



Press Release For News Editors

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THEAKSTON'S BEST BITTER GOES FROM STRENGTH TO STRENGTH Family-run brewer raises strength of ale from 3.6% to 3.8%ABV

Independent brewer T&R Theakston has celebrated the first anniversary of taking the 177-year old business back into family ownership by raising the strength of Theakston's Best Bitter.

The Masham, North Yorkshire based brewery has restored the strength of its draught bitter to 3.8% abv. The move allows the full flavours of this classic session ale to be savoured even more.

Theakston Best is the definitive English session ale. Golden in colour with a smooth, mellow taste it is brewed and dry hopped using traditional Fuggles hops.

Director Simon Theakston said: "We are delighted that the restoration of the strength of Theakston Best Bitter coincides with the anniversary of our buying back ownership of the business.

"By raising the abv from 3.6% to 3.8% we will be enhancing the full flavours of the ale which should appeal to beer drinkers who are well accustomed to this satisfying pint. There is further good news too as there will be no price rise as a result of this development."

To coincide with the launch of Theakston Best Bitter 3.8, the brewer has unveiled new branding on the pump clips for all the main Theakston cask brands.

The new branding, developed by Leeds-based design consultancy WPA Pinfold, incorporates re-formatted lettering giving the image a more subtle but compelling appeal.

The new branding will inform how Theakston faces its customers and drinkers. It will appear on all brewer's marketing, publicity material and merchandising materials including beer pump clips, beer drip mats, point-of-sale, advertising and stationery.

Mr Theakston said: "We have been very careful to preserve the heritage that belongs to Theakston and its beers.

"This is an evolution rather than a revolution because the new look is informed by our long history in brewing, our traditions and good old-fashioned values. However, this investment also underscores our long-term ambitions for the business and provides us with bold and attractive platform on which to sell the Theakston legend."

He added: "We regard this as a polishing of our long-established brands. The re-branding pays homage to our 177-year heritage but also proves that we are a forward looking business with a confident future as an independent family-owned brewer.

"This development not only strengthens the volume of our bitter and the impact of our brands, but also our position in the marketplace. It is part of our policy of growing a successful independent family-owned brewer with a long history and a bright future."