

# Brunning and Price Traditional Bitter – a bit of background info.

For many years all our pubs served an ale called 'Bunning and Price Original', a beer which was arduously developed many moons ago with Pheonix Brewery up in Manchester.



It's was great ale and one we were incredibly proud of; however, the size and scale of our pubs grew significantly since its first inception and the logistics of supplying Brunning and Price Original in the South proved tricky, often leaving us with short supply or an inconsistent beer.

So, this led us to believe we needed another string to our bow; a new beer that would not only appeal to our southern audience, but also give us the logistical support and assurances to deliver to the ever-growing Southern family.

## Choosing the Brewery...

There are many great breweries out there and when we started to 'put the feelers out' we had a raft of responses; many of them wanting to work with us and brew our new beer. All the usual, well-known, high street breweries were keen to work with us but that didn't feel right. We then had more local and provincial breweries who on the surface sounded right up our street – but this then created a problem whereby having a brewery too local would mean any given pub could have 2-3 ales on by the same brewer which also isn't right. Therefore we narrowed the list down specifically looking for someone who is small enough to still feel family run, big enough to cope with the scale and logistics, but far enough away to not have a bias to one specific region in the areas we occupy...and renowned for making good beer was a prerequisite of course!

It was at this point we believed St Austell Brewery could be our perfect partnership. Founded in 1851 by Cornishman Walter Hicks St Austell Brewery remains 100% independent and family owned; we found it made the perfect partner, sharing many of our core values. Georgina Young their Head Brewer ensures they brew beer with individuality, character and spirit with quality being the first and last consideration in every decision about the beer they make.



They have a local sourcing policy where they aim to work wherever possible with trades people, food suppliers, colleges and farms that are also within the local vicinity. This was getting exciting!



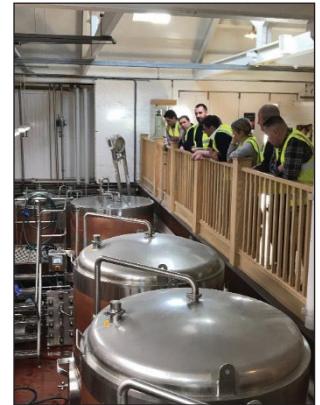
*Head Brewer Georgina Young*

## The Beer...

Having found the right brewer, we needed to agree a style. We formed a small group of beer enthusiasts from around the south and took a trip or two (or three) down to



Cornwall to visit the award-winning St Austell Brewery. We were looking for a 3.4% to 3.6% session beer – one that represented a ‘classic bitter’ and would act as a constant staple on our taps. We felt it was important to have a differing abv to the current Original (at 3.8%) to ensure we created a clear point of difference. We also discussed if we



should go down the popular hoppy route but our pubs are inundated with choice on that front so that was quickly ruled out.



Much tasting and debating ensued until we landed on an ale that we think sits perfectly on our taps.

A beautiful amber and chestnut in colour, bursting with a rich malt, fine fruit and biscuit character, followed by a flint dry finish.

We believe for its strength (3.4%), this beer from the heart of Poldark



country drinks much fuller with plenty of toffee and biscuit flavours.

## Pump Clips...



We didn't want to reinvent the wheel here, our current pump clip for the Original is a beautiful cast metal clip that has a steam engine quality to the casting, solid and heavy. We were more than happy to follow suit and simply alter the colour and name. So after a few permutations we landed on the no-nonsense name of ‘Brunning and Price Traditional’.