



MEANTIME

Beers of impeccable taste

Press Release

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For Immediate Use

Meantime Beers Get Sainsburys Listing

Medal winning brewers, Greenwich Based, Meantime Brewing, are happy to announce that their unique 750ml beer bottles are now on sale at Sainsburys.

Meantime's India Pale Ale and London Porter, both carefully researched recipes designed to replicate the original flavours of these two London beers, will be in store from May 9th.

The beers are packaged in distinctive champagne style bottles with cork and wire closures, making Meantime the only British brewery able to present product in this way.

Meantime hope that this listing will silence some of its critics who had taken upset at the brewery for choosing to export these beers to the USA, rather than place them on the domestic market.

Meantime founder and masterbrewer Alastair Hook said. "We have always found it ironic that the beers - IPA and Porter - that made this nation the great brewing centre of the world, should enjoy no authentic contemporary representations. India Pale Ale was the making of Burton-on-Trent, but was invented in London. Porter was the drink of London and was more closely associated with, and bound up in the history of a single city than any drink before or since.

"We have researched the history and origins of these styles quite carefully, and have even produced websites designed to help drinkers understand these beers (www.india-pale-ale.com, www.london-porter.com). We have also gone to great pains to ensure that the beers taste as close to the original Porters of around 1750 and IPA of around 1820, as modern equipment and our knowledge of original raw materials will allow.

"We are immensely proud of the flavours we have created in these beers, and believe that drinkers will derive a great deal of pleasure from this little bit of liquid archaeology. The IPA, made with sackfuls of traditional Fuggle and Golding hops, and the Porter, made with no fewer than seven types of barley malt, are beers of great intensity of flavour. The IPA displays a hugely refreshing bitterness, imparted by the exceptionally large amount of hops the brewers added as preservatives, which along with a high alcohol content, helped ensure that the beers survived the 5 months sea journey through the tropics to Calcutta.

"The Porter is a meaty mouthful, reminding us that that *"though water is to be had in abundance in London and of fairly good quality, absolutely none is drunk?"* I, or, in other words, that Porter was a staple for London's masses, and a beer of huge social and economic significance."

Both beers are available in 240 Sainsburys stores across the country from May 9th, price £3.69.

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