

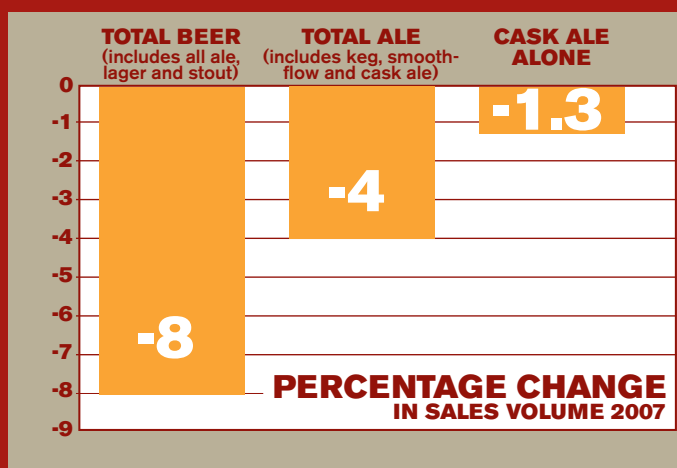
The UK's National Drink comes to the Rescue of the British Pub

Cask ale or 'real ale' – long considered by many to be a fading relic of the past – is now the star performer in the UK beer market, which is good news not just for curious drinkers, but also pubs that have been hit by the worst combination of business conditions in living memory.

The Intelligent Choice Report 2008-9 demonstrates that:

- Cask ale is showing signs of growth and is outperforming the rest of the beer market
- Well-kept cask ale can significantly improve the profitability of a pub
- Cask ale is an icon of Britishness and the focus of increasing media attention

An imminent return to growth?



- It's been a bad year for beer across the board. But whereas cask ale was once thought to be in terminal decline, it's now outperforming every other ale or lager category.
- Cask ale is therefore growing its share of the total beer market.
- The picture gets better if we strip out the four big multinational corporations (Inbev, S&N, Coors and Carlsberg) that dominate the British beer market, who continue to withdraw investment from the sector. British regional and local brewers, saw a volume decline of only -0.3%, and value growth – thanks to a move towards premium ales – of 1.8%.

Profit Potential

- Cask ale provides a compelling reason to visit the pub – much needed in the current climate – it's unique to the on-trade and can't be bought in supermarkets.
- Cask ale drinkers have more money to spend than any other group of drinkers - they are more than twice as likely to earn more than the national average wage than the population in general.
- Well-kept cask ale consistently improves a pub's profitability – research by one of the UK's leading pub groups shows that pubs serving good cask ale have seen year-on-year trade growth of 14%, compared to a fall of -2.5% for similar pubs without cask ale.
- 65% of UK drinkers have never tried cask ale. Among those who do try, 40% convert to drinking it. There is huge potential for growth.
- Cask ale is recruiting curious new drinkers in the 25-44 age group. But it could recruit many more of them with trial and sampling programmes.
- Annual growth of 7% in premium bottled ales in the off-trade is clear proof of growing demand for premium ales generally, proving that people are prepared to pay more for good quality beer.

Growing Widespread Support

- Cask ale is an enduring British icon – our national drink. It features in any survey of icons of Britishness, and is sought out by tourists. Tourism offices have seen a strong demand for information about cask ale across the UK.
- The British media is showing growing interest in interesting characterful beer, which has cask ale at its heart – after years of no positive media coverage of beer, 2008 saw newspapers giving it increasing space and two new TV series on beer about to launch. It's not all about cask ale, but cask is at the heart of it.



Growing Widespread Support

The Intelligent Choice Report is backed by bodies that represent the entire cask ale industry:

- **Brewers:** the Why Handpull group (Adnams, Caledonian, Fuller's, Greene King, Marston's and Wells & Youngs), Independent Family Brewers of Britain (IFBB), and the Society of Independent Brewers (SIBA).
- **The consumer:** The Campaign for Real Ale (CAMRA), which has 94,000 cask ale-drinking members.

- **Quality assurance:** The Cask Marque Trust – the organisation that accredits pubs that can keep cask ale in perfect condition

The report is written by Pete Brown, an independent, award-winning beer writer with no affiliation to any of the above organisations.

Full copies of the report are available from www.caskalereport.co.uk or any of the above organisations