

# British Guild Of Beer Writers

## Newsletter August 2013



**25th anniversary event** The British Guild of Beer Writers is 25 years old this year and to mark this anniversary we are holding a celebration. It takes place on Monday August 12 at 6.30pm at the Parcel Yard, King's Cross station (near Platform 93/4 and the Harry Potter shop), London. The event will feature specially brewed or very rare beers from nearly 20 brewers, who are corporate members. It should be relaxed and good fun and we do hope you'll be able to attend. At 7.30pm there will be some short speeches, including pubs minister Brandon Lewis and Roger Protz. We are in the process of finalising arrangements: if you intend joining us, please email [angie@cask-marque.co.uk](mailto:angie@cask-marque.co.uk).

**Guild dinner** Our annual awards dinner will take place on December 5 at the Jumeriah Carlton off Sloane Street in London. Guild members Mitch Adams and Adrian Tierney-Jones are working with the chef to develop the menu for the evening. Tickets for the dinner will be going on sale shortly and the prices are being held as the same as last year. The logistics of the dinners are being managed by Creative Travel and Event Management (CTEM); anyone wanting

a hotel for that night should contact Fiona Whitehead at CTEM who should be able to arrange this: [fiona@ctem.co.uk](mailto:fiona@ctem.co.uk).

**Award Entries** Entries are already coming on for this year's awards: remember the deadline for entries is September 6. Full details of all seven categories in the Awards, and how to enter, can be found at [www2.beerguild.co.uk/?page\\_id=2162](http://www2.beerguild.co.uk/?page_id=2162).

**Awards management and judges** Ros Shiel is handling the management and PR for the awards, while the chairman of the judges Pete Brown has put an excellent panel of judges together: Craig Woodhouse, a political writer from the *Sun*, Karen Barnes, who edits *Delicious*, Bill Dobson, head brewer at Brain's and David Wilson from the BBPA.

**Seminars** Committee member Paul Hegarty, along with the support of several members, is putting together an excellent programme of seminars. Topics likely to be covered will include hops, the politics of beer, beer journalism and the history of beer and beer writing.

**White Beer Travels** The Guild is currently the custodian of a site created by John White who sadly died

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[www.beerguild.co.uk](http://www.beerguild.co.uk)

in 2007. The Guild had been hosting the website for five years and we are looking at ways to archive and preserve the information. However, if any member thinks that they have to resources to take on the site please could they get in touch with me: [hampson.tim@gmail.com](mailto:hampson.tim@gmail.com). Go to [www.whitebeertravels.co.uk](http://www.whitebeertravels.co.uk) to see the site.

**Guild on Twitter** The Guild now has its own twitter account [@Britbeerwriters](https://twitter.com/Britbeerwriters) — please let myself or the Secretary know if you have any news you would like to promote to the beer writing community.

**Guild Yearbook** I hope everyone has seen a copy of our Beer Writers Yearbook, put together by members Larry Nelson and Martin Barfoot on behalf of Advantage Publishing. I hope you agree that they've done a tremendous job and that it is a valuable and effective tool for promoting the diverse and excellent work profiles of our members.

**Brewer of the Year** Have you made a nomination for our brewer of the year yet? We are looking for the individual or company that you think has made the greatest contribution to beer and its profile in the last 12 months — this is something that the committee will then decide on but we are very much dependent on members' thoughts. Send nominations, with a short explanation as to why you think it should be considered, to the Secretary. **Tim Hampson**

## NEWS

• **ROGER PROTZ** will launch his new book *300 More Beers to Try Before You Die* at the Great British Beer Festival on Wednesday 14 August. Guild members who would like to attend the launch should contact Chris Lewis at CAMRA HQ: [chris.lewis@camra.org.uk](mailto:chris.lewis@camra.org.uk).

• **CASK ALE WEEK, 27 Sept-6 October.** Don't forget to use Cask Ale Week as an angle to sell in your stories to press and

radio. If members need any more information on the event, please contact Frances Brace, Red Flame Communications 07432 692309 or Heather Ryland, Red Flame Communications 07527 37584.

• **THE CASKFINDER APP** has now been downloaded over 100,000 times and used every month 60,000 times to find Cask Marque pubs. Have you downloaded? It is free and also has information on breweries, their beers, Cyclops descriptions, beer festivals and The World's Biggest Ale trail.

• *Liquid Bread* (edited by Wulf Schiefenhövel and Helen Macbeth) is the first multi-disciplinary, cross-cultural collection about beer. It explores the brewing processes used in antiquity and in traditional societies; the social and symbolic roles of beer-drinking; the beliefs and activities associated with it; the health-promoting effects as well as the health-damaging risks; and analyses the modern role of large multinational companies, which own many of the breweries, and the marketing techniques that they employ. *Brewer & Distiller International* wrote: 'With contributions from a wide range of disciplines, this book provides an introduction to the social aspects of beer in modern society and how this has evolved over the very many years

## CALENDAR 2013

- BGBW 25th anniversary event, Parcel Yard, London, August 12
- Great British Beer Festival, Olympia, August 13-17
- Cask Ale Week, nationwide, September 27-October 6
- Great American Beer Festival, Denver, October 10-12
- Indy-Man-Beer-Con, Manchester, October 10-13
- SIBA North-west Beer Competition and Festival, Staveley, Cumbria, October 24-26
- BGBW Awards and Dinner, Jumeriah Carlton, London, December 5

Please send details of any relevant events to  
Adrian Tierney-Jones

of its history and development... I found this book to be completely absorbing and thought provoking...an unexpected gem and the perfect book to keep in a travel bag.'

Members who wish to buy a copy visit [www.berghahnbooks.com/extras/docs/flyer/SchiefenhovelLiquid\\_9781782380337.html](http://www.berghahnbooks.com/extras/docs/flyer/SchiefenhovelLiquid_9781782380337.html) where there are details on how to get a 25% discount on the copy.

• ENJOY A weekend of outdoor activities from night hikes to mountain biking, in the beautiful Yorkshire Dales at the Yorkshire Dales Outdoors Festival taking place at Hawes, Wensleydale September 13-15. Organised by Guild member Mark Reid, author of *The Inn Way* guidebooks and *Mountain Leader*, all activities start and finish at a great Dales pub. Evening entertainment includes a quiz and supper night. Sponsored by Black Sheep Brewery and Wensleydale Creamery. See [www.yorkshiredalesoutdoorsfestival.com](http://www.yorkshiredalesoutdoorsfestival.com) or call 01423 871750 for more details.

### **LIKE FALLING OFF A BLOG**

The inaugural European Beer Bloggers Conference in London back in 2011 was — for me — a milestone event. It brought together a community; showed us a really good time and some fantastic beers and also provided a genuinely impressive, useful programme of entertaining and educational sessions. I came away with increased knowledge and an expanded contacts book all for around £65 and the cost of getting there.

However, it seems that each successive year has seen an erosion of the conference content and while it's still undoubtedly a great weekend with great beers and giving the chance to catch up with friends and make new ones, it feels less like the essential industry event that the first one was.

Am I a dreadful old cynic? I don't mean to be. Rather I'm struck by the fact that

EBBC is organised by a US company, for profit, and I can't shake off the feeling that it should be in the hands of someone, or a group of people, from the UK. It needs that national insider info and contacts to take it forwards — or we need a different event? — to deliver on the promise of that first year.

That said, there were some highlights this year. A trip to (and party at) Stewart Brewing's new site on the outskirts of Edinburgh; a stunning beer and food matched dinner hosted jointly by Fyne Ales and Williams Bros — where it was revealed that Williams Bros' Fraoch is THE food match for haggis — and a rousing keynote address from Garrett Oliver, in which he reminded us that, 'Wine people still own the general media, and if we want that to change we have to do our bit by making beer sound delicious'. A simple message but a timely reminder. We have some great beer writers but there is still a way to go to get that writing more widely read. Perhaps a UK beer writers conference could be one of the methods of achieving that?

**Sophie Atherton**

### ***Beer Academy news***

*6 August, Hallelujah to Hops*

*7 September, How to Judge Beer*

*10 September, One Day Foundation*

*8 October, Old World vs New World Beers*

*12/13 November, Two Day Advanced*

For more details of venue and also of other events visit [www.beeracademy.co.uk](http://www.beeracademy.co.uk)

**DEADLINE FOR COPY THE NEXT ISSUE IS  
AUGUST 27, 2013**