

Press Release: February 2018



Lake District brewery launches wholesale ales

Brack'N'Brew, the micro-brewery based at the Brackenrigg Inn on the shores of Ullswater has recently launched a range of 500ml bottles to complement its existing real ales brewed on site. The wholesale beers are being stocked across the UK and the local brewery has seen a spike in sales as a result.

Brack'N'Brew was born in March 2015 when an old horse stable at the back of the Brackenrigg Inn Watermillock, was converted into the brew house. After a few months of trialling recipes, the first ale named 'Boathouse Blonde' was brewed and served in the bar at the Brackenrigg Inn.

The Brewery currently has five regular ales available at the Brackenrigg, Inn, including Alfred's Golden Ale, The Rambling Bookkeeper Bitter, The Steamer Stout and Aira Force IPA. Seasonal ales make an appearance throughout the year; including a Marmalade ale as part of Dalemain's Marmalade Festival on the 17th March.

The new 500ml bottle range, has been well received locally and is stocked in a variety of bars, restaurants and shops across the county including Chestnut House in Pooley Bridge, The Sunn Inn Newton Reigny, The Kings Arms in Stainton, Glenridding Mini Market, The Royal at Dockray, Beer Shop Ambleside, House of Malt in Carlisle and Embers Bar in Carlisle.

The bottled beers are also being shipped further afield to Leicester, Nottingham, Wigan, Ingleton and Clitheroe.

Ben Clementson is the Master Brewer behind Brack'N'Brew's Ales and has been with the brewery from day one. Ben comments,

"We always had a plan to sell our beers in other establishments across Cumbria right from the start. The range of new bottles have been very well received and we have noticed an increase in sales as a result. We are very much looking forward to working with more stockists across the country."

As well as supplying their 500ml bottle range of beers to retailers and bars, Brack'N'Brew is looking to supply their cask ales to an exclusive number of pubs in Cumbria. The Brewery wants to ensure the exclusivity of the ales, but hopes to supply a select number of establishments with their range of ales in the next year, as well as opening an online shop to sell their bottled craft ales via the internet.



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