



Beer for the Informed...



EVEN MORE AWARDS...



We are proud to add the following awards to our stash for this year! Thank you to all those who voted for us and if you didn't...make sure you do next time!

BLACKBERRY CASCADE (4.8%)

Voted *'Beer of the Festival'* at the **North Cotswold Beer Festival**
Voted *'Second overall'* at the **Worthing Beer Festival**

HAZELNUT COFFEE PORTER (4.6%)

Voted *'Beer of the Festival'* at the **Craven Beer Festival**
Voted *'Beer of the Festival'* at the **Sunderland Lions Beer Festival**

TRIPLE CHOCOHOLIC (4.8%)

Voted *'Beer of the Festival'* at the **York Beer Festival**

MADAGASCAN ALE (5%)

Voted *'Beer of the Festival'* at the **Otley Beer Festival**

SALTAIRE BLONDE (4%)

Voted *'Favourite Beer in October'* by regulars at the **Narrow Boat, Skipton**

Saltaire Brewery

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Keep it Green

Help us to help the environment. If you received this newsletter in paper form and are able to receive emails, please send an email to info@saltairebrewery.co.uk with your name, pub name if applicable and your contact details. We'll then send you the next issue by email!

CHRISTMAS SPECIAL BEER CLUB

Friday 18th December,
4 - 11 pm
Saltaire Brewery Visitor Centre.
Featuring local band:
'The Wild Geese'
With FREE entry and beer at just £2 per pint
- you'd be mad to miss it!

THE PERFECT CHRISTMAS GIFT?

Saltaire Brewery offer a range of merchandise including gift packs, bottles of our wonderful beers and t-shirts. The perfect Christmas gift for Beer lovers...

Call us for more details on 01274 594959



Or why not have beer on tap over Christmas with one of our casks of ale available direct from the brewery?



Beer for the Informed...

Saltaire Brewery NEWSLETTER

BREWERY EXPANSION



"Our sales are up by 20% year on year..."

33% increase in output... that's an increase of 5760 pints per week, from 17280 pints to 23040 pints!

It has been a busy and productive 2009 at Saltaire Brewery, with the business running at full capacity since January and the company racing to keep up with demand. "Our sales are up by 20% year on year", said Managing Director, Paul Simpson. "We are obviously delighted, but knew we needed to invest in order to increase our capacity and continue to meet demand. We are confident that this investment will pay off and may even look to further expansion in the not too distant future."

The Brewery has invested in a new fermenter, manufactured by Moeschle of Germany, to match their current specification. This will result in a 33% increase in output, from 60 to 80 brewer's beer barrels per week. (Or for the drinkers out there, that's an increase of 5760 pints per week, from 17280 pints to 23040 pints!)

Brewer, Derek Todd commented, "The delivery and

installation went very smoothly, with little disruption to our brewing plans. Being able to brew four times per week will mean that we can brew our core range, including the popular Saltaire Blonde every week, and yet still create lots of seasonal specials!"

Head Brewer, Tony Gartland added, "We had always planned for possible expansion and ensured that we had the space available for up to an extra 3 fermenters. That way, we will have no need to move from our current site in order to further expand the business."

The increase in capacity has also resulted in an increase in personnel, with the Brewery recruiting for another member of their brewhouse team. Paul Simpson said, "We were overwhelmed with the response to our job vacancy and have had over 100 applications for the role of 'Brewery operative'. It is good to be able to add to the local economy

and employ people from the local area at what is a difficult time in the labour market."



BEER FESTIVAL BREAKS ALL RECORDS



And even a gazebo in case the weather turned!

Yet again, Saltaire Brewery managed to break all records at its September Beer Festival, held at the Brewery on Dockfield Road on 18th and 19th September. Last year's event, the first that the Brewery had organised, was an instant winner, with over 1300 guests, but this year it was even bigger.

The Brewery had decided to control Friday's numbers by selling tickets in advance, with all 450 tickets being sold out six weeks before the event! "You can never depend on the English weather", said Saltaire Brewery's MD, Paul Simpson, "So we didn't want to overcrowd things too much on the Friday."

With well over 1000 visitors over the course of the day on Saturday, this event was certainly popular. Some stayed for just one drink, whilst others stayed to the bitter end at 11pm. Saturday was 'pay-on-the-door', allowing many people to attend

both the Beer Festival and the ever popular village festival in Saltaire. Cecile Simpson, Saltaire Brewery's Marketing Manager commented, "It was such a fabulous weekend that many of our visitors walked along the canal from Saltaire Village. We had a huge gazebo in the yard, with lots of tables and chairs outside too, so many people lazed the day away on the grass or brought picnics." She went on to say, "We also made sure we had plenty of toilets this year and so many lovely beers that there was no chance of us running out this time!"

The festival featured a range of more than 28 beers and 3 ciders from across the UK. "We tried to have a mixture of beers; dark and pale, strong and light and of course some fruity numbers, to tempt even the most seasoned palate," said Tony Gartland, Head Brewer.

Well, the consensus of opinion was that they got it right! Next year's festival is already in the planning stages, but if drinkers can't wait until then, they can sample Saltaire Brewery's beers at their Beer Club nights, which take place on the last Friday of the month, from 4 - 10pm. Entry is free and beer is just £2 per pint!

"...a mixture of beers; dark and pale, strong and light and of course some fruity numbers, to tempt even the most seasoned palate."

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INN FOCUS...

The Shoulder of Mutton

Cain Lane
Southowram
Halifax
HX3 9SB

Licensee: Sherry Howcroft



The Shoulder of Mutton pub in Southowram is a village pub, which has been at the heart of the local community for over 300 years.

Licensee, Sherry Howcroft has lived in the village for over 30 years and been a regular at the pub for 25 of those years. When the pub came up for sale, a close friend persuaded Sherry to give up her career in mobile catering and bring the pub back to life. "I was used to long hours and hard work and the idea of settling in one place rather than travelling around to work, really appealed to me," Sherry commented.

From signing the papers, Sherry set herself the almost impossible task of opening the pub - within 1 week! "It was in a right state, without even any light bulbs," she said, "I cleared everything out and scrubbed and painted - often until 3am - but I managed it!"

Running the pub single-handedly for the first six months, Sherry is self-taught, "I'd never even pulled a pint before, nor been in a cellar, let alone changed beer barrels!" she said. Since then, Sherry has been able to employ 3 part-time staff and transformed the pubs fortunes, with recent awards including "Best Community Pub in Yorkshire and the North East", at the Great British Pub Awards and the also the Innspeak

'Pubs in Bloom' award for the second successive year.

Even though Sherry's background is in catering, The Shoulder of Mutton is definitely a 'wet' pub serving a wide range of drinks, but no food (except for special occasions and events). They serve 3 real ales on hand pull including Saltaire Blonde on a permanent clip! Sherry orders at least two 9 gallon casks of Saltaire Blonde every week and said, "It is incredibly popular - if I took Saltaire Blonde off the bar, my customers would lynch me!" She continued, "The sales of real ales are growing all the time and I now sell as much real ale on hand pull as I do the electric. In future, I think the real ale will replace all the electric in this pub!"

Saltire Brewery first supplied ale to the Shoulder of Mutton as part of a promotion with Classic Drinks, and have been supplying directly ever since. "We're delighted that Sherry decided to have our Saltaire Blonde as a permanent," said Managing Director, Paul Simpson, "As a result, we have provided her with all the point of sale and merchandise support she needs."

The Shoulder of Mutton is certainly a busy pub, playing host to two Pool teams on Mondays, Darts and Dominoes on Tuesdays, Curry nights on Weds and Quiz nights on Thursdays. Sherry commented, "As for Fridays, Saturdays and Sundays - they're just bedlam anyway!"

From 1st December, The Shoulder of Mutton will be decked in its traditional Christmas finery. They hold a 'Festive Night' on Friday 18th December from 8pm onwards serving mulled wine, cheese and mince pies, with the local church choir singing Christmas Carols and fabulous Christmas hampers to be won, all in aid of charity.

Why not join them in this year's celebrations?

If you know of any other pubs which you feel deserve to be featured in 'INN FOCUS', please email us at info@saltairebrewery.co.uk

"I'd never even pulled a pint before, nor been in a cellar, let alone changed beer barrels!"

"It is incredibly popular - if I took Saltaire Blonde off the bar, my customers would lynch me!"

"We're delighted that Sherry decided to have our Saltaire Blonde on as a permanent."

WHAT'S BREWING?



Autumn is firmly upon us and winter just within reach. The brewhouse has responded with a few new brews and some old favourites. **Cherry Stout** has made a reappearance, with black cherries and cherry syrups giving a sweet and sour edge to a light stout base. This is one of our favourites and always sells well.



We also produced a batch of **Titus Black**, which is a rich, full bodied stout with oats giving texture and mouthfeel. Four dark malts contribute rich roast flavours. Traditional English hops give a

fruity aroma and taste. Our most successful new beer has been **Stein Gold**. A malty amber ale based on a German 'Helles' recipe, to meet



the demands of the Oktoberfest season. We hopped this beer with Saaz (from Germany) and Challenger hops - which come from Malvern - don't tell the Germans! This beer is widely available in Punch pubs until the end of the year.



Visitors to the recent Wetherspoons Beer festival may have come across the themed **Golden Republika** and **Strawberry Republika**. These beers were light and hoppy at 4.1% ABV. We really liked the soft flavours of the strawberry version and are thinking of producing a version of our Blonde Ale with strawberry flavours. They were both well received during the weeks of the Festival.

FORTHCOMING SPECIALS



Coming up, is our copper coloured **Copper Ale 4.1%** ABV, which is a best bitter hopped with a blend of English hops. We like this tasty ale and think it could fill

a gap in our range for a traditional best bitter with bags of flavour. Winter wouldn't be complete without our **Winter Ale**. A hearty 4.9%ABV, with loads of toasty malt flavours. It really has a depth and strength that belies its 4.9% alcoholic strength.



As the Christmas season starts

to loom ever nearer we are about to brew the first batch of **White Christmas Ale**. Unusually for a Christmas special, this is a pale beer based on a Belgian Wit beer recipe. We use Vienna malts and pale rye malts to strengthen the flavour base. German hops prepare the ground for freshly crushed coriander seeds and dried orange peel. These additions provide festive, background flavours that compliment this pleasant seasonal special.



...at Saltaire Brewery, we like to give our customers what they want - and you seem to like pale and golden beers!

...thinking of producing a version of our Blonde Ale with strawberry flavours.

Copper Ale...a traditional best bitter with bags of flavour

German hops prepare the ground for freshly crushed coriander seeds and dried orange peel.