



Introduction to Wells Young's

The making of a brewery in Bedford

In 1875 Charles Wells bought a brewery and 32 pubs at an auction for £16,700. By 1890, he owned 80 pubs and brewed 12,552 barrels of beer a year.

Over the next 100 years the Wells family continued to expand and develop the business, constantly developing its brand portfolio.

In 2006, Charles Wells and Young and Co, of Wandsworth in London, merged their brewing and brands divisions to create the UK's largest family-owned brewery. Wells and Young's was formed in September of that year and created a significant force in the brewing world.

The brewery is now well established in the UK and world brewing industry. An unrivalled portfolio of ales and lagers, coupled with an exclusive wine division, means that Wells and Young's is fit for the future.

Water is one of the most important ingredients in beer, accounting for 90% of the finished product, so quality and consistency is vital. In the early

1900s, Charles Wells sunk a well which would provide the brewery with the highest quality supply of water. The water from this well is still used today, and has now been accredited as natural mineral water.



Special beers for special occasions



Bombardier

5.2% ABV 500ml & 275ml NRB
4.3% ABV 500ml can

“A richly rewarding traditional ale bursting with English spirit”

About the brand

- Bombardier is the No.1 Premium Draught Ale and fastest growing Premium Draught Ale in managed pubs.
- First beer brand to be brewed with accredited natural mineral water.
- The Premium Bottled Ale market is growing by 8.5% in the off trade year-on-year.
- Bombardier is growing by 6.4% year-on-year.
- 84% distribution in grocery multiples for 500ml NRB and 56% for 500ml can.
- Brewed with English hops and barley.

What's special about the brand?

- The Bombardier brand has high consumer awareness of 82%.
- Driven by consistent positioning as 'The Drink of England' and multi-million pound advertising over the past 15 years.
- Bombardier is the official beer of English Heritage.



Bombardier Burning Gold 4.7% ABV 500ml NRB

“A lively refreshing golden ale alive with English passion”

About the brand

- Burning Gold is an accessible, easy drinking ale – an ideal introduction to the ale category.



DRINK OF  ENGLAND



Bombardier English Premium Beer - Smooth

4.1% Keg
5.2% ABV 500ml bottle

“A burnished copper colour, it has a rich, tempting aroma of peppery hops and raisins, while the palate is dominated by more dark fruit, juicy malt and tangy hops.”

About the brand

- Bombardier has enjoyed a spectacular rise from well loved regional beer to a top national cask beer brand.
- The beer has been instrumental in making St. George's Day the third busiest day of the year in the country's pubs.
- As well as being widely available as a cask and keg beer in pubs the length and breadth of Britain, Wells' Bombardier is also a successful export brand, exporting to over 20 countries.

Accolades

- The number one Regional Cask Beer Brand Midlands and Wales at The Great British Pub Suppliers Awards 2009.
- The Licensees Choice Silver Award at The Publicans Awards 2009.
- Gold Medal at the International Awards for Quality 2009.



DRINK OF ENGLAND



DRINK OF  ENGLAND



Crest Super

8.4% & 10% ABV 500ml can

About the brand

- Crest Super is one of Wells & Young's most popular brands for export.
- The lager was first launched in 1994 following in-depth consumer and trade research, which suggested that a clean tasting, high strength ABV lager could satisfy those customers who prefer to drink in smaller volumes, but still wish to experience the strong smooth taste of a super strength, premium quality lager.
- Crest Super is brewed using the best quality barley malt and finest German aroma hops.

“Brewed with the best quality barley malt and the finest German aroma hops”

What's special about the brand?

- Crest Super has extensive international distribution.
- It is a high impact, fresh, modern and premium looking product that will provide excellent stand out against the competitor set.
- Brand volume in excess of 11,000 brls.



Young's Bitter bottle conditioned ale

4.5% ABV 500ml NRB

“Golden in colour with a light palate and fresh, fruity aroma”

About the brand

- 'Bottled conditioned ale' is the fastest growing sector of the Premium Bottled Ale market at +15% value.
- The ale has Red Tractor accreditation.
- Brewed only with 100% natural ingredients; barley from Norfolk, hops from Kent and Worcestershire, pure natural mineral and the company's own unique yeast culture.

What is bottle conditioned ale?

It is a natural live product which contains yeast for a slow secondary fermentation in the bottle. This process provides wonderful fresh flavours and a pleasant, natural effervescence. This is the closest you'll get to a pub pulled ale in a bottle.





Young's Double Chocolate Stout

5.2% ABV 330ml NRB
440ml widget can
500ml bottle
5.2% Keg

“ A moreish combination for the chocoholic and beer drinker alike. Full, roast and rounded, with the added smoothness of oats and chocolate plus a cheeky hint of Challenger ”

About the brand

- A pale ale and crystal malt, chocolate malt, a special blend of sugars, Fuggle and Golding hops, real dark chocolate and chocolate essence are combined to deliver a stout of real credentials.
- Brand volumes in excess of 11,000 hectolitres.
- Draught volumes are up 4% year-on-year.
- Packaged volumes are up 19% year-on-year.



What's special about the brand?

- The brand enjoys worldwide success wherever it is sold. Recognised as an award-winning brew on several occasions, including Brewing Industry International Awards Gold Medal Winner 2000, Silver Medal Winner 2002 and Bronze Medal Winner 1998 and 2004.
- Double Chocolate Stout is Wells & Young's most widely distributed product.
- The new brand design offers a pure luxurious feel with a hint of decadence.





Young's London Gold

4.8% ABV 500ml NRB

“Light and golden with a refreshing bite”

About the brand

- London adds credibility to the brand within export markets, and adds focus to the Young's range using the London name.
- London will be on the world stage throughout 2012.
- Brewed only with 100% natural ingredients; barley from Norfolk, hops from Kent and Worcestershire, pure natural mineral water and the company's own unique yeast culture.

What's special about the brand?

- Young's London Gold is bottle conditioned.
- 'Bottled conditioned ale' is the fastest growing sector of the Premium Bottled Ale market at +15% value.



Young's Special London Ale

6.4% ABV 500ml NRB

“Smooth, rich, malty ale with notes of candied fruit on the palate and a powerful spicy hop finish”

About the brand

Special London Ale is the second biggest selling bottle conditioned ale in grocery multiples.

What's special about the brand?

Awards for this ale include:

- Grand Gold in Monde Selection
- Bronze in CAMRA Champion Bottled Beer of Britain
- World's best strong pale ale - WBA





Wells Banana Bread Beer

5.2% ABV 500ml & 330ml NRB

About the brand

- Banana Bread Beer offers a unique product proposition and taste experience within the ales market.
- A traditional bitter with the subtle flavour of Fairtrade bananas.
- The fruit/flavoured bottled ale market has seen significant growth of +24% year-on-year.
- Banana Bread Beer enjoys excellent rates of sale from a superb distribution base of 54% from within grocery multiples.



“An inspired brew made with our own natural mineral water and Fairtrade bananas”

Wells Waggle Dance

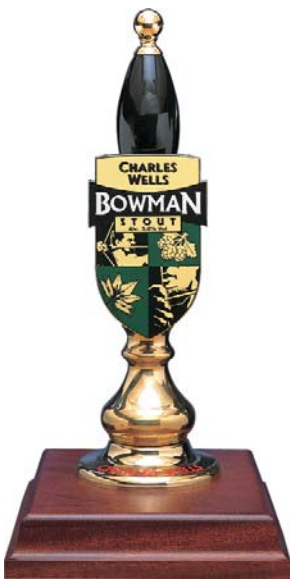
5.0% ABV 500ml NRB

About the brand

- Waggle Dance is named after the ceremonial performance a bee gives to alert the hive to a source of nectar.
- A healthy dose of Fuggles and Goldings hops balanced with South American honey gives a tasty, refreshing golden ale.
- The fruit/flavoured bottled ale market has seen significant growth of +24% year-on-year.
- Waggle Dance enjoys excellent rates of sale from a superb distribution base of 34% from within grocery multiples.



“A delicious golden ale with tantalising honeyed aromas and finely balanced finish”

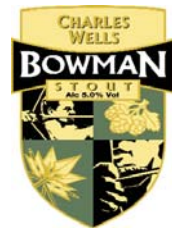


Wells Bowman Stout

5.2% ABV Keg - Mixed Gas

About the brand

- Wells Bowman Stout was first brewed in the late 19th Century as Wells Family Stout.
- The Bowman name was introduced in the 1950s and since then the brand has been subtly altered to compliment the palate of today's stout drinker.
- Brewed to a style and recipe that dates back to the 1700s.
- It owes its rich, rounded, creamy flavour and dark ruby colour to its roots.



“The subtle roasted barley aroma and slighty sweet flavour differentiate it from the more bitter Irish style”

Wells IPA

5% ABV 500ml can

“High quality premium ale, light amber colour with a rich, dry hoppy taste”

About the brand

- Wells IPA is one of Wells & Young's top five export brands at + 1800 brls. (MAT)
- British Indian Pale Ale with a rich, full flavoured and notably dry taste.
- The leading imported IPA into Canada 'Brewed in the Heart of England'.





Courage Directors

4.8% ABV 500ml NRB & 500ml can

“Traditionally brewed superior quality ale from a brewer with over 200 years of heritage”

About the brand

- Courage traces its heritage back to 1787. For many years an extra special brew was only available to the directors of the company. It wasn't until the 1960s that this wonderful beer was released on general sale.
- Distinctive, premium look bottle gives excellent on-shelf stand-out.
- Courage Directors has excellent awareness at 78% familiarity.



Courage Best

3.8% ABV 500ml NRB & 440ml can

“Outstanding quality beer brewed since 1787”

About the brand

- Courage Best is a well-known brand with over 200 years' brewing heritage.
- The standard canned ale market within grocery multiples is growing by +1.5% year-on-year.
- Courage Best has an excellent awareness at 85%.



John Bull Blonde

4.8% ABV Keg



“An all malt lager, brewed with Styrian hops to produce a Pilsner style lager with a clean, bitter flavour”

About the brand

- A well established lager which can be currently found in Ireland, Italy, Russia and Hungary.
- Over 200 years the character matured and became an icon for the strengths of the nation with John Bull's size being a sign of prosperity and good living.



John Bull Classic Lager

5% ABV Keg



About the brand

- Can be found across Italy, Russia, Hungary, Lithuania and also throughout the John Bull Pub Company Estate in France.
- John Bull's position in popular culture was ensured following his incorporation into engravings by influential Georgian caricaturist James Gillray and later, from the 1840s, in cartoons in the famous British humour magazine Punch.



“A golden lager beer, double filtered to give a distinctive, clean, extra smooth taste. It is rounded and irresistibly fresh in aftertaste”



John Bull Original Ale

5.3% ABV Keg



“ This amber ale is full of character, with a distinctive spicy hop aroma, the perfect balance of caramel malt with a crisp, fruity, peppery hops and a lasting finish ”

About the brand

- The 12 sided shape of the John Bull branding seeks to mirror the shape of a 'thrupenny bit' which came into circulation in Victorian times.
- The bulldogs shown surrounding the John Bull caricature symbolise the 'British Bulldog' spirit of steadfastness, loyalty and determination.
- John Bull, who first appeared as a satirical character in 1712 was used to represent the strong, good-hearted, honest, good humoured and patriotic Englishman.





Young's of London - The Finest Traditional British Beers.

Young's would like to introduce you to its Young's of London range of traditional beers, for the authentic British pub experience. Young's was founded in the London borough of Wandsworth over 180 years ago and its quality British beers stem from generations of family brewing expertise, dating back to 1831. All our beers are now brewed using pure accredited natural mineral water from our very own well.



Young's London Ale - 4.8% ABV

A mixed gas dispensed beer to deliver a smoother appearance and flavour. "A deep rich fruity beer with a smooth taste. Young's London Ale is deep in colour and flavour. A traditional British ale."



Young's London Gold - 4.8% ABV

Dispensed on CO₂, this crossover light beer delivers high levels of refreshment. "Well balanced, refreshing and easy drinking, Young's London Gold is a light coloured easy drinking beer with subtle fruity flavours."



Young's London Stout - 5.2% ABV

A mixed gas dispensed stout, giving perfect visual appeal as well as taste. "Dark, ruby coloured stout, with a beautiful, creamy head. Unlike Irish stout, this true English stout is richer and slightly sweeter."



Young's London Special - 6.4% ABV

Dispensed on CO₂, this allows the full rich flavours of the beer to be delivered. "Young's London Special ale is an award winning brew. Full flavoured with true depth, the beer hints at apple and toffee tones. A British beer to savour."

