

# 360°

A good look at the year in the life of Adnams 2011



Hello again,  
Is it really a year since we were here last time? A full 12 months of us celebrating being Brewery of the Year. Regular readers will know that the 360° newsletter gives us the opportunity to look back over the year just gone and remind ourselves of some of the highlights - big and small. We hope you don't mind us sharing them with you...

## And the winners are...



2011 saw the return of old favourites such as Adnams Extra and Adnams Mild, which we brewed for the first time in 10 years. We added new beers: Royal Wedding Ale, New Zealand Pale Ale and Green Bullet and celebrated winners. At the International Beer Challenge three Adnams beers were decorated: Gold for Bitter, Silver for Innovation and Bronze for Broadside. In December we were delighted to receive the news of double success at the CAMRA Champion Beer of East Anglia Final held at Harwich Beer Festival. Adnams Explorer came third and Adnams Old Ale was crowned Champion Beer of East Anglia and will go through to represent the region at the Great British Beer Festival next August.

## Happy first Birthday



Wow! What a first year for Adnams Copper House Spirits. Not only did we add to the core Gin and Vodka range a Limoncello, Sloe Gin and Winter Spiced Liqueur, but we collected a bucket-load of awards along the way. At the World Spirits Competition in San Francisco, Longshore Vodka won Gold with First Rate Gin and Copper House Barley Vodka picking up Silver medals. It was Silver for First Rate and Bronze for Barley Vodka and Distilled Gin at the Wine & Spirits Challenge, whilst at the International Spirits Challenge, North Cove Vodka won Silver, with First Rate and Distilled Gin receiving Bronze. Finally at the Class Awards in November, First Rate Gin was named as the Best New Product. We'll say it again, wow! In November we celebrated the distillery's first birthday by opening our doors for free tours. Quite rightly, no first birthday celebration is complete without balloons and cake. Which of course we had, thanks to The Swan who baked beautiful cupcakes with Limoncello icing.



## The Greyhound comes in first

The annual Adnams Pub Awards are quite an occasion; all Adnams pubs are invited to enter one of the five categories. Karen Hester began the awards and presentation to Geoff & Sheila from the Cherry Tree, Woodbridge who have decided to retire after 11 years at the pub. So, on to the runners and riders... Congratulations to Dan and Emma from The Greyhound, Ipswich who won Overall Pub of the Year; to Ian and Lesley from The Kings Arms, Martham for Best Kept Cellar and to Dennis and Sue from the Mill Inn Aldeburgh who were Highly Commended in this category. In the Best Use of Media, Dan and Katie from The Rumsey Wells, Norwich took top spot and David and Gemma from the Lord Nelson, Southwold Highly Commended. The Best Floral Display went to Ros and Lindsey at the Hospital Arms, Colchester and Highly Commended to Colin and Vicky at the Five Bells in Wrentham. Finally the award for Sustainability went to Mark and Sophie at the Anchor in Walberswick. Warm congratulations to them all.



## In the heart of London

In October we opened two new Cellar & Kitchen stores in London; one in Spitafields and the other in Store Street, Bloomsbury. This brings the total number of stores to 14. It's great to have these new stores right in the heart of London and already they are proving popular with those who know Adnams well, and those who are discovering us for the first time. Store Street has a wonderful arched basement which is ideal for tastings and can be hired out for private functions and meetings.



## A new face/lift

Not only did the Crown have a kitchen refit, the side dining room was given a refurb too. We welcomed a new face in Tyler Torrance as Head Chef. From English and Canadian decent, Tyler is definitely one of those 'once met, never forget' types; his infectious smile and fizzing enthusiasm make sure of that. It comes as no surprise that he's a fan of big flavours and is passionate about his 'from pasture to plate' approach to food.



## Behind the scenes

Once again we've welcomed Adnams shareholders through the doors to 'kick the tyres on their investment' at our shareholder open days. We hold a number of these days throughout the year and they are an opportunity to get a real insight to the day-to-day workings inside Adnams. This year was the first chance to 'show-off' the distillery and feedback was very positive.



## £800,000 and counting...

Since it was established in 1990 the Adnams Charity has awarded over £800,000 to good causes within 25 miles of Southwold. It is a source of continuing pride to Adnams plc that the Charity remains such an effective and valued way of making a real difference to the lives of those in our local community. Once again, this year grants were made for a wide variety of things. For example, £2,000 was donated to Reydon Playing Fields for rabbit-proof fencing to enable the local football teams to play without fear of falling down rabbit holes. Grants were also awarded to village halls, schools and numerous organisations which help socially disadvantaged people. As ever, donations from our shareholders and other well-wishers have been vital and very much appreciated. Thanks to their generosity we have been able to help many more people than would otherwise have been possible.



## Adnams - now in jars too

In November we launched the Adnams Food Range, the recipes were developed exclusively for us by locally-based Stokes Sauces in partnership with our own chefs. The range, which includes tomato ketchup, brown sauce, mustard, Broadside, Broadside Christmas pud, Broadside marmalade and our famous Broadside Christmas pud, have beautiful labels designed by local artist Clare Curtis. The Adnams Broadside Christmas puddings and tomato sauce have been popular for many years and we wanted to extend the range to include a wider variety of products. Many of the new Adnams additions are the perfect partners to pub favourites - brown sauce with bangers and mash, Adnams chutney & mustard with ploughman's. All of course served with a pint of Adnams Beer!

## January



Not only was the nation wrapping up warm to protect itself against the wintry conditions, but the eggs at The Swan were cosy too. Many of you will know Mary, she has worked at The Swan for 22 years and her warm welcome has made the perfect start to the day for many over the years. This year Mary's knitted egg cosies have brightened The Swan's breakfast room too. If that wasn't enough to make us giggle, our partnership with the Comedy Store in Norwich brought in additional New Year cheer. The kitchen at The Crown was refurbished and the Supper Club at The Victoria was launched. We rolled out the virtual red carpet as 'Adnams the four-minute movie' was uploaded to You Tube; whilst in the yard at the back of the Southwold Cellar & Kitchen weekly Farmers Markets began. We said goodbye to Bonnie as he retired after 38 years of working at the brewery. Now there's a man with a few stories to tell.

## March



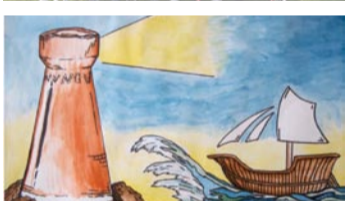
We've had many journalists come and visit this year and were delighted that Beer Beauty (as she's known on her blog), Marverine Cole came to visit us in Southwold; this was shortly after TV personality & wine expert, Ollie Smith joined us for the day. Both were hugely entertaining and we had a great time showing them our wares. March is always a busy month (what with the publication of our annual results) and this year we had another reason to talk to journalists with the news that after just four months of production, Adnams Spirits had won their first medals. Adnams Extra came back to our pubs and our Adnams Nordic Walkers became a case-study for Business in the Community's Healthy Workplace initiative.

## May



Jack is Back – that was the cry as Adnams Southwold Bitter was given a fresh new look with Southwold Jack taking centre stage. 'Our Jack' is something of a legend and depending on who you speak to, that legend takes a different shape. We loved hearing all the stories and as our oldest trademark dating back to 1912, we can be sure that he is well and truly part of our brand heritage. Adnams Limoncello, our gorgeously lemony take on the classic Italian liqueur was launched and loved so much that John had to make a several more batches. A record number of Adnams runners 'looking fantastic in their recycled plastic' running tops turned out at the Woodbridge 10k. The carefully selected team was chosen for their ability to run at the front, middle and back of the race – thus spreading the advertising message. Well, it would be useless if we all sped past at the front. Much better to have a few slower ones at the back, so that the crowds can really see the Adnams logo! The route of the Tour of Britain cycle race was announced, with Adnams named as sponsors of the Suffolk & Norfolk stage. The Queen's Head at Bramfield supported National Vegetarian Week by donating 50p from every veggie main course to the Air Ambulance. We said 'congratulations' to the warehouse team as they passed their Warehouse and Storage NVQ and we fired the starter's gun to our events season with the East of England Festival of Food & Drink at Newmarket Racecourses. Thousands of visitors enjoyed a free day of racing combined with an Adnams food & drink festival – an odds-on favourite for many.

## July



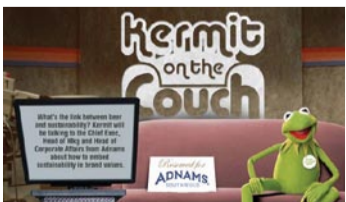
Not deterred by the howling winds and the freezing July temperatures, events manager Julie set up the Adnams bar on the beach for the Southwold's Beach Rugby festival. Lee Knight, one of our Head Chefs, left Adnams Hotels and became Licensee at the Queen's Head in Blyford and Gareth Knights from The Crown Hotel was a finalist at the Great British Food Awards. We picked up a trio of awards at the International Beer Challenge and Adnams tenants, customers & employees raised a whopping £2,400 for charity at the Adnams Race Day at Newmarket. The funds were split 50/50 between the Prostate Cancer Charity and the Adnams Charity. Every other year, we survey our employees – this year we were delighted with the 86% response rate with 93% of us saying we are proud or extremely proud to work for Adnams. Oh, makes us feel all warm inside. We noticed that the Guardian's 'Over-by-over' cricket commentators were gin fans and so we sent them a bottle of Adnams Gin. Here is Rob Smyth's comment when he received it: "We shouldn't really advertise products, of course, but I suppose if we were able to advertise them I might conclude that Adnams Gin is the best thing that has ever happened to anyone, ever." With our sponsorship of the Tour of Britain confirmed, Adnams supported the Tour Ride where members of the public can ride the same route that the professionals would be racing later in the year. With the option to ride the full 200km or join half way, the majority of the Adnams team opted for the latter. They looked brilliant in their Adnams jerseys which have a cheeky Adnams beer bottle image coming out of the rear water bottle pocket. A customer got in touch to ask how many calories were in pint of Regatta and he was delighted that it was five calories less than his usual pint. Playing the long game, he calculated that every 43rd pint was 'free' – in the think that dieters' logic for you! We get lots of lovely letters from Adnams fans. This month someone sent us a fantastic illustration of a scene where a lighthouse had been replaced by an upturned Adnams glass, and someone else had used their Adnams mini-casks as planters in their garden. Extra bonus points awarded for recycling!

## September



The Adnams Tied Estate enjoyed a golf day at Thorpeness and in doing so raised £560 for charity. We had lots of new beers to talk to beer writers about, so decided to camp out at the Adnams Bridge House pub in London, and brief journalists one-by-one on New Zealand Pale Ale, Green Bullet and bottled Ghost Ship. September was also the month that Pete Brown's Cask Report launched. The weather for the Aldeburgh Food & Drink Festival was incredible and attracted record visitor numbers. We took along the Adnams Boat Bar, the Cellar & Kitchen Beach Hut, Tyler did a couple of cookery demos, we ran tutored wine, beer and spirit tastings and launched Adnams Sloe Gin at the Adnams spirits stand – you could say, as main sponsors, Adnams is proud to be involved in this fantastic event! If there was a scale of sporting athleticism, it could be argued that the two events we sponsored in September were at either end: The Tour of Britain sped through the county setting off from Bury St Edmunds and finishing at Sandringham. The TV highlights programme really showed Suffolk and Norfolk off as the beautiful highlights they are. Unfortunately the TV crews weren't able to attend the other sporting highlight this month – the Suffolk Petanque finals took place. Our own Teresa Holman presented the prizes with The Bell at Walberswick receiving the runners-up medal. Talking of winners, regular readers of this newsletter will be keenly anticipating results of the Adnams Vegetable Cup! Once again Chris Purdy was amongst the winners with the best display of veg, Tracy Smith had the heaviest tomato and Mike Powell-Evans, the heaviest onion. On perhaps a more serious note, we purchased the White Horse Inn at Blakeney. Anyone who knows the North Norfolk Coast will realise that this wonderful small hotel in such a beautiful location sits perfectly within the Adnams fold. We were sad to see Francis Guilda move on after 10 years of managing the Adnams hotels, but were thrilled that he took on the lease in Blakeney. September also saw the Adnams Cellar & Kitchen open a new mini-store at Waterside Garden Centre on the outskirts of Peterborough and we supported the first of the Three Wine Men tasting events at Lords Cricket Ground.

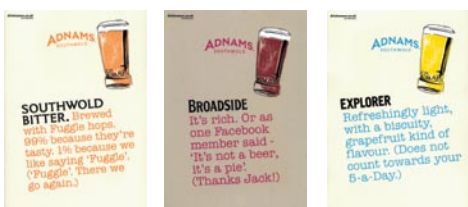
## December



Adnams was invited to advertising agency giants Ogilvy to be their first OgilvyEarth longtime speaker guests to talk to them about sustainability. Sole Bay Celebratory Beer was back in stock and at the other end of the alcohol by volume (abv) scale, Adnams Sole Star was launched. At 2.7% Sole Star is a great choice for those wanting a tasty lower strength beer, particularly over the festive season and takes full advantage of the government's 50% duty reduction on beers of 2.8% or lower. Our beer went to Brussels to support the All Party Parliamentary Beer Group's Christmas Reception and we sponsored a category at the Guild of Beer Writers Awards (yes, to those outside the beer industry, these organisations really do exist!). The year came to a close with the wonderful news that Adnams Old Ale was crowned Champion Beer of East Anglia, with Adnams Explorer coming third.

Phew! Another amazing year. We'll certainly drink to that. Cheers!

## February



Adnams Beer was voted as a Suffolk icon coming second to Sutton Hoo and our celebrations coincided with the launch of a new advertising campaign 'Let's talk Beer'. The new campaign was created by Dave Dye, the same designer who came up with 'Beer from the Coast' several years ago. The annual Tenants Forum was this year held at High Lodge shooting range. Tenants got to enjoy clay pigeon shooting alongside six-time world shooting champion John Bidwell. We also invited a range of speakers to run sessions giving advice on how to make pubs more energy efficient. We believe that the energy savings Adnams has made over the last few years, particularly in the brewery, have allowed us to hold Adnams beer prices to Tied and Direct customers for a third year in a row. Now then, as you will know, we make beer and we sell wine. We consider both to be great partners to food. However, one of our customers, Mitch at the Thatcher's Arms, Mount Bures, decided to put the question of which really is the best match to the test. He invited our head brewer Fergus and Sam from Forrest Estate Wines to a beer v wine showdown. Diners were asked to vote on whether the selected wine or beer was most suited to each course. From all accounts it was a close call but beer sneaked through as the final winner. Speaking of winners (ahem...), two Ipswich Town FC players popped into Woodbridge Cellar & Kitchen Store to top up on champagne & chocolates for Valentines.

## April



As Royal Wedding fever swept the world, news of Adnams Wedding Ale reached Australia, Canada and America. Alas, it was only available in this country and went down a treat as the cannons fired on Southwold's Gun Hill, as well as the many street parties including the Royal Wedding Breakfast organised by The Globe at Wells-next-the-Sea. The Search & Rescue team at RAF Wattisham kindly took some Wedding Ale to RAF Valley where William is based. We're not sure if he got to taste it, but we like to think he did. We were delighted to win the Corporate Social Responsibility category at the Publican Awards and The Randolph totted up just how much they had raised at their quiz nights and announced that it was a staggering £1786 – brilliant! We said goodbye to Macey as head chef at the Crown and welcomed Tyler Torrance in his place. Andy Wood joined a delegation of UK business leaders on a Department of Energy & Climate Change green trade mission to the US.

## June



Lots of lovely stories this month. Jackie Davison contacted us to say she'd baked a cake in the shape of an Adnams pint glass for her husband's 70 birthday. Cake was also the order of the day as Sharon Page celebrated 25 years of working at Adnams. New brewing and distilling videos went online and Adnams Innovation was voted 'Best of British' at the Elder Street Beer Appreciation Society's tasting. Have you come across the Elder St Beer Appreciation Society? Thought not. It's in Newcastle. That's Newcastle, New South Wales. Yes, that's the one – flippin' Australia mate! How the heck did they come to be reviewing Adnams Innovation? We're 'stoked' that they did and wish them a 'G'day' for letting us know. Now, they say that we live in a global village and thanks to the world wide web we're all so much closer to each other these days. We make friends on the internet and read blogs written by people we're never likely to meet. Not so for a hardy bunch of beer bloggers. Oh no, not a chance. June 2011 saw the inaugural Beer Bloggers Conference, where beer bloggers, tweeters and beer writers actually got to meet each other face-to-face to discuss... err... beer blogging, tweeting and beer writing. Just teasing. This was a brilliant event, Adnams has a strong presence in the social mediasphere and was proud to support it by taking along some beer for the bloggers to enjoy... and of course tweet, blog and write about! Both Suffolk and Norfolk County Shows took place which seem to get bigger and better every year. The annual delivery of rose garlic arrived from France. What started out as gift from one of our Côtes-du-Rhône suppliers has turned into a much anticipated arrival, not only for Adnams staff, but for our Cellar & Kitchen customers too. This year our kitchenware buyer Alexese sourced ceramic garlic roasters to go with them. We were delighted when Emma Crowhurst featured both garlic and roaster in her weekly East Anglian Daily Times food column. The Swan introduced its Sun, Salad and Spritzer offer, although at times the chilly weather left us wanting Scarves, Soups and Stews!

## August



We love all the events we support, but there is something quite special about The Suffolk Foundation's Dog Day. This year we gave away enamel Adnams dog bowls to the first 11 pooches that dragged their owners to the Adnams Boat Bar. It seemed that everyone was going dog crazy when the King's Head at Woodbridge put up a Mutts Menu Board offering tasty treats such as a honeyroast pigs snout for visiting hounds. Our new half-pint glasses were introduced, with the variety of different etched designs proving extremely popular not only in pubs, but selling well in the Cellar & Kitchen stores too. We commissioned Norfolk-based artist Andrew Ruffhead to create the fantastic giant lobster sign advertising The Victoria at Holkham's new Seafood Bar & Grill. The Early Birds reward programme at Ipswich Town FC was launched with Southwold Jack becoming a 'tractor boy' by donning a 'Town' shirt. Fine Wine Manager, Rob Chase was one of the judges of local food at the Aylsham Show – not only did he choose a winner, but advised that Sancerre would be the best match for Sam Steggle's goats cheese!

## October



Following the assessment earlier in the year we received the excellent news that Adnams had been awarded the Silver standard for Investors in People. The AA awarded The Crown two stars, The Swan four and The Brewer's House achieved five star status. Adnams employees raised money for Breast Cancer charities by wearing pink and baking cakes. The King's Head at Laxfield raised £1100 for First Responders and ten Adnams employees went on a First Aid training course where they treated real live casualties. We congratulated the Blyth Hotel as they were awarded Restaurant of the Year at the Suffolk Magazine's Food & Drink Awards and The Bell at Middleton was named Value Pub of the Year by the Good Food Guide. Our Destination Gold athletes came in and gave some top tips to Adnams employees preparing for the 10k run. Now, although Ghost Ship is available all year, it was originally brewed for Halloween. This year, Sarah Groves managed to photograph a 'ghost' in the brewery cellar and posted it online. To date it is the most visited and shared story on our website. Adnams Gin went in to Harvey Nics stores nationwide, we launched Adnams Winter Spiced liqueur, Jonathan Adnams was featured in Jamie Oliver magazine, Fergus was one of the judges at the Great American Beer Festival in Denver and the Swan was listed in the top 30 places to enjoy Sunday lunch. All this and we opened our two new Cellar & Kitchen stores in London. All in all, another quiet month then!

## November



This year November made way for November – the fellas in the warehouse grew beards and raised money for Prostate Cancer. November seems to have really taken off this year and we had several fine 'mo's' (that's short for moustache just in case you didn't know) running in the Adnams 10k. The 10k was even bigger this year with 700 runners signing up and a bumper number of Adnams employees. We can't thank the volunteers who helped us out enough. Steve Cram joined us once again and got the competitors, lining up at the start, to sing happy birthday to two people who chose to celebrate their special day by running our 10k. We congratulated the winners and finalists in the Adnams Pub awards and celebrated with Head of HR's Michael Ladd as he reached the 40th anniversary of starting work at Adnams. Yes. That's right. FORTY years. Four. Zero. 40. It's amazing. He's amazing. He must have started back in the day when child labour was acceptable. Moving on from 40 years to one, the Adnams Copper House Distillery celebrated its first birthday with free tours and tastings, First Rate Gin and other Adnams Cellar & Kitchen favourites were featured in Good Housekeeping's Christmas Guide and we opened an Adnams concession in Norwich's House of Fraser.

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