



NEWSLETTER

April 2017

NEWS FROM THE GUILD

First Training Session for Members



Twelve Guild members attended the Guild's first communications training session, a 'Pitch &

Deal' course. Led by two NUJ trainers, the course aimed to improve delegates' ability to sell their story ideas to commissioning editors and to negotiate a better rate for their work.

Delegate Malin Norman, a freelance writer, said, "The course provided lots of useful tips on developing story ideas, improving pitching and dealing. Having experienced journalists as tutors, giving constructive feedback on our pitches, was great - they really know what they're talking about!"

The Guild is planning to run further sessions to improve members' skills and help you secure more work. We'd love to hear from you about the training you'd find interesting, please email suggestions to secretary@beerguild.co.uk

New Website Goes Live



Our new website goes live on 6 April. The aim of the redesign is to provide a better showcase for our members - freelance writers, PR consultants, photographers, bloggers, trainers or beer tasters.

With the new search function, prospective employers will be able to search more easily and you'll be able to control your own page on the site, adding new work, experience or skills.

We welcome your feedback and suggestions at secretary@beerguild.co.uk and will, with HGA, who built the site for us, be monitoring effectiveness. It's an evolving process, which you can help by making sure you keep your profile up to date.

UPCOMING EVENTS

Guild lecture: Rebutting Public Health Misinformation

Join us to hear speakers Dave Roberts from the Alcohol Information Partnership and Chris Snowdon, author and freelance journalist, who has been a leading critic of the public health community for proving inaccurate and misleading information about alcohol harm.

Date & time: Thursday, 27 April, 6.30 - 8.30 pm

Venue: The George, 77 Borough High Street, London SE1 1NH

Cost: This event is free to Guild members

To reserve a place, email secretary@beerguild.co.uk. Thanks to Greene King for providing the venue.

Guild Seminar: Ingredients in Beer



We are joining forces with the Brewery History Society for this one-day seminar on 'Ingredients in Beer'. Confirmed speakers include: Scott Williams, Williams Bros; Mike Cable, Wild Beer; Toast brewing; Carl Heron, Crisps Maltings. The day will include a panel debate and a tour of the Thornbridge brewery.

Date & time: Thursday 7 September (all day)

Venue: Thornbridge Brewery, Derbyshire

Cost: The event is free of charge to members.

To book a place please email: secretary@beerguild.co.uk

Guild Seminar: Meet the Editors

We are delighted to present this 'first' for the Guild. Three editors will take part in this informal event, designed to give our members a better understanding of what editors want from the freelance writers, journalists and PRs. Our editors are: Ed Bedington, Morning Advertiser; Keith Miller of the Daily Telegraph and book publisher/editor Jo Copestick.

Date & time: Tuesday 30 May, 6.30 - 8.30 pm

Venue: London TBC

Cost: The event is free of charge to members

To book your place, please email secretary@beerguild.co.uk

Guild AGM

Hear from the Guild's Board on achievements over the past year and plans for the future, meet

fellow Guild members and network over a beer and refreshments (kindly provided by Heineken).

Elections will be held on the night for new Board directors, if you are interested in standing, or just attending, please contact secretary@beerguild.co.uk

Date & time: Tuesday, 21 June, 6.30 - 9.00 pm

Venue: The Marylebone, 93 Marylebone High St, London, W1U 4RE

OTHER EVENTS

The Liver Beers



13 April, 7.30 pm

Beer + women forum Dea Latis is holding its first ever event in Liverpool at The Old Blind School, Hardman Street, Liverpool, L1 9AX.

Beer Sommelier Annabel Smith will lead a tutored tasting of six different beers matched to six delicious courses. Tickets are £25 (plus £2.14 booking fee) per head and available online [HERE](#)

Print Futures Awards

Deadline: 30 April

Guild members could be eligible for a Print Futures Award of £1,500. These grants, open to UK residents aged 18-30 years, are to help you develop your workplace skills or assist with living and travel costs while studying and working. For more information click [HERE](#)

Oxford Beer Week

1- 6 May

Oxford Beer Week is a series of events across the city in participating pubs, clubs and shops, organised by the Alliance of Oxford Brewers, which will see Oxfordshire brewed beer on the bar in as many Oxford establishments as possible, beer festivals at pubs and breweries across the county.

For a list of events, including a mini-festival at Hook Norton on 6th May, visit: www.oxfordbrewers.org/events.html

Brooklyn Brewery Mash Tour

12-13 May

Brooklyn Brewery is staging 'Beer Mansion' at MC Motors in Dalston. This immersive beer festival brings together music, food, tech, art, games and of course beer. Guests choose their own journey through the five rooms of Beer Mansion, encountering plenty of oddity and perhaps even Brew Master Garrett Oliver, who'll be flying over from New York especially for the occasion.

Press passes are available to Guild members, contact Kate Licnahan on k.licnahan@huecryagency.com

Norwich City of Ale launch event

25 May



This year City of Ale is running from Thursday 25th May - Sunday 4th June. All members of the Guild are invited to the trade launch on Thursday 25th May at the Narthex Unthank Rd, Norwich NR2 2PA starting at 3:30pm.

There will be speeches, an auction and free beer. Please RSVP to laura@redflamecommunications.co.uk if you would like to come.

Beer Day Britain

15-18 June

Celebrations for Beer Day Britain are being extended into a four day festival. It will start with a 'cheers to beer' toast across the country at 7pm on Thursday 15th June and run through to include Father's Day on Sunday 18th.

Beer sommelier and Guild Member Jane Peyton, who initiated Beer Day Britain, said "This is the third year that the industry will come together to mark Beer Day Britain and by extending the occasion over the weekend we hope that more people will be able to get involved and enjoy the diversity that British beer provides."

Check out the website www.beerdaybritain.co.uk for further information.

Cheltenham & Gloucester Beer Week

15-24 September

Guild member Leigh Norwood is Festival Chair of this first expanded event, now including Gloucester after the success of Cheltenham Beer Week in 2016.

He asks for any businesses in Cheltenham and Gloucester interested in hosting an event to make contact before 24 April

leigh.norwood@favouritebeers.com



Aged beers tasting

14 October | The Pineapple, Kentish town

This aged beer tasting, courtesy of CAMRA's Games & Collectables, will feature beers up to 44 years old, and everyone will get a chance to try around 10 beers (from a selection of up to 40). A modern day stored beer, Truman's Keeper, which will be three years old, starts the tasting.

Tickets, at £25 for CAMRA members and £26 for non-members, are available from [HERE](#) but don't leave it too late, with only 20 places, this fun, once in a lifetime tasting will sell out quickly.

Thanks to Guild member Christine Cryne for the note about this event.

WELCOME TO THE GUILD: NEW MEMBERS

Cheryl Cade

Cheryl is an accredited Beer Sommelier and co-owner with her husband of The Thirst Consultants, who run beer tours, tastings and talks. Cheryl writes regular food & drinks articles for the Icen magazine as well as other independent publications. She specialises in European Beers and manages the World Beer Bar for Norwich & Norfolk CAMRA.

www.thirstconsultants.com

[@ThirstBeers](https://twitter.com/ThirstBeers)



NEWS FROM MEMBERS

Ed Wray

Ed has moved from Camden BRI to Okell's Brewery on the Isle of Man, where he is head brewer. Ed can now be reached on ed.wray@hb.im



Gavin Aitchison

Gavin, who has written the weekly Pints of View column for The Press in York for the past eight years, has left the paper to move into the charity sector. Gavin won the Guild's regional media award in 2013 and 2015 and is available for occasional beer-related freelance work. Email gavinaitchison@hotmail.com



Drinks Maven

Jessica Mason has launched www.drinks-maven.com. The website focuses on new drinks trends, offers candid commentary on the fast-changing drinks scene and covers launches of interesting and flavoursome high quality drinks and where to buy them. Drinks Maven can be followed on Twitter and Instagram on [@drinks-maven](https://twitter.com/drinks-maven).

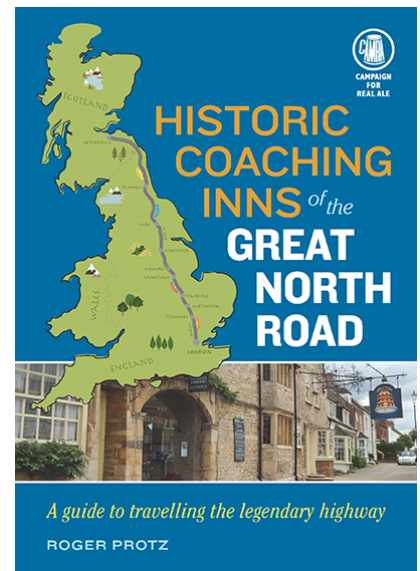


New book from Roger Protz

Roger Protz has a new book out this month: Historic Coaching Inns of the Great North Road, published by CAMRA Books. He says: "It's been an amazing experience, pounding up and down the A1 and discovering so many magnificent old inns from centuries past.

"Coach travel was snuffed out almost overnight when the steam train arrived in the 19th century but around 40 old coaching inns have survived between London and Edinburgh. Many are stunning, with their oak beams, standing timbers and vast inglenooks and they have fascinating stories to tell."

Roger is also visiting Hungary this month to speak at the opening of a new brewery in Budapest that is producing cask ale in collaboration with Signature Brew in Britain.



New issue of Cheers magazine

Alastair Gilmour tells us that the April issue of Cheers North East carries a piece on a London-based film company that secures much of its finance from the magazine's circulation area.

"The finance director of Salon Pictures is from Newcastle," says Alastair, who founded the monthly magazine in July 2010. "Chris Reynolds is also part-owner of a very nice pub I frequent and some regulars have invested in their projects. But not only that, they've commissioned a couple of beers, the latest coinciding with the general release in June of Churchill, starring Brian Cox and Miranda Richardson. Churchill the beer is a terrific example of a sessionable pale ale brewed in Newcastle."

For a copy of Cheers, contact alastair.gilmour@hotmail.com

New Stay in a Pub report

Paul Nunny updates members on a new report from Stay In A Pub (www.stayinapub.co.uk) a sister company to Cask Marque. The 200 page report on pub accommodation, an increasingly important income stream for pubs, compares changes over the last three years in the industry and consumer behaviour.

Among the findings were: 48% of consumers would rather stay in a pub than a branded hotel or B&B, and only 16% of them call a pub with rooms an 'inn' – compared to 41% of the trade who use the term.



To read more, view <http://beerguild.co.uk/new-report-from-stay-in-a-pub/> Guild members needing information to include in articles about pub accommodation should contact Natalie on 01206 752571 or email Natalie@stayinapub.co.uk

Guild members in Europe

A group of Guild members including chairman Tim Hampson, current Beer Writer of the Year Pete Brown and former secretary Adrian Tierney Jones recently visited Rodenbach Brewery. The group, pictured right trying to navigate the Belgian railway system, also took in judging at the Dutch Beer Challenge, a visit to Guild member Breandan Kearney and a study tour of Lille.



NEWS FROM CORPORATE MEMBERS

American craft beer exports up

The Brewers Association has reported its 2016 export figures, showing craft beer export volume increased 4.4 percent in 2016, now totalling 465,617 barrels and worth \$121.4 million. Growth was seen across the world, most notably in the Asia-Pacific region (not including Japan) which grew 12.9 percent. Japan, alone, increased by an astounding 22.6 percent. The UK is the second largest export market for American craft beer and saw a 4.4% increase. For the full release please click [HERE](#).

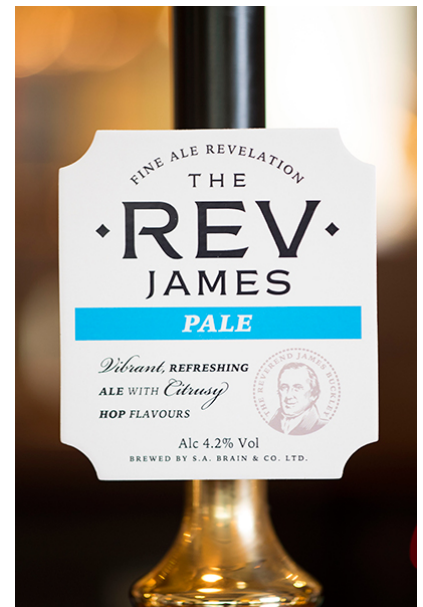


Launch of Rev James Pale

Brains has launched a new variant of its best-selling Rev. James Original, a vibrant 4.2% Rev. James Pale. The third variant, it is a refreshing pale ale with fruity citrus flavours with a clean bitterness and smooth finish.

Brains head brewer Bill Dobson said: “The Rev. James Original has long been a favourite with our customers and continues to grow in popularity. The Rev. James Pale is the perfect complement to the rest of the range and we are confident we have created a new variant that drinkers will enjoy.”

For the full release click [HERE](#)



Happy 40th Birthday Old Hooky!

Hook Norton Brewery's Old Hooky turns 40 this year.

First brewed as a Queens Silver Jubilee beer, they kept it on the bar and were going to name it Old Bill after James Clarke's grandfather but our friends at Everards already had a beer of the same name so they renamed it Old Hooky.

Multi award winning, this beautifully balanced 4.6% ABV beer, fruity by nature, with a well-rounded body and the suggestive echo of Crystal Malt is a classic example of a traditional premium beer delivering what is expected from a genuine quality ale.



Our mailing address is:

British Guild of Beer Writers, 44 Hurst Road, Horsham, West Sussex, RH12 2EP
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