



**CAMRA, the Campaign for Real Ale  
North London Branch**

# **PRESS RELEASE**

27th November 2015

## **Festival asks members to design a Highgate beer to suit an alligator**

CAMRA's 2015 London Drinker Festival is once again doing a collaboration brew with the London Brewing Company for the March Beer Festival but this time the beer is bound to be snappy!

The Festival is one of the very few to produce their own home cooked food and this year they will be having a number of exotic burgers on sale such as alligator. They are asking all of the local CAMRA members, who are under 30, to suggest which beer style would go best with this burger and come up with a name for the beer. They are also asking for ideas on what the beer should be called. The people who give the best suggestion in each category will be invited along to brew at the Bull in Highgate in February.

Christine Cryne, Festival Publicity Officer, said 'More and more younger people are trying real ale and we are finding that they are making up a bigger percentage of our Festival attendance. The recent Cask Report showed that a third of all 18-24 year-olds have tried it. This is a great opportunity for our younger members to increase their understanding of the brewing process and see brewing at the sharp end'.

Similarly, age is a factor but not a barrier to drinking cask - a third of all 18-24 year-olds have tried it.

Christine also added that as an extra incentive, everyone entering the competition will get a voucher for a free 1/2 pint to use at the Festival. The competition closes on 17th December

The brewing will take place during the day on Tuesday 10th February. Photographers are welcome.

For further details: contact Christine Cryne 07932 736 827; [c.cryne@btinternet.com](mailto:c.cryne@btinternet.com);  
or Mitch 020 8341 0510; [mitch@londonbrewing.com](mailto:mitch@londonbrewing.com)

### **Extra Facts**

- The London Brewing Company is one of the new microbrewers (now numbering over 60) that have set up in London in the last few years. It is based at the Bull, 13 North Hill, Highgate N6 4AB; <http://www.londonbrewing.com/>.
- The Festival has been running for 31 years and around 60% of the beer will be from London brewers of which the London Brewery Company is one. The Festival is open 11th -13th March at the Camden Centre, Bidborough Street, WC1H 9AU. See [www.northlondon.camra.org.uk](http://www.northlondon.camra.org.uk)

- The Festival is run entirely by unpaid volunteers of all ages.
- More details on the Festival can be found at [www.northlondon.camra.org.uk](http://www.northlondon.camra.org.uk).
- The Cask Report which is produced in conjunction with a number of organisations including CAMRA, showed that the 18-25 year olds trying real ale have grown from 14% to 34% in last three years. Also, 15% of all cask drinkers tried it for the first time within the last three years and 65% of these new recruits are aged 18-24. The Report can be found at: <http://cask-marque.co.uk/cask-matters/cask-report-2014-15-launched-2/>
- CAMRA is the Campaign for Real Ale and is a volunteer membership organisation of over 160,000 members with around 180 branches throughout the UK. 22% of CAMRA's membership is female
- CAMRA nationally was formed in 1971.