## LWC CORNWALL

To place your order please call 0845 345 1076



CASK-CONDITIONED

BEER

WC CORNWALL

### 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 onfidently. 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.

### Cornwall Depot

LWC Cornwall · Wilson Way · Pool Industrial Estate · Redruth · Cornwall · TR15 3JD



#### Our depot currently delivers to:

· Bodmin · Boscastle

· Bude

- · Launceston
- · Liskeard
- · Lizard
- · Callington · Looe / Polperro
- · Camborne · Falmouth
- · Hayle
- · Helston
- · Mevagissy · Newquay
- ·Okehampton
- · Padstow
- · Penryn
- · Penzance

- · Perranporth
- Redruth
- · Saltash
- · St Agnes
- · St Austell

· St Ives

·Truro · Wadgebridge

· St Mawes

· Tavistock

· Tintagel

· Torpoint

· St Just / Pendeen

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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+

Frequency of Pub Visits			
	WEEKLY	MONTHLY	OCCASIONALLY
CASK DRINKERS	47%	27%	26%
OTHER CONSUMERS	32%	23%	45%

## 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.



## Cornwall's Top 20







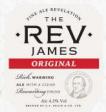


































For more information on seasonal and other beers or to place an order, please contact Cornwall's Cask-Coordinator.



St. Ives Brewery brews some of the finest cask ales in all of Cornwall. Boilers Golden Ale is a bright 4% Golden Ale with a floral and citrus finish that has been the breweries flagship ale for the past 7 years. Having supplied LWC for over six years, St Ives Brewery has created a huge buzz around its bottled and cask products. Boilers Golden Ale in bottle has been a favorite with many of the best restaurants in St. Ives.

The brewery is perched on the hill above St Ives with stunning views over the harbor and bay. A large cafe above the brewery is the perfect spot to relax and unwind on a visit to the area. A ten Brewers Barrel Brewery (1600 litres) was installed in the new custom built home in St Ives in early 2016 which allows a production of roughly 100 casks per week at present.

Brewing progressive beers along with a core range of exceptional traditional ales, St Ives Brewery has built a reputation of consistently producing quality. The three beers available both in cask and bottle throughout the year from LWC are Harbourside Light Ale 3.8%, Boilers Golden Ale 4% and Knill by Mouth Pale Ale 5%. Seasonal brews such as XPA (Extra Pale Ale) 4.8% and Brewhouse Belgian 7.3% are also available with notice.





For more information about St. Ives Brewery please visit: www.stives-brewery.co.uk or follow them on Twitter @stivesbrewery

Permanently Stocked Selection

### Permanently Stocked Selection · 08

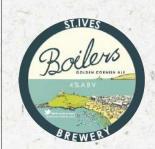


#### St Ives

#### Knill by Mouth (5.0%)

Amber pale ale with a fruity nose. Deep rich notes with a nutty colour.

- Amber
- do Fruity
- Nutty



#### St Ives

#### Boilers (4.0%)

Golden ale with a balance of bitterness and zest.

- Golden
- do Hoppy
- Malty ...



#### St Ives

#### Harbourside (3.8%)

Light golden ale with a citrus and floral hop aroma.

- ക Floral
- Floral



### Spingo

Middle (5.0%)

- A traditional sweet Cornish bitter, with an unforgettable flavour.
- Brown
- W Hoppy
- Malty



#### Sharp's

#### Doom Bar (4.0%)

The aroma combines an accomplished, balanced, resinous hop, inviting sweet malt and delicate roasted notes.

- Copper
- S Roasted · Malt

Caramel · Sweet

# SHARP'S ATLANTIC

ROCK · CORNWALL

#### Sharp's

#### Atlantic (4.2%)

The aroma is a blend of citrus notes, juicy tropical fruits and fresh-picked hops with a touch of candy floss. The flavour has a delicate sweetness with fruity succulence and citrus spice to the fore.

- Golden
- ل Citrus · Tropical · Hoppy
- Citrus · Spicy



#### Greene King

#### IPA (3.6%)

Fresh dry hop and herbal character is provided by the mix of Challenger and First Gold hops. The use of crystal malt in the grist gives a satisfying toffee and caramel note.

- Tawny
- لى Fresh · Clean · Hoppy
- Hoppy · Dry



### 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.

- Mahogany
- لى Ripe Fruit
- Malty · Sweet · Bitter



#### Dartmoor

#### Legend (4.4%)

Smooth, full-flavoured and balanced, with a crispy malt fruit finish. Golden brown in colour with an aroma of fresh baked bread and a hint of spice.

- Auburn
- لى Fruity · Malty · Hoppy
- Spicy · Oranges



#### Dartmoor

#### Jail Ale (4.5%)

A full-bodied, deep golden brown beer, Jail Ale has a well-rounded flavour and a rich, moreish aftertaste.

- Amber
- ( Citrus · Orange · Sharp
- Fruity · Full

Readily Available Selection

#### Readily Available Selection · 10



#### 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.

- Amber
- Spice · Citrus
- Bitter · Tropical



#### 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.

- Pale Gold
- S Fruity · Citrus
- Sweet · Fruity



#### Otter Bitter (3.6%)

A beautifully light and fruity beer with good hoppy bitterness. It leaves a refreshing bitterness which prompts the next gulp.

- Golden
- S Fruity · Malty
- Bitter · Malty



#### Otter

Ale (4.5%)

A very well balanced beer that delivers the flavours of quality floor malted barley and finishes with a combination of fruit and some bitterness. Its nose is a balance of malt and fruit.

- Mahogany
- S Fruity · Malty
- Fruity · Malty



#### Penpont

#### Shipwreck Coast (4.4%)

A deep golden ale with fruity and tangerine hop notes.



- Golden
- ്യ Fruity · Tangerine
- Fruity



#### Penpont

#### Beast of Bodmin (5.0%)

A ruby ale, with a great malt flavours and a light bite of fruity bitterness.



- Ruby
- പ് Malty
- Fruity



#### Penpont

#### Cornish Arvor (4.0%)

A golden red ale with a distinctive hoppy taste with some malty complexity.

A renowned copper coloured premium bitter ale that has a nutty richness derived from Pale and Crystal malts and three hops; Challenger, Goldings and Fuggles.



- Golden
- ക Malty

Brains

SA (4.2%)

Copper

ملی Rich · Fruity

Rich · Malty

₩ Норру



- Rich, WARMING
- Alc 4.5% Vol

### Brains

### Rev James Original (4.5%)

Rich and well balanced with a mellow malty flavour that unexpectedly gives way to a clean, refreshing finish.

- Mahogany
- പ് Spicy · Toffee
- Strong · Rich



#### Brains

#### Best Bitter (3.7%)

Made with Goldings and Fuggled hops from the Welsh Marches Bitter, is rich, amber coloured and refreshing.

- Amber
- ( Fruity · Pear Drops
- Clean





#### Wooden Hand Red Handed (4.8%)

A premium bitter is a great match for red meats and rich casseroles and stews. It is deep copper red in colour with a floral, spicy aroma. The taste is of citrus with the rich malt adding a biscuit, cake flavour.



S Floral · Spicy

Malty · Biscuit · Citrus



#### Wooden Hand Dab Hand (4.5%)

This pale gold ale has a fruity hoppy nose, with a zesty, tangy taste and crisp dry finish. Great with spicy foods and particularly curry.

Pale

Jo Fruity · Hoppy

Tangy · Zesty · Crisp



#### Wooden Hand

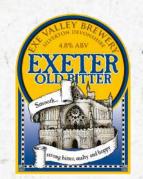
#### Golden Touch (4.0%)

A session ale that is easy to drink on its own and also sits well with lighter dishes such as fish and chips, chicken and pasta. Gold to Amber in colour, this bitter has a sweet toffee nose and a fruity tangy taste.

Amber

Sweet · Toffee

Tangy · Fruity



#### Exe Valley Old Bitter (4.8%)

A smooth, well hopped, strong beer.

Brown

do Hoppy

Malty



#### Bass

#### Draught Bass (4.4%)

A classic ale with a malty, fruity, nutty aroma and a complex, satisfying flavour.

Dark

( Malty · Fruity · Nutty

Fruity



#### Exmoor

#### Ale (3.8%)

This light chestnut-brown session beer has a fresh, grainy, biscuity nose with a hint of fresh citrus fruit in the background.

Chestnut

( Biscuit · Citrus

Biscuit · Citrus



#### Exmoor

#### Stag (5.2%)

A rich nose with a hoppy aroma followed by a biscuity maltiness. The palate has a malty character with hints of chocolate and toffee.

Copper

do Hoppy

Toffee · Dry



#### Exmoor

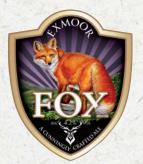
#### Beast (6.6%)

Rich aromas of toffee, treacle. Mocha coffee and chocolate. A palate of rich fruitcake, a hint of rum, herbal hoppiness, vinous fruit, while the bittersweet finish is smooth yet complex, rich but not cloying.

Mahogany

S Fruitcake · Rum

Chocolate · Coffee



#### Exmoor

#### Fox (4.2%)

Four malts are mixed and deliver a graceful and sleek malty mouthfeel. Goldings hops, produce a burst of delicate citrus and slight spice on the mid-palate.

Golden

Dry · Citrus



### Exmoor

### Gold (4.5%)

Aromas interplay between a fresh bouquet of grassy and floral hop and a subtly soft, caramel-tinged maltiness. The palate balances between grainy maltiness and sprightly floral, citrusy fresh hop fruit.

Golden

لى Grassy · Floral

Malty · Citrus



#### Skinner's

#### Cornish Knocker (5.0%)

The taste of the delicate floral hops trails citrus with a slight pine bitterness and leaves you with a mild biscuit taste (posh ones, not your average digestive).

Golden

പ്പ Fruity · Floral

Biscuit · Floral



#### Skinner's

#### Porthleven (4.8%)

Straw-coloured and zesty, with strong citrus aromas, starting with a zip of lemon and lime in the mouth, and ending with a flash of passion fruit.

Straw

W Citrus

Lemon · Lime · Passion Fruit



## Skinner's

### Betty Stogs (4.5%)

Copper-coloured, with a light malty aroma, a floral, even cedar taste, and a sharp tang of bitter grapefruit

Copper

ക Malty

Floral · Grapefruit

#### Skinner's

#### GTA (4.5%)

A lovely hoppy golden ale fused with Cornish honey. This session beer has a superb round finish with a hint of ginger.

Golden

W Honey

Ginger Ginger



#### Skinner's

#### Hops 'n' Honey (4.0%)

Floral beneath a delicate, spicy tangerine scent with a touch of toffee.

Golden

Spicy · Tangerine

Floral



DARTMOOR

### Dartmoor

#### IPA (3.7%)

A light golden coloured beer with a unique blend of English hops that combine to create a superb spicy apple and citrus fruit flavour, finished off with a crisp, refreshing aftertaste and subtle hop aroma

Golden

Dartmoor

Banana · Tropical

Fruity · Citrus · Hoppy

Dragon's Breath (4.4%)

Flavoured with black treacle, a unique

winter warmer beer. Deep ruby-brown

coloured, rich and full-bodied with a

delicious aftertaste of morello cherries



#### Dartmoor

#### Best (3.7%)

A hand crafted amber ale with a dry hop citrus fruit character.

്യ Blackcurrant · Biscuit

Toffee · Refreshing



Copper

A Mature Fruits · Spicy

Fruity · Rich · Sweet



#### Sharp's

#### Original (4.4%)

Rich roasted and malty notes are key to the aroma of Original with light hop tones. The mouthfeel is full of malty sweetness complemented by a good measure of hop bitterness.

Rich Brown

Citrus · Biscuit

Citrus · Hoppy



#### Sharp's

#### Coaster (4.0%)

The fresh aroma of hops blends seamlessly with light fruity-sweet notes.

Golden

ക Fruity



### To Order Selection

#### To Order Selection · 14



#### St Ives

#### XPA (4.8%)

Amber pale ale with some big hop and bitterness.

- Amber
- (J) Peach · Grapefruit
- Fruity



#### Bays

#### Gold (4.3%)

The unique blend of hops creates lemon citrus overtones which tantalise and refresh the pallet.

- Golden
- لى Citrus
- Lemon



#### Bays

#### Topsail (4.0%)

A well balanced beer, deep amber in colour with a subtle sweetness throughout.

- ക Malty
- Sweet



#### Bays

#### Devon Dumpling (5.1%)

A strong golden beer with a fresh hop character. This ale has a smooth taste with a balanced sweetness throughout.

- Golden
- do Hoppy
- Smooth · Sweet



#### 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.

- Copper
- ل Citrus · Spicy · Biscuit
- $\bigcirc$  Smooth  $\cdot$  Sweet

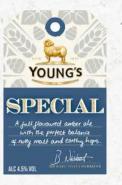


#### Charles Wells

#### 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.

- Copper
- ل Citrus · Spicy · Biscuit
- Hoppy · Bitter



#### Charles Wells

#### Young's Special (4.5%)

Bronze, with a rich, malty, orangey hop aroma. Smooth, rich and malty on the palate, it has a fine, tangy hop flavour with orange marmalade notes. Dry, long-lasting finish of smoky, orangey Golding hops.

- Amber
- S Fruity · Hoppy
- Malty



#### Cotleigh

#### Barn Owl (4.5%)

A copper bronzed ale with hints of toffee and vanilla. The finish is malty and nutty with a gentle sweet finish.



لی Vanilla · Toffee

Malty · Nutty



#### Charles Wells

#### Courage Best Bitter (4.0%)

Full bodied with a clean, bitter taste, balanced with a sweet burnt, malty and fruity notes with a distinctive dry-hop aroma and flavour.

- Brown
- do Citrus · Spicy
- ₩ Норру



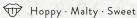
#### Cotleigh

#### Tawny Owl (3.8%)

A distinctive well balanced best bitter with a subtle hop palate which blends with the sweetness of the malt.



പ് Malty





#### Rooster's

#### Yankee (4.3%)

Light and easy-drinking, this is a beer that showcases the floral and citrus fruit aromas of the cascade hop, projected against a backdrop of soft Yorkshire water and golden promise pale malt.



ധ്യ Floral · Hoppy · Citrus

Soft Fruit · Fresh · Crisp



#### Rooster's

#### Y.P.A (4.1%)

A two-time gold medal winner at the World Beer Cup, Y.P.A (Yorkshire Pale Ale) is an aromatic, summer ale that offers delicate peachy and berry fruit flavours.

Pale Gold

Spicy · Fruity · Hoppy

Floral · Spicy · Nutty · Fruity



#### Hanlons

#### Stormstay (5.0%)

Copper in colour with a toffee and floral hop nose and hints of tangerine. Malt caramel and biscuit nestle with the two aroma hops, Bobeck and Cascade.

Copper

( Floral · Toffee · Tangerine

Caramel · Biscuit



#### Hanlons

#### Port Stout (4.8%)

Dark, chestnut beer whose bitter chocolate and roast malt taste.

Chestnut

Rich · Malty

Chocolate · Ruby Port



#### Purple Moose

#### Glaslyn (4.2%)

A golden coloured fruity best bitter with a well balanced hoppy finish. Glaslyn Ale takes its name from the Afon Glaslyn. the river which flows from 'Yr Wyddfa' (Snowdon) to Porthmadog.

Golden

Jo Fruity

Норру



### Purple Moose

#### Snowdonia (3.6%)

A delightfully refreshing pale ale brewed with a delicate combination of aromatic hops. The perfect thirst-quencher after a hard day's walking in the glorious mountains of Snowdonia!

Pale

لى Lemon · Peaches · Hoppy

Citrus · Soft · Refreshing



#### Salopian

#### Oracle (4.0%)

A crisp, sparklingly sunflower gold ale with a striking hop profile. Dry and refreshing with a long citrus aromatic finish.

● Gold

do Fruit

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.

Gold

W Floral

Dry · Malty



#### 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.

Pale Gold

( Citrus · Tropical Fruit

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.

Pale Gold

( Citrus · Malty

Sweet · Delicate



### Hunter's

#### Full Bore (6.8%)

Strong roasted malt smell with bittersweet hop finish. The palate has lovely malt flavours with a warm full taste of caramel.

Amber

Jo Malty · Sweet

Malty · Caramel



#### Hunter's

#### Half Bore (4.0%)

Fruity smell, with aroma of malt and barley sugars. The palate is smooth, sweet and has moreish malt flavours with a floral finish.

Amber

( Malty · Fruity

Floral · Sweet · Smooth



Thornbridge

#### Hunter's

#### Crispy Pig (4.0%)

An unmistakable aroma of apples and fruit. Palate: A Refreshing, sharp and hoppy palate with a hint of apples.

Gold

لى Apple

Sharp · Hoppy · Apple



#### Hunter's

#### Devon Dreamer (4.1%)

Aroma of orange and fresh Goldings. The palate is zesty, refreshing and well balanced.

Amber

( Orange

Zesty



### 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.

Pale

( Citrus · Hoppy

Hoppy · Honey



### Thornbridge

#### Brother Rabbit (4.0%)

Lemon zest in colour with a clean, hoppy aroma. A resinous finish and some bitterness

Golden

( Hoppy · Lemon

Dry · Bitter

Wychwood

Hobgoblin (4.5%)

# "OLD SPECKLED HEN"

#### 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.

Amber

( Malty · Toffee · Roasted

Malty · Fruity



A sweet, rich, ruby red ale. 2009 Champion Beer of Britain winner.



RUDGATE

Ruby Red

الى Sweet · Strawberries · Smoky

Soft · Rich · Complex



## an overall fruity, mischievous character.

Dark Ruby

( Toffee · Citrus · Chocolate

A full-bodied ruby beer that delivers a

delicious chocolate toffee malt flavour,

balanced with a moderate bitterness and

Toffee · Dry · Biscuit

### Rudgate

### Jorvik Blonde (3.8%)

Flaxen blonde ale, balanced hoppy bitterness and a crisp fruity finish.

Pale

( Fruity · Peaches · Melon

Sweet · Smooth





#### Spingo Original (4.0%)

A well hoped lightly tanned bitter with a strong floral and citrus aroma. A good hop character flavour with a smooth delicate dry finish



( Floral · Citrus





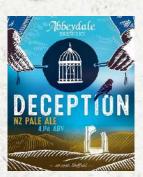
#### Spingo Special (6.5%)

Dark in colour and sweet in taste, this is the crem-de-la-crem of real ales.



ل Malty

Sweet



#### Abbeydale

#### Deception (4.1%)

Elderflower and grape aromas with strong citrus flavours, especially grapefruit. Long lasting bitter finish.

Pale

( Elderflower · Grape

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.

Pale Gold

Citrus · Lemon · Sharp

Devon Dympsy (4.0%)

This smokey, smooth chestnut ale with a

lemony aroma and a citrus edge has a

Balanced · Fruity



Vorthington's

ALC 3.6% VOL

#### Clearwater

#### Real Smiler (3.7%)

Golden ale with a balance of bitterness and zest.



#### Chestnut

loval following.

Clearwater

( Smoky · Citrus

Lemon





### Tintagel

#### Harbour Special (4.8%)

A dark amber hue and an initial malty flavour with a citrus after taste.

Amber

do Orange

Malty · Toffee



### Amber

പ് Malty

Malty · Citrus



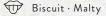
### Tintagel

#### Castle Gold (3.8%)

A golden, light and hoppy session beer.



( Biscuit · Lemon





### Tintagel

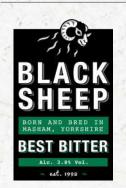
### Arthur's Ale (4.4%)

Marmalade citrus hop on the nose leads to a powerful citrus fruit and hop bitterness in the mouth but with a distinct malt balance.



S Toffee

Bitter · Clean · Bitter



### 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



### Castle Rock

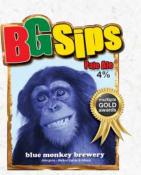
#### Harvest Pale (3.8%)

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.

Blonde

( Citrus

Citrus · Sweet



#### 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

S Tropical

Hoppy · Bitter



### Blue Monkey

99 Red Baboons (4.2%) A dark and interesting ale, combining fruity hoppiness with a dark, malty side.

Is it a porter or maybe a mild? You decide?

Dark Ruby

Malty · Hoppy

Hoppy · Fruity



#### 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.

Gold

Dine · Grapefruit

Hoppy · Grassy



#### Fuller's

#### ESB (5.5%)

A strong, full-bodied ale that has delighted drinkers for decades with its smooth, mellow bitterness and satisfying finish.

Pale

Hoppy

Full



#### Mansfield

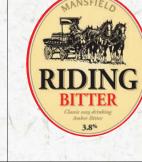
#### England's Pride (4.5%)

A dark brew combining chocolate and crystal malts to give a luscious toffee, malty flavour with hop and bitterness in the aftertaste.

Dark

Smoky · Roasted

Roasted · Malty



### Mansfield

### Riding Bitter (3.8%) Brewed to an exciting traditional recipe

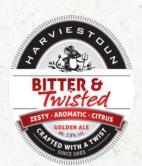
using Pale Ale malts, Fuggles, Goldings and Sovereign hops, this session ale has a thick creamy head.

Amber

W Hoppy

Dry · Bitter

Harviestoun



#### Harviestoun

#### Bitter & Twisted (3.8%)

Refreshing hoppy beer with fruit throughout. A bittersweet taste with a long bitter finish. A golden session beer.

Blonde

W Citrus

Fruity



# 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



Golden

Bread · Tropical

Grapefruit · Honey

lingering, fresh, grapefruity finish.

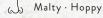


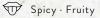
#### Cornish Chough Lizard Storm (4.8%)

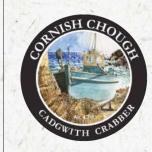
A rich amber colouring with an opulent malt and hop aroma and an underlying spice and fruit flavour.



Ruby







#### Cornish Chough Cadgwith Crabber (4.3%)

A beautifully balanced golden premium beer with citrusy undertones, a clean refreshing finish and a fruity aftertaste.



do Citrus

Fruity



#### Cornish Chough

Kynance Blonde (4.0%)

A well balanced malt and hop aroma with a crisp palate and stringent roundness

Blonde

Malty · Hoppy

Dry · Crisp



### Cornish Chough

Kilcobben IPA (5.0%)

It's aroma contains hints of herbs with a slight fruity sweetness. The ale is a refreshing, crisp drink, which is hoppy, and has a citrusy and cinnamon undertone.

Pale

A Herby · Fruity

Citrus · Cinnamon



#### Cornish Crown

Spa (3.7%)

Strong yet easy drinking, with medium to strong bitterness. Summit bittering hops with Hallertau Mittelfrüh and Pilgrim aroma hops give a strong citrus finish.

Golden

J Hoppy

Citrus · Bitter



#### Penpont

Cornish Ruby (3.7%)

A dark and malty session ale with a moderate bitter finish.

Dark

ക Malty

Malty



#### Keltek

King (5.1%)

A premium bitter, exceptionally well balanced and long-lasting on the palate.

Amber

J. Citrus · Hoppy

Hoppy · Bitter



#### Keltek

Magik (4.0%)

Traditional bitter full of hops and malt flavours with gentle bitterness.

Amber

do Fruity

Full · Malty · Hoppy



#### Keltek

Beheaded (7.5%)

Extremely deceptive with a smooth, slightly sweet flavour



( Fruity · Roasted · Liquorice

Smooth · Sweet



#### Keltek

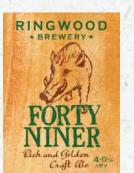
Lance (4.0%)

A refreshing, easy drinking golden ale.



do Citrus · Hoppy

Fruity · Caramel



#### Ringwood

Forty Niner (4.9%)

Rounded malt in the mouth with strong hop balance, deep bittersweet finish.



لى Hoppy · Malty

Bitter · Sweet · Full



#### Ringwood Old Thumper (5.1%)

Warm, rounded yet a surprisingly delicate pale strong beer.

Pale

S Pepper · Spicy

Hoppy · 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

S 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



#### Otter

Head (5.8%)

Otter Head has a distinctive barley wine old ale character. It has a malt, fruit sweet flavour which gives way to a long bittersweet aftertaste.

Chestnut

Fruity · Malty

Malty · Fruity · Sweet



### Shepherd Neame

Spitfire Kentish Ale (4.2%)

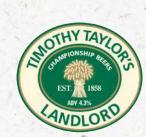
An infusion of three Kentish hops adorns this beautifully balanced, blood-orange tinted British bitter. Hints of marmalade. red grapes and pepper are thrust from a springboard of warm, mellow malts.

Auburn

Wadworth

( Fruit · Toffee · Hoppy

Hoppy · Spicy · Bitter



### 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

Pale Amber

الله Citrus · Hoppy · Fruity

Full · Sweet · Hops



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.

Brown

ക Malty · Fruity

Nutty · Hoppy



#### Jennings

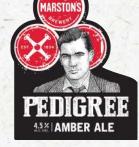
Cumberland (4.0%)

This superbly refreshing golden ale has a soft honey texture and a sharp bitterness that will take you on a taste adventure.

Burnished Gold

പ് Earthy Hops · Spicy

Balanced · Crisp · Full Bodied



### Marston's

Pedigree (4.5%)

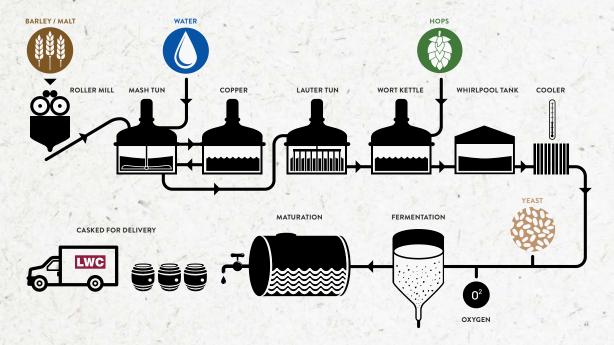
Has a fascinating aroma, with a palate of biscuit malt, spicy hops and light fruitiness. It was renamed in a staff competition back in George Peard's day. He was our Head Brewer at the time

Golden Brown

لل Biscuit · Floral · Burton Sulphur

Malty · Biscuit · Spicy

### 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 fobbing.

### 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 more 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.



#### SHARP'S BREWERY · CORNWALL

Founded in 1994, when enterprising brewer Bill Sharp set out on a mission to make exceptional quality beer. Sharp's coastal location has a huge influence over the beers that they brew and their award winning portfolio is brewed with passion, precision and expertise to ensure every that drop of beer is a good as the last.



#### ST. IVES BREWERY. · CORNWALL

St. Ives Brewery brews some of the finest cask ales in all of Cornwall. The brewery is perched on the hill above St Ives with stunning views over the harbor and bay. A large cafe above the brewery is the perfect spot to relax and unwind on a visit to the area. A ten Brewers Barrel Brewery (1600 litres) was installed in the new custom built home in St Ives in early 2016 which allows a production of roughly 100 casks per week at present.

Brewing progressive beers along with a core range of exceptional traditional ales, St Ives Brewery has built a reputation of consistently producing quality.



#### HARBOUR BREWING CO. · CORNWALL

The Harbour Brewing Co. was founded in February 2012. We apply a progressive and innovative approach in both beer style and brewing technique, whist honouring traditional and proven methods. Using this approach, we produce a range of full flavoured, balanced and creative beers.



Here at Harbour we are serious about our beer, really serious. But we also believe that what makes our beer special are the people that make it and the lifestyles we lead. Living and working on the rugged North Coast of Cornwall allows us to enjoy a pretty special way of life.

We strive to make better beer, drink better beer and live a better life.



#### DARTMOOR BREWERY · DEVON

Dartmoor Brewery produces a variety of top quality cask conditioned real ales from the heart of Dartmoor National Park. We are in the unique position of being the highest brewery in England, situated at 1,465ft above sea level in Princetown, Devon.

We continue to make a name as the only genuine brewer of traditional cask conditioned ales on Dartmoor and are proud to be Devon's second largest brewer.



#### 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.



### OTTER BREWERY · DEVON

Established in 1990 by David and Mary Ann McCaig, the building of the Otter Brewery was, and still is, a labour of love.

The brewery draws water directly from the head springs of the River Otter in East Devon to produce their core range of five real ales which includes Otter Ale, Otter Amber, Otter Head, Otter Bright and Otter Bitter.



From the underground eco cellar which is naturally cooled using the earth's core temperature to the willow beds that clean and recycle their waste water, green thoughts run through every aspect of production. Their aim has always been to produce consistent and great-tasting beers full of character and produced in an environmentally friendly way.







Nationally best-selling beers from our other partners.

Notes Notes Why not give your customers something to be enthusiastic about?

# CASKALEFESTIVAL



# 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 infomation.

### LWC CORNWALL

To place your order please call 0845 345 1076