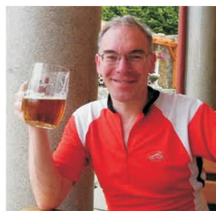


Mash Tun Musings



There was a wedding a few weeks back, which gave rise to that proud and noble institution, the bride or wedding-ale. As the tale goes in that great Finnish epic 'The Kalevala', the bride must be brewed before

the wedding feast - (Chapter 20, Slaughtering an Ox/Brewing), so at the beginning of August, our last brew of **Inkie Pinkie** for this summer was decreed as the Bride for your humble correspondent's wedding to the Lovely Lady Arlene. On the Day Itself, There was The Exchange

of Vows, The Cutting of The Cakes (Dundee Cake on the cake-stand and a Chocolate Sponge) perhaps the most vital ceremony of all, since brewing in the blood -The Tapping of The Cask, complete with tap-bearing bride and mallet-wielding groom being marched around the hall by Pipe-Major before the happy deed was done. With a certain ivory



dress in close proximity it's a good thing I've had plenty of experience at putting in cask taps... A Bonnie Bride, a Delicious Bride and a Great Ceilidh!

Slainte Ken

Read Ken's blog at <http://mashtunmusings.blogspot.com/>

Follow us at InveralmundBeer

We have succumbed to entering the undiscovered country of Facebook and Twitter. Follow us if you get the chance. We can't promise earth shattering news, but there might be a few nuggets worth logging in for.



Please get in touch with us.

We genuinely like to hear from our customers whether they be on-premise, off-premise, current customers, ex-customers, new customers, consumers, indeed anyone who has an interest in what we are doing here at the brewery. We believe we are brewing some of the finest craft beers in the country and would like you to experience them in the best possible condition. Our contact details are as follows:

Address: The Inveralmund Brewery Limited, 22 Inveralmund Place, Perth, PH1 3TS, Scotland
 Telephone: +44 (0)1738 449 448
 Fax: +44 (0)1738 444 755
 E-mail: info@inveralmund-brewery.co.uk



Scottish Brewing Archive visit



On 18 August this year we were honoured to welcome a delegation from the Scottish Brewing Archive to the brewery. The SBA was established in 1982 to collect and preserve records and ephemera from Scottish breweries. Many of their records go back to the late 18th century and are made available to interested parties at The University of Glasgow. Our guests had a talk from Fergus, a tour of the brewery, a tasting and some Goodfellow & Steven pies! All seemed to go down well.

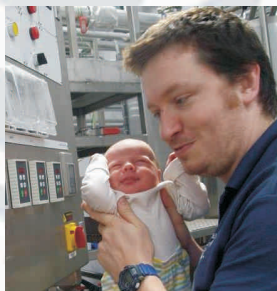
New film about the brewery

By the time you read this the cameras will have stopped, the lights extinguished, the extras laid off, location catering cancelled and the editing in full swing. We have appointed Johnston Media to make a short promotional film of the brewery. This will cover our history, location, people, brands and customers. We shall put it on-line when it is ready for everyone to have a look, and it will form part of the tour for visitors to the brewery.



Hatches, Matches & Dispatches

Well, for matches please see the Mash Tun Musing. But as far as hatches are concerned we are all very pleased to announce the safe arrival of Montgomery Angus Lewis Hirstwood on 22 July 2011 at 19.04 in Edinburgh. The son of brewer Graeme and his wife Sarah has already visited the brewery. In fact, he made more sense than Graeme and was much better at dominos. Graeme is better at driving the forklift though. Just.



Get ready for your Pundie

As many of you now know, Pundie is the Scots' term for a strong beer often given out free to brewery workers. Whilst there are calls to bring this philanthropic practise back (*Aye right. Ed.*) 'pundie' is unlikely to be part of everyday language in breweries. Many other Scots' drinking terms have also fallen into disuse over the years. Here are just a few to conjure with (with thanks to the Scots' Thesaurus):

Ram-tam: the strongest kind of ale drawn from the first mash; ream:

ABV	5.0%
Serving temperature	10°C/50°F
Colour	
Malt	Pale ale, Dark Crystal, Wheat
Hops	Pilgrim, Saaz
Availability	October and November
Format(s)	Cask only
Recent news	Relaunched October 2010

	Less	TASTE PROFILE				More
Malty						
Hoppy						
Fruity						
Bitter						
Sweet						



froth on top of beer; penny wabble: weak beer traditionally sold at 1d; knag: a keg; chopin: a Scot's half pint; coble: a vat for steeping malt; cunstar: a person appointed to test the quality of ale and set its price. Now there is a job for somebody. You would need to be careful how much you tested though, especially if you are prone to mispronouncing your words!

RNLI supported by our visitors

Over recent weeks our brewery has been busy with groups of visitors coming to have a look round. The Scottish Brewing Archive, Round Tables, businesswoman's groups and CAMRA enthusiasts have all made use of our bar to sample our wares. This year we are asking our visitors to contribute to the RNLI when they are having a beer. With 235 lifeboat stations, crewed mainly by local volunteers, the RNLI is at the heart of communities all around the UK and we are proud to be able to support them in our own small way. If you do visit the brewery please give generously.



Lifeboats

Would you like to receive this newsletter by e-mail?



If you haven't already received this by e-mail and would like to, please fill in your details below and either hand it to John or Johnny, hand it in at the brewery, fax it back to us on **01738 444 755** or e-mail info@inveralmund-brewery.co.uk with your name, pub or shop name and an e-mail address to which we can send the newsletter.

Name: _____
 Outlet/Company name: _____
 E-mail address: _____

- In this issue**
- You and who's army?
 - Hatches & matches
 - We need education!
 - Stockholm Beer Festival
 - RNLI and brewery visitors
 - Flatlanders Festival
 - Mash Tun Musings
 - New baby brewer-to-be
 - Bigger Bertha update

Beer Facts?

****Rugby World Cup Special****
 Beer was unknown in New Zealand until introduced by Europeans in the 1800s. The first beer brewed on the island was made from an indigenous evergreen tree and was intended as a cure for scurvy. Captain Cook brewed it himself in 1770, and it worked.

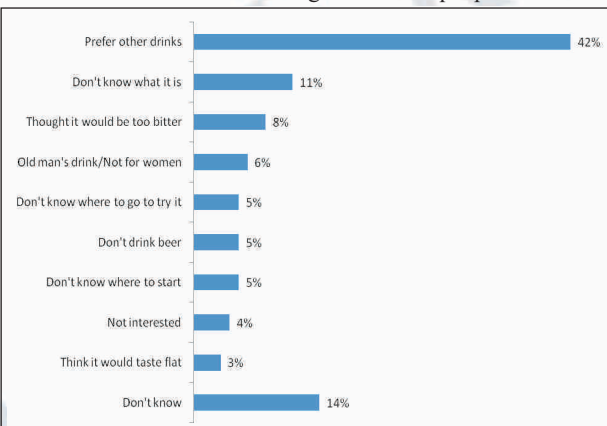
William Webb Ellis picked up the ball and run with it after 8 pints (we made this one up).

Education is the key to increasing number of cask beer drinkers

The latest edition of the Cask Report is wide ranging and generally positive about the future for cask beer in the UK. One of the issues it addresses is the barriers to cask beer growth in the future. The issue we would like to focus on here is why non-drinkers of cask beers don't try it. We know that a high proportion of people (6 out of 10) who try cask beer start to drink it, but how do we get people to try it in the first place?

The chart shows the reasons people give for not trying cask beer. The main reason given is that they prefer other drinks. But how do they know if they have never tried cask beer? You could argue that these people have never had the chance to try cask beer, or probably more relevant, a good reason to try it. This can be backed up by the fact that the second most popular answer to why they have never tried cask beer is 'Don't know'.

Education is key to getting people to try cask beer. Tell them what it is and what it isn't. Some of the reasons in the chart are about perception (e.g. flat, bitter, etc.) rather than actual product qualities. As the report states '... it is quite clear the real problem [cask beer] faces is a lack of product knowledge, saliency and general awareness'. By telling our customers about cask beer and giving them a reason to try it we can go some way to overcoming this perceived problem.



Manitoba Flatlanders Festival

Ossian, Lia Fail and Blackfriar featured in the annual Flatlanders Festival in Winnipeg. The festival is a fundraiser for the Manitoba Moose Yearling Foundation and is put together by MLCC Liquor Marts. Our agent in Manitoba, Keith Pierce, stated that the show was a 'huge success' and is going from strength to strength. Despite sounding like a charity for young moose, the Foundation helps children in Manitoba through a link with the local ice hockey team (the Moose).



Bertha update

As reported in the last edition of *Brewhouse News* we now need a BIG tank (in the region of 120bbls) to give us more options in terms of new product development and finished beer storage. Here is a picture of Bigger Bertha being manufactured. We appreciate that it is not exactly NASA, but the manufacturing process is vitally important to ensure we can get maximum utility out of this vessel. Inside and out the features have got to be right to ensure optimum conditioning of our beer.



You and who's army?

One of the many dark secrets of our Head Brewer Ken is that he is in The Atholl Highlanders Regiment, Blair Atholl. It is Europe's only private army, allowed to bear arms under a warrant and colours from Queen Victoria. Armed to the teeth as the one hundred Highlanders are, with their Boer War Lee-Metford rifles, a 2 pounder field gun and a 30 strong band of pipes and drums, they are poised to carry out at a moment's notice the motto of the Dukes of Atholl "Furth Fortune and Fill the Fetters!"

At the recent Braemar Gathering, the Regiment marched through Glen Tilt from Blair Atholl to Braemar to parade before the Queen a very rainy and cold march, but glorious sunshine awaited the troops as they were inspected by Her Majesty. Also waiting were the bottles of Ossian and Lia Fail, which a far-sighted Head Brewer had placed aboard the Quartermaster's transport, much to the lads' delight.

As Ken says, "It's a real privilege to be an Atholl Highlander in a regiment with such a great tradition, but it's even better being able to provide the thirsty troops with sustenance and succour to restore their spirits after a hard day's marching!"



Head Brewer Ken Duncan and fellow Highlander Gus Clarke

New blood at the brewery

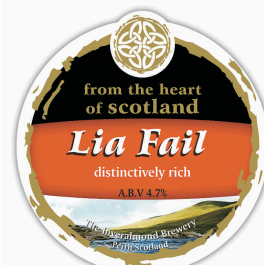
Duncan Lawton is the latest recruit to Inveralmond towers. Duncan, 31, is originally from the English midlands but is living in Perth now. He will join the fleet(!?) of draymen so you may see him at your pub soon. Brewery work will also be part of his remit as the brewery expands further over the next few months.

Social media programme

We have retained Chat Marketing from St Andrews to help us find our tottering way through the mist that is social marketing. Despite 'being on' Facebook, Twitter, YouTube, etc. we frankly are unsure about how it can help our customers and end-consumers. Alan from Chat Marketing is going to tell us how. If you have any thoughts about how social media can help us improve our service to you then please let us know. We will build any helpful suggestions into our plans for the next few weeks and months

Stockholm Beer Festival 2011

Our Swedish friends are gearing up for another Stockholm Beer Festival which will feature keg Lia Fail for the first time. Lia Fail has been made available in keg for export customers and is proving to be a favourite



in Sweden's pubs and restaurants. Marketing chief Madde Johnsson is confident the number of bars pouring keg Lia Fail will increase over the autumn and winter months, and that a good result at the Stockholm Beer Festival will greatly enhance the chances of further distribution and possibly a Systembolaget listing for the bottled version of Lia Fail. Fingers crossed!

