



CHECK OUT OUR NEW WEBSITE

Freedom Brewery's launched a new website - Keep up to-date with our news, watch our brewery video, and learn more about how we hand-craft our lager and the different products we brew.

Visit www.freedomlager.com

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Become a fan on Facebook and follow us on Twitter.

FREEDOM LAGER HAS GROWN

Increased production over the last year has meant our brewing capacity was being pushed. To ensure we were not compromising on quality by reducing our minimum 4 week lagering period, (or maturation length as it is commonly known), we have invested in 5 new 2,500 litre fermentation tanks and 2 new 5,000 litre maturation tanks, which have over doubled our capacity!



LAGER OF BRITISH ISLES (LOBI) LAUNCH



Freedom Brewery has recently launched a new campaign called LOBI, which aims to promote awareness of lager that is produced within the British Isles by independent breweries.

These breweries promise to hand-craft unpasteurised lager using honest ingredients (no rice or maize) with

TOP 50 BEERS OF THE WORLD



Freedom Organic Lager (4.8%) was recently featured in The Independent article on the Top 50 Beers of the World, we're very proud of being one of a small handful of lagers to make the grade.

FREEDOM PILSNER FEATURES ON THE HAIRY BIKERS!

Freedom Pilsner was used on a recent episode of the BBC's Hairy Bikers, receiving the nod of approval from Executive Head Chef, Matt Davies. Please contact freedom@freedombrewery.com for recipe details.

FREEDOM LAGER PARTICIPATES IN THE FIRST BRITISH LAGER WEEK

The White Horse on Parsons Green, London hosted a British Lager Week from 12th to 18th October. It was the first event of its kind to take place in Britain and reflects the growing interest and consumer confidence in the British hand-crafted lager market. The week included different events each evening, involving press, trade and consumers, and highlighted the diverse nature of micro brewed, fuller flavoured, additive free British lagers available today.

If you're interested in hosting a British Lager Week, please contact mikeknight@freedombrewery.com

decent maturation periods.

This promise ensures lager that doesn't compromise on taste and is given all the time, care and attention needed to produce a high quality product that compares favourably on the world stage.

Buying lager brewed in the British Isles helps to support

British brands and businesses, at the same time reducing the nation's food miles.

For more information, visit www.lobi.org.uk or contact mikeknight@freedombrewery.com

FREEDOM HEARTFEST 09 AND SIBA BUSINESS AWARD



FREEDOM
HAND-CRAFTED ENGLISH LAGER

**HEART
FEST 09**
31st JULY - 1st AUGUST



Freedom Heartfest 09 and SIBA Business Award - Freedom Brewery raised **£11,474.25** for The British Heart Foundation and Rainbows Hospice at Freedom Heartfest 09 - a 3-day music festival based in Staffordshire.

The weekend included performances from live bands, including Max Raptor, who are currently supporting the Zutons, as well as an It's a Knock Out and 5-a-side football competition. Between the 500 festival goers, they managed to drink over 2200 pints of Freedom Lager that weekend! The Society of Independent Brewers (SIBA) has recently presented Freedom Brewery with a Business Brewing Award for this sponsorship and fundraising achievement.

TRY FREEDOM LAGER AT TASTE OF CHRISTMAS - EXCEL LONDON

taste
OF CHRISTMAS
EXCEL LONDON, 4-6 DECEMBER 2009

Get ready for Christmas with London's finest culinary talent at Taste of Christmas, the foodie event of the festive season. The country's top restaurants and artisan food and drink producers will join you there for three fun-filled days of Yuletide eating and drinking. Sample Freedom Lagers, taste the chefs' seasonal signature dishes, stock up on gourmet Christmas goodies and make this Christmas a delicious one at this sell-out show.

NOTICES



TRAINING AVAILABLE

Would you be interested in some Freedom Brewery product training, including a tasting session? We offer tailored-made on-site or brewery-based training sessions to meet your individual or business needs. We explore why Freedom Lagers are different from other mainstream lagers offerings, Freedom's principles, Freedom Lager ingredients, taste notes, and food matching advice.

For more information, please email susanmayman@freedombrewery.com, or call **01283 840721**

ORDERING PROCESS

Please remember - Place your orders on Monday or Tuesday to guarantee delivery by the end of that week.

Call us on **01283 840721**, fax **01283 841929** or email pamhands@freedombrewery.com

FREEDOM LAGER DRAUGHT VENUES

We have constructed a help sheet, should you have a problems with your dispense equipment or any pouring issues. It covers all the possible causes of these, and quick solutions to get you back serving with minimal disruption. We are always available on **01283 840721** for further assistance if required.

POINT OF SALE MATERIAL

Freedom Brewery offer table-talkers, postcards, A3 posters, beer mats and branded pint and half pint glassware.

Please let us know when placing an order if you'd like more materials, or have any suggestions for new items that you'd find useful.

