



**Press Release                      26th June 2007                      For Immediate Use**

## **Meantime Sponsorship of CAMRA Fest Success**

South East London's 30<sup>th</sup> Catford Beer Festival took place earlier this month (June 6-9) at the Broadway Theatre, Catford, and local brewers, the Meantime Brewing Company, were delighted to be the principal sponsors.

Sponsorship of Catford was a radical move for both parties since Meantime doesn't produce cask conditioned ales (although it produces a large volume of bottle conditioned beer), but both parties recognised that the issue here was showcasing great British beer.

Meantime founder and brewmaster Alastair Hook said. "We were delighted when the local branch approached us to help them finance Catford and we are pleased to say that having a stand exceeded our wildest expectations.

"The welcome from members of the South London branch was warm and sincere, and many were genuinely delighted to see us there. Likewise we welcomed the opportunity to talk to the drinkers of South London, explain that we were their local brewers and, usually, get them to try some of our beers.

"Public reaction was universally positive, with many people having heard of us, but being a little unsure of where we were, or having visited our pub, the Greenwich Union. We feel that we managed to generate a considerable amount of goodwill. Reaction to our brewery conditioned beers was hugely positive, and by being able to restock daily, Meantime were delighted to be able to ensure that even on the Saturday night there was still plenty of beer at the festival

"We hope that the local branch will invite us back to Catford next year, and are looking forward to contributing to the success of the 2008 Catford Beer Festival."

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Photo Caption – Meantime Operations Director Andy Ward (left) and Sales and Marketing Director Brent Smith man the stand at Catford.

