



Press Release – Tuesday 22nd November 2011

Purity Contact

Jill Martin (Marketing Manager)

01789 488055

jill.martin@puritybrewing.com

puritybrewing.com


Purity Spokesperson

Paul Halsey (Managing Director)

01789 488007

paul.halsey@puritybrewing.com

|  @purityale |  [facebook.com/puritybrewingco](https://www.facebook.com/puritybrewingco)

 **RT @purityale** Financials now out for last year - and what a year it's been! Read more here: <http://bit.ly/tG5qJA>

Financials are out: Purity's star is still shining brightly

- ★ Warwickshire-based craft brewers grows another 26% year-on-year
- ★ Achieved net profits of £200k
- ★ Planning application approved for a new brew house
- ★ Business making new appointments and set to recruit in the new year
- ★ New customers include Birmingham's Town Hall and Symphony Hall

Narrative Purity Brewing Co releases latest financials

It has been another successful year of growth for Purity Brewing Co, which today released its financial results to September 2011. The Warwickshire based craft brewery has bucked general trading trends to deliver strong results and promises of a bright future.

Purity highlights from this year include:

- Sales turnover at the brewery has grown by 26% over the last year to £2.6-million
- Achieved net profit of £200k
- Continued growth with key customers Punch Taverns and Mitchells & Butlers
- Over 100 new customer accounts including Birmingham's Town Hall and Symphony Hall
- Planning application approved for a new brew house capable of trebling capacity
- A new Marketing Manager joined the company in September
- Another delivery vehicle invested in to cope with increasing demand
- TV appearance with Alan Titchmarsh, Carol Smillie and Beer Beauty Marverine Cole
- Five coveted industry award wins

MD Paul Halsey acknowledged the team, saying: “These latest results are a testament to the efforts of everyone at Purity. We have an incredibly hard working team at the brewery and each person really does go the extra mile to help take the business forward.”

Paul went on to say: “Next year we will build on our successes by staying focused on our core markets and continuing to deliver great service. There may even be a new brew, so watch this space!”

Purity’s plans for 2012:

- Announcements due shortly for appointments in accounts, sales and an apprenticeship
- Further sales recruitment planned in the new year
- Building works to start on the new brew house
- Continued focus on food and beer, music and the arts, and further FemAle events

Further information about Purity can be found at www.puritybrewing.com.



MD: Paul Halsey



Outside the brewery



Inside the brewery: the hop back and the copper

Notes to the Editor

- ★ Established in 2005, Purity Brewing Co is a multi-award winning brewery based in rural Warwickshire
- ★ Purity Brewing Co brews three premium beers using only the finest natural ingredients:
 - Pure UBU – a premium amber coloured beer, winner of seven awards
 - Pure Gold – a refreshing golden ale, winner of seven awards
 - Mad Goose – a zesty pale ale, winner of four awards
- ★ The five awards achieved since last year’s financials press release include:
 - SIBA Business Awards 2011 – highly commended in the 'Best Marketing' category
 - SIBA Midlands Beer Competition 2011 – Pure Gold won gold in the 'Standard Bitters' category
 - SIBA Midlands Beer Competition 2011 – Mad Goose won silver in the 'Best Bitters' category
 - SIBA Midlands Beer Competition 2011 – Pure UBU won bronze in the 'Premium Bitters' category
 - SIBA Business Awards 2010 – highly commended for services to music
- ★ Purity is committed to operating in a responsible manner and to protecting its environment. It has created a unique pond and wetland system to treat waste water from the brewing process. The liquid waste goes through nine stages ranging from ponds, ditches, a reed bed and a weir before being discharged in to the water course as pure water. It is a sustainable eco-system which attracts varied wildlife.
- ★ Purity is a keen supporter of the local arts scene and sponsors local events including Mostly Jazz Festival, Moseley Folk Festival, Birmingham Comedy Festival, Supersonic Festival
- ★ A champion of beer and food pairing, Purity works in conjunction with top local restaurants (e.g. Simpson’s, Carter’s of Moseley) to develop beer lists and deliver special events
- ★ The FemAle events are an exclusive series of beer and food pairing evenings for women, held at and in conjunction with Malmaison, Birmingham
- ★ Purity currently produces at its maximum capacity of 180 brewers’ barrels (2.7 million pints per year)
- ★ The team currently consists of 14 full-time employees

- Ends -