



MEANTIME

Beers of impeccable taste

Press Release

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For Immediate Use

Summer In London Just Got Brighter Meantime Brewing are in the Pink



Greenwich based Meantime Brewing Company have celebrated their promotion to the 'No. 2 London Brewer' slot by liverying their delivery van - in a rather fetching shade of PINK.

The design for the van was inspired by Meantime's own bottle labels, which in turn emerged out of the company's view of the world, which in shorthand is referred to internally as 'Reverence/Irreverence'.

This is to say that all of us here at Meantime treat our products with great reverence and passion, but we also regard life in general as a source of fun and not something to be taken too seriously.

The Meantime van drives into central London, the City or the West End twice a day, and consequently is seen by thousands of people daily. It was therefore important to ensure that the van was as outstanding as the Meantime beers it carries.

Brewery founder and Masterbrewer Alastair Hook said. "We have great fun making our beers and we want people to have great fun drinking them. Similarly each of our beers has a story to tell, and so does our van, if you take the trouble to stop and read it. The points it makes are serious – we are an exceptional brewery, making exceptional beers – but the way the points are made are most definitely not."

"During the last six years we have concentrated on building a secure business, by supplying clients like Sainsburys and 'A' list bars and restaurant chains in central London. Now we have built a solid reputation for quality and are concentrating on building our own brand. It is time, therefore, to use a resource like our delivery van to get the Meantime name in front of Londoners and remind them that just because Young's have quit it doesn't mean that South London is without a brewery company it can be proud of."