



## NEWSLETTER

May 2017

### NEWS FROM THE GUILD

#### REBUTTING PUBLIC HEALTH MISINFORMATION



## **Guild members recently gathered at the George Inn in Borough for an evening lecture on 'Rebutting Public Health Misinformation'.**

Speakers Dave Roberts, director general of the Alcohol Information Partnership and Chris Snowdon, author and freelance journalist, gave insightful speeches on statistics around alcohol consumption and alcohol related harms, and the way in which the public health community is presenting them.

Presentations looked at the declines in alcohol consumption and harms; the success of industry interventions such as Best Bar None, Purple Flag, street pastor schemes; the 'whole population' approach advocated by the public health community, and the Chief Medical Officer's revised guidelines on alcohol consumption.

Thanks to our speakers for sharing their insights and views and sparking a lively discussion. Dave Roberts' presentation can be found [HERE](#)

Chris Snowdon's recent article in the Spectator can be found [HERE](#)

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## **UPCOMING GUILD EVENTS**

### **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 - 8.30pm

**Venue:** The Blue Posts, 18 Kingly Street, Mayfair, London W1B 5PX

**Cost:** This event is free to members

To book your place, please email [secretary@beerguild.co.uk](mailto: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](mailto:secretary@beerguild.co.uk)

**Date & time:** Wednesday, 21 June, 6.30 - 9.00 pm

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

## 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; Jenn Merrick, brewing consultant; Toast brewing and 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](mailto:secretary@beerguild.co.uk)

## Craft Beer Research Project

Guild members are invited to complete a short survey from Deirdre Hynds, a Consumer Psychology student at Bangor University conducting research on the habits, attitudes and behaviour of British craft beer consumers. **The questionnaire is open until Sunday 7 May**, takes only five minutes and is anonymous. We will be able to see the results later this year.

Click [HERE](#) to go to the survey.

## OTHER EVENTS

### Celebrate with St Austell

**10 May, from 5pm. The Coal Hole, 91-92 Strand, London WC2R 0DW**



St Austell Brewery started brewing Nicholson's Pale Ale (4% abv) five years ago, and to celebrate, a new limited edition 5% anniversary brew will be available across its 80+ pubs from mid-May. Guild members are cordially invited to celebrate with St Austell's head brewer, Roger Ryman and a few of the team, for a first taste of the new beer and a few nibbles.

RSVP: Laura Hicks, National Media & Communications Manager  
at [hicks@staustellbrewery.co.uk](mailto:hicks@staustellbrewery.co.uk)

## Norwich City of Ale

**25 May - 4 June**



All members of the Guild are invited to the City of Ale trade launch on **Thursday 25 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](mailto:laura@redflamecommunications.co.uk) if you would like to come.

As part of the City of Ale celebrations, the Fem.ALE Festival runs at the Plasterers Arms in Norwich from 26-29 May, showcasing brewster beers on tap, plus beer talks and music. For more detail, visit [facebook.com/brewsterbeerfestival](https://facebook.com/brewsterbeerfestival) or contact Charlene Katuwawala

## Carnival Brettanomyces

**22-25 June, Amsterdam**

This beer festival dedicated to Brettanomyces and other wild things returns for a sixth year. Our goal is to both educate and inform the audience about the great and different spectrum of beers brewed with these outsiders, and to share and drink an awful lot of them.

For more information visit [www.wildegist.nl](http://www.wildegist.nl) or visit the Facebook page at: [www.facebook.com/Brettfest](https://www.facebook.com/Brettfest)

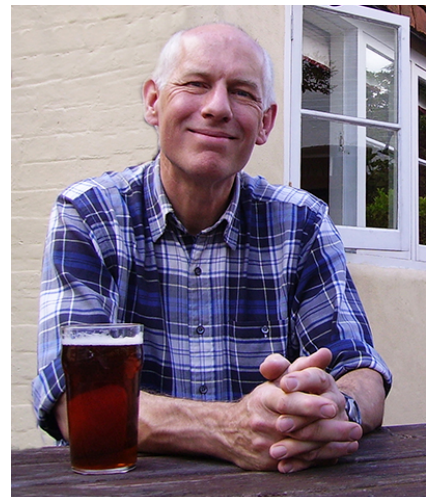
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## WELCOME TO THE GUILD: NEW MEMBERS

### Richard Dakin

Richard joins the Guild as an associate member. Richard is based in Surrey, and has contributed recently to *London Drinker*.

He holds several cellar management qualifications and was until recently real ale advisor to his local village club. You can contact him at [iam@richpete.plus.com](mailto:iam@richpete.plus.com)



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## NEWS FROM MEMBERS

### Two achieve Beer Sommelier accreditation

Two Guild members achieved Beer Sommelier accreditation recently. Congratulations to Lotte Peplow (*pictured with examiner Alex Barlow*) and Paul Davies.

Lotte said, *"I'm delighted to gain Beer Sommelier*



*accreditation and hope to use my new found platform to explore more writing opportunities and ways to communicate craft beer that will encourage more people to drink more beer styles on more occasions.”*

Paul is hosting two beery events during May: a **charity fundraiser for Friends of St Anne's Kew including a tutored tasting of seven beer styles.**

**Friday 12 May at 7pm.** Details and ticketing can be found [HERE](#)

Followed by a **beer tasting at George IV, Chiswick Wednesday 24th May at 7pm.** Pitting Fuller's beers against Clarkshaws in a head-to-head.



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## UK Brewery Tours

Guild member Nate Nolan is seeking bloggers and writers to produce articles and blog pieces for the newly launched UK Brewery Tours News ([ukbrewerytours.com/news](http://ukbrewerytours.com/news))

*He says, “UK Brewery Tours started as a way to share our passion for great beer and to support smaller scale brewers in London via our walking tours. As we have grown so has our ability to reach a wider audience and what better way to engage with even more folks than with wonderful posts and stories from the beer world. We are after tales that are fun, creative and accessible. So far we've been very lucky to have pieces from Matt Curtis and Connor Murphy among others with our next main piece coming from Pete Brown.”*

Email Nate with your pitch and what your usual fees might be at [nate@ukbrewerytours.com](mailto:nate@ukbrewerytours.com)

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## Beer Marketing Awards embrace cider

Established in 2015 by Guild members Pete Brown, James Cuthbertson and Jo Miller, the Beer Marketing Awards are embracing the increasingly dynamic cider market this year. The Beer & Cider Marketing Awards set out to discover the UK's best marketers and celebrate the best campaigns across the industry.

The awards are open to all brewers and cider makers with a presence and focus in the UK, and will recognise excellence in a number of categories, pitching beer and cider head to head. **Deadline for entries is 26 June**, for more details and to buy tickets to the presentation event on 21 September, visit [www.bestofbeerandcider.com](http://www.bestofbeerandcider.com)



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## Beoir Champion Cider of Ireland

**Guild member Steve Lamond recently organised the inaugural Champion Cider of Ireland competition.**

Experienced cider judges including Guild members Pete Brown and Susanna Forbes assessed 38 ciders from both commercial and amateur producers to determine best by category and an overall champion. The Champion Cider of Ireland for 2017 is Tempted Dry Cider from Armagh, (*held, right, by cider maker Davy Uprichard*)

The event was a great success and Beoir hope to hold it on a regular basis. For more information please contact [cider@beoir.org](mailto:cider@beoir.org) or visit their Twitter page at [@beoircider](https://twitter.com/beoircider)



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## Creative Drinking

Member Les Baynton is organising a course at The Swanwick Writers' Summer School with a

somewhat different take on beer writing - 'Creative Drinking'.

This is considered the oldest residential writing course in the world, having run for over fifty years, and attracting over 200 delegates ranging from poets to crime writers and romantic novelists. Les is exploring the notion of using the pub and its characters as a stimulus for writing of all genres, asking writers to produce poems, character developments and short story outlines based on pubs.

Les will read from some of his pub poetry collections and include a short beer tasting. Work produced from the pub stimulus may be collected into a booklet. For more information contact Les at [lesbaynton@btinternet.com](mailto:lesbaynton@btinternet.com)

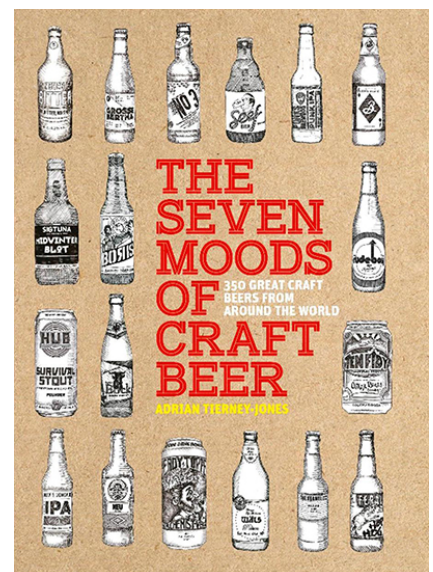
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### In the Mood

Adrian Tierney-Jones' latest book *The Seven Moods of Craft Beer* is published on May 26. The book is his attempt to give beer a mood, a sense of its place in the world, so that when a glass is poured it is more than a glass of beer.

*"This is not a book about brewing or hop varieties or the price of beer or any of that malarkey," he says, "it is an attempt to write impressionistically about some of the most expressive beers in the world, the words express what the beer has said to me whilst it was drunk."*

Adrian and fellow Guild member Fergus Fitzgerald will be talking about the moods of some Adnams beers at City of Ale in Norwich later this month, while a London launch follows in June. The book is published by 8 Books and costs £12.99.



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## NEWS FROM CORPORATE MEMBERS

### Craft can range from Brains





Brains has launched its first craft can range to celebrate five years of the Brains Craft Brewery. The four-can selection will be available in all 111 of Brains managed pubs and across Wales in a range of leading supermarkets.

The new 4 x 330ml can range includes: Point Break (4.5%), Gin Lane (5.0%), Black Mountain (5.0%) and Barry Island IPA (5.0%).

Brains head brewer Bill Dobson commented: “The Brains Craft Brewery has been a big success since it first went into production in May 2012. We’ve brewed more than 100 craft beers across a wide range of styles and many have become firm favourites with our drinkers.” You can read the full release [HERE](#)

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## Butcombe brings in brewing brilliance

Butcombe Brewing Co. has appointed Jayne Goater as their new project brewer. Jayne joins Butcombe from Molson Coors’s Research and Development Pilot Plant in Burton on Trent, where she worked on product and brewing process development, honing her skills

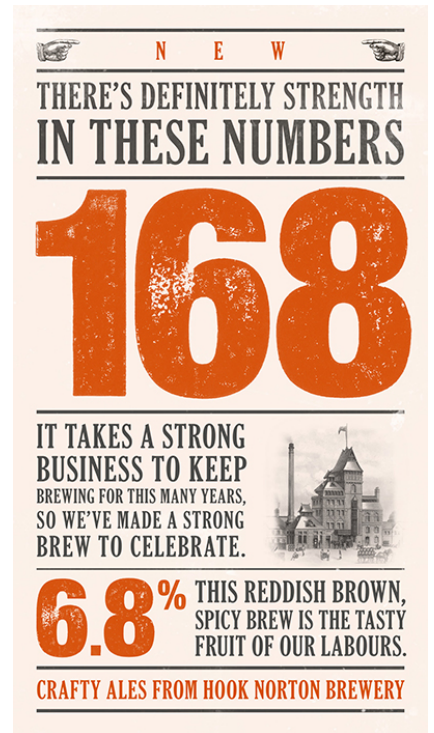
Prior to Molson Coors, Jayne achieved a Master of Science degree (MSc) in Brewing Science and Practice from Nottingham University. She also earned a Bachelor of Science degree (BSc) in Biochemistry and Genetics from the same institution.



## Hook Norton 168

Coming onto the bar in May is Hook Norton's celebratory ale 168.

Brewed to celebrate, well, 168 busy years of brewing, this red, fruity and spicy 6.8% ale is a fine predecessor to next year's 169!



### Our mailing address is:

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