



Press Release For News Editors

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COOPER SET TO SHOW OFF SKILLS AT GREAT YORKSHIRE SHOW

Theakston offers visitors chance to win their own cask of Old Peculier

Jonathan Manby, the master cooper at brewer T&R Theakston in Masham, has been busy building a special new stand to show off his joinery skills at the Great Yorkshire Show this month (July 13 to 15).

Theakston, best known for the famous brew Old Peculier, is one of the few brewers in the country that still employs a full-time cooper crafting wooden casks in which its beers mature.

The stand marks the brewery's return to one of the North's major agricultural events since Theakston was acquired by the founding family last year. In September 2003 Scottish Courage sold the company to a management team led by Simon Theakston and his three brothers all great great grandsons of the founder Robert Theakston.

Jonathan Manby said: "The stand will provide us with a platform to show off the brewery's range of ales and give visitors an opportunity to sample the ales. I will also be on hand to show off the ancient art of the cooper.

"Few companies can boast that they invest in a full-time cooperage and it's important that we keep this tradition alive not just as a museum piece but as part of an everyday working brewery."

Jonathan Manby will make one cask on each day of the Great Yorkshire Show and members of the public will be invited to enter a raffle to win their very own hand-made cask filled with Old Peculier. The winners will be invited to an overnight stay at the King's Head Hotel in Masham when they will receive their hand-made casks.

Simon Theakston said: "Theakston has had a long association with the Great Yorkshire Show so we are delighted to return to the event once again. The new stand – which we plan to use at a range of events over the coming months – provides an excellent opportunity for us to talk to customers old and new and to show them some of the things we are doing in Masham.

"It also allows us show off the unique skills of Jonathan and neatly illustrates how Theakston's future success is still guided by the tried and trusted traditions of the past."

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.