

LWC STOKE

To place your order please call
0845 345 1056

www.lwc-drinks.co.uk

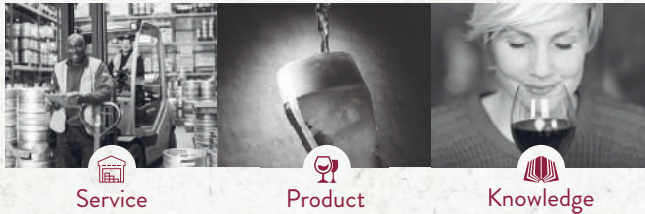
LWC Stoke · Grove Road · Heron Cross · Stoke-on-Trent · ST4 4LN



CASK-CONDITIONED
BEER

LWC STOKE

Who We Are and What We Do



Stoke Depot

LWC Stoke · Grove Road · Heron Cross · Stoke-on-Trent · ST4 4LN



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.

Our depot currently delivers to:

- | | | | |
|---------------------|------------------|--------------|---------------------------|
| · Alderly Edge | · Holmes Chapel | · Middlewich | · Staffordshire Moorlands |
| · Alfreton | · Knutsford | · Nantwich | · Stoke-on-Trent |
| · Asby De La Zooch | · Leek | · Newark | · Tarporley |
| · Bakewell | · Lichfield | · Northwich | · Whitchurch |
| · Burton Upon Trent | · Lincoln | · Nottingham | · Winsford |
| · Buxton | · Llangollen | · Oswestry | · Wirksworth |
| · Cannock | · Macclesfield | · Penkridge | · Wrexham |
| · Crewe | · Mansfield | · Mansfield | · Uttoxeter |
| · Congleton | · Market Drayton | · Ripley | |
| · Derby | · Matlock | · Stafford | |

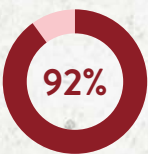
To place your order please call
0845 345 1056

Cask Market and Consumer Review

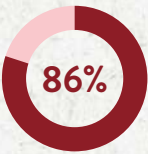
(Referenced from the 2017 Cask Report)



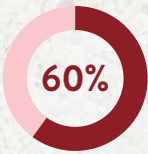
- 82% of licensed pubs claim cask ale sales are in growth.
- Cask ale takes up 58% of all on-trade ale (in comparison to 42% keg).
- The total on-trade beer market has decreased by 1.5% in a year, but the cask ale market value has increased by 6.3% in the last 5 years!



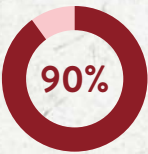
of consumers are keen to know more about beer styles, and offering them to try the beers before they buy results in more sales.



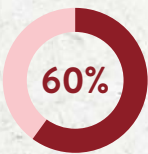
of cask ale drinkers think pub staff should have a good cask ale knowledge. When staff engage with the consumer about ale, 50% of the time it will result in ale sales.



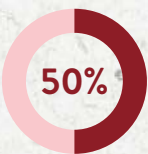
of outlets don't offer enough information about beer taste, scent and colour.



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



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



of consumers trust the brewer has the best knowledge of beer, suggesting 'meet the brewer' events could increase sales.

Cask consumers choose where to drink, are more loyal, visit more often, bring people and spend more money. A standard cask beer consumer spends £967 a year in comparison to £507.36 of other consumers.

Cask Ale Consumer Demography



85% MALE



15% FEMALE

5% 18-24 YO · 7% 25-34 YO · 13% 35-44 YO · 18% 45-54 YO · 21% 55-64 YO · 36% 65+

Frequency of Pub Visits

| | WEEKLY | MONTHLY | OCCASIONALLY |
|-----------------|--------|---------|--------------|
| CASK DRINKERS | 47% | 27% | 26% |
| OTHER CONSUMERS | 32% | 23% | 45% |

Cask Ale Consumers FAQ

- 21% question by whom and where the beer is brewed.
- 20% ask about the colour and the flavour of a beer.
- 15% ask how strong cask ales are.



Stoke's Top 20



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

Wadworth have been brewing beer since 1875 with iconic brands such as 6X brewed alongside other award winning ales. Our beers are sold within our own pub estate in the South West and London, national pub company outlets, small multiple chains and managed pub companies. We sell our packaged range through all the major retailers, locally and nationally.

Our modern Brewhouse based in our Victorian brewery, combines state of the art techniques with over 140 years of brewing experience, and our small beer kitchen enables us to create new and innovative beers for our customers.

We take pride in the way that we brew and the ethos behind it. 95% of our ingredients are sourced in the UK and we successfully combine craft brewing with dynamic innovation, passion and quality.



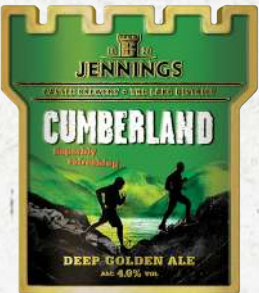
For more information about Wadworth Brewery please visit:
www.wadworth.co.uk or follow them on Twitter @Wadworth

Permanently Stocked Selection



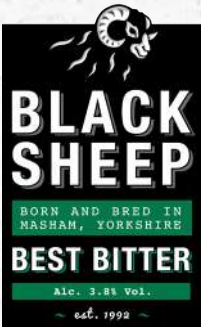
Wadworth
6X (4.1%)
A beacon on the bar for many ale drinkers. Full bodied and distinctive, 6X remains one of the South's most famous beers. Mid-brown in colour, malty and fruity with balancing hop character.

- 👁️ Brown
- 🍷 Malty · Fruity
- 🍷 Nutty · Hoppy



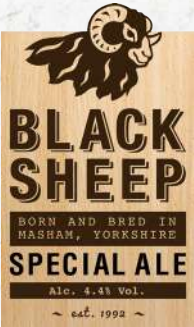
Jennings
Cumberland (4.0%)
This superbly refreshing golden ale has a soft honey texture and a sharp bitterness that will take you on a taste adventure.

- 👁️ Burnished Gold
- 🍷 Earthy Hops · Spicy
- 🍷 Balanced · Crisp · Full Bodied



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



Black Sheep
Special Ale (4.4%)
Best Bitter was lonely, it needed a companion. We knew we needed a quality, premium strength beer that would stand alongside our Bitter... We present to you, Black Sheep Ale.

- 👁️ Pale Gold
- 🍷 Roasted · Coffee · Orange
- 🍷 Fruity · Dry · Hoppy



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



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



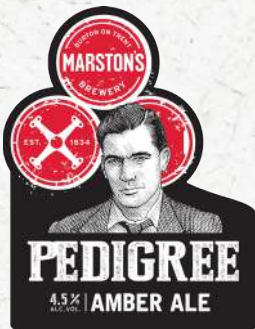
Shepherd Neame
Spitfire Kentish Ale (4.2%)
An infusion of three Kentish hops adorns this beautifully balanced, blood-orange tinted British bitter. Hints of marmalade, red grapes and pepper are thrust from a springboard of warm, mellow malts.

- 👁️ Auburn
- 🍷 Fruit · Toffee · Hoppy
- 🍷 Hoppy · Spicy · Bitter



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



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

| | |
|--|---|
|  | <p>Charles Wells Bombardier (4.1%)</p> <p>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.</p> <p> Copper</p> <p> Citrus · Spicy · Biscuit</p> <p> Smooth · Sweet</p> |
|  | <p>Purple Moose Glaslyn (4.2%)</p> <p>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.</p> <p> Golden</p> <p> Fruity</p> <p> Hoppy</p> |
|  | <p>Mansfield England's Pride (4.5%)</p> <p>A dark brew combining chocolate and crystal malts to give a luscious toffee, malty flavour with hop and bitterness in the aftertaste.</p> <p> Dark</p> <p> Smoky · Roasted</p> <p> Roasted · Malty</p> |
|  | <p>Salopian Oracle (4.0%)</p> <p>A crisp, sparklingly sunflower gold ale with a striking hop profile. Dry and refreshing with a long citrus aromatic finish.</p> <p> Gold</p> <p> Fruit</p> <p> Sweet</p> |
|  | <p>Salopian Lemon Dream (4.5%)</p> <p>A shimmering golden ale brewed using organic lemons which adds beautifully subtle zesty aromas and a citrus filled fruity finish.</p> <p> Gold</p> <p> Lemon</p> <p> Zesty · Juicy · Bitter</p> |
|  | <p>Charles Wells Courage Directors (4.8%)</p> <p>Full bodied with a clean, bitter taste, balanced with a sweet burnt, malty and fruity notes with a distinctive dry-hop aroma and flavour.</p> <p> Copper</p> <p> Citrus · Spicy · Biscuit</p> <p> Hoppy · Bitter</p> |
|  | <p>Purple Moose Snowdonia (3.6%)</p> <p>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!</p> <p> Pale</p> <p> Lemon · Peaches · Hoppy</p> <p> Citrus · Soft · Refreshing</p> |
|  | <p>Mansfield Riding Bitter (3.8%)</p> <p>Brewed to an exciting traditional recipe using Pale Ale malts, Fuggles, Goldings and Sovereign hops, this session ale has a thick creamy head.</p> <p> Amber</p> <p> Hoppy</p> <p> Dry · Bitter</p> |
|  | <p>Salopian Shropshire Gold (3.8%)</p> <p>Golden, with a floral aroma and a full hoppy flavour that is balanced by a crisp dry malteness and a rich finish.</p> <p> Gold</p> <p> Floral</p> <p> Dry · Malty</p> |
|  | <p>Titanic Plum Porter (4.9%)</p> <p>Dark strong and well rounded; the richness of such a rotund beer is brought to an even keel by the late addition of Goldings hops and natural plum flavouring.</p> <p> Deep Red</p> <p> Plum · Raisin · Fruity</p> <p> Plum · Vanilla · Soft</p> |

| | |
|---|---|
|  | <p>Castle Rock Harvest Pale (3.8%)</p> <p>Brewed with a gently-kilned malt, and an aromatic blend of American hops added during the brewing process gives this 3.8% alc pale beer exceptional poise. Its distinct hop flavour leads to a crisp finish.</p> <p> Blonde</p> <p> Citrus</p> <p> Citrus · Sweet</p> |
|  | <p>Blue Monkey BG Sips (4.0%)</p> <p>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.</p> <p> Pale</p> <p> Tropical</p> <p> Hoppy · Bitter</p> |
|  | <p>Blue Monkey Funky Gibbon (4.1%)</p> <p>Infused with Willamette hops from the USA to create a fruity earthy beer which perfectly balances malt and hops.</p> <p> Copper</p> <p> Fruity</p> <p> Hoppy · Malty</p> |
|  | <p>Oakham Citra (4.2%)</p> <p>A refreshing beer with grapefruit, lychee and gooseberry aromas leading to a dry bitter finish.</p> <p> Gold</p> <p> Grapefruit · Lychee · Gooseberry</p> <p> Dry · Bitter</p> |
|  | <p>Fuller's London Pride (4.2%)</p> <p>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.</p> <p> Tawny</p> <p> Malty · Hoppy</p> <p> Malty · Bitter</p> |
|  | <p>Dancing Duck 22 (4.3%)</p> <p>A wonderfully balanced best bitter with good malty flavour and dark fruit notes, these are offset by a strong hop with a very clean finish. A great thirst quenching beer for any time of the day.</p> <p> Golden</p> <p> Dark Fruit · Malty</p> <p> Bitter · Fruity · Clean</p> |
|  | <p>Blue Monkey Infinity (4.6%)</p> <p>An satisfying golden ale brewed with 'Citra' hops from the USA. Brewed to celebrate the famous 'Infinite Monkey Theorem'.</p> <p> Golden</p> <p> Hoppy</p> <p> Citrus</p> |
|  | <p>Ushers Celtic Gold (4.0%)</p> <p>A refreshing golden ale, brewed with carefully selected hop varieties including fuggles, goldings and challenger hops.</p> <p> Gold</p> <p> Sweet</p> <p> Malty</p> |
|  | <p>Oakham JHB (3.8%)</p> <p>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.</p> <p> Pale</p> <p> Citrus · Hops</p> <p> Hoppy · Fruity · Bitter</p> |
|  | <p>Bass Draught Bass (4.4%)</p> <p>A classic ale with a malty, fruity, nutty aroma and a complex, satisfying flavour.</p> <p> Dark</p> <p> Malty · Fruity · Nutty</p> <p> Fruity</p> |

| | |
|---|---|
|  <p>Lymestone Stone Cutter (3.7%)</p> <p>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.</p> <p>👁️ Pale 🍷 Citrus · Berries 🍷 Biscuit · Berries · Hoppy</p> |  <p>Adnams Broadside (4.7%)</p> <p>Brewed with pale ale, chocolate malt and First Gold Hops. A dark ruby red beer rich in fruitcake aroma.</p> <p>👁️ Ruby 🍷 Fruitcake · Almonds 🍷 Full · Rich · Smooth</p> |
|  <p>Adnams Ghost Ship (4.5%)</p> <p>Ghost Ship is a pale ale with an assertive pithy bitterness, biscuit flavours and fresh citrus aromas.</p> <p>👁️ Amber 🍷 Lemon · Lime 🍷 Citrus · Biscuit</p> |  <p>Adnams Southwold Bitter (3.7%)</p> <p>A beautiful copper-coloured beer, late hopped with Fuggles for a distinctive, lingering hoppiness.</p> <p>👁️ Copper 🍷 Hoppy 🍷 Dry · Clean</p> |
|  <p>Thornbridge Brother Rabbit (4.0%)</p> <p>Lemon zest in colour with a clean, hoppy aroma. A resinous finish and some bitterness.</p> <p>👁️ Golden 🍷 Hoppy · Lemon 🍷 Dry · Bitter</p> |  <p>Thornbridge Jaipur (5.9%)</p> <p>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.</p> <p>👁️ Pale 🍷 Citrus · Hoppy 🍷 Hoppy · Honey</p> |
|  <p>Rudgate Ruby Mild (4.4%)</p> <p>A sweet, rich, ruby red ale. 2009 Champion Beer of Britain winner.</p> <p>👁️ Ruby Red 🍷 Sweet · Strawberries · Smoky 🍷 Soft · Rich · Complex</p> |  <p>Abbeydale Deception (4.1%)</p> <p>Elderflower and grape aromas with strong citrus flavours, especially grapefruit. Long lasting bitter finish.</p> <p>👁️ Pale 🍷 Elderflower · Grape 🍷 Citrus · Grapefruit · Bitter</p> |
|  <p>Abbeydale Absolution (5.3%)</p> <p>A deceptively easy-drinking strong beer, subtle and easy-going, fruity and gorgeous.</p> <p>👁️ Straw 🍷 Peardrops · Citrus · Fruity 🍷 Tropical · Banana · Sweet</p> |  <p>Abbeydale Moonshine (4.3%)</p> <p>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.</p> <p>👁️ Pale Gold 🍷 Citrus · Lemon · Sharp 🍷 Balanced · Fruity</p> |

| | |
|---|---|
|  <p>Greene King Old Speckled Hen (4.5%)</p> <p>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.</p> <p>👁️ Amber 🍷 Malty · Toffee · Roasted 🍷 Malty · Fruity</p> |  <p>Greene King Abbot Ale (5.0%)</p> <p>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.</p> <p>👁️ Mahogany 🍷 Ripe Fruit 🍷 Malty · Sweet · Bitter</p> |
|  <p>Weetwood Cheshire Cat (4.0%)</p> <p>Smooth and well-balanced with refreshing citrusy flavours. Very blonde and very easy drinking. Chester's favourite.</p> <p>👁️ Blonde 🍷 Fresh · Floral 🍷 Hoppy · Malty</p> |  <p>Brains Rev James Original (4.5%)</p> <p>Rich and well balanced with a mellow malty flavour that unexpectedly gives way to a clean, refreshing finish.</p> <p>👁️ Mahogany 🍷 Spicy · Toffee 🍷 Strong · Rich</p> |
|  <p>Joule's Pale Ale (4.1%)</p> <p>Fresh and clean upfront from brewing with pure mineral water, a really crisp beer with initial impact giving way to a pleasant bitter finish.</p> <p>👁️ Pale 🍷 Fresh 🍷 Crisp · Bitter</p> |  <p>Joule's Slumbering Monk (4.5%)</p> <p>Full bodied with deep, malty and nutty fullness. Hints of caramel give a round, soft, satisfying smoothness in this bright copper ale, cut with light bitterness, from Fuggles hops.</p> <p>👁️ Copper 🍷 Citrus · Fruity · Spicy · Hops 🍷 Roasted · Malty · Bitter</p> |
|  <p>Black Hole Cosmic (4.2%)</p> <p>Cosmic has an amber glow with an initial malt aroma. The complex balance of malt and English hops give lingering tastes of nuts, fruit and a dry hoppy bitterness.</p> <p>👁️ Amber 🍷 Malty 🍷 Nutty · Fruity · Hoppy</p> |  <p>Black Hole Golden Ale (3.8%)</p> <p>Almost golden with a strong hop aroma. A fine fresh lively session beer hopped to give a clean crisp finish of hoppy dryness and a touch of astringency.</p> <p>👁️ Pale 🍷 Hoppy 🍷 Hoppy · Crisp</p> |
|  <p>Mr Grundy's Big Willie (4.3%)</p> <p>Thirst Quenching Golden Ale packed with English Hops Giving a lasting dry bitter finish.</p> <p>👁️ Golden 🍷 Hoppy 🍷 Dry · Bitter</p> |  <p>Mr Grundy's Sniper (4.6%)</p> <p>Amber Coloured smooth refreshing bitter with a hint of toffee and a satisfying malty aroma.</p> <p>👁️ Amber 🍷 Malty 🍷 Toffee</p> |

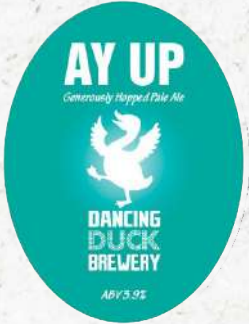
Readily Available Selection

| | | | |
|---|--|---|---|
|  | <p>Thornbridge Kipling (5.2%)</p> <p>Has an exquisite passionfruit, gooseberry and mango aroma. An initial sweetness and full body are balanced by a lasting grapefruit-like bitter finish.</p> <p>👁 Golden</p> <p>🍷 Passionfruit · Gooseberry</p> <p>🍷 Sweet · Grapefruit · Bitter</p> |  | <p>Thornbridge Lord Marples (4.0%)</p> <p>Surprisingly smooth with light toffee and caramel characters, a mixture of floral and spicy hop notes and a pleasing bitter finish.</p> <p>👁 Golden</p> <p>🍷 Caramel · Toffee</p> <p>🍷 Floral · Spicy · Hoppy</p> |
|  | <p>Caledonian 80/- (4.1%)</p> <p>Brewed with three different varieties of hop and a multitude of malts, Caledonian 80/- has hidden depths. Satisfying and timeless and the essence of Scotland in a glass.</p> <p>👁 Golden</p> <p>🍷 Roasted · Malty</p> <p>🍷 Fruity</p> |  | <p>Caledonian Deuchars IPA (3.8%)</p> <p>Aromatic, with hints of fresh citrus. Distinctive light malt and fresh floral flavours combine with the zesty hop.</p> <p>👁 Golden</p> <p>🍷 Grapefruit · Lemon</p> <p>🍷 Crisp · Citrus · Floral</p> |
|  | <p>Dark Star American Pale Ale (4.7%)</p> <p>The Maris Otter malt provides a perfect light colour and dryness to complement the crisp taste and full aroma of the hops.</p> <p>👁 Pale Gold</p> <p>🍷 Hoppy</p> <p>🍷 Dry · Fruity</p> |  | <p>Dark Star Hophead (3.8%)</p> <p>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.</p> <p>👁 Pale</p> <p>🍷 Floral</p> <p>🍷 Hoppy</p> |
|  | <p>Dark Star Partridge (4.0%)</p> <p>Brewed in a traditional Sussex style using Maris Otter, Crystal and Chocolate malts with East Kent Golding hops. The Best Bitter relies on the heavy handed addition of aromatic hops late in the boil.</p> <p>👁 Chestnut</p> <p>🍷 Chocolate</p> <p>🍷 Smooth · Bitter</p> |  | <p>Wychwood Hobgoblin (4.5%)</p> <p>A full-bodied beer that delivers a delicious chocolate toffee malt flavour, balanced with a moderate bitterness and an overall fruity, mischievous character.</p> <p>👁 Dark Ruby</p> <p>🍷 Toffee · Citrus · Chocolate</p> <p>🍷 Toffee · Dry · Biscuit</p> |
|  | <p>Everards Tiger (4.2%)</p> <p>A classic example of getting the perfect balance between sweetness and bitterness. Crystal malt gives the beer its rounded toffee character.</p> <p>👁 Auburn</p> <p>🍷 Spicy · Hoppy · Malty · Toffee</p> <p>🍷 Sweet · Bitter</p> |  | <p>Everards Old Original (5.2%)</p> <p>A consistently popular choice for ale connoisseurs. Old Original is best known for its smooth, full-bodied taste. Take your time to discover all the flavours within.</p> <p>👁 Tawny</p> <p>🍷 Roasted · Caramel · Port</p> <p>🍷 Rich · Fruity · Strong</p> |

| | |
|--|---|
|  | <p>Limestone Foundation Stone (4.5%)</p> <p>A glorious golden pale ale crafted from the finest pale and crystal malts. Faint biscuit and chewy, juicy citrus fruits burst onto the palate then spicy Boadicea and Pilot hops pepper the taste buds.</p> <p>👁️ Pale</p> <p>🍷 Citrus · Berries</p> <p>🍷 Biscuit · Berries · Hoppy</p> |
|  | <p>Limestone Ein Stein (5.0%)</p> <p>The combination of pale Maris Otter malts and choice German hops may make you pause for thought. The gentle biscuit malts, fresh Hersbrucker hops seduce the taste buds educating and enlightening the palate.</p> <p>👁️ Pale</p> <p>🍷 Biscuit</p> <p>🍷 Sweet</p> |
|  | <p>Thwaites Wainwright (4.1%)</p> <p>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.</p> <p>👁️ Pale Straw</p> <p>🍷 Fruity · Citrus</p> <p>🍷 Fruity · Sweet · Citrus</p> |
|  | <p>Thwaites Lancaster Bomber (4.4%)</p> <p>A classic English ale, chestnut in colour with a lovely full-bodied flavour, enriched with a wonderful late hop character.</p> <p>👁️ Chestnut</p> <p>🍷 Floral · Biscuit</p> <p>🍷 Earthy · Bitter · Hoppy</p> |
|  | <p>Robinsons Dizzy Blonde (3.8%)</p> <p>She's a zesty, vibrant ale with wild, aromatic, invigorating Amarillo hops... and a crisp, dry finish.</p> <p>👁️ Straw</p> <p>🍷 Perfume Hop · Herbal</p> <p>🍷 Crisp · Zesty · Refreshing</p> |
|  | <p>Robinsons Trooper (4.8%)</p> <p>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.</p> <p>👁️ Deep Gold</p> <p>🍷 Sweet · Malty · Zesty</p> <p>🍷 Bitter · Roasted · Malty</p> |
|  | <p>Worthington's Bitter (3.6%)</p> <p>A Burton ale with an orange marmalade aroma. The taste is citrus and roasted malts with a toffee, roast and fruity finish.</p> <p>👁️ Amber</p> <p>🍷 Orange</p> <p>🍷 Malty · Toffee</p> |
|  | <p>Jennings Sneck Lifter (5.1%)</p> <p>A strong, satisfying ale, wonderfully warming and full of complex flavours, which create an intriguing beer of great character.</p> <p>👁️ Mahogany</p> <p>🍷 Chocolate · Toffee · Roasted</p> <p>🍷 Chocolate · Roasted</p> |
|  | <p>Morrell's Champion (5.1%)</p> <p>A strong dark brown ale with complex balance of fruit, malt and roast flavours through to the finish.</p> <p>👁️ Mahogany</p> <p>🍷 Chocolate · Roasted</p> <p>🍷 Chocolate · Coffee</p> |
|  | <p>Marston's EPA (3.6%)</p> <p>The taste is unique. Zing from the citrusy hops we use - Pow from its fuller flavour - Phwoar from the crisp finish that leaves you ready for more. It's a refreshing, lighter blonde ale.</p> <p>👁️ Blonde</p> <p>🍷 Citrus</p> <p>🍷 Hoppy · Crisp</p> |

| | |
|---|--|
|  | <p>Castle Rock Black Gold (3.8%)</p> <p>A well balanced dark mild ale with some bitterness, full bodied, but not overly sweet. An award winning mild that delivers a light fresh taste to one of the more traditional of beer styles.</p> <p>👁️ Black</p> <p>🍷 Hoppy · Caramel</p> <p>🍷 Sweet · Smooth · Mellow</p> |
|  | <p>Castle Rock Preservation (4.4%)</p> <p>Brewed to the traditional East Midlands style, Preservation is a mid-brown/reddish easy drinking full flavoured best bitter. Well rounded with some residual sweetness and balanced with a resinous hop character.</p> <p>👁️ Brown</p> <p>🍷 Sweet · Hoppy</p> <p>🍷 Malty · Sweet · Hoppy</p> |
|  | <p>Castle Rock Elsie Mo (4.7%)</p> <p>Elsie Mo's name is derived from the Low Colour Maris Otter malt from which she's exclusively brewed. A blend of hops – Challenger predominating – tempts you with its aroma and leaves a crisp aftertaste.</p> <p>👁️ Golden</p> <p>🍷 Citrus · Floral · Hoppy</p> <p>🍷 Smooth · Mellow · Soft</p> |
|  | <p>Castle Rock Sheriff's Tipple (3.4%)</p> <p>High quality low ABV session bitter with a distinctive hop character derived from Goldings.</p> <p>👁️ Tawny Brown</p> <p>🍷 Hops</p> <p>🍷 Moreish</p> |
|  | <p>Slater's Premium (4.4%)</p> <p>A rich amber coloured beer with hints of caramel, malt and a complex fruity hop aroma. It had a bitter finish that balances the well-rounded malty mouthfeel.</p> <p>👁️ Amber</p> <p>🍷 Fruity · Caramel</p> <p>🍷 Bitter · Malty</p> |
|  | <p>Slater's Rye IPA (3.8%)</p> <p>A unique American style beer with an unyielding citrus bouquet balanced by a spicy crisp taste from the Rye malt.</p> <p>👁️ Pale</p> <p>🍷 Peppery</p> <p>🍷 Hoppy</p> |
|  | <p>Slater's Top Totty (4.0%)</p> <p>A stunning blonde beer, full bodied with a voluptuous aroma. It has a ripe generous fruitiness with deep and complex hop notes and a rich malt.</p> <p>👁️ Blonde</p> <p>🍷 Chocolate</p> <p>🍷 Fruity · Hoppy · Malty</p> |
|  | <p>Weetwood Mad Hatter (3.9%)</p> <p>A great session beer, brewed with Amarillo hops from the USA to give spicy and floral character.</p> <p>👁️ Chestnut</p> <p>🍷 Spicy · Floral</p> <p>🍷 Fruity · Malty</p> |
|  | <p>Bradfield Farmers Blonde (4.0%)</p> <p>A very pale brilliant blonde beer with citrus and summer fruit aromas.</p> <p>👁️ Pale Gold</p> <p>🍷 Honey · Grapefruit · Citrus</p> <p>🍷 Zesty · Lemon · Creamy</p> |
|  | <p>Ilkley Pale (4.2%)</p> <p>Crisp and dry, with a zesty and fresh-cut grass aroma. Powerfully hopped for a floral finish. The Sauvignon Blanc of the beer world.</p> <p>👁️ Pale</p> <p>🍷 Gooseberry · Lime</p> <p>🍷 Floral</p> |

To Order Selection



Dancing Duck
Ay Up (3.9%)
An eminently drinkable pale session ale. Subtle malt and floral notes are matched splendidly with citrus hop, rounded off with a slightly dry finish.

- Eye Pale
- Wine Glass Floral · Malty
- Beer Glass Citrus · Hoppy · Dry



Dancing Duck
Nice Weather (4.1%)
Copper coloured fruity summer ale packed full of flavour. Blackberry, strawberry and floral rose notes in perfect balance with just the right amount of malt character.

- Eye Copper
- Wine Glass Fruity · Floral
- Beer Glass Caramel · Fruity · Floral



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.

- Eye Pale Gold
- Wine Glass Citrus · Tropical Fruit
- Beer Glass 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.

- Eye Pale Gold
- Wine Glass Citrus · Berries · Malty
- Beer Glass Sweet · Delicate



Rudgate
Battle Axe (4.2%)
A well-hopped bitter, initially bittersweet, complex fruit gives a memorable aftertaste.

- Eye Chestnut Brown
- Wine Glass Fruity · Berries · Woody
- Beer Glass Smooth · Malty · Nutty



Rudgate
Jorvik Blonde (3.8%)
Flaxen blonde ale, balanced hoppy bitterness and a crisp fruity finish.

- Eye Pale
- Wine Glass Fruity · Peaches · Melon
- Beer Glass Sweet · Smooth



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.

- Eye Pale
- Wine Glass Grapefruit
- Beer Glass Malty



Hop Back
Crop Circle (4.2%)
The subtle blend of aroma and bittering hops give a crispness on the tongue which is delicately fruity, giving way to some dryness. The inclusion of flaked maize in the grist subtly hints at crisp corn flavours.

- Eye Straw
- Wine Glass Fruity
- Beer Glass Fruity · Dry · Crisp



Dark Star
Espresso (4.2%)
A black beer brewed with roasted barley malt and challenger hops. Then freshly ground Arabica coffee beans are added to provide a rich and complementary coffee aroma.

- Eye Black
- Wine Glass Coffee
- Beer Glass Coffee · Malty



Dark Star
Original (4.1%)
A dark, strong and bitter beer that defies classification. It has a complex malt flavour with a hint of burnt flavour from the mixture of Crystal and Chocolate grist.

- Eye Dark
- Wine Glass Roasted · Malty
- Beer Glass Chocolate · Malty

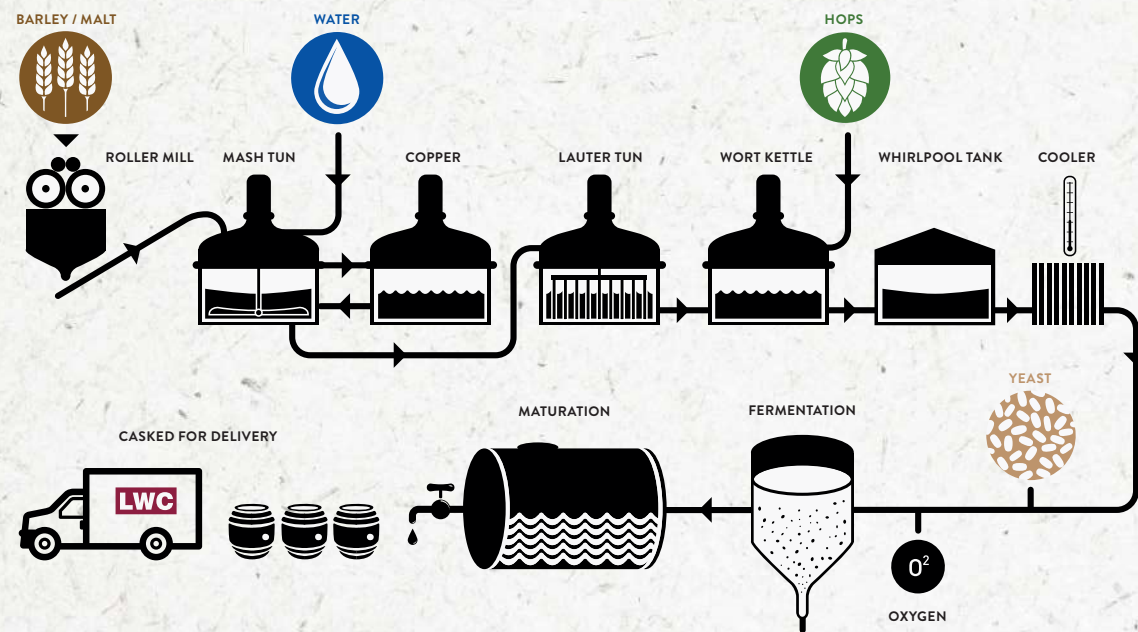
| | |
|--|---|
|  <p>Tiny Rebel Dirty Stop Out (5.0%)</p> <p>9 malts give a rich, complex body, with smoked oats giving it something different. To balance the malt, it's packed with Slovenian hops to provide an equalising bitterness that adds another layer of depth.</p> <p> Dark  Smoky  Malty · Hoppy</p> |  <p>Tiny Rebel Cwtch (4.6%)</p> <p>Cwtch (rhymes with butch) can mean either cuddle or cubbyhole. Grab a glass, relax and cwtch up with this untraditional Welsh red ale. A perfect blend of six caramelly malts and three citrusy American hops.</p> <p> Ruby  Citrus · Tropical  Caramel · Sweet</p> |
|  <p>Tiny Rebel One Inch Punch (3.9%)</p> <p>At 3.9%, you might not think it's going to pack a punch, but this little devil is packed full of American hops to smack you in the face with flavour.</p> <p> Pale  Grapefruit · Lychee  Citrus · Hoppy</p> |  <p>Sharp's ATLANTIC (4.2%)</p> <p>The aroma is a blend of citrus notes, juicy tropical fruits and fresh-picked hops with a touch of candy floss. The flavour has a delicate sweetness with fruity succulence and citrus spice to the fore.</p> <p> Golden  Citrus · Tropical · Hoppy  Citrus · Spicy</p> |
|  <p>Theakston BEST BITTER (3.8%)</p> <p>Aromatic with hints of citrus. It's light malt and fresh floral flavours combine with the zesty citric hop.</p> <p> Amber Gold  Fruit · Hoppy · Malty  Citrus · Spicy</p> |  <p>Theakston OLD PECULIER (5.6%)</p> <p>Rich, dark and smooth tasting, with a character all of its own. Brewed using the traditional Fuggle hop.</p> <p> Ruby Red  Fruity  Fruity · Rich · Smooth</p> |
|  <p>Harviestoun Schiehallion (4.8%)</p> <p>A stunning lager with aromas and flavours of fresh-cut grass, brown sugar, lychee and green mango. Has a crisp palate and a lingering, fresh, grapefruity finish.</p> <p> Golden  Bread · Tropical  Grapefruit · Honey</p> |  <p>Harviestoun Bitter & Twisted (3.8%)</p> <p>Refreshing hoppy beer with fruit throughout. A bittersweet taste with a long bitter finish. A golden session beer.</p> <p> Blonde  Citrus  Fruity</p> |
|  <p>Camerons Strongarm (4.0%)</p> <p>The brewery's flagship beer. Well-rounded, ruby red ale with a distinctive creamy head. A balance of malt, hops and bitterness.</p> <p> Ruby Red  Rich · Toffee · Malty  Sweet · Bitter</p> |  <p>Camerons Motorhead Road Crew (4.5%)</p> <p>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.</p> <p> Golden  Citrus · Hoppy  Hoppy · Blackcurrant · Citrus</p> |

| | |
|---|--|
|  <p>Brains Best Bitter (3.7%)</p> <p>Made with Goldings and Fuggled hops from the Welsh Marches Bitter, is rich, amber coloured and refreshing.</p> <p> Amber  Fruity · Pear Drops  Clean</p> |  <p>Brains SA (4.2%)</p> <p>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.</p> <p> Copper  Rich · Fruity  Rich · Malty</p> |
|  <p>Skinner's Betty Stogs (4.0%)</p> <p>Copper-coloured, with a light malty aroma, a floral, even cedar taste, and a sharp tang of bitter grapefruit.</p> <p> Copper  Malty  Floral · Grapefruit</p> |  <p>Skinner's GTA (4.5%)</p> <p>A lovely hoppy golden ale fused with Cornish honey. This session beer has a superb round finish with a hint of ginger.</p> <p> Golden  Honey  Ginger</p> |
|  <p>Otter Bitter (3.6%)</p> <p>A beautifully light and fruity beer with good hoppy bitterness. It leaves a refreshing bitterness which prompts the next gulp.</p> <p> Golden  Fruity · Malty  Bitter · Malty</p> |  <p>Otter Ale (4.5%)</p> <p>A very well balanced beer that delivers the flavours of quality floor malted barley and finishes with a combination of fruit and some bitterness. Its nose is a balance of malt and fruit.</p> <p> Mahogany  Fruity · Malty  Fruity · Malty</p> |
|  <p>Otter Bright (4.3%)</p> <p>Perfectly positioned as a great beer for 'new age drinkers' who are discovering cask ale. It is so pale that it can easily be mistaken for lager and it delivers a great bitter citrus flavour with lots of fizz.</p> <p> Pale Gold  Fruity · Citrus  Sweet · Fruity</p> |  <p>Ossett Yorkshire Blonde (3.9%)</p> <p>Full-bodied with a delicate malty sweetness on the palate. The fruity hop aroma results from a generous late addition of Mount Hood hops.</p> <p> Golden  Hops · Fruity  Malt · Sweet</p> |
|  <p>Ossett Big Red (3.9%)</p> <p>This rich full bodied ale bursts with complex flavours. Citrus, fruit and spice aromas dominate the palate.</p> <p> Ruby Red  Citrus · Spice  Full · Sweet</p> |  <p>Ossett Silver King (4.3%)</p> <p>A single combination of lager malt and American Cascade hops result in a crisp, dry, refreshing bitter in which the aromas of citrus are pleasingly well balanced.</p> <p> Gold  Citrus  Crisp · Hoppy</p> |

| | |
|--|---|
|  <p>Ludlow Gold (4.2%)</p> <p>Has a golden ale complexion with papaya, pineapple and lemon aroma. Has a soft, full bodied creamy taste.</p> <p>👁 Golden</p> <p>🍷 Papaya · Pineapple · Lemon</p> <p>🍷 Soft · Creamy</p> |  <p>Ludlow Best (3.7%)</p> <p>A well balanced session beer. Banana, pineapple and toffee aromas with a dry finish.</p> <p>👁 Amber</p> <p>🍷 Banana · Pineapple · Toffee</p> <p>🍷 Tropical · Dry</p> |
|  <p>Ludlow Blonde (4.0%)</p> <p>A lemony, citrus aroma. Balanced, with crisp citrus notes on the palate.</p> <p>👁 Blonde</p> <p>🍷 Citrus</p> <p>🍷 Citrus · Crisp</p> |  <p>Banks's Mild (3.5%)</p> <p>A copper coloured beer, exhibiting a glorious balance. Malty with a perceptible burnt note, it's full bodied with a hint of bitterness counterbalancing the rich, biscuity flavour from the best barley.</p> <p>👁 Copper</p> <p>🍷 Malty</p> <p>🍷 Malty · Smooth · Biscuit</p> |
|  <p>Banks's Amber Bitter (3.8%)</p> <p>Crafted with the finest ingredients to deliver an easy drinking beer. It comes with malty, hoppy flavours and a clean finish with fruity overtones.</p> <p>👁 Amber</p> <p>🍷 Hoppy</p> <p>🍷 Dry · Bitter</p> |  <p>Banks's Sunbeam (4.2%)</p> <p>Rich, dark and smooth tasting, with a character all of its own. Brewed using the traditional Fuggle hop.</p> <p>👁 Blonde</p> <p>🍷 Citrus</p> <p>🍷 Gooseberry</p> |
|  <p>St Austell Proper Job (4.5%)</p> <p>A powerfully authentic IPA, Proper Job is brewed with a blend of imported American hops. It is a real treat of a beer with a growing reputation and loved by beer enthusiasts far and wide.</p> <p>👁 Gold</p> <p>🍷 Pine · Grapefruit</p> <p>🍷 Hoppy · Grassy</p> |  <p>St Austell Tribute (4.2%)</p> <p>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.</p> <p>👁 Amber</p> <p>🍷 Orange · Tropical</p> <p>🍷 Orange · Grapefruit</p> |
|  <p>Cotleigh Barn Owl (4.5%)</p> <p>A copper bronzed ale with hints of toffee and vanilla. The finish is malty and nutty with a gentle sweet finish.</p> <p>👁 Copper</p> <p>🍷 Vanilla · Toffee</p> <p>🍷 Malty · Nutty</p> |  <p>Cotleigh Tawny Owl (3.8%)</p> <p>A distinctive well balanced best bitter with a subtle hop palate which blends with the sweetness of the malt.</p> <p>👁 Copper</p> <p>🍷 Malty</p> <p>🍷 Hoppy · Malty · Sweet</p> |

| | |
|--|---|
|  <p>Springhead Outlawed (3.8%)</p> <p>A distinctly citrusy and thoroughly quaffable triple-hopped American Pale Ale. Easy drinking and beautifully light, clean, and crisp.</p> <p>👁 Pale Gold</p> <p>🍷 Honey · Floral · Citrus</p> <p>🍷 Fruity · Citrus</p> |  <p>Springhead Roaring Meg (5.5%)</p> <p>A surprisingly smooth, classic IPA style beer. The sweet citrus and honey aroma give way to a dry aftertaste that beer lovers can't help falling for.</p> <p>👁 Golden</p> <p>🍷 Citrus · Hoppy</p> <p>🍷 Smooth · Sweet</p> |
|  <p>Wood's Shropshire Lad (4.5%)</p> <p>Pale, Crystal and Chocolate malts combine to give a sweetish draught followed by a subtle bitterness and fruity overtones from the infusion of traditional Fuggles and Goldings hops.</p> <p>👁 Chestnut</p> <p>🍷 Fruity · Hoppy</p> <p>🍷 Fruity · Bitter</p> |  <p>Wood's Shropshire Lass (4.0%)</p> <p>Using Pale and Lager malts and Cascade and Mount Hood hops from Washington State this gorgeous blonde ale is overlaid with a citrus aroma and grapefruit notes.</p> <p>👁 Blonde</p> <p>🍷 Citrus</p> <p>🍷 Grapefruit</p> |
|  <p>Holden's Golden Glow (4.4%)</p> <p>An 18ct gold, golden ale with subtle yet fragrant hop aromas. A moreish gentle sweetness and a citrus finish.</p> <p>👁 Golden</p> <p>🍷 Hoppy</p> <p>🍷 Citrus · Bitter</p> |  <p>Holden's Black Country Bitter (3.9%)</p> <p>Brewed using the finest English Maris Otter malts and choicest Fuggles giving a distinctive and assertive hop character. Balanced with a fruity palate and a malty finish.</p> <p>👁 Straw</p> <p>🍷 Hoppy</p> <p>🍷 Fruity · Malty</p> |
|  <p>Titanic Steerage (3.8%)</p> <p>Sit back relax and enjoy the trip that this refreshing clean drinking, hoppy golden bitter brings, then let the fruit, malt and predominantly hops carry through to the aftertaste.</p> <p>👁 Golden</p> <p>🍷 Hoppy</p> <p>🍷 Malty · Fruity</p> |  <p>Titanic Iceberg (4.1%)</p> <p>A combination of Maris Otter pale malt and fine wheat malt, give this refreshing beer real zest.</p> <p>👁 Amber</p> <p>🍷 Malty</p> <p>🍷 Zesty · Refreshing</p> |
|  <p>Greene King IPA (3.6%)</p> <p>Fresh dry hop and herbal character is provided by the mix of Challenger and First Gold hops. The use of crystal malt in the grist gives a satisfying toffee and caramel note.</p> <p>👁 Tawny</p> <p>🍷 Fresh · Clean · Hoppy</p> <p>🍷 Hoppy · Dry</p> |  <p>Greene King Ruddles County (4.3%)</p> <p>An English ale with a distinctive flavour of dark toffee and caramel combined with a crisp bitterness derived from using rare Bramling Cross hops.</p> <p>👁 Copper</p> <p>🍷 Fruity · Hoppy</p> <p>🍷 Toffee · Caramel</p> |

The Brewery Process



The Foundation



WATER is the main ingredient and the foundation of any drink. It affects beer in three ways: the pH levels affect how the flavours are expressed; it can provide different flavour profiles depending on the sulphate-to-chloride ratios; and it can cause off flavours from chlorine or contaminants. Good water is considered to be moderately hard and have low or moderate alkalinity.



MALTS are cereal grains (usually barley) that have been dried in a process known as 'malting'. It is the source of sugars which are fermented into alcohol, and gives the beer its colour, scent and flavour. Depending on the desired flavour profile and the style of beer being brewed, there are five types of malts that may be used: base malts, light malts, roasted malts, dark malts and caramel malts.



HOPS started being used in brewing as a stability agent and for flavouring. The oils in hop flowers contain a tremendous amount of bitter, zesty/citrus flavours. There are many varieties that are used to produce different flavour profiles. In British ales the most common varieties are Goldings, Fuggles, and Bramling Cross. The New World Hops are used in beers with more intense hop character due to their more tropical flavours, with most commonly used varieties such as Galaxy (Australia), Nelson Sauvin (New Zealand), Citra, Centennial and Chinook (US).



YEAST acts as the fermenting agent in beer and converts the sugars produced from the malts into alcohol and CO₂. Most old family brewers in England have their own different varieties of yeast strains that are unique to their brew house. In Belgium, monks and brewers use wild yeast for spontaneous fermentation to create very unique and tart flavours to some of their styles.

9 Tips on Keeping Cask Ale

1. ORDERING: Order the correct size of cask and aim to sell it within three days.

Why? If the cask is left for more than three days, the beer will start to taste dull and tired.

2. STORAGE: Casks must be stored in a temperature-controlled cellar between 11°C–13°C, ideally at 12°C (54°F).

Why? Beer needs to be at the right temperature to condition correctly.

3. STILLAGING: Casks should be stillaged for at least three days before sale. If some casks have to be stillaged later, roll them before stillaging.

Why? Level stillaging makes a gas pocket beneath the shive and encourages good venting when soft, porous pegs are inserted. As the sediment drops, it falls safely into the belly of the cask, away from the tapping point. If stillaged on a forward tilt, the gas pocket will be at the back of the cask, so beer and not carbon dioxide gas will be pushed through the soft porous tap.

4. PEGGING AND VENTING: Casks should be vented with a soft porous peg 2–6 hours after delivery. Check the cask frequently and change the peg if it becomes blocked. When strong fermentation finishes, insert a nonporous peg.

Why? This brings the beer to its ideal condition for the customer. It helps with the clarification process and once the beer is on sale it will help maintain the right amount of carbon dioxide.

5. TAPPING: Tap all casks 24–48 hours before they go on sale.

Why? This eliminates the opportunity for microorganisms to spoil the beer.

6. SAMPLING: Sample beers for clarity, aroma and taste after tapping each day before serving. Always sample from the cask before connecting the beer lines.

Why? Pulling through to the bar wastes beer and if the beer isn't ready, the customer notices.

7. SERVING: Once on sale, beer is exposed to air which causes rapid deterioration. Empty casks should be replaced within three days.

Why? Air drawn into the cask causes oxidation, which spoils the beer.

8. TILTING (STOOPING): Gently tilt the cask when it's between 1/2 and 2/3 full, either by raising the back or lowering the front. About three inches either way should be sufficient.

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

9. CLEANING: Beer lines and equipment need to be cleaned every five days using the equipment and methods recommended by your beer company cask supplier.

Why? One of the most important factors in high-quality cask beer is the cleanliness of the dispense equipment. As well as harming the taste and clarity, dirty systems can cause malfunctioning and uncontrollable fobbing.

Beer Dictionary

ALE is a term used in the English language for a brew made with a top-fermenting yeast, which normally stands out with its fruitiness. Ales are brewed in varieties of strengths, colours and palates which are separated into styles.

CASK-CONDITIONED ALE is non pasteurised or filtered. It has a secondary fermentation and precipitation of yeast in a vented cask in the cellar of the pub. After the cask-conditioning process is completed, the final product should be clear with a very light natural carbonation, and between 11°C–13°C in temperature.

BITTER is a quintessentially British style; this beer is a well-hopped ale. The hops provide it with quite a healthy amount of bitterness, hence the name. This ale is traditionally served on draught, from a cask. An acidity to the finish is common, and the colour varies from light amber to deep copper from the darker malts used in the brew. Most traditional bitters will have an alcohol content of around 3.6%–4%. ‘Best’ or ‘Special’ bitters come in at 4.4%–7.5% ABV, and the odd ‘Extra Special’ bitter at about 5.5% and higher.

PALE ALE’S main characteristic is its light copper, straw colour with good head retention. That is achieved using paler malt varieties in the mash. These beers also usually have an ample amount of hops. One of the first English Pale Ales originated in Burton-upon-Trent, where the hard water used in the brewing helped to produce beers with clarity and enhanced the bitterness of the hops. Average alcohol content usually ranges from 3.8%–6% ABV.

MILD as a style was developed to have less hoppy flavours, and is therefore less bitter and a bit sweeter. Some are copper in colour, but most are dark brown. This particular type of ale was created to be drunk in large quantities by manual workers, and has suffered in recent years for its blue-collar image. It’s usually quite weak in alcohol, due to it being brewed for large consumption and is around 3%–4% ABV, but often full in body.

INDIA PALE ALE (IPA) originated as British Pale Ales for the Indian Empire which were made to a higher-than-normal strength, and given more hops, to protect them on the journey. Today, IPAs have evolved into many different style variations, using different hop varieties, influenced by the rise of craft beer in the 70s in the US. Their usual alcohol content is 3.6% or over.

STOUT originated as a stronger version of the English Porter. Typically dark brown to pitch black, this style commonly features the use of roasted barley, which is unmalted and kilned to the point of being charred, which lends a dry character as well as an abundant roasted flavour resembling coffee and dark chocolate. The hops are mainly in the background; therefore, the hoppy bitterness is almost unnoticeable, usually 4%–7% ABV. ‘Extra’, ‘Export’ and ‘Imperial’ styles have a heavier alcohol content. The latter was brewed as a winter warmer for the Tsarist Russian Empire with ABV anything from 7% to more than 10%.

PORTERS were loved by the transportation workers of Central London; it became extinct but was resurrected by the US in the 70s and 80s. Porter is the lighter-bodied brother of a Stout, which means it’s a dark (nearly black at times) beer, enriched with a variety of different malts: the base of a pale malt, with the addition of black, crystal and chocolate malts and/or smoked and roasted malts. Hop bitterness is very moderate. 4%–7% ABV.

Glassware



PINT: The most standard glass used to serve cask beer. The bulge near the top is constructed to accommodate frothy heads and helps make sturdy stacking. Pint has a little cousin, a glass called a half pint. They are identical to the pint, just half the size.

Use with: All Cask Ales.



TULIP: An exaggerated top lip gives this glass its floral name; it’s also responsible for supporting huge heads and promoting big smells.

Use with: Scotch ales, fruit beers, English barley wines, strong ales, and any beer with a substantial head or strong nose.

TIP: Cleanliness is close to godliness, even the smallest amount of soap, dust or lipstick can ruin a good pint. So why risk reputation, when this can be avoided by following a few simple steps?

- To keep glassware in pristine condition, ensure that you use a washer that is utilised for glasses. Dishwashers run at a different temperature and do not sanitise glass appropriately. Do not wash glassware and coffee cups together and make sure the glass washer is deep cleaned every 7 days.
- Air-dry your glasses; towels may abandon fibres or dust on wet glass. Try to renovate your glasses once a week; this removes any residue from rinse agents and other chemicals coating the glass surface. Finally, store glasses top-down to allow all water to evaporate and deter mould.

Beer Tasting

Taking a moment to smell your beer and linger on your first sip will make every beer a rewarding experience. After all, beer is made to be enjoyed!

APPEARANCE: Although colour and clarity aren’t necessarily an indication of the beer’s quality, the look of any given beer was crafted intentionally and it is a very integral part of the drinking experience. The clarity can vary from brilliant to cloudy and the head can tell you a more about the beer. Beers that aren’t extreme in their alcohol content should have good head retention and this often indicates a well-crafted beer, made with quality ingredients.

AROMA: Our sense of smell informs the way we taste things, opening up a complexity of flavours to the palate. If the beer has no instantly recognisable aroma, swirl it around in your glass and give it another sniff. This will release some carbonation, which will carry the aroma up to your nose.

FLAVOUR: The flavour should be a continuation of the aroma. There are a few added dimensions that will appear, most notably bitterness. Swirl the beer in your mouth before swallowing it.

MOUTH FEEL: This refers to the texture and weight of the beer, as opposed to the actual taste. High alcohol beer can have a warming quality, while bitter beers can sometimes be astringent. The weight, or body, of beer can also vary from being light and watery, to being full and heavy.

FINISH: The aftertaste can be sweet or bitter, and can take on many flavours, either in succession or all at once. Also notice the intensity of the finish. The finish of a beer depends greatly on the style in which it is brewed. The most important thing from here is: will you have another sip?

Partnerships

We offer the full range of beers from some of the oldest family brewers in the country, with whom we have an excellent working relationship.



OKELLS · ISLE OF MAN

In 1874, Dr. Okell convinced the Island's parliament to create an act ensuring the purity of beer brewed on the Isle of Man. Ever since, the Island has brewed beer according to these purity laws which prohibit the use of anything other than the natural brewing ingredients of water, yeast, hops and malt.

Today, all our beers are produced to these exacting standards. A beer for purists...



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.



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, 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.

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.



EVERARDS BREWERY · LEICESTERSHIRE

Everards own over 175 pubs across the East Midlands and over the past couple of years the look of these has evolved to reflect the fact that they are all run as independent businesses by licensees with a passion for delivering the best for their local community.

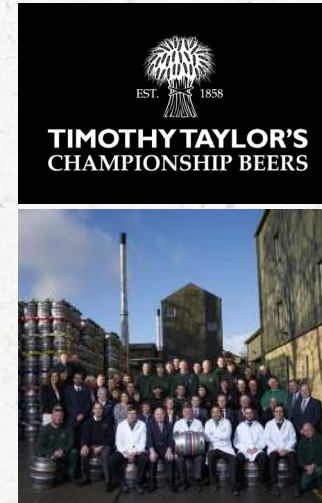
The beers feature Leicestershire icons, the Tiger and the Fox. Iconic beer Tiger really highlights the local link having received special permission from the Royal Leicestershire Regiment to use their laurels and scroll to connect the beer to the history behind the name. As well as being great to look at, the new logos also help drinkers decide which beer is for them with the introduction of colour and taste information. Beacon Hill, for example, is badged as an amber ale which is lightly hopped and moreish.



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.



WADWORTH · WILTSHIRE

Wadworth have been brewing beer since 1875 with iconic brands such as 6X brewed alongside other award winning ales. Our beers are sold within our own pub estate in the South West and London, national pub company outlets, small multiple chains and managed pub companies. We sell our packaged range through all the major retailers, locally and nationally.

Our modern Brewhouse based in our Victorian brewery, combines state of the art techniques with over 140 years of brewing experience, and our small beer kitchen enables us to create new and innovative beers for our customers. We take pride in the way that we brew and the ethos behind it. 95% of our ingredients are sourced in the UK and we successfully combine craft brewing with dynamic innovation, passion and quality.



Nationally best-selling beers from our other partners.

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 STOKE

To place your order please call
0845 345 1056