

Best Customer Support

Sonnet 43 Brew House

Crisp Malting Group

Winner



A new player in competitive environment - supporting our customers to stand-out

We know we have a great product but being a new brewery in a competitive marketplace, we've needed to prove ourselves to our customers as a business. With a professional attitude and by being ultra-responsive to their needs we've created both trust & repeat business.

Judges Comments

Sonnet 43 Brewhouse impressed the judges by showing clear goals and deliverables. The panel recognised that this is best practice as it should be for all breweries. The communications were personalised with clear descriptions of what they do and provide a variety of benefits to the customer

Best Community Support

Corvedale Brewery

Enterprise Inns

Winner



Corvedale Brewery champions local causes and raises £5500 in 2013

A Little Brewery With a Big Heart

Supporting Ludlow Spring Festival from conception through to an 6000 visitor event

Judges Comments

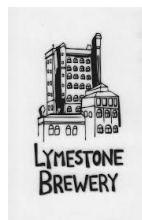
With two well-presented external nominations as well as the brewery's own entry it was extremely apparent to the judges that Norman Pearce and Corvedale brewery are an obvious winner. With genuine commitment and pro-active endeavours in the community and local area.

Best Community Support

Lymestone Brewery

Enterprise Inns

Highly Commended



Links with local schools and students

Lymestone Brewery has developed a relationship with the local high schools to offer work experience, holiday employment awards and mentorship

Judges Comments

The judges felt that this was a brilliant way of engaging with the youth. While most of the industry remains nervous of involvement, because of the alcohol factor, Lymestone has taken this issue head on. The message is extremely responsible, and also includes information on work ethics and social responsibilities. The Lymestone project demonstrates a genuine commitment over and above.

Best
Green Business

Winner

Bays Brewery



O-I



Bays Goes Green!

In September 2013 we made a firm commitment to reducing our carbon footprint by installing over 30 kilowatts of solar panels on to the roof of our brewery

Judges Comments

Bays recognises best practice while going that extra step. They are focused on moving forward and have great local initiatives

Best
Marketing &
Communication

Winner

Butcombe Brewery



Festival Glass



How to increase the profile of Butcombe Brewery with major supermarkets

Hundreds of brewers supply the major supermarkets, how could Butcombe stand out from the crowd?

We have done the following:

- Web site focused on our off trade www.butcombebottles.com
- A monthly PBA report sent to all buyers www.butcombebottles.com/resources
- Launched a UK Bottle Ale Group on Facebook, Twitter and LinkedIn

Judges Comments

Butcombe's entry was extremely well received. It's an holistic approach to how they manage a category. They also showed that they had made a large investment in information and resource with limited resource.

Best
Marketing &
Communication

Highly
Commended

Castle Rock Brewery



Festival Glass



Incredible success for our Nottingham Ian Celebration Ales 2013

In 2013 Castle Rock Brewery greatly enhanced the appeal and reach of our Nottingham Celebration Ales, which is usually a local focus. We did this by engaging and creating stories with internationally recognised names including Graeme Swann, Kate Beckinsale, Ian Paice & Stewart Adams. Our promotional efforts were fully documented in the media, contributing to the vastly increased success of the range. We are not stopping here! We've already launched our first beer for 2014, Su Pollard

Judges Comments

This entry recognised the importance of connecting with the local community, the way in which this was achieved put the Brewery right at the Heart of the Community, championing those in and around Nottingham who have made a difference! Castle Rock's entry demonstrated a strong investment in its local customer base, showcasing local celebrities as well as the consumer – ie. fact that whoever it was invented Ibrufen – used by so many consumers after one too many the night before...

Best Business Development

Winner

Moorhouse's Brewery (Burnley) Ltd

BFBi



Moorhouse's Enjoys Record Sales As Business Grows Across The UK.

Moorhouse's Brewery has achieved record figures with a business strategy to grow cask ale sales nationally while also substantially increasing business for bottle sales with major supermarkets and further developing export markets

Judges Comments

Moorhouse's showed a great strategy by expanding production capacity beyond where they need to be. Demonstrating vision, continuous investment, effort, and financial commitment.

Best Business Development

Highly Commended

Sonnet 43 Brew House

BFBi



1 year – 3 brewery taps, 2 Great Taste Awards and a Battle of the Beers winner

2013 was a fantastic year for Sonnet 43 Brew House, as well as our first full year in business, winning various accolades and developing a hugely successful a tap venue format. With plans for 2014 including brewery expansion, visitors centre development and more venues, we aren't slowing down!

Judges Comments

Sonnet 43 has achieved a lot with very little and from scratch, having to personally find financial resources. They demonstrate great confidence, good strategy and business sense.

Best Business Development

Highly Commended

Truman's brewery

BFBi



Truman's sales explode in London - and beyond!

Truman's went from being a small gypsy brew in January 2013, to one of the largest cask brewers in London by December 2013.

Judges Comments

Truman's is a good story well told. Judges were impressed with what they have achieved in the London market

Best
Brewery
Business of the
Year

Winner

Butcombe Brewery



Cool Shock Events



How to increase the profile of Butcombe Brewery with major supermarkets

Judges Comments

This was a unanimous and instant decision with the judges. The decision was made on the quality, visual element, implementation, commitment and recourse. The whole project was thought through from the customer's perspective as well as their own. It also reflected a high degree of onward investment in resource and time to ensure that the customer was kept informed of, not only Butcombe's beers but the beer category as a whole

Best Individual Bottle Label

Padstow Brewing Company

Croxsons

Winner

PADSTOW
BREWING
CO.



Padstow Brewing Company - new beer, new bottle design

Judges Comments

The Padstow clip is clean and elegant. The information is very easy to see, where other entries were felt to be too busy.

Best Individual Bottle Label

Treboom Brewery

Croxsons

Highly Commended



Baron Saturday

This is a fresh and bold design which stands out on the shelf. It reflects the characteristics of the brewery, craft brewing with a contemporary quirky edge. The label information is clear and descriptive giving the story behind the name and suggests a food match - steak!

Judges Comments

The judges were particularly impressed by the clarity of the design and the use of texture on the label

Best
Range of Bottle
Labels

Fourpure Brewing Co

Croxsons

Winner



Fourpure Brewing Co. - Core Beer Range

Our core beers have a consistent design, changing colours with a clear accessible name. We've added data on the bottle such as IBU, EBC, serving temperature, and glassware to educate and engage customers about beer. It mixes authentic travel tag styles along with a passport stamp version of our logo

Judges Comments

Fourpure's labels were considered innovative and interesting with clear information. Judges liked the concept of the luggage tag, although thought that the design still stood out without it. Their entry also demonstrated good reasoning regarding things they have

Best
Range of Bottle
Labels

Rooster's brewing Co.

Croxsons

Highly
Commended



ROOSTERS
FREE RANGE BEERS FROM YORKSHIRE



Rooster's Bottled Beers

Available in bottle for the first time, we launched our new range in April 2013. The label designs (including our bottle presentation boxes) carry our branding forward, whilst reinforcing the quality of the beers we brew and standing out on the shelf.

Judges Comments

Rooster's labels are sophisticated and individual. The shape makes them stand out and links them as a family. Rooster's portfolio is very considered (but not overly so), taking on board a strategy to develop a strong "family" of brands.

Best Individual Pumpclip

Padstow Brewing Company

Willis Publicity

Winner

PADSTOW
BREWING
CO.



Padstow Pilot

Judges Comments

The pumpclip was considered smart and could carry itself in any setting. It looks like a premium product.

Best Individual Pumpclip

Brighton Bier

Willis Publicity

Highly Commended



Brighton Bier: West Pale Ale

We designed a series of pumpclips using the Brighton Bier logo to launch our new range of beers. West Pier Pale Ale is our 4% Pale Ale and the red colour is the red that was used on the sign for the "West Pier" before it was burnt down a few years ago.

Judges Comments

The judges were impressed by the simplicity of the design, clear and simple it presented itself as a premium product that stood out from the other entries.

Best
Range
of Pumpclips

Padstow Brewing Company

Willis Publicity

Winner

PADSTOW
BREWING
CO.



Padstow Brewing Company - new draught beers, new range of pumpclip designs

Judges Comments

Padstow's range would stand out at the bar and are suited to the market they are going for. The design is clear, smart and simple.

Best
Range
of Pumpclips

Prescott Ales LLP

Willis Publicity

Highly
Commended



A Family Affair

Judges Comments

Prescott Ales demonstrated a "take" on the sporting retro feel they have clearly imparted – something that could easily have missed the mark. Their designs take the consumer back to a time of uncrowded roads, without speed cameras, indeed, the golden age of motor sport.

Best
Total Design
Concept

Padstow Brewing Company

Napthens



PADSTOW
BREWING
CO.

Winner



Padstow Brewing Company - standing out in a crowded market

Judges Comments

Padstow showed an holistic design concept. Clean, simple and bridges fine dining and craft ale. They have obviously thought through and a achieved a family of designs. The entry was a quality submission with quality materials. They could go into any market.

Best
Total Design
Concept

Rooster's Brewing Co.

Napthens



Highly
Commended



Rooster's Brewing Co. Re-Brand

We opted to re-brand Rooster's range of pump clips in order to introduce a timeless, yet contemporary feel to the artwork, in order to match the ethos of the brewery. We also introduced a new website, van sign-age, glassware and point of sale material at the same time.

Judges Comments

A great family of images that work well together whilst highlighting the difference between the products, the brief included the words timeless and contemporary and the judges felt this had been achieved.

Best
SIBA
Supplier
Associate

Winner

Label Apeel



SIBA



Nominations claimed: Excellent customer service, rapid response times, patience, personality, personal service, prompt responses to phone calls, professional, technical jargon explained simply, fun, take the initiative with new ideas, good inter-departmental communications, friendly, good old fashioned approach of working with the customer and offering advice without taking over, passion, quality, feel like extension of own business, honest, responsive and enthusiastic about the customer's products.

Judges Comments

The judges felt that these entries show a company that is willing to go that extra mile for its customers.