

**HOBSONS  
BREWERY  
ALMANAC  
No 1**



The past few years have been ones of steady success here at the Brewery. Much of it's been due to the incredible support of customers like you. So thank you! Not only has this year seen the successful launch of our latest blond beer Twisted Spire, a cask ale that's crossing the age and gender divide, but we've also been sprucing up our look. Our look has been pretty much unchanged for over thirteen years or so, with the launch of a new beer, it seemed timely to give ourselves a bit of a facelift.

You'll find this is a brief update on what we are about and the beers we produce. If you want to talk to us directly about our beers, or taste the fruits of our labour call us or stop off at one of the 150 pubs in the three counties that carry the Hobsons name.

Hobsons Brewery  
Newhouse Farm,  
Tenbury Road,  
Cleobury Mortimer,  
DY14 8RD  
Tel: 01299 270837



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## Who's Henry?

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**H**ENRY IS THE SPIRIT of all that's best in British Brewing. From his trademark hard hat, the coke, to the beard and the workers build all suggest a man that brooks few questions and offers fewer answers, letting the beer do the talking. For many years Henry has represented Hobsons and proudly adorned our company logo, acting as the face of our brewery and beer.

However, it was time for Henry to step out of the limelight giving us a bit of a facelift and him a well deserved rest. He has left behind his simple black coke and a legacy of no nonsense quality that today is our trademark.

At Hobsons we are passionate about what we do and the brewery is firmly rooted in our region. We are dedicated to producing our outstanding beers using the finest quality locally sourced ingredients and this practice has helped to set the flavour of Hobsons apart from the competition. It has also played a key part in the recognition we have gained in the form of awards like CAMRA Champion Beer of Britain 2007 and CAMRA West Midlands Strong Bitter 2009. Our commitment to supporting local communities does not end with the sourcing of ingredients, we are passionate about promoting local pubs, businesses and community spirit as a whole. You will often find Hobsons championing our publicans, supporting local sports teams, backing local businesses and enjoying community activities.

Sticking to traditional brewing methods doesn't mean we turn away from new thinking, far from it, we think less people would be discovering the joys of great cask beer if we had. And, although we're serious about our beer, we never forget that great beer is at the heart of a great community so we aim to enjoy what we do along the way. Over the years we have developed a range of delicious brews, all unique in flavour yet created using the same locally sourced ingredients and sustainable technologies. Many of our beers have won regional and national awards and we continually strive to create fresh and exciting taste sensations.



Our latest creation Twisted Spire, a vibrant blond beer of 3.6% sits at the lighter end of a range that offers something to suit every pallet. So whether you prefer a rich porter or a crisp golden ale we are sure there's a Hobsons for you.

Cask beer is a natural product that needs to be in perfect condition for the best experience, so we aim to only deliver casks to within 50 miles of where we produce. The proof of the beer is in the tasting and with our self-imposed 'Cask in 50', spreading the word wider about why three counties people rate our beers was always going to be a bit of a problem.

Until recently, if you weren't lucky enough to live in God's own counties, rarely could you enjoy the fruits of Henry's team but a growing award cabinet is helping to spread the Hobsons message beyond the county borders. More and more 'purveyors of quality' up and down the country who share a passion for great natural stuff are now choosing to sell our award winning bottled beers. Brewed to the same ethic, in the same way and in the same vessels as their bigger brothers, we are sure you will see our beers appearing more widely in bottle form.

In the end, whether cask or bottle, we think the real choice of Henry and Hobsons is that there isn't really a choice at all. If you want to enjoy some of the best in country brewing it's simply the natural choice.





### **Sustainable Commitment**

‘Whatever we do, we will always strive for best practice in our brewing and our production’



## A Natural Commitment



**W**E'RE NOT just passionate about producing the best beers we're almost evangelical about things that are regenerative, sustainable and local: We pride ourselves on understanding what our customers want and sticking to the very best in traditional brewing. But we get just as excited about using the principles of past crafts and then fitting them to the best in emerging ideas and modern technologies. We think that's why our beers stand out so clearly and win accolades where it really counts, in the glass and out of the bottle.

### **Henry's sustainable thoughts**

We get behind and support our region, it's people and it's resources, whether it's music festivals or village cricket, working in partnership with communities and publicans or partnering village allotment schemes, you'll find the brewery at the heart of its community,

We make best use of all emerging green technologies and harness the environmental assets where we live. We capture rainwater from the extensive roofs of our barrel and bottle store and utilise this grey water for vehicle washing, general wash-down, hand wash and toilet flushing.

We don't just follow others when it comes to sustainability we also create innovative solutions where there were originally barriers.



Water Harvesting, Wind Power and Hop Recycling are just some of the ways we make best use of green technologies and the environmental assets where we live.

For example when we were told there were no technologies to simultaneously heat our bottle store and cool our barrel store utilising a ground source heat pump system we designed our own solution. For the past 3 years now we have created an imaginative yet environmentally efficient system that recovers heat from the cold store well. Four boreholes were sunk providing a constant 11 °c of water that is then compressed for heat or cooling or both. It is so effective that we now heat the offices using the same system.

To enhance the efficiency of the ground source heat pump we installed an 11kw GAIA Wind turbine, a pretty twin blade design that powers about a third of the brewery's requirements. When the turbine is used to power the compressors that provide heating/cooling from the boreholes a super efficient system is created. Even from the top of Clee Hill you can spot the spinning blades of the turbine, so if your sat-nav fails just look out for our GAIA Wind turbine.

All of the technologies we have introduced are working hard to reduce our environmental impact and to date we make a reduction of 17 tonnes of CO2 waste annually.

We're committed to finding new innovative ways of making our production more sustainable and within our brewhouse large heat exchangers recover heat and water from the cooling part of the process and use it at a later time when hot water is required for the following days brew. As well as large scale technologies we have also embraced small changes that all contribute to sustaining our environment. Amongst these changes are the introduction of light weight beer bottles that have reduced our packaging waste. We are also working with the Design Council on new ideas for recycling and producing packaging and fabric from spent hops.

In order to keep our beer miles as low as possible we use locally sourced ingredient in all of our beers. We have also created a self imposed 'Cask in 50' rule that means we aim to deliver our cask beers no further than 50 miles from the brewery. This not only has environmental benefits but also helps ensure our beers are enjoyed at their very best every time.

Whatever we do, we will always strive for best practice in our brewing and bottling processes and we will continue to be innovative in the ways in which we support our environment.





Choice chefs



Stourport Rowing



Cricket greens

**Wherever there's beer and cheer there's  
Hobsons.**

We're active throughout the year across the counties supporting our communities, sport, music festivals, choice chefs and and food events.

## Beyond The Brewery



We pull together in the Stouport Works Fours, our Village Cricket Campaign is keeping the game on the greens and the Hobsons real ale runner travels around the Heart of England throughout the summer months. Our Winter Music kicks off with the Hobsons Hop to celebrating Autumn Hop harvest and Hobsons Roots Rugby ensures we are still outside when the clocks change. Did we already say were keen on supporting the heart of our communities? The Heart of England is home to great sport, some of the best food in the country, wonderful countryside and vibrant village life.





# HOBSONS GREAT BEERS

Collection. Series 1



We use 'merit' stars to show our award tally through the years  
Gold for National Awards  
Silver for Regional awards  
Bronze for Other Awards



# MILD

Brewers Notes No:1  
A smooth dark mild.

# 3.2%



CAMRA Champion Beer of Britain 2007  
CAMRA West Midlands Mild of the year 2006  
SIBA Wales and the West Regional Beer  
Competition Gold award 2008 & 2009  
SIBA Wales and the West Regional Beer  
Competition Gold award 2007

CAMRA Peterborough Beer Festival (Bronze) 2008  
CAMRA Champion Beer of West Midlands  
(3rd) 2003  
SIBA West Beer Festival (Silver) 2006  
SIBA West Beer Festival (Bronze) 2004





**BEST BITTER**  
Brewers Notes No:2  
Rich auburn ale.

3.8%



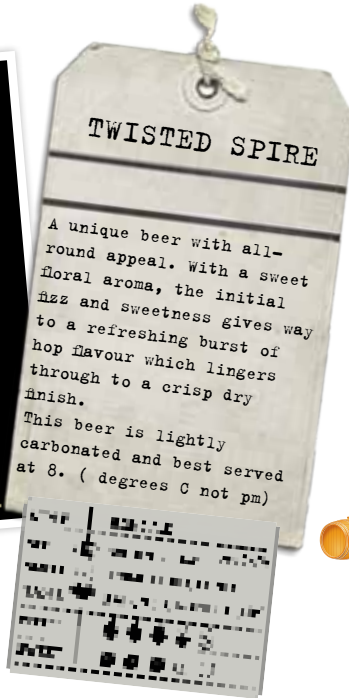
Real Ale Trail Winner of the expert's choice 2007  
CAMRA West Midlands Beer of the Year 2007  
CAMRA West Midlands Beer of the Year 2001  
SIBA West Beer Competition Gold award 2007  
SIBA Wales and the West Regional Beer  
Competition (Silver) 2008





**TWISTED SPIRE**  
Brewers Notes No:3  
A fine blond beer

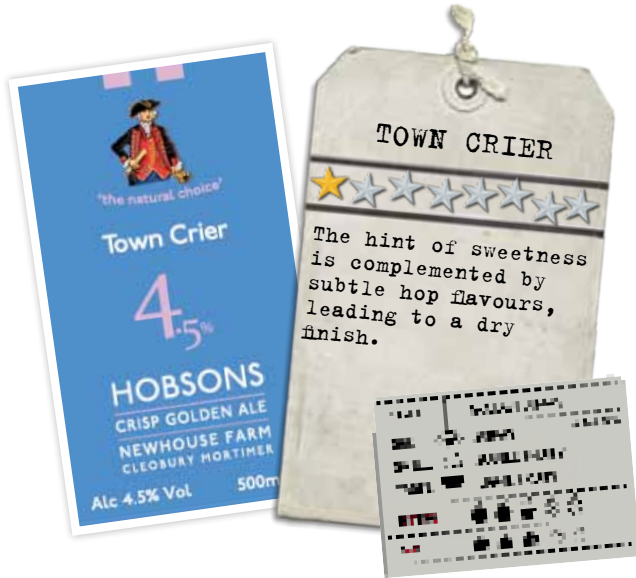
3.6%





**TOWN CRIER**  
Brewers Notes No:4  
Crisp golden ale.

4.5%



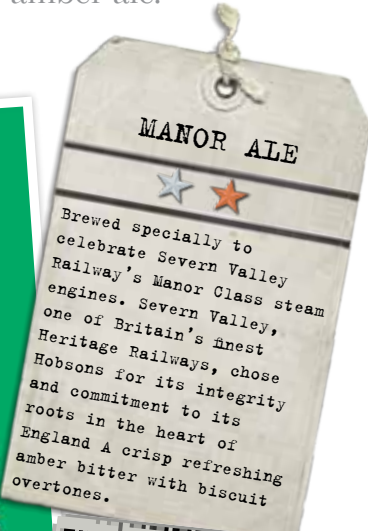
- Real Ale Trail winner of the people's choice 2002
- CAMRA West Midlands Beer of the Year 2002
- CAMRA Champion Beer of the West Midlands 2002
- CAMRA West Midlands Beer of the Year (3rd) 2005
- CAMRA West Midlands Bottled Beer (2nd) 2006
- CAMRA West Midlands Beer of the Year (2nd) 2005
- CAMRA Champion Beer of the West Midlands (2nd) 2004
- SIBA West Midlands Beer Competition – Overall Champion of the Competition (Bronze) 2005





**MANOR ALE**  
 Brewers Notes No:5  
 Bitter amber ale.

4.2%



Real Ale Trail winner of the expert's choice 2006  
 CAMRA West Midlands Bottled Beer 3rd place 2007





POSTMANS KNOCK  
Brewers Notes No:6  
Rich Ruby Porter

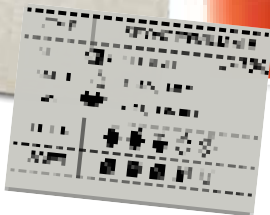
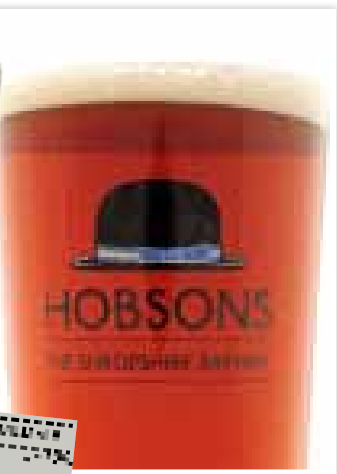
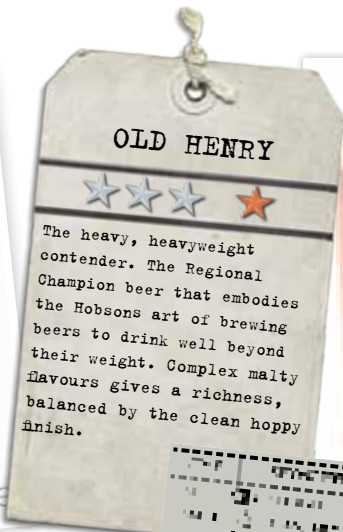
4.8%





**OLD HENRY**  
 Brewers Notes No:7  
 Rich auburn ale

5.2%



- Ludlow Food & Drink winner of the expert's choice 2006
- CAMRA West Midlands Bottled Beer 3rd place 2007
- CAMRA West Midlands Strong Bitter 2009
- SIBA Wales & West Region Strong Bitter 2009



THE KINGS ARMS



## Trade Partnership



**S**USTAINABLE MEANS more than simply recycling spent hops or harvesting rainwater, we'll only be successful if the businesses that sell our products are successful too. That means sustainable business with sustainable businesses. Living and working in the same communities, we have a unique insight into the challenges of making a local community business work. Running two of our own pubs to boot, we also know that means more than just keen pricing.

### **Sustainable Business from the Inside**

We put effort into developing not just award-winning beers, but beers that will satisfy the demands of the CAMRA cognoscenti at one end and the light-beer generation at the other. Put simply, beers that will sell and products that match customer trends.

Take ideas like our clearer labeling; the clarity of strengths encourage brand recognition, increase awareness and promote responsible consumption. Then there's the marque of all Hobsons beers, the skill for "brewing beyond the weight", producing beers that drink heavier than their strength giving bigger bang for less alcohol. A lot to swallow? Just ask anyone who's tried our Champion Beer of Britain. Hobsons Mild. We've also built a reputation for coming up with innovative beers like our latest offering, Twisted Spire. By combining some of the best brewing methods from around the world we've created a singular product with a broad appeal that's already causing a real buzz wherever it appears, bringing new audiences to cask ales.



## **Business Insight from the Outside**

Sustainable business isn't only about brewing the right beers, we're committed to forging working partnerships across the entire three counties to help make prominent the very best that our customers and our region have to offer. Our Customer Partner Programme is an example of an initiative which is helping deliver profit to the bottom line. It offers our customers product support and decent pricing policies combined with joint Publicity and Marketing to help attract the right customers to the right place for the right experiences. This includes using the best in digital media, listings and PR initiatives to attract consumer attention and highlight the very best selling points of Hobsons partners whether that be sustainability, regional food, great places to stay, a vibrant music scene, community pubs, or pub meccas with an extensive list of real ale.

Combined with a raft of integrated outside events throughout the year and a busy programme of sponsorship and community activities, the Customer Success Programme provides extensive opportunities for us to work together for mutual benefit. And we'll always listen to new ideas for the benefit of local business or communities.



## The Brewers Idiom

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### **Barley**

A cereal grain that is malted for use in the grist that becomes the mash in the brewing of beer.

### **CAMRA**

Campaign for Real Ale. Established in 1971 to preserve the production of cask – conditioned beers and ales.

### **Cask**

A closed barrel shaped container for beer. They come in various sizes and are usually made of metal. The bung in a cask of real ale is usually vented to allow the pressure to be relieved, as the fermentation of the beer, in the cask continues.

### **Cask – conditioning**

Secondary fermentation and maturation in the cask at the point of sale. Creates light carbonation.

### **Chill Haze**

Cloudiness caused by precipitation of protein-tannin compound at low temperatures. Does not affect the flavour.

### **Conditioning**

Period of maturation intended to impart “condition” (natural carbonation) warm conditioning further develops the complex of flavors. Cold conditioning imparts a clean, round taste.

### **Dry hopping**

The addition of dry hops to fully fermented beer to increase its hop character or aroma.

### **Filter**

The removal of designated impurities by passing the wort through a medium, sometimes of diatomaceous earth (made up of the microscopic skeletal remains of marine animals) yeast in suspension is often targeted for removal, prior to bottling.

### **Fining**

An aid to clarification: a substance that attracts particles that would otherwise remain suspended in the brew.

### **Grist**

Brewers term for milled grains or the combination of milled grains to be used in a particular brew. Derives from the verb to grind. Also sometimes applied to hops.

### **Hops**

Dried flower head added to boiling wort or fermenting beer to impart a bitter aroma and flavour.

**Malt (ing)**

The process by which barley is steeped in water, germinated, then kilned to convert insoluble starch to soluble substances and sugars. The foundation ingredient of beer.

**Mash tun**

A tank where grist is soaked in water and heated in order to convert the starch to sugar and extract the sugars and other solubles from the grist.

**Racking**

The process of separating the fermented beer from the yeast cells at the bottom of the fermenting vessel. Also the transfer of beer between vessels.

**Re-Racking Beer**

Fined bright beer that are transferred into fresh clean casks. Allowing immediate use without settling.

**Secondary Fermentation**

Stage of fermentation occurring in a closed container from several weeks to several months.

**Sediment**

Yeast material at the bottom of the bottle formed as a result of conditioning the beer in the bottle. Not a sign of bad beer.

**Shive**

Enclosure used to seal casks after filling.

**Tun**

Any large vessels used in brewing.

**Top – fermenting yeast**

One of the two types used in brewing. Top fermenting yeast works better at warmer temperatures, resulting in a fruitier, sweeter beer. Bottom-fermenting yeast is used during the process of lager production.

**Wort**

The solution of grain sugars strained from the mash tun. At this stage, regarded as “sweet wort”, later as brewed wort, fermenting wort and finally beer.

**Yeast**

A micro-organism of the fungus family. Genus Saccharomyes.



## Talk to Henry

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Details of all our beers and activities can be found in Henry's online office at

**[www.hobsons-brewery.co.uk](http://www.hobsons-brewery.co.uk)**

For traditional telephone communication and general enquiries:

**Cleobury Mortimer (01299) 270 837**

We always welcome visitors to the brewery for tours, we simply ask you to call ahead and book on one of the regularly organized tours. Details and dates can be found online.

Failing that, you can enjoy our beers at over 150 of the best pubs, restaurants and clubs around the Three Counties

As the locals know, if you come along to Cleobury we'll always sell you beer directly at the brewery store, whether you want firkins for festivals, casks for christenings or Huberkegs for hevery occasion

Finally, if you're not lucky enough to live near a Hobsons Pub you can still enjoy our beers by buying beers online at;

**[www.hobsons-brewery.co.uk](http://www.hobsons-brewery.co.uk)**

