

# STATS GRAPHS AND MATHS

Draught  
GB Rate of Sale per outlet MAT TY (Chg vs YA)

	Standard Lager	Premium Lager	Standard Ale	Premium Ale	Craft Beer
					
Volume	307 (-5)	136 (+8)	142 (-8)	100 (+0)	102 (+9)
RoS:	Pints per week	Pints per week	Pints per week	Pints per week	Pints per week
Value	£963 (+£5)	£533 (+£46)	£429 (-£14)	£353 (+£17)	£406 (+£47)
RoS:	Per week	Per week	Per week	Per week	Per week

Source: CGA Strategy OPMS Data to P01

	COST OF KEG	IF SOLD AT	SELLING PRICE EX VAT	YIELD IN PINTS	COST PER PINT	MARGIN EX VAT	YOUR MARGIN
30LTR	£76.99	£4.50	£3.75	52.8	£1.46	£2.29	61.1%
50LTR	£117.99	£4.50	£3.75	88.0	£1.34	£2.41	64.25%

The two-third pint, otherwise known as the schooner, became a legal measure in October 2011. Research from brewing giant Molson Coors showed that 40% of British drinkers would order a two-third pint if it were on offer, despite only 10% of people being aware of it at the time.

Craft beer should be about choice; not just what flavours you want, but what size glass you want to be drinking it from. The smaller measures mean that the beer stays cool to the bottom of the glass, it assists in responsible consumption and it achieves an acceptable price point to help a craft beer work for both, retailer and consumer.

EXAMPLE FOR 30LTR KEG  
AT COST OF £76.99

UNIT SIZE	SELLING PRICE	EX VAT	COST	CASH MARGIN / SERVE	CASH MARGIN / 30LTR KEG
PINT (568ML)	£4.50	£3.75	£1.46	£2.29	£120.91
SCHOONER (379ML)	£3.20	£2.67	£0.97	£1.70	£134.57
1/2 PINT (284ML)	£2.28	£1.90	£0.73	£1.17	£123.55

# LWC CRAFT CLUB



## GIVE THE PEOPLE WHAT THEY WANT!

So, assuming you haven't lived under a rock for the past ~10 years, you've probably heard of 'the rise of craft beer', and if you haven't considered including it into your range, well, we'd like to help you with that. Beer-drinking habits have changed, and so has the choice out there. If you're finding that your business is going flat – if you need a little more hop in your step – then beer just might be the solution.

Even if you're a newbie, you're probably aware that craft beer is a thing and there's a good chance you've tried it, but maybe you've thought: how does one define craft beer? What constitutes craft beer? Why is it so crafty? We asked the Beer Sommelier, Annabel Smith, these questions and here's what she said: "I would describe craft beer as full of flavour, made with premium ingredients by an independent brewer, with skill and care."

Here at LWC we've chosen a few entry-level craft beers from reputable UK brewers. You'll have a selection of two beers a month available nationally at a promotional price of £76.99 per 30ltr keg. (For the rest of the maths and graphs, just take a gander at the back of this poster.) To make it even easier, all of the beer kegs have the standard Sankey fitting, so you won't have to worry about getting a new coupler just for one beer. That's right. We know how to treat you.



Coupler: Sankey Gas:  
60/40 or 30/70  
on 39psi



**BAD Co. PALE AURA**

3.8% - GOLDEN ALE - BITTER: 4/5 - SWEET: 2.5/5  
Golden rich fruity ale with notes of mango, grapefruit and tropical fruits, bitter sweet with a pine and mango aroma.

- Deep Gold
- Ribes - Blackcurrant - Pine Resin
- Grapefruit - Citrus - Crisp

30LTR  
£76.99



Coupler: Sankey Gas:  
CO2 on 22psi



**ADNAMS MOSAIC**

4.1% - PALE ALE - BITTER: 3/5 - SWEET: 1.5/5  
Made with, you guessed it, Mosaic hops, this pale blonde has bags of personality with bold mango, peach, lemon and pine flavours and a dry hoppy finish.

- Very Light Gold
- Tropical - Hoppy - Citrus
- Mango - Peach - Pine - Lemon

30LTR  
£76.99

ADNAMS, the brewer, distiller and retailer, is an independent values-based family business committed to a sustainable future. It has been brewing from its base at Southwold on the Suffolk coast for over 140 years and produces a range of cask, keg and bottled beers. Mosaic belongs to the Jack Brand range, that pays homage to the generations of brewers that have come before Adnams. With a firm nod to their history, they've added a lively, exciting slurp of 'the modern.' with big hop flavours and a mosaic of aromas, it's a fruity one-hop wonder.



Coupler: Sankey Gas:  
CO2 on 22 - 25 psi



**SALTAIRE GOLD**

4.0% - GOLDEN ALE - BITTER: 2/5 - SWEET: 3/5  
Internationally award-winning kegged beer. A deep gold coloured beer with a toasty, bready, malt flavour and rich spicy hop flavours of the Saaz hop.

- Pale Gold
- Spicy - Malty
- Smooth - Creamy - Biscuit

30LTR  
£76.99

SALTAIRE BREWERY is an established and trusted brewery, founded near the World Heritage site of Saltaire, Yorkshire in 2006. Their mission is to brew exciting, tasty beer that people love to drink, with a range of beers that appeal to both new beer connoisseurs and traditional drinkers alike. Having won more than 100 trade awards for their beer over the years and being rated as one of the 10 biggest craft beer brands in Britain, they've built up a strong presence in the north and have a growing national and international reputation too. Continuously innovating and committing to quality, there's more to come from this Yorkshire brewery.



Coupler: Sankey Gas:  
CO2 or 60/40 on 30psi



**HARVEY'S WHARF IPA**

4.8% - INDIA PALE ALE - BITTER: 4/5 - SWEET: 1/5  
Brewed with new hop varieties to create a joyful outpouring of fresh flavours from the vine. Zesty and fragrant, this golden beer contains the very essence of Harvey's local hop gardens.

- Light Amber
- Floral
- Citrus - Hoppy Bitterness

30LTR  
£76.99

HARVEY'S is the original Sussex brewer, for those seeking the finest quality beers. We have been brewing beers from freshly sourced local ingredients (water, yeast, hops, barley) for eight generations, to deliver a signature taste. Harvey's builds on two centuries of expertise to brew fresh and premium beers for today's generation.



Coupler: Sankey Gas:  
60/40 or 30/70  
on 37psi



**BAD Co. DARK NECESSITIES**

5.5% - MILK STOUT - BITTER: 3/5 - SWEET: 4.5/5  
A milk stout with notes of coffee, chocolate, cherries and almonds with a long bitter sweet finish and creamy texture.

- Mahogany
- Roasted - Coffee - Smokey
- Sweet - Molasses - Chocolate

30LTR  
£76.99



Coupler: Sankey Gas:  
CO2 or 60/40  
on 12 - 24 psi



**FREEDOM PALE**

4.2% - PALE ALE - BITTER: 3/5 - SWEET: 2/5  
Brewed using Chinook and Cascade Hops from the US, along with Motueka and Rakau Hops from New Zealand. The New World Pale Ale has an abundant amount of citrus, hop flavours and a refreshing, balanced finish on the palate.

- Pale Gold
- Fresh Hop - Citrus
- Smooth - Full - Dry

50LTR  
£117.99

FREEDOM BREWERY are the UK's lager specialists. Since the opening of their first brewery in London in 1995 we have had a single purpose; to continually challenge the British belief that lager is a bland, industrially produced, soulless drink. As the UK's original craft lager brewer, Freedom dedicate all of their time, passion and expertise into brewing the highest quality lager, and we do so with sustainability firmly in mind. To achieve this we don't cut corners or make compromises, ensuring their lager is authentic and unquestionable tastes great.