



Press Release

12th October 2009

Meantime Makes a Great Banger Go With A Great Bang.

Ever proud London brewers, Meantime, have found a new way to bring news of London's brewing heritage to the masses. They have teamed up with *Lunch! Independent Retailer of the Year 2009* award winners, Banger Bros, to create a sausage for Londoners to be proud of.



Made with Meantime **London** Stout - a beer brewed to remind the world that Stout's origins lie in London rather than Dublin - free range pork from Devon **Rose** Farm, a unique mix of herbs and a hint of fennel, the banger has been christened the **London Rose**.

Banger boss, Julian Dyer explained the thinking behind the sausage. "We had been looking to create our own brand sausage for sometime and pork and ale was a good base upon which we could build our own unique banger. When it came to deciding which brewery to collaborate with, we only ever had Meantime in mind. Not only do our brands share similar values, their beer is simply the best and most original out there."

Meantime brewmaster and Brewer of the Year 2008, Alastair Hook, added, "Part of the pleasure in what we do is in forming business relationships with like minded people. Banger Bros think like we do. They share our determination to put a quality product before the consumer and engage with them so that they increase their

understanding of the product and therefore their enjoyment. Above all we share their determination to shout 'London' at every opportunity."

The **London Rose** is being rolled out across all of Banger Bros station concourse outlets and retail shops and will be universally available by the end of October. Look out for the Meantime logo. See <http://www.bangerbros.co.uk> for full site details.

The London Rose sausage is Meantime's second food partnership. In July Meantime teamed up with London ice cream makers Sulqui to produce a range of beer flavoured ice creams.

For details of the London Rose launch party please see the accompanying Banger Bros release.

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Notes to editors

- ❖ Founded in 2000 Meantime Brewery is London's largest privately owned brewery and is Britain's leading brewer of quality hand-crafted bottled beers producing both traditional classic beers styles and new, innovate modern beers.
- ❖ Meantime beer is nationally available through Sainsburys and around its homeland in many top bars and restaurants in central London, details of availability are at www.meantimebrewing.com
- ❖ Meantime's beers are fully matured in accordance with traditional brewing techniques and are never pasteurised, so ensuring absolute freshness of flavour.
- ❖ In December 2008 Meantime founder and Brewmaster, Alastair Hook was named 'Brewer of the Year' by the British Guild of Beer Writers.
- ❖ Meantime was the first and only UK brewery to win any medals at the World Beer Cup held in San Diego in April 2004, and is the only British brewery to wins medals at every subsequent World Beer Cup
- ❖ At both the International Beer Challenge 2007 and 2008 Meantime had no fewer than 4 beers ranked in the World's Top 50.
- ❖ 300dpi images of Meantime Brewing Co Ltd, Meantime Beers and the brewery tap, the Greenwich Union, are available on request.

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