



MEANTIME BREWING

KNOWN FOR FLAVOUR - KNOWN FOR STYLE

PRESS RELEASE - 15TH OCTOBER 2004

MEANTIME ASKS BROWN FOR EXPORT DUTY BREAK

Having returned from the Great American Beer Festival (Denver, Colorado, 29th Sept – 1st Oct), with a distribution agreement to export their award winning beers to the US, Meantime Brewery have written to the Chancellor, Gordon Brown MP to ask him to amend the rules governing Progressive Beer Duty (PBD).

Meantime have asked Mr Brown to exclude export volumes from the total used to calculate each year's duty rate for breweries enjoying PBD. The reason being that the existing system means that export success would worsen a brewery's competitive position in the home market. Meantime Director, Peter Haydon, tells the Chancellor that the PBD system has been a huge success and has enabled the company to reach the point where it can enter export markets, but that it cannot have been an intended consequence of PBD that it should be a disincentive to export.

Accordingly Meantime have asked Mr Brown to consider removing export volumes from the qualifying production figure used to calculate a brewery's duty rate each January.

Haydon writes, "The result of this would be neutral in terms of beer duty received by HMC&E, but beneficial in terms of the UK's Balance of Payments and would be a real incentive to ourselves to fund further investment and growth in all our markets through foreign exchange earnings and from the higher margins we know we can achieve in the US market."

ENDS

Notes to editors

- ❖ Founded in 2000 Meantime Brewery is Britain's leading brewer of quality hand-crafted bottled beers and produces both traditional classic Continental beers styles and new, innovate modern beers. Meantime is the sole beer supplier to the Sainsbury's *Taste the Difference* range and also supplies a client base of top bars and restaurants in central London.
- ❖ Meantime's beers are fully matured in accordance with traditional brewing techniques and are never pasteurised, so ensuring absolute freshness of flavour.
- ❖ Meantime was the *only* UK brewery to win any medals at the World Beer Cup held in San Diego in April 2004.
- ❖ Meantime's own bespoke champagne bottle won silver medal at the glass industry's Shine design awards 2002.
- ❖ Meantime's pub, the Greenwich Union, was the only pub to be short listed for the Time Out, Evening Standard and Class Magazine Pub of the Year Awards 2003.
- ❖ 300dpi images of Meantime Brewing Co Ltd, Meantime Beers and the Greenwich union are available on request.

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