



this
week in
**craft.
beer**

BREWER'S CORNER

Beery news from around the world.

CRAFT PUB REVIEW

We review The Hop Rocket in Norwich.

PODCAST

Rob chats with Andy Parker from Elusive Brewing.

232

ISSUE TWO HUNDRED
AND THIRTY TWO

SEPTEMBER 16th 2024



Oktoberfest!

Yes, we know it's only September, but the world-famous Oktoberfest has actually already begun.

This Bavarian tribute to the wonders of beer started in Munich on Saturday 21st. These days you don't have to travel to Germany to enjoy the delights of the festival however, as us Brits don't need much encouragement when it comes to a good beer festival and have taken to the idea like ducks to water.

Many craft breweries have already released their fest beers and now you can find countless brewery events and tap takeovers under the guise of Oktoberfest throughout the UK, starting in September and going on throughout the month of October.

Prost!



THE PODCAST

Rob chats with Andy Parker from Elusive Brewing.

Page 9 »

Brewer's Corner

The latest news and views articles collated from the world of beer.



Ban the Pint?

Even though April Fool's Day is over six months away, researchers from Cambridge University have the British public up in arms this week, by daring to suggest that the venerable pint is not the best serving size for beer.

[READ THE ARTICLE](#)

Outdoor Smoking Ban Likely

It seems increasingly likely that smoking is to be banned in outdoor public spaces, including pub gardens, with many pubs that are only borderline profitable predicting that this might be the death-blow for them.

[READ THE ARTICLE](#)



Every Little Helps?

The Pub Curmudgeon gives his thoughts on the news that Tesco are planning to use Clubcard data on purchasing habits to issue advice to customers on potential health improvements. He is probably not the only person regretting buying all those 4-for-3's!

[READ THE ARTICLE](#)

Tight Margins

Finally this week, hospitality trade body BBPA is calling for a duty cut in the upcoming budget, with claims that pubs currently only make 12p on a pint, after all costs are deducted. Good luck with that...!

[READ THE ARTICLE](#)



Beer of the Week

Blood Magick

8.0% BA Flanders Red

by Holy Goat Brewing



Inspired by Flanders Reds of old, Blood Magick is a blended sour red ale combining 70% provision strength 'young' stock beer aged 4 months, with around 30% 'mature' stock beer aged in well used whisky casks for an average of one year. The combination of old and young beers has produced a complex sweet and sour flavour profile with a subtle oak character.

This blend was transferred onto 200g/l of 2024 harvest blackberries in addition to 200g/l spent chuckleberries and lees from a previous batch of beer.

WE'LL DO THE LABELS YOU DO THE TASTE

*The perfect partnership that tantalises the tastebuds,
allowing our decoration to deliver the temptation.*



Pub Review



STEVE P

TWICB CO-FOUNDER

The Hop Rocket

152a Unthank Rd, Norwich NR2 2RS

If you're after an authentic pub experience, this classic gem near Norwich City Centre is a must-visit. Stepping into this old-style pub feels like walking into a charming slice of history, complete with a beautifully preserved bar and a cozy, traditional English pub ambiance. The mix of wooden tables, chairs, and stools provides an inviting atmosphere, with outside seating for those sunnier days and warmer evenings.



The pub boasts an impressive selection of beers, featuring 8 real ale lines and 12 craft keg lines, perfect for both seasoned ale lovers and craft beer enthusiasts.

Pub Review

During our visit, the cask beer lineup was a standout, with offerings from renowned breweries like Pentrich, Duration, and Bang The Elephant. The keg selection was equally exciting, with options from top craft names such as Cloudwater, Baron, Beak, and Sureshot. The well-stocked fridge also ensures there's something for everyone, with a variety of takeaway cans and pints available in handy 4-pint containers.



One of the pub's great perks is that it's a verified Untappd venue, meaning you can check what's on tap before heading down, making it easier to plan your visit around your favourite brews.

Pub Review

While the food menu is simple—think classic pub staples like sandwiches, sausage rolls, and pies—the relaxed vibe means you can also bring in your own takeaway to enjoy alongside your drink. Events such as pub quizzes, brewery tap takeovers, and even Oktoberfest celebrations add an extra layer of fun, making it a lively spot for locals and visitors alike.



Dog lovers will appreciate that the pub is dog-friendly, while families are welcome until 7 pm, making it an inclusive space for everyone.

Opening Hours

Monday to Thursday: 12 pm - 11 pm
Friday to Saturday: 12 pm - 12 am



The Podcast with Elusive Brewing

You can listen to the Podcast by downloading through the normal channels, including Apple and Spotify from 4am Monday.



EPISODE 216 - ELUSIVE BREWING

We are delighted to welcome to the Podcast, Andy Parker from Elusive Brewing. Elusive Brewing creates beer with one eye on tradition and the other on taking things to the next level. Founded by Andy, a home brewer who went on to win awards at national level, at his small brewery in Finchampstead, Berkshire.

BEER NAME	CHECK-INS	STYLE	ABV	RATING
Oregon Trail	4,525	West Coast IPA	5.8%	3.80
Spellbinder	1,606	Coffee Porter	6.0%	3.73
Morrisman	1,383	Irish Stout	5.0%	3.83

LISTEN HERE 

Location: Unit 7 Marino Way, Hogwood Ln, Hogwood Industrial Estate, Wokingham RG40 4RF

Website: <https://www.elusivebrewing.com/>

Beer Name of the Week

Brewers are always coming up with great names for their latest brews, so we thought it's about time we noticed some of them.

The Schooner The Better

4% Aussie Pale

By Electric Bear Brewing

Brewed with all Australian hops, this refreshing little beauty has a dry, citrus depth with aromas of white grape, sweet mandarin and a subtle piney bitterness at the end. The Schooner you try this Aussie Pale, the better.





Support TWICB with Patreon

www.patreon.com/thisweekincraftbeer

Help support **This Week In Craft Beer** - Newsletter, Podcast and Website, by becoming a Patreon Member and enjoy additional benefits.

Our Newsletter, Podcast and website are **FREE** and always will be, however we do have increased costs to cover like all businesses. We freely give our time producing and collating the information but need help in covering our fixed costs. Becoming a Patreon member shows your support for us and will allow us to continue our work and bring additional services in the future!

The benefits of Patreon membership include advert-free podcasts, early access, name-check in the Podcast intro (optional), influence on breweries to follow, festival meet-ups, TWICB T-shirt and **INCLUDES** access to our Discount Codes Membership Scheme!

www.patreon.com/thisweekincraftbeer

Many thanks to our recent Patreon members!...

Bayonet Brewing Co.
Robert Baker
The Small Batch Brewing Co.
Belgian & Blues Southampton
Ken Robinson
Steve Hartley
John Stephens
Dolphin Brewery
Tim Messinger
Bettina Cassidy
Claire Coster
Craig Hatton

Sue Johnson
Berkshire Beer Box
Doug Thayer
Ade Barley
Mike Bailey
Jazz Hundal
Phantom Brewing Co.
Jon Mead
Paul Whelan
Vaux Brewery
James Cox
Craft BEERings

GRAVITY BEER FESTIVAL 2024

-For immediate release-

Only 1 week to wait until the exciting Gravity Beer Festival!

The only "All beer included" Edinburgh's Craft beer Festival will be taking over Summerhall next weekend with 15 breweries and cidery pouring over its 4 sessions.

All your beer included!

Gravity beer Festival is an "all beer included" festival. With their ticket visitors will be given a branded glass, access to the beer hall and the possibility to sample anything on offer on the 14 breweries and 1 cidery stands.

Visitors will be invited to work their way through the beer list (responsibly of course) and try some of the best beers in the UK and abroad. They'll also have the chance to meet the brewers themselves and attend one of Gravity's exclusive talks and tastings for free!

About Gravity Beer Festival, Andrew Barnett from Barney's Beer and organiser of the festival said:

"It's great to be back for another instalment after last year's success. I think we've curated a great beer list covering many styles and types of breweries. And Summerhall is such a fantastic venue space, it really gives the festival its unique atmosphere."

Delicious food on offer

The team has selected the very best of Edinburgh's Pitt Market to sustain all the hungry guests during the festival.

Guisados will bring their creative and exciting authentic Mexican tacos to Summerhall courtyard.

For the cheese connoisseurs, family-owned Mellis Cheeses will offer delicious takeaway cheese platters to pair with beer and cider in the beer hall.

Dogs Welcome!

Good news for the dog lovers, the festival organisers has announced Gravity is now dog friendly.

Full programme and beer list on Gravity Beer Festival's website <https://www.gravitybeerfestival.co.uk>. There are just a few tickets left, be quick if you haven't picked up yours yet!

 **Friday 27th September**

Day: 1pm - 5pm • *(limited tickets)*
Evening: 6pm - 10pm

 **Saturday 28th September**

Day: 12.30pm - 4.30pm • *Selling Fast*
Evening: 6pm - 10pm

 1 Summerhall, Edinburgh, EH9 1PL

 All of your beers are included in the ticket price. No tokens. Just drinks!

- Ends -

Note to Editors

For press inquiries, please contact:

Amelie Tassin amelie@tipplemarketing.com / gravity@barneysbeer.co.uk
+44(0)7378851112

About Gravity Beer Festival:

Created by the team behind Barney's Beer, Gravity Beer Festival is showcasing the best breweries from across the UK. With its "all beer included" approach, the festival invites attendees to immerse themselves in a world of flavour, creativity, and discovery, making it a must-attend event for drinks enthusiasts.

Website: www.gravitybeerfestival.co.uk

Socials: @GravityBeerFest

About Barney's Beer:

Established in 2012, Barney's Beer is an award-winning microbrewery based at Summerhall Arts & Culture Centre, Edinburgh. Taking its inspiration from the creativity of the city - and picking up where the original Summerhall Brewery left off in the 1700s - Barney's Beer makes unforgettable beers that it's proud to share.

UK Craft Beer Festivals



27-28 SEPTEMBER 2024

GRAVITY BEER FESTIVAL 2024

Summerhall, Edinburgh, EH9 IPL

<https://www.gravitybeerfestival.co.uk/>

19 OCTOBER 2024

THE BIG SWALLY

O2 Academy Edinburgh

<https://shorturl.at/bzAD4>

02 NOVEMBER 2024

DARK & WILD 2024

Marshalls Mill, The Old Flax Store, Marshall St, Leeds LS11 9YJ

<https://www.universe.com/users/northern-monk-brewing-co-ltd-HWC3KF>

8-9 NOVEMBER 2024

RISING TIDE CRAFT BEER FESTIVAL

Canterbury Cathedral Lodge, Canterbury CT1 2EH

<https://shorturl.at/GHJMY>



10-12 APRIL 2025

BREW//LDN

Between The Bridges, London SE1

<https://www.brewldn.com/>

6-7 JUNE 2025

MANCHESTER CRAFT BREW FESTIVAL

Victoria Warehouse, Trafford Wharf Road, Manchester M17 IAB

<https://craftbrewfestival.co.uk/manchester>

13-14 JUNE 2025

NOTTINGHAM CRAFT BEER FESTIVAL

Sneinton Market, Nottingham NG1

<https://shorturl.at/bOKxQ>

13-14 JUNE 2025

BRISTOL CRAFT BEER FESTIVAL

Lloyds Amphitheatre, Harbourside Bristol

<https://linktr.ee/bcbf>

5-6 JULY 2025

MANCHESTER CRAFT BEER FESTIVAL

Depot Mayfield, Manchester

<https://linktr.ee/manchestercraftbeerfestival>

18-19 JULY 2025

LONDON CRAFT BEER FESTIVAL

Tobacco Dock, Tobacco Quay, Wapping Lane, London E1W 2SF

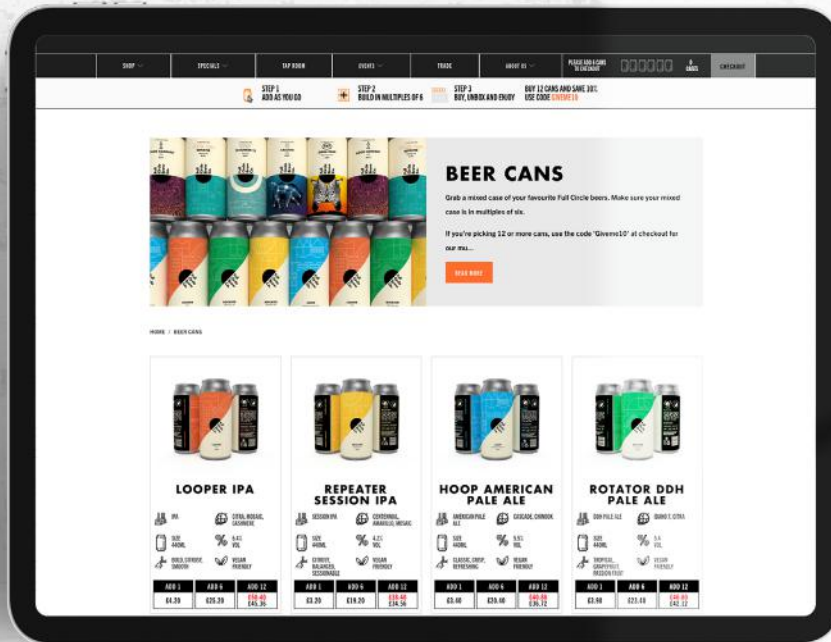
<https://londoncraftbeerfestival.co.uk/>





Webshops

FEATURED WEBSHOP



Craft beer direct to your fridge



Full Circle Brew Co.

Craft Brewery & Taproom

<https://www.fullcirclebrew.co.uk/collections/all-beer>

Free national delivery over £50



Duration Brewing Beer Shop

Beers That Belong - Brewed From Nature With Purpose

<https://shop.durationbeer.com/>

Free delivery over £50



Villages Brewery

Bringing People Together

<https://villagesbrewery.com/collections/buy-beer>

Standard shipping £6.99


Webshop Directory...



Little Earth Project

Fresh & Funky From the Suffolk Countryside

<https://littleearthproject.myshopify.com/>


 Free shipping for orders over £80



Holy Goat Brewing

Specialising in the Production of Mixed Fermentation & Wood Aged Beers

<https://holygoat.beer/shop/>


 Free shipping for orders over £39



Vault City Brewing

Modern Sour Beer With a Focus on Fruit Forward Flavours

<https://vaultcity.co.uk/collections/all-beers>


 Free shipping for orders over £50



UnBarred Brewery

Made of Brighton

<https://www.unbarredbrewery.com/collections/unbarred-shop>


 Free delivery for orders over £50



ORA Brewing

Discover Our Passion

<https://ora-brewing.myshopify.com/>


 Free shipping on orders over £49



Pomona Island Brew Co.

Award Winning Brewery Based In Salford

<https://www.pomonaislandbrew.co.uk/shop>


 Standard shipping £6.00



Attic Brew Co.

Forward Thinking Beers

<https://atticbrewco.com/collections/beer>

 Free delivery for orders over £35


Webshop Directory...



Polly's Brew Co.

Ultra Fresh, Hop-Forward, Modern Beers

<https://pollysbrew.co/shop/>


 Free shipping for orders over £60



Amity Brew Co.

Community, Friendship and Good beer!

<https://www.amitybrew.co/shop>


 Free shipping on orders over £45



Wilderness Brewery

Wild Little Beers From Mid Wales

<https://www.wildernessbrew.co.uk/shop>


 Standard shipping £8 or click and collect



Moot Brew Co.

Brewing Hop Forward Beers in the Heart of Kent

<https://mootbrew.co.uk/collections/all>


 Free shipping on orders over £60



Exale Brewery

We're Exale. Home of the Wild, Weird and Wonderful

<https://shop.exalebrew.co.uk/>


 Free shipping for orders over £30



Crossover Blendery

Modern, Flavour-Forward Beers Rooted In Tradition

<https://crossoverblendery.co.uk/collections/beers>


 Standard shipping £8.99



Mondo Brewing Co.

All Things Point South West

<https://shop.mondobeer.com/>

 Free shipping for orders over £75


Webshop Directory...



Anspach & Hobday

A London Brewery Making Traditional Beers in a Modern Way

<https://www.anspachandhobday.com/shop>


 Free shipping for orders over £60



Bullhouse Brew Co.

Independent Craft Brewery Based in Belfast

<https://bullhousebrewco.com/collections/beer>


 Free shipping for orders over £50



Neon Raptor Brewing Co.

Midlands Based Microbrewery Producing Top Quality Beers

<https://neonraptorbrewingco.com/collections/beer>


 Free shipping on orders of 12 cans or more



Track Brewing Co.

Beers Born From Adventure

<https://www.trackbrewing.co/collections/buybeer>


 Free shipping for orders over £60



71 Brewing Co.

Engineers of Beers, Brewed in Scotland

<https://71brewing.com/collections/all>


 Standard shipping £5.99



Hammerton Brewery

Proudly Brewing Great Beer in London N7

<https://hammertonbrewery.shop/>


 Free shipping for orders over £48



Vibrant Forest Brewery

Our Passion is to Brew Modern Beers Packed With Flavour

<https://www.vibrantforest.co.uk/>

 Free shipping for orders over £60


Webshop Directory...



Sureshot Brewing

High Quality, Small Batch - From the Beating Belly of Manchester

<https://sureshotbrew.com/shop/>


 Free shipping for orders over £60



Carnival Brewing Co.

Celebrating Modern Beer

<https://carnivalbrewing.me/collections/cans-bottles>


 Free shipping for orders over £50



Electric Bear Brewing Co.

Craft Beer That Delivers on that 'glad-to-be-alive' Vibe

<https://electricbearbrewing.com/collections/beer>


 Free shipping for orders over £50



Round Corner Brewing

Uncommonly Good Beer

<https://roundcornerbrewing.com/pages/ranges>


 Free shipping for orders over £50



Tartarus Beers

Brewing Small Batch Craft Beer, With a Mythical Edge

<https://www.tartarusbeers.co.uk/collections/beer>


 Free shipping for orders over £50



Beak Brewery

Life-affirming Ales

<https://beakbrewery.com/>


 Free shipping for orders over £50



Only With Love - 10% Discount code: TWICB-OWLove

Together on Tap

<https://www.onlywithlove.co/>

 Free shipping for orders over £55


Webshop Directory...



Lost Pier Brewing

Independent Nomadic Brewer Based in Sussex

<https://www.lostpier.com/online-store>


 Free shipping for orders over £50



Vaux Brewery

Independent Craft Brewery in Sunderland

<https://www.vaux.beer/collections/webshop>


 Free shipping for orders over £60



Hackney Brewery

A Small, Independent Craft Brewery in London

<https://www.hackneybrewery.com/shop>


 Free shipping for orders over £50



Bayonet Brewing

Modern, Exciting and Innovative Beers

<https://bayonet-brewing.square.site/s/shop>


 Standard shipping £6.50



Padstow Brewing Co.

Multi Award Winning Craft Brewery

<https://www.padstowbrewing.co.uk/shop/>


 Free shipping for orders over £50



Zapato Brewery

Add any 12 Zapato beers to your cart for an automatic 10% discount

<https://zapatobrewing.com/>


 Free shipping on orders over £60



Time & Tide Brewing

Independent Brewery, Producing Hop Forward, Progressive Beers

<https://www.timeandtidebrewing.co.uk/shop>

 Free shipping on orders over £50


Webshop Directory...



Stannary Brewing Co.

Producers of Flavoured, Modern Beers in the Heart of West Devon

<https://stannarybrewing.shop/>


 Free shipping for orders over £30



Wild Horse Brewing Co.

Fresh, Forward Thinking, Beer

<https://wildhorsebrewing.co.uk/collections/beer-cans>


 Free shipping for orders over £60



Pastore Brewing & Blending

We Make Fresh Super-Fruited Sours & Barrel Aged Blended Wild Ales

<https://pastore-brewing.myshopify.com/collections/all>


 Standard shipping £5.99



Liquid Light Brewing Co.

Vegan Craft Beers Inspired By a Love For Music

<https://liquidlightbrewco.shop/>


 Free shipping for orders over £50



Merakai Brewing Co.

Crafted With Purpose

<https://www.merakaibrewing.com/shop>


 Free shipping for orders over £60



Drop Bear Beers

Alcohol Free Craft Beers

<https://www.dropbearbeers.com/shop/>


 Free shipping on all orders



Hammerton Brewery

Proudly Brewing Great Beer in London N7

<https://hammertonbrewery.shop/>

 Free shipping on orders over £48


Webshop Directory...



Wylam Brewery

Micro Brewery - Tap Room - Events Space

<https://beerstore.wylambrewery.co.uk/>


 Standard shipping £6.99



Runaway Brewery

Handmade, Modern British Beer

<https://www.therunawaybrewery.com/>


 Standard shipping £6.50



Pillars Brewery

Home of Lager - Brewed in East London

<https://www.pillarsbrewery.com/collections/beer-boxes>


 Free shipping for orders over £80



Pipeline Brewing

Hazy, Hop-Forward Beers

<https://pipelinebrewing.co.uk/collections/all>


 Free shipping for orders over £60



State of Kind Brew Co.

Making the World Better One Beer at a Time

<https://www.stateofkindbrew.co/shop>


 Free shipping for orders over £45



Bottle & Jug Dept.

Craft Beer, Traditional Cider, Spirits, Natural and Organic Wine

<https://bottleandjugdept.co.uk/>


 Free shipping for orders over £95



Double-Barrelled Brewery - 10% Discount code: TWICB

A modern, independent brewery based in Reading, Berkshire

<https://doublebarrelled.co.uk/>

 Free shipping for orders over £50
