

LWC BIRMINGHAM

To place your order please call
0844 854 6675

www.lwc-drinks.co.uk

LWC Birmingham · Unit 12 · Union Park · Navigation Way · West Bromwich · B70 9DF



CASK-CONDITIONED
BEER

LWC BIRMINGHAM

Who We Are and What We Do



LWC was established in 1979 and is the fastest-growing privately owned drinks company in the UK. With over 7000 different product lines and over 6000 on-trade customers, we provide the broadest range and greatest service available in the UK drinks industry. With our fantastic support services we provide our customers with a higher-quality experience and enable them to maximise their sales. Over 100 Account Managers are dedicated to bolstering your business potential whilst also eradicating any issues you may face.

What makes us different, you ask? Well, there are a few things, really. We have zero listing fees, giving us complete impartiality and helping to increase the depth of our range. We are also 100% demand driven: we only buy on behalf of our customers in relation to their needs and are able to provide the best balance of price, range and service. As an independent company, we're able to act quickly and decisively, a benefit mirrored in our depots, all of which are empowered to make their own decisions, meaning you can get what you want, when you want it. Speaking of 'when you want it', one of the biggest differences from our competitors is that we offer same day delivery*, seven days a week. Our decentralization means you get a better service – if you have a pub in Cornwall, you will place your order via our depot in Cornwall. Our commercial awareness has been provided by the experience we've gained in helping thousands of customers to grow their businesses. With a lot of our employees having come from the Hospitality sector and with over 50 of our own pubs, we definitely know what we're talking about when it comes to understanding the market from both sides as practitioners.

We supply a massive 7000+ range of products including over 1800 draught beers, 900 bottled beers, 200 ciders, 250 draught ciders, 2300 spirits, 1000 wines, 1000 soft drinks and 100 RTDs. If that's not enough and we don't have the product you need, our teams will work around the clock to ensure that it's made available for you. We've the versatility and flexibility to make decisions on the spot and service your needs to the highest possible standard. This also means we can provide you with all the products you need in one order – you won't have to worry about contacting different companies. You'll save time and money, allowing you to concentrate on other aspects of your business.

Delivery – our company has been built on, and continues to rely upon, our ever-growing internal distribution network. We cover the whole of the UK, most of our distribution operating 7 days a week with same-day delivery. In any areas where same-day delivery isn't possible, we guarantee next-day delivery. This is made possible by over 150 committed drivers who are out on the road each day, delivering in the morning, afternoon and early evening. *Same-day delivery orders must be placed before midday; otherwise they will be delivered the following day.

Knowing your product is vital when it comes to increasing sales; that's why we also provide Product Training. Having staff with the correct knowledge means they can offer advice confidently. We offer training on all products, as well as in-depth training programmes on Wines, Cask Ale, Beer & Cocktail Training.

Marketing materials can also be provided from our internal hub of expert graphic designers, who can create vast array of promotional materials for your business. The range of services offered includes menus, label design, banners, posters and POS.

Birmingham Depot

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Our depot currently delivers to:

- | | | | |
|------------------|---------------|-------------|-----------------|
| · Birmingham | · Leicester | · Stratford | · Warwick |
| · Coventry | · Northampton | · Tamworth | · Wolverhampton |
| · Leamington Spa | · Shrewsbury | · Telford | |

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Cask Market and Consumer Review

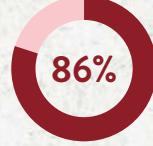
(Referenced from the 2017 Cask Report)



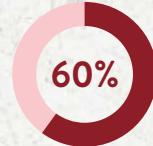
- 82% of licensed pubs claim cask ale sales are in growth.
- Cask ale takes up 58% of all on-trade ale (in comparison to 42% keg).
- The total on-trade beer market has decreased by 1.5% in a year, but the cask ale market value has increased by 6.3% in the last 5 years!



of consumers are keen to know more about beer styles, and offering them to try the beers before they buy results in more sales.



of cask ale drinkers think pub staff should have a good cask ale knowledge. When staff engage with the consumer about ale, 50% of the time it will result in ale sales.



of outlets don't offer enough information about beer taste, scent and colour.



of consumers say beer quality is very important when choosing which pub to visit.



of consumers would choose a smaller range of ales served in an immaculate condition over variety.



of consumers trust the brewer has the best knowledge of beer, suggesting 'meet the brewer' events could increase sales.

Cask consumers choose where to drink, are more loyal, visit more often, bring people and spend more money. A standard cask beer consumer spends £967 a year in comparison to £507.36 of other consumers.

Cask Ale Consumer Demography

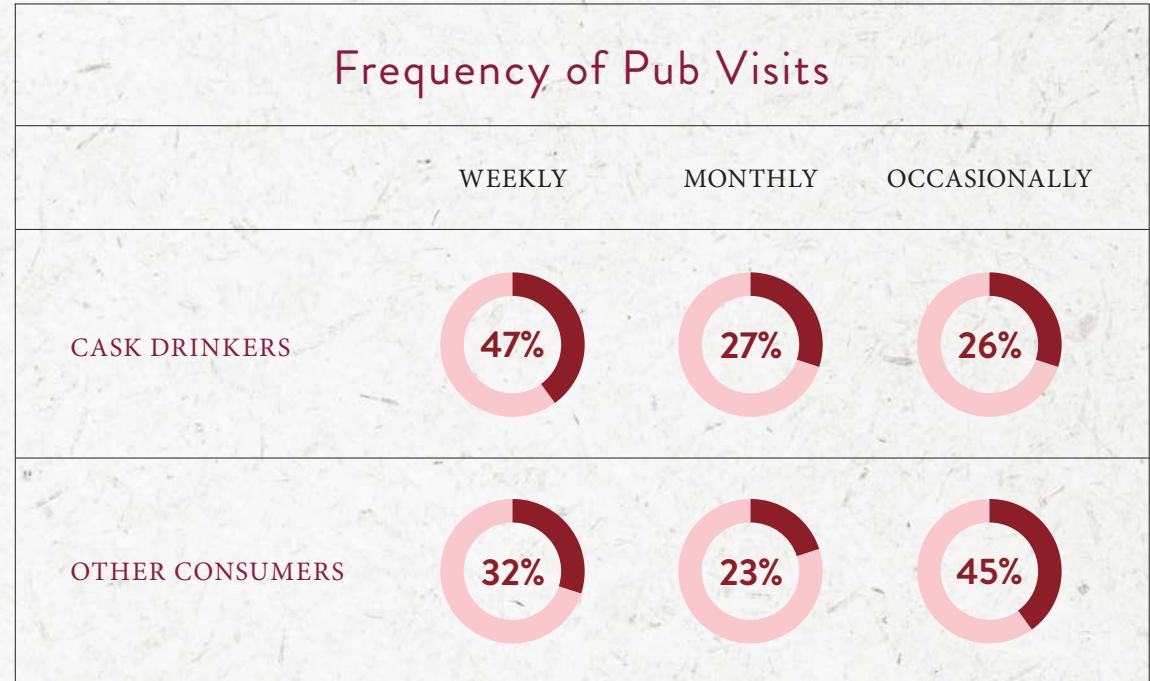


85% MALE



15% FEMALE

5% 18-24 YO · 7% 25-34 YO · 13% 35-44 YO · 18% 45-54 YO · 21% 55-64 YO · 36% 65+



Cask Ale Consumers FAQ

21% question by whom and where the beer is brewed.

20% ask about the colour and the flavour of a beer.

15% ask how strong cask ales are.





In 1849 the Everards story began when William Everard purchased the Southgate Street Brewery in the heart of Leicester and declared that "No effort should be found wanting in the production and supply of genuine ale of first-rate quality." Today, one hundred and sixty seven years later the business is still independent and family owned with an exciting new chapter ahead as it enters its sixth generation.

Everards own over 175 pubs across the East Midlands and over the past couple of years the look of these has evolved to reflect the fact that they are all run as independent businesses by licensees with a passion for delivering the best for their local community.

The beers feature Leicestershire icons, the Tiger and the Fox. Iconic beer Tiger really highlights the local link having received special permission from the Royal Leicestershire Regiment to use their laurels and scroll to connect the beer to the history behind the name. As well as being great to look at, the new logos also help drinkers decide which beer is for them with the introduction of colour and taste information. Beacon Hill, for example, is badged as an amber ale which is lightly hopped and moreish.

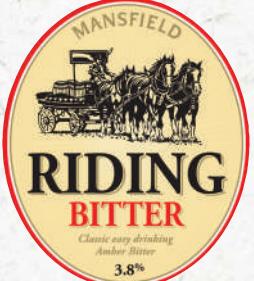


For more information on seasonal and other beers or to place an order, please contact Birmingham's Cask-Coordinator.



For more information about Everards Brewery please visit:
www.everards.co.uk or follow them on Twitter @Everards1849

Permanently Stocked Selection

 <p>Backyard Blonde (4.1%) Platinum Blonde bitter. Citrus and pine nose, with a dry, crisp and hoppy taste. Back due to popular demand.</p> <ul style="list-style-type: none"> Eye icon: Blonde Nose icon: Citrus · Pine Mouth icon: Dry · Crisp · Hoppy 	 <p>St Austell Tribute (4.2%) 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.</p> <ul style="list-style-type: none"> Eye icon: Amber Nose icon: Orange · Tropical Mouth icon: Orange · Grapefruit
 <p>Holden's Golden Glow (4.4%) An 18ct gold, golden ale with subtle yet fragrant hop aromas. A moreish gentle sweetness and a citrus finish.</p> <ul style="list-style-type: none"> Eye icon: Golden Nose icon: Hoppy Mouth icon: Citrus · Bitter 	 <p>Holden's Black Country Mild (3.7%) A bold chestnut-red mild with nutty biscuit notes with a delicious hint of chocolate.</p> <ul style="list-style-type: none"> Eye icon: Chestnut Nose icon: Biscuit Mouth icon: Nutty · Chocolate
 <p>Timothy Taylor Landlord (4.3%) A strong pale ale that has won more awards nationally than any other beer, including three times as Champion at the Brewers International Exhibition.</p> <ul style="list-style-type: none"> Eye icon: Pale Amber Nose icon: Citrus · Hoppy · Fruity Mouth icon: Full · Sweet · Hops 	 <p>Sharp's Doom Bar (4.0%) The aroma combines an accomplished, balanced, resinous hop, inviting sweet malt and delicate roasted notes.</p> <ul style="list-style-type: none"> Eye icon: Copper Nose icon: Roasted · Malt Mouth icon: Caramel · Sweet
 <p>Mansfield Riding Bitter (3.8%) Brewed to an exciting traditional recipe using Pale Ale malts, Fuggles, Goldings and Sovereign hops, this session ale has a thick creamy head.</p> <ul style="list-style-type: none"> Eye icon: Amber Nose icon: Hoppy Mouth icon: Dry · Bitter 	 <p>Ushers Celtic Gold (4.0%) A refreshing golden ale, brewed with carefully selected hop varieties including fuggles, goldings and challenger hops.</p> <ul style="list-style-type: none"> Eye icon: Gold Nose icon: Sweet Mouth icon: Malty
 <p>Bass Draught Bass (4.4%) A classic ale with a malty, fruity, nutty aroma and a complex, satisfying flavour.</p> <ul style="list-style-type: none"> Eye icon: Dark Nose icon: Malty · Fruity · Nutty Mouth icon: Fruity 	 <p>Marston's Pedigree (4.5%) Has a fascinating aroma, with a palate of biscuit malt, spicy hops and light fruitiness. It was renamed in a staff competition back in George Peard's day. He was our Head Brewer at the time.</p> <ul style="list-style-type: none"> Eye icon: Golden Brown Nose icon: Biscuit · Floral · Burton Sulphur Mouth icon: Malty · Biscuit · Spicy

Readily Available Selection



Everards

Tiger (4.2%)

A classic example of getting the perfect balance between sweetness and bitterness. Crystal malt gives the beer its rounded toffee character.

- Auburn
- Spicy · Hoppy · Malty · Toffee
- Sweet · Bitter



Everards

Old Original (5.2%)

A consistently popular choice for ale connoisseurs. Old Original is best known for its smooth, full-bodied taste. Take your time to discover all the flavours within.

- Tawny
- Roasted · Caramel · Port
- Rich · Fruity · Strong



Everards

Sunchaser (4.0%)

A thirst-quenching beer made in the style of a continental lager. Hence you will find subtle fruit flavours and sweetness within.

- Golden
- Delicate · Citrus · Fruity
- Sweet · Zesty

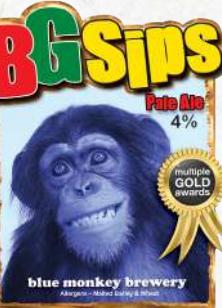


Everards

Beacon Hill (3.8%)

Named after the Leicestershire landmark Beacon Hill which boasts panoramic views across the county, Beacon Hill is the perfect pint to savour for any occasion.

- Amber
- Hoppy · Floral · Malty
- Hops

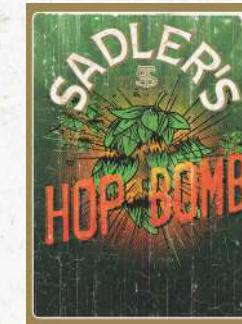


Blue Monkey

BG Sips (4.0%)

Stuffed 20 kilograms of 'Brewers Gold' hops into every small scale batch brewed to create a beautifully pale and intensely hoppy beer. The hops impart tropical fruit aromas and a lovely thirst quenching bitterness.

- Pale
- Tropical
- Hoppy · Bitter



Sadler's

Hop Bomb (5.0%)

An American pale ale brewed with Amarillo and Citra hops. A sweet malt base is lifted by a powerful hop character.

- Extra Pale
- Floral · Hoppy
- Rounded · Fruity



Oakham

Inferno (4.0%)

This light igniting ale flickers complex fruit across your tongue leaving a dry fruity bitter finish smothering your thirst.

- Pale
- Fruity
- Fruity · Bitter



Oakham

JHB (3.8%)

The aroma is dominated by citrus notes. Hops and fruit on the nose are balanced by malt and a bitter base leading to a dry hoppy finish with soft fruit flavours.

- Pale
- Citrus · Hops
- Hoppy · Fruity · Bitter

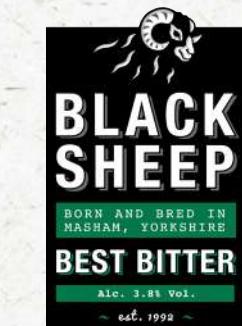


Wychwood

Hobgoblin (4.5%)

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

- Dark Ruby
- Toffee · Citrus · Chocolate
- Toffee · Dry · Biscuit

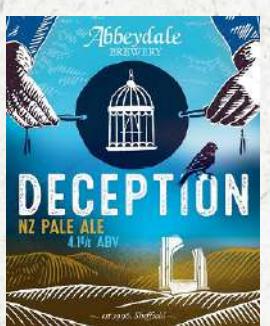


Black Sheep

Best Bitter (3.8%)

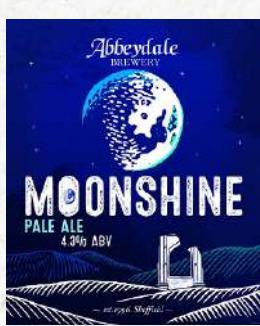
Wonderfully crisp with a peppery hop and a long dry, satisfying finish. The definitive quality session beer. Uncompromised, quaffable and moreish.

- Amber Gold
- Smooth · Balanced · Fruity
- Hoppy · Malty · Fruity



Abbeydale
Deception (4.1%)
Elderflower and grape aromas with strong citrus flavours, especially grapefruit. Long lasting bitter finish.

Eye: Pale
Nose: Elderflower · Grape
Taste: Citrus · Grapefruit · Bitter



Abbeydale
Moonshine (4.3%)
A balanced pale ale with a distinctive aroma that leads to a predominantly citrus taste, with grapefruit and lemons to the fore. A quenching bitter finish.

Eye: Pale Gold
Nose: Citrus · Lemon · Sharp
Taste: Balanced · Fruity



Charles Wells
Bombardier (4.1%)
An iconic beer loaded with distinct English brilliance. The epitome of impeccable taste and great character. The rich, full-bodied nectar is a lingering reward.

Eye: Copper
Nose: Citrus · Spicy · Biscuit
Taste: Smooth · Sweet



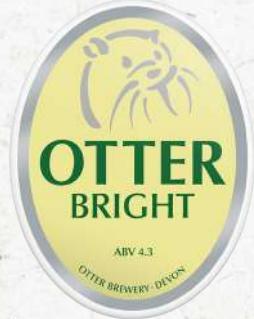
Charles Wells
Courage Directors (4.8%)
Full bodied with a clean, bitter taste, balanced with a sweet burnt, malty and fruity notes with a distinctive dry-hop aroma and flavour.

Eye: Copper
Nose: Citrus · Spicy · Biscuit
Taste: Hoppy · Bitter



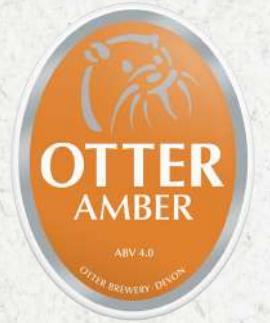
Otter
Bitter (3.6%)
A beautifully light and fruity beer with good hoppy bitterness. It leaves a refreshing bitterness which prompts the next gulp.

Eye: Golden
Nose: Fruity · Malty
Taste: Bitter · Malty



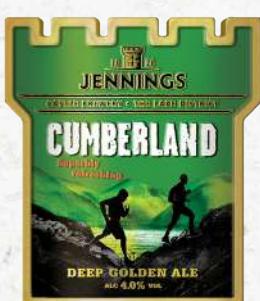
Otter
Bright (4.3%)
Perfectly positioned as a great beer for 'new age drinkers' who are discovering cask ale. It is so pale that it can easily be mistaken for lager and it delivers a great bitter citrus flavour with lots of fizz.

Eye: Pale Gold
Nose: Fruity · Citrus
Taste: Sweet · Fruity



Otter
Amber (4.0%)
The Cara malt and carefully selected hops deliver a finely balanced bitter flavour, with hints of tropical fruit and spice sometimes even an impression of ginger.

Eye: Amber
Nose: Spice · Citrus
Taste: Bitter · Tropical



Jennings
Cumberland (4.0%)
This superbly refreshing golden ale has a soft honey texture and a sharp bitterness that will take you on a taste adventure.

Eye: Burnished Gold
Nose: Earthy Hops · Spicy
Taste: Balanced · Crisp · Full Bodied



Kelham Island
Easy Rider (4.3%)
An acclaimed pale ale. It's easy by name and easy drinking by nature while still retaining a full hoppy palate.

Eye: Pale Gold
Nose: Citrus · Tropical Fruit
Taste: Hoppy · Fruity · Crisp



Kelham Island
Pale Rider (5.2%)
A legendary golden hoppy pale ale. An award winning beer from its earliest days and still with the same great taste today. lighter blonde ale.

Eye: Pale Gold
Nose: Citrus · Malty
Taste: Sweet · Delicate



Theakston
Black Bull (3.9%)
A dry, spicy flavoured ale with a hint of citrus provided by the abundant use of lovely Bramling Cross hops.

Eye: Amber
Nose: Citrus · Fruity
Taste: Citrus · Crisp



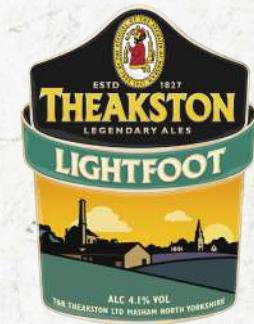
Theakston
Best Bitter (3.8%)
Aromatic with hints of citrus. Light malt and fresh floral flavours combine with the zesty citrus hop.

Eye: Amber Gold
Nose: Fruit · Hoppy · Malty
Taste: Citrus · Spicy



Theakston
XB (4.5%)
A premium strength ale with a rich flavour and full body. The balance between bitterness and fruitiness from the Brambling Cross and Fuggle hops used gives XB a distinctively complex aroma.

Eye: Tawny
Nose: Malty · Hoppy
Taste: Malty · Bitter



Theakston
Lightfoot (4.1%)
Brewed using English malted barley and wheat, European hops, water from the Yorkshire Dales and the famous Theakston twin yeast strain to create a 'continental blonde' style flavour and aroma.

Eye: Pale Gold
Nose: Honey
Taste: Lemon · Fruit · Dry



Ludlow
Gold (4.2%)
Has a golden ale complexion with papaya, pineapple and lemon aroma. Has a soft, full bodied creamy taste.

Eye: Golden
Nose: Papaya · Pineapple · Lemon
Taste: Soft · Creamy



Ludlow
Best (3.7%)
A well balanced session beer. Banana, pineapple and toffee aromas with a dry finish.

Eye: Amber
Nose: Banana · Pineapple · Toffee
Taste: Tropical · Dry



Ludlow
Blonde (4.0%)
A lemony, citrus aroma. Balanced, with crisp citrus notes on the palate.

Eye: Blonde
Nose: Citrus
Taste: Citrus · Crisp



Fuller's
London Pride (4.2%)
This ale borrows sweet raisin, biscuit and dried-fruit notes from the Crystal malt, while fresh, piney herbs emanate from the hops. Rich, smooth and elegant on the palate and draws to a clean finish.

Eye: Gold
Nose: Pine · Grapefruit
Taste: Hoppy · Grassy



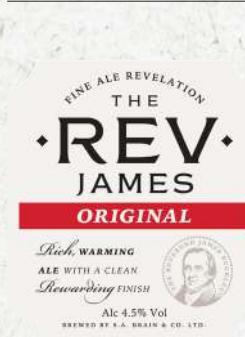
Salopian
Oracle (4.0%)
A crisp, sparklingly sunflower gold ale with a striking hop profile. Dry and refreshing with a long citrus aromatic finish.

Eye: Gold
Nose: Fruit
Taste: Sweet



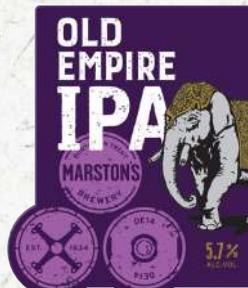
Salopian
Shropshire Gold (3.8%)
Golden, with a floral aroma and a full hoppy flavour that is balanced by a crisp dry maltiness and a rich finish.

Eye: Gold
Nose: Floral
Taste: Dry · Malty



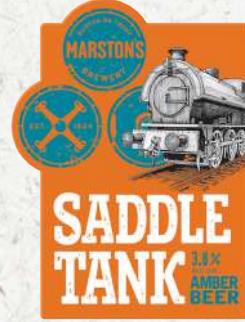
Brains
Rev James Original (4.5%)
Rich and well balanced with a mellow malty flavour that unexpectedly gives way to a clean, refreshing finish.

- Eye Mahogany
- Nose Spicy · Toffee
- Tongue Strong · Rich



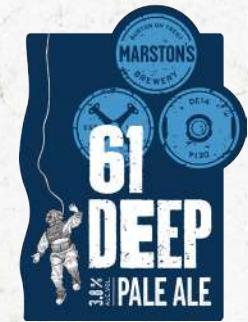
Marston's
Old Empire IPA (5.7%)
Old Empire delivers a refreshing crisp taste, with citrus hop aromas and a balanced bittersweet finish.

- Eye Pale Gold
- Nose Citrus
- Tongue Balanced · Crisp



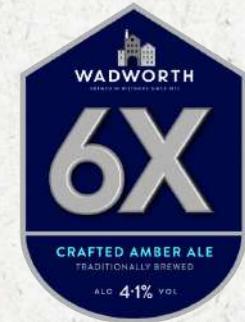
Marston's
Saddle Tank (3.8%)
The use of natural Burton spring water helps to produce a distinctively clear and bright-flavoured beer with a malty and biscuity taste.

- Eye Amber
- Nose Malty
- Tongue Dry · Biscuit



Marston's
61 Deep (3.8%)
This Pale Ale has a fantastic fruity flavour which blasts of tropical peaches, apricot, melon and passionfruit. Delivered with a creamy, white head and light, zesty aroma.

- Eye Pale
- Nose Zesty
- Tongue Fruity



Wadworth
6X (4.1%)
A beacon on the bar for many ale drinkers, Full bodied and distinctive, 6X remains one of the South's most famous beers. Mid-brown in colour, malty and fruity with balancing hop character.

- Eye Brown
- Nose Malty · Fruity
- Tongue Nutty · Hoppy



Wadworth
Swordfish (5.0%)
A gentle rum aroma and dark, unrefined sugar adding a rich smoothness, it is a full-bodied, deep copper coloured ale with a base of crystal malt and delicate Fuggles and Goldings hops.

- Eye Copper
- Nose Rum · Sweet
- Tongue Full · Hoppy



Wadworth
Horizon (4.0%)
Easy drinking all year round and robust enough to accompany most foods, Horizon is light in colour, but full flavoured and best enjoyed cool.

- Eye Pale
- Nose Citrus · Tangy · Hoppy
- Tongue Malty



Wadworth
Bishop's Tipple (5.0%)
A strong, citrus, zingy ale. Light in colour with zesty taste and a lingering hop finish. A well known and respected strong ale.

- Eye Pale
- Nose Citrus
- Tongue Citrus · Hoppy



Wadworth
IPA (3.6%)
A bronze ale with delicate malt aromas. An easy drinking style with cereal notes and a lingering finish, a great session beer.

- Eye Bronze
- Nose Malt
- Tongue Biscuit



Sarah Hughes
Dark Ruby (6.0%)
Dark Ruby Mild combines a balance of intense colour and flavour, making it an award winning festival favourite.

- Eye Pale Gold
- Nose Citrus · Berries · Malty
- Tongue Sweet · Delicate



Greene King
Old Speckled Hen (4.5%)
Has a full, smooth flavour. Its fruity aromas are complemented by a blend of malty tastes. Toffee and malt combined with bitterness give a balanced sweetness and dry finish.

- Eye Amber
- Nose Malty · Toffee · Roasted
- Tongue Malty · Fruity



Greene King
Abbot Ale (5.0%)
Warming, malty and fruity. Pale and amber malts contribute to a satisfying Horlicks and biscuity maltiness. Challenger and First Gold give a base note of herbal hop.

- Eye Mahogany
- Nose Ripe Fruit
- Tongue Malty · Sweet · Bitter



Greene King
Ruddles County (4.3%)
An English ale with a distinctive flavour of dark toffee and caramel combined with a crisp bitterness derived from using rare Bramling Cross hops.

- Eye Copper
- Nose Fruity · Hoppy
- Tongue Toffee · Caramel



Mansfield
England's Pride (4.5%)
A dark brew combining chocolate and crystal malts to give a luscious toffee, malty flavour with hop and bitterness in the aftertaste.

- Eye Dark
- Nose Smoky · Roasted
- Tongue Roasted · Malty



Thornbridge
Jaipur (5.9%)
A citrus dominated India Pale Ale, its immediate impression is soft and smooth yet builds to a crescendo of massive hoppiness accentuated by honey. An enduring, bitter finish.

- Eye Pale
- Nose Citrus · Hoppy
- Tongue Hoppy · Honey



Wood's
Shropshire Lad (4.5%)
Pale, Crystal and Chocolate malts combine to give a sweetish draught followed by a subtle bitterness and fruity overtones from the infusion of traditional Fuggles and Goldings hops.

- Eye Chestnut
- Nose Fruity · Hoppy
- Tongue Fruity · Bitter



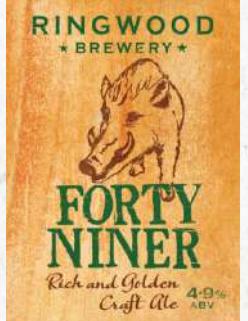
Wood's
Shropshire Lass (4.0%)
Using Pale and Lager malts and Cascade and Mount Hood hops from Washington State this gorgeous blonde ale is overlaid with a citrus aroma and grapefruit notes.

- Eye Blonde
- Nose Citrus
- Tongue Grapefruit



Wood's
Parish (4.0%)
If you are looking for a traditional Pale Ale, this is the beer you have been looking for! Light in strength but full of flavour.

- Eye Pale
- Nose Fruity
- Tongue Bitter



Ringwood
Forty Niner (4.9%)
Rounded malt in the mouth with strong hop balance, deep bittersweet finish.

- Eye Golden
- Nose Hoppy · Malty
- Tongue Bitter · Sweet · Full

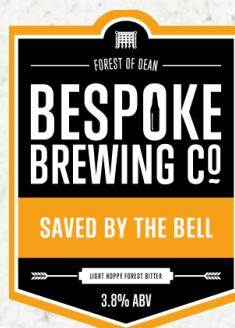


Ringwood
Best Bitter (3.8%)
An ideal balance of hoppy happiness and tangy citrus. Good malt with a dry, tangy fruit finish.

- Eye Copper
- Nose Malty · Hoppy
- Tongue Sweet · Bitter

To Order Selection

 <p>Adnams Southwold Bitter (3.7%) A beautiful copper-coloured beer, late hopped with Fuggles for a distinctive, lingering hopiness.</p> <ul style="list-style-type: none"> Eye icon: Copper Wavy line icon: Hoppy Lips icon: Dry · Clean 	 <p>Joule's Pale Ale (4.1%) Fresh and clean upfront from brewing with pure mineral water, a really crisp beer with initial impact giving way to a pleasant bitter finish.</p> <ul style="list-style-type: none"> Eye icon: Pale Wavy line icon: Fresh Lips icon: Crisp · Bitter
 <p>Joule's Slumbering Monk (4.5%) Full bodied with deep, malty and nutty fullness. Hints of caramel give a round, soft, satisfying smoothness in this bright copper ale, cut with light bitterness, from Fuggles hops.</p> <ul style="list-style-type: none"> Eye icon: Copper Wavy line icon: Citrus · Fruity · Spicy · Hops Lips icon: Roasted · Malty · Bitter 	 <p>Joule's Blonde (3.8%) a continentaly inspired blonde beer, light delicate, hoppy, subtle and very satisfying.</p> <ul style="list-style-type: none"> Eye icon: Golden Wavy line icon: Hoppy · Fruity · Spicy Lips icon: Crisp · Bitter
 <p>Dark Star American Pale Ale (4.7%) The Maris Otter malt provides a perfect light colour and dryness to complement the crisp taste and full aroma of the hops.</p> <ul style="list-style-type: none"> Eye icon: Pale Gold Wavy line icon: Hoppy Lips icon: Dry · Fruity 	 <p>Dark Star Hophead (3.8%) Extremely clean-drinking pale 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.</p> <ul style="list-style-type: none"> Eye icon: Pale Wavy line icon: Floral Lips icon: Hoppy
 <p>Hop Back Summer Lightning (5.0%) An extremely pleasant bitter, straw coloured beer with a terrific fresh, hoppy aroma. This, coupled with an intense bitterness, leads to an excellent long, dry finish.</p> <ul style="list-style-type: none"> Eye icon: Pale Wavy line icon: Grapefruit Lips icon: Malty 	 <p>Hop Back Crop Circle (4.2%) The subtle blend of aroma and bittering hops give a crispness on the tongue which is delicately fruity, giving way to some dryness. The inclusion of flaked maize in the grist subtly hints at crisp corn flavours.</p> <ul style="list-style-type: none"> Eye icon: Straw Wavy line icon: Fruity Lips icon: Fruity · Dry · Crisp
 <p>Envile Ale (4.5%) This traditional beekeepers ale is light in colour with fruity notes and a hint of sweetness to compliment the dry hoppy taste.</p> <ul style="list-style-type: none"> Eye icon: Pale Wavy line icon: Fruity Lips icon: Sweet · Dry · Hoppy 	 <p>Envile White (4.2%) This very pale straw coloured beer is brewed with 20% wheat, has a gentle hop aroma and a dry finish.</p> <ul style="list-style-type: none"> Eye icon: Pale Wavy line icon: Hoppy Lips icon: Dry



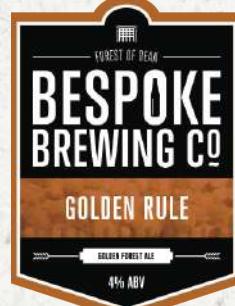
Bespoke
Saved by the Bell (3.8%)
A light refreshing beer with a spicy hop bite and a light floral aroma from the late hop addition.

Eye: Amber
Nose: Floral
Taste: Spicy · Refreshing



Bespoke
Over a Barrel (5.0%)
A Strong rich forest ale, richly coloured fruity strong ale with generous peppery finish of Goldings hops.

Eye: Mahogany
Nose: Fruity · Chocolate
Taste: Fruity · Dry



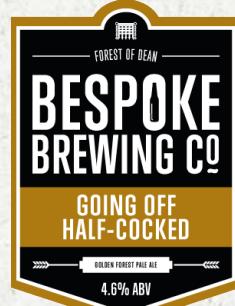
Bespoke
Golden Rule (4.0%)
A light golden session ale with a subtly refreshing and fruity finish provided by the blend of British malts and hops.

Eye: Gold
Nose: Fruity
Taste: Fruity



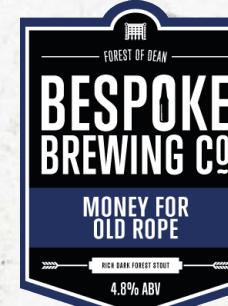
Bespoke
Running the Gauntlet (4.4%)
Full malty flavour with rich roasted undertones balanced with a good hop bitterness with spicy blackcurrant aromas from late hopping.

Eye: Amber
Nose: Spicy · Blackcurrant
Taste: Malty



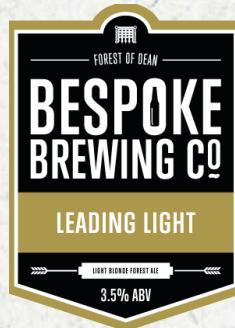
Bespoke
Going off Half-Cocked (4.6%)
A flavoursome generously hopped golden pale ale. Spice flavours and bitterness are provided by Challanger and Golding hops, with fresh citrus aromas and finish provided by cascade.

Eye: Golden
Nose: Citrus
Taste: Spicy · Bitter



Bespoke
Money for Old Rope (4.8%)
Classic rich dry flavours of malt and grain with deep hop bitterness. Originating from the dark days of public hangings which drew vast crowds.

Eye: Black
Nose: Hoppy
Taste: Hoppy · Bitter · Malty



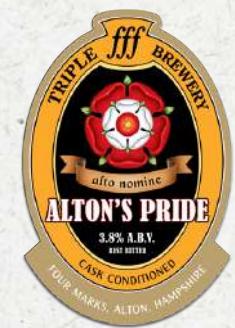
Bespoke
Leading Light (4.5%)
A refreshing clean flavoured blonde session ale with a tangy citrus flavour provided by the cascade hop finish.

Eye: Blonde
Nose: Floral · Hoppy
Taste: Citrus



Castle Rock
Harvest Pale (3.8%)
Brewed with a gently-kilned malt, and an aromatic blend of American hops added during the brewing process gives this 3.8% alc pale beer exceptional poise. Its distinct hop flavour leads to a crisp finish.

Eye: Blonde
Nose: Citrus
Taste: Citrus · Sweet



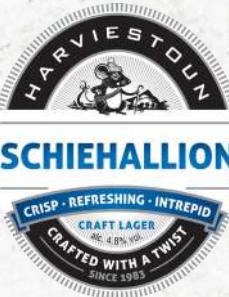
Triple F
Alton's Pride (3.8%)
A traditional English bitter brewed using water from the Hampshire chalk hills. Full and clean tasting, initially malty then tangerine fruit and resinous hop build to a quenching bitter finish.

Eye: Amber
Nose: Floral
Taste: Summer Fruits



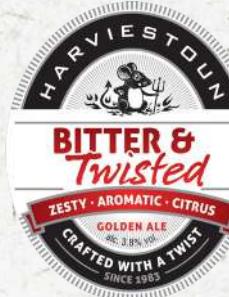
Triple F
Moondance (4.2%)
A pale ale with copious amounts of American Cascade hops. Wonderfully aromatic floral nose balanced by a gentle bitterness with a hint of sweetness.

Eye: Pale Gold
Nose: Floral
Taste: Bitter · Fruity · Sweet



Harviestoun
Schiehallion (4.8%)
A stunning lager with aromas and flavours of fresh-cut grass, brown sugar, lychee and green mango. Has a crisp palate and a lingering, fresh, grapefruit finish.

Eye: Golden
Nose: Bread · Tropical
Taste: Grapefruit · Honey



Harviestoun
Bitter & Twisted (3.8%)
Refreshing hoppy beer with fruit throughout. A bittersweet taste with a long bitter finish. A golden session beer.

Eye: Blonde
Nose: Citrus
Taste: Fruity



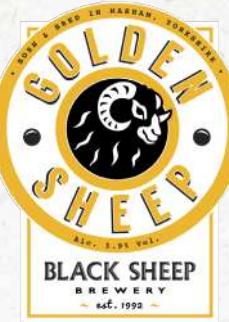
Gloucester
Cascade (4.2%)
Big malty backbone with bold Cascade hops.

Eye: Chestnut
Nose: Bold · Floral · Spicy
Taste: Fruity · Bitter



Gloucester
Priory Pale (3.7%)
A well balanced pale session ale with a fresh zesty finish.

Eye: Pale
Nose: Citrus · Pine · Floral
Taste: Crisp · Refreshing



Black Sheep
Golden Sheep (3.9%)
A gloriously refreshing and beautifully balanced golden cask ale. The perfect thirst quencher!

Eye: Pale Gold
Nose: Hoppy · Fruity · Citrusy
Taste: Grapefruit · Zesty



Brecon
Gold Beacons (4.2%)
Brewed with Progress and Pioneer hops for a soft yet well defined bitterness, which balances the blend of malts.

Eye: Deep Gold
Nose: Malty
Taste: Sweet · Bitter



Brecon
Copper Beacons (4.1%)
A beautiful Copper Ale, with a smooth malty base and a generous balance of fruity hops.

Eye: Copper
Nose: Malty
Taste: Fruity · Bitter



Brecon
Welsh Beacons (3.7%)
A delightful golden traditional Welsh Ale brewed with pale, gold, oat & wheat malts for a full flavour, with a refreshing blend of british hops.

Eye: Gold
Nose: Oats · Malty
Taste: Oats · Hoppy



Brecon
Three Beacons (3.0%)
Remarkably full flavoured and extensively hopped a beer that truly defies its strength.

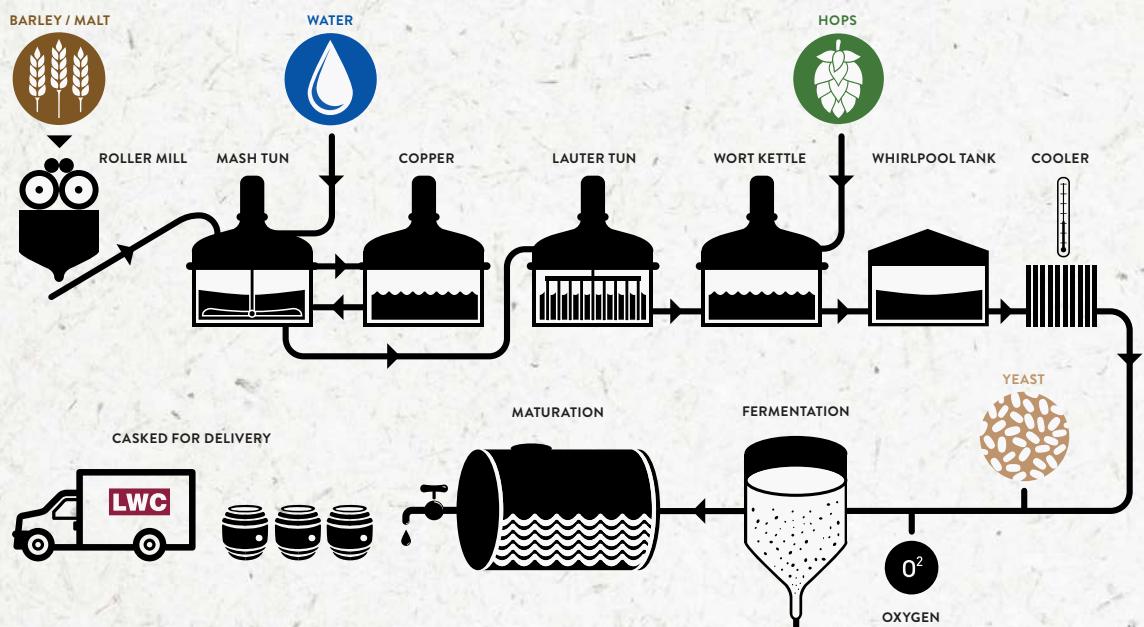
Eye: Pale
Nose: Malty · Hoppy
Taste: Fruity



Brecon
Red Beacons (5.0%)
full bodied with a generous balance of hops, giving a complex aroma and pleasing flavour.

Eye: Red
Nose: Malty
Taste: Bitter · Sweet

The Brewery Process



The Foundation



WATER is the main ingredient and the foundation of any drink. It affects beer in three ways: the pH levels affect how the flavours are expressed; it can provide different flavour profiles depending on the sulphate-to-chloride ratios; and it can cause off flavours from chlorine or contaminants. Good water is considered to be moderately hard and have low or moderate alkalinity.



MALTS are cereal grains (usually barley) that have been dried in a process known as ‘malting’. It is the source of sugars which are fermented into alcohol, and gives the beer its colour, scent and flavour. Depending on the desired flavour profile and the style of beer being brewed, there are five types of malts that may be used: base malts, light malts, roasted malts, dark malts and caramel malts.



HOPS started being used in brewing as a stability agent and for flavouring. The oils in hop flowers contain a tremendous amount of bitter, zesty/citrus flavours. There are many varieties that are used to produce different flavour profiles. In British ales the most common varieties are Goldings, Fuggles, and Bramling Cross. The New World Hops are used in beers with more intense hop character due to their more tropical flavours, with most commonly used varieties such as Galaxy (Australia), Nelson Sauvin (New Zealand), Citra, Centennial and Chinook (US).



YEAST acts as the fermenting agent in beer and converts the sugars produced from the malts into alcohol and CO₂. Most old family brewers in England have their own different varieties of yeast strains that are unique to their brew house. In Belgium, monks and brewers use wild yeast for spontaneous fermentation to create very unique and tart flavours to some of their styles.

9 Tips on Keeping Cask Ale

1. ORDERING:

Order the correct size of cask and aim to sell it within three days.

Why? If the cask is left for more than three days, the beer will start to taste dull and tired.

2. STORAGE:

Casks must be stored in a temperature-controlled cellar between 11°C–13°C, ideally at 12°C (54°F).

Why? Beer needs to be at the right temperature to condition correctly.

3. STILLAGING:

Casks should be stillaged for at least three days before sale. If some casks have to be stillaged later, roll them before stillaging.

Why? Level stillaging makes a gas pocket beneath the shive and encourages good venting when soft, porous pegs are inserted. As the sediment drops, it falls safely into the belly of the cask, away from the tapping point. If stillaged on a forward tilt, the gas pocket will be at the back of the cask, so beer and not carbon dioxide gas will be pushed through the soft porous tap.

4. PEGGING AND VENTING:

Casks should be vented with a soft porous peg 2–6 hours after delivery. Check the cask frequently and change the peg if it becomes blocked. When strong fermentation finishes, insert a nonporous peg.

Why? This brings the beer to its ideal condition for the customer. It helps with the clarification process and once the beer is on sale it will help maintain the right amount of carbon dioxide.

5. TAPPING:

Tap all casks 24–48 hours before they go on sale.

Why? This eliminates the opportunity for microorganisms to spoil the beer.

6. SAMPLING:

Sample beers for clarity, aroma and taste after tapping each day before serving. Always sample from the cask before connecting the beer lines.

Why? Pulling through to the bar wastes beer and if the beer isn’t ready, the customer notices.

7. SERVING:

Once on sale, beer is exposed to air which causes rapid deterioration. Empty casks should be replaced within three days.

Why? Air drawn into the cask causes oxidation, which spoils the beer.

8. TILTING (STOOPING):

Gently tilt the cask when it’s between 1/2 and 2/3 full, either by raising the back or lowering the front. About three inches either way should be sufficient.

Why? Tilting the cask too far or too quickly could disturb the sediment, risking hazy beer.

9. CLEANING:

Beer lines and equipment need to be cleaned every five days using the equipment and methods recommended by your beer company cask supplier.

Why? One of the most important factors in high-quality cask beer is the cleanliness of the dispense equipment. As well as harming the taste and clarity, dirty systems can cause malfunctioning and uncontrollable foaming.

Beer Dictionary

ALE is a term used in the English language for a brew made with a top-fermenting yeast, which normally stands out with its fruitiness. Ales are brewed in varieties of strengths, colours and palates which are separated into styles.

CASK-CONDITIONED ALE is non pasteurised or filtered. It has a secondary fermentation and precipitation of yeast in a vented cask in the cellar of the pub. After the cask-conditioning process is completed, the final product should be clear with a very light natural carbonation, and between 11°C–13°C in temperature.

BITTER is a quintessentially British style; this beer is a well-hopped ale. The hops provide it with quite a healthy amount of bitterness, hence the name. This ale is traditionally served on draught, from a cask. An acidity to the finish is common, and the colour varies from light amber to deep copper from the darker malts used in the brew. Most traditional bitters will have an alcohol content of around 3.6%–4%. ‘Best’ or ‘Special’ bitters come in at 4.4%–7.5% ABV, and the odd ‘Extra Special’ bitter at about 5.5% and higher.

PALE ALE’S main characteristic is its light copper, straw colour with good head retention. That is achieved using paler malt varieties in the mash. These beers also usually have an ample amount of hops. One of the first English Pale Ales originated in Burton-upon-Trent, where the hard water used in the brewing helped to produce beers with clarity and enhanced the bitterness of the hops. Average alcohol content usually ranges from 3.8%–6% ABV.

MILD as a style was developed to have less hoppy flavours, and is therefore less bitter and a bit sweeter. Some are copper in colour, but most are dark brown. This particular type of ale was created to be drunk in large quantities by manual workers, and has suffered in recent years for its blue-collar image. It’s usually quite weak in alcohol, due to it being brewed for large consumption and is around 3%–4% ABV, but often full in body.

INDIA PALE ALE (IPA) originated as British Pale Ales for the Indian Empire which were made to a higher-than-normal strength, and given more hops, to protect them on the journey. Today, IPAs have evolved into many different style variations, using different hop varieties, influenced by the rise of craft beer in the 70s in the US. Their usual alcohol content is 3.6% or over.

STOUT originated as a stronger version of the English Porter. Typically dark brown to pitch black, this style commonly features the use of roasted barley, which is unmalted and kilned to the point of being charred, which lends a dry character as well as an abundant roasted flavour resembling coffee and dark chocolate. The hops are mainly in the background; therefore, the hoppy bitterness is almost unnoticeable, usually 4%–7% ABV. ‘Extra’, ‘Export’ and ‘Imperial’ styles have a heavier alcohol content. The latter was brewed as a winter warmer for the Tsarist Russian Empire with ABV anything from 7% to more than 10%.

PORTERS were loved by the transportation workers of Central London; it became extinct but was resurrected by the US in the 70s and 80s. Porter is the lighter-bodied brother of a Stout, which means it’s a dark (nearly black at times) beer, enriched with a variety of different malts: the base of a pale malt, with the addition of black, crystal and chocolate malts and/or smoked and roasted malts. Hop bitterness is very moderate. 4%–7% ABV.

Glassware



PINT: The most standard glass used to serve cask beer. The bulge near the top is constructed to accommodate frothy heads and helps make sturdy stacking. Pint has a little cousin, a glass called a half pint. They are identical to the pint, just half the size.

Use with: All Cask Ales.



TULIP: An exaggerated top lip gives this glass its floral name; it’s also responsible for supporting huge heads and promoting big smells.

Use with: Scotch ales, fruit beers, English barley wines, strong ales, and any beer with a substantial head or strong nose.

TIP: Cleanliness is close to godliness, even the smallest amount of soap, dust or lipstick can ruin a good pint. So why risk reputation, when this can be avoided by following a few simple steps?

- To keep glassware in pristine condition, ensure that you use a washer that is utilised for glasses. Dishwashers run at a different temperature and do not sanitise glass appropriately. Do not wash glassware and coffee cups together and make sure the glass washer is deep cleaned every 7 days.
- Air-dry your glasses; towels may abandon fibres or dust on wet glass. Try to renovate your glasses once a week; this removes any residue from rinse agents and other chemicals coating the glass surface. Finally, store glasses top-down to allow all water to evaporate and deter mould.

Beer Tasting

Taking a moment to smell your beer and linger on your first sip will make every beer a rewarding experience. After all, beer is made to be enjoyed!

APPEARANCE: Although colour and clarity aren’t necessarily an indication of the beer’s quality, the look of any given beer was crafted intentionally and it is a very integral part of the drinking experience. The clarity can vary from brilliant to cloudy and the head can tell you a lot about the beer. Beers that aren’t extreme in their alcohol content should have good head retention and this often indicates a well-crafted beer, made with quality ingredients.

AROMA: Our sense of smell informs the way we taste things, opening up a complexity of flavours to the palate. If the beer has no instantly recognisable aroma, swirl it around in your glass and give it another sniff. This will release some carbonation, which will carry the aroma up to your nose.

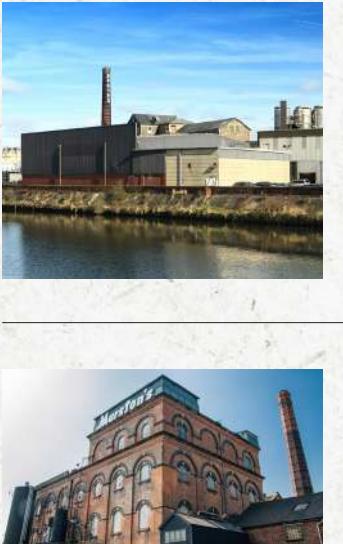
FLAVOUR: The flavour should be a continuation of the aroma. There are a few added dimensions that will appear, most notably bitterness. Swirl the beer in your mouth before swallowing it.

MOUTH FEEL: This refers to the texture and weight of the beer, as opposed to the actual taste. High alcohol beer can have a warming quality, while bitter beers can sometimes be astringent. The weight, or body, of beer can also vary from being light and watery, to being full and heavy.

FINISH: The aftertaste can be sweet or bitter, and can take on many flavours, either in succession or all at once. Also notice the intensity of the finish. The finish of a beer depends greatly on the style in which it is brewed. The most important thing from here is: will you have another sip?

Partnerships

We offer the full range of beers from some of the oldest family brewers in the country, with whom we have an excellent working relationship.



BRAINS BREWERY · CARDIFF

Founded in 1882, Brains is Wales's largest brewery. It is the official beer and sponsor of the Welsh Rugby Union as well as the F.A. of Wales and Glamorgan Cricket Club.

Brains's award-winning beers are available throughout Britain as guest beers in numerous pubs. Flagship brands are Rev. James, Brains SA and Gold, plus a fantastic range of craft beers from their microbrewery.



MARSTON'S · BURTON

We came to Burton for the water. Well, for the rocks the town was built on to be precise. The water trickles down through a thick layer of gypsum before we bring it back up again through the well. That is what gives our beers the depth of flavour, character and crisp refreshing bitterness that you won't find anywhere else.



HOLDEN'S BREWERY · DUDLEY

The Holden family have been brewing traditional Black Country real ales at our Holden Brewery site for the last 100 years.

The Brewing process has not changed much over the years, we begin with our very own strain of yeast which has been cared for and protected over the years and provides the unique blueprint for our Award winning Ales. We still use the finest Maris Otter Malts along with both Fuggles and Goldings Hops for our core cask beers and a myriad of new and daring hops in our Monthly Seasonal Beers and of course not forgetting the biggest ingredient of all, our purest of all Black Country water.



EVERARDS BREWERY · LEICESTERSHIRE

Everards own over 175 pubs across the East Midlands and over the past couple of years the look of these has evolved to reflect the fact that they are all run as independent businesses by licensees with a passion for delivering the best for their local community.

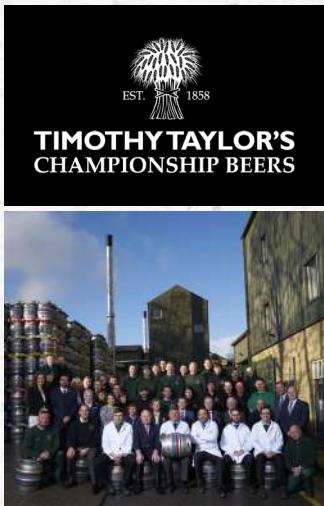
The beers feature Leicestershire icons, the Tiger and the Fox. Iconic beer Tiger really highlights the local link having received special permission from the Royal Leicestershire Regiment to use their laurels and scroll to connect the beer to the history behind the name. As well as being great to look at, the new logos also help drinkers decide which beer is for them with the introduction of colour and taste information. Beacon Hill, for example, is badged as an amber ale which is lightly hopped and moreish.



BACKYARD BREWHOUSE · WALSALL

We believe that creative brewing is all about not sticking to the same old formula. Since 2008 we have experimented with different combinations of hops and ingredients to find both traditional and excitingly new tasting ales.

We are determined to build on our previous successes; Winning a national SIBA award for Gold and regional SIBA awards for Gold, IPA and The Hoard as part of 11 awards in total.



TIMOTHY TAYLOR · YORKSHIRE

The brewery remains in the Taylor family and is now the last independent brewery of its type left in West Yorkshire. This independence enables Taylor's to survive as one of the few brewers still brewing true cask ales in the same way it has always done. The unique taste of Timothy Taylor's beers can't be put down to any single thing. It's the result of years of hard work, skill and doing things the hard way because it makes the difference. Taking extra time, care and pride in traditional, hands-on brewing and making no compromises when it comes to ingredients.

Five Heriot Watt brewers oversee every brew. The finest grade barley Golden Promise is used along with Taylor's unique water from the Knowle Spring, whole flower hops from expert growers and the unique strain of Taylor's Taste yeast which is now over 1850 generations old.



WADWORTH · WILTSHIRE

Wadworth have been brewing beer since 1875 with iconic brands such as 6X brewed alongside other award winning ales. Our beers are sold within our own pub estate in the South West and London, national pub company outlets, small multiple chains and managed pub companies. We sell our packaged range through all the major retailers, locally and nationally.

Our modern Brewhouse based in our Victorian brewery, combines state of the art techniques with over 140 years of brewing experience, and our small beer kitchen enables us to create new and innovative beers for our customers. We take pride in the way that we brew and the ethos behind it. 95% of our ingredients are sourced in the UK and we successfully combine craft brewing with dynamic innovation, passion and quality.



Nationally best-selling beers from our other partners.

Why not give your customers something to be enthusiastic about?

CASK ALE FESTIVAL



LWC WILL PROVIDE EVERYTHING THAT YOU REQUIRE FOR
A SUCCESSFUL FESTIVAL!

What's Stopping You?

People shy away from organising cask ale festivals because they think that it requires a lot of hard work. Nothing could be further from the truth as LWC will do everything for you.

- We will provide you with posters to advertise the festival.
- Afterwards, we will collect the empties to finish off the job.

For Beer Festivals

A further range of beers are available; we can source these from one of our other depots.

To place an order and for more details on seasonal and other beers please contact your region's LWC depot and ask for their Cask-Coordinator.

7000 customers believe LWC makes the difference.

A festival will give you a 20% uplift in trade on any weekend that you run it.
Contact your LWC account manager for information.

LWC BIRMINGHAM

To place your order please call
0844 854 6675