



Press Release

10th April 2008

MEANTIME ARE A MIXED CASE

Wholesalers and online distributors of Meantime Brewing Company beers, Cave Direct, are launching a mixed case of Meantime's award winning beers with a 20% off promotional offer for the month of April.

The monster size case will contain a Meantime branded glass, tasting notes and no fewer than 19 bottles, including Meantime's two famous 750ml heritage ales – India Pale Ale and the London Porter that last autumn was included in the 'World's Top 50 Beers' at the International Beer Challenge 2007.

The other beers in the case will be comprised of the rest of the Meantime range, including the Pale Ale (4.7% ABV) and Raspberry Grand Cru (6.5% ABV) – both also appearing in the 'World's Top 50' list and Meantime's famous Coffee Porter (6.0% ABV) – which was Britain's first Fairtrade beer and holds one of only four gold medals from the world's most prestigious brewing competition - the World Beer Cup – to be awarded to a British brewery. Needless to say Coffee Porter is also a 'World's Top 50' listed beer.

Meantime Sales and Marketing Director, Brent Smith, said. "Meantime make a wider range of beer styles than any other brewery in the UK, so this is a wonderful opportunity to sample the full spectrum of flavours that beer has to offer and all from under one roof. Meantime exists to help consumers better understand and appreciate what beer has to offer so we are delighted that initiatives like this help us fulfil our mission."

The cases will be offered via both the Cave Direct homepage - www.BEERmerchants.com - and 2000 strong subscription newsletter at the reduced price of £30.75 throughout April.

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