

**LWC** LANCASHIRE

To place your order please call  
0845 345 1086

[www.lwc-drinks.co.uk](http://www.lwc-drinks.co.uk)

LWC Lancashire · Unit 1 Tomlinson Road · Leyland · PR25 2DY



CASK-CONDITIONED  
**BEER**

**LWC** LANCASHIRE

## Who We Are and What We Do



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

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

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

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

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

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

## Lancashire Depot

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### Our depot currently delivers to:

- |              |                     |                   |              |
|--------------|---------------------|-------------------|--------------|
| · Accrington | · Carnforth         | · Kirkby Lonsdale | · Silverdale |
| · Barrow     | · Chorley           | · Lancaster       | · Skipton    |
| · Blackburn  | · Clitheroe         | · Milnthorpe      | · Southport  |
| · Blackpool  | · Colne             | · Morecambe       | · Todmorden  |
| · Bentham    | · Dalton            | · Oswaldtwistle   | · Ulverston  |
| · Bowness    | · Garstang          | · Penrith         | · Wigan      |
| · Burnley    | · Grange Over Sands | · Preston         | · Wigton     |
| · Bury       | · High Bentham      | · Rawtenstall     | · Windermere |
| · Carlisle   | · Kendal            | · Sedburgh        |              |

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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!



92% of consumers are keen to know more about beer styles, and offering them to try the beers before they buy results in more sales.



86% 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.



60% of outlets don't offer enough information about beer taste, scent and colour.



90% of consumers say beer quality is very important when choosing which pub to visit.



60% of consumers would choose a smaller range of ales served in an immaculate condition over variety.



50% 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.



# BOWLAND BREWERY

## Lancashire's Top 20

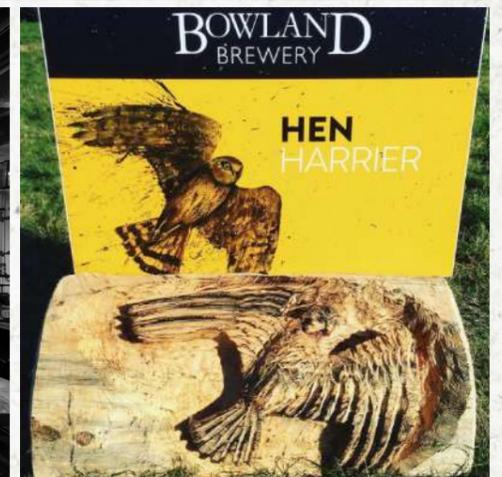
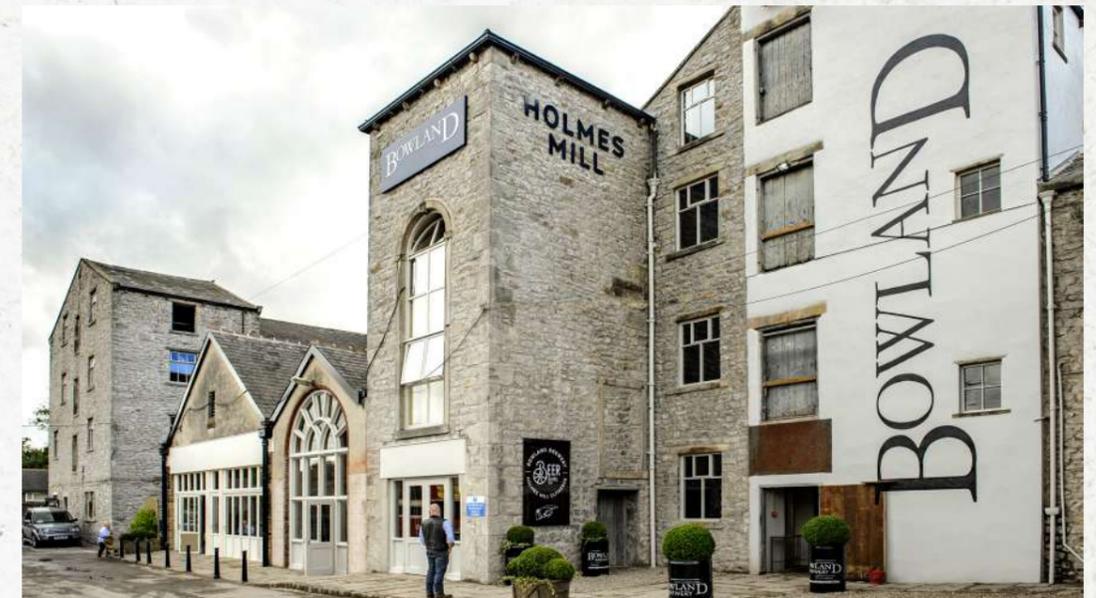


For more information on seasonal and other beers or to place an order, please contact Lancashire's Cask-Coordinator.

Bowland Brewery is a family owned brewery based in the heart of the Ribble Valley. The brewery is at the centre of the Holmes Mill development in Clitheroe showcasing a beer hall, brewery tap and live music venue.

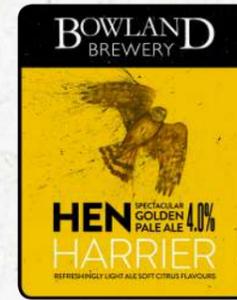
We have a core range of 5 cask, award winning ales complimented by seasonal cask ales throughout the year. Hen Harrier our most popular ale is a 4.0% golden beer.

We are proud to have recently won two major awards such as the Lake District and Lancashire Life Drink Producer of the year 2016 and Lancashire Tourism Award 2016 for Food and Drink producer of the year.



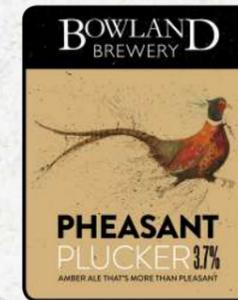
For more information about Bowland Brewery please visit: [www.bowlandbrewery.com](http://www.bowlandbrewery.com) or follow them on Twitter @BowlandBrewery

Permanently Stocked Selection



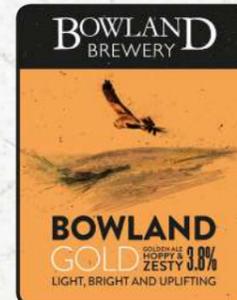
**Bowland**  
**Hen Harrier** (4.0%)  
 Soft citrus and peach flavours intertwined in this golden ale.

- Golden
- Sweet · Citrus
- Fruity · Sweet · Dry



**Bowland**  
**Pheasant Plucker** (3.7%)  
 Copper coloured bitter with rounded berry flavours.

- Copper
- Fruity
- Berries · Bitter



**Bowland**  
**Gold** (3.8%)  
 Hopy golden bitter filled with grapefruit flavours and aromas.

- Gold
- Citrus
- Grapefruit · Bitter



**Timothy Taylor**  
**Boltmaker** (4.0%)  
 A well-balanced, genuine Yorkshire bitter, with a full measure of maltiness and hoppy aroma.

- Copper
- Citrus · Fruity · Spicy · Hops
- Roasted · Malty · 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
- Citrus · Hoppy · Fruity
- Full · Sweet · Hops



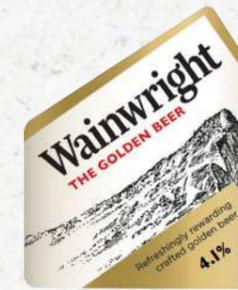
**Timothy Taylor**  
**Golden Best** (3.5%)  
 The last of the true Pennine light milds, this beer makes for a refreshing session ale. The smooth and creamy flavour made it the popular choice close to the brewery.

- Light Amber
- Soft Fruits · Hops
- Sweet · Smooth · Malty



**Thwaites**  
**Original** (3.6%)  
 Made from premium-grade Marris Otter malt and traditional hops. This beer is a naturally malty, full-flavoured bitter which is dry-tasting, clean and refreshing.

- Gold
- Malty
- Dry · Malty



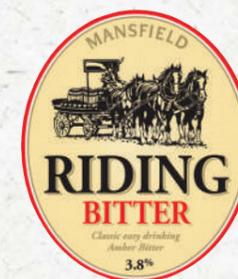
**Thwaites**  
**Wainwright** (4.1%)  
 A golden ale with subtle sweetness and delicate citrus fruity overtones. Sweet honey flavours compliment a fruitful flavour from the yeast, whilst a soft woody citrus comes through from the hops.

- Pale Straw
- Fruity · Citrus
- Fruity · Sweet · Citrus



**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
- Hoppy
- Dry · Bitter



**Lytham Blonde** (3.8%)  
A pale golden beer with a subtle hop aroma and smooth dry finish.

- Blonde
- Fruity
- Grapefruit · Smooth



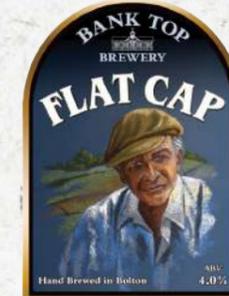
**Lytham Gold** (4.2%)  
A golden beer with a fruity aroma and lasting bitter finish.

- Golden
- Citrus · Spicy
- Bitter · Fruity



**Cumbrian Ales Loweswater Gold** (4.3%)  
A golden ale at made mainly with lager malt and German hops producing a tropical fruit aroma and flavour.

- Golden
- Fruity · Tropical
- Fruity · Bitter



**Bank Top Flat Cap** (4.0%)  
A pale bitter with a citrus aroma and a hoppy citrus finish.

- Gold
- Floral · Hoppy
- Citrus · Fruity



**Copper Dragon Golden Pippin** (3.9%)  
Light and refreshing with a citrus fruit flavour. Originally brewed as a seasonal ale, it has become such a favourite it is now produced all year round.

- Blonde
- Citrus · Melon · Summer Fruits
- Zesty · Floral · Refreshing



**Sharp's Doom Bar** (4.0%)  
The aroma combines an accomplished, balanced, resinous hop, inviting sweet malt and delicate roasted notes.

- Copper
- Roasted · Malt
- Caramel · Sweet



**Moorhouse's Pride of Pendle** (4.1%)  
A golden amber ale with an aroma of malty fruit and a delectably dry finish.

- Amber
- Fruity · Malty
- Dry · Hoppy



**Moorhouse's Blond Witch** (4.5%)  
A premium, light refreshing ale with a sweet citrus dry finish.

- Golden
- Gooseberry · Fruity
- Smooth · Fruity



**Fuzzy Duck Cuning Stunt** (4.3%)  
Amber coloured single-hop beer brewed with American Willamette hops. The rub of the hops gives a blackcurrant and herbal aroma.

- Amber
- Blackcurrant · Herbal
- Full



**Fuzzy Duck Pheasant Plucker** (4.2%)  
Amber beer with a slightly spicy taste and a citrus finish from the late addition of Cascade hops

- Amber
- Floral · Spicy
- Citrus



**Theakston Best Bitter** (3.8%)  
Aromatic with hints of citrus. It's light malt and fresh floral flavours combine with the zesty citric hop.

- Amber Gold
- Fruit · Hoppy · Malty
- Citrus · Spicy



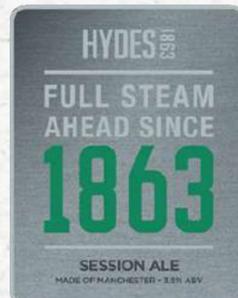
**Theakston Lightfoot** (4.1%)  
Brewed using English malted barley and wheat, European hops, water from the Yorkshire Dales and the famous Theakston twin yeast strain to create a 'continental blonde' style flavour and aroma.

- Pale Gold
- Honey
- Lemon · Fruit · Dry



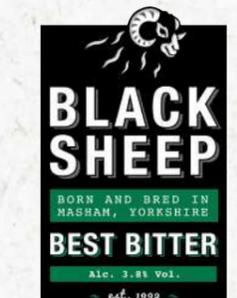
**Hydes Original** (3.8%)  
A classic popular English session ale, the bitterness is well balanced using English fuggle and wye Challenger hops to give a fruity and spicy palate.

- Amber
- Spicy · Hops · Malty
- Sweet · Bitter



**Hydes 1863** (3.5%)  
Brewed in a traditional way to give a full and satisfying pint. Aromas of fuggles and Challenger hops used to bitter it.

- Copper
- Spicy · Pine Resin · Fruity
- Caramel · Biscuit · Berries



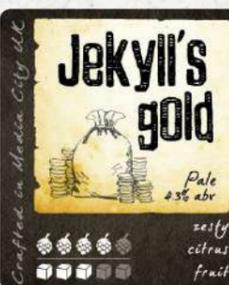
**Black Sheep Best Bitter** (3.8%)  
Wonderfully crisp with a peppery hop and a long dry, satisfying finish. The definitive quality session beer. Uncompromised, quaffable and moreish.

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



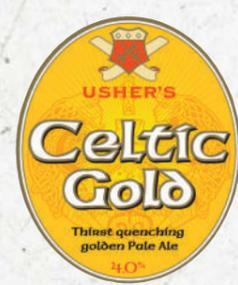
**Daleside G&P** (4.0%)  
A gin infused pale ale with a delicate hop flavour and hint of orange and citrus.

- Gold
- Hoppy · Citrus
- Hoppy · Orange



**Hydes Jekyll's Gold** (4.3%)  
An outstanding, refreshing premium ale. Pale blonde in colour with a delightful citrus character.

- Golden
- Citrus
- Zesty · Citrus · Fruity



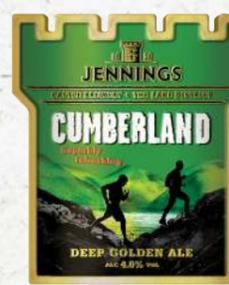
**Ushers Celtic Gold** (4.0%)  
A refreshing golden ale, brewed with carefully selected hop varieties including fuggles, goldings and challenger hops.

- Gold
- Sweet
- Malty



**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
- Citrus · Spicy · Biscuit
- Smooth · Sweet



**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
- Earthy Hops · Spicy
- Balanced · Crisp · Full Bodied

To Order Selection



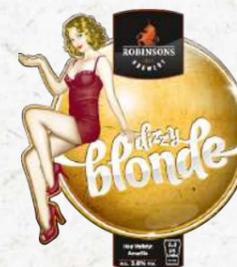
**Charles Wells**  
**Courage Directors (4.8%)**  
 Full bodied with a clean, bitter taste, balanced with a sweet burnt, malty and fruity notes with a distinctive dry-hop aroma and flavour.

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



**Wychwood**  
**Hobgoblin (4.5%)**  
 A full-bodied ruby beer that delivers a delicious chocolate toffee malt flavour, balanced with a moderate bitterness and an overall fruity, mischievous character.

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



**Robinsons**  
**Dizzy Blonde (3.8%)**  
 She's a zesty, vibrant ale with wild, aromatic, invigorating Amarillo hops... and a crisp, dry finish.

- Straw
- Perfume Hop · Herbal
- Crisp · Zesty · Refreshing



**Robinsons**  
**Trooper (4.8%)**  
 Malt flavours and citric notes for a unique blend of Bobek, Goldings and Cascade hops give this deep golden ale a subtle hint of lemon.

- Deep Gold
- Sweet · Malty · Zesty
- Bitter · Roasted · Malty



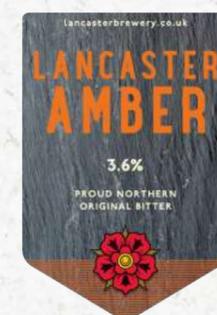
**Marston's**  
**Pedigree (4.5%)**  
 Has a fascinating aroma, with a palate of biscuit malt, spicy hops and light fruitiness. It was renamed in a staff competition back in George Peard's day. He was our Head Brewer at the time.

- Golden Brown
- Biscuit · Floral · Burton Sulphur
- Malty · Biscuit · Spicy



**Dunscar**  
**Monroe Blonde (3.8%)**  
 A session ale that stimulates the taste buds with a mix of three English hop varieties giving a clean, refreshing slightly sweet, very slightly spicy finish on the palate.

- Blonde
- Floral
- Clean · Sweet · Spicy



**Lancaster**  
**Amber (3.6%)**  
 A classic session bitter that is both aromatic and bursting with flavour.

- Amber
- Toffee
- Sweet



**Lancaster**  
**Blonde (4.0%)**  
 A blonde beer with slight citrus flavours and a delicate biscuit overtone.

- Blonde
- Grapefruit
- Melon



**Box Steam**  
**Tunnel Vision (4.2%)**  
 A well-rounded light amber bitter. Clean tasting, with a bitterness on the finish.

- Amber
- Fruity · Hoppy
- Clean · Bitter



**Box Steam**  
**Piston Broke (4.5%)**  
 A fine, full-bodied golden ale with a clean, refreshing bittersweet taste and a fruity, hoppy aroma.

- Golden
- Fruity
- Bittersweet · Clean



**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



**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
- Balanced · Fruity



**Ossett Yorkshire Blonde** (3.9%)  
Full-bodied with a delicate malty sweetness on the palate. The fruity hop aroma results from a generous late addition of Mount Hood hops.

- Golden
- Hops · Fruity
- Malt · Sweet



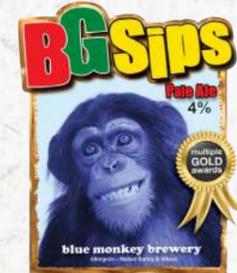
**Camerons Strongarm** (4.0%)  
The brewery's flagship beer. Well-rounded, ruby red ale with a distinctive creamy head. A balance of malt, hops and bitterness.

- Ruby Red
- Rich · Toffee · Malty
- Sweet · Bitter



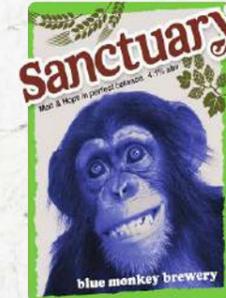
**Camerons Motorhead Road Crew** (4.5%)  
American Pale Ale full of hoppy citrus and blackcurrant flavours delivering a crisp, refreshing, superior taste to celebrate the spirit of the strong and those who inspired it. Motorhead for life.

- Golden
- Citrus · Hoppy
- Hoppy · Blackcurrant · Citrus



**Blue Monkey BG Sips** (4.0%)  
Stuffed 20 kilograms of 'Brewers Gold' hops into every small scale batch brewed to create a beautifully pale and intensely hoppy beer. The hops impart tropical fruit aromas and a lovely thirst quenching bitterness.

- Pale
- Tropical
- Hoppy · Bitter



**Blue Monkey Sanctuary** (4.4%)  
A traditional ale with a hoppy twist. A great choice as a regular session beer but is spiced up with an unusual combination of German and American hops.

- Copper
- Hoppy
- Spicy · Hoppy



**Three B's Doff Cocker** (4.5%)  
A straw coloured multi-layered delight of 50% bitter hop and 50% lager hops. Offering a flowery refreshing taste.

- Straw
- Hoppy
- Floral



**Three B's Honey Bee** (3.7%)  
A golden bitter with warm aromas.

- Straw
- Honey
- Zesty



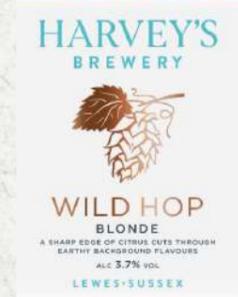
**Dark Star American Pale Ale** (4.7%)  
The Maris Otter malt provides a perfect light colour and dryness to complement the crisp taste and full aroma of the hops.

- Pale Gold
- Hoppy
- Dry · Fruity



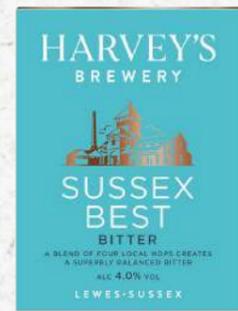
**Dark Star Hophead** (3.8%)  
Extremely clean-drinking pale with a strong floral aroma and elderflower notes from the Cascade hops. This beer is full-bodied and full-flavoured yet gentle enough to make it a favourite session beer.

- Pale
- Floral
- Hoppy



**Harvey's Wild Hop** (3.7%)  
Old and new varieties of hops are combined to create a lingering bitterness and clean citrus flavours.

- Blonde
- Hoppy
- Citrus · Clean



**Harvey's Best Bitter** (4.0%)  
A superbly balanced bitter with prominent hop character.

- Amber
- Hoppy
- Hoppy · Bitter



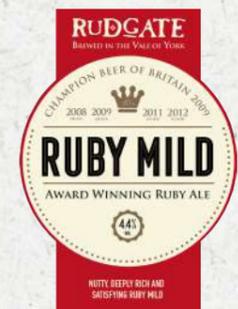
**Fuller's London Pride** (4.2%)  
This ale borrows sweet raisin, biscuit and dried-fruit notes from the Crystal malt, while fresh, piney herbs emanate from the hops. Rich, smooth and elegant on the palate and draws to a clean finish.

- Gold
- Pine · Grapefruit
- Hoppy · Grassy



**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
- Ripe Fruit
- Malty · Sweet · Bitter



**Rudgate Ruby Mild** (4.4%)  
A sweet, rich, ruby red ale. 2009 Champion Beer of Britain winner.

- Ruby Red
- Sweet · Strawberries · Smoky
- Soft · Rich · Complex



**Arkells Moonlight** (4.5%)  
Moonlight has a golden auburn colour with a warm toasty aroma and distinctive citrus hoppy flavour from Celeia hops.

- Auburn
- Fruity
- Citrus · Hoppy



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

- Copper
- Fruity · Hoppy
- Toffee · Caramel



**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



**Limestone**  
Stone Cutter (3.7%)

A fusion of Maris Otter malts and Pilot and Fuggles hops explode on the palate as biscuit and juicy fruit flavours give way to citrus and berry hops, good hop aroma and hoppy after taste.

- Pale
- Citrus · Berries
- Biscuit · Berries · Hoppy



**Hop Back**  
Summer Lightning (5.0%)

An extremely pleasant bitter, straw coloured beer with a terrific fresh, hoppy aroma. This, coupled with an intense bitterness, leads to an excellent long, dry finish.

- Pale
- Grapefruit
- Malty



**Everards**  
Tiger (4.2%)

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

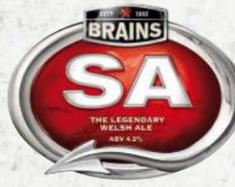
- Auburn
- Spicy · Hoppy · Malty · Toffee
- Sweet · Bitter



**St Austell**  
Tribute (4.2%)

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

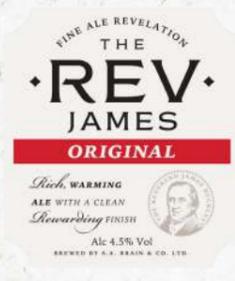
- Amber
- Orange · Tropical
- Orange · Grapefruit



**Brains**  
SA (4.2%)

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.

- Copper
- Rich · Fruity
- Rich · Malty



**Brains**  
Rev James Original (4.5%)

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

- Mahogany
- Spicy · Toffee
- Strong · Rich



**Daleside**  
Old Legover (4.1%)

A balanced mid-brown ale. Fruit and floral aromas and tastes of mature fruits and a slight nuttiness are rounded off with a lingering hop and bitter aftertaste.

- Brown
- Mature Fruits · Nutty
- Hoppy · Bitter



**Daleside**  
Blonde (3.9%)

A refreshing beer with a hoppy aroma and crisp palate. Has a distinctive nose with delicate mouth feel and a subtle aftertaste.

- Golden
- Peaches · Fruity · Citrus
- Grapefruit · Sweet · Dry



**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.

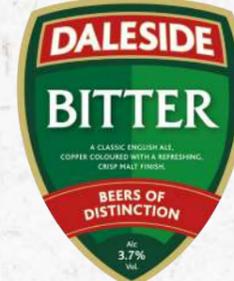
- Pale Gold
- Citrus · Tropical Fruit
- Hoppy · Fruity · Crisp



**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



**Daleside**  
Bitter (3.7%)

Light and very drinkable. A great Yorkshire beer with tradition in every drop.

- Copper
- Malty · Hoppy · Floral
- Treacle · Sweet · Fruity



**Okell's**  
IPA (4.5%)

A light coloured beer with a surprising full bodied taste. The sweetness is offset by a strong hopping rate. It has a very spicy lemony notes and a fine dry finish to counteract the initial sweetness.

- Pale
- Citrus · Hoppy
- Spicy · Lemon · Sweet



**Salopian**  
Oracle (4.0%)

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

- Gold
- 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
- Floral
- Dry · Malty



**Oakham**  
Inferno (4.0%)

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

- Pale
- Fruity
- Fruity · Bitter



**Oakham**  
JHB (3.8%)

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

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



**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
- Fruity
- Hoppy



**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
- Lemon · Peaches · Hoppy
- Citrus · Soft · Refreshing



**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
- Fruit · Toffee · Hoppy
- Hoppy · Spicy · Bitter

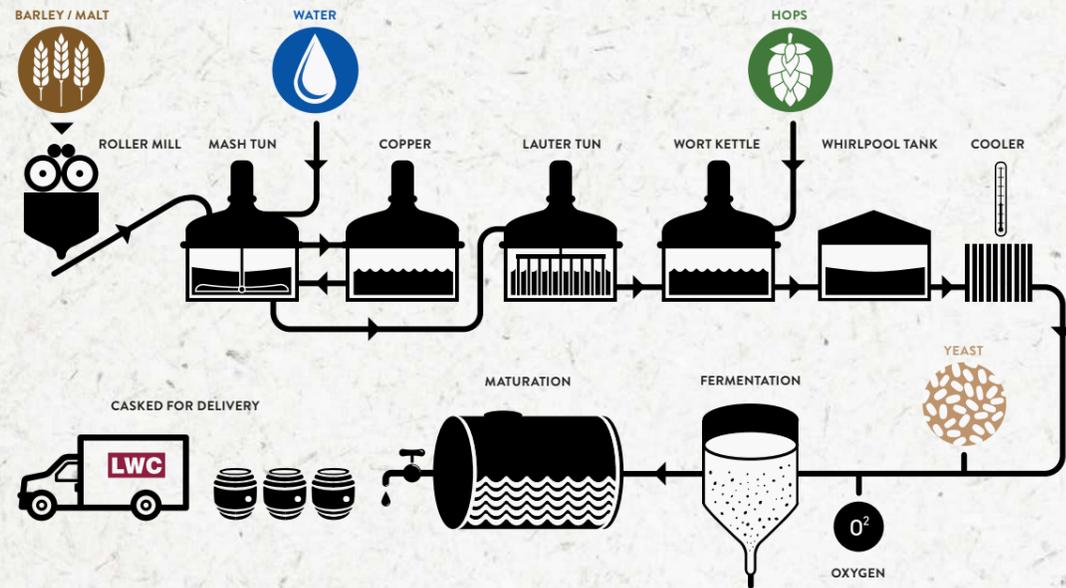


**Wadworth**  
6X (4.1%)

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

- Brown
- Malty · Fruity
- Nutty · Hoppy

## 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 CO<sub>2</sub>. 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.

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**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.

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**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.

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**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.

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**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.

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**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.

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**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%.

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**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.



### MARSTON'S · BURTON

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



### THREE B'S · LANCASHIRE

Three B's Brewery was founded in 2001 by Robert Bell, whose love, dedication and over 20 years of experience in the art of traditional beer making, is embodied in the beers we produce.

We only use the finest ingredients with no artificial additives, producing beers to satisfy the most discerning palates.



We produce 10 regular beers which include a Mild, Blonde, IPA and Porter, in addition we have a range of seasonal ales. Every beer we offer is backed by our personal service and assistance to respect the needs of the publican.



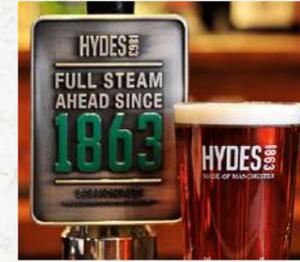
### BOWLAND BREWERY · LANCASHIRE

Bowland Brewery is a family owned brewery based in the heart of the Ribble Valley. The brewery is at the centre of the Holmes Mill development in Clitheroe showcasing a beer hall, brewery tap and live music venue.

We have a core range of 5 cask, award winning ales complimented by seasonal cask ales throughout the year. Hen Harrier our most popular ale is a 4.0% golden beer.



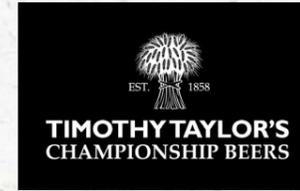
We are proud to have recently won two major awards such as the Lake District and Lancashire Life Drink Producer of the year 2016 and Lancashire Tourism Award 2016 for Food and Drink producer of the year.



### HYDES BREWERY · MANCHESTER

Founded in 1863 and still owned by the same family. During 2013, Hydes moved to their new cask ale brewery at Media City in Salford. They have developed a creative range of new and exciting craft cask beers under the Beer Studio and Provenance labels.

Hydes operate around 60 pubs. These include destination food houses, suburban locals and town centre venues and Hydes aim to make every one of these sites the best in its locality.



### 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.



### BLACK SHEEP BREWERY · YORKSHIRE

In 1992, Paul Theakston dared to follow his heart and build a new brewery from scratch following the takeover of his family's brewing firm. Paul dreamt of a perfect tasting, quality Yorkshire bitter - light amber, grassy fresh with a hoppy bite - and Black Sheep Best Bitter was born. It has been and remains a top ten best selling beer brand nationwide, is by far the biggest selling beer brewed by Black Sheep and is the official beer of Yorkshire County Cricket Club.



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



Nationally best-selling beers from our other partners.

Notes

Notes

Why not give your customers something to be enthusiastic about?

# CASK ALE FESTIVAL



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

## What's Stopping You?

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

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

## For Beer Festivals

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

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

7000 customers believe LWC makes the difference.

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

**LWC** LANCASHIRE

To place your order please call  
0845 345 1086