

# British Guild Of Beer Writers

## Newsletter February 2016



### CHRIS MARCHBANKS

**Last month, long time Guild member Chris Marchbanks, who was proud to call himself a journeyman brewer and brewing technologist, died. A real gentleman, who was always willing to help others, Chris was the author of many technical articles in brewing trade magazines, journals and conference reports. He was also a contributor to The Oxford Companion to Beer. He was a specialist in the design and operation of microbreweries and pub brewing. He had a profound interest in the history of brewing, the brewing process and brewing literature. He was a fellow of the Institute of Brewing and Distilling.**

He was much liked by his friends in the Guild as fellow member Ronald Atkins attests: 'it was always a particular pleasure to bump into Chris at various jaunts undertaken by members in the early years of the Guild, some involving trips to foreign climes. Friendly and sociable, he never said much about work and to this day I'm not sure exactly what he did, other than the fact his knowledge about beer and brewing was a bit more extensive than mine.

'The last time we met was at our Christmas dinner, when I asked about one of his former achievements. Unfortunately, I had not briefed myself thoroughly enough for him to pinpoint the occasion. Not to worry — I checked the facts again in more detail and made a note to put them to

Chris at some future get-together. The mystery will now probably never be solved, but that will help to keep him in my thoughts, certainly no bad thing.'

Meanwhile, former Chairman Roger Protz said, 'shocking news. A lovely man — "without side" as they used to say. He was on the Guild Committee when I was chairman. Endlessly helpful and friendly with a lovely dry sense of humour and, of course, a fund of knowledge of the brewing industry. Another good guy gone.'

The funeral is being held at Carnarvon chapel at Bretby crematorium at noon on 11 February and afterwards at the National Brewery Centre in Burton-upon-Trent.

**Invitation to tender** The highlight of the Guild's activity is our awards dinner. The organisation of the awards themselves and the public relations for the event has become increasingly important. The Committee has decided it would offer members the opportunity to tender for this activity.

*The activity breaks down into two parts:*

**Task 1:** Public relations for the British Guild of Beer Writers annual awards and dinner.

This will include but is not limited to:

1. Promoting the event in the trade press (beer, food, on-trade, off-trade, marketing press) and generating entries for the British Guild of Beer Writers Annual Awards.
2. Creating a social media engagement about the dinner, menu choices, previous winners, chef and beers.
3. Generating post-event coverage in press and on social media.
4. Engaging with award sponsors to ensure they have everything they need to support the awards in their own channels.

**Task 2:** To administer entries to awards, liaise with judges and sponsors and manage the

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presentation of the awards.

The successful tender will be required to detail KPIs for the project which will include social media engagement, press coverage and number of entries. Please detail initial thoughts on KPIs in your response.

If anyone would like a copy of the invitation to tender please contact me, [Hampson.tim@gmail.com](mailto:Hampson.tim@gmail.com). Submitted tenders will need to be with me by Feb 26.

**Tim Hampson**

## NEWS

• **Congratulations** to Jane Peyton who has been announced as *Imbibe's* Educator of the Year.

• **Guild member** David Muggleton has a new book, *Brighton Pubs*, coming out in March from Amberley Publishing of Stroud. At 25,000 words with nearly 100 images, the focus is mainly historical with information taken from archive resources. More information and a special price for pre-orders can be accessed at [www.amberley-books.com/brighton-pubs.html](http://www.amberley-books.com/brighton-pubs.html).

• **During 2016** Guild member Benjamin Nunn is planning to visit every brewery in London with a view to a book at the end of it (and several ancillary articles along the way). As it's early in the year the schedule is still highly flexible, so if any brewery would like him to time his visit to coincide with a specific event, beer launch or promotion, they should get in touch at [bennunn@depro.co.uk](mailto:bennunn@depro.co.uk) or [@BenViveur](https://twitter.com/BenViveur) and he will do his best to accommodate.

• **Hop bine to it** BGBW members are invited to join Hogs Back Brewery to sample the first beer made with the Farnham White Bine hop in more than 100 years. Farnham White is available through Enterprise Inns pubs during February, and there's a pint waiting for Guild members at: The Sir John Balcombe, 21 Balcombe Street, Marylebone, London, NW1 6HE anytime between 3pm and 6.30pm on Friday, Feb 12.

The 4% golden bitter is brewed with the first commercial crop of Farnham White Bine hops in more than 100 years, harvested in September from the Hogs Back hop garden adjacent to the brewery in Tongham, Surrey. The beer is also brewed with fine English malts and has a fresh, robust flavour with a lasting, bitter finish. The Farnham White Bine hop was first grown 250 years ago and was a major contributor to the economy of the area for many decades. The hop's revival helped Hogs Back Brewery secure the BBPA's 2015 Grain To Glass Award. At the event, Hogs Back managing director Rupert Thompson and other members of the brewery team will be raising a glass of their newest beer and informally outlining their plans to develop the hop garden in 2016 and beyond. If you'd like to come along on February 12, please RSVP John Porter at [john@shielporter.com](mailto:john@shielporter.com) or call John on 07734 054389.

• **Norwich City of Ale** — May 26-June 5 — Launch Event, Thursday May 26. Email Frances Brace to reserve a place [frances@redflamecommunications.co.uk](mailto:frances@redflamecommunications.co.uk)

• **Cask ale week:** Thursday, September 22-Sunday, October 2. **Cask Report Seminar:** Wednesday, September 21. Hoping you'll make the most of the opportunity when you're talking to editors and broadcasters over the coming weeks and months. If you'd like any more info please contact Frances Brace 07432 692309 or Heather Ryland 07527 375847; [twitter@caskaleweek](https://twitter.com/caskaleweek).

## SHEFFIELD BEER WEEK 2016

**Date:** March 14-20

**Venues:** Multiple throughout Sheffield. View up to date listings via: [sheffieldbeerweek.co.uk](http://sheffieldbeerweek.co.uk).

Now in its second year Sheffield Beer Week is a week-long festival celebrating the region's brewing landscape — old and new! It's also about highlighting the wonderful world of beer taking inspiration from across the globe. Collaboration is key with Sheffield's bars, pubs, breweries (local, national and global) and restaurants joining forces to host beery events.

Join in the conversation online via our Twitter Hours — follow [@SheffBeerWeek](https://twitter.com/SheffBeerWeek) and use [#SheffBeerWeek](https://twitter.com/SheffBeerWeek) (more Twitter Hours to be confirmed).

### Events

**Monday, March 14:** Beer Cocktails 7.30pm-8.30pm (in conjunction with [@PicHouseSocial](https://twitter.com/PicHouseSocial)).

**Saturday, March 19:** The Ingredients of Beer from 6pm-7pm (in conjunction with [@sentinelbrew](https://twitter.com/sentinelbrew))

**Invite for Guild members** — in Sheffield during Sheffield Beer Week? Would like to attend one of the ticketed fee paying events? We have a small number of complimentary spaces available per event, please contact Jules via email by Friday March 4 with requests: [sheffieldbeerweek@gmail.com](mailto:sheffieldbeerweek@gmail.com). We will try our best to accommodate all requests, however spaces are limited.

## CYCLOPS BEER REACHES KEY MILESTONES

**Cyclops Beer** has accredited 100 keg and canned beers, as well as over 2,000 cask and bottled beers from 400 breweries around the UK. The number of accredited breweries has increased by 25% in the last 12 months.

The accreditation scheme was originally set up for cask beer and started accrediting keg beers and lagers in 2014 in response to a growing demand from breweries that wanted to use Cyclops tasting notes for all their beers.

The Cyclops scheme helps consumers to navigate

### CALENDAR 2016

- SIBA BeerX, Sheffield, March 16-18
- Craft Brewers Conference, Philadelphia, May 3-6
- Great British Beer Festival, London, August 9-13
- British Guild of Beer Writers awards and dinner, London, December 1

Please send details of any relevant events to [Adrian.Tierney-Jones](mailto:Adrian.Tierney-Jones)

their way around the increasing choice of beer now available to them. The notes are used most effectively at the point of purchase, in pubs on pump clips and blackboards, in the off-trade, on shelf edges or on bottles and cans.

To date the Cyclops Beer scheme has produced 2,371 tasting notes for 400 breweries, each showing at a glance what a beer looks, smells and tastes like. The simplicity of the tasting notes is the key to their success. They also show how bitter and sweet each beer is using a simple five-point system.

Stephen Gould, Managing Director of Everards Brewery and Chairman of the Cyclops Beer Board, said: 'We've now accredited 400 breweries which is around 1/4th of all breweries now operating in the UK; it's a massive show of confidence in the Cyclops scheme by the beer sector.

'As well as being used in pubs and at beer festivals, the Cyclops tasting notes are used by wholesalers and as a training tool by breweries and pub companies. The demand for this to be extended to keg beers meant that it is now available to all British brewers.'

Cyclops-accredited keg beers range from brews from established breweries, such as Robinsons and Arkells, to the growing number of new breweries, including Clouded Minds, established two years ago by an Italian brewer and a British engineer, which has had eight keg beers accredited, and Boss Brewing of Swansea which has five beers available in both cask and keg.

Simple descriptions, such as the kind that Cyclops provides, help consumers to choose beers that they will enjoy, whether they are served from a cask, keg, bottle or can. Cask drinkers have been using Cyclops tasting notes since 2006 and these notes have recently been recommended by the 2015-2016 Cask Report, which recommends them to pubs to help them promote beer to their customers.

You can find all the Cyclops beer tasting notes at [www.cyclopsbeer.co.uk](http://www.cyclopsbeer.co.uk) and on the CaskFinder app. For more information please contact Louise Ashworth on 07740 844733.

## BEER DAY BRITAIN 2016

**SAVE THE DATE** — 15 June is Britain's national beer day and 2016 is the second in what will be an annual celebration of the national drink. The idea of Beer Day Britain is for beer drinkers, brewers, pubs, bars, and beer retailers to take ownership of the day and encourage people to spread the word, to drink beer, and mark the day in any way they want — as long as it involves beer! There will be a National Cheers To Beer at 7pm — but people can do it at whatever time they want. The significance of 15 June is that Magna Carta was sealed on that date in 1215 and ale is mentioned in Clause 35 of Magna Carta and ale was fundamental to life in 1215. You will probably agree with me that in 2016 it still is!

Beer Day Britain 2015 was a great success and there

was much media and social media interest. The National Cheers to Beer trended on Twitter with #CheersBDB, the Daily Star devoted the front page headline and a page inside to Beer Day Britain; meanwhile newspapers, magazines, TV and dozens of radio stations printed and broadcast features about it. Several brewers brewed celebration ales; Tesco included the Beer Day Britain logo on its own label beers, and Twitter and Instagram users were very active in celebrating the day. There's a Beer For That was the key partner in 2015, and I am very grateful that they will be again in 2016. If you want to be involved with Beer Day Britain please visit [www.BeerDayBritain.co.uk](http://www.BeerDayBritain.co.uk), download a logo and help spread the word so we can have a national party on 15 June. Cheers to Beer.  
**Jane Peyton, instigator of Beer Day Britain.**

## AND FINALLY

**Guild member** Sarah Warman was the toast of Channel Four's Sunday Brunch last month when she was re-presented with her There's A Beer For That Award for Best Beer Broadcaster during her beer tasting segment by show hosts Tim Lovejoy and Simon Rimmer.

## BEER ACADEMY NEWS

**8 Feb** Advanced Course

Caledonian Brewery, Edinburgh

**9 Feb** Advanced Course

Purecraft Bar & Kitchen, Birmingham

**9 Feb** How to Judge Beer Course

Caledonian Brewery, Edinburgh

**13 Feb** Beer & Food Matching Course

Institute of Brewing and Distilling, London

**15 Feb** Foundation Course

The Vaults, Devizes

**16 Feb** How to Judge Beer Course

Purecraft Bar & Kitchen, Birmingham

**16 Feb** Foundation Course

The Bierkeller Entertainment Complex, Liverpool

**16 Feb** Advanced Course

The Vaults, Devizes

**17 Feb** How to Judge Beer Course

The Vaults, Devizes

**18 Feb** Advanced Course

Institute of Brewing and Distilling, London

**20 Feb** Foundation Course

The Bull, Highgate

**29 Feb** How to Judge Beer Course

Institute of Brewing and Distilling, London

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