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'KEEP CHILLED'. This indicates that these products are unpasteurised/unfiltered and need to be kept in the cellar.





## What is Craft Beer?

Annabel Smith is a Beer Sommelier, trainer, writer and consultant to the beer industry. She is a member of the British Guild of Beer Writers, training consultant for Cask Marque, and Beer Academy tutor. She is a founding member of Dea Latis, a group set up to change female perceptions about beer, and encourage more women to consider beer as a drink of choice. She is the 2017 Imbibe Educator of the Year.

**Craft** - Who could have predicted that such a little word would change opinions, perceptions, and attitudes about beer? That such a small word would incite curiosity amongst a whole new generation of beer drinkers, in addition to influencing price points and leading the way in dispense and glassware innovation?

I frequently get asked, what is Craft Beer? The simple honest truth is that there is no single definition in the UK of what constitutes a craft beer. But if I was really pushed, I would describe craft beer as full of flavour, made with premium ingredients by an independent brewer, with skill and care. Whilst it can come in many formats – cask, keg, bottles or cans – the keg sector is where the interest is, where a premium price point can be demanded (even expected by consumers) and what sets your bar ahead of the competition.

The reason the word 'craft' is important is that consumers have started talking about beer in the same way they talk about wine. They are increasingly inquisitive about beer, it forms part of their conversations in bars, and they are keen to explore different flavours and styles. Without doubt, craft keg beers are increasing in volume, value and distribution. 30% of on trade outlets now stock craft beer, it's seen as a vital part of their proposition. The craft beer category is growing by over 30% and now accounts for 3.5% of the whole beer market\*. It's the fastest growing segment of the UK beer market. What's more, the UK is the fourth largest export market for American craft beer – and our appetite is growing.

After decades of mainstream brands dominating the taps on the bar, craft on draught is now having its day. Stocking and serving craft beer shouldn't be, and isn't, a hard sell. But consumers do demand a quality experience if you expect them to pay a premium price for a beer.

First of all, don't get too pretentious; your staff and customers shouldn't feel alienated by the range, or feel it's a test they have to pass. The Signature Brands in this brochure have been very cleverly chosen: they offer a range of accessible styles, ideal for a newbie just dipping their toe in the craft market. Most consumers and staff understand a lager, or a stout. A good retailer will complement the Signature Brand with a couple of more unusual beers, making sure the colour, style and strength vary.

One of the fastest growing styles is IPA. In fact 1 in 3 craft beers sold is an IPA or pale ale\*, so this would be ideal to appeal to more adventurous drinkers. Look at your current drinkers and what they enjoy. If you sell a lot of gin or New World white wine, aromatic IPAs are just the ticket. If you sell a lot of Prosecco, a Wheat Beer is a fantastic alternative to this, especially when served with food like fish or chicken. Cider drinkers tend to love the cherry and strawberry zing of Belgian fruit beers. Whiskey or rum drinkers will adore full bodied Abbey beers, such as Leffe Blonde.

Offer up a bit of information about the beers. A beer menu is fantastic, but a prominent chalkboard is just as effective. We know that 52% of craft beer drinkers claim knowledge about where the beer comes from, its colour, and its strength as important factors in their buying decision\*\*.

\*CGA brand index data 2015

\*\*The On Trade Preview 2017

If staff don't know what it is, and customers don't understand the new beers (or why they're priced differently) the product isn't going to achieve the throughputs you want. In fact a whopping 92% of consumers said they want to know more about the different styles of beer now available (SIBA, 2016). Personal recommendations, and offering small taster samples to guests are absolutely vital. Invest in a bit of taste training, get staff to 'adopt' their favourite brand, and try matching the beers to some of your menu items. If you're not sure what goes with what, try looking at [www.beerforthat.com](http://www.beerforthat.com). It's one of the best websites I've ever come across to guide you in the right direction with beer and food pairing.

But I'll let you into a secret. I return to bars time after time for a particular reason. They serve their craft beers in the right glass, not just a bog standard half. They serve the beer at the right temperature and tilt the glass at a 45° angle when pouring. The staff are enthusiastic and keen to share their personal favourites with you. It's all about the culture, the environment, and the passion for beer, without being 'beer-geeky'.



beerbelle





# Portland American Ale

## Brewery

Portland craft beer co. has partnered with some of the world's greatest master brewers to deliver a range of the finest modern craft beers. The popularity of craft beer is growing with american and UK craft brewers leading the way.

Modern craft brewers are producing lighter lager/pale ale hybrid beers with more fruity hop characteristics that are currently taking the world by storm.

## Tasting Notes

Portland American Ale is a 4.5% IPA style beer bursting with a citrus hop aroma. It is crafted using four american hops: Chinook, Cascade, Columbus and Centennial.

Portland American ale was our first project at the Portland Craft Beer Co. The recipe has been created for us by master brewer Alan Pugsley from Shipyard Beers, Maine, USA.



30ltr code: 19021100

Style 4.5% ABV (American pale ale)

Sweetness

Bitterness

Sight Pale golden brown

Aroma Citrus hop

Palate Bitter hop | Slight malt | Sweetness



# Portland Stout Porter

## Brewery

The second edition to the range is stout porter, a modern craft take on a traditional stout. Originally all dark ales were known as porters with the darkest known as stout porters. Over time the porter was dropped, until now!

The recipe has been created for Portland Craft Beer Co. by master brewer David Nijs.

## Tasting Notes

Portland Stout Porter uses Fuggles and Goldings hops for their fruity, floral, spicy taste. the final result is a rich, chocolaty-tasting, creamy, smooth stout with good character and strength.



30ltr code: 19021102

Style 4.1% ABV (Stout)

Sweetness

Bitterness

Sight Dark nutty brown

Aroma Fragrant malt

Palate Malty sweetness | Slight hop





# Grand Central IPA

## Brewery

ShinDigger was born during the university years of founders Paul and George who invested their spare cash into a home-brewing kit and sold their beers at house parties. Utilising hops primarily from the American West Coast, Australia and New Zealand, the ShinDigger gang roam the country as self-proclaimed gypsy brewers, developing their own recipes and brewing them with others' equipment.

## Tasting Notes

Showcasing a six hop plethora of punchy varieties from America and Australia. Fresh, unfiltered and very lightly filtered keeping as many juicy, fruity flavours in the beer as possible. 4.2% vegan and session friendly beer!



Style 4.2% ABV (India Pale Ale)

Sweetness

Bitterness

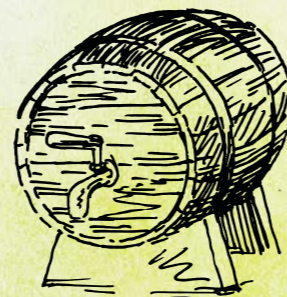
Sight Cloudy sunshine glow

Aroma

Tropical

Palate

Juicy



30ltr code: 19021106

# Grand Central IPL

## Brewery

Williams Bros. Brewing Co. is located in Alloa, Clackmannanshire and is one of Scotland's largest independent breweries, hailing from a town once considered the country's 'beer capital'. Having humbly begun with the experimental home-brewing of a 4000-year-old recipe, the Williams Bros. Brewhouse has developed organically to accommodate an ever-growing portfolio of craft beers. Above all else, they take great joy in the development of new ideas and flavours.

## Tasting Notes

A refreshing journey from the crisp, clean flavour of the finest lager to the subtly bitter finish of a well-balanced IPA; the destination is a hybrid of traditional tastes blended into a bold new identity, embracing the best of both worlds.



Style 4.6% ABV (India Pale Lager)

Sweetness

Bitterness

Sight Pale straw

Aroma

Zesty malts

Palate

Balanced | Bitter sweet hop | Malt



30ltr code: 19021107



# Dortmunder Union Vier

## Brewery

Dortmund was one of the earliest commercial brewing centres in Germany, establishing itself as a major brewing city which exported its beers to the neighbouring Westphalian cities. The Dortmunder breweries originally brewed a wheat based, dark coloured, short fermented beer. However, in 1873, when the golden coloured, pale barley based, slow fermented beer as brewed in Pilsen and known as Pilsener, became popular, several of the local breweries grouped together under the name Dortmunder Union to produce their own pale lager under the guidance of the brewmaster Fritz Brinkho. There were originally two varieties: Lagerbier and the slightly stronger Export at around 5.5% abv. The weaker version proved less popular and was eventually dropped.

Fred Eckhardt in *A Treatise on Lager Beers* published in 1969, set the scene for the view that Dortmunder is a distinctive enough pale lager to be classed as a separate beer style. Several UK beer writers have continued the trend, though it has been with a certain faintness of heart, and an unease at pinning down exactly the distinctive nature of the beer.

## Tasting Notes

Dortmunder Vier is a pale lager with key influences from Pilsen (Pilsner). Gold in colour with moderate bitterness and zesty malt undertones. Vier is a more sessionable version of its brother Dortmunder Union Pils.



50ltr code: 17730505

# Dortmunder Union Pils



## Tasting Notes

Dortmunder is a pale lager with key influences of the beer from Pilsen (Pilsner). The lager is gold in colour with a moderate bitterness from the Noble hop, Dortmund has a lean and attenuated body but is full of character, packs flavour and has a beautiful crisp finish.



50ltr code: 17730504

**Style** 5% ABV (Robust pilsner)

**Sweetness**

**Bitterness**

**Sight**

**Aroma**

**Palate**

Pale straw

Zesty malts

Balanced | Bitter sweet hop | malty

**Style** 5% ABV (Robust pilsner)

**Sweetness**

**Bitterness**

**Sight**

**Aroma**

**Palate**

Pale straw

Zesty malts

Balanced | Bitter sweet hop | Malty



# Birra Morena

## Brewery

Birra Morena offers a genuine premium alternative to Peroni and Moretti for the UK consumer. Genuine Italian provenance, made with 100% malted grain – the Drive Beer Brewery in Basilicata is one of a handful of wholly owned independent Italian Brewers left. You can be sure the product quality is second to none – after all the Tarricone family honour is at stake.

## Tasting Notes

A 100% Pure Malt lager beer for the most demanding palates, with resolute barley notes and a warm golden colour. Intensive taste with flavours including vanilla and cloves. Morena uses only the best super aromatic hops (SAAZ) for a crisper, refreshing flavour.



**Style** 4.6% ABV (Malty crisp lager)

**Sweetness**

**Bitterness**

**Sight**

**Aroma** Straw.....

**Palate** Malt and hop.....

Mainly barley | Slight hop.....



30ltr code: 17720100  
50ltr code: 17720101

# Meantime London Pale Ale

## Brewery

Meantime was founded in 1999 by a guy called Alastair Hook. Not just any guy, Alastair was the first person in the UK to get a Master's degree in Brewing, and was voted World Brewer of the Year in 2008. He set up Meantime Brewing Company with four key elements in mind: technology, tradition, taste, and time. Building his brewery in Greenwich, the home of time, inspired by London's longstanding brewing tradition and the technology and innovation of the Modern Craft Beer movement in the US, Alastair began our mission to brew proper, tasty beer. We use only the finest ingredients and spend six weeks brewing each of our beers to give the flavours the time they need to develop. All of our beers are unpasteurised and the long maturation process enables the beer to achieve a secondary fermentation, resulting in natural carbonation.

## Tasting Notes

150 years ago, London brewers had to import Californian hops to meet demand for the popular new beer style, Pale Ale. We happily continue this tradition by blending buckets full of American Cascade and Centennial hops with Kentish Goldings to give our London Pale Ale its complex 'hopsack' and citrus aromas and uniquely refreshing bitterness. This beer tastes even better when paired with mature cheese, steak and kidney pie or a curry.



**Style** 4.3% ABV (Pale ale)

**Sweetness**

**Bitterness**

**Sight**

**Aroma** Golden | Copper.....

**Palate** Citrus | Hopsack | Grassy.....

Malty | Pleasant bitterness.....



50ltr code: 17540951  
2 week lead time



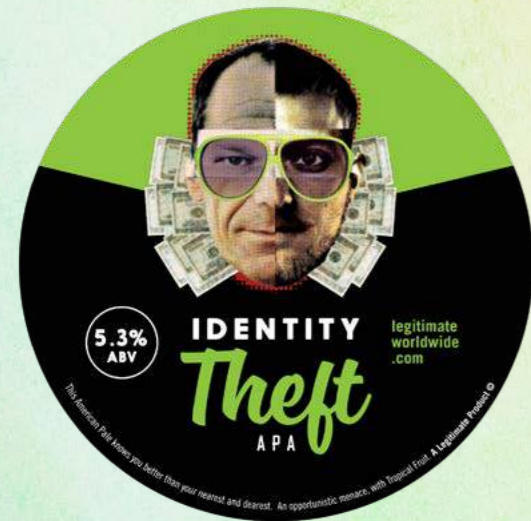
# Identity Theft APA

## Brewery

Here at Legitimate Industries we are committed to making flavourful, aromatic beers using only the best ingredients. We never compromise on flavour and neither should you. All our beers are unfiltered and unpasteurised as we believe this keeps our beer fresh and flavoursome. Due to this process some of our beers may have a natural haze.

## Tasting Notes

Identity Theft's been snooping around. This American Pale knows you better than your nearest and dearest. He worked out that feeble password faster than you can say 'skimmed card'. Now he's going to take it all. An opportunistic menace, with a juicy, tropical fruit blend of Magnum, Calypso, Chinook, Denali and Eureka hops.



30ltr code: 17540224



KEEP CHILLED

### Style 5.3% ABV (American Pale Ale)

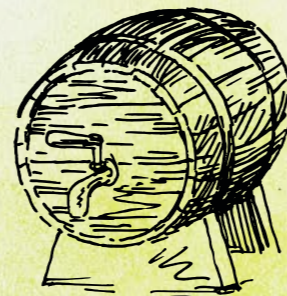
Sweetness

Bitterness

Sight Hazy orange

Aroma Grapefruit | Hoppy

Palate Tropical Fruit



# Tax Evasion Pilsner



## Tasting Notes

This smirking, crisp, German-style lager is chortling all the way to the offshore bank. With a private vault full of Pilsner malt, and a blend of Magnum, Mandarina Bavaria and Hallertau Mittelfrüh hops, this deliciously selfish swine knows he's getting away with a murderously refreshing brew.



30ltr code: 17540124



KEEP CHILLED

### Style 4.4% ABV (Pilsner)

Sweetness

Bitterness

Sight Pale golden

Aroma Citrus | Caramel | Hop

Palate Floral | Zesty | Dry





# Brewdog Punk IPA

## Brewery

At brewdog we are on a mission to make other people as passionate about craft beer as we are. Since 2007 we have been brewing uncompromising, bold and irreverent beer. Beer with a soul and purpose. We live and die by what is in your glass, and this drives everything we do. We don't compromise, we don't take the easy route. We aim to educate, to surprise and to open the door to a whole new world of beer made with integrity, honesty and passion. Our approach is a modern-day rebellion for flavour and choice. A mad last-ditch stand to create beer that actually tastes of something. This is beer like it was. This is beer like it will be. This is craft beer for the people.

## Tasting Notes

An India Pale Ale that has become a byword for the craft beer rebellion; synonymous with the insurgency against mass-produced, lowest common denominator beer. Punk IPA charges the barricades to fly its colours from the ramparts – full-on, full flavour at full throttle. Layered with new world hops to create an explosion of tropical fruit and an all-out riot of grapefruit, pineapple and lychee before a spiky bitter finish.



50ltr code: 17541604

### Style 5.4% ABV (American IPA)

Sweetness

Bitterness

Sight Bright gold

Aroma Tropical fruit | Caramel | Pine

Palate Bitter | Resinous | Mango | Lychee



# Brewdog Dead Pony Club



## Tasting Notes

Paying hop-flecked homage to the glory of the Pacific Coast, Dead Pony Pale Ale has been crafted from an insane amount of US hops, delivering massive citrus aromas of lemongrass and lime zest. Dead Pony is the invigorating surf that pounds the iridescent shoreline yards from the salt-encrusted asphalt of Route 1. The hop-heavy west-coast wonderland awaits. Dive in and the toasted malt base soon yields to a huge box-fresh hop hit, washing tropical fruit, floral garlands and spicy undertones all over your palate.



50ltr code: 17541307

### Style 3.8% ABV (American Pale Ale)

Sweetness

Bitterness

Sight Pale copper

Aroma Pine | Citrus | Herbal

Palate Resinous | Zesty | Dry





# Freedom Four

## Brewery

We are the UK's lager specialists. Since the opening of our 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, we dedicate all of our 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 our lager is authentic and unquestionably tastes great.

## Tasting Notes

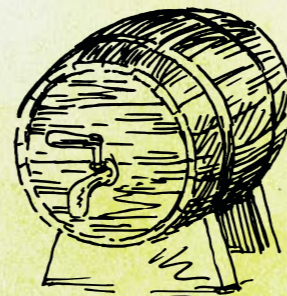
Hopped with a combination of British First Gold and Hallertau Perle, Freedom Four has an initial sweetness, that slides into a hoppy bitterness. Mid-weight body and great smoothness ensure its easy drinking, while lively natural carbonation refreshes through to a crisp finish.



50ltr code: 17543440  
2 week lead time

### Style 4% ABV (British Lager)

- Sweetness
- Bitterness
- Sight
- Aroma Straw .....
- Palate Hint of citrus | Light hop .....
- Crisp | Refreshing | Light floral hop .....



# Freedom Pale



## Tasting Notes

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.



50ltr code: 17549440  
2 week lead time

### Style 4.2% ABV (Pale Ale)

- Sweetness
- Bitterness
- Sight Pale gold .....
- Aroma Fresh hop | Citrus .....
- Palate Smooth | Full | Dry .....





# ShinDigger West Coast Pale Ale

## Brewery

ShinDigger's journey goes back to 2012 and our days as skint students living in Manchester after having purchased our first homebrew kit. What started as a fun way to make cheap beer, turned into a passion and led to us selling out of our beer at student house parties. Since launching, we have gone on to become one of the UK's most active gypsy brewers. Our forte is making juicy session beers that people want to keep on drinking. Beer has been part of the fabric of British culture for centuries. It brings people together to share good times. To us, drinking a beer is one of the finer moments of life when you kick back with friends and enjoy the moment. Our mission at ShinDigger is to make these good times better.

## Tasting Notes

West Coast hop mouth party! Loud, but not brash. Loose, but not a liability. Luscious citrus, orange flavours all the way down the glass. Unfined, lightly filtered and vegan-friendly.



50ltr code: 16700204  
2 week lead time



KEEP CHILLED

Style 4.7% ABV (American Pale Ale)

Sweetness

Bitterness

Sight Cloudy | Tangerine glow

Aroma

Palate



# ShinDigger Pilsner



## Tasting Notes

Pilsner with zing! Conditioned for three weeks and dry hopped with New World hops to give that clean refreshing backbone a zesty kick.



50ltr code: 16700214  
2 week lead time



KEEP CHILLED

Style 4.1% ABV (Hoppy Pilsner)

Sweetness

Bitterness

Sight Crisp | Clear | Light

Aroma

Palate





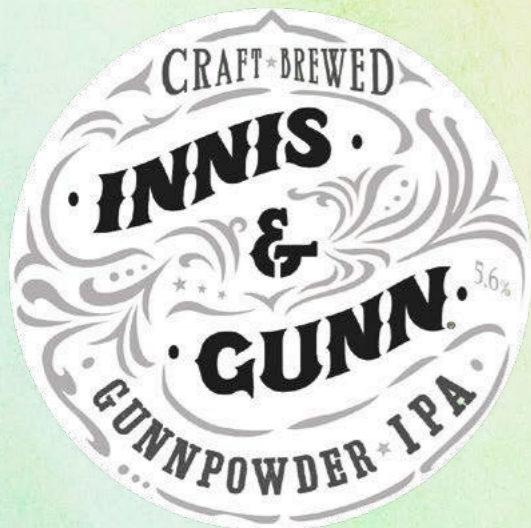
# Innis & Gunn Gunnpowder IPA

## Brewery

At Innis & Gunn we want to create a world where everyone can experience more exciting beers and everyone feels good beer is for them. Our beer's distinctive depth of flavour owes a debt to good fortune. In 2002 a famous whisky distiller approached us for help. They were seeking to season some of their oak casks with the sweet, malty character of a full-flavoured beer. All the previous attempts had failed. Eager to assist, we created a custom-made recipe and the resulting brew was put to bed in their barrels. Thirty days on, our beer was thrown out and the whisky went in. During its maturation, the Scotch acquired extra qualities from the beer-infused wood, resulting in a greatly admired dram and many repeats of the successful experiment. Then, months later and quite unexpectedly, our Master Brewer, Dougal, received an exciting call – this time it wasn't the whisky getting rave reviews. Some inquisitive souls at the distillery had sampled our beer after its time in casks. We did likewise...and the taste was remarkable. It had been transformed by the oak into an unusually refined brew. Ever since that heady day we've dedicated ourselves to sharing the unique flavours of our oak aged beers with the world, proving that a little luck can go a long way.

## Tasting Notes

Innis & Gunn Gunnpowder IPA is 100% unfiltered. This means that we've kept the beer true to its natural form, locking in the flavour from the hops and malts. Mandarin hops have been used to impart zesty hop aromas of citrus and lychee. Hop bitterness is balanced by a smooth sweetness from the Extra Pale and Munich malts.



Style 5.6% ABV (India Pale Ale)

Sweetness

Bitterness

Sight Light bronze

Aroma Orange | Lychee | Citrus

Palate Hop bitterness | Malt sweetness



30ltr code: 17551020  
2 week lead time

# Innis & Gunn Session IPA



## Tasting Notes

Innis & Gunn Session IPA is brewed using a new extra pale malt which is uniquely kilned to develop more pronounced malty and biscuit flavours. The result is an easy-drinking, refreshing beer, very light in colour with bags of hop flavour, perfectly balanced by a sweet, malty finish.



Style 4.2% ABV (Session IPA)

Sweetness

Bitterness

Sight Light gold

Aroma Complex hop | Red fruit | Pine

Palate Biscuity malt | Light bitterness



50ltr code: 17541409  
2 week lead time



# Bad Co. - Comfortably Numb

## Brewery

Paul, the head brewer of BAD Co. became massively inspired by craft brewing, after a trip to the USA. He started his own nano-brewery in a room above the pub in which he was the landlord and where he set up a brewing club. He tested his beers on regulars to the pub and found that they went down really well and he couldn't produce enough to supply demand. That led him to start working for a local brewery learning the craft on a bigger scale and eventually BAD Co. was born, created with David Brown, a local businessman with a passion for craft beer and knowledge of the manufacturing industry.

## Tasting Notes

Malty toffee notes, perfectly balanced with strong but not overpowering bitterness. Fuller mouth-feel with long, lingering spicy aftertaste. Mango, orange, pine, gooseberry tartness with notes of balsam resin.



**Style** 3.8% ABV (Pale Ale)

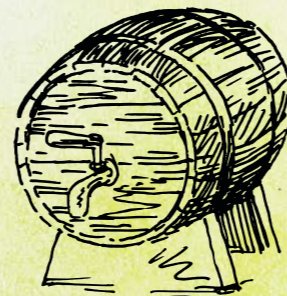
**Sweetness**

**Bitterness**

**Sight** Pale

**Aroma** Mango | Pineapple | Toffee | Pine

**Palate** Malty | Toffee | Slight bitterness



30ltr code: 16540052  
2 week lead time



KEEP CHILLED

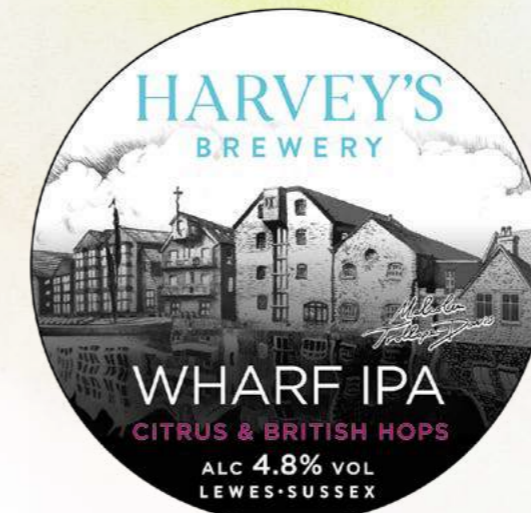
# Harvey's - Wharf IPA

## Brewery

For those seeking the finest quality beers, Harvey's is the original Sussex brewer. 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.

## Tasting Notes

Wharf IPA (4.8% vol) is brewed with new hop varieties to create a joyful outpouring of fresh flavours from the bine. Zesty and fragrant, this golden beer contains the very essence of our local hop gardens.



**Style** 4.8% ABV (India Pale Ale)

**Sweetness**

**Bitterness**

**Sight** Light amber

**Aroma** Floral

**Palate** Citrus | Hoppy bitterness



30ltr code: 19508080  
2 week lead time



KEEP CHILLED



# Alphabet - A to the K

## Brewery

Alphabet have been brewing small batch beers since 2014 in an Ardwick railway arch. Their mission is simply to make beers that they enjoy drinking by using the best possible ingredients, never rushing anything and making sure the beers are fun. Their beer styles don't follow familiar paths with reinterpretations and creativity at the heart of what they do.

## Tasting Notes

Juicy fruit on the nose with peaches and cream, passion fruit and citrus. Oatmeal enhances the velvety texture with a full malt body.



30ltr code: 16355151  
2 week lead time



KEEP CHILLED

Style 5.6% ABV (Oatmeal Pale Ale)

Sweetness

Bitterness

Sight Golden | Cloudy

Aroma Citrus | Floral

Palate Biscuit | Grapefruit

Sweet malt | Spicy hop



# Sam Adams

## Brewery

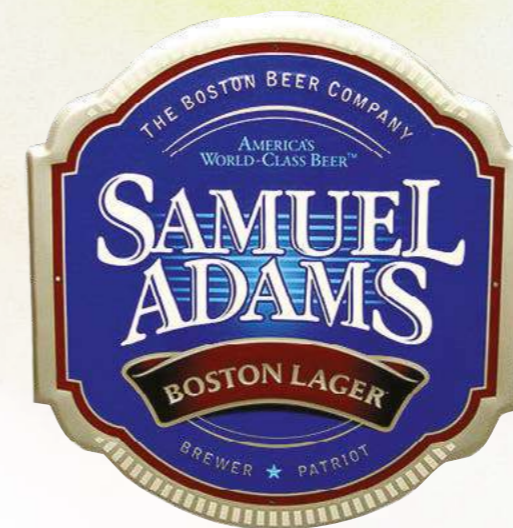
The Koch family had been in brewing for over 150 years when Jim Koch finished university & began a career in management consulting. However in 1984, after keeping his eye on the brewing industry, his instincts told him it was time to make his move; people were starting to crave something different in their beer.

He picked out his favourite family recipe, one that Jim's great-great grandfather, Louis Koch, had made at his brewery in St. Louis, Missouri in the 1870s. The following spring, Jim Koch started going door to door asking Boston bars and restaurants to serve the beer that he had named Samuel Adams Boston Lager®.

He chose that name because Samuel Adams was a Boston firebrand, a revolutionary thinker who fought for independence. Most importantly, Samuel Adams was also a brewer who had inherited a brewing tradition from his father. In April 1985, when Samuel Adams Boston Lager® made its debut in about 25 bars and restaurants in Boston, the company had no office, no computers, and no distributors.

## Tasting Notes

Brewed with only the finest ingredients including Bavarian Noble hops and traditional brewing methods, Samuel Adams Boston Lager is full-flavoured and balanced. The balance of malty sweetness contrasted by hop spiciness and followed by the robust, smooth finish sets the standard for all Samuel Adams beers.



50ltr code: 16700006  
30ltr code: 16700005

Style 4.8% ABV (Lager)

Sweetness

Bitterness

Sight Deep amber

Aroma Sweet malt | Spice

Palate Sweet malt | Spicy hop

Sweet malt | Spicy hop





# Liefmans Fruitesse

## Brewery

Liefmans is one of the traditional cult breweries of Belgium and has existed since 1689. Liefmans' distinctive flavours derive from the process of mixed fermentation in open vessels, a blending of young and old beers and bottle-aging in the cellars at Oudenaarde.

## Tasting Notes

Liefmans' Fruitesse is a unique, fresh beer blend – maturing for 18 months on cherries in the Liefmans' cellars and then fully blended with natural juices of cherry, raspberry, bilberry, strawberry and elderberry. The result is a fruity, pleasantly sweet, sparkling and refreshing beer with a soft foam head.





20ltr code: 17540367


### Style 3.8% ABV (Belgium Fruit Beer)

Sweetness 

Bitterness 

Sight  Dark red body | Pink head

Aroma  Highly fruity | Hints of almond

Palate  Sweet | Notes of red fruits



# Früli Strawberry Beer

## Brewery

Brewed in Belgium by a 300 year old craft brewery, Früli strawberry beer itself was launched into the British market just 10 years ago. Since that time it has also been introduced into a number of international markets and scooped a hatful of accolades – including being voted World's Best Fruit Beer by the World Beer Association.

Früli strawberry beer comes from Belgium, but it has real points of difference compared to other, more traditional Belgian fruit beers, which tend to be based on a Lambic or Flemish brown beer base.

## Tasting Notes

A high-quality Belgian white beer blended with pure fruit juice. This complements the zesty fruitiness of the wheat beer, and the result is a full-strength, soft and refreshing taste that is simply delicious and easy to drink.





30ltr code: 17540207


### Style 4.1% ABV (Fruit Beer)

Sweetness 

Bitterness 

Sight  Cloudy | Strawberry

Aroma  Strawberry

Palate  Smooth | Sweet | Fruity





# Leffe Blonde

## Brewery

A brewing tradition since 1240. Founded in 1152, Notre-Dame de Leffe was an abbey of Premonstratensian canons, i.e. monks living in a community characterised by its hospitality. Pilgrims were always welcome at Leffe and in 1420 the canons decided to build a brewery for the preparation of a healthy, invigorating beverage. After the French Revolution the abbey was re-established in 1929. The abbey church was reconstructed on the old farm grounds, as the beautiful 18th-century church had been destroyed. Each monk had a specific task and was entirely at the service of the parishes.

In 1952 abbot Nys and Albert Lootvoet decided to once again take up the brewing tradition of Leffe with its well-guarded recipe and offer a range of delicious Leffe beers. In the meantime, AB-InBev has taken up the torch and has made a commitment to honour the tradition of the Leffe beer, which has been brewed according to the same recipe since 1240.

## Tasting Notes

A classic Abbey beer that is sweet and smooth, warming and full-bodied. Quince, gooseberry, bitter cherry and apple flavours together with cloves, nutmeg and all spice.



20ltr code: 17530007

### Style 6.6 ABV (Belgium Abbey Ale)

Sweetness

Bitterness

Sight Deep blonde

Aroma

Palate Caramel | Cloves | Vanilla

Full bodied | Caramel | Sweet



# Blue Moon

## Brewery

Keith Villa, Brewmaster and founder of Blue Moon Brewing Company first brewed Blue Moon back in 1995 inspired by his University studies in Belgium. It was first brewed out of the Sandlot brewery situated in the Colorado Rockies' baseball stadium in Denver. Since those humble beginnings in Denver, Blue Moon has risen to become the leading craft beer in the US and the beer is now setting its sights on other markets around the world. Usually Belgium Wits are tart and traditionally garnished with lemon; due to Blue Moon being slightly sweet it is recommended to be served with an orange garnish, as it heightens the citrus aroma and the taste from the Valencia orange peel.

## Tasting Notes

Crisp and tangy. The Valencia orange peel gives a subtle sweetness. The oats give the beer a nice, creamy body, so it's not too thin and has a zesty orange fruitiness with a light, spicy, wheat aroma. Pairs well with seafood such as shrimp, Asian dishes like Pad Thai and marinated chicken dishes.



20ltr code: 19370107

### Style 5.4% ABV (Belgium Style Wheat Ale)

Sweetness

Bitterness

Sight Cloudy | Gold

Aroma

Palate Zesty orange | Light spicy wheat

Crisp | Tangy | Coriander | Orange





# Vedett Blonde

## Brewery

Quality has been the common feature throughout Duvel Moortgat's existence: from the production planning and purchase of raw materials over the brewing process to the delivery to the on- and off-trade sector, the commitment to quality persists. Duvel Moortgat is constantly pushing itself in order to provide the consumer with premium quality beers, thus ensuring that every consumer can enjoy his or her beer in perfect circumstances, always and everywhere.

## Tasting Notes

Vedett, the anarchic, alternative and trendy blonde beer is a hoppy refreshing pils. Vedett translates literally as "Star" in both Flemish and French.



30ltr code: 17540427

**Style** 5.0% ABV (Pilsner)

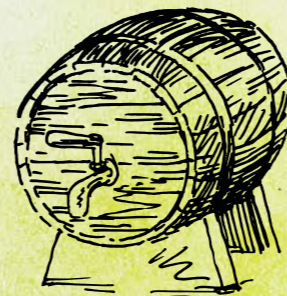
**Sweetness**

**Bitterness**

**Sight** Pale straw

**Aroma** Lightly hopped | Citrus notes

**Palate** Crispy | Aromatic | Lively



# Vedett IPA



## Tasting Notes

Vedett Extra Ordinary IPA's delightful aroma is very clearly linked to the use of different hop varieties and hop extracts. The taste has a pronounced but mild bitterness which increases in intensity, revealing hints of grapefruit in the finish.

This gives the beer unparalleled drinkability and thirst quenching character, fuelled by velvety, malty undertones, before giving rise to sweeter caramel notes. The pure, fresh character in terms of both taste and aroma make it a truly divine beer.



20ltr code: 19407001

**Style** 5.5 ABV (India Pale Ale)

**Sweetness**

**Bitterness**

**Sight** Copper | Slightly cloudy

**Aroma** Caramel | Sweet malt | Grapefruit

**Palate** Mild bitterness | Hints of grapefruit





# Flying Dog Easy IPA

## Brewery

Flying Dog Brewery is a craft brewery located in Frederick, Maryland. Founded in 1990 by George Stranahan (an astrophysicist) and Richard McIntyre (a rancher at the Flying Dog ranch), it is the largest brewery in Maryland. As of 2015, Flying Dog is the 37th largest craft brewery in the United States. They have produced some of the best American craft beers in their own indomitable creative spirit.

## Tasting Notes

Perfect for easy drinking as spring turns into summer, our Easy IPA is a light-bodied brew with huge citrus notes up front that blend into stone fruit (think apricot and peach) softness. Biscuit malt notes float in the background as it finishes crisp and refreshing.



Style 4.7% ABV (India Pale Ale)

Sweetness

Bitterness

Sight

Aroma

Palate



30ltr code: 17545347



KEPT CHILLED

# Lagunitas IPA

## Brewery

The Lagunitas Brewing Company is a brewery founded in 1993. The brewery is known for iconoclastic interpretations of traditional beer styles, and irreverent descriptive text and stories on its packaging. The company was the fifth top selling craft brewery in the U.S. in 2014. Lagunitas IPA is our unique version of an ancient style. A style as old as the ocean trade routes of the last centuries of great ships. Not as old as the equator they had to cross twice en route, nor as old as the 10,000 miles or so of di-hydrogen oxide and sodium upon which they sailed, but older than the circulithium-4 lentoid that binds the lupulin quartnate onto your taste buds. Weird. Think about it. Now stop. OK, go again. Now stop. Think again. And stop.

## Tasting Notes

A well-rounded, highly drinkable IPA. A bit of caramel malt barley provides the richness that mellows out the twang of the hops. Made with 43 different hops and 65 various malts, this redolent ale will likely float your boat.



Style 6.2% ABV (India Pale Ale)

Sweetness

Bitterness

Sight

Aroma

Palate



29.3ltr code: 14551004  
1 week lead time



# South West Orchards Craft Cider

## Brewery

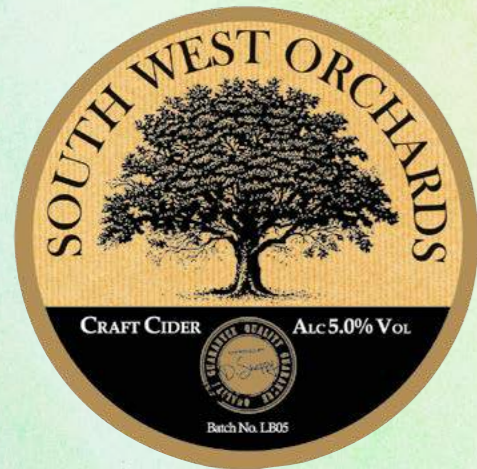
The South West Orchards project uses 200 years of cider making expertise to deliver two modern craft cider expressions .

The aim is to produce craft ciders of great quality that will appeal to the modern cider consumer. SW Orchards do not use concentrate in our ciders. We use 100% fresh pressed apple juice that is fermented naturally, and then let it mature in its natural state for 3 months. No added sugar or additives means our Ciders are both vegan friendly and gluten free. David Sheppy has hand selected this cider for South West Orchards for our customers' guaranteed enjoyment.

## Tasting Notes


Made with fresh apple juice from a blend of the finest West Country Cider apples including Yarlington Mill, Harry's Master and Dabinett, with a small amount of dessert apple to give the cider a fruity rounded finish. This added sweetness appeals to the modern cider drinker's palate making the cider less dry than other craft ciders.

Ideal simply chilled or over ice with a slice of dessert apple for a truly special taste of summer that is deliciously refreshing.



50ltr keg code: 17910154




 KEPT CHILLED

**Style** 5.0 ABV (Med/dry cider)

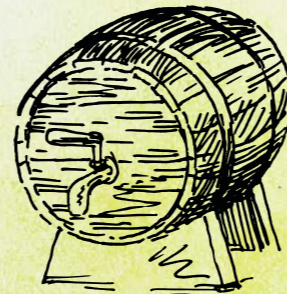
**Sweetness** 

**Bitterness** 

**Sight**  Pale straw

**Aroma**  Citrus | Apple

**Palate**  Pure apple



# South West Orchards Raspberry Cider




## Tasting Notes

South West Orchards Raspberry is our traditional light bittersweet cider infused with pure raspberry juice. This handcrafted process creates an extremely smooth cider with a refreshing hint of raspberry fruitiness. A true craft fruit cider is extremely rare in the current market place and we believe SWO Raspberry offers a unique proposition to move the Swedish consumers up the value chain. Ideal simply chilled or over ice with a slice of dessert apple for a truly special taste of summer that is deliciously refreshing.



50ltr keg code: 17910254



 KEPT CHILLED

**Style** 4.0 ABV (Delicate fruit cider)

**Sweetness** 

**Bitterness** 

**Sight**  Dark pink

**Aroma**  Apple | Raspberry

**Palate**  Apple | Raspberry





# Beer Sommelier - become an accredited beer expert!

At the Beer Academy we're on a mission to educate, enlighten and captivate you about all aspects of beer.

The Beer Academy is part of the Institute of Brewing and Distilling, which can trace its roots back to 1886 – so we know a thing or two about excellent beer! We now offer a series of courses delivered by our team of experienced and knowledgeable tutors, ranging from the foundations right through to becoming an accredited expert – Beer Sommelier. Throughout the courses you can be sure that you're on the road towards recognition of a deeper understanding and appreciation of beer styles and how beer is brewed.

## So how does one become an accredited beer expert?

### Step 1: Foundation Course –

Here you will learn about how beer is made, primary ingredients (some not so primary ones) and classic beer styles. You will also be pairing different foods with the beers, all the while learning the correct beer vocabulary (yes there is such a thing!) to equip you with the skills to communicate knowledgeably about beer, enhancing your professional status in the beer sector or just impressing your friends in the pub.

### Step 2: Advanced Course –

Here your knowledge will be expanded on all aspects of beer styles (classic and contemporary – think IPA vs NEIPA), food pairings and menu construction, along with advanced brewing methods. You will also delve into the realm of off-flavours in beer, learning industry standard terminology (smelling apples in the aroma? Red or green apples? One is acetaldehyde and the other is ethyl hexonate – find out which one is which and where they come from!).

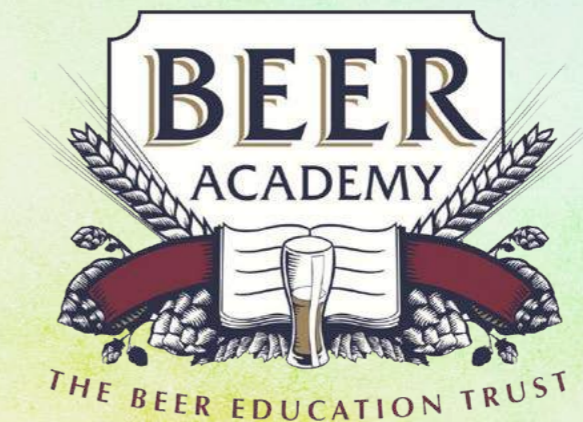


For pricing and course dates please visit  
[www.beeracademy.co.uk](http://www.beeracademy.co.uk) or call +44(0)20 7499 1844

### Step 3: How to Judge Beer –

Here we develop the skills learnt in the previous courses and perfect the process of how to assess the quality and style of a beer, along with the processes and standards required. This knowledge and training is essential for any aspiring beer judges.

Finally, for the seriously committed, you may wish to progress to become an accredited Beer Sommelier. This title is recognition of a significant depth of knowledge on beer styles, off-flavours, judging, beer and food pairings, along with a history of constructing menu recommendations, conducting beer tastings and food pairing events for the wider public. You will join a small network in over 18 countries and become an ambassador with the knowledge, communication skills and, most importantly, the passion to inspire people to discover, respect and enjoy the world's best beverage.





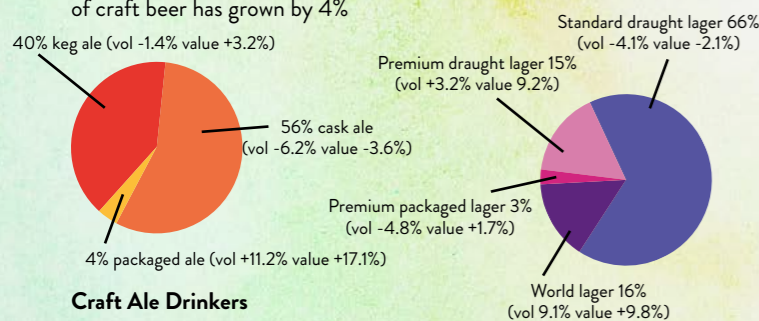
## Market data review - the future of the on trade

Casual Dining is showing a great influence on the on trade with 61% of the 18 - 34 year old generations eating out on a weekly basis.

Food led pubs are in 1.6% growth, improving overall quality of service and standards. On the other hand, Wet led pubs are in decline by -5.1% as a result of traditional and community pubs failing to attract new drinkers, when the business owners are not keeping the offered range of products up to date with the current trends. Saying that, those that have reacted to the changing market have attracted new business on a regular basis.

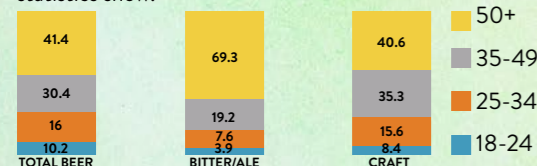
### Beer Market Statistics

Total beer market value is in growth, even though the volume has declined. Premiumisation and rise in Craft Beer continues to drive the beer market forward, as premium keg sales have increased their value by 75% in the last year. Since 2012 the market share of craft beer has grown by 4%



### Craft Ale Drinkers

So most of us when we hear the phrase 'craft beer drinker' imagine a young city dweller, who has a fair bit of knowledge of anything beer related, and follows the beer social media and beer trends religiously and takes out his favourite brewery's T-shirt for a drink on a Saturday. Whatever your perception of the craft beer crowd is, this is what the statistics show:



Most of the Craft Beer volume consumed is by 35+ age group, mainly due to more disposable income, even though the Craft Ale Drinkers are overall younger than Cask Ale drinkers. In reality, 98% of people are aware of craft beer, 6 in 10 understand what the concept is, and 3 in 10 drink it. So by offering a range that is just targeted to 18 - 34 market without offering sufficient information about the beers offered, you are risking alienating the rest of the market that puts in majority of the money into your business. Try and add craft beers to your range, rather than replacing it with another category completely and ensuring your staff are trained to provide all the information needed about your products.

- 92% of consumers are keen to know more about beer styles
- 41% of the licensees who claim to talk to their customers about beer in detailed terms
- 60% of outlets don't offer enough information about beer taste, scent and colour
- 50% of consumers trusts the brewer has the best knowledge of beer, suggesting meet the brewer events could increase sales
- Offering customers to try the beers before they buy results in more sales

\*reference The Cask Report 2017

Craft beer should be viewed similar to cask. The brand can play a pivotal role, so if starting out on the road of offering a craft keg beer maybe start with the brands offered in this brochure which have been selected for their provenance, quality and market appeal.

Draught

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

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

\* statistics are from CGA data from 2016/17

## The emerged power of keg beer

Sometimes it feels a little bit like déjà vu – Cask beer market is in decline, keg beer is becoming more popular... But no, it isn't the 1970's and the keg Bbeer that has emerged is far from being just a sweet, tasteless and fizzy mass-produced by-product of beer, as it was when CAMRA was established to fight the death of British Beer. So why do brewers choose keg? Traditionally, real ale (or cask ale) has always been the ultimate form of crafted ale in Britain that is unpasteurised, unfiltered and has just a light carbonation that allows all the flavours to come through on the palate. The new emerged wave of keg beer in the last 10 years or so has overcome the reputation of a mass-produced product that compromises on flavour. Techniques that have been tested and approved by the on-trade, such as correct cooling, service and a recognition that some beer styles benefit from being served in keg form, has increased the choice and variety for consumers as the British beer revolution continues to spread. It allows the new generation of brewers to experiment with styles from Europe and America that have more robust hop varieties, new yeast strains and different techniques, such as barrel aging.

However, as any new emergence in the market, it has had different reactions from pubs and bars. One of the biggest misconceptions is, that keg is an easier option than cask and doesn't require care. This couldn't be further from the truth, as a lot of the brewers choose not to pasteurise or filter their beers even when using keg containers, the appropriate care and attention needs to be paid to reduce waste, increase yield and avoid disappointed customers. Here are a few tips:

- **Don't move the keg too much before use. Some of them might have yeast sediment at the bottom,** and Geoff the regular wouldn't appreciate having a pint, that looks like soup.
- **Ensure that the beer is chilled before dispensing – get the correct temperature.** Temperature varies on beers and what brewers recommend, but the average temperature for most keg beers should be between 5°C – 8°C.
- **Line cleaning is essential.** This cannot be emphasised enough – one of the reasons your beer is fobbing half can be because of the yeast that has settled in the pipe lines, wasting half a pint into the drip tray every time a pint is poured. Ensure your lines are cleaned every 7 days at least, or ideally every time you change a keg, if that's something your business can allow. There are different automated line cleaning services that ensure quality dispensing and reduce waste.

• **Pull the beer through the lines before serving the first pint of the day,** as it has been sitting in the pipe overnight and wouldn't taste very pleasant and will probably be warm.

• **If the beer is unpasteurised and/or unfiltered, it should be treated similar to cask beer.** That means it should be kept in a chilled, clean environment and not be disturbed whilst being connected to the dispensing line. Some beers are kept unpasteurised to maximise the flavour, so please bear that in mind as well as the poured beer in the glass can be naturally hazy.

• **Ensure your gas settings are correct** – most keg beers use either mixed gas or CO2 gas; they come in different settings. Your supplier should provide you with all the technical specification of the beer upon request.

So if the maintenance of keg ales is almost identical to cask beer, what is the benefit, you ask? Apart from benefitting the taste of some beer styles, kegs provide stability to unfiltered beers. When the keg arrives into your cellar, it needs less time to settle and be ready to serve, as there is no second fermentation process – it's a finished product. As a pressurised container, the keg helps to retain its flavour for longer and as an unfiltered beer it means it's less susceptible to changes in its surrounding conditions.

The other debate about keg beer is what outlet is appropriate for it to be served in. In the words of the Head Brewer of Adnams Brewery, Fergus Fitzgerald, "Any pub that is willing to talk to their customers and offer tasters can make it work for them. Educated, interested staff is key to making it work." This view is shared by many people in the industry and the statistics are not that different from opinions. According to The Cask Report 2017, Recent SIBA research found some **92% of consumers want to know more about the different styles of beer now available and two thirds want to know more about beer's ingredients – such as hops and malt.** More than 60% also said there aren't sufficient tasting notes explaining the look, smell and taste of the beer in pubs, hotels and restaurants. Having well-trained bar staff, who truly understand the beer they're selling, has never been more important. **If you need help in beer training, LWC can support your business with Beer Academy Courses\*.**

\*Terms and Conditions apply.