

British Guild Of Beer Writers

Newsletter June 2015



The Guild's AGM is now officially called for Tuesday, June 16 at the Finborough Arms, Earls Court. It will kick-off at 6 for 6.30pm with a buffet to be served at 8/8.30pm.

Extraordinary General Meeting

An EGM has been called by the Guild's Committee for 4pm Tuesday June 16 at the Finborough Arms, Earls Court (this will be prior to the AGM). The EGM has been called to ask members to vote on the Committee's proposal to change the structure of the Guild from a 'club' to a 'not for profit company limited by guarantee'. As a consequence, the meeting will be asked to accept new Articles of Association.

Cask Report & Cask Seminar

2015 Members of the British Guild of Beer Writers are invited to help guide the content and direction of this year's *Cask Report* and Cask Ale Seminar. The team behind the report would be grateful if you could contribute to their survey. It should take no longer than five minutes.

Details can be found at:
www.surveymonkey.com/s/Cask-Report.

Courses for Guild members Two training courses have been arranged to help Guild members improve their professional skills. 'How to Judge

Beer' is designed to increase understanding of how to assess and judge the quality and style of a beer; it enhances the experience and enjoyment of tasting beer as well as preparing judges in beer competitions for the processes and standards required. It is being held Tuesday July 7, 12-4pm, at the Institute of Brewing & Distilling, 44A Curlew Street, Butler's Wharf, London SE1 2ND. The course is organised by the Beer Academy and available to members a subsidised cost of £50. To make a booking go to beerguild.co.uk/course-for-guild-members-only-how-to-judge-beer.

'Pitch and Deal' focuses on how to pitch your ideas to editors and/or pitch yourself and your services (copywriting, PR) to any potential client, how to get them wanting what you've got to offer — as often as possible. And then, importantly, how to negotiate your fees (including how to ask for and get more money), and how to hold on to your copyright, aka negotiating usage. It is an intensive course using role-play, so places are limited. Book early to avoid disappointment. The course is being held on Thursday 2 July, 10-4pm at the Institute of Brewing & Distilling, 44A Curlew Street, Butler's Wharf, London SE1 2ND. The course's

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presenters are Louise Bolotin and Phil Sutcliffe, both experienced trainers and freelance journalists. The course is available to Guild members at a subsidised cost of £70. More details go to: beerguild.co.uk/course-for-guild-members-only-pitch-deal.

Tim Hampson

News

• **Issue four** of *Original Gravity%*, a free publication all about great beer, will be out at the beginning of June. This issue will focus on the wonderful diversity of lager, and include pieces on tasting beer and Harvey's brewery, as well as the usual tasting notes and beer travellers guide. The website www.orginalgravitymag.com will also be relaunched soon with daily content, including events (submissions below) and a shop selling subscriptions and beer prints. We're also looking at pitches for our Almanac, a 138-page magazine with long-form journalism, photo essays, illustrations (and maybe even fiction!). We're looking for remarkable stories with a quirky angle from the beer world. More details from Guild member danieljneilson@googlemail.com.

• **Leeds' newest brewery launches at city's oldest pub** June 9/10 sees the launch of Leeds' latest addition to the brewing scene, Whippet Brewing Company. An independent, progressive cask ale brewery, Whippet is the brainchild of Guild member Sam Parker with its online presence being managed by fellow member John Read. The brewery launches with four core beers and will be followed later in the year by a selection of seasonal offerings.

The launch will see the core range matched against beer related bar food at the city's Whitelock's Ale House, which is celebrating its 300th year, and will raise money for the West Yorkshire Retired Greyhound Trust. When installed the 12bbl brewery will occupy a site close to the city's Elland Road football stadium (and former greyhound track) alongside

Leeds Brewery and Northern Monk in the 'Leeds brewing triangle'.

Sam said, 'we are launching whilst brewing at our sister brewery, Burley Street Brewery, and when installed the site will also house an on-site brewery tap. Requests for more information or launch invitations can be sent to samuelparker@googlemail.com.

• **Matt Curtis** is hosting a tutored tasting under the guise of a 'Bottle Club' at Hop Hideout in Sheffield on Saturday July 11 (the HH is run by Guild member Jules Gray). You can find all the details and ticket links here: www.hophideout.co.uk/event-tickets/matt-total-ales-curtis-hosts-bottle-club.

• **The inaugural London Beer Carnival** will take place in London from October 1-4 2015 and will feature 50 of the world's best brewers. The event, which will showcase 100 different keg beers is being organised by the team behind The Craft Beer Co. group of pubs and bars. Commenting, The Craft Beer Co. MD, Martin Hayes, said: 'these brewers have been invited solely due to their brewing excellence. No one can buy their way into showcasing their beer at this event. It's based purely on those brewers that make world-class, stand-out beer and brewers that have, on a day-to-day basis supplied us with stunning beer through our Craft Beer Co. estate of pubs over the years.'

Beer Day Britain, June 15

THE COUNTDOWN HAS started towards Britain's first national beer day on June 15. A major activity on Beer Day

CALENDAR 2015

- British Guild of Beer Writers EGM and AGM, Finborough Arms, June 16
- British Guild of Beer Writers pre-GBBF event, London, venue TBC, August 10
- British Guild of Beer Writers awards and dinner, London, December 3

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

Britain is the National Cheers to Beer starting at 12.15pm and going throughout the day and evening so people can toast British beer at whatever time that suits them. We are aiming to trend on Twitter so if you participate, please post photos and messages on Twitter with the hashtag #CheersBDB. Beer Day Britain shares the same date as the 800th anniversary of Magna Carta. Magna Carta was sealed in 1215, hence the time of the start of the National Cheers to Beer. Why is there a connection with Magna Carta? Because ale was mentioned in clause 35 of the Great Charter.

Some people have been negative about the fact that Beer Day Britain is on a Monday. Thankfully there is no law in this land that says people cannot drink beer and go to the pub on a Monday! Like St Patrick's Day and St Valentine's Beer Day Britain is a moveable feast and will be on different days throughout the years. People celebrate both Paddy's and Valentine's days regardless of day of the week so why wouldn't beer lovers want to rejoice and drink beer in a pub on national beer day?

If you want to taste Britannia's Brew, a special beer brewed at Brewster's Brewery by Sara Barton, Sophie de Ronde, Sue Fisher, and me, we will be at the Rake, in London's Borough Market from 6pm on June 15. This is the London launch of the limited edition beer that contains botanicals to represent each of the home nations, Maris Otter malt and English hops.

Britannia's Brew will also be available in a limited edition of 1215 bottles from the on-line shop Ales by Mail.

Cheers to beer!

**Jane Peyton, beer sommelier,
writer, and instigator of Beer Day
Britain**

Beer Academy news

Courses in June

- 11 June: Foundation Course, 09:30-16:30, The Vaults, 28a St Johns Street, Devizes, SN10 1BN

- 15 June: How to Judge Beer, 09:30-16:30, The Beer Academy, 44A Curlew Street, London, SE1 2ND
- 16 June: How to Judge Beer, 09:30-16:30, The Caledonian Brewing Company, 42 Slateford Road, Edinburgh, EH11 1PH
- 17 June: How to Judge Beer, 09:30-16:30, Brewhouse & Kitchens, 31-35 Cotham Hill, Clifton, Bristol, BS6 6JY
- 18 June: Advanced Course, 09:30-16:30, Whitelock's Ale House, Turks Head Yard, Leeds, LS1 6HB
- 22 June: How to Judge Beer, 09:30-17:00, The Bull, 13 North Hill, Highgate, London, N6 4AB
- 22 June: Foundation Course, 09:30-16:30, The Beer Academy, 44A Curlew Street, Butler's Wharf, London, SE1 2ND
- 23 June: Advanced Course, 09:30-16:30, Hawkshead Brewery, Staveley Mill Yard, Back Lane, Kendal, Cumbria LA8 9LR
- 23 June: Advanced Course, 09:30-16:30, The Beer Academy, 44A Curlew Street, Butler's Wharf, London, SE1 2ND
- 2 July: How to Judge Beer, 09:30-16:30, Hawkshead Brewery Staveley Mill Yard, Back Lane, Kendal, Cumbria LA8 9LR
- 4 July: Foundation, 09:30-16:30, The White Horse, 1-3 Parsons Green, London, SW6 4UL

New members

In the past month the Guild has gained two new members, Sarah Warman, whom members might know from her work on the TV series *Sunday Brunch*; she also works with Brewdog. Welcome also to David Harris, a Hampshire-based freelance writer, whose works includes a regular beer column in the local press.