



NEWSLETTER

October 2016

GUILD EMBARKS ON DRIVE TO RAISE PROFILE

The Guild has appointed a new Secretary, as it looks to raise its profile and deliver greater value for members. Industry PR executive Ros Shiel takes up the new role immediately, reporting to Guild chairman Tim Hampson and the Board of Directors (previously the Guild committee).

At the same time, Jacopo Mazzeo (below), a beer consultant, writer and accredited beer sommelier joins the Guild Board.



Shiel's appointment follows the Guild's strategic review 18 months ago, which has seen it increase the activities for its members. Expert talks and seminars were delivered this year on topics from historical beer styles to the CMO's new drinking guidelines.

Hampson said, "This part-time position will be responsible for the delivery of activity that will build the reputation of the British Guild of Beer Writers and fulfil our ambition of increasing the quality and quantity of communication about beer and pubs in the media."

Shiel will be responsible for delivering a programme of events and training for members, as well as building greater awareness of the Guild. One of her first priorities will be to redesign the Guild's website, to make it a better showcase for members' work.



Back row l-r: Guild chairman Tim Hampson; co-organiser Simon Jenkins; Anja Madhvani of Northern Monk; Imogen Bennett of the Fox & Newt; Peter Martin Front row (l-r): Dan Murray of Leeds-List.com; John Grogan, Andy Shaw of CAMRA

BEER WRITERS STAGE THE GREAT BRITISH PUB DEBATE

The future of the great British pub was debated by an audience of around 50 brewers, licensees, writers, marketeers and drinkers at an event staged recently in Leeds by the Guild.

The debate was chaired by John Grogan, former chairman of the All-Party Parliamentary Beer Group and opened with a context-setting presentation on the eating and drinking out market by Peter Martin of CGA Peach. Dan Murray of Leeds-List.com proposed the motion: "This house believes that coffee shops, café bars, restaurant chains and take-aways are making the traditional pub less relevant."

Andy Shaw, CAMRA national director, spoke in opposition, seconders for both sides - Anja Madhvani of Northern Monk for the motion and Imogen Bennett of the Fox & Newt against it - put

their case, and the audience then engaged in lively debate.

The final result was a 56% to 44% defeat of the motion.

Commenting on the event, Guild chairman Tim Hampson said, "This debate was a first for the Guild, but such was its success that I'm sure we'll stage others in future."

The event was organised jointly by Frances Brace, Guild committee member, and Simon Jenkins, a Guild member and former Beer Writer of the Year, based in Leeds.

Brewers Thornbridge, Little Valley, Northern Monk, Roosters and North Brewing kindly provided beers.

GUILD BOARD OF DIRECTORS

The Guild was registered as a limited company in July 2016, with committee members becoming board directors. They are:

- Tim Hampson, Chairman
- Paul Nunny, Treasurer
- Frances Brace
- Matthew Curtis
- Susanna Forbes
- Paul Hegarty
- Robert Humphreys
- Jacopo Mazzeo
- Neil Walker

Joanna Dring, PR manager at Heineken, was co-opted to the Guild committee earlier this year to oversee a communications project and attends Board meetings.

MEMBER EVENTS

Last year, the Guild held a number of events for members and we are now looking to build an interesting and varied programme for 2017. If you have any suggestions for topics, speakers or venues, please let us know by emailing secretary@beerguild.co.uk

ANNUAL AWARDS AND DINNER TICKETS NOW ON SALE



Winners at the 2015 Awards dinner

Tickets are now on sale for the Guild's annual dinner and awards presentation. This year's event takes place on Thursday 1 December at the Park Lane Hotel on Piccadilly, which hosted the 2015 ceremony.

Guests will enjoy a dinner matched with beers before this year's winning writers and communicators are revealed by Breandán Kearney, who took the Beer Writer of the Year title in 2015.

Tickets for individual Guild members cost £56.40 and tickets for Guild corporate members and non-members £105.00 (both inclusive of VAT). The booking form and payment details will be on the Guild website shortly.

Tables are available, please email angie@cask-marque.co.uk for details.

NEW GUILD MEMBERS

WELCOME to the following writers who have all been accepted as full members of the Guild:

Csaba Babak: author of *Beer Means Business*, based in London.

NEWS FROM MEMBERS

Mark Briggs: Lancashire based beer writer
@realaleupnorth

Matt McGrath: PR executive at Red Flame
Communications, Ipswich

Mike Gerrard: freelance travel and drinks writer,
based in Wisbech

Rick Kempen: beer ambassador with Bier&cO in
Amsterdam, blogger at
<http://www.mylifewithbeer.nl/en/>

Natalya Watson: marketing manager at Duvel
Moortgat UK and blogger at
<https://watsonscorner.beer/>

We also welcome one new associate member:

Laura Watson, PR executive at Red Flame
Communications

The Guild has a new membership secretary, **Matt Curtis** (*below*) who chairs a small committee considering membership applications. Please encourage writers, bloggers, broadcasters, PRs and others who communicate about beer and pubs to join the Guild.



Craft100 back in Clapham

London's biggest pub beer festival, Craft 100, returns to The Craft Beer Co in Clapham from **6 – 9 October**. Last year's fest attracted 4,000 drinkers, who sank more than 10,000 pints. Next month's event promises more than 100 beers from UK brewers such as Thornbridge, Magic Rock, Tiny Rebel, Wild Beer and Beavertown, as well as US favourites Evil Twin and Jolly Pumpkin and world-renowned lambics Oud Beersel and Cantillon. The festival is free to enter. More information: <http://www.thecraftbeerco.com/craft100/>

Pub Goers Conference

This annual conference, organised by Pub & Bar, returns on **Wednesday 12 October** at the Royal Garden Hotel in Kensington. As well as the findings of the annual Pub Goers Survey, the day will present insight and research on the pub-going community. More information [here](#):

New beer fest in Edinburgh

The first Craft Beer Revolution Festival takes place at Assembly Roxy in Edinburgh from 24-26 November. The brainchild of Richard Servranckx and Dan Quille, the event promises craft beers from 13 breweries, street food, live music, daily pub quizzes and even a Beer Drinking Relay Race. More information and tickets at www.revolutioncraftbeer.com

New book from Tim Hampson

Just published by Icon Books is *The 50 Greatest Beers of the World*, written by Tim Hampson. In the book he explores beers from four continents and, somehow, chooses his 50 favourites.