



M E A N T I M E B R E W I N G

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# Press Release

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## **Glenn Payne Joins Meantime Brewing**

Widely respected beer buyer, Glenn Payne, ended speculation about his future career plans last night at a dinner thrown to mark his departure from Safeway following its takeover by Morrisons.



Despite job offers from a variety of large brewing firms Glenn has opted to join Greenwich based industry mavericks Meantime Brewing Company as their Sales Director.

Glenn takes up his post on January 10<sup>th</sup> and will commence by taking over the management of Meantime's relationship with Sainsbury's for whom they are the sole beer suppliers to the *Taste the Difference* range.

Glenn will also be responsible for securing widespread on and off-trade presence for Meantime's new product range that is due to be launched at the start of April in time for the firm's fifth birthday.

This new range is also key to Meantime's new export plans. Glenn, one of the few well-known British faces on the US beer scene, will be overseeing Meantime's American exports as well as giving UK representation to a portfolio of US brands whose styles, branding and quality standards match the ethos and values of the Meantime Brewing Co. Ltd.

Meantime founder, Alastair Hook, said, "We approached Glenn during the Great American Beer Festival. He was the obvious choice for a company like ours that is seeking to alter the popular perception of beer both amongst consumers and the brewing and retail industries. Considering who he could easily have gone to work for we are very flattered that he wanted to be part of the Meantime mission, and we regard this as a ringing endorsement of our philosophy."

At Glenn's leaving dinner, held at the White Horse, Parsons Green, beer writer Roger Protz, praised the extent of Glenn's impact on beer retailing in Britain. Glenn was responsible for "opening up the supermarket trade to the most fantastic choice which only 10 years ago was thought to be impossible."

In response Glenn looked over his career at Safeway and noted that, "I cannot think of anyone I don't like over the past 10 years." He wished to thank "Safeway for the freedom they have given me." Which had provided him with opportunities to visit places like Sierra



Nevada, which was the "world's temple to beer," or Jeff Larsen's inspirational Alaskan Brewery." Closer to home he recalled his most memorable brewery trip, a visit to Youngs, during which he had stuck his head over an open fermenter and promptly passed out.

About the prospect of joining Meantime Glenn said he "welcomed the opportunity to finally get involved with the on-trade," and was looking forward to "taking Meantime products around the world and to taking beer to new heights as it is one of the best products in the world but one that doesn't get the press that it deserves."

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**Photos** show Glenn enjoying an award winning Meantime beer in front of the brewhouse, and Glenn, not quite agreeing with Meantime Breing's Alastair Hook and Michael Jackson's analysis of the world's evils at Glenn's leaving dinner.