

# British Guild Of Beer Writers

## Newsletter November 2015



### Guild's Awards and Dinner

Have you booked your ticket yet for our Awards Dinner? If not you had better be quick as tickets are selling out fast.

The Beer Writer of the Year Awards Presentation for 2015 takes place at the Park Lane Hotel, Piccadilly, London, W1J 7BX on Thursday 3 December. The event has become one of the most popular fixtures in the brewing industry calendar. The ticket price is £56.40 for Guild members and £105 for non-members and corporate members (all prices are inclusive of VAT). Tickets can be bought from Angie Armitage, c/o Cask Marque Trust, Seedbed Centre, Severalls Park, Colchester, Essex CO4 9HT.

Please note tickets will not be issued until payment has been received. Email [Angie@cask-marque.co.uk](mailto:Angie@cask-marque.co.uk) for more information. With special thanks to Shepherd Neame, Molson-Coors, Adnams, Fuller's, Heineken, Hall & Woodhouse and There's A Beer For That who make the Awards happen.

**Fuller's and Brewery History Society hail London's brewing history** London now boasts more breweries, at almost 80, than at any time in the past 110 years — and a new book on the history of brewing in the capital, historically one of the world's greatest brewing cities, has been published. London has originated more famous beer styles, including India pale ale, porter, stout and

brown ale, than any other city in the world, and London had the biggest breweries in the world right through to the 1870s. In 1856 there were 160 different breweries in the capital, a number that had fallen to 82 in 1904, and down to 26 in 1934, with only nine in 1976. Microbrewery and pub brewery openings took the number to 34 in 1998, but more closures saw the number of brewers drop back to another low of just 10 in 2007. From 2010, however, numbers have boomed, with almost one new opening a month. It is quite a story. *London Brewed* is available for £19.95 plus p&p from the BHS Bookshop, Long High Top, Heptonstall, Hebden Bridge, West Yorkshire HX7 7PF or [emailbooks@breweryhistory.com](mailto:emailbooks@breweryhistory.com).

**Getting canned** It is good to see the return of the Indie Beer Can Festival, which is launched by the Can Makers in partnership with the Society of Independent Brewers. Brewers can choose to enter one of three categories: 'Best Ale', 'Best Lager' or 'Best Other'. Finalists will automatically be eligible for an additional category: 'Best Design' and one beer will be crowned overall 'Best in Show'. There is no limit on the number of beers that each brewery can enter and applications are welcomed from beers already in a can as well as those not yet canned. Entries close at midnight on 11 December after which a first round of judging, based on written entries, will take place. For entry forms and full competition rules visit [www.indiebeercan.co.uk](http://www.indiebeercan.co.uk) **Tim Hampson**

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CHAIRMAN: Tim Hampson Tel: 01865 245711; 07768 614283 [hampson.tim@gmail.com](mailto:hampson.tim@gmail.com)

TREASURER: Paul Nunny [paul@nunny.fsbusiness.co.uk](mailto:paul@nunny.fsbusiness.co.uk)

SECRETARY: Adrian Tierney-Jones Woodcote, 2 Jury Road, Dulverton, Somerset TA22 9DU  
Tel: 01398 324314 [tierneyjones@btinternet.com](mailto:tierneyjones@btinternet.com); [atierneyjones@gmail.com](mailto:atierneyjones@gmail.com)

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

## NEWS

• **Guild member** Melissa Cole has been voted the inaugural Beard Friendly Beer Writer of the Year Award (even though she doesn't have a beard). The Award was presented to her on October 24 at Tap East in Stratford's Westfield complex.

• **Here's a snippet** from Wylam Brewery (*writes Alastair Gilmour*). The brewery is presenting its Jakehead Double IPA simultaneously in 12 cities across the country on November 13 — for one day only. A link on Youtube have more information: <https://www.youtube.com/watch?v=3kd7-HSve94>. Alastair Gilmour also reports that fellow Guild member Pete Brown tried some of the Double IPA when he came north and was mightily impressed.

• **Vinyl junkies** and beer-lovers might want to go to the pop up record shop at The North Laine Pub in Brighton on November 14 featuring a host of record shops and labels. It starts at 11am and concludes at 6pm; though the pub will obviously still be open after!

• **Spitfire Premium** Kentish Ale, keen sponsors of Movember for the last five years, have released a hair-in-cheek You Tube video. The Spitfire Guide to 'Growing Your Own Moustache' is filmed and acted by [www.thinkingdrinkers.com](http://www.thinkingdrinkers.com), award-winning drinks writers Ben McFarland and Tom Sandham. They demonstrate the hair-raising potential of applying prime Kentish hops, a dark barley malt grist and a shaving foam of Spitfire ale before allowing the barber's blade to prepare their pores for the November tache.

For the first time, Spitfire Gold will join Spitfire Premium Kentish Ale as proud supporting partner of the charity, which encourages men to grow a moustache throughout the month of November to raise awareness of men's health issues.

Licensees and drinkers alike are encouraged to sign up for this year's Movember and enter the competition by submitting their Mo Beer creation at [www.spitfireale.co.uk/win](http://www.spitfireale.co.uk/win). The submissions should include a name, beer style, hop and special ingredient. The promotion, launched this month, runs until December 31, and the winning entrant will be invited to help create their beer at the Shepherd Neame brewery in Faversham, working on every aspect of the process, from brewing to label design. They will also receive a year's supply of beer. A limited edition Spitfire

Premium Kentish Ale Movember bottle featuring a moustache on the front label and details on 'Invent Your Mo Beer' on its back label, will be available in November.

[www.youtube.com/watch?v=PEIFR4rRdPM&feature=youtu.be](http://www.youtube.com/watch?v=PEIFR4rRdPM&feature=youtu.be) has more hirsute fun.

• **Dea Latis Beer & Breakfast: Friday December 4.** The ever-popular Dea Latis Beer & Breakfast tasting returns, taking place once again on the morning after the Guild's annual dinner and awards. Join us on Friday December 4 from 9.30-11.30 at Drake & Morgan, Kings Cross — the recently-opened ninth site for the award-winning bar and restaurant group. We'll be serving a selection of their delicious breakfast dishes, each matched with a different beer by a brewer or other beer expert. Tickets for the five-course breakfast, which is served with matching beers, tea, coffee and, of course, networking with other beer-loving women, cost £25. Complimentary places are available for press guests if they tick the 'free ticket' box. All tickets available at [www.eventbrite.co.uk/e/beer-and-breakfast-is-back-tickets-19177166421?aff=es2](http://www.eventbrite.co.uk/e/beer-and-breakfast-is-back-tickets-19177166421?aff=es2)

• **The Great Leeds Pub Crawl** Guild member Simon Jenkins is giving drinkers a boozy guided tour of one of Britain's most vibrant beer cities. *The Great Leeds Pub Crawl* provides six themed walking tours, each visiting nine pubs and bars around the city centre — and visits the best of the pubs in the suburbs too. The book is a significant update on the first edition, which was published in 2011. The rewrite was long overdue, says Simon: 'Leeds has changed so much in these past four years. So many new pubs and bars have opened in the past four years and there has been an absolute explosion in the beer scene — with new craft breweries opening almost daily and pubs offering a greater choice to drinkers than ever before.'

The book is a comprehensive guide to the city's drinking scene, offering detailed descriptions of its pubs and suggesting some of the best places to eat and drink — whether you're looking for craft

## CALENDAR 2015

• British Guild of Beer Writers awards and dinner,  
London, December 3

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

ale or cocktails, pork pies or braised partridge. It visits a number of local breweries, from regional favourites like Sam Smith's and Timothy Taylors, to some of the emergent microbreweries. As well as charting the transformation in Leeds' licensed trade, further articles cover a whole fascinating range of topics — from the social history of drinking in Leeds, to the city's haunted pubs and the vexed question of which is the oldest pub in the city. *The Great Leeds Pub Crawl* is published by Leeds-based Scratching Shed Publications and available through the city's bookshops, as well as on Amazon, priced £13.99. Photographs and review copies of the book are available on request and Simon is available for interview. Please email [s.jenkins@leeds.ac.uk](mailto:s.jenkins@leeds.ac.uk) or call 07791 333229.

## APP-Y DAYS

*Finding your perfect beer gets easier thanks to 'beer-super-geek' author's app and website*

A self-confessed 'beer-super-geek' is making beer selection easier by developing an already globally popular website into an app for lovers of food and drink.

**Alex Barlow**, author of the acclaimed ALL BEER guide book, qualified Master Brewer, presenter, sommelier and beer judge, has developed a comprehensive and unique beer flavour database, which will be expanded with flavour evaluations by highly trained master sommeliers. Alex re-invented the wheel of beer flavour and developed a beer evaluation template that identifies flavour characters, intensity and even relative flavour balance.

The credibility of the template has been confirmed by scientific studies at the International Centre for Brewing Science at Nottingham University, resulting in papers presented at the European, World Brewing Congress and American Society of Brewing Chemists.

Now Alex has launched a campaign to allow beer and food lovers to help his beer search app come to life — and have some fun in the process.

'Beer's superior spectrum of flavours make it the ideal partner for food,' he says, 'yet beer is rarely matched with food in its natural home — the pub, let alone for fine dining. Part of the problem is knowledge — of what flavours you enjoy and work with different types of food — and how to find the best beers for the occasion.'

The ALL BEER Finder App will allow users to

find the perfect beer for any occasion - and Alex is confident that local, national and international ale aficionados and tech-savvy food and drink lovers will help to raise the £12,000 his business is seeking via Crowdfunding platform Kickstarter — and earn themselves some fun in the process.

Supporters will get early access to the app before its general release, and can choose limited edition t-shirts, 'ALL BEER Experiences' and other personal rewards. And with the UK, USA and international markets for craft beer booming, there's an increasing choice of fantastic beer to choose from, suiting a wider variety of tastes than ever.

With nearly £1500 already committed from enthusiastic ale quaffers and serious investors, Alex is excited about the demand for the ALL BEER Finder App: 'As a self-confessed beer geek, it's just the sort of thing I'd like, and is quite different to other beer Apps. I'm delighted with the initial interest and hope people who love beer spread the word so we can achieve our goal.' The ALL BEER Finder App Kickstarter campaign runs from November 5 to December 4.

## BEER ACADEMY NEWS

**Thursday October 22** was a monumental day at Beer Academy HQ as it had four out of four candidates successfully pass its gruelling Beer Academy Sommelier assessments with Chief Examiner Alex Barlow. To date we have held 12 assessment days.

Congratulations go to:

Adam Williams, Brimstage Brewing, Martin Hilton, Purecraft Bar & Kitchen, Julie Levy, Vanguard Beer Collective and Nicola Rowe, Hall & Woodhouse. There are now 97 Beer Academy Sommeliers spanning across 14+ countries!

## Courses

**7 Nov** Foundation Course, The Bull, London

**9 Nov** Foundation Course, Brewhouse & Kitchen, Bristol

**12 Nov** Beer & Food Matching Course, IBD, London

**16 Nov** Foundation Course, IBD, London

**5 Dec** Foundation Course, The Bull, London

**8 Dec** Foundation Course, IBD, London

For more details go to [www.beeracademy.co.uk](http://www.beeracademy.co.uk)