

VOL
04

CRAFTED






HANDBOOK

CRAFT & SPECIALITY

BEERS AND CIDERS

FROM CARLSBERG UK

CRAFT BEERS and *Ciders* from Carlsberg UK

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LIGHT and delicate Fruity, aromatic, fresh and/or slightly hoppy

BRAND	BEER STYLE	ABV	FORMAT	Pg
Adnams Dry Hopped Lager	Craft Lager	4.2%	30l keg	22
<i>new</i> AND UNION Unfiltered Lager	Unfiltered Helles Lager	5.0%	24 x 330ml cans	23
Bee 17	Hop-Struck Pilsner	4.7%	24 x 330ml cans	24
Black Isle Blonde Lager	Continental Style Blonde Lager	4.5%	30l keg	25
<i>new</i> Brewgooder Clean Water Lager	Session Lager	4.5%	24 x 330ml cans	26
<i>new</i> Brooklyn 1/2 Ale	Hoppy Session Saison	3.4%	24 x 355ml bottles	27
<i>new</i> Celia Organic	Gluten Free, Organic Craft Czech Lager	4.5%	24 x 330ml bottles	28
Curious Brew	English Craft Lager	4.7%	24 x 330ml bottles	29
Erdinger Alkoholfrei	Low Alcohol	0.4%	12 x 500ml bottles	30
Erdinger Weissbier	Wheat Beer	5.3%	12 x 500ml bottles, 30l keg	31
Fuller's Frontier	Craft Lager	4.5%	30l keg	32
Hitachino Nest White Ale	A Japanese twist on a Belgian Wit	5.5%	12 x 330ml bottles	33
Hiver, The Honey Beer	Honey Blonde	4.5%	24 x 330ml bottles <i>new</i> , 30l keg	34
Hop House 13	Craft Lager	5.0%	12 x 330ml bottles, 30l keg	35
Innis & Gunn Lager	Craft Lager	4.6%	50l keg	36
Korev	Helles-style Lager	4.8%	30l keg	37
Liefmans Fruitesse	Fruit Beer	3.8%	24 x 330ml bottles, 20l keg	38
Portobello London Pilsner	Pilsner	4.6%	50l keg	39
Revisionist Craft Lager	Craft Lager	4.0%	30l keg	40
<i>new</i> Timmermans Kriek	Lambic Fruit Beer	4.0%	12 x 330ml bottles	41
<i>new</i> Timmermans Strawberry	Lambic Fruit Beer	4.0%	12 x 330ml bottles	42
Vedett Extra Blond	Pilsner	5.0%	24 x 330ml bottles, 30l keg	43
Vedett Extra White	Belgian Style Wheat Beer	4.7%	24 x 330ml bottles, 30l keg	44
Whitstable Bay Pale Ale	Pale Ale	3.9%	30l keg	45

BALANCED and rounded Malty, biscuity and slightly hoppy

BRAND	BEER STYLE	ABV	FORMAT	Pg
Adnams Mosaic Pale Ale	Pale Ale	4.1%	30l keg	48
Anchor Steam Beer	California Steam Beer	4.8%	24 x 355ml bottles	49
Big Hug Hibernation White IPA	White IPA	5.2%	12 x 330ml bottles, 30l keg <i>new</i>	50
<i>new</i> Brewdog Dead Pony Club	Session Pale Ale	3.8%	24 x 330ml bottles, 50l keg	51
<i>new</i> Brooklyn American Ale	American Pale Ale	4.5%	24 x 355ml bottles, 24 x 355ml cans	52
Brooklyn Lager	American Amber Lager	5.2%	24 x 355ml bottles, 24 x 355ml cans, 30l keg	53
<i>new</i> Einstock Icelandic Pale Ale	Arctic Pale Ale	5.6%	24 x 330ml bottles	54
Goose Island Honkers Ale	English-style Bitter	4.3%	12 x 355ml bottles	55
Grimbergen Blonde	Belgian Ale	6.7%	24 x 330ml bottles, 20l keg	56
Lawn Mower	Amber Beer	4.8%	24 x 330ml cans	57
Little Creatures	Pale Ale	5.2%	24 x 330ml bottles	58
Meantime London Pale Ale	Pale Ale	4.3%	24 x 330ml bottles, 50l keg	59
Meantime Yakima Red	US-Style Red Ale	4.1%	12 x 330ml bottles, 30l keg	60
Samuel Adams Boston Lager	American Craft Lager	4.8%	24 x 330ml bottles, 30l keg	61
Shed Head	American Pale Ale	4.6%	30l keg	62
Shipyards Pale Ale	American Pale Ale	4.5%	30l keg	63
<i>new</i> Shipyards Rye Pale Ale	Rye Pale Ale	4.5%	30l keg	64
Sierra Nevada Pale Ale	American Pale Ale	5.6%	12 x 350ml bottles, 50l keg	65
Thornbridge Chiron	American Pale Ale	5.0%	12 x 330ml bottles, 30l keg	66
<i>new</i> Toast Pale Ale	Pale Ale	5.0%	12 x 330ml bottles	67

CRAFT BEERS

and *Ciders*

from Carlsberg UK

"This is a category for which people are willing to pay more, for the taste, the quality and the experience."

**ZINGY** and bitter Distinctly hoppy, strong and spicy

BRAND	BEER STYLE	ABV	FORMAT	Pg
Boulevard Single-Wide IPA	India Pale Ale	5.7%	12 x 330ml bottles	70
Brewdog Punk IPA	India Pale Ale	5.6%/5.4%	24 x 330ml bottles, 50l keg	71
Brooklyn East India Pale Ale	India Pale Ale	6.9%	24 x 355ml bottles, 24 x 355ml cans	72
<i>new</i> Brooklyn Scorchers IPA	Session IPA	4.5%	24 x 355ml bottles, 24 x 355ml cans, 30l keg	73
Crafty Dan 13 Guns	Anglo American India Pale Ale	5.5%	24 x 330ml cans	74
Flying Dog Easy IPA	India Pale Ale	4.7%	24 x 355ml bottles, 30l keg	75
Flying Dog Snake Dog IPA	India Pale Ale	7.1%	24 x 355ml bottles	76
Founders All Day IPA	India Pale Ale	4.7%	24 x 355ml bottles, 29.31l keg	77
Goose IPA	India Pale Ale	5.9%	12 x 355ml bottles	78
<i>new</i> Innis & Gunn Session IPA	Session IPA	4.2%	50l keg	79
Lagunitas IPA	India Pale Ale	6.2%	24 x 355ml bottles	80
Oakham Green Devil IPA	India Pale Ale	6.0%	30l keg	81
Rooster's Baby-Faced Assassin	India Pale Ale	6.1%	24 x 330ml cans	82

ROUNDED and full-favoured Full-bodied, rich fruits and spicy or smoky, roasted and savoury

BRAND	BEER STYLE	ABV	FORMAT	Pg
Anchor Porter	American Porter	5.6%	24 x 355ml bottles	86
Boulevard Tank 7 Farmhouse Ale	Saison	8.5%	12 x 330ml bottles	87
<i>new</i> Brooklyn Sorachi Ace	Farmhouse Saison	7.2%	24 x 355ml bottles	88
Duvel	Golden Ale	8.5%	24 x 330ml bottles	89
Innis & Gunn Original	Oak-Aged Ale	6.6%	12 x 330ml bottles	90
Westmalle Dubbel	Trappist	7.0%	24 x 330ml bottles	91

CRAFT cider Introducing a range of cider styles and flavours

BRAND	CIDER STYLE	ABV	FORMAT	Pg
Angry Orchard	Crisp Apple	5.0%	12 x 500ml bottles	94
Bad Apple	Herefordshire Cider	5.1%	50l keg	95
Caple Rd, Cider Blend No.3	Herefordshire Cider	5.2%	24 x 330ml cans	96

Welcome to Crafted[🍷] 2017

CRAFT & SPECIALITY BEERS AND CIDERS FROM 

It's back – bigger and better than ever!

As an independent beer writer and ardent fan of great beer, seeing the year's new Crafted range being unveiled is a bit like opening a Christmas present.

From a purely selfish point of view, it's great that I can get my hands on more of the beers I love more easily.

But from a broader perspective, to watch the evolution of the Crafted range is to witness the astonishing progress of craft beer in Britain.

The people at Carlsberg aren't stupid, and they're not impulsive fanboys (well, not when they're at work, anyway.) There are thousands of craft breweries around the world now, all producing a broader range of beers, of flavours and alcoholic strength, than there has ever been before. Some of them are niche interests. (And I'm sure some of the geeks in those niches are only pretending to like those beers because they think they're cool.) But the beers in the Crafted range are there for two important reasons: one, the people at Carlsberg like them, and two, they also believe these are beers that a lot of other people will like too. These are beers that sell.

So as a fan of craft beer, it's great to see the category of 'what we think will sell' getting broader and richer every year. One in three British adults now drinks craft beer. That means drinkers are getting more curious, more adventurous. If they like a beer they've never tried before, they're likely to try another. So it's important that this range of beers always offers something new.

The core range of beers that's been around since day one comprises the stone cold classics of craft beer. Brewers like Brooklyn, Meantime and Sierra

Nevada may no longer be the cool new kids on the block, but few, if any, of those cool new kids can match craft's elder statesmen for quality and consistency.

But if you've had those beers and are asking what's next, how about Toast – a rich, malty beer made from waste bread that would otherwise be thrown away? With profits going to charity, this beer won the Crafted competition earlier this year to gain a place in the range because it looks great, has a great story behind it, and most importantly, tastes great too. We've also got honey beer, gluten-free organic beer, more fruit beers, and a rye beer, as well as enough pale ales and IPAs to satisfy even the most ardent hop fan.

So dive in, enjoy and discover why craft beer is the most exciting product on any bar.

Cheers!
Pete Brown

Pete Brown is a writer, consultant and broadcaster who specialises in beer, pubs and cider and why they're important. He is the author of seven books and many articles in the drinks trade press and consumer press. He is a member of the British Guild of Beer Writers and was Beer Writer of the Year in 2009 and 2012.

"But from a broader perspective, to watch the evolution of the Crafted range is to witness the astonishing progress of craft beer in Britain."





How to get STARTED

– choosing your range –

How can you help more drinkers to discover the greatness of Craft beer?

THE RIGHT RANGE

It's important to choose the right range for your outlet. Follow these simple rules to help you:

- If you are new to Craft start with well-known brands and/or the most popular styles such as Craft lager or Pale Ale. It's easy to start with packaged products and move onto draught products once you have made a success of your initial range. Well-known brands such as Brooklyn, Sierra Nevada or Vedett are a great place to start or tap into the most popular styles with Shed Head American Pale Ale from Backyard Brewery Sweden.
- We've split our range into 5 easy segments. Use these to ensure you cover different beer and cider styles. The table below is a guide to help you build your range. If you are new to Craft a balanced range of 6 products is a great introduction.
- Make sure your Craft range complements your current range.
- Don't leave a big gap between your most premium products and Craft. Use a World Lager or premium Cask Ale to bridge the gap and encourage trading up.
- Check your pricing and ensure you have a balanced price ladder. Large gaps will stop consumers trading up.
- Display your range prominently to make sure your customers know what you have.
- Use a chalkboard or a beer menu (create your own menus for free at carlsbergwedelivermore.co.uk).
- Add beers that are great with food to your wine list and/or suggest pairings on your menus.

STYLE	NEW TO CRAFT ————— ESTABLISHED CRAFT OUTLET			
	NO. OF BRANDS			
LIGHT and delicate	2	3	4	5
BALANCED and rounded	2	3	4	5
ZINGY and bitter	1	2	3	5
ROUNDED and full-favoured	0	1	1	2
CRAFT cider	1	1	2	3



Display bottles and if you have room display some craft glassware.

MARKET *Stats*

Craft Beer Category:



There are Over
2,300
CRAFT BRANDS



TOP 15
brands generate
27%
of all sales



BREWDOG PUNK IPA is the **biggest** craft brand in the UK and is growing at **114%**!

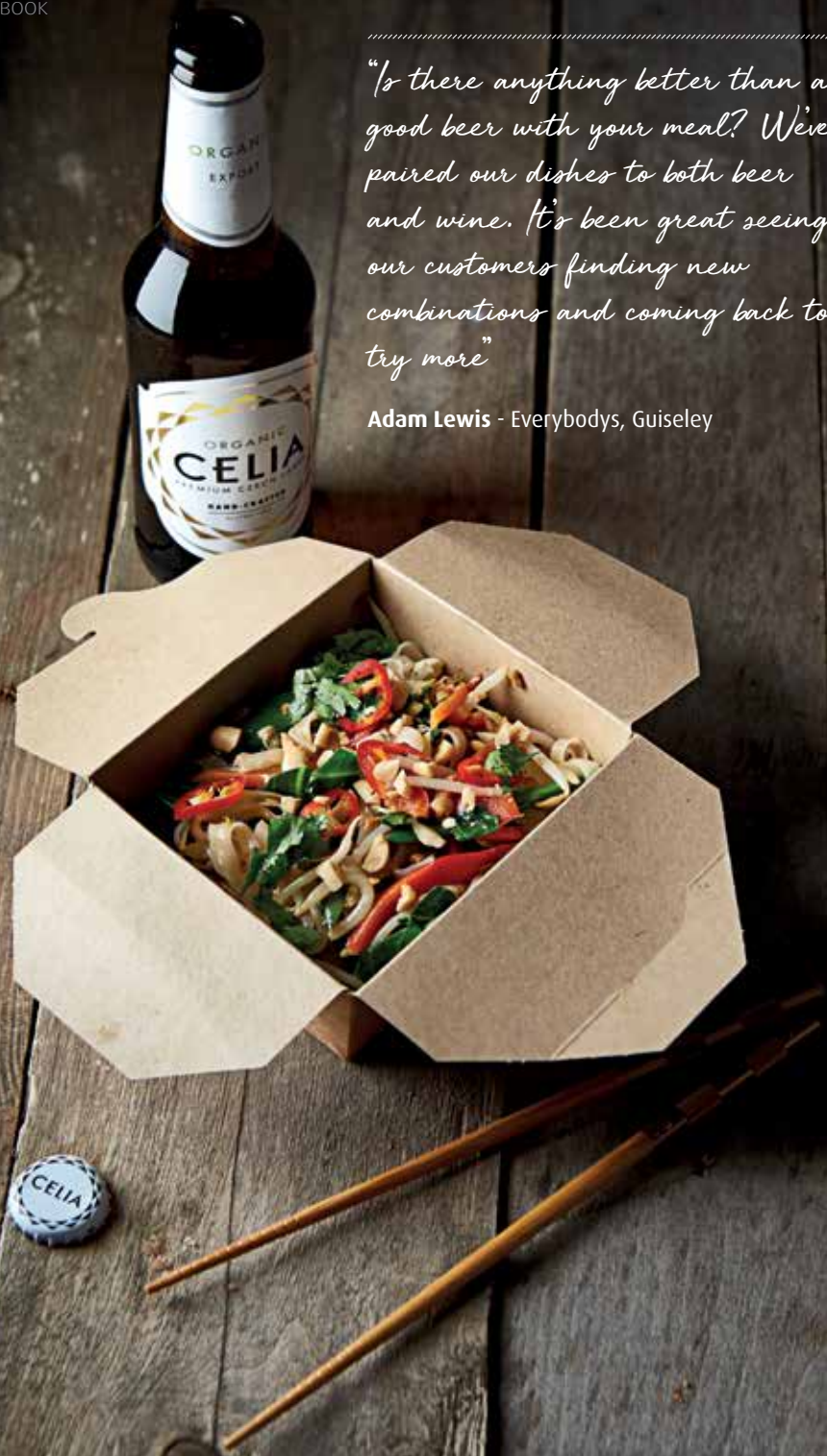
BROOKLYN LAGER is the **biggest On-Trade brand** and the **biggest American craft brand overall**



All stats source: CGA P1 / Nielsen P2 2017

"Is there anything better than a good beer with your meal? We've paired our dishes to both beer and wine. It's been great seeing our customers finding new combinations and coming back to try more"

Adam Lewis - Everybodys, Guiseley



Matching beer with FOOD

Beer's diversity of style and flavour characteristics make it a natural partner for food.

<p>CRAFT LAGER Crisp, smooth and carbonated: the bubbles disperse spicy or fatty food</p>	<p>Mexican, Thai, BBQ, smoked or cured meats, seafood and sushi</p>
<p>PILSNER Pale and frothy: complements, rather than dominates lighter food</p>	<p>Chicken, salad and salmon</p>
<p>WHEAT BEER Silky and citrusy: great for foods where flavours add to the experience</p>	<p>Seafood and light creamy desserts like panna cotta</p>
<p>ALE Aromatic and fruity, less carbonated. Differing in depth and intensity of flavour, there is an ale for the lightest to the heartiest meal</p>	<p>Blondes for chicken and salads. Reds for seafood, chicken and burgers. Golden for spicy food. Brown ales for hearty roasts</p>
<p>PALE ALE Big, fruity or spicy flavours that go well with meaty dishes and cheese</p>	<p>Hearty meat pies, burgers and Cheddar</p>
<p>IPA Big fruity flavour that balances strong or rich, sweet flavours and brings out the fiery best in spicy food</p>	<p>Strong spicy foods like curry and sweet desserts like apple pie</p>
<p>PORTER Dark, rich and complex, the flavours are bold enough to hold their own with strong, meaty dishes</p>	<p>Smoked meats, roasts and sausages</p>
<p>CIDER Fresh fruit aromas, crisp acidity: great with cheese, charcuterie and dishes accompanied by creamy sauces. Fruity character will also pair nicely with spicy oriental dishes</p>	<p>Cheddar, creamy risotto, fragrant spice and pork</p>

Beer and food should complement each other and should strike a balance between the food and beer.

There are five functions with regard to beer with food...

1 AMPLIFYING one or more elements in the food – such as the sweetness in the food and the sweetness in the beer. Matching similar flavours aroma and / or texture in the beer and food.

- ☺ Sweetness + Sweetness
- ☺ Sweetness + Fruitiness
- ☹ Bitterness + Acidity
- ☹ Acidity + Acidity
- ☹ Bitterness + Bitterness

2 CONTRASTING / BALANCING one or more elements in the food. For example, acidity in the food and sweetness in the beer. Hoppy flavours work well with sweeter food flavours, fruity flavours work well with spicy or salty food flavours.

- ☺ Sweetness + Bitterness
- ☺ Acidity + Sweetness
- ☹ Bitterness + Salt
- ☺ Sweetness + Salt

3 ADDING an element that is lacking in the food and can add to the taste experience for example the acidic, roasted, bitter or spicy character of a beer.

4 BRIDGING Unite flavours and work as bridge between flavours playing in different directions. Cutting through rich flavours to allow other flavours to prevail. Beer can cut through the richness of cheeses, stews or curries.

5 CLEAN AND RESET Cleans or rinses the taste palette / mouth of fat or flavour with bitterness, carbonation or alcohol in the beer. Beer can cleanse the palette with fatty, salty or spicy food.



Beer has a number of characteristics that are important to consider when combining beer and food:

- Sweetness, roasted notes and aromas from the malt
- Bitterness and aromas from the hops
- Esters and fruitiness from the yeast
- A certain degree of carbonation and acidity
- Alcohol content
- Added flavour from spices and fruit

There are some simple rules to remember which will help you find the right beer for the food:

- Light food: light, lively beer
- Heavy food: strong, full-bodied beer
- Bottom fermented beers are usually easy to combine with food and they harmonise easily with food

Always try to find balance and harmony between food and drink in your mouth. Here are some basic principles for the meal:

- Dry and lively before fruity or sweet
- Light and lively before heavy and full-bodied
- Weak before strong
- Simple food with light flavours should be combined with light beers
- Heavy food should be combined with strong beers
- Spicy food goes well with refreshing, sweet or fruity beers
- Salty food should be accompanied by a quenching, refreshing and not too dark beer
- Salt in food reduces the perceived bitterness of beer
- For fatty foods, we need a beer with good bitterness and/or higher alcohol content
- Remember that bitterness amplifies bitterness
- Fatty fish + bitterness may trigger a metallic taste
- Tart food works well with beer





Your BEER, here?

Get listed in **Crafted** 2017/18 from **Carlsberg UK**

And this year's winner is...

TOAST The best thing since...

Back in March, the Crafted team sat down in a pub with some friends and had a few beers...

...Now, that in itself was not extraordinary. But what was very unusual is that we sat down to taste 35 beers sourced from all around the world, and we did so before lunch – because that's the time of day when your palate is freshest. Because we were there to select the newest member of the Crafted range.

Back in January 2017, Carlsberg UK announced a competition to win a slot in its prestigious line-up of craft beers. "The craft beer category is brilliant, diverse and innovative, but above all, it's competitive and the route to market can be challenging," says Adrian Rigby, Carlsberg's Marketing Manager for Crafted.



"We're hoping that through the established profile of our award-winning Crafted handbook, we can give an up-and-coming craft star a helping hand."

To this end, a panel of wannabe beery Simon Cowells from across the drinks industry was assembled to find our new star.

After being whittled from hundreds of entries, our final 35 were put through their paces on a stringent set of criteria. Obviously, the most important one was that the beer had to taste amazing. It needed to be interesting enough to savour and enjoy, but also consistent and fault-free. The beers in the Crafted range are exciting and bold, but they also have a proven track record of quality. Sadly, the same can't yet be said for all craft beers, and some of our finalists crashed out because their beers had faults, while others simply weren't that interesting.

From the smaller group of beers that tasted great, we felt they also needed to look good. The Crafted range is all about helping retailers sell more beer. The standards in craft beer are ridiculously high – the visual language of beer has been completely reinvented over the last ten

years, so we were looking for a beer that stood out on the shelf and made you want to pick it out from a crowded line-up. And finally, it had to be a beer that we felt was going to sell.

Our winner was Toast, a beer launched in 2016. The beer was the best of the day great – rich and rounded, but refreshing and drinkable. The minimalist

branding on the bottle – just the name on a white label, was stark and eye-catching.

This was enough to make Toast our winner. But on top of that, it has a great story. Toast is made with surplus bread that would otherwise be thrown away – a shocking 44 per cent of all bread in the UK is wasted, and Toast wants to put that bread to better use. All profits are donated to the charity Feedback to support their campaign to eliminate food waste. "We hope Feedback will ultimately put us out of business by eliminating bread waste," says founder Tristram Stuart.

So while it may sound odd when we urge you to stick Toast in your fridge, there are many good reasons for doing so.

"Toast is made with surplus bread that would otherwise be thrown away – a shocking 44 per cent of all bread in the UK is wasted."

TOAST PALE ALE is an award winning craft beer brewed with fresh surplus bread.

44% of bread baked in the UK is wasted and so we brew our beer using unsold loaves from bakeries and unused crusts from sandwich makers.

Fresh bread replaces one third of the barley – with a slice of surplus fresh bread in every bottle and all profits poured into the charity Feedback to end food waste, Toast is the best thing since ...well, you know.



Crafted [🍷] in 2017

We've done the hard yards for you, scouring the globe for the best international and local brands that will delight your customers and bring profitable margin to your venue.

We're delighted to share our passion for great quality, great tasting beer with you. Everyone has their own definition of what makes a beer "craft"; that's one you can debate yourselves, over a delicate pilsner or an in your face hoppy IPA if you like. The craft beer world is your oyster.

So what's new for 2017? Let's start over the pond, in Brooklyn, NY. Brooklyn Lager has been cornerstone of the category for a while, so we've added to the range with Scorchers IPA, American Ale, 1/2 Ale & Sorachi Ace. Look out for the seasonal Brooklyn beers as they come along too.

We have some great new "beers with a cause" in the range now. Toast Pale Ale won our competition to be featured in our brochure. They use bread in the brew, and give their profits to food waste charities. Most importantly though, the beer itself really hits the spot. We've also got Brewgooder Clean Water Lager, who are supporting water management projects around the world, and Hiver,

The Honey Beer, is now also available in bottles, whose profits go to help bee keeping charities closer to home.

What else? Look out for AND Union Unfiltered Lager, brewed in Germany and one of the top selling craft beers in South Africa, great new draught ales Shipyard Rye and Innis & Gunn Session IPA and in bottles, Einstok Pale from Iceland, brewed with pure water filtered through glaciers and lava rocks.

I hope you enjoy sampling these beers with your customers as much as we enjoyed putting the range together. There are few simpler pleasures!

Cheers!



David Gwilliam
Category Manager - Beer and Cider

TOP PICKS FOR 2017

Brooklyn Scorchers IPA	4.5% abv session IPA – the hottest category in craft beer
Toast Pale Ale	Brewed with bread, a great beer to talk about
Big Hug Hibernation White IPA	A unique fusion of styles
Oakham Ales Green Devil	100% Citra Hopped IPA – a personal favourite!



"This is a category people are willing to pay more for, for the taste, the quality and the experience."



Sharing OUR SELECTION

At Carlsberg UK, we've watched the continued rise of craft beer and share the beer lovers enthusiasm for the way it's transformed attitudes to beer. It has revitalised pubs and bars and brought back the buzz around beer. Best of all, it's brought a whole new generation into enjoying beer.

We road-tested our craft beer selection in 2016 and it proved very popular with all kinds of licensed premises.

This year we've kept the biggest sellers, as well as adding a broader variety of flavours and styles. There's something here to appeal to everyone from the aficionado to someone drinking beer for the very first time, ready to have their perceptions of what beer can be shattered.

RECOMMENDING CRAFT: THE TECHNICAL STUFF

The drinking experience is a personal one. But the details on craft beer labels give some useful technical information that can help you select your range and guide your customer to the right beer for the right occasion.

ALCOHOL

ABV, 'Alcohol By Volume', is based on a precise chemical calculation. Many craft brewers experiment with higher ABVs so the range is wide.

BITTERNESS

IBU, International Bittering Units, records the level of bitterness from the hops, offset by the malt – a light lager might be 5 IBU, an IPA more than 50.





LIGHT and delicate



Fruity, aromatic, fresh and/or slightly hoppy

Pale lagers, golden and pale ales and quenching wheat beers, these hit the spot on warm days and nights and won't overwhelm food. Our selection is a blend of styles from the Old and New Worlds of craft brewing.

- 22 – Adnams Dry Hopped Lager
- 23 – AND UNION Unfiltered Lager
- 24 – Bee 17
- 25 – Black Isle Blonde Lager
- 26 – Brewgooder Clean Water Lager
- 27 – Brooklyn 1/2 Ale
- 28 – Celia Organic
- 29 – Curious Brew
- 30 – Erdinger Alkoholfrei
- 31 – Erdinger Weissbier
- 32 – Frontier
- 33 – Hitachino Nest White Ale
- 34 – Hiver, The Honey Beer
- 35 – Hop House 13
- 36 – Innis & Gunn Lager
- 37 – Korev
- 38 – Liefmans Fruitesse
- 39 – Portobello London Pilsner
- 40 – Revisionist Craft Lager
- 41 – Timmermans Kriek
- 42 – Timmermans Strawberry
- 43 – Vedett Extra Blonde
- 44 – Vedett Extra White
- 45 – Whitstable Bay Pale Ale



ADNAMS Dry Hopped Lager

Hurry! There's been a breakthrough! This is the first lager that we've ever brewed at Adnams. We didn't just want to make any standard lager through, and using our years of brewing experience we think we've created something bold, bright and tasty. The range pays homage to the generations of brewers that have come before us, with a firm nod to our history, we've added an exciting slurp of 'the modern'. Dry Hopped Lager is a double award-winning beer, picking up gold awards at the International Beer Challenge and SIBA awards.

ABV 4.2%

IBU 25

ORIGIN Southwold, England

GAS AND COUPLER 60/40 or CO₂ Sankey

AWARDS Gold (2014) International Beer Challenge Awards
Gold (2015) SIBA Champion Pale and Golden Lager



HOPS
Galaxy

MALTS
Pilsner and Vienna

BEER STYLE
Craft Lager



AND UNION Unfiltered Lager



The basic principles of modernism are rationality and simplicity and the honest expression of the nature of materials and their quality. We love, live by, and follow this philosophy. Our Unfiltered Lager is an old school Bavarian lager made for modern times. Unfiltered & bursting with flavour with a crisp, hop freshness.

ABV 5.0%

IBU 25

ORIGIN Bavaria, Germany



HOPS
Hallertauer Perle, Saphir

MALTS
Pilsner

BEER STYLE
Unfiltered Helles Lager

TASTING NOTES

Brewed with pilsner malt – like all decent lagers – this authentic lager is then dry hopped with Australian Galaxy hops to add big, fruity hop flavours. Dry hopping allows us to pack more of a flavour punch and adds brilliant hop aromas. It's then 'lagered' (cold conditioned) to produce a full, well-rounded flavour. This golden lager is light, crisp and refreshing with subtle malty flavours and a super hoppy aroma of tropical fruits, citrus and passion fruit.

ACCOMPANIMENT

Our dry hopped lager works especially well with spicy foods, where its crisp bitterness cuts through the spices and keeps your palate refreshed, ready for more. It's particularly good with Thai and Vietnamese dishes.

FORMAT

30l keg

TASTING NOTES

Hazy, pale straw in colour with a fresh hay and lemon rind aroma. On the palate it's malty citrus and brioche with a biscuity smoothness and crisp hop freshness on the finish.

ACCOMPANIMENT

Great with appetizers, spicy foods, calamari, oysters, prawns, pork chops and salami.

FORMAT

330ml can



BACKYARD BREWERY SWEDEN

Bee 17

Incoming! The Bee 17 turned out pretty much as you would expect a pilsner-style lager from the Backyard Brewery in Sweden to. While lagering the brewmaster bombards the brew with hops giving the beer its final profile. The grassy Saaz battles flowery Willamette for your nose's attention, giving it a pleasurable sting in the tail. No wonder there's a real buzz about this beer.

ABV 
 4.7%

IBU 
 33

ORIGIN 
 Falkenberg, Sweden



 HOPS

Zeus, Willamette and Saaz

 MALTS

Pilsner, Münchner and Caramel

 BEER STYLE

Hop-Struck Pilsner



BLACK ISLE BREWING CO

Black Isle Blonde Lager

At Black Isle we believe that our beer is good for you and the environment too. We are Scotland's only organic brewery making world class beers from our beautiful and wild Highland home. We use only the finest organic malted barley and hops – grown on our own farm and other organic farms, without the use of chemicals – as nature intended. The fresh, pure water is drawn from our own private source deep below the brewery.

ABV 
 4.5%

IBU 
 31

ORIGIN 
 Highlands, Scotland

GAS AND COUPLER 

60/40 mixed gas or CO₂ Sankey or S type

 HOPS

Palisade, Wakatu, Hallertau

 MALTS

Organic Extra Pale

 BEER STYLE

Continental Style Blonde Lager



TASTING NOTES

Golden in colour with a pearly white head, elegant dry body and a refreshing bitterness. Combines the elegance and drinkability of a pilsner with the charged floral nose of a dry-hopped lager.

ACCOMPANIMENT

Good with fish, meat, veg, starters, puddings, snacks – well anything really.

FORMAT

330ml can

TASTING NOTES

Light biscuit palate and fresh grassy aroma.

ACCOMPANIMENT

Refreshing with summer salads but flavoursome enough to accompany spicy food! Or... drink it on its own!

FORMAT

30l keg



BREWGODDER Clean Water Lager

Giving 100% of its profits to clean water projects in developing countries, Clean Water Lager is made with crystal malts and a completely unique blend of Sorachi Ace and Saaz hops that explode the possibilities of the traditional lager style. No other lager tastes like Brewgooder's, no other lager provides others with clean, safe drinking water. Drink beer, give water...

ABV 4.5%

IBU 35

ORIGIN Scotland



HOPS Saaz and Sorachi Ace

MALTS Crystal and Pale

BEER STYLE Session Lager

BROOKLYN BREWERY Brooklyn 1/2 Ale



Brooklyn Brewery 1/2 Ale harks back to traditional farmhouse ales, which were drunk by farmhands and other labourers on hot sunny days. These saisons were complex yet clean and high in refreshment.

ABV 3.4%

IBU 37

ORIGIN Brooklyn, New York, USA



HOPS Ahtanum, Sorachi Ace, Amarillo and Simcoe

MALTS German Pilsner and German Dark Munich

BEER STYLE Hoppy Session Saison

TASTING NOTES

Clean Water Lager is clean and crisp and highly sessionable, with a herbaceous snap of lemongrass and citrus fruits with a pillowy malt finish. What's even better is that you know that good is being done just by you drinking it, which is one way to achieve a pain-free hangover!

Clean Water Lager is also Vegan Society Certified.

ACCOMPANIMENT

Clean Water Lager works best with spicy food like curries and tacos, pairs well barbequed meats and sticky sauces and is a great accompaniment to boozy brunches.

FORMAT

330ml can

TASTING NOTES

Brooklyn 1/2 Ale is an unfiltered, clean, and balanced saison, with a hazy, pale yellow pour. It packs a symphony of citrusy hops over a gentle malt base.

ACCOMPANIMENT

Try with seafood, salads, light pastries and fresh cheeses.

FORMAT

355ml bottle



new

CELIA Celia Organic

“Suitable for vegans thanks to innovative silicon filtration.”

CELIA is traditionally batch brewed in the cellars of a 14th Century castle located in the historical town Žatec famous for growing the world renown Saaz hop since 1004. CELIA is batch brewed (max 180HL) for over 2 months, including a 14 day open vat fermentation ensuring only natural carbonation.

CELIA is crafted to remove gluten through a patented de-glutenisation process which enables the brewery to use only the best local ingredients ensuring no substitutions are required to remove the gluten from CELIA. This ensures great tasting beers that don't compromise on flavour.

ABV

4.5%

IBU

22

ORIGIN

Czech Republic



HOPS

Organic Saaz hops

MALTS

Organic Moravian Malt

BEER STYLE

Gluten Free, Organic Craft Czech Lager

CHAPEL DOWN Curious Brew



From the UK's leading winemaker. Chapel Down produces a world-class range of sparkling and still wines, together with the award-winning range of Curious beers. Our range of Curious beers uses our winemaking excellence. We only try to create products where we can add value as a winemaker and make something better. Curious Brew is a premium lager brewed in England and re-fermented with Champagne yeast for a curiously distinctive, clean and refreshing lager beer. A modern lager beer made to refresh and delight.

ABV

4.7%

IBU

19

ORIGIN

Tenterden, England



HOPS

Czech Saaz and US Cascade, Nelson Sauvin

MALTS

East Anglian Pale

BEER STYLE

English Craft Lager

TASTING NOTES

100% organic and brewed using three simple ingredients, CELIA Organic is a premium craft Czech lager ideal for even the most discerning lager drinker. Traditionally batch brewed in the heart of the world's most famous hop region. The local noble Saaz hops create a clean spicy aroma making it ideal to accompany quality food. CELIA has a truly light taste, is gluten free and naturally carbonated.

ACCOMPANIMENT

CELIA Lager is #BrewedForFood pairing perfectly with herb-roasted chicken, grilled meat or subtle seafood dishes.

FORMAT

330ml bottle

TASTING NOTES

Full-flavoured and well-balanced with aromatic hoppy notes and a uniquely crisp refreshing finish.

ACCOMPANIMENT

Good with fish & chips where it cuts through deep fried food and the aromatic citrus flavours are good with cod or haddock.

FORMAT

330ml bottle



WERNER BROMBACH

Erdinger Alkoholfrei

Brewed with the highest quality, natural ingredients in accordance with the strict Bavarian Purity Law and containing just 25kcal per 100ml, Erdinger Alkoholfrei is ideal for sports enthusiasts and a genuine alternative to other speciality wheat beers.

ABV  0.4%

IBU  15

ORIGIN  Erding, Germany



 HOPS
Hallertau

 MALTS
50% Mix Barley and Wheat

 BEER STYLE
Low Alcohol



WERNER BROMBACH

Erdinger Weissbier

This is the classic wheat beer (Weissbier), a style of beer that uses wheat as well as barley malt, to deliver a cloudy beer with citrusy flavours. It has been lovingly produced since 1516 by the custodian of this brewing tradition – in Erding, a small town in Bavaria. Not surprisingly, this is a wonderfully honed, highly perfected product, created according to the strict Bavarian Purity Law. It's a cereal thriller, brewed with crystal-clear water from the brewery's own wells.


ABV  5.3%

IBU  9.5

ORIGIN  Erding, Germany

GAS AND COUPLER  CO₂ Sankey



 HOPS
Hallertau

 MALTS
Pale Amber and Wheat

 BEER STYLE
Wheat Beer



TASTING NOTES

Retaining the aromatic, full-bodied Erdinger character, Erdinger Alkoholfrei 'low alcohol' represents a quality product in the Erdinger range and a genuine alternative to other speciality wheat beers.

ACCOMPANIMENT

Alkoholfrei is not only the perfect refreshment after sport, but also tastes great with light meals. This thirst quencher is an ideal addition to tasty salads, fish or seafood dishes.

FORMAT

500ml bottle

TASTING NOTES

Fresh and fruity with hints of apple and banana. Light biscuity grains, with subtle spice undertones, delivering a full and ultimately refreshing taste.

ACCOMPANIMENT

Add a little Bavarian oom-pah to fish, shellfish and white meats and some extra pizzazz to light curries, salads and fresh fruits.

FORMAT

500ml bottle
30l keg



FULLER'S Frontier

Frontier is unique in that it embodies a wealth of flavours, due largely to the special blend of high-quality new-world hops and the traditional brewing style to which Fuller's is so accustomed. The brewing process for Frontier lasts 42 days, which produces a beer with a fuller flavour compared to an average of 6 days for most mainstream lagers. We wanted to create a beer that broke through the traditions of accepted wisdom and challenged the norms associated with lager as it is recognised today.

ABV 4.5%

IBU 25

ORIGIN London, England

GAS AND COUPLER 60/40 Grundy

AWARDS Gold Medal International Brewing Awards 2017



HOPS Pale

MALTS Cascade, Liberty and Willamette

BEER STYLE Craft Lager



HITACHINO Hitachino Nest White Ale



Winners of numerous awards worldwide, Hitachino has established a cult following for their innovative craft brewing and distinctive owl logo – Kounosu, the village where the beers are brewed, means 'nest'. Brewed by Kiuchi Brewery, Hitachino beers are now enjoyed worldwide.

ABV 5.5%

IBU 13

ORIGIN Japan

HOPS Perle, Celleia, Amarillo and Styrian Goldings

MALTS Lager and Wheat

BEER STYLE A Japanese twist on a Belgian Wit



TASTING NOTES

Frontier's aroma highlights citrus zest. Its first sip is clean and crisp, with a cool and refreshing finish. Its mouthfeel is biscuity, with a slight linger but not over bitter.

ACCOMPANIMENT

Works perfectly with a juicy burger.

FORMAT

30l keg

TASTING NOTES

Hitachino Nest White Ale is brewed in the tradition of a Belgian style white beer with coriander, nutmeg, orange peel and orange juice. Refreshing, mildly hopped with a complex flavour it is one of Hitachino's top-selling beers in Japan, USA and now the UK.

ACCOMPANIMENT

Salads, lobster, crab, sushi, smoked salmon, ginger and wasabi.

FORMAT

330ml bottle



HIVER

Hiver, The Honey Beer

Hiver produces crisp and refreshing craft beers that are matured and unpasteurised. We ferment with raw urban and rural honeys, supporting the natural honey flavours with an organic malt and subtle use of hops to produce an award-winning and all-British blonde beer. We think this is what makes Hiver such a moreish and accessible craft beer. Honey and beer. What's not to love?

ABV  4.5%

IBU  16


ORIGIN  Sussex, England

GAS AND COUPLER  CO₂ Sankey



 HOPS
Challenger, UK and Cascade

 MALTS
Speciality Organic Barley and Wheat

 BEER STYLE
Honey Blonde



GUINNESS BREWERS PROJECT


Hop House 13




Hop House 13 is a premium crafted lager with more character and more taste from Guinness. Brewed with Irish barley and aromatic hops, Hop House 13 continues our 256 years of heritage and brewing excellence at St James's Gate.

ABV  5.0%

IBU  18

ORIGIN  Dublin, Ireland

GAS AND COUPLER  60/40 or CO₂/Ni Type A



 HOPS
A mix of American and Australian

 MALTS
Brewed with Irish Barley

 BEER STYLE
Craft Lager



TASTING NOTES

Opening with an inviting honey and biscuit aroma, this blonde beer has a clean malt character with a crisp citrus finish. Hiver is unpasteurised and matured to enable the subtle honey flavours to shine through. A beer of medium body with a creamy mouthfeel that's both refreshing and a great pairing with food.

ACCOMPANIMENT

Brings out the best in a range of food styles from salty meats like Pork belly through to lemon roasted or BBQ'ed chicken. Hiver cuts through charcuterie platters, sheep and goats cheeses and the delicate hops complement chilli prawns, dressed crab and even Ramen soups.

FORMAT

330ml bottle *new*
30l keg

TASTING NOTES

The combination of the hops and malts delivers a crisp and full-flavoured lager with subtle malty notes and fresh hop aromas.

ACCOMPANIMENT

Fish or red meat.

FORMAT

330ml bottle
30l keg

THE INNIS & GUNN BREWING COMPANY

Innis & Gunn Lager

Our lager is made in small batches with Naked Golden Oats and great Scottish pride and exuberance, which give it its full flavour and very smooth finish. Unusually, as well as our own, unique Lager malt, we have added some Naked Golden Oats to the brew, which impart a satisfying smoothness to the finish. Naked Golden Oats are grown without husks so that even more goodness and flavour can be extracted during brewing.

ABV  4.6%

IBU  21

ORIGIN  Edinburgh, Scotland

GAS AND COUPLER  CO₂ G type Grundy



 HOPS

Super Styrian and Styrian Goldings

 MALTS

Innis & Gunn Lager Malt and Naked Golden Oats

 BEER STYLE
Craft Lager



ST AUSTELL BREWERY

Korev



A lager in the Helles style, Korev is a wonderful pale colour with a clean, crisp taste. A fine, refreshing lager, brewed from the heart of Cornwall. Korev (Ko-reff) is named after the Cornish word for beer. It is the first lager St Austell Brewery have brewed and is produced as a traditional lager. The whole process takes between 20 and 25 days. In comparison it takes 7 days to brew ale.

ABV  4.8%

IBU  23

ORIGIN  St Austell, Cornwall, England

GAS AND COUPLER  60/40 or CO₂ Grundy



 HOPS

Magnum, Hersbrucker, and Saaz.

 MALTS

Low Colour Pale, Cara Gold, Flaked maize and acidulated malt.

 BEER STYLE
Helles-style Lager



TASTING NOTES

Crisp and light, soft, aromatic hops and a rich creaminess from the oats.

ACCOMPANIMENT

Perfect match with herb infused chicken dishes and seafood.

FORMAT

50l keg

TASTING NOTES

Pale, platinum gold with a delicate, herbal, hint of honey aroma. Crisp, clean, fresh, delicate tasting.

ACCOMPANIMENT

Perfect accompaniment to spicy foods, pizza, German sausage, Bratwurst or a Cornish pasty.

FORMAT

30l keg



LIEFMANS

Liefmans Fruitesse

This unique fruit beer is brewed with love and craftsmanship that is steeped in the rich tradition of Belgium beer culture. It is matured for 12 to 18 months on the juiciest cherries and enriched with a blend of 100% natural fruit juices. Thanks to this royal selection of wild cherries, strawberries, raspberries, elderberries and bilberries, Liefmans' master blenders have created a magnificent sweet aroma and an exceptionally refreshing fruit beer. Best served over ice.

ABV 
 3.8%

IBU 
 10

ORIGIN 
 Oudenaarde, Belgium

GAS AND COUPLER 
 CO₂ Sankey



 HOPS
 A blend of hops from Czech Republic, Slovenia and Germany

 MALTS
 French Barley and Wheat

 BEER STYLE
 Fruit Beer



TASTING NOTES

A summery, refreshing fruit beer that is delightfully sweet, with the sparkle of Champagne and the freshness of a nicely chilled glass of wine.

ACCOMPANIMENT

This fruit-rich beer is – not surprisingly – ideal with any fruit-based desserts, absolutely gorgeous with chocolate, and even adds panache to roast turkey.

FORMAT

330ml bottle
20l keg



PORTOBELLO BREWING COMPANY

Portobello London Pilsner

Portobello has long been the funky centre of London's Notting Hill area, a bohemian, artisan quarter built around its famous market. The Portobello Brewing Company plugs straight into that heritage: a relatively new brewery, but with great expertise. Industry veteran Rob Jenkins together with co-founder and Head Brewer, Farooq Khalid, manage to bring a fresh approach to the craft beer scene. Their pilsner typifies a commitment to taste, quality and innovation.

ABV 
 4.6%

IBU 
 11.7

ORIGIN 
 London, England

GAS AND COUPLER 
 CO₂ or 60/40 Sankey



 HOPS
 A blend of German and Czech hops

 MALTS
 Pilsner

 BEER STYLE
 Pilsner



TASTING NOTES

Portobello Pilsner is an unashamedly traditional pilsner-style lager and cannot be rushed. Long cold fermentation and maturation, with our specially selected yeast, is essential to achieve the fully rounded continental flavour.

ACCOMPANIMENT

As adaptable as any Portobello market trader, this pilsner will do a great deal with any white meat, fish, spicy rice and pasta dishes.

FORMAT

50l keg



MARSTON'S Revisionist Craft Lager

The Marston's mantra is 'fresh thinking, fresh beers', so they gave their top brewers free rein to celebrate these principles and reinterpret classic beer styles. This lager was created at the Banks's Park Brewery in Wolverhampton – one of Marston's regional breweries – by Master Brewer Simon Yates, who blended the full flavour of 'New World' hop character with 'Old World' continental-style lager. The best of the old and the new.

ABV 4.0%

IBU 32

ORIGIN Wolverhampton, England

GAS AND COUPLER CO₂ Sankey



HOPS Hallertau, Magnum, Tradition, Styrian, Admiral and Boadicea

MALTS Lager

BEER STYLE Craft Lager



TASTING NOTES

A refreshingly dry, easy-drinking lager with a subtle orange citrus marmalade flavour and hints of honey and flowers.

ACCOMPANIMENT

The refreshing orange tang works brilliantly with duck and even Crêpe Suzette, and the dryness pings neatly off lighter meats, fish and other seafood – especially bouillabaisse.

FORMAT

30l keg

TIMMERMANS Kriek

new



Originally called the "Mole Brewery", Timmermans brewery dates back to 1702 and is the world's oldest existing Lambic brewery. Lambic beers are the product of "spontaneous fermentation" practised by only a handful of brewers. The beers are carefully matured and artfully blended, the sour beers sometimes sweetened with fruits.

ABV 4.0%

IBU Not declared

ORIGIN Pajottenland, Brabant, Belgium



HOPS Typically aged hops to minimise aroma

MALTS Wheat and Barley

BEER STYLE Lambic Fruit Beer

TASTING NOTES

Its flavour is all cherry, as is already apparent from its very powerful nose. Its acidity is neutralised by its agreeably sweet and fruity bouquet. Its taste pervades the mouth and lingers gently, elegantly tinted with summer cherries.

ACCOMPANIMENT

Excellent with duck, chocolate and red cabbage.

FORMAT

330ml bottle



new

TIMMERMANS Strawberry

Originally called the "Mole Brewery", Timmermans brewery dates back to 1702 and is the world's oldest existing Lambic brewery. Lambic beers are the product of "spontaneous fermentation" practised by only a handful of brewers. The beers are carefully matured and artfully blended, the sour beers sometimes sweetened with fruits.

ABV 4.0%

IBU Not declared

ORIGIN Pajottenland, Brabant, Belgium



HOPS
Typically aged hops to minimise aroma

MALTS
Wheat and Barley

BEER STYLE
Lambic Fruit Beer

DUVEL MOORTGAT VEDETT EXTRA BLOND



From the celebrated Belgian brewery Duvel Moortgat, Vedett has always been a cult favourite: first close to home in Antwerp and Brussels, before its quirky taste and reputation for originality (including its retro design) attracted discerning drinkers throughout Belgium, and now across Europe. Vedett translates literally as 'Star' in both Flemish and French, and has lived up to its name as an anarchic, alternative and cool blonde beer.

ABV 5.0%

IBU 26

ORIGIN Puurs, Belgium

GAS AND COUPLER CO₂ Sankey



HOPS
Czech and German Aromatic

MALTS
French Barley

BEER STYLE
Pilsner



TASTING NOTES

Strawberry – Its aroma evokes the perfumes of a lovely summer's day. Its strawberry flavour confirms the nose's impression, without being over-sweet, and is enhanced by a real feeling of freshness, recalling those tiny green granules that are found around ripened strawberries. Its taste is consistent and spreads very quickly throughout the mouth, finishing on a note that is fruity rather than sweet.

ACCOMPANIMENT

Timmermans Strawberry is great with pannacotta, cheesecake and creamy cheeses.

FORMAT

330ml bottle

TASTING NOTES

A crisp, clean dry tasting pilsner ensuring ultimate refreshment, with a pleasant lemony fragrance and light creamy maltiness.

ACCOMPANIMENT

Happy to be a co-star with great food, Vedett twinkles alongside seafood, fish, chicken, pork and Thai food – and sheds an extra sparkle on hard cheeses.

FORMAT

330ml bottle
30l keg



DUVEL MOORTGAT

Vedett Extra White

Vedett Extra White, the white beer of the Vedett family. Only natural ingredients such as wheat, barley, hop, coriander and dried orange zest are used in the brewing process. To fully develop the taste palate, the beer is refermented in the bottle and keg for several weeks, an expertise that Duvel Moortgat is world-renowned for. The beer is bottled unfiltered to keep all the natural flavours together.

ABV  4.7%

IBU  15

ORIGIN  Puurs, Belgium

GAS AND COUPLER  CO₂ A Type

AWARDS  Best Wheat Beer Beer Awards 2016



 HOPS
Aromatic Hops Czech Republic, Slovenia and Germany

 MALTS
French Barley and Wheat

 BEER STYLE
Belgian Style Wheat Beer



FAVERSHAM STEAM BREWERY

Whitstable Bay Pale Ale



Whitstable, on the north coast of Kent, is an enticing mix of cosy cottages and fisherman's huts, a vibrant artist community and sloping shingle beaches. It is renowned for its fresh seafood, especially the local oysters, famed since Roman times and celebrated in an annual festival. This pale ale, from the Faversham Steam Brewery, adds just the right tang to perfectly accompany all the seafood that Whitstable is famous for, and more.

ABV  3.9%

IBU  28

ORIGIN  Whitstable, England

GAS AND COUPLER  CO₂ A Type

 HOPS
Challenger and Styrian Golding

 MALTS
Ale and Crystal

 BEER STYLE
Pale Ale



TASTING NOTES

A delicious refreshing taste, surprisingly crisp, punctuated with an orange and lemon like zest, rounded with a mildly bitter taste and dry finish.

ACCOMPANIMENT

The freshness of this beer makes it a very fine match for Summer salads and seafood, also the citrus touches and subtle spiciness allow many combinations with light Asian dishes.

FORMAT

330ml bottle
30l keg

TASTING NOTES

Light and refreshing. A sweet maltiness balances perfectly with fresh pine notes provided by hops added late in the process, resulting in a light-coloured, thirst-quenching ale.

ACCOMPANIMENT

This is a seafood lover's dream – goes down well with fresh fish and shellfish, smoked seafood and Whitstable oysters.

FORMAT

30l keg



BALANCED

and
rounded

Malty, biscuity and slightly hoppy

Beers with bigger, more rounded flavours. Dominated by the New World style of craft, they combine fruity hop bitterness with biscuit or caramel maltiness.

- 48 – Adnams Mosaic Pale Ale
- 49 – Anchor Steam Beer
- 50 – Big Hug Hibernation White IPA
- 51 – Brewdog Dead Pony Club
- 52 – Brooklyn American Ale
- 53 – Brooklyn Lager
- 54 – Einstock Icelandic Pale Ale
- 55 – Goose Island Honkers Ale
- 56 – Grimbergen Blonde
- 57 – Lawn Mower

- 58 – Little Creatures
- 59 – Meantime London Pale Ale
- 60 – Meantime Yakima Red
- 61 – Samuel Adams Boston Lager
- 62 – Shed Head
- 63 – Shipyard Pale Ale
- 64 – Shipyard Rye Pale Ale
- 65 – Sierra Nevada Pale Ale
- 66 – Thornbridge Chiron
- 67 – Toast Pale Ale



ADNAMS Mosaic Pale Ale

Mosaic Pale Ale pays homage to the generations of brewers that have come before us, with a firm nod to our history, we've added an exciting slurp of the modern. Mosaic hops are a new US hop variety released in early 2012. Mosaic hops are bred from Simcoe and Nugget hops, taking the best of these varieties to provide clean bitterness and outstanding flavours and aromas. Mosaic hops are similar to Citra, only they impart more intense flavours.

ABV 4.1%

IBU 40

ORIGIN Southwold, England

GAS AND COUPLER 60/40 or 30/70 Euro Sankey



HOPS Mosaic

MALTS Pale Ale, some Lager malt and a touch of light Cara

BEER STYLE Pale Ale

ANCHOR BREWING Anchor Steam Beer



Anchor Brewing has played a significant role in San Francisco's history. Anchor Steam, a classic of American brewing tradition since 1896, can trace its heritage back to the California Gold Rush era. The name Steam comes from West-Coast slang – to describe beers brewed under primitive conditions. Probably referring to when beers were brewed on San Francisco rooftops with steam emanating from the open pans.

ABV 4.8%

IBU 36

ORIGIN San Francisco, California, USA



HOPS Northern Brewer

MALTS Two-Row Pale and Caramel

BEER STYLE California Steam Beer

TASTING NOTES

Made with, you guessed it, Mosaic hops, this pale blonde has bags of personality with bold mango, peach, lemon and pine flavours and a dry hoppy finish. Brewed with Pale Ale malt, some Lager malt and a touch of light Cara. This single hop beer is made with Mosaic hops at each of the four stages of the brew process. With big fruity flavours and a Mosaic of aromas, it's a fruity one-hop-wonder.

ACCOMPANIMENT

Mosaic Pale Ale goes brilliantly with lightly spiced dishes such as lamb tagine, Thai fish cakes or scallops and chorizo.

FORMAT

30l keg

TASTING NOTES

Sweet caramel malt aroma along with herbal hops. Caramel note to the flavour, with lively carbonation, balanced by the bittersweet hops. Long, clean finish.

ACCOMPANIMENT

This Gold Rush beer lays a rip-roaring Wild West claim to hearty food like steak, lamb chops and Tex-Mex burritos.

FORMAT

355ml bottle



BIG HUG BREWING

Hibernation White IPA

We hope to be a stepping stone and an introduction to the category for many but to also be experimental - create beers that are individual, unusual and innovational but always with the finest of ingredients and quality at the heart of everything that we do. We are Hobo brewers - we don't own our own facility but with our own recipe and our brewer it allows us to work with some of the best in the industry. We also have a social conscience initiative and work with My Green Squares to help preserve the rainforest. Check our labels for details.

ABV 5.2%

IBU 47

ORIGIN England

GAS AND COUPLER 60/40 or CO₂ Sankey



HOPS Citra, Target and Chinook

MALTS Maris Otter, Barley and Wheat

BEER STYLE White IPA



TASTING NOTES

Our signature brew. Hibernation is a hybrid beer - cloudy and full-bodied like a wheat beer but tastes like an IPA. Large amounts of Citra are added as a dry hop at the end of the brew to give a beautifully light and citrusy flavour and aroma. Hibernation White IPA is unfiltered, unlined and unpasteurized.

ACCOMPANIMENT

Great with anything spicy - wheat helps to cleanse the pallet whilst Citra brings out the flavours with chilli, chorizo, Thai food etc.

FORMAT

330ml bottle
30l keg *new*

BREWDOG

Dead Pony Club

new



Dead Pony is the invigorating surf that pounds the iridescent shoreline yards from the salt-encrusted asphalt of Route 1. The hop-heavy west-coast wonderland awaits. Dive in and the toasted malt base soon yields to a huge box-fresh hop hit, washing tropical fruit, floral garlands and spicy undertones all over your palate. Inspired by US-Style pale ales, Dead Pony is a low amplitude, high voltage hop hit; California dreaming for the craft beer generation.

ABV 3.8%

IBU 40

ORIGIN Aberdeenshire, Scotland

GAS AND COUPLER CO₂ Grundy



HOPS Simcoe, Citra and Mosaic

MALTS Extra Pale, Cara and Crystal

BEER STYLE Session Pale Ale



TASTING NOTES

Citrusy. Zesty. Bright - paying hop-flecked homage to the glory of the pacific coast, dead pony club has been crafted from an insane amount of us hops, delivering massive citrus aromas of lemongrass and lime zest.

ACCOMPANIMENT

Great with Pad Thai or Buttermilk Fried Chicken. Also perfect with Waldorf Salad.

FORMAT

330ml bottle
50l keg



new

BROOKLYN BREWERY Brooklyn American Ale

Here in New York City, things are complicated, fast and loud. So sometimes we want a nice beer that's simply tasty and refreshing. Brooklyn American Ale is easy going, versatile, and dependable. It's a beer you and your friends can hang out with, no matter where you're from.

ABV 4.5%

IBU 33

ORIGIN Brooklyn, New York, USA



HOPS
Willamette, Cascade and Amarillo

MALTS
2-row, Carafoam and Crisp

BEER STYLE
American Pale Ale



TASTING NOTES

Brooklyn American Ale is an easy drinking ale. A vigorous dry hopping of Amarillo punches up the aroma with the herbal, piney scents that are a hallmark of U.S. pale ales. Crisp, clean malt and a gentle bitterness leaves you feeling refreshed and thirsty for more.

ACCOMPANIMENT

Try it alongside pizza, burgers, spicy foods, sharp cheese, or just another bottle of American Ale.

FORMAT

355ml bottle
355ml can



BROOKLYN BREWERY Brooklyn Lager

Brooklyn Lager is the flagship label of the Brooklyn Brewery, started in 1987 by Steve Hindy and Tom Potter and which, through the passion and experience of renowned brewmaster Garrett Oliver, continues to remain in the vanguard of craft beer innovation. This is New York's 'hometown' beer, brewed to a recipe that reflects an era when Brooklyn was the brewing capital of the USA's East Coast. It's as American as you can get.

ABV 5.2%

IBU 33

ORIGIN Brooklyn, New York, USA

GAS AND COUPLER CO₂ SanKey

AWARDS Gold (2011) Beer World Championship



HOPS
Hallertauer Mittelfrüh, Vanguard and Cascade

American Two-Row

BEER STYLE
American Amber Lager



TASTING NOTES

Amber-gold in colour: a firm malt richness supported by a refreshing bitterness and floral hop aroma. Complemented by a relaxing hint of caramel.

ACCOMPANIMENT

This beer from one of the great melting pots of the world is at home with the best of good old American cuisine from across the continent, from downhome BBQs to Tex Mex or pastrami on rye and New York pizzas.

FORMAT

355ml bottle
355ml can
30l kegs



new

EINSTOK Einstok Icelandic Pale Ale

Einstök Icelandic Arctic Pale Ale is the best of American and Bavarian craft beer traditions joined together with the finest Icelandic water to create this Viking version of the Pale Ale, where robust hoppiness meets smooth malty undertones. Cascade hops give it the American character, while Northern Brewer hops add just enough bitterness to make this ale refreshingly Icelandic.

ABV 5.6%

IBU 35

ORIGIN Iceland



HOPS
American and Bavarian

MALTS
Pale Ale, Crystal and Chocolate

BEER STYLE
Arctic Pale Ale

GOOSE ISLAND BEER COMPANY Honkers Ale



The father and son team of John and Greg Hall built up Goose Island from being a well-respected Chicago Brew Pub into a world-renowned brewer. Honkers Ale was inspired by visits to English country pubs and brings together, in perfect partnership, the traditions of English bitter and American craft brewing.

ABV 4.3%

IBU 30

ORIGIN Chicago, Illinois, USA



HOPS
Super Styrian and Styrian Golding

MALTS
Two-Row Pale, Caramel 60, Wheat and Roasted Barley

BEER STYLE
English-style Bitter

AWARDS Silver (2008/2009) World Beer Championships, Beverage Tasting Institute.

TASTING NOTES

Mild, slight toffee, generous hop aroma and flavour from late hop addition.

ACCOMPANIMENT

Fish and Chips, Burgers, Sausage, Tacos, Grilled Sandwiches, Firm Cheese and Chocolate Chip Cookies.

FORMAT

330ml bottle

TASTING NOTES

A pale amber ale with biscuity and fruity hop aromas. Soft palate, gentle bitterness with a dry biscuit malt centre. A clean, crisp finish.

ACCOMPANIMENT

This beer really adds a powerful lift-off to fish & chips, roast beef, fried chicken and BBQ food.

FORMAT

355ml bottle



GRIMBERGEN

Grimbergen Blonde

This beer is living proof of the brewing expertise of the Fathers at the Grimbergen Abbey in Belgium. In centuries past, they developed their own techniques for filtering their beer, long before the technology to do so was generally available. This classic golden, top-fermented blonde beer used to be savoured only by passing pilgrims, visiting celebrants and the Fathers themselves. Now we can all appreciate their visionary skill. Amen.

ABV 6.7%

IBU 22

ORIGIN Grimbergen, near Brussels, Belgium



HOPS
Bitter and Aromatic

MALTS
Barley and Wheat

BEER STYLE
Belgian Ale



TASTING NOTES

Boasts a lovely golden-yellow robe, with ochre glints. It is round and harmonious in the mouth. Slightly fruity, it offers the perfect balance between sweet and bitter tastes, and just the right amount of fizz.

ACCOMPANIMENT

Best shared with friends, accompanied by cheesy snacks and spicy dishes, along with reverent conversation.

FORMAT

330ml bottle
20l keg



BACKYARD BREWERY SWEDEN

Lawn Mower

This is Swedish lager. The very first release from the refreshingly experimental Backyard Brewery in Falkenberg, is a 'lawn mower' beer – the term used for a crisp, pale and light tasting lager, the kind of beer you drink on a hot summer's day after working hard in the back yard – except this one comes with bags of additional attitude. It's loud and noisy, but the neighbours won't mind (just as long as you invite them round to share one).

ABV 4.8%

IBU 31

ORIGIN Falkenberg, Sweden



HOPS
Zeus, Cascade and Amarillo

MALTS
Pilsner, Münchner and Caramel

BEER STYLE
Amber Lager

TASTING NOTES

Fiercely bitter from generous amounts of Zeus, Cascade and Amarillo hops, balanced by a large amber red body built by Pilsner, Caramel and Münchener malts.

ACCOMPANIMENT

The Lawn Mower's high level of Caramel malt makes it an ideal complement to rich foods, especially steaks and roasts, or fish & chips. The perfect beer for English pub food, mowing the lawn is not obligatory.

FORMAT

330ml can



FREMANTLE BREWERY

Little Creatures

Originally founded in 2000 by Howard Cearns (former marketing manager), Nic Trimboli (restaurant owner) and Phil Sexton (a master brewer) who all met whilst working at Matilda Bay Brewing Company. The name Little Creatures was inspired by the album of the same name by Talking Heads and refers to the yeast that turns the sugars in the wort into alcohol.

ABV 5.2%

IBU 40

ORIGIN Fremantle, Australia



HOPS
East Kent Goldings, Cascade, Chinook and Riwaka

MALTS
Pale, Munich, Caramalt and Wheat

BEER STYLE
Pale Ale

MEANTIME BREWING COMPANY

Meantime London Pale Ale

MEANTIME.

150 years ago the new bitter beer style, pale ale, was so popular in London that brewers had to import American hops to meet demand. We happily continue that tradition by adding buckets of American Cascade and Centennial hops, packed full of citrus aromas, which combine with local Kentish Golding hops to give London Pale Ale its refreshing bitterness.

ABV 4.3%

IBU 37

ORIGIN London, England

GAS AND COUPLER
60/40
S Type or Euro Sankey



HOPS
American Cascade, Centennial and Kentish Golding

MALTS
Ale, Munich and Crystal

BEER STYLE
Pale Ale



TASTING NOTES

The use of carefully selected whole hop flowers from around the globe including New Zealand, Tasmania and Victoria define Little Creatures Pale Ale taste and aroma. Its floral notes combined with the crisp citrus flavours of grapefruit and passion fruit, a hint of honey, give this drop a good balance of bitterness.

ACCOMPANIMENT

Perfect with most dishes but excels with anything spicy such as curry, Asian and Jamaican foods.

FORMAT

330ml bottle

TASTING NOTES

The Kentish Goldings give hoppy aromas of grass and spearmint, which combine with the citrus aromas of the American hops to give this perfectly balanced beer its refreshing bitter finish.

ACCOMPANIMENT

Think body and bite: the body from classic steak and kidney pies, curries or pasta, the bite from spicy sauces, bitter-leaf salads and mature cheese.

FORMAT

330ml bottle
50l keg

MEANTIME.

MEANTIME BREWING COMPANY


Meantime Yakima Red

We've used five varieties of hop from the Yakima Valley in Washington state to create our hugely popular American-style red ale. Our Yakima Red is packed full of grapefruit and clementine citrus flavours and aromas, while British and German malts combine to give this beer its distinctive deep ruby colour and medium to full-body.

ABV  4.1%

IBU  35

ORIGIN  London, England

GAS AND COUPLER  60/40 S Type or Euro Sankey



 HOPS
American Cascade, Amarillo, Citra, Simcoe and Centennial

 MALTS
Ale and Cara

 BEER STYLE
US-Style Red Ale



TASTING NOTES

The five bold American hops give our ruby red ale its citrus aromas and tropical fruit notes, which pack a crisp and hoppy punch into this crowd favourite.

ACCOMPANIMENT

Meantime Yakima Red is a wonderful match for veal, crispy roast pork, ham hock or charcuterie.

FORMAT

330ml bottle
30l keg

BOSTON BEER COMPANY

Samuel Adams Boston Lager


SAMUEL ADAMS

Samuel Adams began in a kitchen – which is why their belief is that no dream is too big. Jim Koch, chairman of the Boston Beer Company, represents the sixth generation of this great brewing family. Their Samuel Adams Boston Lager follows the recipe of Jim's great-great-grandfather, using only classic ingredients and hand-crafted with extraordinary care and attention to detail. This lager helped spark the American craft beer revolution that started in the 1980s.

ABV  4.8%

IBU  30

ORIGIN  Boston, Massachusetts, USA

GAS AND COUPLER  60/40 A Type



 HOPS
Hallertau Mittelfrüh and Tettngang Tettnganger

 MALTS
Two-Row Pale and Caramel 60

 BEER STYLE
American Craft Lager



TASTING NOTES

Two-row barley creates a wide spectrum of malt flavours, slightly sweet to roasted caramel, while noble hops add citrus, floral and piney notes.

ACCOMPANIMENT

Flex your mussels...! This Boston-born, New England beer is brilliant with seafood, but also nestles neatly alongside cured meats, smoked sausages – and sweet desserts. What more appropriate Bostonian word to say than 'Cheers!'

FORMAT

330ml bottle
30l keg



BACKYARD BREWERY SWEDEN

Shed Head

The Backyard Brewery is exactly that...it is a haven for creative brewing that sits in the backyard of Falkenberg Brewery, Sweden. Our brewers got bored of repeating the same brews day in, day out and got together to set up their own micro brewery so they could do what the hell they liked! Imagine a brewer's playground – a place where our skilled brewers can live out their passion, curiosity and creativity with no recipes to follow or rules to adhere to. Heaven.

ABV  4.6%

IBU  32

ORIGIN  Falkenberg, Sweden

GAS AND COUPLER  60/40 SanKey



 HOPS
Cascade and Citra

 MALTS
Pilsner, Caramel and Black

 BEER STYLE
American Pale Ale



TASTING NOTES

Dry hopped with Cascade and Citra to give a distinct and inviting hop aroma. Refreshing and easy to drink but with a perfect balance of bitterness and tropical fruit aromas.

ACCOMPANIMENT

Serve with chicken – however you like it (although preferably not clucking!)

FORMAT

30l keg



SHIPYARD BREWING COMPANY

Shipyard Pale Ale

Located on the historic working waterfront in Portland, Maine, the Shipyard microbrewery was founded in 1994, evolving out of Federal Jack's Restaurant and Brew Pub in nearby Kennebunkport. This American Pale Ale is a variation of Shipyard's famous Independence Pale Ale – based on the character of an American IPA, but with more subtle flavours and finish.

ABV  4.5%

IBU  45

ORIGIN  Portland, Maine, USA

GAS AND COUPLER  70/30 Sankey



 HOPS
Four American hops: Chinook, Cascade, Columbus and Centennial

 MALTS
Spring

 BEER STYLE
American Pale Ale



TASTING NOTES

Dry-hopped with a blend of four American hop varieties to deliver a refreshingly fruity hop flavour, with grapefruity citrus aroma.

ACCOMPANIMENT

This Shipyard favourite ties up neatly alongside any hearty fare, for seafarers, stevedores or landlubbers alike, from sticky BBQ ribs or Tex-Mex food – especially fajitas – to pulled-pork sandwiches.

FORMAT

30l keg



new

SHIPYARD BREWING COMPANY Shipyard Rye Pale Ale

The Maine Black Bear has a long, fruitful relationship with the state of Maine as the mascot of the University, and this brew is in homage to this fruit loving American native.

ABV

4.5%

IBU

43

ORIGIN

Portland,
Maine, USA

GAS AND
COUPLER

70/30
Sankey



HOPS

Amarillo, Citra,
Cascade and
Summit

MALTS

Rye Crystal
Malt

BEER STYLE

Rye Pale Ale



TASTING NOTES

Shipyard Rye has a spiced, nutty taste balanced with caramel toffee flavours. As with all Shipyard beers, this brew is packed full of American hops and the Amarillo, Citra, Cascade, and Summit combine for an upfront punchy orange aroma and lingering citrus tang.

ACCOMPANIMENT

Pair with richer, heavier foods like the strong BBQ flavours of BBQ Pulled Pork or Sticky Ribs with an option for pairing with deserts too, like caramel covered toffee pudding or salted caramel waffles with pecan and griddled banana.

FORMAT

30l keg



SIERRA NEVADA BREWING COMPANY Sierra Nevada Pale Ale

A home brewer's passion which grew into an American icon, Sierra Nevada Pale Ale has inspired countless micro-brewers. This was the original beer created by Sierra Nevada founders Ken Grossman and Paul Camusi, and the first beer brewed on their premises in 1980. Now a bona fide classic beer, and the USA's second bestselling craft beer, it remains fresh, complex, surprising and refreshingly bold. Bottle conditioned for a more complex character.

ABV

5.6%

IBU

38

ORIGIN

Chico,
California, USA

GAS AND
COUPLER

CO₂
Grundy



HOPS

Magnum,
Perle and
Cascade

MALTS

Two-Row Pale
and Caramel

BEER STYLE

American
Pale Ale



TASTING NOTES

Generous quantities of premium Cascade hops are incorporated in a fragrant bouquet and spicy flavour with unique piney and grapefruit aromas.

ACCOMPANIMENT

Peak performance with classic combinations like grilled steak or refreshing alternatives including roasted vegetables, citrus salads and Thai curry.

FORMAT

350ml bottle
50l keg



THORNBRIDGE BREWERY

Chiron

Arguably the UK's first Craft Brewery, Thornbridge produce beers of the finest quality with unmatched levels of consistency. Without the weight of history that shackles many British brewers, they courageously venture into areas of experimentation and innovation where others fear to tread. They quietly and confidently create some of the UK's most impressive beers.

ABV 5.0%

IBU 40

ORIGIN Derbyshire, England

GAS AND COUPLER 60/40 or CO₂ Key Keg



HOPS
Chinook, Cascade and Amarillo

MALTS
Pale Ale and Pale Crystal

BEER STYLE
American Pale Ale



TASTING NOTES

Chiron is golden in colour. Subtle but spicy aroma with citric notes from the hops, balanced by biscuity malt and tart citrus fruit. Crisp, balanced and wonderfully refreshing.

ACCOMPANIMENT

Lamb Jalfrezi.

FORMAT

330ml bottles
30l keg

TOAST ALE

Toast Pale Ale

new **TOAST**
BREWED WITH BREAD

Toast Pale Ale is an award winning craft beer brewed with fresh surplus bread. 44% of bread baked in the UK is wasted and so we brew our beer using unsold loaves from bakeries and unused crusts from sandwich makers. Fresh bread replaces one third of the barley – with a slice of surplus fresh bread in every bottle and all profits poured into the charity Feedback to end food waste, Toast is the best thing since...well, you know.

ABV 5.0%

IBU 45

ORIGIN Yorkshire, England



HOPS
Centennial, Cascade, Chinook and Bramling Cross

MALTS
Pale, Caramalt, Munich and surplus fresh bread

BEER STYLE
Pale Ale

AWARDS Overall Winner (2016) International Beer Challenge Award – Best Innovative Concept
Gold (2016) International Beer Challenge Award – Design and Packaging

TASTING NOTES

A smooth golden coloured beer with an aroma of biscuit and a hint of citrus which becomes gently marmalady upon tasting with a building, lingering dry bitterness.

ACCOMPANIMENT

Perfect with soft cheese, Mortadella style meats and fish and chicken curries.

FORMAT

330ml bottle



ZINGY *and* bitter



Distinctly hoppy, strong and spicy

These are bold IPAs with citrus or tropical fruit, pine resin or spicy aromas with assertive bitterness towards the end. They can be a delightful surprise for white wine drinkers who think they don't like beer.

- 70 – Boulevard Single-Wide IPA
- 71 – Brewdog Punk IPA
- 72 – Brooklyn East India Pale Ale
- 73 – Brooklyn Scorchers IPA
- 74 – Crafty Dan 13 Guns
- 75 – Flying Dog Easy IPA
- 76 – Flying Dog Snake Dog IPA

- 77 – Founders All Day IPA
- 78 – Goose Island IPA
- 79 – Innis & Gunn Session IPA
- 80 – Lagunitas IPA
- 81 – Oakham Green Devil IPA
- 82 – Roosters Baby Faced Assassin



BOULEVARD BREWING COMPANY

Single-Wide IPA

Our hometown is famous for BBQs, not celebrities, biking, surfing, or subways. Boulevard earns loyal fans on our reputation for innovation, quality and authenticity. Single-Wide IPA is the perfect representation of a modern American IPA; generously dry-hopping with Centennial, Simcoe and Citra hops adds fresh citrus aroma and flavour to the traditional moderately sweet toasty malt flavour and big hop bitterness. Introduced in 2009 as our first IPA in the core line-up.

ABV 5.7%

IBU 57

ORIGIN Kansas City, Missouri, USA



HOPS

Bravo, Zeus, Cascade, Centennial, Simcoe and Citra

MALTS

Pale, Munich, Wheat, Cara 50 and Amber

BEER STYLE India Pale Ale



BREWDOG

Punk IPA

BrewDog brews uncompromising, bold and irreverent beer. Beer with soul and purpose. It's the only thing they know. It's the only thing they want to know. They have a terminal craziness to make beers they want to drink. Their approach is a modern day rebellion for flavour and choice. A mad last-ditch stand to create beer that actually tastes of something. Beer like it was. Beer like it will be. Ditch the mainstream and say hello to BrewDog. No added ingredients or preservatives. No chemicals. No cheap substitutes. Just barley, hops, yeast, water and mind-blowing flavour. Experimentation is their art. Revolution their weapon. Walk tall, kick ass and learn to speak craft beer.

ABV Draught 5.4%
Bottle 5.6%

IBU 35

ORIGIN Aberdeenshire, Scotland

GAS AND COUPLER CO₂
Grundy



HOPS

Chinook, Simcoe, Ahtanum, Nelson Sauvin, Amarillo and Cascade

MALTS

Extra Pale and Cara

BEER STYLE India Pale Ale



TASTING NOTES

A golden-coloured beer with a prominent flowery, citrusy hop aroma, a moderate caramel malt flavour and a dominant hop bitterness and flavour.

ACCOMPANIMENT

Works best with Chinese, Indian, pepper, garlic, beef, pork, Mexican and BBQ

FORMAT

330ml bottle

TASTING NOTES

Tropical fruits and light caramel on the nose. Fresh, full-flavoured natural taste which is assertive and resinous, with the New Zealand hops balanced by the biscuit malt.

ACCOMPANIMENT

Mild blue cheeses, Vietnamese Pho, Apple and Pecan Tart.

FORMAT

330ml bottle
50l keg



BROOKLYN BREWERY East India Pale Ale

Plenty of IPAs will promise you the moon and the stars, looking to seduce you with words of smashing bitterness and hops everlasting. Actually, we're not here to 'blow you away with a lupulin cannon,' or 'peel the enamel off your teeth.' East IPA is a clean, drinkable IPA that's packed with flavour and offers a bold balance, not a smack in the head. East IPA's blend of tradition and exuberance sets the standard for hop-driven deliciousness.

ABV  6.9%

IBU  47

ORIGIN  Brooklyn, New York, USA




 HOPS
East Kent Golding, Willamette, Northdown and Centennial

 MALTS
British Pale Ale from East Anglia

 BEER STYLE
India Pale Ale



AWARDS  Gold (2012) World Beer Championships
Silver (2012) World Beer Championships

TASTING NOTES

Fruit flavours delivering distinctive notes of citrus, passion fruit and melon. With a sherbet-like tingle on the tongue, this light, spritzy brew refreshes the palate to leave a final, lingering note of biscuit.

ACCOMPANIMENT

Spicy foods, especially Thai, Indian, Vietnamese, Malaysian, Szechuan and Mexican dishes; crab cakes, salmon, and English farmhouse Cheddar.

FORMAT

355ml bottle
355ml can

BROOKLYN BREWERY Scorcher IPA


new



Brooklyn Scorcher IPA is a surprisingly feisty IPA. A floral, piney aroma strikes first, followed by a burst of mouthwatering bitterness as the hops begin their attack. Suddenly, a hint of toasty malt and a clean, lively finish burst in to leave you thirsty for more. It's ludicrously tasty, and at a reasonable 4.5%, it's a beer you can come back to again and again.

ABV  4.5%

IBU  40

ORIGIN  Brooklyn, New York, USA

GAS AND COUPLER  CO₂ Sankey



 HOPS
Amarillo, Simcoe, Cascade and Bravo

 MALTS
2-row, Carafoam and Crisp

 BEER STYLE
Session IPA



TASTING NOTES

Brooklyn Scorcher IPA is a sessionable IPA. British 2-row barley brings its famed bready flavours whilst German and American hops provide a snappy, clean bitterness and a bright, floral aroma. It's a sunny pale ale, Brooklyn style.

ACCOMPANIMENT

A fine match with spicy foods, sandwiches, salads, grilled meats, fresh cheeses, cheddars, and goat cheeses.

FORMAT

355ml bottle
355ml can
30l keg



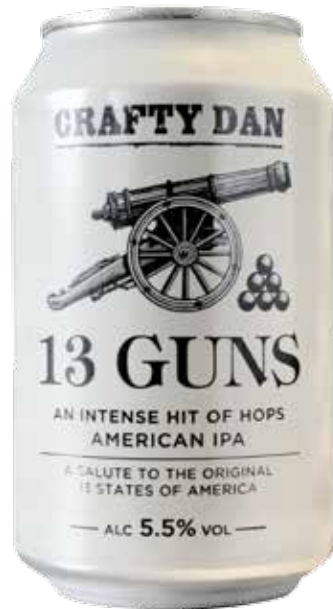
CRAFTY DAN 13 Guns

This American IPA is a salute to the original 13 states of America and the 13 Gun salute made on the very first Independence Day. One of the 1001 Beers You Must Try Before You Die (Adrian Tierney-Jones). A challenging but drinkable, intensely hoppy US IPA with malty flavours mixed into the flavour profile in a classic way. Mixing Pale, Crystal, Munich, Caramalt and Rye malts in the mash tun and then hopping the boiling wort with US hop varieties Centennial, Citra, Amarillo and Apollo

ABV 5.5%

IBU 46

ORIGIN Blackburn, England



HOPS
Herkules, Citra, Chinook, Cascade, Centennial, Amarillo and Kohatu

MALTS
Pale, Crystal, Dark Crystal, Caramalt, Munich and Pale Rye

BEER STYLE
Anglo American India Pale Ale

TASTING NOTES

Intensely hoppy US style IPA, with malty base flavours, intense hop character with mango and passion fruit aroma and taste. Mix of 5 American hops.

ACCOMPANIMENT

Complex IPA, so matches robust dishes – darker meats, spicy food.

FORMAT

330ml can



FLYING DOG BREWERY Easy IPA

1990 saw the opening of the Flying Dog Brewpub in Aspen, Colorado. From that brewpub to a fully-fledged Denver brewery in 1994, and then to our current state-of-the-art brewing facility in Frederick, Maryland, Flying Dog continues to make sense. Easy IPA is the first beer in our Brewhouse Rarities series of staff-pitched and elected limited releases to become a part of our regular portfolio.

ABV 4.7%

IBU 50

ORIGIN Frederick, Maryland, USA

GAS AND COUPLER
CO₂ Key Keg



HOPS
Proprietary Blend

MALTS
Biscuit

BEER STYLE
India Pale Ale



TASTING NOTES

Aromas of grapefruit and subtle spice meld into lemon and pine hop notes balanced with crisp cracker malt.

ACCOMPANIMENT

Pair this with tailgates, mowing the lawn, and anything else that calls for a light, yet flavourful, beer..... Indian and Mexican dishes, salty, fried food and BBQs.

FORMAT

355ml bottle
30l keg



FLYING DOG BREWERY

Snake Dog IPA


More cunning than a snake in the bush...Snake Dog India Pale Ale is a Colorado-style IPA, power-hopped with specialty hops from the Pacific Northwest. This is the brewery's hop monster, and the citrus fruit aroma will hypnotize the senses of the most hardcore of craft drinkers. Snake Dog is also a star of Food Network. It featured in the "Zoo Foods" episode of Unwrapped. Sadly, Double Dare legend Marc Summers did not make an appearance at the brewery during filming.

ABV  7.1%

IBU  60

ORIGIN  Frederick, Maryland, USA



 HOPS
Warrior and Columbus

 MALTS
60l Caramel

 BEER STYLE
India Pale Ale

FOUNDERS BREWING COMPANY

All Day IPA




The Founders Family, a group of passionate beer enthusiasts, has grown around this simple philosophy: "We don't brew beer for the masses. Our beers are crafted for a chosen few, renegades and rebels who enjoy a beer that pushes the limits". All Day IPA keeps your taste buds satisfied while keeping your senses sharp. Naturally brewed with a complex array of malts, grains and hops. Balanced for optimal aromatics and a clean finish.

ABV  4.7%

IBU  42

ORIGIN  Grand Rapids, Michigan, USA

GAS AND COUPLER 
CO₂ or 60/40
20m line runs
US Sankey
D Style



 HOPS
Proprietary Blend

 MALTS
Proprietary blend

 BEER STYLE
India Pale Ale



TASTING NOTES

Big citrus (notably grapefruit) hop aroma and flavour with caramel malt notes.

ACCOMPANIMENT

IPAs emphasise the heat in spicy foods and smooth out creamy, fatty foods. Pairs with: Mexican, Thai, curry, wasabi, buttery and spicy cheeses, exotic fruits.

FORMAT

355ml bottle

TASTING NOTES

Citrusy hop flavours with a crisp, but not overwhelming bitterness.

ACCOMPANIMENT

Indian and Mexican dishes, salty, fried food and BBQs.

FORMAT

355ml bottle
29.31l keg



GOOSE ISLAND BEER COMPANY

Goose IPA

When John Hall opened the Goose Island Brew Pub in Chicago in 1988, he was inspired by the variety and flavour of beers he had encountered on his travels in Europe. This beer is based on the original recipes used for the East India Company in the 18th century. An era when traditional English pale ales had additional hops added to help preserve them on their arduous journey to India. Goose IPA is regarded as a classic of this style.

ABV 5.9%

IBU 55

ORIGIN Chicago, Illinois, USA



HOPS
Pilgrim, Styrian Golding, Cascade and Centennial

MALTS
Special Pale

BEER STYLE
India Pale Ale

AWARDS Gold (2000, 2012) Great American Beer Festival
Gold (2010) World Beer Cup

TASTING NOTES

Fruity aroma, set off by a dry malt middle, and long hop finish.

ACCOMPANIMENT

An India Pale Ale that naturally complements all curries, but also adds its distinctive magic to pork, chicken and blue cheese.

FORMAT

355ml bottle

THE INNIS & GUNN BREWING COMPANY

Session IPA



Born in Scotland and brewed with a unique fusion of british, american and european hops. We've looked to the world to bring you a refreshing india pale ale with bags of citrus hop flavour, perfectly balanced by a sweet, malty finish.

IPA can trace its roots back to the 18th century when pale ales were shipped thousands of miles to India. Innis & Gunn IPA is brewed using a new extra pale malt which is uniquely kilned to develop more pronounced malty and biscuit flavours.

The result is an easy-drinking, refreshing beer, very light in colour with bags of hop flavour, perfectly balanced by a sweet, malty finish.

ABV 4.2%

IBU 40

ORIGIN Scotland

GAS AND COUPLER
CO₂
G Type Grundy



HOPS
Super Styrian, Cascade, Magnum and Admiral

MALTS
Extra Pale Malt

BEER STYLE
Session IPA



TASTING NOTES

Light gold in colour, with a complex blend of hop aroma including red fruits, resinous pine, rose petals and light citrus. A biscuity malt taste and hop bitterness are balanced with some sweetness and a smooth texture, to give a clean, yet lasting finish.

ACCOMPANIMENT

A good partner with prawn satay, vegetable pakora, cajun chicken burger, salt and chilli ribs, key lime pie, mild blue cheese.

FORMAT

50l keg

LAGUNITAS BREWING COMPANY

Lagunitas IPA

Tony Magee started brewing in December 1992 on his kitchen stove in the West Marin county town of Lagunitas, California. The very next December Tony got his first license to brew, then he began to brew commercially in January 1994. Tony got ejected from this West Marin location in the summer of 1995 because of the septic system's inability to handle the process. Turns out, when the liquid started rising from the drains, the small town knew who to blame. So Tony moved everything to nearby Petaluma in Sonoma County, where we still are today.

ABV  6.2%

IBU  51.5

ORIGIN  Petaluma, California, USA



 HOPS
Cascade and Centennial

 MALTS
Pale and Crystal

 BEER STYLE
India Pale Ale

OAKHAM

Green Devil IPA

Established in 1993 Oakham Ales produces high quality craft ales through innovation in expert brewing and sourcing exceptional ingredients from around the world. Leading in the hop revolution by introducing Citra hop to the UK in 2009, they now brew over 25,000 brewers barrels. Now brewing in Peterborough they have ambitious views to spread their brands further afield.

ABV  6.0%

IBU  60

ORIGIN  Peterborough, England

GAS AND COUPLER  CO₂ Sankey



 HOPS
Citra

 MALTS
Maris Otter Barley

 BEER STYLE
India Pale Ale



TASTING NOTES

A well-rounded, highly drinkable IPA. A bit of caramel malt barley provides the richness that mellows out the twang of the hops.

ACCOMPANIMENT

Mild blue cheese or foods with strong, spicy flavour such as curry or chilli.

FORMAT

355ml bottle

TASTING NOTES

An amazing hop harvest aroma with tropical fruit bursting through. Smooth and fruity starting with passion fruit, pineapple, and mango developing into lemon, limes and a citrusy bitterness. Finishes with a crisp refreshing dry aftertaste.

ACCOMPANIMENT

Oriental dishes

FORMAT

30l keg



ROOSTER'S BREWING CO.

Baby-Faced Assassin

The year is 1993 and England have failed to qualify for the World Cup, 2 Unlimited are top of the pops with their dance smash No Limit, Shane Warne has bowled the 'ball of the century' and Rooster's Brewing Co. has just hatched – forever changing the shape of beer in the UK. A winner of a gold medal at the 2017 International Brewing Awards, Baby-Faced Assassin is Rooster's flagship IPA. Deceptively drinkable, it's a beer that shouldn't be taken lightly!

ABV

6.1%

IBU

58

ORIGIN

Knaresborough,
Yorkshire,
England



HOPS

Citra

MALTS

Golden Promise,
Malted Wheat,
and Munich

BEER STYLE

India Pale Ale

AWARDS Gold (2017) International Brewing Awards

TASTING NOTES

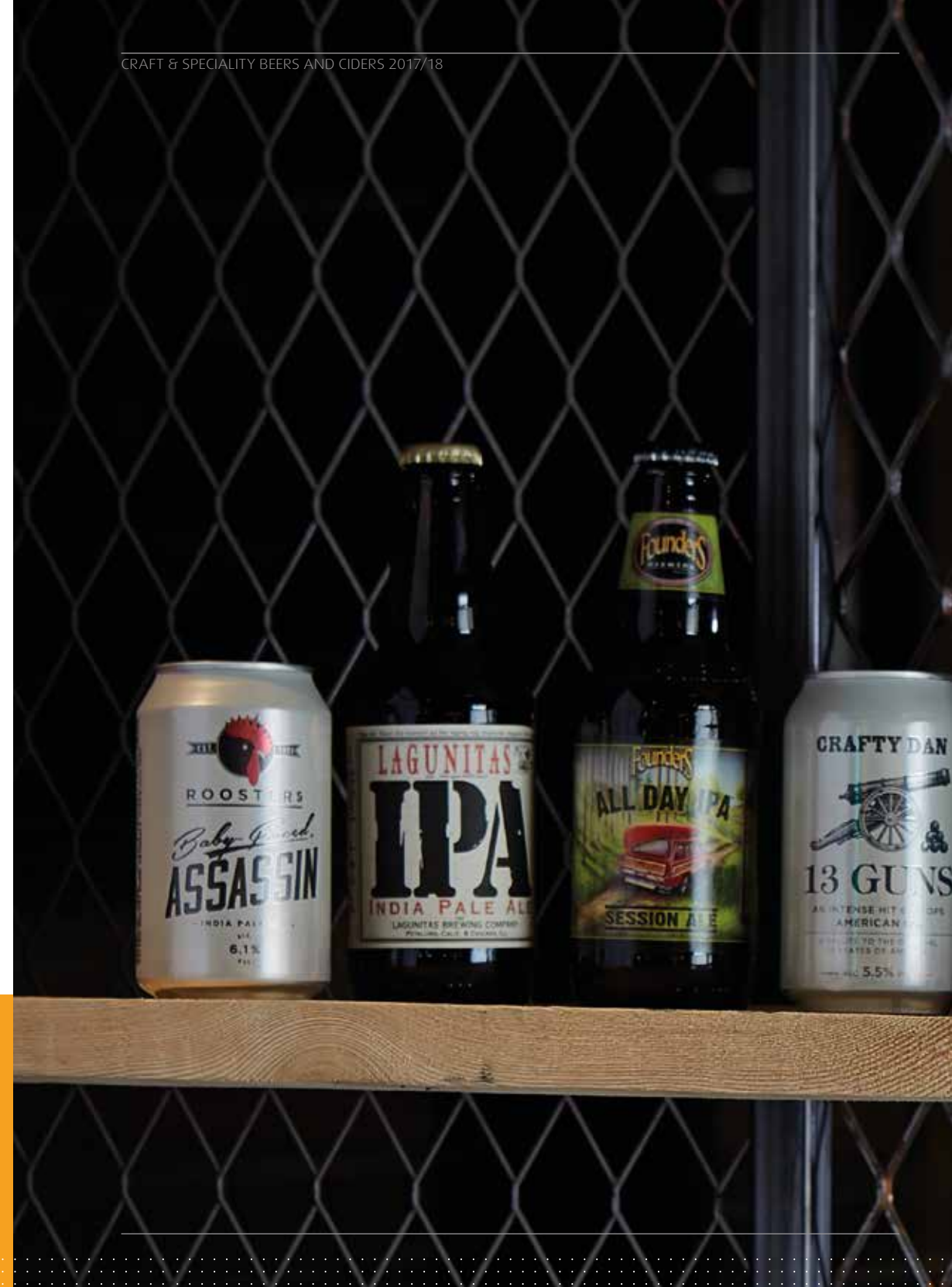
Baby-Faced Assassin is brewed using 100% Citra hops that create aromas of mango, apricot, grapefruit and mandarin orange, along with a lasting, juicy, tropical fruit bitterness.

ACCOMPANIMENT

Good with spicy food and strong flavoured cheese.

FORMAT

330ml can





RICH *and* full-flavoured

Full-bodied, rich fruits and spicy or smoky,
roasted and savoury

These are beers to be sipped and savoured and show beer can go anywhere wine goes and beyond. They range from rich fruitcake tasting ales to dark chocolate porter, all with wonderful complex flavours.

86 – Anchor Porter

87 – Boulevard Tank 7 Farmhouse Ale

88 – Brooklyn Sorachi Ace

89 – Duvel

90 – Innis & Gunn Original

91 – Westmalle Dubbel



ANCHOR BREWING Anchor Porter

Anchor Porter became the first modern American porter-style beer when it was introduced in 1972. More than four decades later, Anchor Porter continues to reward those who look beyond its possibly intimidating appearance to discover a smooth, full-bodied drinkability. The definitive American Porter.

ABV 5.6%

IBU 20

ORIGIN San Francisco, California, USA



HOPS
Northern Brewer

MALTS
Two-Row Pale, Caramel Black and Chocolate

BEER STYLE
American Porter



BOULEVARD BREWING COMPANY Tank 7 Farmhouse Ale

Tank 7 is a strong, yet crisp and refreshing beer that combines the best of American hops with the classic fermentation aromas and flavours of Belgian Saisons. Most breweries have at least one piece of equipment that's just a bit pernickety. At Boulevard we have fermenter number seven. Ironically, when our brewers were experimenting with variations on a traditional Belgian-style farmhouse ale, the perfect combination of elements came together in that very vessel. You could call it fate, but they called it Tank 7, and so it is.

ABV 8.5%

IBU 38

ORIGIN Kansas City, Missouri, USA



HOPS
Magnum, Bravo and Amarillo

MALTS
Pale, Corn Flakes and Malted Wheat

BEER STYLE
Saison

TASTING NOTES

The dark malts and hops deliver bitterness, beautifully balanced by the sweetness of rich chocolate, toffee and coffee notes. Dark in the glass, surprisingly light on the palate.

ACCOMPANIMENT

Pair up the full body of this porter with the oomph of BBQ meats, hams and Mexican food – while its sweet notes are delicious with chocolate and fruit desserts.

FORMAT

355ml bottle

TASTING NOTES

A straw colour, light to medium-bodied beer with a citrusy, spicy hop aroma and flavour, a soft, sweet malt finish and a prominent hop bitterness.

ACCOMPANIMENT

Superb with Chinese, Thai, shrimps, garlic, chicken, pork, Mexican and BBQ.

FORMAT

330ml bottle



new

BROOKLYN BREWERY Sorachi Ace

Named after the Sorachi region of Hokkaido, Japan, the Sorachi Ace hop was developed by a large Japanese brewery in the late 1970s. A cross between British Brewers Gold, Japanese "Beikei No. 2" and the famed Czech Saaz, it had a unique lemony, herbal scent, but this hop was deemed "odd" and ended up quickly banished to a laboratory. In 2008, the Sorachi Ace hop was quietly revived by a family farm in Washington State. Less than a year later, we made it the star of its own titular beer. Originally a member of our limited Brewmaster's Reserve series, Brooklyn Sorachi Ace is a beer we just couldn't let disappear.

ABV 7.2%

IBU 34

ORIGIN Brooklyn, New York, USA



HOPS
Washington-grown Sorachi Ace

MALTS
German Pilsner

BEER STYLE
Farmhouse Saison

DUVEL MOORTGAT Duvel



Belgians acquired a taste for British ales after British soldiers introduced their beers to Belgium during World War I. Brewer Albert Moortgat used a strain of Scottish yeast to create a beer commemorating the end of the War in 1918, which he initially called 'Victory Ale' before one of his friends, a local shoemaker, described the beer as 'nen echten Duvel' or 'a true Devil' during a tasting. The name has stuck ever since. The beer has been perfected over time and is bottle conditioned over a 90 day period giving it a reputation of one of the best beers in the world ever.

ABV 8.5%

IBU 38

ORIGIN Puurs, Belgium



HOPS
Saaz and Styrian Golden

MALTS
French Barley

BEER STYLE
Golden Ale

AWARDS Superior Taste Award (2010) International Taste and Quality Institute (2013/14) UK Cool Brand listing

TASTING NOTES

Brooklyn Sorachi Ace is a classic saison, an unfiltered golden farmhouse ale, with a clean malt flavour and the quirky Sorachi Ace hop standing front and centre. Dry-hopping releases Sorachi Ace's bright, spicy aromatics to tickle the nose before ascending into a fine harmony between pilsner malt and playful Belgian ale yeast.

ACCOMPANIMENT

Partner with pork buns, fish tacos, shrimp, smoked salmon, sushi, prosciutto, curries, salads, grilled meats and fresh goat cheese (such as Westfield Bulk Chevre.)

FORMAT

355ml bottle

TASTING NOTES

Beautifully balanced, light in body, pale in colour and strong in character. The refreshing drinkability of a lager with the aromas and full body of fine ale. Slightly fruity, dry aroma, well-hopped beer and with a slightly bitter aftertaste.

ACCOMPANIMENT

You can be devil-may-care with all kinds of fish, pork and pasta dishes – and why not devils on horseback too?

FORMAT

330ml bottle

**THE INNIS & GUNN
BREWING COMPANY**

Innis & Gunn Original

Original came about as a happy accident – in 2002 when a Scottish distillery requested a beer from the brewer to season their oak whisky casks. Months later someone sampled the beer after its time in the casks and the taste, transformed by the oak, was remarkable. Now Original is matured in both oak casks and Oakerators™ then blended together, so that a percentage of every batch sits for weeks in cask in Scotland.

ABV 
6.6%

IBU 
18

ORIGIN 
Edinburgh,
Scotland



HOPS 
Super Styrian

MALTS 
Innis &
Gunn Ale,
Crystal and
Wheat

BEER STYLE 
Oak-Aged Ale

AWARDS  Grand Gold (2014 & 2015) Monde Selection Awards

TASTING NOTES

Incredibly smooth taste that delivers notes of biscuity malt and vanilla – hints of toffee and oak – swirling within a creamy, mellow character.

ACCOMPANIMENT

A mature beer that can take on the power of juicy steaks and burgers, handle the spiciest of curries, and the tastiest of grilled seafood.

FORMAT

330ml bottle

WESTMALLE

Westmalle Dubbel



Trappist beer is somewhat different to an abbey beer. Out of all the beers in the world, only a handful can use the name. Westmalle Dubbel is a dark, reddish-brown Trappist beer with a secondary fermentation in the bottle. The creamy head has the fragrance of special malt and leaves an attractive lace pattern in the glass. Since 1856 the monks have been brewing a dark Trappist beer along with their table beer. Since the recipe was modified in 1926, they have been brewing slightly heavier beer. This is the foundation of today's Dubbel.

ABV 
7.0%

IBU 
28

ORIGIN 
Westmalle,
near Antwerp,
Belgium



HOPS 
Proprietary
blend

MALTS 
Proprietary
blend

BEER STYLE 
Trappist

TASTING NOTES

Herby and fruity with a fresh-bitter finish a soft feel in the mouth and a long, dry aftertaste.

ACCOMPANIMENT

Westmalle Dubbel works especially well with lamb, duck, steak, beef stew, venison, sausages.

FORMAT

330ml bottle



CRAFT cider

Introducing a range of cider styles and flavours

These ciders are produced using traditional techniques to create authentic ciders packaged in a modern style. Craft cider is predicted to be one of the biggest growth areas of the category in 2017.

- 94 - Angry Orchard
- 95 - Bad Apple
- 96 - Caple Road, Cider Blend No.3

ANGRY ORCHARD
HARD CIDER

ANGRY ORCHARD Angry Orchard


Angry Orchard's cider makers spent 15 years experimenting at their home in Cincinnati with 'hard' cider. French bittersweet apples from Normandy and Brittany provide complexity and heady notes, drawing on a renowned cider heritage. These are blended with culinary apples from the Alto Adige region of Italy, which is famed for producing apples with a juicy, luscious ripe character. This combination of acidity and astringency gives Angry Orchard just the right 'bite' and since launching in 2011, it has become the number one cider in the U.S.

ABV  
5.0%

ORIGIN  
Cincinnati,
USA



 CIDER NERD
INFO
Naturally
gluten free

 CIDER
STYLE
Crisp Apple

BAD APPLE Bad Apple

Crafted in Herefordshire, a carefully blended, yet complex cider with layers of flavour. A tangy, fresh-pressed apple and blossom scent. An intriguing and distinctive blend of four different cider fermentations, skilfully crafted for refreshment and complexity.

ABV  
5.1%

ORIGIN  
Herefordshire,
England



 CIDER NERD
INFO
Naturally
gluten free

 CIDER
STYLE
Herefordshire
Cider



TASTING NOTES

Angry Orchard Crisp Apple has a bright, crisp apple flavour - like biting into a fresh apple. It is a perfect balance of sweetness and bright acidity from culinary apples and dryness of traditional cider-making apples, resulting in a complex, yet refreshing, finish.

ACCOMPANIMENT

Delicious with cider-braised clams. Pulled pork or slow-cooked pork shank. Spicy butternut squash soup.

FORMAT

500ml bottle

TASTING NOTES

The taste is of sweet, spicy apples balanced by a refreshingly crisp, dry mouthfeel and lingering oak.

ACCOMPANIMENT

The perfect accompaniment with charcuterie, spicy oriental salads, artisan cheeses.

FORMAT

50l keg

WESTONS CIDER

WESTONS CIDER

Caple Rd, Cider Blend No.3

Cider Maker Guy Lawrence can't help but go against the grain, determined to challenge cider-lovers' palates. Being the fifth generation of the Weston family line, Guy inherited a fine cider making heritage, which he uses to create contemporary and pioneering ciders. Westons has been making authentic ciders at its Cider Mill in Herefordshire since 1880. All the cider apples used by Westons are pressed on site, fermented slowly and matured in oak vats, resulting in ciders with great depth and complexity.

ABV

5.2%

ORIGIN

Much Marcle,
England

CIDER NERD INFO

Fruit: English
bittersweet
cider apples

CIDER STYLE

Herefordshire
Cider

TASTING NOTES

Caple Rd. is made from only English cider apples, with no concentrate used, and is matured for up to 18 months – patience is needed to make a cider as full-bodied and complex as this. Full-bodied, dark-straw coloured cider. Oaky, smoky, with subtle notes of leather.

ACCOMPANIMENT

No better pairing than an authentically grilled, proper hamburger and a can of Caple Rd.

FORMAT

330ml can





Essential Information

GROWING - the - DISCOVERY

The joy of craft beer is finding the flavours that make you want to make the most of every sip. The pub or bar that makes it easy for drinkers to try new styles, find the tastes they prefer and build their knowledge of breweries and brews will be repaid with a loyal fan base. Serving craft beer never has to be a hard sell.

So how can you help more drinkers begin the discovery? By giving some enthusiastic guidance, piquing curiosity, and growing knowledge.

MAKE CRAFT ACCESSIBLE

Whatever the size of your range, make it easy for the newbies to give it a go. Pretension has no part in enjoying craft. A 'menu' organised by country and style helps your customer to know where to start. It doesn't have to be formal and printed – a blackboard is fine and easy to update. Once customers know what styles they enjoy, they can move on from there.

If they want to experiment with something new, give them a taster. Letting drinkers try before they buy oozes confidence in your selection. It also lets you open the conversation – once you get them talking about what they like and what they don't, you can steer them to the right choices.

GIVE RECOMENDATIONS

Drinkers always say the most useful recommendations on what to drink come from knowledgeable friends or bar staff.

Staff who are unfamiliar with craft beer often make the mistake of trying to serve the newbie the beer that's closest to lager, with the lightest flavour. This is great if you're talking to a lager drinker, but craft doesn't always work like that – and not everyone is coming across from lager.

GROW THE EXPERIENCE

You can take the conversation further and grow the knowledge with expert talks and organised tastings. For the craft drinker, a little knowledge is a lovely thing. It helps them extend their flavour comfort zone and discover new passions.

KEEP UP THE INTEREST

It's always good to keep your range interesting and refreshed so there's something new to discover. Introducing seasonal specials or guest beers maintains the interest for regulars. It also gives you something to tweet about and news to liven up your Facebook page and bring fresh customers in.

But you don't need to go wild with new beers every week. Drinkers have their favourites and want some continuity. Rotating the range and introducing new flavours once a month or so keeps the love alive.

"A 'menu' organised by country and style helps your customer to know where to start. It doesn't have to be formal and printed – a blackboard is fine and easy to update."

If you usually drink...

You may like...

Mainstream lager	Authentic pilsner
Real ale	American amber ale
Fruity white wine such as Chardonnay	German wheat beer
Dry, citrusy white like Sauvignon Blanc	American-style IPA
Spicy red wine such as Shiraz	Imperial stout
Fruit Cider	Fruit beer/Craft Cider
Gin	Hoppy IPA



Essential Information



Beer that's crafted with care, deserves to be served with flair. Every glass should be a special experience - that's what makes it worth a premium price.

CRAFTING the experience

There are four elements to creating a truly great craft drinking experience.

TEMPERATURE

Temperature is crucial to bringing out the flavour and aroma of craft beer. Serve a beer too cold and you won't get the full impact. Serve it too warm and it won't be as refreshing. But with such a variety of beers, there's no simple 'right' answer when it comes to temperature for craft - it's all a question of style. Generally, lighter beers, like lagers and wheat beers are best served cool (around 4.5°C) and richer beers, like porter, warm (around 12-13°C), but there are always exceptions.



QUICK CRAFT SERVING TEMPERATURES

Richly-flavoured, very malty & high-alcohol styles **13°C** 50-55°F

Standard ales, amber lager, dark lager, ciders **8°C** 46°F

Pale lagers, lightest ales, sweeter fruit-flavoured lambics **5°C** 41°F

Pale lagers, light beer, fruit beers, wheat beers **3°C** 34-38°F

Beer will warm up by about 2°F when poured into a room-temperature, thin-shelled glass.

THE RANGE

Firstly, don't stock too many different beers. Some specialist bars stock hundreds, but their audience is looking for something new and different every time.

A well-balanced range of half a dozen beers can satisfy any palate. We've split the Crafted range by flavour profile. Choose from across these sections to create variety.

Beer menus with brief descriptions of flavour, strength and style help people order confidently, and encourage beers stocked in back-bar fridges to move a little quicker.

THE RIGHT GLASS

It's not just temperature that allows the drinker to enjoy the flavour and character. A glass is essential - crafts aren't beers to be necked from the bottle. Glasses help retain the head and aroma and open up the flavours of the beer.

There's a guide to the main types of glasses and how they improve the drinking pleasure of different beer styles on the next page. You may not want to hold the full range of glassware, but a selection of at least pint, stein, tulip and pilsner glasses is a starting point for a craft service.

Don't forget that trial is a big part of craft discovery. Keep a rack of tasting glasses so you can give customers a try when they're thinking of venturing into new territory.

THE RIGHT SERVE

A great craft serve is about respect for the brew and a basic knowledge of the different types of beer, rather than flashy 'cocktail' showmanship.

For most craft beers, bottled or draught, you just pour as you would any premium beer. All you need is a touch of reverence and a room temperature glass.



Tilt the glass at 45° for optimum pouring



"While craft beer isn't difficult to understand, it is new to a lot of people and they can feel daunted by it. It's essential to tell your customers about your range. Display your range prominently and use beer menus or boards"

Bottle conditioned beers are the exception. Bottle conditioned means a little bit of yeast is left in the bottle, which naturally carbonates the beer. For some styles of beer, swirling the last bit of liquid in the bottle and pouring the yeast into the glass enhances the flavour. For others, pouring the sediment into the glass can make the beer taste 'off' and you don't want that. Knowing your beer styles is important to the good serve. But individual taste comes into play too, so it's always worth asking the customer whether they'd prefer you to pour or pour themselves.

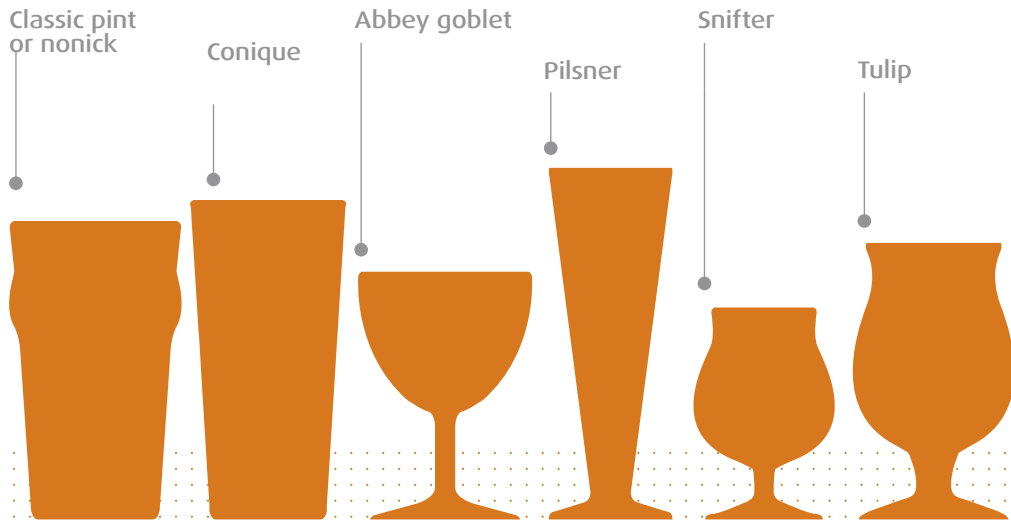


Essential Information

KNOW YOUR GLASS

"It's absolutely critical to make sure the serving and presentation of craft beer is just right."

Elaine Clarke – Fredericks, Liverpool



CLASSIC PINT OR NONICK

Cask-conditioned bitters and lagers. The wide mouth releases the aromas and allows a satisfying sup.

CONIQUE

Simple and practical for ales, lagers and cider.

ABBEY GOBLET

Belgian ales, especially abbey beers. Broad brimmed to let the complex flavours open out.

PILSNER

Beers with delicate flavours and effervescent heads. Shows off the colour, clarity and sparkle.

SNIFTER

Aromatic beers such as double and imperial IPAs, Belgian ales and barley wines. Typically used for serving brandy and cognac, captures the volatiles of aromatic beers.

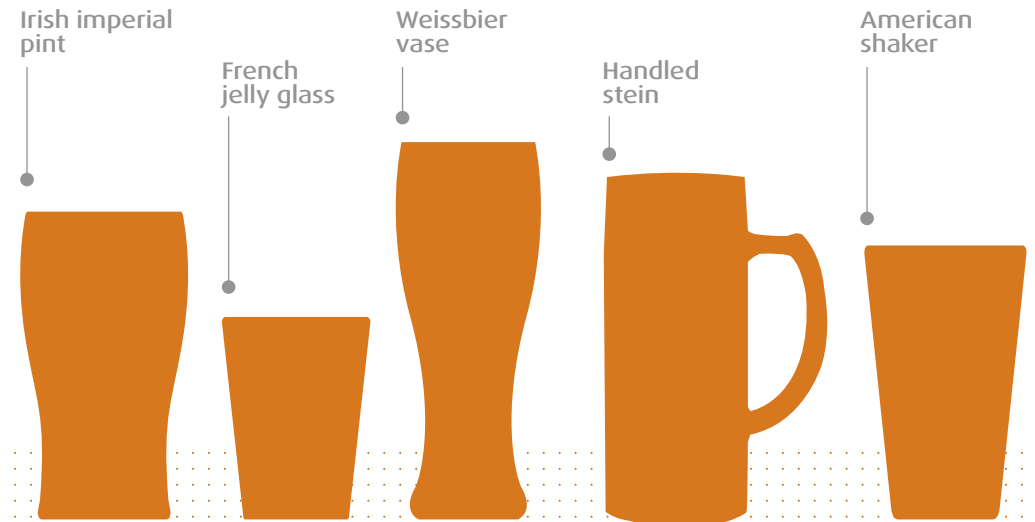
TULIP

Strong beers. Allows swirling before tasting to release the aroma.

The right glass for the beer style is part of the magic too: it shows you treat your beers with respect and want your drinkers to enjoy them to the max. Glasses help retain the head and aroma and open up the flavours of the beer.

Here's a guide to the main types of glasses and how they improve the drinking pleasure of different beer styles. You may not want to hold the full range of glassware, but a selection of at least pint, stein, tulip and pilsner glasses is a starting point for a craft

service. Don't forget that trial is a big part of craft discovery. Keep a rack of tasting glasses so you can give customers a try when they're thinking of venturing into new territory.



IRISH IMPERIAL PINT

Ales, stouts and porters. Again the wide mouth releases the aroma.

FRENCH JELLY GLASS

Ideal for Belgian wheat beers. Lets the flavours open out.

WEISSBIER VASE

For wheat beers. Plenty of room for the fluffy head that comes with this style of beer.

HANDLED STEIN

Traditional German beers. The vessel of choice at Oktoberfest throughout Southern Germany, it's easy to handle and the hand doesn't warm the beer.

AMERICAN 'SHAKER'

US craft beers of all kinds. Practical, no nonsense and easy to hold.



Essential Information

A journey through CRAFT BEER & CIDER styles



CRAFT & SPECIALTY BEERS AND CIDERS 2017/18

LAGER

Light, smooth and refreshingly carbonated, the ultimate thirst quencher on a hot day. Craft lager is an unbeatable experience.

PILSNER

Originally brewed in Czechoslovakia, a classic style of lager; pale, golden and frothy and meant to be drunk very cold.

SAISON

Originated from ales brewed during the cooler months in Wallonia, the French-speaking region of Belgium. Generally highly carbonated, fruity and spicy.

PORTER

Originally thought of as 'nourishing' brews, these are dark, complex, often spicy and meant for sipping slowly. They give spicy red wines like Shiraz a run for their money.

CIDER

Craft Ciders usually with a high juice content and a dry, astringent finish. Made with traditional techniques and modern packaging.

BITTER

Dry and aromatic with plenty of hop flavour, it's the traditional taste of Britain.

ALE

Aromatic and fruity, less carbonated than lager and generally drunk warmer, there's no end to the variety from golden or amber to dark.

PALE ALE

Hop-forward, with big fruity or spicy flavours, pale in name, but never in taste.

INDIA PALE ALE – IPA

Originally made in England for export to India, a little stronger than pale ale, but equally big on flavour, often citrusy or tropical fruit, a great beer for lovers of Sauvignon Blanc wine.

WHEAT BEER

Brewed with malted wheat and barley, they're effervescent, silky in the mouth and often cloudy; the perfect taste of summer.





Essential Information

The Art of CRAFT

Here's an anatomy of craft beer and how it calls to the senses in many different ways. The more you can talk about both in a personal, accessible, unpretentious way, the more you can pass on the delights of great beer.

AROMA

Craft beer glasses are designed to release the aroma of a particular beer. Aromas can be light and floral, richly fruity or citrusy; they can be peppery, spicy or conjure up grass or wood. The aroma has a big impact on how the drinker appreciates the flavour. Get the right glass, take a few deep sniffs and your imagination will do the rest.

TASTE

Taste buds will usually detect five core tastes: bitter, salty, sour, sweet and umami (a savoury taste, like soy sauce). See which comes to the fore.

FLAVOUR

Aroma and taste fuse to create the overall perception of the flavour of the beer. There are many descriptions to choose from, just like wine tasting: nutty, caramel, chocolatey, earthy, herbal, spicy, fruity, but be creative and make your descriptions individual.

MOUTHFEEL

Not surprisingly, the way the body of the beer feels in your mouth: is it light, smooth and creamy, heavy, or tingly with carbonation?

To **share the enthusiasm** and guide customers through the discovery of craft, you need to **share the love**.

HEAD

The head, too, can vary from beer to beer. Rich and long-lasting, or delicate, the head holds in the aromatic quality of the beer, making each sip more flavoursome.

CLARITY

A great beer can be anywhere between crystal clear to intriguingly cloudy.

COLOUR

Again there's a whole palette of colours. The classic descriptions run from straw to black via golds, ambers and browns, but be as inventive as you like.

CARBONATION

Subtle and lightly carbonated or frothily effervescent, carbonation is an important part of the experience.

BALANCE

The balance between malt's sweetness and the bitterness of hops is very unique to every craft beer and preferences are very unique to every individual drinker.



Essential Information

Craft IN Cask

CASK ALE IS CRAFT. Isn't it?

Whilst you ponder that our Tapsters range includes 86 cask ales with a further 150+ available through our monthly extra choice feature in Deals brochure.

We've teamed up with some of the best brewers in the land to bring you a market leading range of Craft Beer in Cask...



Wines & SPIRITS

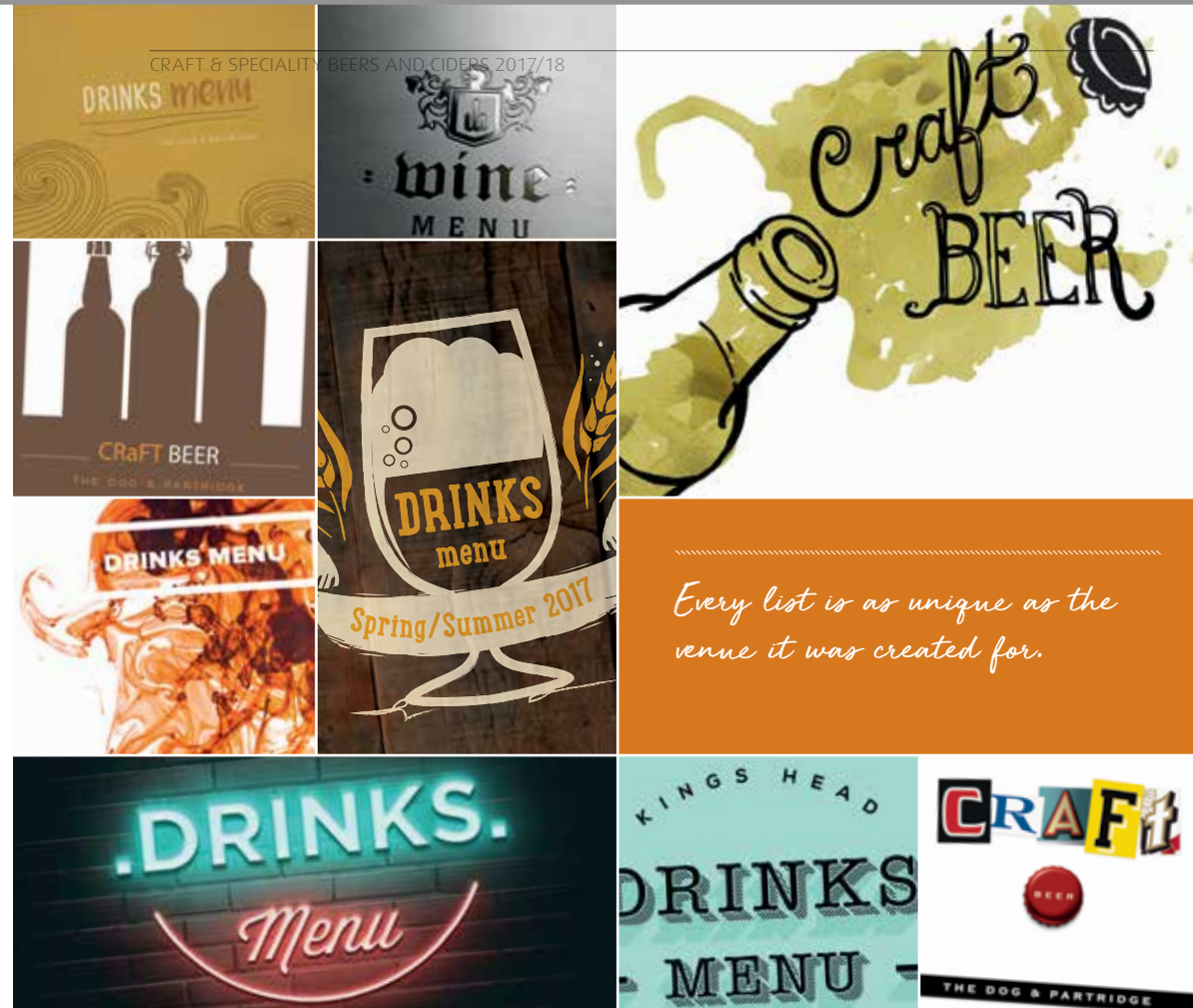
Our specialist Wines & Spirits arm, Crown Cellars, offers an extensive choice of premium wines and spirits from around the world.

Our comprehensive wine range includes 140 brands exclusively available to the On-Trade through Crown Cellars. Our extensive spirits range covers all the well-known brands alongside an ever increasing list of premium, craft and artisan products.

All backed by a team of WSET trained Wine and Spirits Managers.



crowncellarswines.co.uk



Every list is as unique as the venue it was created for.

Drinks LISTINGS

The team have over 20 years' experience developing On-Trade menus.

Having a good drinks list in your venue is a critical tool to help maximise sales. Not only will a good list help showcase your range to your customers but more importantly if used correctly it will help with upselling, incremental purchases and promote your most profitable listings.

So whether you are looking for a beer list or right the way through to a fully comprehensive drinks list for your venue our team of designers are on hand to ensure we deliver the best solution to you.

For more information please contact your Carlsberg UK Sales Representative.



Essential Information

CRAFTY
thoughts?

Email us at
crafted@
carlsberg.co.uk

USEFUL

– Contacts –

If you need font lenses, glassware, point of sale material or any further help, advice or support for any of our permanent brands, please contact your local Carlsberg UK sales representative or the relevant brewer or supplier using the details opposite and they will be happy to help.

PLACE YOUR CRAFTED ORDER

Call the Customer Service Centre
on 08457 820 820

i All the information you'll need

BREWERY	BRANDS	EMAIL DETAILS	PHONE NUMBER
Carlsberg UK	Bad Apple, Bee 17, Brooklyn Beers, Celia, Grimbergen Blonde, Lawnmower, Shed Head	Please speak to your local Carlsberg UK Sales Representative or visit carlsbergwedelivermore.co.uk	08457 820 820
AB Inbev	Goose Island Honkers, Goose Island IPA	CSETeamLuton@ab-inbev.com	08706 068 008
Adnams	Dry Hopped Lager, Mosaic Pale Ale	pos@adnams.co.uk	01502 727 200
And Union	Unfiltered Lager	byron@andunion.co.uk	07565 391 798
Aspall	Little Creatures	sales@aspall.co.uk	01728 860 510
Big Hug Brewing	Big Hug Hibernation White IPA	matt@bighugbrewing.com	07870 679 725
Black Isle Brewery	Black Isle Blonde Lager	sales@blackislebrewery.com	01463 811 871
Brewgooder	Clean Water Lager	alan@brewgooder.co.uk	01312 208 206
BrewDog	BrewDog Punk IPA, Dead Pony Club	punkme@brewdog.com	01358 724 924
Chapel Down	Curious Brew	darren@chapeldown.com	01580 763 033
Charles Wells	Erdinger Weissbier, Erdinger Alkoholfrei, Founders All Day IPA	notadmin@charleswells.co.uk	01234 279 263
Diageo	Hop House 13	enquiries@diageotrader.co.uk	08457 515 101
Duvel Moortgat	Boulevard Single Wide IPA, Boulevard Tank 7, Duvel, Liefmans Fruitesse, Vedett Extra Blond, Vedett Extra White	steven.behan@duvelmoortgat.co.uk	02037 408 479
Einstok	Icelandic Pale Ale	sinead@lovedrinks.co.uk	02075 019 630
Fuller's	Frontier, Sierra Nevada Pale	darren.brand@fullers.co.uk	07733 123 992
Heineken	Lagunitas IPA	Please speak to your local Carlsberg UK Sales Representative who will organise for you	08457 820 820
Hiver	Hiver, The Honey Beer	info@hiverbeers.com	02031 989 972
Innis & Gunn Brewing Company	Innis & Gunn Lager, Innis & Gunn Original, Innis & Gunn Session IPA	sales@innisandgunn.com	01312 207 230
James Clay	Anchor Porter, Anchor Steam Beer, Flying Dog Easy IPA, Flying Dog Snake Dog IPA, Hitachino Nest White Ale, Timmermans Kriek, Timmermans Strawberry, Westmalle Dubbel	matt@jamesclay.co.uk	01422 377 560
Marston's	Crafty Dan 13 Guns, Revisionist, Shipyard Pale Ale, Shipyard Rye Pale Ale	national.sales@marstons.co.uk	01902 329 477
Meantime Brewing Company	Meantime London Pale Ale, Meantime Yakima Red	sales@meantimebrewing.com	02082 931 111
Oakham	Oakham Green Devil	info@oakhamales.com	01733 370 500
Portobello	Portobello London Pilsner	rob@portobellobrewing.com	02089 692 269
Rooster's	Rooster's Baby-Faced Assassin	tom@roosters.co.uk , nic@roosters.co.uk	01423 865 959
Shepherd Neame	Angry Orchard, Sam Adams Boston Lager, Whistable Bay Pale Ale	customerservices@shepherd-neame.co.uk	01795 597 000
St Austell	Korev	natorders@staustellbrewery.co.uk	03456 035 434
Thornbridge	Thornbridge Chiron	stacey@thornbridge.co.uk	01629 815 999
Toast	Toast Pale Ale	wholesale@toastale.com	07808 806 618
Westons	Caple Rd. Cider Blend No.3	salesupport@westons-cider.co.uk	01531 660 143

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Jacobsen House
140 Bridge Street
Northampton NN1 1PZ



Notes

A series of horizontal lines for writing notes, starting from the top of the page and extending down to the footer.

for the facts
drinkaware.co.uk