



# **Beer Day Britain – June 15th**

## **‘Celebrating our Great National Drink’**

### **What is Beer Day Britain?**

Beer Day Britain is the UK’s annual national beer day on June 15<sup>th</sup> when people celebrate the national drink. In 2017 June 15<sup>th</sup> was on a Thursday and Father’s Day was on the following Sunday so we decided to extend beer Day Britain into a long weekend called Say Cheers To Beer. It was such a success that we are doing it again. In 2018 June 15<sup>th</sup> is on a Friday and Father’s Day is on June 17<sup>th</sup>.

### **What is the purpose of Beer Day Britain?**

- To encourage people to drink beer and join the national party.
- To raise the profile of beer as Britain's national drink and increase beer sales.
- To celebrate Britain's amazing brewing scene and heritage in spreading the love and knowledge of beer around the world.

### **Why June 15<sup>th</sup>?**

Beer Day Britain is the UK’s national beer day and it happens on June 15<sup>th</sup>. This date is significant because it is also the date that Magna Carta was sealed in 1215. Ale is mentioned in Magna Carta. Clause 35 of the great charter stated:

*'Let there be throughout our kingdom a single measure for wine **and a single measure for ale** and a single measure for corn, namely the London quarter'.*

Having the Magna Carta connection with Beer Day Britain makes people appreciate that for centuries ale has played a central role in this country.

## **How Does Beer Day Britain Work?**

Everyone who makes, markets, retails, advocates or drinks beer takes responsibility for building support for Beer Day Britain and make it the best national party.

## **What will happen on Beer Day Britain and the Say Cheers To Beer Weekend?**

- People will drink beer! At the pub, home, parties, picnics, BBQs, ale trails etc.
- Brewers will brew special beers.
- Pubs/bars will run special events including beer & food matching dinners
- Brewery taprooms will host special events such as beer festivals.
- Speciality beer retailers will host events in their shops.
- People will join in the National Cheers To Beer at 7pm on June 15<sup>th</sup>.

## **National Cheers To Beer**

The focus of Beer Day Britain June 15<sup>th</sup> is the National Cheers To Beer at 7pm (19.00h). People are asked to raise a glass and say 'Cheers To Beer' and if they use social media post a message or photo using the hashtag #CheersToBeer. People can do the cheers at whatever time suits them, but the main time is 7pm (19.00h).

## **Suggested Activities for Beer Day Britain**

### **If you are a brewer will you:**

- Brew a celebratory Beer Day Britain beer
- Host a special event in your brewery
- Use your social media to build support for Beer Day Britain

### **If you run a pub will you:**

- Encourage your customers to join in the National Cheers to Beer at 7pm.
- Host special events e.g. fancy dress parties, hog roast, pub games tournament
- Offer special beer matching lunch/dinner menus.
- Host a mini-beer festival.
- Use your social media to build support for Beer Day Britain.

### **If you are a retailer will you:**

- Offer customers special mixed boxes of British beers.
- Host special events such as meet the brewer, beer sampling sessions.
- Use your social media to build support for Beer Day Britain.

## **Cheers to Beer – the Anthem**

As beer is the most convivial of all drinks, Jane Peyton (instigator of Beer Day Britain) has co-written a song for people to sing wherever they drink beer. Singing is good for the health and singing in company is even better for mental and physical health! Cheers To Beer lyrics, vocal score and karaoke backing track and available as a digital download from [www.BeerDayBritain.co.uk](http://www.BeerDayBritain.co.uk)

Listen to the anthem here (sung by a group of friends in a pub):

<https://www.youtube.com/watch?v=1x2ci8wjJks>

## **Who is behind Beer Day Britain?**

Beer Day Britain was instigated and launched in 2015 by Jane Peyton - award winning beer sommelier, drinks educator, broadcaster, and writer. All the major organisations in the beer industry support Beer Day Britain including Britain's Brewing Alliance, British Beer & Pub Association, Campaign for Real Ale, and Society of Independent Brewers.

## **Quotation from Jane Peyton**

Jane Peyton said 'We have so much to be proud of with Britain's vibrant brewing scene and the fact that our pubs are a cornerstone of the social health of the nation. Without beer, pubs would be wine bars. Now we have an official day to celebrate beer in Britain so please join us and make Beer Day Britain the best beer fiesta in the world!'

## **Social media contacts**

**Twitter:** @BeerDayBritain – hashtag #CheersToBeer

**FaceBook:** [www.facebook.com/BeerDayBritain](http://www.facebook.com/BeerDayBritain)

## **Jane Peyton contacts**

**Email:** [jane@BeerDayBritain.co.uk](mailto:jane@BeerDayBritain.co.uk)

**Mobile phone:** 0773 404 9411

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