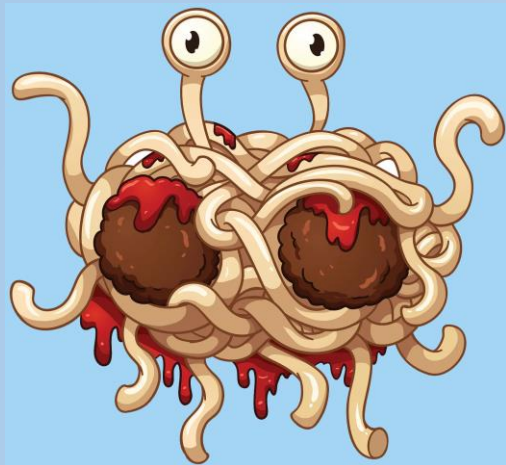


Real Ale

Beer as God Intended...*

*



What is Real Ale?

- It is not a *style* such as bitter or IPA...
- It is a process
- It is a tradition



Story of CAMRA (Campaign for Real Ale)

The Founders



Michael Hardman



Bill Mellor



Jim Makin



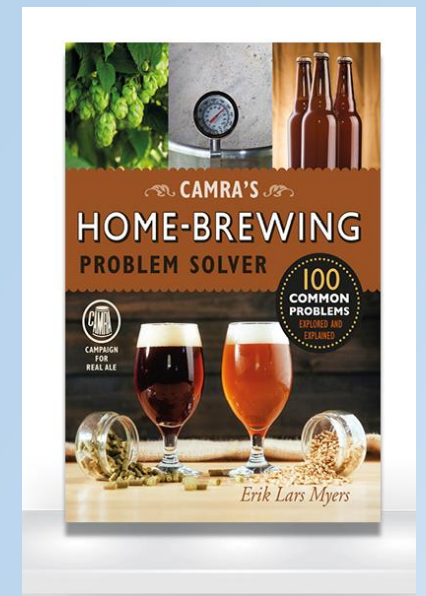
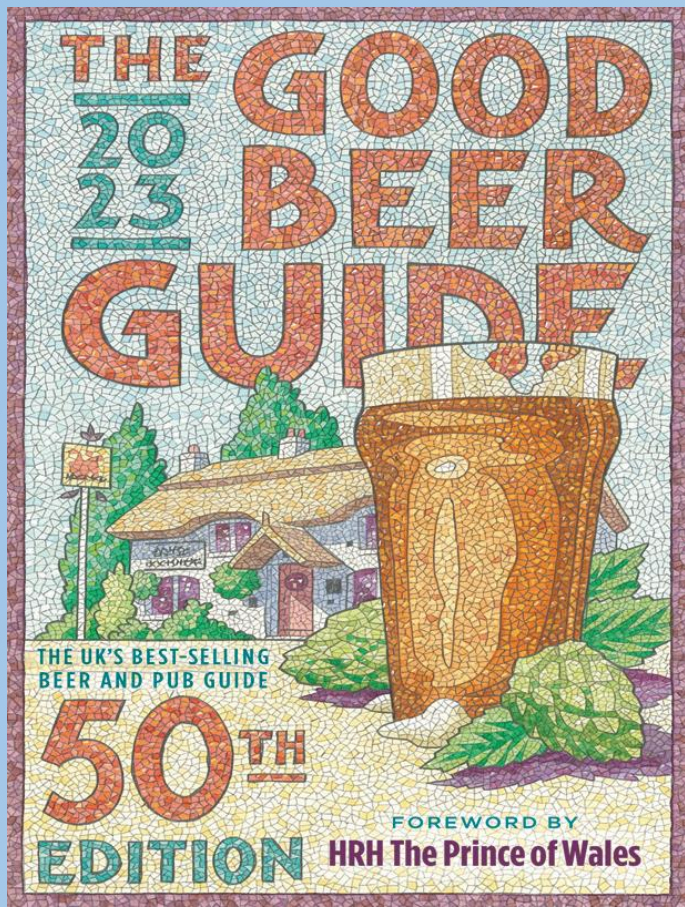
Graham Lees



CAMRA Mission

- Secure the long term future of real ale and cider by increasing their quality, availability and popularity;
- Promote and protect pubs and clubs as social centers and part of the UK's cultural heritage;
- Increase recognition of the benefits of responsible, moderate social drinking;
- Play a leading role in the provision of information, education and training
- Ensure where possible that producers and retailers of beer and cider act in the best interests of the consumer.





'You hold in your hands a voyage of discovery not just through a wonderful world of traditional ales and brewers, but also a lens through which to observe the web of history which weaves around the fabric of that almost unique institution-the British Pub.' – Bruce Dickinson









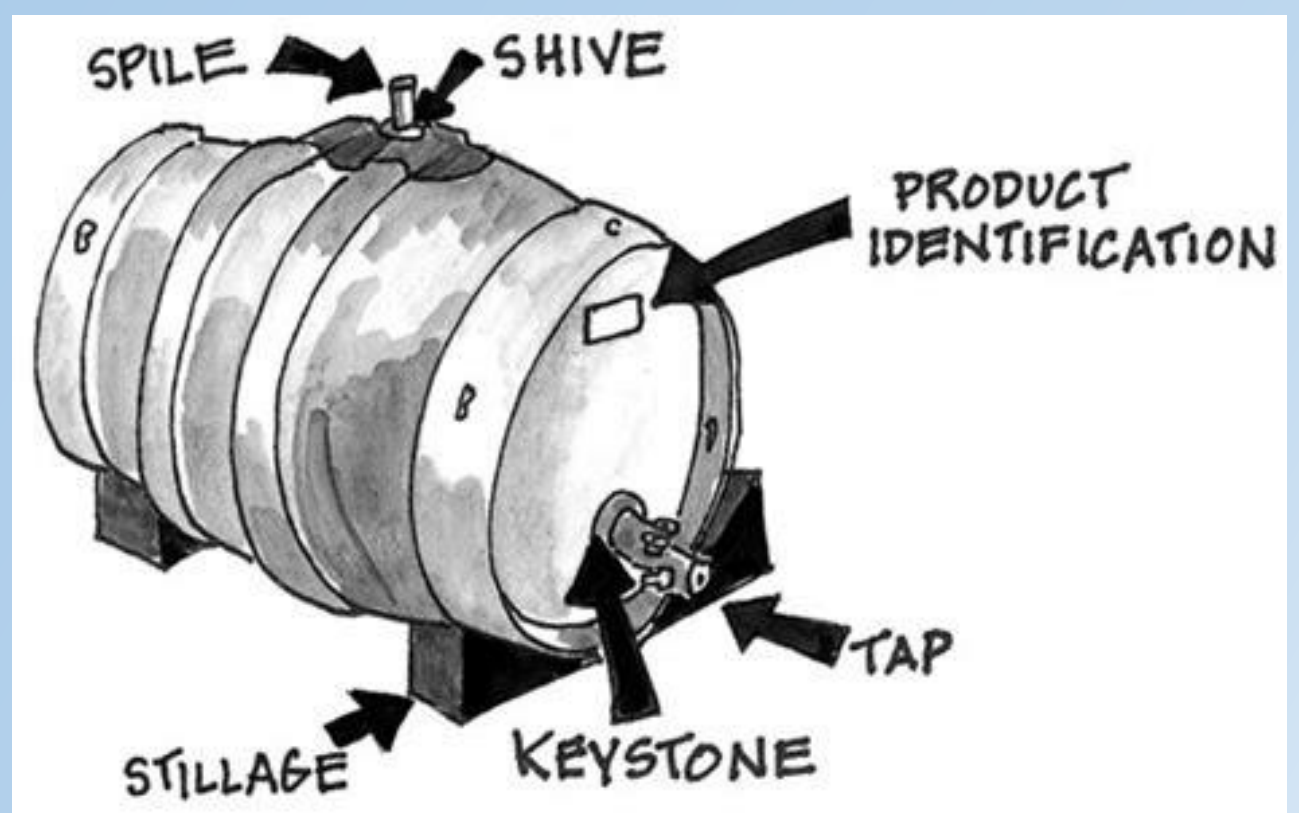


What is Real Ale?

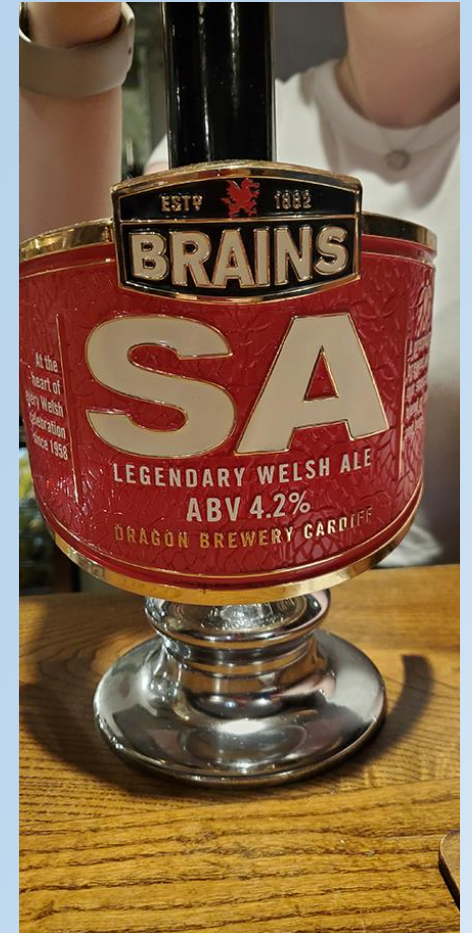
- Beer that is "brewed from traditional ingredients, matured by secondary fermentation in the container from which it is dispensed, and served without the use of extraneous carbon dioxide".
- Sometimes called cask conditioned beer
- Served at cellar temps (mid 50s)
- Low carbonation (1 volume or less)
- Typically in the range of 3% to 5% ABV (not a requirement)
- Can be bottled



The Firkin



Beer Engine



Result: Perfection!

Timothy Taylor Landlord

- Four time CAMRA Champion Beer of Britain
- 4.3% ABV
- 100% Golden Promise Malt
- Fuggles, Styrian and EK Goldings hops
- Around 30 IBUs...



Cheers !

