



Press Release: for immediate release

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Adnams and Meantime announce partnership

Adnams, the Southwold-based brewer and leisure retailer, announced today that it had secured exclusive distribution and sales rights of Meantime draught beers throughout the UK and sales rights to all Meantime packaged beers.

The move came following the strategic decision for Adnams to strengthen the range of products available to them. Alastair Hook, founder of Meantime Brewery comments, "I feel very proud that our two companies are working together. Adnams is a brand that is trusted and recognised for pushing the boundaries of what is expected from a regional brewer. They have a strong base of high quality customers throughout London and the South that are well suited to Meantime beers. Adnams and Meantime share a similar philosophy and passion which we strive to express to our consumers, who understand and identify with the special nature of our beers."

Adnams Managing Director Andy Wood explains, "Adnams is famous for brewing a wide range of excellent English beers. By working with selected third parties like Meantime we can further enhance our portfolio of premium brands and in turn, strengthen our relationship with our customers. Adnams has a record of developing successful long-term partnerships with like-minded companies such as Bitburger and Aspalls, recognising that this gives us access to premium products that we are not able to produce ourselves.

"We have long admired the work of Meantime. Our companies share a passion for brewing interesting and flavourfull beers and the addition of

Meantime draught beers compliments the Adnams range extremely well. Our sales team is fired up and roaring to go with their portfolio boosted by the Meantime deal. Meantime offer an exceptional variety of beers from Bavarian-style Helles to their Anglo-American style Pale Ale. Their latest beer, London Stout, is particularly exciting and it is fantastic to see the brewing of this famous style of beer return to its roots in London.”

For stockist information telephone Adnams Brewery 01502 727200

Marketing angle

Steve Curzon Adnams Marketing Director comments, “We have followed the rise of Meantime for sometime now. They have developed a premium brand identity with a broad and exciting range of distinctive beers. Increasingly consumers demand brands that are not only premium in terms of taste, but in presentation too. There are many similarities between Adnams and Meantime such as a strong sense of provenance, an innovative approach to product development and an organisational culture that is progressive and ready to challenge the norm.”

Brent Smith, Meantime’s Sales & Marketing Director adds “This agreement is such a perfect strategic fit for both companies and Meantime is excited about the opportunity to further offer brewing innovation to customers through Adnams’ dynamic salesforce”.

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For further information or to arrange an interview with Andy Wood of Adnams or Alastair Hook of Meantime contact:

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