

British Guild Of Beer Writers

Newsletter December 2014



BEST OF BEER WRITING HONOURED AT AWARDS

The Beer Writer of the Year award is the ultimate accolade for anyone communicating on our national drink and it was great to see so many at the Jumeriah Carlton for the awards; with 225 guests it was the best attended yet.

Entries to this year's competition included press articles, books, radio shows and blogs on a wide range of beer and pub-related subjects. Boak & Bailey took the top title for their book, *Brew Britannia*. The couple — real names Ray Newman and Jessica Slack — have been blogging since 2007, but *Brew Britannia*, an account of beer's 'rebirth' since the 1960s, is their first book.

Accepting the prize via video link, Boak & Bailey said: 'we're surprised, delighted and honoured to win this award. We never expected *Brew Britannia* to receive the attention it has had and are grateful to everyone who helped us to write it, bought it or reviewed it.'

Will Hawkes, Beer Writer of the Year 2013, and chairman of judges this year, said: 'we were impressed with the quality of entries received from all corners of the beer writing and blogging world. Boak & Bailey's book presented an entertaining, informative and rigorously researched view of recent beer history and is a worthy winner.'

'The Young Beer Writer award, introduced this year, received a good response from new writers whom we were able to judge without competition from more established names. We're delighted to be fostering new talent in this way.'

Many thanks go to the judges, who this year were: Will Hawkes; Will Dean, editor of the *Independent Magazine*; Natalie Whittle,

associate editor, *FT Magazine*; Tim Hulme, chief executive of the BII and Georgina Young, brewing manager at Fuller Smith & Turner.

The Guild's Brewer of the Year Award was presented to Mark Tranter, founder of Burning Sky in East Sussex and formerly of Dark Star. Mark made Dark Star one of the most forward thinking of the new wave of British breweries and at Burning Sky he has produced pale ales, session bitters and IPAs, alongside a range of beers that are aged in a variety of wooden barrels. Mark's work has become an inspiration for many other brewers and he is a fantastic advocate for beer culture with a great willingness to share his ideas. **Tim Hampson**

AND THE WINNERS ARE...

Brewer of the Year: Mark Tranter, Burning Sky
Young Beer Writer of the Year

Winner: Pip Sprake; highly commended:
Paul Bates

Greene King IPA Award for Best Beer &
Travel Writer

Winner: Tim Webb; silver award: Tim Skelton
Shepherd Neame 1698 Award for Best Beer &
Food Writer

Winner: Mark Dredge; silver award:
Jane Peyton

Thwaites Award for Best Beer Writer –
Corporate Communications

Winner: Carlsberg UK
Brains SA Gold Award for Best Beer
Communicator – Online

Winner: Martyn Cornell; silver award:
Boak & Bailey

Fuller's ESB Award for Best Beer Writer
– Trade Media

Winner: Nigel Huddleston; silver award:
Roger Protz

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Adnams Award for Best Beer Writer
– Regional Media
Winner: Alastair Gilmour; silver award: John Owen
Molson Coors Award for Best Beer Writer –
National Media
Winner: Boak & Bailey; silver Award: Mark Dredge
The Michael Jackson Gold Tankard for Beer
Writer of the Year 2014: Boak & Bailey
For photos of the event: cath.smugmug.com/BGBW-Awards-Dinner-2014/n-rLXKc

Date for the diary

British Guild of Beer Writers Awards and Dinner
2015, December 3.

Pod people

For those of you unable to make the dinner, visit beerlinespodcast.co.uk/wp/blog/2014/12/08/the-british-guild-of-beer-writers-dinner-awards-2014/ where Guild member Jeff Pickthall has put together a podcast of the night's events.

News

• **The Brewery History Society** is looking for entrants for its essay prize, which is now open to all those with a serious interest in the history of beer, brewing and related industries. This should be an unpublished essay, based on original research and should fall within the remit of brewery history — it should be concerned with the history of beer and/or its ingredients; histories of existing and/or closed breweries; research on associated industries (eg malting, hops, retailing etc); or studies into the social, political and economic impact of beer and/or the brewing industry. The winning entry is chosen using the journal's standard criteria for selection (excellence and interest to a wide audience) and will be published in the journal. The award consists a cash prize of £250; publication of the winning entry in *Brewery History*; a year's membership of the Brewery History Society. Deadline for submission of an essay is January 31, 2015. For more details go to:

journal@breweryhistory.com.

• **You might** want to go to Burton on February 13-15, when the International Beer Festival is taking place at the National Brewery Centre. This event follows the International Brewing Awards, which will have seen brewers from all over the world judging hundreds of beers; the festival will have an equally global character, comprising perhaps the most international range of cask, keg and smallpack beers in the UK, if not Europe. Details: www.nationalbrewerycentre.co.uk/events/the-international-festival-of-beer--168

• **Invitation to media & writers...** Save the date Thursday February 19, 2015, 2pm to 5pm, for the Craft Beer Rising preview. Craft Beer Rising will be taking place February 19-22 at Old Truman

Brewery, 91 Brick Lane, London E1 6QL; RSVP sulinong@slo-london.co.uk. More info to be announced January.

New awards celebrate the best of beer marketing

A new set of awards has been launched to recognise the very best in beer marketing. The brainchild of beer writer, Pete Brown alongside industry marketeers, Jo Miller and James Cuthbertson, the Beer Marketing Awards will celebrate the marketeers and creative teams behind the brands. The awards are open to all brewers with a presence and focus in the UK. The awards will recognise excellence in the following categories:

Best advertising campaign – print
Best advertising campaign - broadcast
Best use of social media
Best branding/design
Best public relations campaign
Best use of competitions
Best integrated campaign
Best stunt/guerrilla marketing
Best B2B campaign
Best website
Best use of sponsorship
Merchandise

From these, an overall winner will be announced as well as an award for 'Outstanding Individual achievement', which will highlight the individual who, in the minds of the judges, has had the most impact in the way beer is marketed in the UK. The judges, led by Pete Brown, include leading on and off trade operators, beer writers, bloggers and award-winning marketeers.

Brown said: 'Whether you're a mainstream lager brand creating a large scale TV advertising campaign or a microbrewer pouring your creativity into social media, in the modern market it's not enough to simply brew a great beer – it needs to be communicated and presented to the drinker in the most compelling and attractive way possible.'

Jo Miller added: 'The beer market is at the forefront of multi-channel marketing and is widely recognised as innovating in the social media space — to create an awards event to celebrate this seemed like an obvious step. We expect the event to reward the best in the business, whilst at the same time, being a great

CALENDAR 2015

- CAMRA National Winter Ales Festival, Derby February 11-14
- International Beer Festival, Burton, February 13-15
- Craft Beer Rising, London, February 19-22

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

excuse to get likeminded individuals to get in a room and share our passion — great beer.'

Details of how to enter can be found at www.beermarketingawards.co.uk with a closing date for entries of January 23. Winners will be announced at an event on April 14, 2015 at the Truman Brewery, Brick Lane, London.

Fifty years an Otter

As you may know (*writes Frances Brace*), 2015 marks the 50th anniversary of Maris Otter malting barley. While most barley varieties are superseded within five or six years, Maris Otter is unique in its longevity — and in its success in breeding champions. Ten of the past 16 Champion Beers of Britain have been brewed with Maris Otter malt. This landmark 50-year achievement will be celebrated with activity generated by the grain merchants — H Banham and Robin Appel — who rescued and own the rights to the Maris Otter barley variety. One of these events is the Maris Otter 50th Anniversary Beer Festival in Norwich in September, organised by H Banham and David Holliday from the Norfolk brewhouse. This will be on Thursday September 17, with the trade session at 1pm and open for the public at 4pm. It will be located at the Open, Norwich, NR2 4SF. Look out for [@marisotter50](#) and [@MarisOtterGrain](#) for more information. There will be 50 new craft cask beers from brewers all over the country and beyond, all of them showcasing Maris Otter.

The next day will see a malting seminar and maltings tour at Crisp Maltings. This will start at 10.15am and finish at 2.15pm, with transport available from Norwich at 9am and returning 3.15pm. The location for this event will be Great Ryburgh near Fakenham and Twitter handles will be [@crispmalt](#), [@CrispMaltEuan](#) and [@maltingdoctor](#). Attendees will see the malting process in action, look around the traditional floor maltings and hear about the science of malting and the technicalities behind the role of malt in brewing and beer styles. Spaces for both of these events are limited and may be subject to selection criteria. If interested by contacting Frances Brace — 07432 692309/ frances@redflamecommunications.co.uk.

National Brewing Library

Many BGBW members will be familiar with the National Brewing Library (*writes Simon Jackson*), which is held in the Special Collections at Oxford Brookes University. Here is a brief history of it.

Under the auspices of The Institute and Guild of Brewing, the libraries of the Institute of Brewing, The International Brewers' Guild and the technical reference library of The Brewers and Licensed Retailers Association were combined. These were supplemented further by the book

collection held within the extensive Whitbread Brewing Archive, following the decision of Whitbread to sell its brewing business. These combined libraries were brought together to form The National Brewing Library at Oxford Brookes University (the minute books and business records of The Brewers and Licensed Retailers Association are archived at the University of Warwick Modern Records Centre. Those from the Whitbread Archive are deposited at London or County Record Offices according to their geographical origin. The Whitbread collection of films is held at the National Motor Museum, Beaulieu). More recently, the collection was augmented further by the addition of books and journals from the Brewery History Society Library, following its closure and dispersal (the archival material from the BHS Library was deposited at the History of Advertising Trust).

The National Brewing Library comprises more than 3500 volumes, in a single location, and provides a unique English language collection relating to brewing, other alcoholic beverages and dependent trades. About one quarter of the items are unique to the collection.

The Institute of Brewing & Distilling is pleased to associate the National Brewing Library with Oxford Brookes University. In addition to the University's central location the National Brewing Library works in parallel with the Michael Jackson Collection and complements other gastronomy collections also held in the University Library.

The Library is open to all readers and details of the Library, the contents and visiting times are here: www.brookes.ac.uk/library/speccoll/brewing.html.

Oxford Brookes University is celebrating its 150th anniversary during 2014/15 and a special beer has been brewed by Shotover Brewing, which is named John Henry (Celebration Ale), John Henry Brookes, founding father of the University (www.shotoverbrewing.com). Members may also be interested in a lecture to be given at Oxford Brookes by Professor Katherine Smart on April 22, 2015: www.brookes.ac.uk/about-brookes/events/buds--bubbles-and-bottles---breaking-barriers-in-brewing--the-brookes-athena-swan-lecture/.

And finally

Thanks to those members who answered the survey. One thing that can be dealt with now: a couple of commentators write that they would like to opt out of the news alerts. If they can let me know they can be unsubscribed. **ATJ**

Beer Academy news

16/17 December Foundation Course, The Beer Academy, London

For details on venue, time and cost plus on other events visit www.beeracademy.co.uk