



NEWSLETTER

December 2016



2016 award winners including Beer Writer of the Year Pete Brown (front, third from left)

NEWS FROM THE GUILD

2016 award winners announced

The Guild announced its 2016 award winners at a dinner on 1 December at the Park Lane Hotel, attended by 220 guests. Pete Brown was named Beer Writer of the Year 2016 for the third time, after winning the Trade Media and National Media awards on the night. Awards were presented in a total of nine categories, and recognised both established writers and new, less-known communicators.

Breandán Kearney, last year's Beer Writer of the Year and chairman of judges for the 2016 competition, said, "The Awards reward the UK's most talented communicators about beer and pubs across a range of channels from books to blogs, press to podcasts. Judges had difficult decisions to make in choosing the finalists and winners from a field more than 150 high-quality entries." One of this year's judges, Dave Myers, of Hairy Bikers fame, said, "There is some seriously good writing about beer and pubs out there and discovering it was a delight. Many of the winners and finalists are producing outstanding work that deserves to reach a wider audience and I hope that the added recognition from the Awards helps to secure this."

Kearney and Myers were joined on the judging panel by: Rebecca Smithers, consumer affairs correspondent at The Guardian; Kate Nicholls, chief executive of the Association of Licensed Multiple Retailers and Roger Ryman, head brewer at St Austell Brewery. The Awards ceremony also saw the Guild's Brewer of the Year title go to Richard Westwood, MD of Marston's Brewing Company. Westwood has worked in the brewing industry for 40 years, rising from lab technician at Wolverhampton & Dudley to take the helm at the UK's largest brewer of cask ales.

For a list of winners, visit: <http://beerguild.co.uk/guild-of-beer-writers-recognises-talent-with-annual-awards>

To see more images from the evening, visit the Facebook page for the British Guild of Beer Writers Awards

Hairy Biker becomes Guild's first honorary member

The Guild has presented its first honorary membership to Dave Myers – one half of the Hairy Bikers TV chefs duo – in recognition of his sterling work to promote beer and pubs.

As well as his various TV series with Si King, which included The Pubs That Built Britain earlier this year, the honorary membership also recognises Myers' work as a dedicated and enthusiastic judge in the Guild's 2016 awards.

Myers said, "This was totally unexpected, but very welcome. I'm delighted to become part of an organisation that promotes beer and pubs: two great British institutions that I've always been happy to support."



Honorary member Dave Myers with Guild chairman Tim Hampson

New website update

The Guild's new website is now underway. Our ambition for the new website is to make it a more effective showcase of our members' work. We want commissioning editors, book publishers, radio/TV producers and others to use it to find a member who can provide the service they need. To this end, we will be improving the search function, and creating an editable page for each member, which you will be able to update.

As part of this process, we will shortly be sending a questionnaire to all members to obtain the information needed for the website, as well as asking other questions designed to help us improve the support we offer members more broadly. Please look out for this survey and find the five minutes to complete it.

Remembering Michael Jackson

2017 will mark 10 years since the death of Michael Jackson and the Guild is planning to remember his outstanding contribution to beer with a special event. We will be holding this on **Monday 7 August**, on the same day as our traditional pre-Great British Beer Festival reception. The event will be by invitation only.

UPCOMING EVENTS

Friday 3 February - #SMAAKDOWN17

The blog Belgian Smaak is turning three years old on Friday 3 February and they're throwing a party to celebrate: #SMAAKDOWN17. They're teaming up with four breweries - two from Belgium and two from Ireland - to pour 8 exciting beers, two of which have been brewed especially for the event in the concept of 'three'. It all takes place 10km outside Bruges on the eve of the annual Bruges Beer Festival so those travelling for the evening from afar can enjoy both events and experience a fantastic weekend of beer culture in Belgium. The breweries involved are Alvinne (BE), Siphon (BE), Kinnegar (IRL) and Boundary (NI). Tickets and more

information about the event here: <http://www.belgiansmaak.com/smaakdown17/>



Thursday 15 June



The UK's annual national beer day returns for a third year. The focus of the day is the National

Cheers To Beer at 7pm when people raise a glass and says 'Cheers To Beer' then post a message on social media with the aim of trending on Twitter (#CheersToBeer) as we have done each year so far.

Instigator and driving force behind Beer Day Britain, Jane Peyton asks for everyone involved in beer to think about lending their support on the day, with the following suggestions:

- Brew a celebration ale
- Hold a special event in your brewery tap room, or pub
- Offer customers a mixed case of British beers
- Write about Beer Day Britain
- Beer sommeliers or cicerones could host a special event
- Follow @BeerDayBritain on Twitter
- Download the logo (free to use) from www.BeerDayBritain.co.uk
- Join in the National Cheers To Beer (#CheersToBeer)

Jane says, "Beer Day Britain has had great support from brewers, Guild members, industry bodies and publications, who have helped make Beer Day Britain an annual party that everyone who loves beer wants to join in with."

Please let Jane know about your plans at jane@BeerDayBritain.co.uk

••WELCOME TO THE GUILD: NEW MEMBERS

Laurence Creamer

Lead beer writer for consumer beer campaign There's A Beer For That. A keen advocate of beer and food, Laurence has written articles for The Telegraph, Mail Online, and Picturehouse, Waitrose, Sainsbury's and Easy Jet magazines as well as the campaign blog and website articles. He produces regular articles for a range of on- and off-trade titles, including Nicholson's, Enterprise Inns, Co-op and Morrisons, and has hosted numerous beer and food events including the monthly Beer Club Live.

E: laurence@barnstormsocial.com /
lcreamer@beerforthat.com



Myles Pinfold

Founder and MD at Leeds design consultancy WPA Pinfold, whose clients in the brewing world include St Austell's, Tetley's, Thwaites and Harvey's. Myles has written several articles about the brewing industry, focusing on changes within it, and the craft beer revolution.

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W: <https://wpa-pinfold.co.uk>



••NEWS FROM MEMBERS

Cheers to Cheers!

This year's winner of the Adnams Award for Regional Media, Alastair Gilmour, reports that *Cheers North East* magazine, which he founded in July 2010, has recently hit record pagination and advertising revenues. November's publication – at 48 pages – was the largest for two years, while 56 pages were required for the December/January issue.

Alastair says, "It's a huge amount of work, but who wouldn't want a job that involves visiting pubs and breweries? The beer scene in the North East of England is jumping, really positive, and I groan every time I hear doom and gloom stories directed at the industry.

"We at Cheers are in great shape for 2017 and it's down to all of us as beer communicators to push the positives and make a difference." If anyone would like a copy of the magazine they should drop him a line at: alastair.gilmour@hotmail.com



New Zealand anyone?

In 1997, Guild member Richard Morrice went around Britain on a splendid Honda VFR 750 motorbike and visited 36 breweries on the way. The brochure '*Beer Buff on a Motorbike*' was published by Tesco and 1.5 million copies were distributed through their stores.

This time, Richard is setting off round New Zealand in a campervan to visit breweries, hop farms, maltings and brew pubs. The UK trip took three weeks. Richard reckons New Zealand will take 6 – 8 months (he's older and drives rather more slowly now).

He needs your help. What places should he visit? How should he get the details of his peregrinations published in this modern world of e-communications? Who do you know who could help him with the planning and implementation?

If you have any ideas or contacts Richard would be very pleased to hear from you - and you can have the top bunk in the luxuriously equipped campervan for part of the trip should you so desire it. You can contact Richard on 07836 697660 or richard@independentdrinks.com.

••NEWS FROM CORPORATE MEMBERS

Awards and NPD at Purity

Following on from the recently announced IWSC Beer Award win for Mad Goose and the Best Brewery Experience award, Purity has now added two Gold awards at the SIBA Midlands Beer Competition. Longhorn IPA took Gold in the Small Pack Strong Bitters and Pale Ales category, an exceptional result as it was the only canned beer to win on the night. Purity's Pure Gold stayed true to its name, winning the Standard Bitters and Pale Ales category.

Not only has Purity seen award success, it



has released three new products: Pure Hopped Cider 4.0% a perfect collaboration with Westons Cider; Bunny Hop 3.5%, its first permanent cask beer since Mad Goose in 2009 and a third limited edition beer – Perro Tonto 6.2%, a sherry cask-aged strong amber ale limited to 900 bottles.

Purity MD Paul Halsey, said: "2016 has been incredible for Purity and we are immensely proud of our record breaking list of awards three new products."

Carlsberg reinforces Danish heritage

Carlsberg is set to revitalise its flagship brand, with a bold relaunch of Carlsberg Export from January 2017 and a £15m marketing spend designed to connect with millennial drinkers.

Carlsberg Export will be transformed with a stylish new design that reflects the brand's Danish heritage and reinforces its premium credentials, with a new bar font, glassware and new 330ml-sized bottle. The design has been influenced by the iconic cross from the Danish flag, while the signature of founder, J.C. Jacobsen, and the word 'København' – Danish for Copenhagen – underline the brand's roots.

Liam Newton, vice president of marketing, Carlsberg UK said: "Standard and premium lagers recruit new drinkers, and if consumers don't enter through these segments, it is unlikely they will move into world and craft. This means brands like Carlsberg and premium beers like Carlsberg Export remain vital to the long-term health of the entire beer category.

"In our eyes, the dramatic change in the UK beer market requires bold action, and an even bolder approach, and this lies at the heart of our revitalisation of Carlsberg."



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