

# Cask & Craft Beer

**August, September & October 2025** 



Central

**Covering: Stoke, Hereford and Northampton** 



# Central Region

**LWC NORTHAMPTON** 



**OUR CENTRAL REGION DEPOTS DELIVER TO:** 

#### **LWC STOKE**

South Staffs Herefordshire Rugeley Lichfield Cheshire Congleton Abergavenny Monmouth

Buxton Sandbach Stoke on Trent Midlands

Birmingham Wolverhampton Telford & Wreckin Loughborough

Derby

#### **LWC HEREFORD**

Worcestershire

Shropshire

Aberystwyth

Northamptonshire Bedfordshire Gloucestershire Buckinghamshire Cambridgeshire Leicestershire Hertfordshire

Dudley **West Bromwich** 

All deals run 01-08-25 to 31-10-25 unless otherwise stated. Stock subject to availability. There can be up to a 2-week lead time.

#### **9 TIPS ON KEEPING CASK ALE**

Over 90% of consumers say that quality is the most important factor. Two thirds will reject a pint if it is perceived to be poor in quality

#### 1. ORDERING

Order the correct size of cask and aim to sell it within three days. 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 and 13°C (52–55°F), ideally at 12°C (54°F). 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.

Level stillaging creates 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 the cask is 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 hard, non-porous peg into it.

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.

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, the beer is exposed to air which causes rapid deterioration. Empty casks as soon as possible, ideally within three days.

Why? Air drawn into the cask causes oxidation, which causes the ale to sour.

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

#### 9. CLEANING

Clean beer lines and equipment 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 of the beer, dirty systems can cause malfunctioning and uncontrollable fobbing.

# CONTACT THE TEAM

#### **LWC Stoke**

**Cask Coordinator** Kylie McCready

**General Enquiries** 0178 279 4020

#### **LWC Hereford**

**Cask Coordinator** Kyle Parton

**General Enquiries** 0156 861 6193

#### **LWC Northampton**

**Cask Coordinator** Marcus Middleton

**General Enquiries** 0160 475 0040



TO ORDER

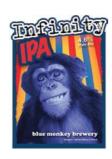


BLUE MONKEY BG SIPS 4%

A pale and intensely hoppy beer with enticing tropical fruit aromas

BEER COLOUR: PALE

**TO ORDER** 



# BLUE MONKEY INFINITY IPA

Delicious award winning IPA is brewed with massive amounts of Citra hops to give a distinctive yet traditional taste.

BEER COLOUR: PALE

**TO ORDER** 



### BRADFIELD FARMERS BLONDE

Very pale brilliant blonde beer has citrus and summer fruit aromas making it an extremely refreshing ale.

BEER COLOUR: BLONDE



# BRAINS REV JAMES

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

BEER COLOUR: AMBER



# DARK STAR HOPHEAD 3.4%

An extremely clean-drinking pale golden ale 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.

BEER COLOUR: GOLDEN

**BEST SELLER** 



# DRAUGHT BASS 4.4%

Bass is richly fragrant with a hoppy bouquet. It has a complex nutty, malty taste and a bright chestnut hue.

BEER COLOUR: MID BROWN



# GREENE KING ABBOT ALE 5%

Abbot is an irresistible ale with masses of fruit characters, a malty richness and superb hop balance. It is brewed longer to a unique recipe, which makes it the full-flavoured, smooth and mature beer it is today.

BEER COLOUR: BRONZE



# MARSTONS PREDIGREE 4.5%

Palate of biscuit malt, spicy hops and light fruitiness. Now with added personality.

BEER COLOUR: AMBER



#### OAKHAM CITRA 4.2%

Bursting with citrus and tropical hop flavours and sensationally refreshing.

BEER COLOUR: PALE



**TO ORDER** 

# ROBINSONS DIZZY BLONDE 3.8%

This light refreshing beer has a clean zesty hop dominated palate complemented by a crisp dry finish.

BEER COLOUR: BLONDE



# ROBINSONS TROOPER 4.7%

Malt flavours and citric notes from a unique blend of Bobec, Goldings and Cascade hops dominate this deep golden ale with a subtle hint of lemon.

BEER COLOUR: DEEP GOLD



# SHARPS DOOM BAR 4%

An enticing aroma of resinous hop, sweet malt and delicate roasted notes. The mouth feel is a balanced, complex blend of succulent dried fruit, lightly roasted malt and a subtle yet assertive bitterness. The finish is dry and refreshing.

BEER COLOUR: AMBER



#### WADWORTH 6X 4.1%

The delicious malt and fruit character emerge even more intensely on the palate with a long, lingering malty finish.

BEER COLOUR: COPPER



#### WADWORTH ADMIRALS GROG 4%

A malty and fruity beer with a balancing hoppy note and laced with Old J Spiced Rum.

BEER COLOUR: DARK AMBER





#### MAIDEN VOYAGE 4%

Amber colour, nutty caramel subtle fruits with a bittersweet finish

BEER COLOUR: AMBER

# TO ORDER



#### BONVILLE PALE 4%

Light colour, floral and zesty citrus with a fresh hop finish

BEER COLOUR: PALE

#### TO ORDER



#### SCALLYWAG 4.8%

Chestnut colour, Nutty caramel, berry fruits with a smooth bitter finish

BEER COLOUR: CHESTNUT

#### TO ORDER



# MOOSE RIVER 5%

Golden colour, tropical fruits, zesty grapefruit with a fruity hop finish

BEER COLOUR: GOLDEN

# Central Bag-in-Box Range

# AVAILABLE DURING THE BROCHURE PERIOD



#### **LILLEYS TROPICAL 20L BIB | 4.0%**

We have blended our Somerset cider with an explosion of tropical fruits. Pink grapefruit, pineapple, mango and lime all combine to make this a succulent thirst quencher. Perfect for drinking on the beach and making you feel closer to the Caribbean with every sip.

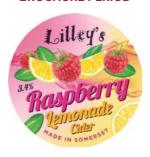
# AVAILABLE DURING THE BROCHURE PERIOD



# LILLEYS PEACH 20L BIB 4.0%

Like biting into a juicy ripe peach, sweet and full of flavour. We have blended out Somerset cider with peach juice to create this increibly scrumptious peach cider,

# AVAILABLE DURING THE BROCHURE PERIOD



#### LILLEYS RASPBERRY LEMONADE 20L 3.4%

A berry burst with a zing of Lemon. Lilley's Somerset Cider mixed with raspberry and lemon juice to create this pink haze of delight. The perfect balance of sweet and tangy.

# AVAILABLE DURING THE BROCHURE PERIOD



#### LILLEYS SOMERSET SCRUMPY DRY 20L 6.0%

Made with a blend of bittersweet cider apples this is a very traditional unfiltered cider. Perfect for those that like a dry Somerset cider. Full-bodied and full of character.

# AVAILABLE DURING THE BROCHURE PERIOD



#### LILLEYS CHEEKY PIG 20L BIB 7.5%

A medium dry blend of perry and cider that is golden amber in colour. Made using our crisp Somerset apple cider and our fresh tasting perry, resulting in a refreshing drink which is packed full of flavour with a fairly dry texture.

# AVAILABLE DURING THE BROCHURE PERIOD



#### LILLEYS MANGO CIDER 20L BIB 4.0%

An aromatic sweet cider expertly blended with exotic mango to create a mouth watering tropical flavour.

# AVAILABLE DURING THE BROCHURE PERIOD



# LILLEYS GLADIATOR CIDER 20L BIB 8.4%

This strong rustic cider with its Roman flair has everything. Well rounded, fruity, packed full of flavour and intoxicatingly easy to drink for an 8.4% cider. Medium.

# AVAILABLE DURING THE BROCHURE PERIOD

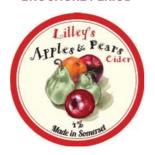


#### LILLEYS RHUBARB 20L BIB 4.0%

We have expertly blended our crisp Somerset cider and tangy rhubarb to make this a real taste sensation. Sweet and full of rhubarb flavour with a tart edge.

6

# AVAILABLE DURING THE BROCHURE PERIOD



# LILLEYS APPLE PEARS 4% 20L BIB 4.0%

Made from 88% pear and 12% apple. Sweet in flavour with a mouth-watering almost exotic taste

# Central Bag-in-Box Range

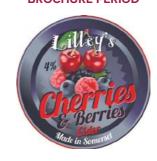
# AVAILABLE DURING THE BROCHURE PERIOD



# LILLEYS PINEAPPLE 3.4% 20L BIB 3.4%

Using our legendary skills in blending fruit with our fantastic cider we have come up with this pineapple delight. In this fruity fusion pineapple juice is paired with our crisp Somerset cider creating this exciting fresh flavour.

# AVAILABLE DURING THE BROCHURE PERIOD



# LILLEYS BERRIES CHERRIES 20L 4.0%

Somerset cider bursting with berry scrumptiousness.
Crafted with the most sublime cherries & berries,
this mouth-watering cider is sweet with a soft
underlying berry flavour and bold cherry notes.

# AVAILABLE DURING THE BROCHURE PERIOD



#### LILLEYS STRAWBERRY 20L BIB 4.0%

A sweet berry burst which sublimely compliments the refreshing bite of apple in this moreish, juicy cider.

# AVAILABLE BY REQUEST, MAY TAKE 1-2 WEEKS LEAD TIME



### SEACIDER BAKEWELL TART 20L BIB

Cherry juice and almonds mixed with delicious medium Sussex cider gives a very moreish sweet tasting craft cider.

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# AVAILABLE BY REQUEST, MAY TAKE 1-2 WEEKS LEAD TIME



# SEACIDER LEMON M PIE 20L BIB 4.0%

A genuine taste of lemon meringue made from lemons and apples - creating a delicious lemony cider!

# AVAILABLE BY REQUEST, MAY TAKE 1-2 WEEKS LEAD TIME



# SEACIDER MANGO 20L BIB 4.0%

Made with real mango juice and blended with SeaCider Medium, this cider is refreshing and packed with juicy flavour.

# AVAILABLE BY REQUEST, MAY TAKE 1-2 WEEKS LEAD TIME



# SEACIDER STRAWBERRY 20L BIB 4.6%

Made with pure strawberry juice, you can't go wrong with this delicious cider!

# AVAILABLE BY REQUEST, MAY TAKE 1-2 WEEKS LEAD TIME



# SEACIDER MEDIUM DRY 20L BIB 4.6%

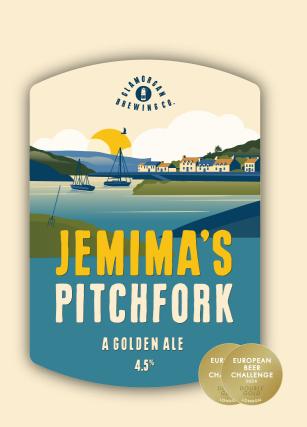
Our Best-Selling Cider is an easy drinking medium cider made with sweet eating apples.

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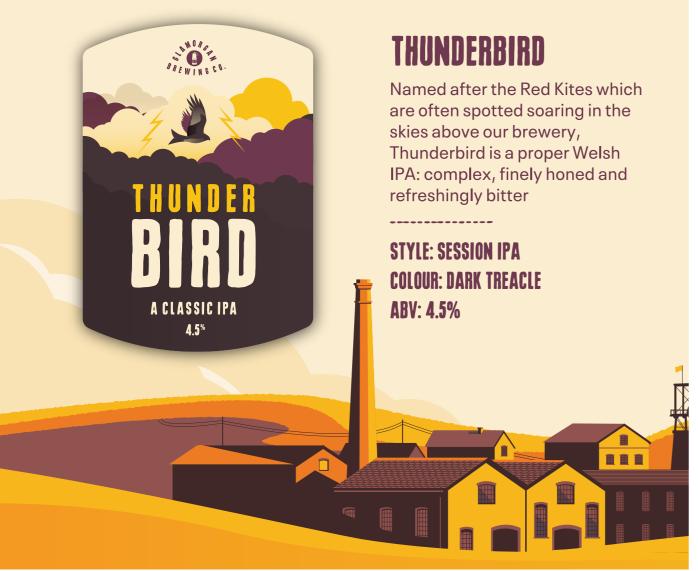
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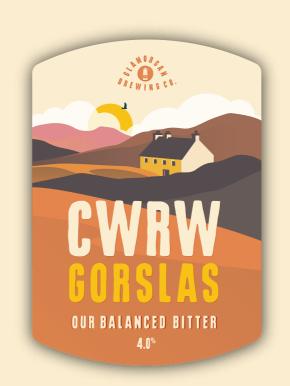


# **JEMIMA'S PITCHFORK**

Named for Jemima Nicholas, a true Welsh original, who singlehandedly ended the 1797 Battle of Fishguard using only a pitchfork, this delicious brew has been picking up accolades ever since it launched

STYLE: GOLDEN ALE **COLOUR: STRAW ABV: 4.5%** 





OUR PROUD PALE ALE

4.1%

# **CWRW GORSLAS**

The beer that started it all for Glamorgan Brewing Co. Named after the village, Gorslas, in Carmarthenshire where we first brewed, this well balanced cwrw (beer) is a love letter to the classic bitters we grew up on.

STYLE: BITTER **COLOUR: COPPER ABV: 4%** 



# **WELSH PALE**

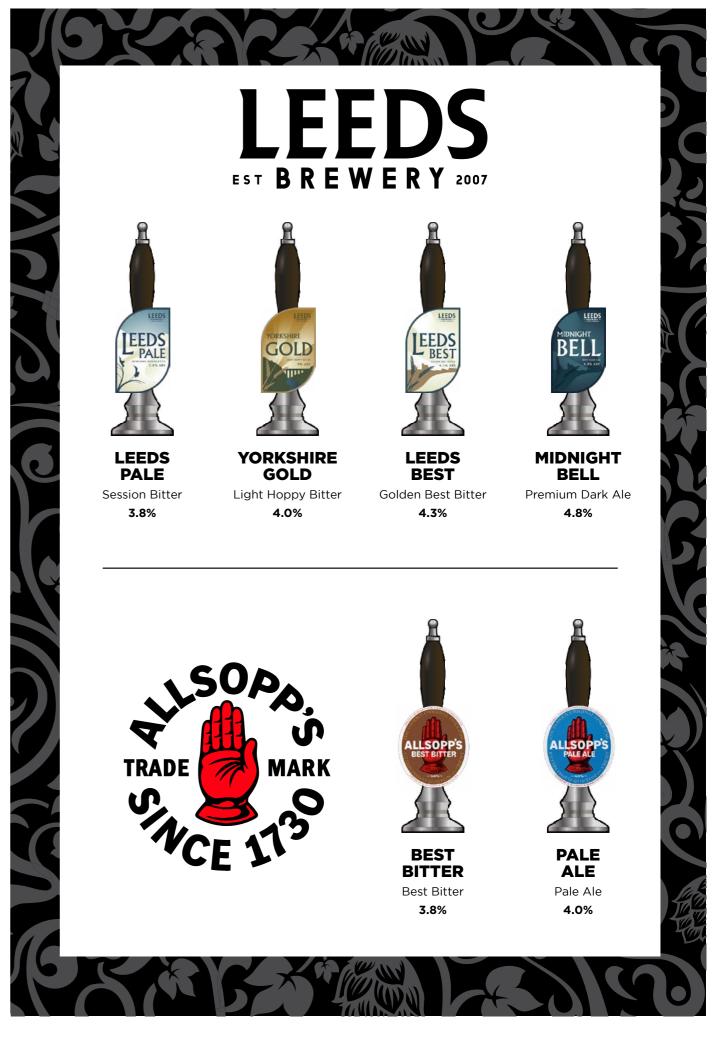
A super drinkable, citrus-forward pale ale designed for long afternoons down the local. Welsh Pale is easy going, approachable and pretty much impossible to resist.

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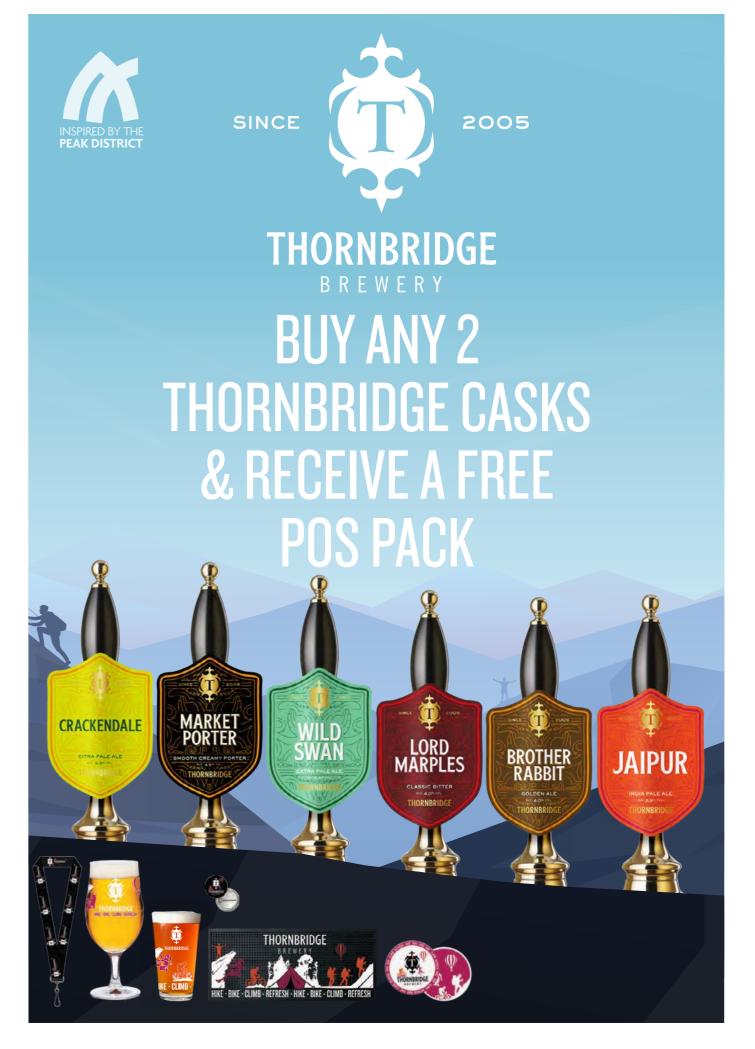
STYLE: PALE ALE **COLOUR: GOLDEN ABV: 4.1%** 









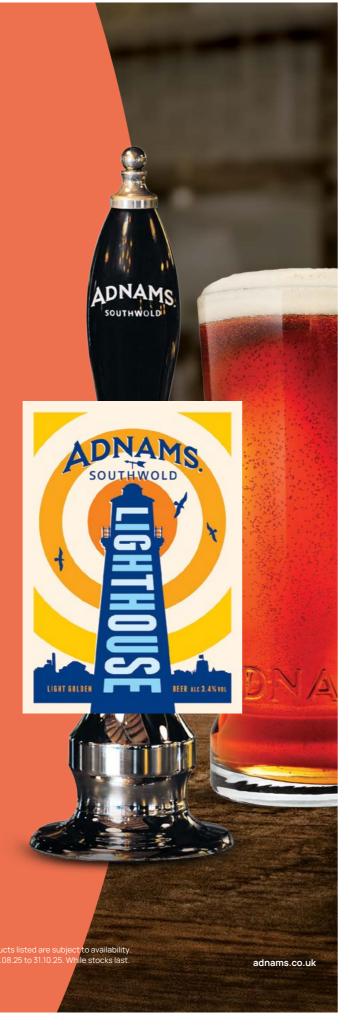


# ADNAMS. SOUTHWOLD

# ADNAMS LIGHTHOUSE

# SPECIAL PRICE £69.00\*

Lighthouse is brewed with Pale Ale and Crystal Malt, hopped with Fuggles and Goldings to produce bright, fresh aromas with hints of caramel and toffee.







# BUYANY2PINS

# AND RECEIVE THE 3RD PIN FREE

Buy any 3 of 6X, Horizon or Henry's IPA only.

## Why Pins?

- Easy to handle Fresh beer, fast turnover Less waste, more savings
  - Join the trend customers are loving pins!

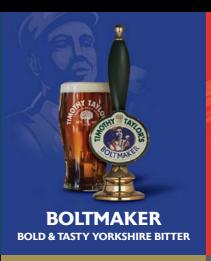


5th generation brewery based in Devizes for 150 years.

www.wadworth.co.uk (f) (iii)



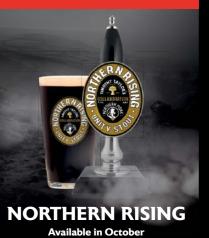






















# Halloween pump clips available in October

For orders, please contact Nick Grant on 07880 704201 or nick.grant@timtaylors.co.uk



All for that taste of Taylor's www.timothytaylor.co.uk











# Brands with Provenance



20







21





\*Promotion from 1st — 30th September 2025. Purchase any 2 x 9g firkins of Abbot Ale, Old Speckled Hen or GKIPA to qualify. Free Cask Ale Week kits consist of: 5 tent cards, 5 Cask Ale Week crowners. 2 'coming soon' font hangers, & 2 'resting' crowners. Cellar Support kits sent separately on request, 1 per venue. No limit to the number of Cask Ale Week kits per outlet. Subject to availability.

#### 1 LWC North East

Unit 10 Rutherford Road Washington Tyne & Wear NE37 3HX

Tel: 0191 385 1600 E: northeast@lwc-drinks.co.uk

#### 2 LWC Teesside

Concorde Way Stockton-On-Tees TS18 3RA

Tel: 01642 634 217 E: teesside@lwc-drinks.co.uk

#### 3 LWC Leeds

Cross Green Garth Cross Green Industrial Estate Leeds LS9 OSF

Tel: 01132 351 950 E: yorkshire@lwc-drinks.co.uk

#### 4 LWC Doncaster

Herons Way Balby Doncaster DN4 8WA

Tel: 01302 305 454 E: doncaster@lwc-drinks.co.uk

#### 5 LWC Lancashire

Unit 1 Tomlinson Road Leyland, Preston PR25 2DY

Tel: 01772 622 960 E: lancashire@lwc-drinks.co.uk

#### 6 LWC Merseyside

Unit 5, Earlsfield Arley Drive Prescot, Knowsley Liverpool, L34 4BF

Tel: 0151 422 6070 E: merseyside@lwc-drinks.co.uk

#### 7 LWC Manchester

Greenside Way Middleton Manchester M24 1SW

Tel: 0161 438 4088 E: manchester@lwc-drinks.co.uk

#### 8 LWC Central

Grove Road Heron Cross Stoke on Trent ST4 4LN

Tel: 01782 794 020 E: central@lwc-drinks.co.uk

#### 9 LWC Hereford

Coldnose Road Rotherwas Hereford HR2 6JL

Tel: 01568 616 193 E: hereford@lwc-drinks.co.uk

#### 10 LWC Northampton

Imperial House Spencer Bridge Road Northampton NN5 7DR

Tel: 01604 750 040 E: northampton@lwc-drinks.co.uk

#### 11 LWC London (Aylesbury)

Unit 6, Symmetry Park Aston Clinton Aylesbury HP22 5WJ

Tel: 01753 578 877 E: aylesbury@lwc-drinks.co.uk

#### 12 LWC Andover

1 Churchill Way Andover Hampshire SP10 3UW

Tel: 01264 586 240 E: andover@lwc-drinks.co.uk

#### 13 LWC Eastbourne

15 Alder Close Eastbourne BN23 6QF

Tel: 01323 720 161 E: eastbourne@lwc-drinks.co.uk

#### 14 LWC Wiltshire

Unit 1, Clarke Avenue Portemarsh Industrial Estate Calne Wiltshire SN11 9BS

Tel: 01249 474 230 E: wiltshire@lwc-drinks.co.uk

#### 15 LWC South West

King Charles Business Park Old Newton Road Heathfield Newton Abbot, Devon TQ12 6UT

Tel: 01626 249 626 E: southwest@lwc-drinks.co.uk

#### 16 LWC Cornwall

Wilson Way Pool Industrial Estate Redruth, Cornwall TR15 3JD

Tel: 01209 211 249 E: cornwall@lwc-drinks.co.uk

#### 17 LWC Romford

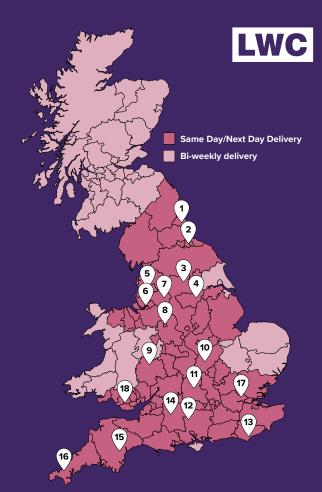
Consolidated House Faringdon Avenue Harold Hill Romford RM3 8SP

Tel: 01708 335 050 E: info@hillsprospect.com

#### 18 LWC Glamorgan

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Parc Eirin
Tonyrefail
Porth
CF39 8WA

Tel: 01443 406 080 E: glamorgan@lwc-drinks.co.uk





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