



Press Release For News Editors

21.06.04

NEW CELEBRATION ALE TO TOAST FAMILY'S BUY BACK

T&R Theakston brew unique one-off bottle conditioned ale

T&R Theakston, the Masham-based brewer which was recently returned to the ownership of the founding family, has brewed a unique Celebration Ale to mark the event.

Celebration Ale, which is bottle fermented and has an Alcohol By Volume (ABV) of 6 per cent marks the culmination of several months of hard work by the family.

Celebration Ale has been brewed using choicest Pale Malt and traditional Golding English Hops. Because it will continue to condition over the months ahead in the bottle, Celebration Ale will develop a very complex, smooth and unique flavour.

Members of the Theakston family and staff helped brew, bottle, label, number and package Celebration Ale by hand at the Theakston Brewery in Masham.

One of the most famous names in British brewing, Theakston – best known for its Old Peculier ale, was acquired by the heirs of the original founder last year after 20 years under the control of Scottish-Courage.

Simon Theakston, great great grandson of the founder Robert Theakston, said: "As a family we felt it was very important to mark this very special moment in Theakston's history – and what better way than brewing up a unique and special ale to celebrate the event?"

"Celebration Ale is truly unique as it is the first time in living memory that a bottle fermented ale has been brewed here at Theakstons. We have only brewed 1,500 bottles which will be given to staff and friends of the brewery in the local Masham area."

Simon Theakston is joined by his three brothers on the board of the "new company". They are Nick, Tim and Edward. The family is joined by Collin Wood, a former managing director of Theakston.

Theakston employs 20 staff in Masham, responsible for brewing, sales and marketing. The company is one of the few brewers in the country that still employs a cooper crafting wooden casks in which the beers mature.

The brewery has a visitor centre where guests can witness beer being brewed by traditional methods and learn more about the history of brewing. Theakston beers include Best Bitter, XB, Old Peculier, Mild and Black Bull Bitter.

PICTURE CAPTION(S)

Staff Celebration: Members of the Theakston family and staff helped brew, bottle, label, number and package Celebration Ale by hand at the Theakston Brewery in Masham. The beer marks the return of the famous brewer to the founding family.

New brew: Celebration Ale to mark brewer T&R Theakstons' return to the ownership of the founding family