

# Great British Beer Festival

## PRIDENJOY sets an example

The Great British Beer Festival is taking place this week from 4<sup>th</sup> to 8<sup>th</sup> August 2009 at Earl Court. The beer festival is the largest running beer festival of its kind in the UK and is organised by CAMRA. The festival provides trade and the public with a huge variety of different beers from all round the world. It is a fantastic opportunity to get to see what is out there in the beer market and alongside the tasting opportunities there is also a competition to find the champion beer of Britain.



PRIDENJOY is being featured heavily in the beer festival because of its low abv. As all of us well know, the government is encouraging responsible drinking and with this in mind PRIDENJOY is being made an example of because of its low abv of just 2.8%. CAMRA has launched a campaign this week in which they are asking the government to get rid of the excise duty on beers below 2.8% abv and lower. This could then affect the drinker by apparently reducing the price of a pint by up to 60pence, thus hoping to encourage drinkers to opt for the lower abv beers. According to CAMRA this would "help get people back into pubs at a time when pubs are being battered by the recession (...)". (gbbf.camra.org.uk)

Ray Welton has been brewing PRIDENJOY since 1998. It was first brewed in Dorking as 'Dorking Pride', however the name later needed to be changed and the beer was called PRIDENJOY. Ray chose to brew a beer at 2.8% because he said he had always seen a gap in the market from back in his rugby days. He said he felt after a game of rugby he had to drink soft drinks before hitting the beers, as nothing was weak enough to drink right after the game. He felt by brewing a 2.8% beer he could solve this problem! He does however also say that PRIDENJOY at 2.8% is also the hardest beer for him to brew as the process to getting to a low abv beer is more complex because there is less to work with.



For those of you that have already tasted PRIDENJOY, you will know that despite its low abv it is a beer that is still full of

flavour and does not taste as though it is a weak beer. Roger Protz can be quoted as saying "it is a most remarkable beer" and has included it in his book '300 BEERS TO TRY BEFORE YOU DIE'. The CAMRA campaign has attracted a lot of attention and even the BBC have covered the story. There is an article with a video on the BBC in which four people were picked at random at The Great British Beer Festival and were asked to comment on the beer and the responses were brilliant. <http://news.bbc.co.uk/1/hi/magazine/8184466.stm> if you follow the link you can view the article and video. If you want to try PRIDENJOY and are not able to attend the Great British Beer Festival it is a beer that is sold in many pubs. One pub local to the brewery that has PRIDENJOY on pump on a



regular basis is the White Horse at Maplehurst and Simon Johnson, the landlord, is pictured left with Ray Welton.

*Weltons beer is brewed with Pride and drunk with Joy!*