

LWC YORKSHIRE

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www.lwc-drinks.co.uk

LWC Yorkshire · Unit 2 · 11 Pontefract Lane · Cross Green Industrial Estate · Leeds · LS9 0RR



CASK-CONDITIONED
BEER

LWC YORKSHIRE

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 on 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.

Yorkshire Depot

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Our depot currently delivers to:

· Bradford · Halifax · Huddersfield · Sheffield · York
· Doncaster · Harrogate · Leeds · Wakefield

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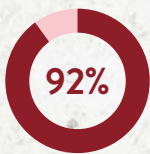
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Cask Market and Consumer Review

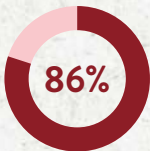
(Referenced from the 2017 Cask Report)



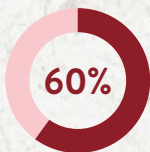
- 82% of licensed pubs claim cask ale sales are in growth.
- Cask ale takes up 58% of all on-trade ale (in comparison to 42% keg).
- The total on-trade beer market has decreased by 1.5% in a year, but the cask ale market value has increased by 6.3% in the last 5 years!



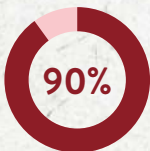
92% of consumers are keen to know more about beer styles, and offering them to try the beers before they buy results in more sales.



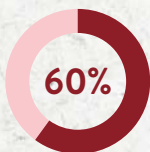
86% of cask ale drinkers think pub staff should have a good cask ale knowledge. When staff engage with the consumer about ale, 50% of the time it will result in ale sales.



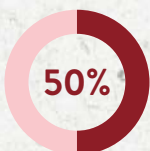
60% of outlets don't offer enough information about beer taste, scent and colour.



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.



LITTLE VALLEY BREWERY

Little Valley Brewery is a Yorkshire-based brewery situated high on the Pennine moorland of Cragg Vale, just outside Hebden Bridge, where all of its beers are brewed, bottled and branded under one roof. Co-owned by Master Brewer Wim van der Spek and Sue Cooper, the brewery first opened its doors in July 2005. Fast-forward 11 years and the brewery has grown, but the people are still at the heart of everything Little Valley does.

Little Valley Brewery has celebrated a string of award wins for its beers recently, with Vanilla Porter gaining recognition at the Best of Organic Market Awards, as well as the silver medal for taste at the 2016 International Beer Challenge. Python IPA was also awarded the bronze award for taste at the 2016 IBC.

Yorkshire's Top 10



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



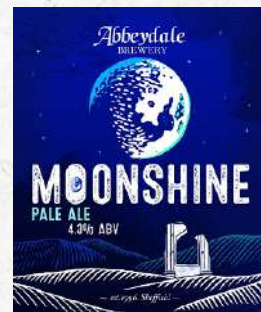
Little Valley's Core Range

Little Valley's award-winning range is entirely vegan-friendly and all but a few of its beers are certified as organic. The range is made up of nine core beers:



For more information about Little Valley Brewery please visit:
www.littlevalleybrewery.co.uk or follow them on Twitter @littlevalleyale

Permanently Stocked Selection



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.

- Eye Pale Gold
- Wine Glass Citrus · Lemon · Sharp
- Beer Glass Balanced · Fruity



Bradfield
Farmers Blonde (4.0%)

A very pale brilliant blonde beer with citrus and summer fruit aromas.

- Eye Pale Gold
- Wine Glass Honey · Grapefruit · Citrus
- Beer Glass Zesty · Lemon · Creamy



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.

- Eye Pale Amber
- Wine Glass Citrus · Hoppy · Fruity
- Beer Glass Full · Sweet · Hops



Elland
Blonde (4.0%)

This is an easy-drinking blonde ale, dry and aromatic yet uncomplicated. It has a soft bitterness and light citrus notes.

- Eye Blonde
- Wine Glass Aromatic
- Beer Glass Dry



Ilkley
Mary Jane (3.5%)

A multi-award-winning pale ale named after the character in the Yorkshire folk song 'On Ilkla Moor Baht'at' and is Ilkley's best-selling beer by a country mile.

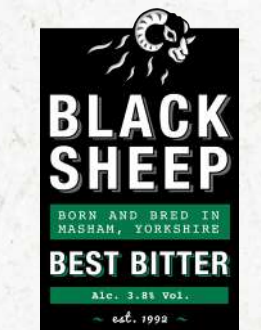
- Eye Honey Gold
- Wine Glass Floral · Vanilla
- Beer Glass Sweet · Sharp · Clean



Leeds
Pale (3.8%)

Easy-drinking, light and hoppy with a well-balanced finish.

- Eye Pale
- Wine Glass Fruit · Citrus
- Beer Glass Hoppy · Bitter



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.

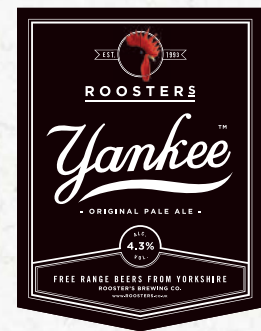
- Eye Amber Gold
- Wine Glass Smooth · Balanced · Fruity
- Beer Glass Hoppy · Malty · Fruity



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.

- Eye Golden
- Wine Glass Hops · Fruity
- Beer Glass Malt · Sweet



Rooster's
Yankee (4.3%)

Light and easy-drinking, this is a beer that showcases the floral and citrus fruit aromas of the cascade hop, projected against a backdrop of soft Yorkshire water and golden promise pale malt.

- Eye Pale Gold
- Wine Glass Floral · Hoppy · Citrus
- Beer Glass Soft Fruit · Fresh · Crisp



Saltaire
Blonde (4.0%)

Straw-coloured light ale with soft malt flavours. Delicately hopped with Czech and German hop varieties.

- Eye Golden
- Wine Glass Malt
- Beer Glass Hops · Malt

To Order Selection

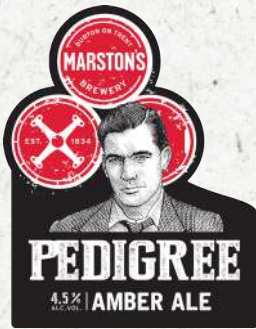
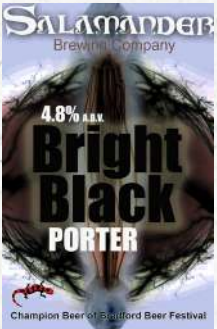


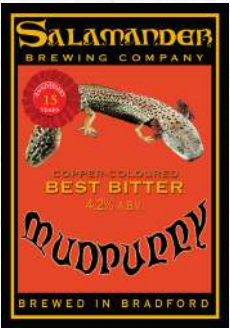




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|  | <p>Little Valley Ginger Pale Ale (4.0%)</p> <p>Fresh and light with a gentle taste of ginger and a hint of citrus.</p> <p>👁️ Pale</p> <p>👃 Citrus</p> <p>👄 Fresh · Light · Ginger · Citrus</p> |  | <p>Little Valley Hebden's Wheat (4.5%)</p> <p>Fresh, fruity and hazy. Belgian-style wheat beer that's light in colour with hints of coriander and lemon.</p> <p>👁️ Pale</p> <p>👃 Citrus · Fruity</p> <p>👄 Zesty · Lemon · Coriander</p> |
|  | <p>Little Valley Withens Pale Ale (3.9%)</p> <p>Light and hoppy with refreshing floral Cascade hops and hints of spice, orange and citrus. Delivering a delicious dry bitter finish.</p> <p>👁️ Pale</p> <p>👃 Floral</p> <p>👄 Spice · Orange · Citrus</p> |  | <p>Little Valley Tod's Blonde (5.0%)</p> <p>A bright and crisp blonde ale with a pleasant malty taste and a smooth bitter finish. The ideal alternative to lager.</p> <p>👁️ Blonde</p> <p>👃 Malt</p> <p>👄 Malt · Fruity</p> |
|  | <p>Little Valley Python IPA (6.0%)</p> <p>A double hopped IPA providing a strong malty taste with a delicious balance of hops and bitterness.</p> <p>👁️ Straw</p> <p>👃 Floral · Grassy</p> <p>👄 Malt · Hops</p> |  | <p>Little Valley Stoodley Stout (4.8%)</p> <p>A dark, rich and creamy stout made using a chocolate and Crystal malt, with subtle notes of orange and citrus.</p> <p>👁️ Dark</p> <p>👃 Malt · Chocolate</p> <p>👄 Creamy · Orange · Citrus</p> |
|  | <p>Little Valley Moor Ale (5.5%)</p> <p>A special ale dedicated to the Yorkshire Moors. Red brown in colour; smoked peat flavours and hints of moorland heather add to a full bodied taste.</p> <p>👁️ Russet Brown</p> <p>👃 Sweet · Caramel</p> <p>👄 Smoked Peat</p> |  | <p>Little Valley Vanilla Porter (4.5%)</p> <p>A rich, dark coloured and lightly roasted ale made using real vanilla pods, with subtle hints of vanilla and liquorice.</p> <p>👁️ Dark</p> <p>👃 Roasted · Vanilla</p> <p>👄 Roasted · Vanilla · Liquorice</p> |
|  | <p>Little Valley Cragg Vale Bitter (4.2%)</p> <p>A bold and malty ale with a rich and rounded malty body and clean bitter finish.</p> <p>👁️ Red · Brown</p> <p>👃 Malt · Fruity</p> <p>👄 Clean · Crisp · Bitter</p> |  | <p>Wychwood Hobgoblin (4.5%)</p> <p>A full-bodied ruby 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> |

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|  | <p>Jennings Cumberland (4.0%)</p> <p>This superbly refreshing golden ale has a soft honey texture and a sharp bitterness that will take you on a taste adventure.</p> <p> Burnished Gold</p> <p> Earthy Hops · Spicy</p> <p> Balanced · Crisp · Full Bodied</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>Rat White Rat (4.0%)</p> <p>A hoppy ale made from low-colour Maris Otter malt. A combination of 3 high alpha American hops produces an aromatic and resinous finish. Winner of many 'Beer of the Festival' awards.</p> <p> Extra Pale</p> <p> Elderflower · Grapefruit</p> <p> Zesty · Dry</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>Caledonian Flying Scotsman (3.5%)</p> <p>Well-balanced malty beer with bittersweet character.</p> <p> Copper</p> <p> Rich · Malty</p> <p> Raisin · Spice · Dry</p> |  | <p>Caledonian Edinburgh Castle (4.1%)</p> <p>Has a malty caramel and fruity aroma and a superb creamy head. It's complex bittersweet and satisfying malt flavours deliver a soft hoppy finish that's dry and spicy.</p> <p> Russet Brown</p> <p> Malt · Caramel · Fruity</p> <p> Malt · Hoppy · Spicy · Dry</p> |
|  | <p>Elland White Prussian (3.9%)</p> <p>Crisp, clean and refreshing. Made from lager malt and German hops. A fruity flavour with a floral, spice and citrus aroma from Perle and Mittlefruh hops.</p> <p> Pale Straw</p> <p> Floral · Spicy · Citrus</p> <p> Fruity</p> |  | <p>Elland Nettle Thrasher (4.4%)</p> <p>Complex and fruity. Made from a combination of six malts, complimented with English Challenger and Bramling Cross hops to give a smooth fruity character and delicate blackcurrant aroma.</p> <p> Copper</p> <p> Blackcurrant</p> <p> Fruity</p> |
|  | <p>Elland 1872 Porter (6.5%)</p> <p>A rich, complex, dark ruby porter from an 1872 recipe. It has an old port nose, coffee and bitter chocolate flavours from four malts including finest Maris Otter and English hops.</p> <p> Dark Ruby</p> <p> Rich · Coffee</p> <p> Coffee · Chocolate · Bitter</p> |  | <p>Elland Beyond the Pale (4.2%)</p> <p>Pale golden bitter brewed with finest English and German style malts for a rich flavour. Brewers Gold, American Cascade and Centennial hops give a strong citrus aroma and a dry pleasing finish.</p> <p> Pale Gold</p> <p> Citrus</p> <p> Rich · Dry</p> |

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|  | <p>Rooster's Y.P.A (4.1%)</p> <p>A two-time gold medal winner at the World Beer Cup, Y.P.A (Yorkshire Pale Ale) is an aromatic, summer ale that offers delicate peachy and berry fruit flavours.</p> <p> Pale Gold</p> <p> Spicy · Fruity · Hoppy</p> <p> Floral · Spicy · Nutty · Fruity</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</p> <p> Citrus · Spice</p> <p> Full · Sweet</p> |
|  | <p>Camerons A-Hop-Alypse Now (4.3%)</p> <p>Citrus aroma and a satisfying hop flavour. The Cascade, Chinook and Fuggles hops deliver a initial citrus flavour followed by a satisfying bitter taste.</p> <p> Golden</p> <p> Citrus</p> <p> Hoppy · Citrus · Bitter</p> |  | <p>Camerons Strongarm (4.0%)</p> <p>The brewery's flagship beer. Well-rounded, ruby red ale with a distinctive creamy head. A good balance of malt, hops and bitterness.</p> <p> Ruby Red</p> <p> Rich · Toffee · Malty</p> <p> Sweet · Bitter</p> |
|  | <p>Timothy Taylor Golden Best (3.5%)</p> <p>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.</p> <p> Light Amber</p> <p> Soft Fruits · Hops</p> <p> Sweet · Smooth · Malty</p> |  | <p>Timothy Taylor Boltmaker (4.0%)</p> <p>A well-balanced, genuine Yorkshire bitter, with a full measure of maltness and hoppy aroma.</p> <p> Copper</p> <p> Citrus · Fruity · Spicy · Hops</p> <p> Roasted · Malty · Bitter</p> |
|  | <p>Settle Jericho Blonde (3.6%)</p> <p>A blonde ale with full flavour and a well balanced hoppy finish make this a perfect session ale.</p> <p> Pale Straw</p> <p> Honey · Floral</p> <p> Hops · Crisp</p> |  | <p>Settle Main Line Bitter (3.8%)</p> <p>Proper Yorkshire bitter. Full bitter flavour balanced with a hint of fruity sweetness.</p> <p> Amber</p> <p> Fruity</p> <p> Fruity · Sweet</p> |
|  | <p>Black Sheep Golden Sheep (3.9%)</p> <p>A gloriously refreshing and beautifully balanced golden cask ale. The perfect thirst quencher!</p> <p> Pale Gold</p> <p> Hoppy · Fruity · Citrus</p> <p> Grapefruit · Zesty</p> |  | <p>Black Sheep Special Ale (4.4%)</p> <p>A full flavoured premium ale with a richly malty character. Plenty of choice Goldings give it a fruity aroma, followed by a dry and bittersweet finish.</p> <p> Copper</p> <p> Roasted · Coffee · Orange</p> <p> Fruity · Dry · Hoppy</p> |

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|  | <p>Acorn Barnsley Gold (4.3%)</p> <p>Fresh citrus aroma and good bitterness levels. Fruit and hops carry throughout. Crisp, dry and well hopped.</p> <p>👁 Golden</p> <p>👄 Fruity · Hoppy · Citrus</p> <p>👅 Fruity · Hoppy · Crisp · Dry</p> |  | <p>Acorn Blonde (4.0%)</p> <p>A beautifully balanced pale ale with a crisp clean finish.</p> <p>👁 Blonde</p> <p>👄 Fragrant</p> <p>👅 Caramel</p> |
|  | <p>Acorn Barnsley Bitter (3.8%)</p> <p>By having a well-rounded, rich flavour it retains a lasting bitter finish. Silver award winner in the standard bitters category at the Great British Beer Festival 2015.</p> <p>👁 Chestnut</p> <p>👄 Nutty · Coffee · Toffee</p> <p>👅 Roasted · Chocolate</p> |  | <p>Acorn Yorkshire Pride (3.7%)</p> <p>A lovely pale session bitter. Well hopped with Challenger, Mount Hood and Savinjski hops.</p> <p>👁 Pale Gold</p> <p>👄 Grapefruit · Citrus</p> <p>👅 Grapefruit · Honey · Floral</p> |
|  | <p>Theakston Lightfoot (4.1%)</p> <p>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.</p> <p>👁 Pale Gold</p> <p>👄 Honey</p> <p>👅 Lemon · Fruit · Dry</p> |  | <p>Theakston Black Bull (3.9%)</p> <p>A dry, spicy flavoured ale with a hint of citrus provided by the abundant use of lovely Bramling Cross hops.</p> <p>👁 Amber</p> <p>👄 Citrus · Fruity</p> <p>👅 Citrus · Crisp</p> |
|  | <p>Theakston Best Bitter (3.8%)</p> <p>Aromatic with hints of citrus. Light malt and fresh floral flavours combine with the zesty citric hop.</p> <p>👁 Amber Gold</p> <p>👄 Fruit · Hoppy · Malty</p> <p>👅 Citrus · Spicy</p> |  | <p>Ticketybrew Golden Bitter (3.6%)</p> <p>A traditional English golden bitter. Full of the fruity flavours you'd expect from a quality best.</p> <p>👁 Golden</p> <p>👄 Fruity</p> <p>👅 Fruity</p> |
|  | <p>Bosun's Horbury Blonde (3.9%)</p> <p>A refreshing crisp Blonde Ale, brewed with three different hops including cascade dry hopping.</p> <p>👁 Pale Gold</p> <p>👄 Orange Zest · Light Citrus</p> <p>👅 Fresh Fruit · Balanced</p> |  | <p>Bosun's Neptune (4.3%)</p> <p>Craft brewed with the finest ingredients to produce a tangy citrus finish bursting with fruit flavours that has a balanced bitterness and well hopped.</p> <p>👁 Blonde</p> <p>👄 Citrus Fruits</p> <p>👅 Tangy · Fruity</p> |

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|  | <p>Bradfield Brown Cow (4.2%)</p> <p>A rich deep chestnut-coloured ale, with a beautifully smooth creamy head. A citrus aftertaste gives way to a long dry finish.</p> <p>👁 Copper</p> <p>👄 Blackcurrant · Berries · Sweet</p> <p>👅 Fruity · Smooth · Dry</p> |  | <p>Bradfield Farmers Stout (4.5%)</p> <p>A dark enriched 'black and white' stout balanced by ploughing through roasted malts and flaked oats with a subtle bitter hop character.</p> <p>👁 Dark</p> <p>👄 Malty · Roasted</p> <p>👅 Roasted · Chocolate</p> |
|  | <p>Bradfield Farmers Bitter Ale (3.9%)</p> <p>A traditional copper coloured malt ale using the finest English hops to produce both a floral and smooth aroma but still having a sharp finish.</p> <p>👁 Copper</p> <p>👄 Caramel · Malty</p> <p>👅 Roasted · 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</p> <p>👄 Spicy · Toffee</p> <p>👅 Strong · Rich</p> |
|  | <p>Brains Rev James Rye (4.3%)</p> <p>Dark, dry and distinctive. Brewed for a full flavour and bitter finish with unexpected glimpses of citrus and spice.</p> <p>👁 Dark Oak</p> <p>👄 Citrus · Spicy · Hoppy · Malty</p> <p>👅 Bitter · Fruity · Dry</p> |  | <p>Brains Rev James Gold (4.1%)</p> <p>Crisp and sweet with fresh fruit flavours that are balanced by an intriguing depth and a light malty aroma.</p> <p>👁 Golden</p> <p>👄 Fruit · Caramel · Hoppy</p> <p>👅 Sweet · Zesty · Refreshing</p> |
|  | <p>Bradford Hockney Pale (3.6%)</p> <p>Tropical fruit aroma, hoppy and crisp with a light, refreshing taste. The sweet maltiness balances perfectly with fresh citrus, floral and peppery notes.</p> <p>👁 Golden</p> <p>👄 Tropical · Fruity</p> <p>👅 Hoppy · Crisp</p> |  | <p>Bradford Northern Soul (3.8%)</p> <p>Made using the finest English hops. Caramel and malty goodness set against fresh hops with a creamy white head and a subtle bitter aftertaste.</p> <p>👁 Golden</p> <p>👄 Malty · Floral</p> <p>👅 Caramel · Smooth</p> |
|  | <p>Naylor's Bitter (3.8%)</p> <p>Cascade, Aurora and Perle hops provide bitterness and delicate aromas, whilst pale malt and roasted barley give a traditional copper colour.</p> <p>👁 Copper</p> <p>👄 Orange · Zesty · Malty</p> <p>👅 Caramel · Spicy</p> |  | <p>Naylor's Blonde (4.3%)</p> <p>A premium blonde beer, brewed using Marris Otter malt along with a touch of wheat. Citrus and oral flavours are provided by Citra and Willamete hops.</p> <p>👁 Golden</p> <p>👄 Fruity · Vanilla</p> <p>👅 Fruity · Hoppy</p> |

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|  | <p>Marston's Pedigree (4.5%)</p> <p>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.</p> <p>👁 Golden Brown</p> <p>🍷 Biscuit · Floral · Burton Sulphur</p> <p>👄 Malty · Biscuit · Spicy</p> |
|  | <p>Salamander Bright Black Porter (4.8%)</p> <p>Champion beer at Bradford beer festival 2014 An intense porter with a hint of rum and caramel.</p> <p>👁 Deep Red</p> <p>🍷 Chocolate · Caramel</p> <p>👄 Caramel · Rum</p> |
|  | <p>Salamander Blondie (4.0%)</p> <p>Champion beer at Bradford beer festival 2015 A refreshing, pale ale - malty with a gently hopped aroma.</p> <p>👁 Pale</p> <p>🍷 Hoppy</p> <p>👄 Refreshing · Malty</p> |
|  | <p>Salamander Golden Salamander (4.5%)</p> <p>Silver Medal Winner at the Great British Beer Festival. A golden premium ale brewed with Challenger and Styrian hops. This beer has a refreshing citrus hop flavour.</p> <p>👁 Golden</p> <p>🍷 Citrus · Hoppy</p> <p>👄 Citrus · Hops · Crisp</p> |
|  | <p>Salamander Mudpuppy (4.2%)</p> <p>A bittersweet copper-coloured bitter with a distinctive hop character derived from Progress and East Kent Goldings hops.</p> <p>👁 Copper</p> <p>🍷 Hoppy</p> <p>👄 Hops · Malty</p> |
|  | <p>Chantry Steelos (4.1%)</p> <p>Fresh and easy to drink with its light and subtle citrus aromas of sweet orange apricot and blackcurrant. Well balanced flavours.</p> <p>👁 Pale</p> <p>🍷 Citrus · Fruity</p> <p>👄 Citrus · Fruity · Spicy</p> |
|  | <p>Chantry Iron & Steel (4.0%)</p> <p>Award winning beautifully crafted chestnut coloured bitter. Full flavoured with subtle hints of dark fruits, a well balanced traditional Yorkshire session beer.</p> <p>👁 Chestnut</p> <p>🍷 Spicy · Fruity</p> <p>👄 Dark Fruits · Clean</p> |
|  | <p>Charles Wells Blonde (4.2%)</p> <p>Boldly blonde and intensely fragrant with aromas of fruit and spicy hop.</p> <p>👁 Golden</p> <p>🍷 Fruity · Spicy</p> <p>👄 Fruity · Spicy · Hoppy</p> |
|  | <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> |

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|  | <p>Pennine Best Bitter (3.9%)</p> <p>Pennine Best Bitter has a mellow bitterness, followed by a spicy blackcurrant aftertaste, with a smooth creamy head.</p> <p>👁 Nutty Brown</p> <p>🍷 Spicy</p> <p>👄 Fruity · Blackcurrant · Bitter</p> |
|  | <p>Pennine Amber Necker (3.8%)</p> <p>A great session beer with a smooth creamy texture and delicate blackcurrant undertone followed by a hoppy aftertaste.</p> <p>👁 Amber</p> <p>🍷 Nutty · Citrus</p> <p>👄 Hoppy · Creamy · Smooth</p> |
|  | <p>Pennine Hair of the Dog (3.9%)</p> <p>A sparkling blonde with a delicate roasted caramel flavour and a smooth sweet refreshing aftertaste.</p> <p>👁 Dark</p> <p>🍷 Malty · Roasted</p> <p>👄 Roasted · Chocolate</p> |
|  | <p>Pennine Real Blonde (4.0%)</p> <p>Not your typical blonde which is finally balanced in hops and natural sugars that combine a fruity aftertaste.</p> <p>👁 Golden</p> <p>🍷 Hoppy · Orange</p> <p>👄 Hoppy · Fruity</p> |
|  | <p>Kelham Island Easy Rider (4.3%)</p> <p>An acclaimed pale ale. It's easy by name and easy drinking by nature while still retaining a full hoppy palate.</p> <p>👁 Pale Gold</p> <p>🍷 Citrus · Tropical Fruit</p> <p>👄 Hoppy · Fruity · Crisp</p> |
|  | <p>Kelham Island Pale Rider (5.2%)</p> <p>A legendary golden hoppy pale ale. An award winning beer from its earliest days and still with the same great taste today.</p> <p>👁 Pale Gold</p> <p>🍷 Citrus · Malty</p> <p>👄 Sweet · Delicate</p> |
|  | <p>Kelham Island Riders on the Storm (4.5%)</p> <p>An amber ale which showcases a fusion of British and American hops that gives a storm of hoppy flavours.</p> <p>👁 Amber</p> <p>🍷 Hoppy</p> <p>👄 Hoppy</p> |
|  | <p>Three B's Bee's Knees (3.7%)</p> <p>A crisp session blonde ale. Sweet malt notes leading to a dry finish.</p> <p>👁 Blonde</p> <p>🍷 Sweet · Malt</p> <p>👄 Crisp · Dry</p> |
|  | <p>Copper Dragon Golden Pippin (3.9%)</p> <p>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.</p> <p>👁 Blonde</p> <p>🍷 Citrus · Melon · Summer Fruits</p> <p>👄 Zesty · Floral · Refreshing</p> |
|  | <p>Copper Dragon Best Bitter (3.8%)</p> <p>A refreshing beer with a well balanced malty and hoppy flavour. An excellent session ale brewed to suit the discerning drinkers palate.</p> <p>👁 Amber</p> <p>🍷 Hoppy</p> <p>👄 Malty · Hoppy</p> |

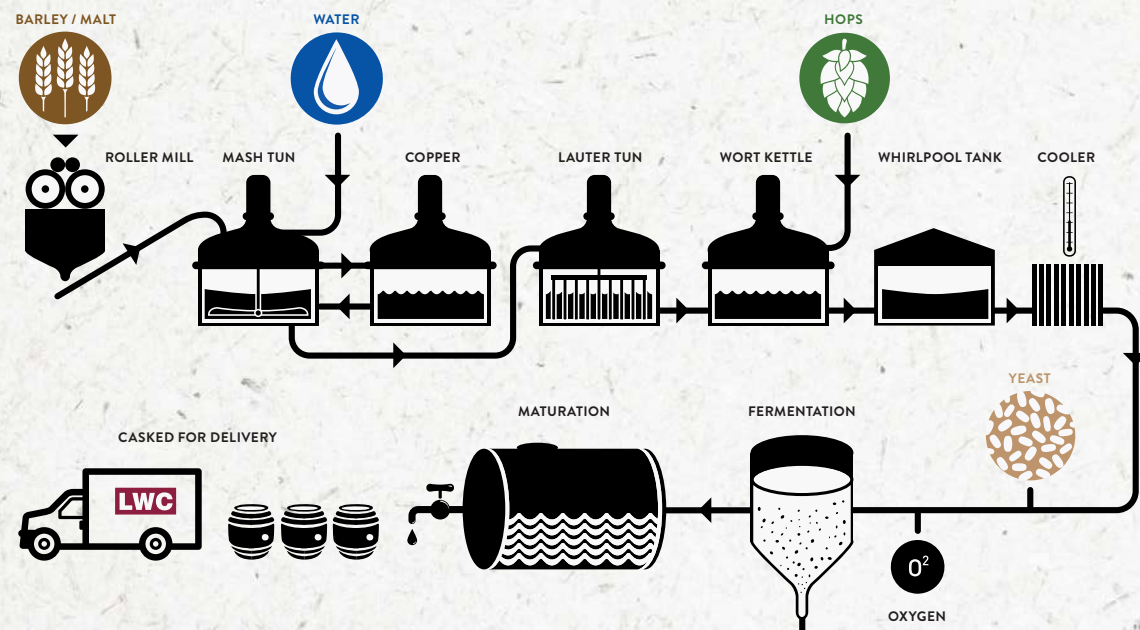
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|  <p>Fuggle Bunny Russian Rare-bit (5.0%)</p> <p>Dark and sensual, malty and complex with an intriguing twist of chocolate, coffee and liquorice aromas, British hops lend bittering qualities – luxurious!</p> <p>👁 Black 👄 Coffee · Chocolate · Liquorice 👅 Chocolate · Hoppy · Bitter</p> |  <p>Fuggle Bunny Cotton Tail (4.0%)</p> <p>A refreshing pale ale... Perfectly quaffable in the new spring sunshine.</p> <p>👁 Deep Gold 👄 Citrus · Floral · Fruity 👅 Sweet · Hoppy · Full</p> |
|  <p>Fuggle Bunny Oh Crumbs (3.8%)</p> <p>A citrus IPA made with the American C hops, with lime leaves and fresh citrus peel added during fermentation.</p> <p>👁 Copper 👄 Spicy · Pine Resin · Fruity 👅 Caramel · Biscuit · Berries</p> |  <p>Fuggle Bunny 24 Carrot (6.0%)</p> <p>Hints of citrus fruit, spice and blackberries. This is what leads fuggle into a whole new world where the unexpected seems to be the norm...</p> <p>👁 Pale Gold 👄 Fruity · Floral · Citrus 👅 Malty · Lemon · Blackcurrant</p> |
|  <p>Leeds Midnight Bell (4.8%)</p> <p>Crystal and chocolate malts combine with wonderful Willamette hops to give a full bodied, complex character to this award winning ale.</p> <p>👁 Dark 👄 Malty · Roasted 👅 Malty · Chocolate</p> |  <p>Leeds Best (4.3%)</p> <p>British malted barley and English First Gold and Goldings hops blend perfectly with our unique Yorkshire yeast to create a full flavoured, well balanced pint.</p> <p>👁 Pale Gold 👄 Malty · Floral 👅 Light · Hoppy</p> |
|  <p>Phoenix Thirsty Moon (4.6%)</p> <p>Premium Bitter. Full bodied with a clean hoppy finish.</p> <p>👁 Light Brown 👄 Malty · Caramel · Fruity 👅 Biscuit · Malty · Fruity</p> |  <p>Phoenix Monkeytown Mild (3.9%)</p> <p>Traditional creamy dark mild.</p> <p>👁 Dark 👄 Malty · Chocolate 👅 Roasted · Hoppy</p> |
|  <p>Phoenix Hopsack (3.8%)</p> <p>Light drinking session beer. Very hoppy.</p> <p>👁 Pale 👄 Fruity 👅 Hoppy</p> |  <p>Phoenix Navvy (3.8%)</p> <p>Well balanced, full bodied bitter.</p> <p>👁 Golden 👄 Citrus 👅 Malty · Hoppy</p> |

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|  <p>Daleside Old Legover (4.1%)</p> <p>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.</p> <p>👁 Brown 👄 Mature Fruits · Nutty 👅 Hoppy · Bitter</p> |  <p>Daleside Monkey Wrench (5.3%)</p> <p>A dark, strong, smooth malty ale with a touch of sweetness. The hops include Goldings but the malts are dominant in the taste.</p> <p>👁 Dark 👄 Malty · Sweet 👅 Hoppy · Malty · Sweet</p> |
|  <p>Daleside Square Rigger (4.5%)</p> <p>An amber coloured India Pale Ale, brewed using a combination of 3 of the finest hops to give complex floral and fruit hop aromas in true IPA tradition.</p> <p>👁 Amber 👄 Floral · Fruity 👅 Fruity</p> |  <p>Daleside Blonde (3.9%)</p> <p>A refreshing beer with a hoppy aroma and crisp palate. Has a distinctive nose with delicate mouth feel and a subtle aftertaste.</p> <p>👁 Golden 👄 Peaches · Fruity · Citrus 👅 Grapefruit · Sweet · Dry</p> |
|  <p>Rudgate Battle Axe (4.2%)</p> <p>A well-hopped bitter, initially bittersweet, complex fruit gives a memorable aftertaste.</p> <p>👁 Chestnut Brown 👄 Fruity · Berries · Woody 👅 Smooth · Malty · Nutty</p> |  <p>Rudgate Chocolate Stout (5.0%)</p> <p>A deeply rich and satisfying premium stout with complex balanced flavours and a warm subtle chocolate finish.</p> <p>👁 Dark 👄 Chocolate 👅 Chocolate</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>Rudgate Jorvik Blonde (3.8%)</p> <p>Flaxen blonde ale, balanced hoppy bitterness and a crisp fruity finish.</p> <p>👁 Pale 👄 Fruity · Peaches · Melon 👅 Sweet · Smooth</p> |
|  <p>Rudgate Viking (3.8%)</p> <p>Initially warming full-bodied beer with hops and fruit lingering into the aftertaste.</p> <p>👁 Bronze 👄 Fruity · Hoppy 👅 Sweet · Honey · Pineapple</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 👄 Fruity · Citrus 👅 Fruity · Sweet · Citrus</p> |

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|  | <p>Saltire Raspberry Blonde (4.0%)</p> <p>Refreshing blonde ale, delicately infused with the flavour of raspberries.</p> <p>👁️ Blonde 🍷 Raspberries 👄 Raspberries</p> |  | <p>Saltire Triple Chocoholic (4.8%)</p> <p>A creamy, roast, chocolate stout with a delicious bitter finish and a rich chocolate aroma.</p> <p>👁️ Dark 🍷 Chocolate · Malty 👄 Chocolate</p> |
|  | <p>Saltire Hazelnut Coffee (4.6%)</p> <p>A Smooth Porter with German malts and hops with added ground coffee and hazelnut.</p> <p>👁️ Ruby 🍷 Roasted · Coffee 👄 Hazelnut · Coffee</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 🍷 Spicy · Hoppy · Malty · Toffee 👄 Sweet · Bitter</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 🍷 Pine · Grapefruit 👄 Hoppy · Grassy</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>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 Daily Bread (3.8%)</p> <p>A classic copper coloured English bitter. Well-balanced with malty flavours and a smooth bitter finish. Subtle hop characteristics from traditional Fuggles hops.</p> <p>👁️ Copper 🍷 Fruity · Molasses · Banana 👄 Smooth · Bready · Sweet</p> |
|  | <p>Abbeydale Absolution (5.3%)</p> <p>Mid-straw coloured beer with aromas of tropical fruit and mangoes. The beer is sweet all the way through, balanced by some bitterness at the finish. Flavours are fruity with toffee apples and bananas.</p> <p>👁️ Straw 🍷 Peardrops · Citrus · Fruity 👄 Tropical · Banana · Sweet</p> |  | <p>Abbeydale Black Mass (6.6%)</p> <p>Very dark ale with a rich, creamy head. Aromas of dark chocolate, coffee and burnt toast. Full bodied and warming with strong flavours of bitter chocolate, fruitcake, raisins and hints of cherries.</p> <p>👁️ Dark 🍷 Chocolate · Toasted · Coffee 👄 Chocolate · Raisins · Bitter</p> |

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|  | <p>Cameron's 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.</p> <p>👁️ Golden 🍷 Citrus · Hoppy 👄 Hoppy · Blackcurrant · Citrus</p> |  | <p>Shepherd Neame Spitfire Kentish Ale (4.2%)</p> <p>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.</p> <p>👁️ Auburn 🍷 Fruit · Toffee · Hoppy 👄 Hoppy · Spicy · Bitter</p> |
|  | <p>Hydes 1863 (3.5%)</p> <p>Brewed in a traditional way to give a full and satisfying pint. Aromas of fuggles and Challenger hops used to bitter it.</p> <p>👁️ Copper 🍷 Spicy · Pine Resin · Fruity 👄 Caramel · Biscuit · Berries</p> |  | <p>Hydes Original (3.8%)</p> <p>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.</p> <p>👁️ Amber 🍷 Spicy · Hops · Malty 👄 Sweet · Bitter</p> |
|  | <p>Hydes Lowry (4.7%)</p> <p>Made from Citra and Chinook hops to make a hoppy and refreshing beer. The use of Amber malt gives this beer an attractive richness with strong citrus and lovely tropical tones.</p> <p>👁️ Golden 🍷 Citrus · Tropical Fruit 👄 Gooseberry · Passion Fruit</p> |  | <p>Hydes Old Indie (3.5%)</p> <p>Lovely, soft and smooth with subtle notes of roasted malt and caramel. Its inviting velvety texture makes it highly quaffable.</p> <p>👁️ Ebony 🍷 Earthy · Caramel 👄 Caramel · Roasted · Sweet</p> |
|  | <p>Helmsley Yorkshire Legend (3.8%)</p> <p>A classic Yorkshire bitter brings together caramel and toasted notes to produce a drink that combines rich complexity with rewarding drinkability.</p> <p>👁️ Pale Copper 🍷 Fruity · Strawberry · Light Hop 👄 Toasted · Rounded · Balanced</p> |  | <p>Helmsley Howardian Gold (4.2%)</p> <p>A golden ale that bursts with zesty lemon and tangy hop notes that are laid against a honey-like malt.</p> <p>👁️ Pale Gold 🍷 Fresh · Zesty · Lemon 👄 Crisp · Citrus · Refreshing</p> |
|  | <p>Helmsley HiPA (5.5%)</p> <p>Combines the body of an English Ale with all that is best in an American IPA. This beer blends a luxuriant mouth-feel with tropical, floral and citrus hop notes.</p> <p>👁️ Amber 🍷 Pear · Pineapple · Floral 👄 Malty · Soft · Grapefruit</p> |  | <p>Helmsley Striding the Riding (4.0%)</p> <p>A refreshing beer with a well balanced malty and hoppy flavour. An excellent session ale brewed to suit the discerning drinkers palate.</p> <p>👁️ Pale Gold 🍷 Lemon · Honey · Citrus 👄 Clean · Citric · Pineapple</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.



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.



SALTAIRE BREWERY · YORKSHIRE

Saltaire Brewery began brewing in 2006. Today we are established brewers and produce a contemporary range that appeals to both new beer connoisseurs and traditional drinkers alike. It has earned us a strong presence in the North, and a growing national and international reputation.



LITTLE VALLEY · YORKSHIRE

The brewery situated high on the Pennine moorland of Cragg Vale, just outside Hebden Bridge, where all of its beers are brewed, bottled and branded under one roof. Co-owned by Master Brewer Wim van der Spek and Sue Cooper, the brewery first opened its doors in July 2005. Fast-forward 11 years and the brewery has grown, but the people are still at the heart of everything.

Little Valley have won a string of awards for its beers, with Vanilla Porter gaining recognition at the Best of Organic Market Awards, as well as the silver medal for taste at the 2016 International Beer Challenge.



OSSETT BREWERY · YORKSHIRE

Since 1997 our reputation has been built on producing consistently high quality beers. Whilst we brew a wide range of differing styles we are renowned for our extra pale coloured, heavily hopped ales. Our core range are all single hopped beers with the hop in question being advertised in the tasting notes. With our core range, monthly seasonal and the occasional limited edition brew we aim to provide a little something for everyone.

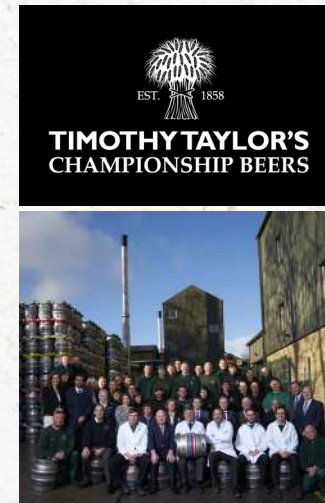
Our new branding was launched in early 2017 to improve perceptions of our brand and entice a new wave of beer drinkers without alienating our existing loyal customer base. To do this we have gone for a more contemporary image whilst not straying too far from our traditional roots as a British cask ale producer.



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.

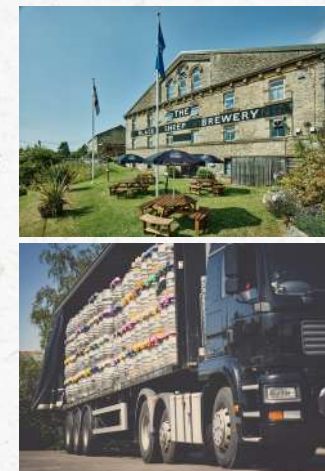
Hydes operate around 60 pubs. These include destination food houses, suburban locals and town centre venues and Hydes aim to make every one of these sites the best in its locality.



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 YORKSHIRE

To place your order please call
0844 241 2055