. Well regarded throughout the country as a classic, consistently high quality, very drinkable 'session' bitter.



👁️	COPPER
👂	GENTLE MALT, HOPS
👄	DRY, REFRESHING, MALT
BITTER	🍷 🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷 🍷

FOOD MATCH:
Excellent with light meals such as salads, chicken or fish.

DEPOT: TORQUAY ONLY

NEW FOR 2016



EXMOOR GOLD

The original 'single malt' golden ale. A malty aroma and flavour with a slight sweetness. Complemented by its long hoppiness resulting in a remarkable, well rounded beer.



👁️	STRAW
👂	SLIGHT CITRUS
👄	REFRESHING HOP
BITTER	🍷 🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷 🍷

FOOD MATCH:
Great with salads, BBQ's and Asian, particularly Thai and sushi. Extremely well suited to seafood, pasta, pork and chicken dishes.



GOWER

FOUNDED: 2011
REGION: SWANSEA, WEST GLAMORGAN
GOWERBREWERY.COM



Gower Brewery is set in the heart of an area of outstanding natural beauty with a rich history and a warm welcome. Once you have experienced what Gower has to offer you will want to return again and again. This is the simple Gower effect they strive to emulate in their traditionally brewed beers.



GOWER GOLD

Thirst quenching golden ale, refreshing citrus flavours and the lovely aroma of the Cascade hops.



👁️	GOLDEN STRAW
👂	LEMON, GRAPEFRUIT, ZESTY
👄	CITRUS, SWEET, SHERBERT
BITTER	🍷 🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷 🍷

FOOD MATCH:
Great with fish and chips.

HOGS BACK

FOUNDED: 1992
REGION: FARNHAM, SURREY
HOGSBACK.CO.UK



The Hogs Back Brewery is a small, family-owned craft brewery, based in Tongham, which lies in the heart of the old Surrey hop-growing region. Since 1992, they have been brewing award-winning, high quality ales, with locally grown hops. They are also the proud owners of their own Revival Hop Garden, covering 3.5 acres and growing Fuggles, Cascade and the world exclusive Farnham Whitebine hop varieties – true Grain to Glass Brewing!



NEW FOR 2016



T-E-A (TRADITIONAL ENGLISH ALE)

An enticing amber colour with a hoppy and slightly fruity aroma. Uses the finest English malt carefully balanced with local Fuggles hops. This is gently fermented to leave some of the natural malt sugars, to give a full and satisfying flavour with a long, dry finish.



👁️	COPPER
👂	BERRIES, ORANGE ZEST
👄	LIGHT, FRUITY, SWEET
BITTER	🍷 🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷 🍷

FOOD MATCH:
Fish and chips, steak and ale pie or good old traditional pub fare.

HOLDEN'S

FOUNDED: 1915
REGION: DUDLEY, WEST MIDLANDS
HOLDENSBREWERY.CO.UK



Holden's are proud to have been brewing real ale in The Black Country for the last 100 years, producing some of the finest ale that the area has seen. Using traditional methods and ingredients they are one of only 26 remaining Independent Family Brewers in the country. The brewing process has not changed over the years, they still use the finest English malts and hops and their very own yeast strain and the purest of all Black Country water. They are very proud of their traditional brewery with a gravity mill, open fermentation vessels and an actual copper. There is no better sight, sound or smell when the copper is on the boil.



GOLDEN GLOW

An 18 carat, golden ale with subtle yet fragrant hop aromas, a moreish gentle sweetness and a citrus-like pleasant bitter finish. Brewed using the finest English Maris Otter malts and choicest Fuggles hops, Golden Glow is a thirst quenchingly refreshing beer.

4.4% GOLDEN		PALE STRAW	FOOD MATCH: Great with poultry, fish and pasta.
		FLORAL, DELICATE	
		REFRESHING, SMOOTH	
	BITTER		
	SWEET		



HOOKE NORTON

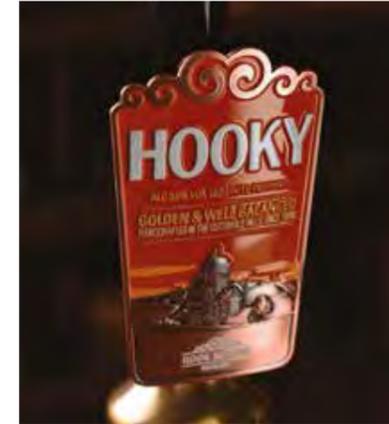
FOUNDED: 1849
REGION: HOOK NORTON, OXFORDSHIRE
HOOKY.CO.UK



Brewing since 1849, Hook Norton Brewery is a proudly independent family owned, fifth generation brewery based in the heart of the Cotswold Hills. They take the very best of their handcrafted brewing heritage and combine it with a thoroughly modern approach, to create a range of Cask Ales, seasonal and one off unique brews.

Brewing on the same site for over a century and a half; still housed in the original buildings, and taking pride in using traditional methods and brewing techniques that have changed little since the brewery was built. They combine these with passion and commitment to produce an evolving range of beers to match that of their customers.

NEW
FOR 2016



HOOKEY ALE

A subtly balanced, golden bitter, hoppy to the nose, malty on the palate – the classic session bitter, eminently drinkable.

3.5% GOLDEN		AMBER	FOOD MATCH: Succulent chicken breast stuffed with mozzarella and wrapped in pancetta.
		HOPPY, SOFT FRUIT	
		MALTY, FRESH, BITTERSWEET	
	BITTER		
	SWEET		



OLD HOOKY

A beautifully balanced beer, fruity by nature, with a well-rounded body and the suggestive echo of Crystal malt.

4.6% DARK		TAWNY RED	FOOD MATCH: A perfect pairing to steak and ale pie or tasty lamb dishes.
		MALTY, FRUITY	
		FRUITY, SWEET, MOREISH	
	BITTER		
	SWEET		



INVERALMOND BREWERY

FOUNDED: 1997
REGION: PERTH, SCOTLAND
INVERALMOND-BREWERY.CO.UK



The Inveralmund Brewery produce quality, award winning beers from their brewery on the outskirts of Perth. Established in 1997, Inveralmund was the first brewery in the area for 33 years. It is an ideal area for brewing beer; magnificent surrounding countryside and history has inspired the original recipes which, coupled with the Head Brewer's experience, create beers of exceptional quality.



NEW
FOR 2016



OSSIAN

A pale golden coloured brew with a full-bodied fruity flavour, distinct nutty tones and a hoppy, zesty orange aroma, derived from First Gold and Cascade hops.



DEEP GOLD	LEMONS, ORANGES, PINEAPPLE
ZESTY, CRISP, SMOOTH	
BITTER	🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷

FOOD MATCH:
Pork, chicken and veal. Best served with simple, unfussy dishes. Light summer berry puddings or tangy cheeses like Jarlsberg or Gouda.

DEPOT:
LIVINGSTON ONLY



JW LEES

FOUNDED: 1828
REGION: MIDDLETON, GREATER MANCHESTER
JWLEES.CO.UK



JW Lees and Co have been brewing phenomenal beers since 1828, and have handed down the recipes and experience through six generations of the family. Their approach to business, culture and values was recognised when they received Northern Family Business of the Year 2015.

JW Lees Bitter and MPA continue to be the most popular beers. In 2015 MPA launched a nationwide competition, 'Refreshing Sounds' to discover the best unsigned UK music acts.



TRADITIONAL BITTER

An amber beer with a malty and citrus fruit aftertaste, made from ale and Crystal malt and Goldings hops.



AMBER, AUBURN	GRAPEFRUIT, ZESTY
CLEAN, DRY, MOREISH	
BITTER	🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷

FOOD MATCH:
Great with pub grub such as pie and mash or the classic Lancashire Hotpot.



MANCHESTER PALE ALE

MPA is golden in colour, brewed from a blend of Liberty and Mount Hood hops for a fruity, citrus, hoppy flavour with malty characteristics.



GOLDEN, YELLOW	MALTY, FRUITY
FRUITY, SWEET, MOREISH	
BITTER	🍷 🍷 🍷 🍷
SWEET	🍷 🍷 🍷 🍷

FOOD MATCH:
MPA is perfectly partnered with smoked haddock or fish and chips.



LEEDS BREWERY

FOUNDED: 2007
REGION: LEEDS, WEST YORKSHIRE
LEEDSBREWERY.CO.UK

LEEDS BREWERY

Leeds Brewery was established in June 2007 and has since become the largest brewery in the city. They have developed a reputation as one of the best and most consistent breweries in the north of England. Within their team they have a wealth of experience which ensures that every aspect of the brewing process comes up to their highest standards.



NEW FOR 2016

DEPOT:
TINGLEY ONLY

LEEDS PALE

An easy drinking pale ale. Brewed using Slovenian Bobek hops, this session beer is light and hoppy with delicate floral aromas and a well-balanced finish.

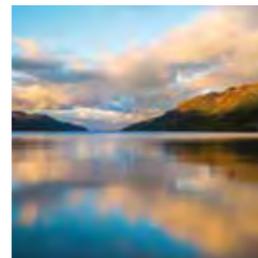
3.8% GOLDEN	PALE GOLD	FOOD MATCH: As Leeds Pale has a delicate floral finish it is well matched with lighter meat dishes such as chicken and is also particularly good with fish.
	CITRUS, FRUITY	
	SMOOTH, GRAPEFRUIT, CRISP	BITTER
	SWEET	

LOCH NESS BREWERY

FOUNDED: 2011
REGION: LOCH NESS, SCOTLAND
LOCHNESSBREWERY.COM



Vast and unfathomable, Loch Ness in the Scottish Highlands has long held its reputation as a dark and mysterious stretch of water, blessed with mythical healing powers, and home to the world's most infamous monster – 'Nessie'.



At Loch Ness Brewery, they harness the power of this water at its source to brew their award-winning ales, to be enjoyed by free thinkers and beer drinkers everywhere.

NEW FOR 2016

DEPOT:
LIVINGSTON ONLY

WILDERNESS

Winner of 2015 Champion Bitter of Scotland. Sweet, pale malts and New World hops combined with clear Loch Ness Water. A crisp copper coloured ale with a malty nose, pronounced flavours of peach and passion fruit leading to a bitter finish.

3.9% AMBER	AMBER, BRONZE	FOOD MATCH: Partner with roast chicken or pork, fish and chips, pizza or a mild Cheddar or Lancashire cheese.
	FRUITY, LIGHT HOPPY	
	SHARP, MALTY, DRY FINISH	BITTER
	SWEET	

MARSTON'S

FOUNDED: 1834
REGIONS: OXFORDSHIRE; CUMBRIA; HAMPSHIRE
MARSTONS.CO.UK



Founded in 1834, Marston's Beer Company focuses on brewing premium Cask Ales with a strong consumer following and an emphasis on local provenance. Its five breweries are all independently run and each has a Master Brewer to ensure the consistency in quality across their brands as well as understanding their brewery character.



NEW FOR 2016

BRAKSPEAR BITTER

BREWED AT THE WYCHWOOD BREWERY, OXFORDSHIRE

Amber in colour with a good fruit, hop and malt nose. The initial taste of malt and well-hopped bitterness dissolves into a bitter-sweet and fruity finish.

3.4% AMBER	AMBER	FOOD MATCH: Ideal with foods such as fish and chips, Ploughman's lunch and mature English cheeses.
	GENTLE SULPHUR, LIGHT FRUIT MALT	
	TOFFEE, CRISP, BITTER	BITTER
	SWEET	



JENNINGS CUMBERLAND

BREWED AT THE JENNINGS BREWERY, CUMBRIA

Superbly refreshing golden ale, brewed with pure Lakeland water drawn from the brewery's own well. Brewed by craftman, carefully selected old English hop varieties are added giving this beer its unique characteristics.

4.0% GOLDEN	GOLDEN	FOOD MATCH: Great with spicy food like Thai curries or Indian dishes. Also goes well with meaty dishes like country sausages, gammon or a chunky pâté.
	FRUIT, HOPPY, SPICY	
	BALANCED, CRISP BITTERNESS	BITTER
	SWEET	

NEW FOR 2016

DEPOT:
SOUTHAMPTON ONLY

RINGWOOD FORTY NINER

BREWED AT THE RINGWOOD BREWERY, HAMPSHIRE

One of the original 1978 brews – a brand leader for golden ales. This 4.9% premium ale is bright and full of rich flavours.

4.9% GOLDEN	GOLDEN BROWN	FOOD MATCH: Great with a charcoaled sausage, mates and a bit of banter.
	MALTY, FRESH HOP AROMA	
	FULL-BODIED, BITTER-SWEET	BITTER
	SWEET	

MORDUE BREWERY

FOUNDED: 1995
REGION: NORTH SHIELDS, TYNE & WEAR
MORDUEBREWERY.COM



Two brothers revived the Mordue Brewery name back in 1995 and have gone on to win every award going for their fabulous range of beers, including the prestigious "Supreme Champion Beer of Britain". After Garry and Matthew Fawson realised that their family home was the site of the original Mordue Brewery, that finished brewing in 1879, they decided to start their own small craft brewery.

They worked very hard to turn the Mordue brand from a local one to a national one and now are looking to export to turn it into an international brand and continue to win accolades from home and abroad for their fantastic range of craft beers.

NEW FOR 2016



WORKIE TICKET

DEPOT: DURHAM ONLY

A tasty, complex beer with malt and hops throughout and a long, satisfying bitter finish.

4.5% DARK	AUBURN, CHESTNUT	FOOD MATCH: Beef stew, bourguignon, haggis, venison and game.
	MARMALADE, SPICY HOP	
	DRY, CRISP, MALTY	
	BITTER	
	SWEET	



OSSETT BREWERY

FOUNDED: 1997
REGION: OSSETT, WEST YORKSHIRE
OSSETT-BREWERY.CO.UK



Since 1997 their reputation has been built on producing consistently high quality beers in God's Own County. Whilst they brew a wide range of differing styles they are renowned for their extra pale and generously hopped beers.

New to Tapster's in 2016 is their most popular and very aptly named beer – Yorkshire Blonde. It is unashamedly easy drinking and is designed to appeal particularly to lager drinkers and tempt them into the ale category. The use of American hops and its lager colour make this beer popular with younger consumers. Yorkshire Blonde has won many awards including an International Beer Challenge bronze winner's medal in 2014.

DEPOT: TINGLEY ONLY



SILVER KING

Ossett's flagship beer is pale and the winner of many prestigious awards. A simple combination of lager malt and American Cascade hops result in a crisp, dry, refreshing bitter in which the aromas of citrus fruit are pleasingly well-balanced.

4.3% GOLDEN	GOLDEN	FOOD MATCH: Suits spicy Thai dishes and its full flavour marries well to stronger flavoured foods. Goes superbly with extra mature or vintage Cheddar.
	CITRUS	
	HOPPY, BITTER, CITRUS	
	BITTER	
	SWEET	

NEW FOR 2016



YORKSHIRE BLONDE

Yorkshire Blonde is a mellow, lager coloured ale. Full-bodied and low in bitterness; there is a delicate malty sweetness on the palate. The fruity hop aroma results from a generous late addition of American Mount Hood hops.

3.9% GOLDEN	PALE GOLD	FOOD MATCH: A great accompaniment to grilled chicken, burgers and milder English cheeses.
	CITRUS NOTES, ELDERFLOWER	
	SWEET, FULL, FRUITY	
	BITTER	
	SWEET	



OTTER BREWERY

FOUNDED: 1990
REGION: HONITON, DEVON
OTTERBREWERY.COM



OTTER BREWERY

NEW FOR 2016

A family business established in 1990, Otter have been delivering the best of Devon brewing for over 25 years. They draw their own spring water from the hills around the brewery and ferment with their unique strain of yeast. A love for their environment is reflected in their passion for great beer.



DEPOT:
TORQUAY
ONLY

OTTER ALE

A mahogany coloured ale with a malty flavour and hints of fruit.



👁️	CHESTNUT BROWN
👂	WOODY, SPICY, SHERRY
👄	MALTY, WINEY, COMPLEX FRUITS
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
Its robust flavour complements your roast dinner, beef, pork or lamb.

NEW FOR 2016



OTTER BITTER

A golden brown ale with a well-balanced malt flavour and subtle bitterness.



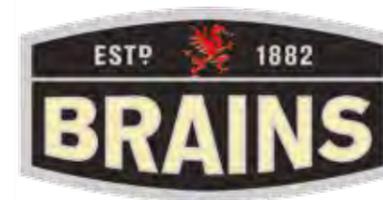
👁️	COPPER BRONZE
👂	MALTY, FRUITY, SPICY
👄	SWEET BITTER BALANCE, DRY FINISH
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
Balanced and refreshing, perfect with fish and chips and pasta dishes.



SA BRAIN & COMPANY LTD

FOUNDED: 1882
REGION: CARDIFF
SABRAIN.COM



Brains have come a long way since Samuel Arthur Brain and his Uncle Joseph Benjamin Brain established Brains brewery back in 1882. However, the same passion for their beer is still poured into every pint they produce.

They are enjoyed across the nation with favourites such as SA, their legendary premium bitter and The Rev. James Original, expertly prepared using a recipe from 1885.



NEW FOR 2016

SA

Copper coloured with a full premium quality flavour. A nutty richness derived from a blend of fine pale and Crystal malts is balanced with a satisfying dryness from the unique use of three hops: Challenger, Goldings and Fuggles.



👁️	LIGHT COPPER
👂	RICH, FRUITY
👄	RICH, MALTY
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
Works well with big flavours, beef, lamb, garlic and stronger herbs.

NEW FOR 2016



THE REV. JAMES ORIGINAL

Brewed with their exclusive Buckleys yeast. The Rev. James Original is rich and well-balanced with a mellow malty flavour that unexpectedly gives way to a clean, refreshing finish.



👁️	MAHOGANY
👂	SPICY, TOFFEE
👄	RICH, STRONG
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
Hearty meats and nutty dishes.



SAMBROOK'S

FOUNDED: 2008
REGION: BATTERSEA, LONDON
SAMBROOKSBREWERY.CO.UK



Sambrook's started brewing in Battersea in 2008, intent on re-establishing brewing in South London. Since then, Sambrook's has grown to be one of the best recognised breweries in the burgeoning London Craft Beer scene, producing modern interpretations of British beer styles with a recognisably drinkable palate.



NEW FOR 2016



WANDLE

DEPOT:
CROYDON ONLY

Named after the Thames tributary, Wandle Ale has enjoyed critical acclaim from drinkers, bloggers and judges alike. In 2012 Wandle picked up the World's Best Pale Ale under 5.0% in the World Beer Awards and was category winner in the Quality Drink Awards.



👁️	GOLDEN SUNSET
👂	SPICY, HERBACEOUS
👄	LEMONY, LIGHT SPICE, QUAFFABLE
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
Excellent with fish especially cod, monkfish and halibut, a good Cornish Yarg or Wensleydale. Enjoy with lemon tart and ice cream.

UPHAM BREWERY

FOUNDED: 2009
REGION: SOUTHAMPTON, HAMPSHIRE
UPHAMBREWERY.CO.UK



Their fine real ales are crafted in the grounds of a picturesque, seventeenth century farmstead by a small and dedicated team. They brew using traditional methods, using their own water source, English Hops and Maris Otter Malt to ensure the beer has great character, to give drinkers a proper pint, full of flavour.



NEW FOR 2016



PUNTER

Punter is a traditional hoppy refreshing bitter beer which has won awards for quality. It was selected to represent Maris Otter's 50th anniversary for Hampshire.



👁️	DEEP COPPER
👂	FRUITY, MALTY, TOASTED
👄	SWEET, EARTHY, HOPPY
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
Red meats and strong cheeses.

WADWORTH

FOUNDED: 1875
REGION: DEVIZES, WILTSHIRE
WADWORTH.CO.UK



Founded in 1875, Wadworth boasts an enviable tradition in the brewing of fine beers. Located in the heart of Wiltshire, the Northgate Brewery in Devizes was built by Henry Wadworth in 1885 and is still run as an independent family business. At Wadworth they believe in quality, heritage and consistency, with many of the original brewing techniques and recipes still employed today.



6X

With a malty, fruity aroma, the hop characteristic is restrained to make a highly drinkable beer with a lingering malt loaf finish, delivering the same outstanding taste in every pint.



👁️	DARK AMBER
👂	MALTY, FRUITY
👄	FULL-BODIED, NUTTY
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
A perfect accompaniment to; pasta, red meats, game and venison, smoked and cured meats, stews and casseroles and cheese.

WOODFORDE'S

FOUNDED: 1981
REGION: NORWICH, NORFOLK
WOODFORDES.CO.UK



Woodforde's Norfolk Ales have been brewing beer for over 30 years using only the finest Norfolk malting barley. It is one of a handful of brewers to have brewed two Champion Beers of Britain, including Wherry, its best-selling beer.



Woodforde's was named Brewery of the Year 2015 by the Good Pub Guide.

NEW FOR 2016



WHERRY

Fresh and zesty with crisp floral flavours. A background of sweet malt and a hoppy grapefruit finish characterises this Champion bitter.



👁️	LIGHT AMBER
👂	FRESH, FLORAL
👄	CITRUS, GRAPEFRUIT
BITTER	🍷🍷🍷🍷
SWEET	🍷🍷🍷🍷

FOOD MATCH:
The citrus notes makes Wherry a perfect match for ham, egg and chips, steak and ale pie or freshly caught fish and chips.

CRAFT

SELECTION FROM TAPSTER'S



Whilst the 'isn't all Cask Ale craft?' debate rages on, we've introduced some ales from modern brewers who have clear craft credentials so you can make up your own mind. These ales are from small and micro brewers who make ales packed with vibrant flavours. Seasoned Cask Ale drinkers seek provenance and authenticity and Local Specialists give them the chance to try something which might not always be available in their area.

DARK STAR BREWING CO.

FOUNDED: 1994
REGION: WEST SUSSEX
DARKSTARBREWING.CO.UK



The Dark Star Brewing Co. was born in 1994 in the cellar of the Evening Star pub, in Brighton - you could say they were a craft brewer before the term was even invented. Back then, one of their founders returned from a visit to the US with a suitcase full of hops demanding: "we have to brew with these" and the rest, as they say, is history. The much-loved brewery are still very much known for their love of hops...and are brewing a lot more than they did in the cellar of the pub.



HOPHEAD

An extremely clean drinking pale golden ale with a strong floral aroma and elderflower notes from the Cascade hops. This beer is full-bodied and full-flavoured yet gentle enough to make it a favourite session beer.

3.8% GOLDEN

	STRAW	FOOD MATCH: This light hoppy beer is perfect alongside traditional American classics like burgers and BBQ meats.
	LEMON, CITRUS, FLORAL	
	SOFT, FRUITY, HOPPY	
BITTER		
SWEET		

NEW FOR 2016

OAKHAM ALES

FOUNDED: 1993
REGION: PETERBOROUGH, CAMBRIDGESHIRE
OAKHAMALES.COM



Established in 1993 Oakham Ales produces high quality craft ales through innovation in expert brewing and sourcing exceptional ingredients from around the world. Leading the hop revolution by introducing CITRA hop to the UK in 2009, they now brew over 25,000 brewers barrels. Oakham have been awarded over 200 brewing industry awards including Supreme Champion Beer of Britain 2001 (JHB) and Overall Runner Up in 2014 with CITRA. Now brewing in Peterborough they have ambitious plans to spread their brands further afield and cover all routes to market.



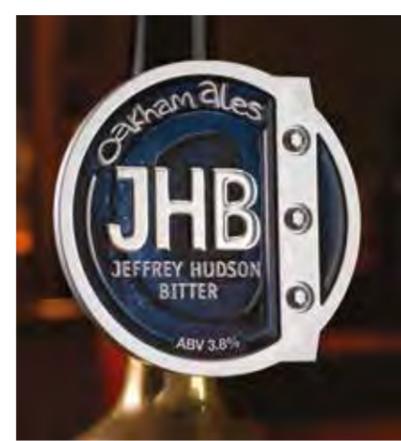
CITRA

NEW FOR 2016

First brewed in 2010, Oakham's Citra was revolutionary in being the first 100% US Citra hopped beer brewed in the UK.

4.2% GOLDEN

	PALE GOLD	FOOD MATCH: Thai green curry or spicy oriental dishes.
	SWEET, ELDERFLOWER	
	APRICOTS, ELDERFLOWER WINE	
BITTER		
SWEET		



JHB

NEW FOR 2016

Named after a legendary local figure Sir Jeffrey Hudson, Oakham JHB has become a multi award-winning legend in Cask Ale circles. A superb session beer - complex and tremendously refreshing.

3.8% GOLDEN

	PALE GOLD	FOOD MATCH: Fish dishes such as fish and chips.
	LEMONS, LIMES	
	SWEET, CITRUS FRUIT, LASTING	
BITTER		
SWEET		



PORTOBELLO

FOUNDED: 2012
REGION: LONDON
PORTOBELLOBREWING.COM



The Portobello area of London is epitomised by its creativity and cultural diversity. The brewery is located in the heart of the community raising over £2,000 this year for charities through their support of the world famous Notting Hill Carnival and sponsorship of the Portobello Film Festival, London's biggest free film festival. Their varied range of Cask and Craft beers reflect the diversity of the area. Their best selling Cask Ale, Portobello Star, is brewed using only the finest malt and hops from Munton's and Charles Faram in their brand new brewery commissioned in November 2014.



STAR

Maris Otter, pale ale, Caramalt and Crystal malt gives a beer with a smooth mouthfeel and hints of roasted malt and coffee. Good fullness and floral berry/fruity late hop give a beautifully balanced bitter.

4.3% AMBER		HAZEL	FOOD MATCH: Great with a good steak.
		FLORAL, BERRY, ROAST COFFEE	
		VERY SMOOTH, FRUIT, COFFEE, HAZLENUT	
	BITTER		
	SWEET		

SALOPIAN

FOUNDED: 1995
REGION: HADNALL, SHROPSHIRE
SALOPIANBREWERY.CO.UK



From their new home in Hadnall, Salopian Brewery are passionate about brewing fresh, vibrant beers that stand the test of time; the principle has always remained the same in brewing beers that people want to go back to time and time again.



NEW FOR 2016



ORACLE

Oracle is a crisp, sparkingly sunflower gold ale with a striking Citra hop profile. Dry and refreshing with a long citrus aromatic finish.

4.0% GOLDEN		PALE GOLD	FOOD MATCH: Chicken, seafood, burgers, also great with spicy cuisine.
		LEMONGRASS, FRAGRANT, VANILLA	
		FLORAL, PERFUME, GRAPEFRUIT, DRY	
	BITTER		
	SWEET		

ROOSTER'S BREWING CO.

FOUNDED: 1993
REGION: KNARESBOROUGH, YORKS.
ROOSTERS.CO.UK



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. Yankee soon started to attract the attention of judges at beer festivals across the UK, racking up countless awards along the way.



NEW FOR 2016



YANKEE

Light and easy-drinking, Yankee is a beer that showcases the floral and citrus fruit aromas of the Cascade hop, grown in the Yakima Valley in Washington State, USA, projected against a backdrop of soft Yorkshire water and Golden Promise pale malt.

4.3% GOLDEN		PALE GOLD	FOOD MATCH: Mediterranean dishes, such as pasta and pizza.
		FLORAL, CITRUS, HOPPY	
		SOFT FRUIT, FRESH, CRISP	
	BITTER		
	SWEET		



SHROPSHIRE GOLD

Golden, with a floral aroma and a full hoppy flavour that is balanced by a crisp dry maltiness and a rich finish.

3.8% GOLDEN		LIGHT COPPER	FOOD MATCH: Traditional British fayre.
		FLORAL, CITRUS, SPICY	
		ZESTY, GRAPEFRUIT, REFRESHING	
	BITTER		
	SWEET		



THORNBRIDGE

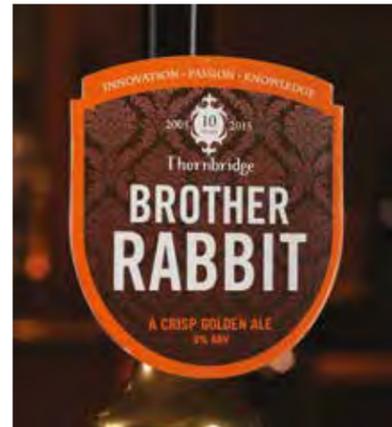
FOUNDED: 2005
REGION: BAKEWELL, DERBYSHIRE
THORNBRIDGEBREWERY.CO.UK



Thornbridge Brewery creates a great range of spectacular beers in the beautiful Peak District. In their eleven years they have won over 350 international and national awards whilst building a worldwide reputation for their very high quality beers. The whole team at Thornbridge work to the motto of 'Innovation, Passion and Knowledge' aiming to encompass these ideals, and ensure the highest standards, in each and every brew.



NEW FOR 2016



BROTHER RABBIT

Gold in colour with tropical fruits and orange sherbet dominating the aroma. Medium-bodied with a clean firm bitterness to balance – a great thirst quenching beer.



PALE GOLD
ORANGE, LEMON, SOFT FRUITS
GRAPEFRUIT, CRISP, ZESTY, DRY FINISH
BITTER
SWEET

FOOD MATCH:
Grilled meat or lightly spiced curry dishes work well with this ale.



JAIPUR

A citrus dominated India Pale Ale, its immediate impression is soft and smooth yet builds to a crescendo of hoppiness accentuated by honey. An enduring, bitter finish with more citrus and grapefruit.



GOLDEN
TROPICAL FRUITS - MANGO, PASSION FRUIT
SOFT FRUIT, FRESH, CRISP
BITTER
SWEET

FOOD MATCH:
As the name suggests, a perfect partner to curry.



TITANIC BREWERY

FOUNDED: 1985
REGION: STOKE-ON-TRENT, STAFFORDSHIRE
TITANICBREWERY.CO.UK



Titanic Brewery was founded in 1985, now run by brothers Dave and Keith Bott, the ethos is still the same; to brew great beer. Using only the very finest ingredients money can buy the opulence shines out of the glass. Having invested over £300,000 on the brewery in 2015 to increase the consistency and quality of the beers there are plans to take the production forward by working locally, nationally and internationally.



NEW FOR 2016



ICEBERG

A combination of Maris Otter pale malt and fine wheat malt, give this refreshing beer real zest. Add fresh tasting Yakima Galena and Cascade hops and what you get is a fantastic American Pale Ale.



PALE GOLD
CITRUS, ZESTY, FLORAL
FULL-BODIED, CITRUS, GRAPEFRUIT
BITTER
SWEET

FOOD MATCH:
Meat pies, English cheeses, roast chicken and pork.



PLUM PORTER

This beer is dark strong and well-rounded; the richness of such a rotund beer is brought to an even keel by the late addition of Goldings hops and natural plum flavouring.



DEEP RED
PLUM, RAISIN, FRUITY
SOFT, PLUM, VANILLA
BITTER
SWEET

FOOD MATCH:
Rich savoury foods and sweet desserts.



PREMIUM BOTTLED ALES



Premium Bottled Ales are a great way of expanding your range, introducing your customers to a new product or offering a quality product when you can't offer Cask beer.

BLACK SHEEP



FOUNDED: 1992
REGION: MASHAM, NORTH YORKSHIRE
BLACKSHEEPBREWERY.CO.UK

NEW FOR 2016



BLACK SHEEP ALE

CASE SIZE
8 x 500ML

Black Sheep Ale is a powerfully flavoured ale that packs a punch with rich fruit aromas and a distinctively smooth, bitter-sweet taste.

4.4%
AMBER

👁️	AUBURN, CHESTNUT BROWN
👂	MATURE FRUIT, ROAST COFFEE
👄	TOFFEE, ROASTED MALT, DRY
BITTER	🍷 🍷 🍷 🍷
SWEET	🍬 🍬 🍬 🍬

FOOD MATCH:
Red meats, pasta and cheeses like Wensleydale and Stilton.

FULLER'S



FOUNDED: 1845
REGION: CHISWICK, LONDON
FULLERS.CO.UK

NEW FOR 2016



LONDON PRIDE

CASE SIZE
8 x 500ML

A well-known and well-loved classic premium ale. Rich and smooth, London Pride has a good malty base with an excellent blend of hop character, resulting in a easy drinking beer with great body and a fruity, satisfying finish.

4.7%
AMBER

👁️	TAWNY
👂	MALT, HOPS
👄	BALANCED MALT BITTERNESS
BITTER	🍷 🍷 🍷 🍷
SWEET	🍬 🍬 🍬 🍬

FOOD MATCH:
Enjoy with sausage, mash and gravy. Great with most savoury dishes – try it with a Ploughman's lunch.

GREENE KING



FOUNDED: 1799
BURY ST EDMUNDS, SUFFOLK
GREENEKING.CO.UK

NEW FOR 2016



ABBOT ALE

CASE SIZE
12 x 500ML

Abbot is an irresistible ale with masses of fruit character, a malty richness and superb hop balance. It is brewed longer to make it the full-flavoured, smooth and mature beer it is today.

5.0%
AMBER

👁️	MAHOGANY, RICH AMBER
👂	ROASTED RIPE FRUIT
👄	MALT MATURE BITTER-SWEET FINISH
BITTER	🍷 🍷 🍷 🍷
SWEET	🍬 🍬 🍬 🍬

FOOD MATCH:
Works with rich strong flavours such as game. Also complements all cheese dishes.

NEW FOR 2016



OLD SPECKLED HEN

CASE SIZE
12 x 500ML

A rich amber colour and superb fruity aromas are complemented by a delicious blend of malty tastes. Toffee and malt combine with bitterness on the back of the tongue to give a balanced sweetness, followed by a refreshingly dry finish.

5.0%
AMBER

👁️	AUBURN, COPPER
👂	MALTY, TOFFEE ROASTED
👄	WARMING, FRUITY, ROASTED
BITTER	🍷 🍷 🍷 🍷
SWEET	🍬 🍬 🍬 🍬

FOOD MATCH:
Great with British foods, such as roast dinners and pies. Also try with sticky toffee pudding.



NEW FOR 2016



DUBLIN PORTER

CASE SIZE
8 x 500ML

With origins in a 1796 entry in their brewer's diaries, Dublin Porter is sweet and smooth with malt and dark caramel notes.

3.8% DARK	DEEP RED	FOOD MATCH: Complements pan-fried scallops or alternatively good steak or burger.
	HOPPY, SUBTLE CARAMEL	
BITTER SWEET	BURNT CARAMEL, SWEET, HOPPY	BITTER SWEET

NEW FOR 2016



GOLDEN ALE

CASE SIZE
8 x 500ML

A beautifully balanced ale with a rich golden hue. The subtle biscuit flavours of the malted barley perfectly complement the pleasing bitterness and delicate, fruity hop aroma, giving way to a refreshingly crisp finish.

4.4% GOLDEN		FOOD MATCH: Golden Ale pairs beautifully with a slow roasted chicken with rosemary and herbs, or a light salmon drizzled with citrus flavours.
BITTER SWEET		BITTER SWEET

COMING SOON
Cyclops and food match information will be available from CYCLOPSBEER.CO.UK soon.

NEW FOR 2016



WEST INDIES PORTER

CASE SIZE
8 x 500ML

With origins in an 1801 entry in their brewer's diaries, Guinness West Indies Porter is complex yet mellow, hoppy with notes of toffee and chocolate.

6.0% DARK	MAHOGANY	FOOD MATCH: Perfect with a robust cheese, such as Stilton or Roquefort. Delicious with a Tiramisu or even apple pie and custard.
	STRONG CARAMEL, HOPPY, CHOCOLATE	
BITTER SWEET	CHOCOLATE, SWEET, SMOOTH	BITTER SWEET



NEW FOR 2016



TROOPER

CASE SIZE
8 x 500ML

Trooper is the premium British Beer inspired by Iron Maiden and hand-crafted by Robinsons. Malt flavours and citric notes from a unique blend of Bobek, Goldings and Cascade hops dominate this deep golden ale with a subtle hint of lemon.

4.7% GOLDEN	DARK GOLDEN	FOOD MATCH: White meat or spicy food such as Thai dishes including curries.
	SWEET MALT, ZESTY HOP	
BITTER SWEET	BITTER, STRONG ROASTED MALT	BITTER SWEET

ST AUSTELL



NEW FOR 2016



TRIBUTE

CASE SIZE
12 x 500ML

Light, hoppy, zesty, easy to drink and consistently delicious. The zesty orange and grapefruit flavours are balanced with biscuit malt for this superb Cornish classic.

4.2% AMBER	PALE AMBER	FOOD MATCH: Pub classics, fish and chips, burgers and a traditional Cornish pasty go particularly well.
	ORANGE ZEST, TROPICAL FRUIT	
BITTER SWEET	FRESH ORANGE, GRAPEFRUIT	BITTER SWEET

WYCHWOOD



NEW FOR 2016



HOBGOBLIN

CASE SIZE
8 x 500ML

Full-bodied, Ruby beer that delivers a delicious chocolate toffee malt flavour, balanced with a rounded moderate bitterness and an overall fruity, mischievous character.

5.2% DARK	RUBY	FOOD MATCH: The rich chocolatey flavours call for sweeter foods such as meat pies, pork pies, hamburgers, roasts, nuts or char-grilled vegetables.
	TOFFEE, SLIGHTLY CITRUS, CHOCOLATE	
BITTER SWEET	TOFFEE, DRY BISCUIT	BITTER SWEET

CIDER

SELECTION FROM TAPSTER'S

WHY STOCK A BAG IN BOX CIDER?

As cider grows in popularity, more drinkers are looking for authentic, traditionally crafted products. Bag in Box ciders allow licensees to satisfy this need and extend their range of products with very little risk.

Each 'BIB' holds 20 litres, just over 35 pints. The cider will keep in good condition for 4-6 weeks once opened, if it is kept cool, which makes it highly unlikely that there will be any wastage.



HOW TO SERVE

Easily served through a handpull using a conversion kit attached to a Cask Ale line. Can also be served directly from the box on the back bar or in a chiller cabinet. Conversion kits can be requested from the producer.



To order your cider connector kit just contact:
 Thatchers on **01934 827 408** or email **CUSTOMER.SERVICE@THATCHERSCIDER.CO.UK**
 Westons on **01531 660 143** or email **POS@WESTONS-CIDER.CO.UK**

THATCHERS

FOUNDED: 1904
 REGION: SANDFORD, SOMERSET
 THATCHERSCIDER.CO.UK

NEW FOR 2016



CHEDDAR VALLEY

20L BAG IN BOX



Thatchers' Cheddar Valley cider is a naturally cloudy cider which is matured in oak vats to create its distinctive and robust full flavour.

FOOD MATCH:
 Mature Cheddar cheese.



HERITAGE

20L BAG IN BOX



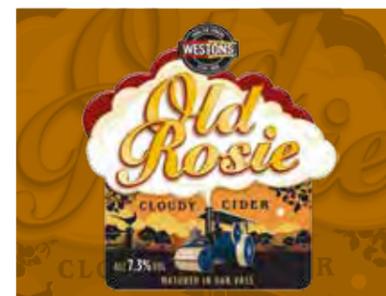
A traditional cloudy Somerset cider with a rich haze produced from a blend of bittersweet apples. Matured in oak vats, Thatchers Heritage has a mellow and smooth taste.

FOOD MATCH:
 Mature Cheddar cheese.

WESTONS

FOUNDED: 1880
 REGION: LEDBURY, HEREFORDSHIRE
 WESTONS-CIDER.CO.UK

NEW FOR 2016



OLD ROSIE

20L BAG IN BOX



Medium-dry, traditional cloudy cider, with a good sweetness and acidic balance. An aroma of bitter-sweet cider apples, hay barns, wild berry fruits, honey and vintage oak barrels.

FOOD MATCH:
 Enjoyed best with roast pork, sausages and English cheeses.



ROSIE'S PIG

20L BAG IN BOX



A traditional cloudy cider with a fresh apple flavour, full of citrus and spice. Named after one of our early delivery trucks, "The Pig", reputedly a pig to drive and a pig to start.

FOOD MATCH:
 A perfect partner to grilled meats, ham and pizza.



HENRY WESTONS FAMILY RESERVE

20L BAG IN BOX



A still, clear, amber cider with a smooth well-balanced fruity flavour and clean apple finish. Mellow and highly satisfying.

FOOD MATCH:
 Suited to a good Ploughman's lunch, barbecued meats and game dishes.

GETTING STARTED

AT-A-GLANCE GUIDE

Conditioning Cask Ale and getting it ready for sale is a real skill. Drinkers appreciate a fine pint of real ale but many don't appreciate the time and care it takes to produce the subtle flavours and fine sparkle. Here's your 'at a glance' guide.



COOL IT

Stillage the beer straight after delivery and allow 1-2 days to reach cellar temperature.



CLEAN IT

Clean the shive and the keystone with warm water.

VENT IT

HORIZONTAL Knock a hard peg through the shive and replace with a soft peg.
VERTICAL Knock an extractor shank through the keystone and open the valve.



TAP IT

HORIZONTAL Knock a tap through keystone, change the soft peg if saturated.
VERTICAL Leave shank in the keystone, no need to do any tapping!

SEAL IT

HORIZONTAL Hard peg the beer at the end of the trading session.
VERTICAL Close the valve at the end of the trading session.



LEAVE IT

Most Cask Ales will take up to three days to fully condition. Keep testing it for clarity, aroma and taste.

SERVE IT

HORIZONTAL Attach a clean beer line to tap, replace hard peg with a soft peg, pull through to the bar.
VERTICAL Lower an extractor rod through the shank - tighten. Attach a clean beer line, open valve, pull through to the bar.



PRESERVE IT

HORIZONTAL Insert a hard peg in the shive until you're ready to serve it.
VERTICAL Close the valve on the shank until you're ready to serve it.

SELL IT

Cask Ale is at its best when sold within 3 days.



YOUR CELLAR

THE ENGINE ROOM OF YOUR PUB

Every brewer in the land invests time and effort to ensure their product arrives at your site in peak quality. Carlsberg UK ensure that Cask Ale is stored and handled correctly at their depots (did you know that every Carlsberg UK depot is Cask Marque accredited?). From the moment the product arrives at your site, the quality is in your hands. Getting the cellar management right will help ensure that the product is delivered to a customer in exactly the condition the brewer intended it to be served. And if you get this right, customers will come back time and time again for a great quality experience.

All beer is a food product and is subject to the same hygiene laws as the kitchen. Therefore the environment where the Cask Ale is stored is important to how the beer will be dispensed and served at the bar. Your beer cellar is the 'engine room' of the pub.

From the moment the product arrives at your site the **QUALITY** is in your hands.

CELLAR HYGIENE



It is essential that the cellar is kept scrupulously clean and tidy. A dirty cellar encourages the growth of bacteria which can spoil the Cask Ales you have on sale.

- ▶ **Give the cellar a good deep clean once a week** – The best time to do this is just before the main beer delivery when stock is at its lowest and you're able to reach most areas. Clean up any beer spillage immediately rather than waiting for the next deep clean. Spilt beer is not only a slip hazard, it also encourages the growth of beer spoilage organisms which can be transferred to your stock.
- ▶ **Don't use any strong smelling cleaners** – (such as bleach, or worse beer line cleaner) as these may taint the products on sale.
- ▶ **Keep food out of the cellar** – The beer cellar is not the correct temperature to store perishable food products, and food can lead to cross-contamination with the beer.
- ▶ **Don't leave dispense equipment and beer lines soaking in water** – The water will stagnate, creating off flavours which will taint the beer.

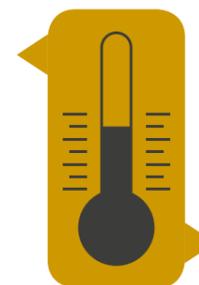
TEMPERATURE

The temperature in a beer cellar should remain as constant as possible. The cellar cooling equipment is designed so the fan runs constantly inside the cellar circulating the air. The perfect cellar temperature is between 11°C and 13°C, so make sure you have at least one thermometer in the cellar which records this. Incorrect cellar

temperature is one of the biggest reasons why beer behaves badly or dispenses incorrectly. The cellar door should be kept closed at all times apart from a ten minute window every day. This ten minute period allows fresh air to circulate throughout the cellar and allows the cellar chance to 'dry out' if the cellar is slightly damp from cleaning.

IF THE CELLAR TEMPERATURE IS TOO COLD:

- ▶ Cask Ale will not condition properly.
- ▶ Cask Ale may pick up a symptom called 'chill haze' – cloudy beer.
- ▶ Cask Ale may dispense flat, causing customer dissatisfaction.



IF THE CELLAR GETS TOO WARM:

- ▶ Cask Ale will have a shorter shelf life and go 'off'.
- ▶ Cask Ale may froth and fob at the point of dispense causing wastage.
- ▶ Cask Ale may pick up unwanted aromas and flavours.

It can take Cask Ale up to **48 HOURS** to acclimatise to the cellar temperature.

DELIVERIES



As soon as you have signed for your beer delivery, it becomes your responsibility. Only a trained member of staff should accept a delivery and sign for it.

- ▶ **Every cask should be labelled and the Best Before dates checked** – Cask should always be 14 days ahead of the best before date.
- ▶ **Ensure the containers are in good condition** – No leaks or damage.
- ▶ **It may sound like common sense, but make sure you have received what you are signing for on the delivery note, and you have the right size container** – Each container needs to be sold within 3 days when put on sale.

STOCK CONTROL

A good rule of thumb is to have a minimum of three days worth of beer stock in the cellar, and a maximum of ten days worth. Keep an eye on up and coming events in the local area which may affect beer sales, and stock up accordingly.

Once Cask Ale is on sale, it should be sold within 3 days, so make sure you get the right size container to sell within this time frame. Good practice is always to have one cask on sale, and the next one conditioning ready to go on sale. There's nothing worse than walking into a pub and finding all the pump clips turned round because the beer hasn't had enough time to condition.

It can take up to 48 hours for Cask Ale to acclimatise to the cellar temperature after delivery, so build this into your stock control management.

Try and place casks on the stillage (or in their final resting place) as soon as possible after delivery. This allows the sediment to start settling into the belly of the cask. If there is no room on the stillage at delivery and the casks are stored on their end in another area of the cellar, just remember to give them a gentle roll around the cellar before putting them up on the stillage when there is space. This allows the sediment to redistribute evenly throughout the beer.



A GOOD CELLAR MANAGER WILL ALWAYS KEEP AN EYE ON STOCK LEVELS IN THE CELLAR TO MAKE SURE STOCK DOESN'T GO OUT OF DATE.

STAFF TRAINING

Investing in a bit of regular staff training can pay back in spades. Training helps change practices and behaviour, and what's more, it motivates staff.

Never assume pouring a pint of beer is 'common sense'. Your staff will have watched employees in other pubs pouring beer, they will have seen beer poured in films and on television, and have maybe assumed that this is the correct way. This is your chance to set your own standards and make sure all your hard work has paid off with the perfect pint of beer being served to every customer.



- ▶ **Train staff to hold the glass around the base, rather than around the top** – This is the number one customer gripe when being served beer – that the server's fingers are around the top of the glass where they drink from. A good tip is to train them to put their little finger under the base of the glass when holding it – that way, their other fingers can't rise more than halfway up the glass.
- ▶ **Cask Ale customers in particular tend to bring their used glass back to the bar to be refilled** – This can cause cross contamination on the spout. Always ensure a clean glass is used every time.
- ▶ **A cold dry glass should be used for beer** – Beer dispensed into hot wet glasses tends to fob initially, and then the heat causes the head to collapse (and increase the temperature of the liquid in the glass). Keep an eye on staff using glasses which have come straight out of the glasswasher.
- ▶ **Ideally use branded glassware** – This increases the customers perception of quality. However, get the right brand in the right glass (Cask Ale should never be dispensed into a lager glass, as they have nucleated bases which are only suitable for lager).

A SUMMARY OF THE CARE & HANDLING OF CASK ALE

Good cellars are managed by people who have got into a routine of practices and habits. The best cellar managers have checklists of tasks which need to be completed on a daily basis; when they are not there, another member of the team can maintain the standards. Please log on to carlsbergwedelivermore.co.uk to download copies to print out and sign next to each task once it has been checked.



- Stillage beer immediately.**
- Allow beer to reach cellar temperature.**
- Clean the shive and the keystone.**
- Vent using a hard peg within 24 hours of the beer reaching the cellar temperature.**
- Tap the cask using a clean tap.**
- Replace hard peg with a soft peg.**
- If conditioning is brisk or lively, replace soft peg every few hours.**



- Hard peg the beer until ready to use.**
- Check a sample of the beer in the cellar for clarity, aroma and taste.**
- Attach a clean beer line, remove the hard peg and open the tap.**
- Pull through the beer to the bar.**
- Tilt the cask when 2/3rds full.**
- Hard peg the beer at the end of each trading session.**

If the **HEAD** on Cask Beer **COLLAPSES** rapidly, 90% of the time it's the **GLASS THAT'S AT FAULT, NOT THE BEER.**

THE IMPORTANCE OF

GLASSWARE



IS YOUR GLASSWARE MAKING THE RIGHT IMPRESSION

You can have the best quality Cask Ale in the neighbourhood, but if the glasses are not fit to fill you'll lose customers.

TOP TIPS

- 1** Check the 'D' number on your glasses – This is the year the glass was produced and put into trade. The average lifespan of a glass is 2 years if used regularly.
- 2** Use the water break test to check if your glasses are free rinsing.



- 3** Place 4 upright pint glasses into each corner of a glasswash basket. Set the glasswash machine going for a full cycle. When finished, check there is an equal amount of water in each glass – If the level of water in each glass is not exactly the same, some of the jets/nozzles are blocked and the machine needs dismantling and cleaning.
- 4** Remove grease from the rim of glasses with a 'Quash' kit – Available from Carlsberg UK.
- 5** Show your team what happens to beer when it's dispensed into a hot glass – The beer will fob, and then the head will collapse and the beer becomes flat.
- 6** Water spotting on glasses usually occurs because the glasses are taking too long to dry – A good quality Rinse Aid will accelerate the drying time.

GLASS WASHING PRODUCTS

PROTOTYPE W 2 x 5l
Only PH Neutral detergent on the market, enhances drink presentation.

PRO-DRI W 2 x 5l
Complementary rinse additive that gives spot and streak free results.

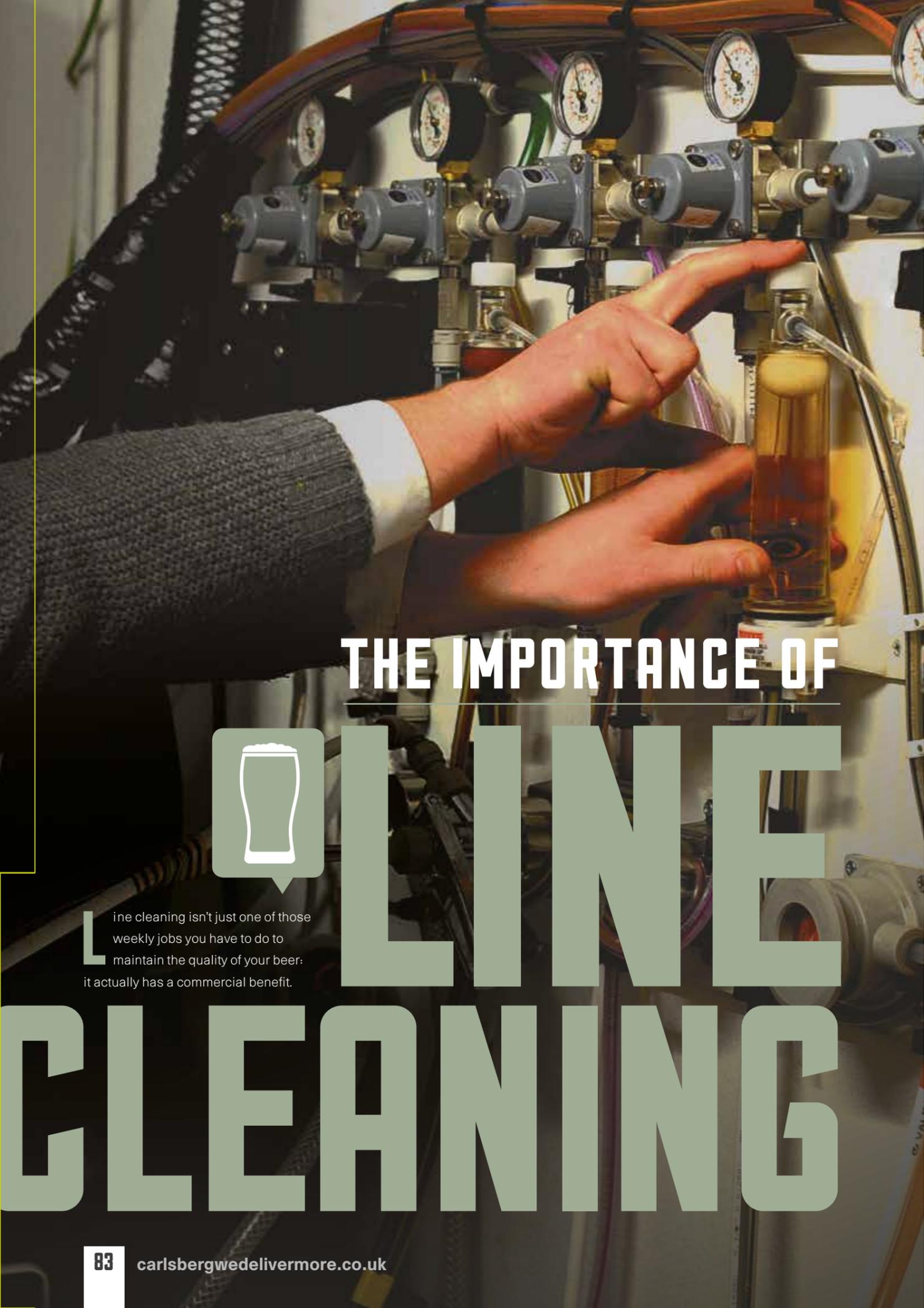
PROTO-BRITE 2 x 5l
Removes proteins and tannins and controls scale build up.

KRYSTAL KLEAR 2 x 5l
Promotes rapid drying and gives streak and spot free results.

RENOVATE® 2.5kg
Treatment for non-rinsable films. Also rejuvenates etch based glassware.

QUASH INTRO PACK
For instant pre-wash removal of lipstick marks.

PLACE YOUR ORDER WITH YOUR TELESales ACCOUNT MANAGER TO ARRIVE WITH YOUR REGULAR DELIVERY.



THE IMPORTANCE OF



LINE CLEANING

Line cleaning isn't just one of those weekly jobs you have to do to maintain the quality of your beer: it actually has a commercial benefit.

Figures obtained from Vianet show that pubs who clean their beer lines correctly every 7 days can see a **2% GROWTH IN DRAUGHT BEER VOLUME** (in a typical outlet, this equates to over **£4k ADDITIONAL REVENUE** at retail cost per year based on £3.50 per pint).



Cask Marque offer a three hour on-site line cleaning and glassware care course. For more information go to CASK-MARQUE.CO.UK/TRAINING or call **01206 752 212**.

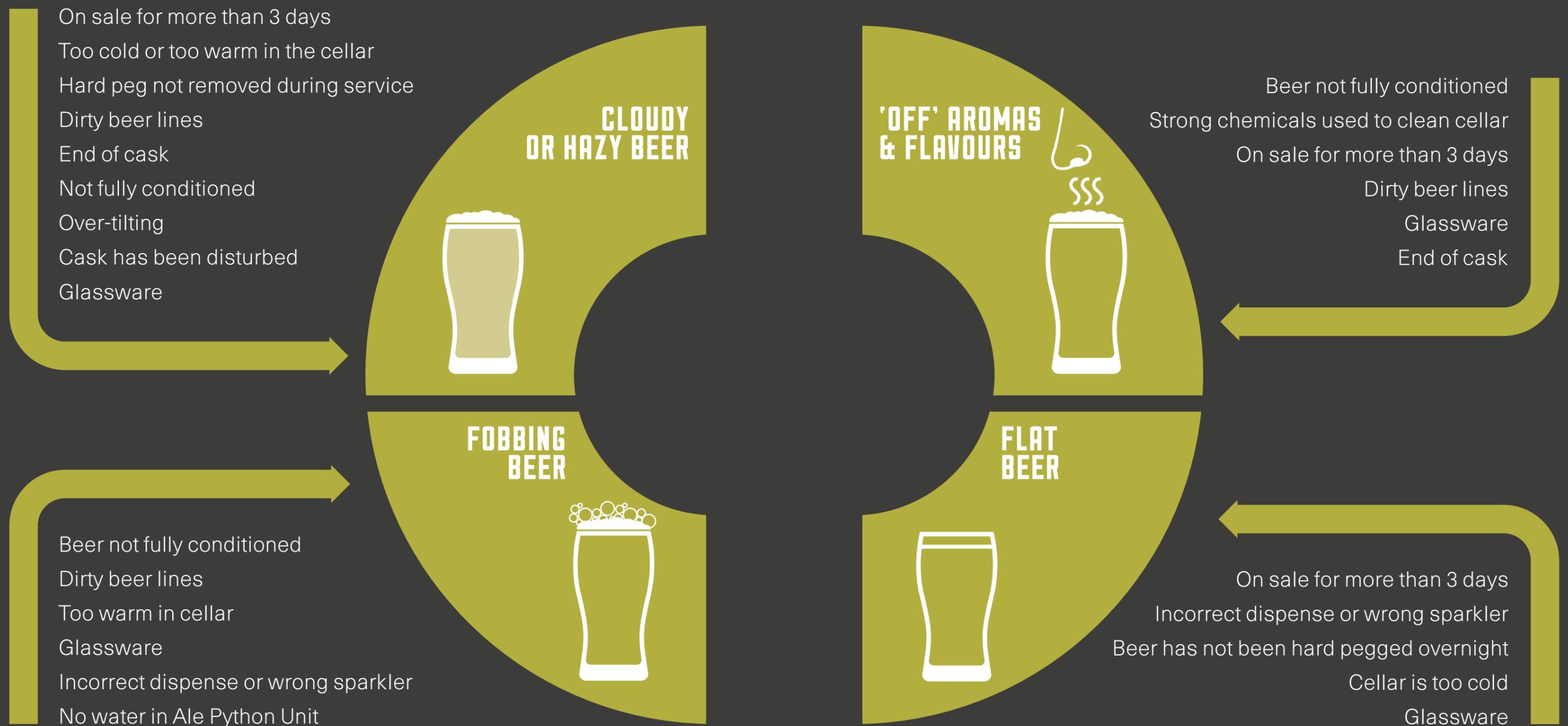
FAULT FINDING & COMMON ISSUES WITH CASK ALE



The Cask Ale drinker is passionate about quality. You only need one drinker to hold their pint up to the light, or one to wrinkle their nose when they smell their beer for others to do the same. 34% of beer drinkers will not complain about poor

quality to you – they just walk out and never return.* Use our fault finding wheel below to identify why a Cask Ale might suffer from quality issues and rectify them before your customers become your quality control.

If you need any further technical information about problems with your Cask Ales, please contact the brand owner, or Cask Marque for impartial advice on **01206 752212** or visit **CASK-MARQUE.CO.UK/TRAINING** to download some useful troubleshooting information documents.



5 TOP TRAINING TIPS FOR STAFF

With all the hard work that goes into looking after Cask you need to make sure that your team of staff understand the importance of recommending and selling the product – even if they don't drink it themselves.

START OFF WITH OUR TOP 5 TIPS



BEER FESTIVALS

PLAN AHEAD FOR 2016/17



41% of UK alcohol drinkers say a beer festival is the **BEST PLACE TO DRINK** Cask Ale.*

Beer Festivals are a great way of showcasing not only your range of ales, but also your outlet. Download our Beer Festival Planner from carlsbergwedelivermore.co.uk and see page 102 for where to get whatever you might need to arrange your own event.

16% of people who tried **CASK ALE FOR THE FIRST TIME** did so at a Beer Festival.*



Beer Festivals get 'occasional' Cask drinkers into the pub, encouraging them to see the pub as the best place for Cask.

Beer Festivals showcase Cask's diversity and range.

WHY HOLD A BEER FESTIVAL?



Beer Festivals encourage non Cask drinkers to try ale for the first time.

Beer Festivals offer the opportunity to showcase other categories you sell, such as real cider, craft beers and food.



HOW TO PLAN A BEER FESTIVAL

WEEKS TO GO	ACTION	
8+ APPROX	Decide on date and location within your outlet.	Contact your Carlsberg UK Sales Development Manager. They will discuss and help plan your festival with you.
7 APPROX	Book your equipment early. See our support section on pages 101-102.	Book your entertainment: bands, bouncy castle, face painters. Start planning your range of beers using Tapster's and Deals.
6 APPROX	Apply for a TEN if you need one.	Order Beer Festival posters and flyers from the We Deliver More website.
5 APPROX	If you're Cask Marque accredited, notify them of your Beer Festival. It gets a free listing on the Caskfinder app.	Order Beer Festival t-shirts and glassware.
4 APPROX	Display Beer Festival posters and flyers, update your website.	Finalise your beer order and remember to include some real ciders.
3 APPROX	Decide on your food offer or book outside caterers.	Send Beer Festival details to local CAMRA branch.
2 APPROX	Work out your GP on all the guest beers and price accordingly.	Start posting details on Facebook and Twitter.
1 APPROX	Brief and train all staff.	
0 APPROX	RUN YOUR BEER FESTIVAL & HAVE FUN	
-1 APPROX	Evaluate your festival financially and with your customers.	

SOCIAL MEDIA

TOP #10 TIPS



With over twenty years digital marketing experience and more than eight as an active licensee, **Mark Daniels** is the Head of Digital Services and a social media trainer with Inapub.

inapub.co.uk

#1 Always use images – Rich media (images, videos, links etc.) can increase engagement with your activities by up to 650%.*

#2 Always be engaging – Social media is a platform to engage with your customers while they're not in your pub. Respond to comments, get involved in conversation.

#3 Time of day – Don't post at 6am about beer if that's not your audience 1pm, 3pm and 5pm are sweet spots for pubs.

#4 Use other networks – There's more to social media than Facebook. Who is your audience? Many of them may use other platforms: Instagram, SnapChat or Twitter?

#5 Don't sell – Sales posts don't work – fact. Create content that gets people involved. Tell a joke, or give away the first question in tonight's quiz.

#1 FIND THE RIGHT PERSON ...SOCIAL MEDIA EXPERT

If you have someone in your team who is constantly stuck on their phone, don't get annoyed with them, channel their enthusiasm into making them your...

#3 DON'T OVERSTRETCH YOURSELF

You're better to find a few platforms that you can specialise in, than trying to add content (badly) to many different social media sites.

#4 GET A PLATFORM

Find a platform such as Hootsuite, TweetDeck or Seismic where you can monitor and produce social media activity across multiple sites.



#6 INTERESTING CONTENT

Don't just mention the latest beers you have on sale. Communicate a variety of content – to encourage new customers to visit, to inform existing customers what's changing, special offers to use up that slow selling beer, the new menu, pub quiz, the trials and tribulations of running a pub – but keep it light-hearted.

#8

You Tube

Is the second biggest search engine in the world after Google. With...

3 BILLION

searches monthly you can't afford to miss out. Film a tour of your pub, your food and drink range or interview your staff. It'll add to the personality of the pub.

#7 PLAN YOUR MESSAGE

Not all social media has to be spur of the moment or reactive to other people's comments. Spend half an hour once a week with a couple of creative people from the pub and brainstorm a few messages which you are going to send out that week. Then schedule them so they are automatically sent at the most appropriate time. That message that arrives at 4.59pm encouraging people to the pub for happy hour may arrive just at the right moment.

#10 ALLOCATE SOME TIME

Social media is a two-way communication. Don't contact people and then ignore their replies. Of course you are busy running your pub, but it only takes a few seconds to reply to questions and feedback. Your prompt reply about what time you open could be the deciding factor on visiting your pub or the one around the corner.

#2 CREATE A PERSONALITY

There is little worse than social media by people with no charisma. Use punctuation or emojis to add some life to your messages. It's not essential to actively sell all the time – a lot of selling is done indirectly by creating a personality that customers will want to come and meet and chat to.



The top ten most popular social media sites in order of usage are Facebook, Twitter, LinkedIn, Pinterest, Google+, Tumblr, Instagram, VK, Flickr and Vine. But you need to know your target market and what they are using. Facebook has three times more daily users than the next closest site.

#9 GIVE AWAY VOUCHERS

Get a few customers to come in who wouldn't otherwise and if they like it, they may stay for an extra drink or two. These are easy to do and if they go viral and you end up with hundreds of people in your pub getting a cost price meal, is that such a bad thing?

THERE'S A BEER FOR THAT



BACKED BY BRITAIN'S BEER ALLIANCE



The campaign from **BRITAIN'S BEER ALLIANCE**, here to reignite **THE NATION'S LOVE OF BEER.**



With over 100 styles, and 11,000 different beers out there today, beer is a truly diverse and versatile drink and it deserves to be appreciated by more people on many more occasions. It has a great story about passion, quality and skill that needs to be told far and wide.

You might have seen our advert on TV or the cinema, but we are engaging beer lovers in many other ways.

THERE'S A BEER FOR THAT



BEER CLUB

Every Wednesday at 8pm on Twitter we host an hour where beer lovers can get together to chat all things beer. Past topics have included beer for wine lovers, beer and chocolate and the best British beers, hosted by the likes of Pete Brown, Jane Peyton and Will Hawkes. **If you have a specialist beer subject and would like to host, get in touch.**

BEER CLUB LIVE

After starting on Twitter, our popular weekly Beer Club is now also in the pub! The Beer Club has come to life as a series of themed beer and food matching events run independently in outlet. Any pub can run a Beer Club themed event. **Our website has lots of great ideas and examples of how you can engage your customers in the wonderful world of beer.**

LET'S GET SOCIAL

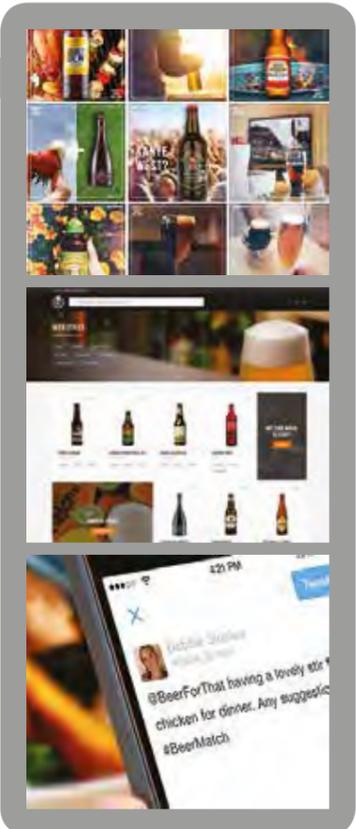
We often work with experts to produce content for our website and social channels that reflect stories about the diversity, versatility and quality of beer from right across the industry. We've amassed 136,000 Facebook fans and 25,000 Twitter followers so far. **If you've produced some content that you think could reach a wider audience, let us know.**

BEER EXPLORER

We're lucky to have so many beers to choose from in the UK, but finding the ones you like can be daunting. We have developed Beer Explorer, an interactive guide to the best beers in Britain. Aimed at the curious, beers can be explored by style, tasting notes, brewery and food pairing. **We are expanding all the time, so if you'd like to work with us to make sure the very best of beer is represented, we'd love to hear from you.**

BEER MATCH

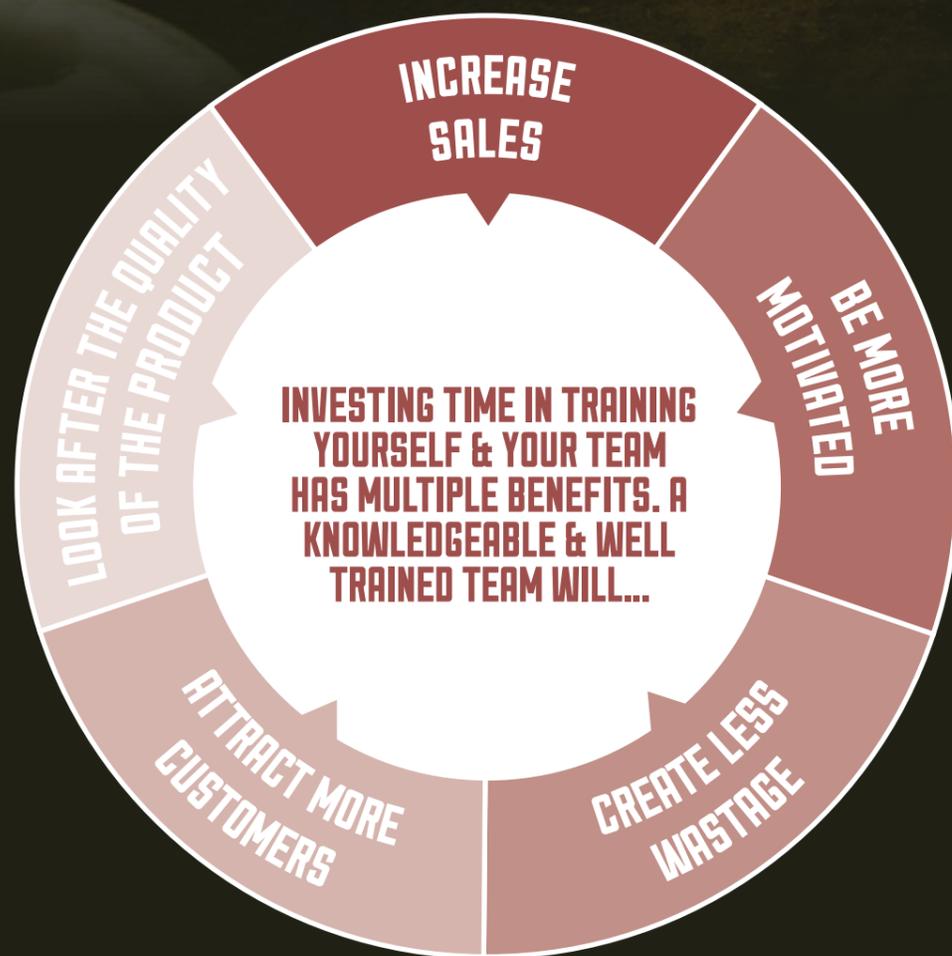
For instant beer matches to your favourite foods, simply tweet the name of your dish to @BeerForThat with #BeerMatch. We work with independent beer sommeliers and experts to grow a database of matches that now has over 1,000 beers and 1,000 foods, but we are always looking for more matches to add. **If this is your area of expertise, let us know.**



If you are interested in working with us, please contact the team: HELLO@BEERFORTHAT.COM.
BEERFORTHAT.COM [/BEERFORTHAT](https://www.facebook.com/beerforthat) [@BEERFORTHAT](https://twitter.com/beerforthat) [@BEERFORTHAT](https://www.instagram.com/beerforthat)

TRAINING

GUIDING YOU IN THE RIGHT DIRECTION



OUR TRAINING PARTNERS

Carlsberg UK have joined forces with leading training providers, CPL and Cask Marque, to deliver industry leading training to the On-Trade. Two online courses are available plus face to face sessions and an industry recognised cellar management qualification.

Finding the right **TRAINING SOLUTION** can be tricky, so use our **GUIDE TO TRAINING** below to help you decide what the right option is for you.

	THE BENEFITS	OPTIONS & COSTS
E-LEARNING	<ul style="list-style-type: none"> Cost effective. Good for large groups. Consistent delivery. Taken at employees speed. Familiar to 18-30 year old age group. Record keeping. 	<ul style="list-style-type: none"> Introduction to Cellar Management – A foundation knowledge covering how to run a good cellar (£15). Bar Excellence Award – Covers perfect serve for all drinks categories (£15). Cask Beer Uncovered – A general understanding of what Cask Beer is and how important it is to the business (FREE). <p>To register for any of these courses go to: CARLSBERGWEDELIVERMORE.CO.UK or CASK-MARQUE.CO.UK/TRAINING</p>
ONE TO ONE TRAINING	<ul style="list-style-type: none"> Delivered on-site using your own equipment. At a time convenient for you and your staff. No need to travel to training venue. Delivered by an industry expert. Practical and hands-on. 	<ul style="list-style-type: none"> A face to face training session – Held in your own cellar and bar. Designed for both cask and keg stockists. Covers maintenance of all cellar and bar equipment – Includes a cellar 'health check'. For up to three people. Can include a full practical line clean (additional cost). £85 for Cask Marque accredited pubs, £95 for non Cask Marque accredited pubs. <p>To book a One to One Session go to: CASK-MARQUE.CO.UK/TRAINING</p>
ABCQ QUALIFICATION	<ul style="list-style-type: none"> A nationally recognised cellar management qualification. Delivered at Centres of Excellence throughout the UK. Covers cask, keg and bottled beer. Indepth understanding of all cellar and bar equipment. Creates a qualified 'Cellar Champion'. 	<ul style="list-style-type: none"> Award in Beer and Cellar Quality qualification. Includes brewery tour, lunch and tasting session. Assessment test carried out and certificate awarded. £96.50 per person. Discounts available for group bookings. <p>To book a place at your nearest Centre of Excellence go to: CASK-MARQUE.CO.UK/TRAINING</p>

CASK MARQUE

THE BENEFITS

A 2014 survey by Vianet found that overall beer sales in Cask Marque accredited pubs were **MORE THAN 3% HIGHER** than non-accredited pubs. **CASK ALE SALES WERE 13% HIGHER.**



98%
of Cask Marque accredited licensees said they would recommend the Cask Marque Award to other licensees*



89%
of Cask Marque accredited outlets said the Cask Marque accreditation had increased their overall beer sales*



DID YOU KNOW THAT ALL CASK MARQUE ACCREDITED PUBS...

- Get unlimited free point of sale – (Drip mats, bar runners, pump clip crowns) to advertise their award to their drinkers?
- Receive a personalised Certificate of Excellence which can be scanned by drinkers with a smartphone? – Cask Marque reward these drinkers with prizes.
- Get benefits such as access to discounted training and newsletters on a monthly basis?
- Get a free listing on Caskfinder, the UK's premier pubfinder app? – Details of all your amenities, website, location and events are listed for FREE in addition to all the beers Cask Marque tested in your outlet.



All Cask Marque inspectors are **EXPERTS IN THE BEER INDUSTRY**, and they're there to help you to achieve the **BEST QUALITY BEER** in the area.



If there's one thing to guarantee increased sales of your Cask Ale range, it's applying for Cask Marque accreditation. The scheme, which has been running for nearly 20 years, is an established marker for pubs and clubs who keep their Cask Ale in perfect condition. The Cask Marque plaque displayed outside an outlet reassures drinkers that every pint passed across the bar is good quality, due to a rigorous inspection process.



Applying for Cask Marque is simple with funding for the scheme available from Carlsberg UK and brand owners. To find out more call **01206 752212** or visit **CASK-MARQUE.CO.UK**

Source: * 2014 survey conducted by Cask Marque amongst its members. The sample size was 956 respondents.

A WORD FROM... Annabel Smith

FOOD & BEER PAIR FOR PROFIT

I'm not going to say that beer is better with food than wine, or wine is better than beer. They just do completely different things: the carbonation in beer can act as a palate cleanser, spritzy hoppy beers can cool the heat of fiery chillies, and malty beers complement most cheeses and roast meats.

NO OTHER DRINK HAS AS MUCH VARIETY & VERSATILITY AS BEER.

So it's time to re-think the appeal of beer as a drink to complement and enhance a variety of meals, from fish 'n' chips, to steak pie, to a cheese platter.

Ordering a beer with food is not as alien a concept to most of your customers as you may think. Most of us automatically reach for the beer when we go for a curry, or drink an ice cold lager when we have ethnic food in a restaurant – we know it works really well. But how often do I get a beer recommended when I order some pub food? Rarely, because the wine menu is ever present and I'm not given the choice.

HOW DO WE DO IT?

Offering beer with food can be a new concept for a lot of pubs and a challenge. However, taking lessons from the wine industry we know that if the following actions are taken, it can offer a real opportunity and point of difference for customers.



STAFF TRAINING

Encourage staff to recommend their personal favourites.

Personal recommendations are really powerful so do regular training sessions with the team to allow them to experience how beer matches food.



POINT OF SALE

Make sure your menus and point of sale recommend a beer as well as a wine to go with particular dishes.



GLASSWARE

Offering guests a 'glass' of beer is far more appealing than a 'pint' of beer. Think about glassware and how you can premiumise beer by serving it in attractive glassware such as stemmed glasses or chalice glasses.



COMMUNICATE

Explicitly match dishes on the menu with beers that are available. If you're unsure what goes with what, go to beerforthat.com. It has hundreds of recommendations and they also have a unique Twitter service called **#BeerMatch** designed to give you instant beer recommendations from Britain's best beer experts.

Simply tweet the name of a food to **@BeerForThat** with the hashtag **#BeerMatch** for an instant reply. They name a brand, and the style – so that you can find other beers in the same style if the one they recommend isn't on your bar.

There's a **BIG OPPORTUNITY** to offer **BEER AS A DESIRABLE** alternative to wine to **ACCOMPANY FOOD**. Don't think of it as 'cannibalising' your wine sales. **THINK OF IT AS OFFERING CUSTOMERS A CHOICE.**

Annabel Smith,
Beer Sommelier



WHO



TO GO TO FOR INFORMATION

NAME	WEBSITE	TELEPHONE	DESCRIPTION
Campaign for Real Ale	camra.org.uk	01727 798 445 Check website for local office	Help and advice on choosing range of beers Can supply leaflets encouraging membership Produce annual Good Beer Guide
Cask Marque	cask-marque.co.uk	01206 752212	Accreditation scheme to promote quality of beer in pubs to consumers Wide range of training courses
Beer Academy	beeracademy.co.uk	0207 290 6087	Offer a range of beer courses and tailored events run by Beer Sommeliers
Cyclops Beer	cyclopsbeer.co.uk	01206 752212	Tasting notes for over 2000 Cask Ales. Used as a training aid for staff or as a guide for consumers
Society of Independent Brewers (SIBA)	siba.co.uk	01283 535351	Represents the independent brewing sector and operates Beerflex, a route to market for smaller breweries
Beer for That	beerforthat.com	n/a	Campaign funded by Britain's Beer Alliance to encourage more consumers to choose beer Advice on matching beer with food
Cask Matters	cask-marque/cask-matters.co.uk	01206 752212	For updated information about the cask category and the latest Cask Report Free staff e-learning course – Cask Beer Uncovered

WHERE

TO GET

EQUIPMENT & BAR SUNDRIES	DESCRIPTION	SUPPLIER	WEBSITE	TELEPHONE
Mini Kilner jars	To display colours of different guest ales on sale	Wilko* The Range*	wilko.com therange.co.uk	08000 329 329 0345 026 7598
Non branded stemmed beer glasses	Stylish way to serve beer, especially for food-led outlets	MBS Wholesale Ltd*	mbswholesale.co.uk	0208 424 8886
Dimple glasses	The traditional way to serve Cask Ale	MBS Wholesale Ltd*	mbswholesale.co.uk	0208 424 8886
Table top chalkboards	To advertise guest ales or 'beer of the day'	Carlsberg UK WDM Bar Activity*	carlsbergwedelivermore.co.uk baractivity.com	08457 820 820 01823 698 609
Personalised glassware (for beer festivals)	Your design/logo on various styles of glassware	Festival Glassware	festivalglass.co.uk	01422 382 696
Third pint glasses, racks and sampling glasses	For 'flights' of beer or to offer a 'Try Before You Buy' sample	Carlsberg UK WDM Bar Activity*	carlsbergwedelivermore.co.uk baractivity.com	08457 820 820 01823 698 609
Branded clothing and uniforms	For personalised Beer Festival t-shirts/branded staff uniforms	Workwear Express*	workwearexpress.com	0808 278 9710
Cask equipment	For racking, taps, cellar sundries, beer festival equipment	A-Cask	acask.com	01308 459 950
Chemicals	For beer line cleaner, glasswash detergent, Renovate and Quash	Carlsberg UK WDM Proton	carlsbergwedelivermore.co.uk proton-group.co.uk	08457 820 820 01924 892834
Luggage tags	To hang over pump handles with messages such as 'coming soon' or 'goes well with...'	Hobbycraft*	hobbycraft.co.uk	0330 026 1400
Posters, tent cards, menus and other paper based POS	To advertise your event, range of beers or personalised menus	Carlsberg UK WDM Plus One*	carlsbergwedelivermore.co.uk plusone-dg.co.uk	08457 820 820 0121 707 8384
Personalised beer festival POS	Posters and bunting	Carlsberg UK WDM	carlsbergwedelivermore.co.uk	08457 820 820



* PLEASE NOTE: Third party products and suppliers are suggestions only and are not endorsed by or affiliated with Carlsberg UK Limited in any way. Products listed available as at February 2016. Other products and suppliers are available.

TAPSTER'S EXTRA CHOICE



Each month our Tapster's Extra Choice range gives you even more ales to choose from. In 2016 there will be over 150 additional seasonal ales from a selection of the UK's best brewers including small Craft and micro producers all featured in our regular Deals brochure. The majority of the pump clips come attached to the cask for your convenience unless indicated in the brochure.

We also have a number of our permanent range on promotion each month usually offering free POS, promotional kits or even free stock.



POINT OF SALE CONTACT DETAILS

If you need pump clips, 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 using the details below and they will be happy to help.

BREWERY	TELEPHONE	EMAIL
Tetley's	Speak to your local Carlsberg UK Sales Representative or visit carlsbergwedelivermore.co.uk	
Adnams	01502 727 200	pos@adnams.co.uk
Black Sheep	01765 680 707	pointofsale@blacksheep.co.uk
Butcombe	01934 863 963	orders@butcombe.com
Charles Wells	01234 279 263	notadmin@charleswells.co.uk
Fuller's	02392 714 444	paula.farr@fullers.co.uk
Greene King	01284 714 450	rtmsupport@greeneking.co.uk
Marston's	01902 329 477	national.sales@marstons.co.uk
Robinsons	0161 612 4138	triece.davidson@frederic-robinson.co.uk
Shepherd Neame	01795 597 000	customerservices@shepherd-neame.co.uk
St Austell	0845 603 5434	nationalsalesorders@staustellbrewery.co.uk
Timothy Taylor's	01535 682 196	pos@timtaylors.co.uk
Wychwood	01902 329 477	national.sales@marstons.co.uk
Abbeylea	0114 281 2712	sales@abbeyleabrewery.co.uk
Box Steam	01225 782 700	sales@boxsteambrewery.com
Cameron's	01429 852 002	info@cameronsbrewery.com
Castle Rock	0115 985 1615	lotte.sefton@castlerockbrewery.co.uk
Conwy	01492 514 305	enquiries@conwybrewery.co.uk
Everards	0116 201 4110	telesales@everards.co.uk
Exmoor Ales	01984 623 798	rose@exmoorales.co.uk
Gower	01792 391 027	steve@gowerbrewery.com
Hogs Back	01252 783000	sales@hogsback.co.uk
Holden's	01902 880 051 Ext 505	abi@holdensbrewery.co.uk
Hook Norton	01608 737 210	orders@hooky.co.uk
Inveralmond Brewery	01738 449 448	office@inveralmond-brewery.co.uk
JW Lees	0161 345 4441	sales@jwlees.co.uk
Leeds Brewery	0113 244 5866	jenna@leedsbrewery.co.uk
Loch Ness Brewery	01456 450 726	beer@lochnessbrewery.com
Mordue Brewery	0191 296 1879	jill@morduebrewery.com
Ossett Brewery	01924 237 160	brewery@ossett-brewery.co.uk
Otter Brewery	01404 891 285	info@otterbrewery.com
SA Brain & Co. Ltd	0292 040 2060	customersalesteam@sabrain.com
Sambrook's	0207 228 0598	jamie@sambrooksbrewery.co.uk
Upham Brewery	01489 861 383	cleone@uphambrewery.co.uk
Wadworth	01380 732 213	talithascott@wadworth.co.uk
Woodforde's	01603 720 353	info@woodfordes.co.uk
Dark Star Brewing Co.	01403 713 085 option 1	sales@darkstarbrewing.co.uk
Oakham Ales	01733 370 500	info@oakhamales.com
Portobello	0208 969 2269	sales@portobellobrewing.com
Rooster's Brewing Co.	01423 865 959	info@roosters.co.uk
Salopian	01743 248 414	enquiries@salopianbrewery.co.uk
Thornbridge	01629 815 999	stacey@thornbridge.co.uk
Titanic Brewery	01782 823 447	zoe@titanicbrewery.co.uk
Guinness	0845 751 5101	enquiries@diageotrader.co.uk
Thatchers	01934 827 408	customer.service@thatcherscider.co.uk
Westons	01531 660 143	pos@westons-cider.co.uk

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CRAFT SELECTION



CARLSBERGWEDELIVERMORE.CO.UK

Customer Contact Centre 08457 820 820

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