



JUNE 15TH

★ BEER DAY BRITAIN ★

## BEER DAY BRITAIN – JUNE 15TH 'CELEBRATING OUR GREAT NATIONAL DRINK'

### WHAT IS BEER DAY BRITAIN?

Beer Day Britain is the UK's national beer day annually on June 15th when people celebrate the national drink.

What is the purpose of Beer Day Britain?

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

### WHY JUNE 15TH?

Beer Day Britain is the UK's national beer day and it happens annually on June 15th. This date is significant because it shares the date that Magna Carta was sealed in 1215. Ale is mentioned in clause 35 of the great charter.

'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.'

Academics do not know what the legal measure for ale was (the 'London Quarter' refers to corn, not wine or ale). It is unlikely to have been the pint because that only became a legal measurement in 1698 with a weights and measures law called 'An Act for the Ascertaining the Measures for Retailing Ale and Beer.' In the late 1860s the Department of Weights and Measurements created a standardised measure for the Imperial pint and that is still the legal standard today for draught beer.

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



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### HOW DOES BEER DAY BRITAIN WORK?

There is no central organising committee so everyone who makes, markets, retails, advocates or drinks beer celebrates in whatever way that suits them and encourages their associates to join the national party.

### WHAT HAPPENS ON BEER DAY BRITAIN?

People drink and celebrate beer! At the pub, brewery taproom, home, a party, picnic, BBQ, on an ale trail, and myriad other places to drink beer. And they join in the National Cheers To Beer at 7pm (19.00h).

In previous years these activities have happened.

- Brewers brewed special celebration beers using British hops.
- Brewery taprooms hosted special events.
- Brewers ran competition to give-away beer and merchandise.
- Pubs/bars hosted special events including beer & food matching dinners, hog roasts, beer festivals, fancy-dress parties, pub games tournaments.
- Speciality beer retailers hosted events in their shops and sold Best of British beer selection boxes.
- People entered the 'Cheers To Beer' singing contest.
- Millions of people posted social media messages meaning that Beer Day Britain trended throughout the day and evening.

### NATIONAL CHEERS TO BEER

The focus of Beer Day Britain is the National Cheers To Beer at 7pm (19.00h). People raise a glass and say 'Cheers To Beer', then post a social media message using the hashtag #CheersToBeer. Each year this hashtag trends throughout the day and evening.



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## CHEERS TO BEER – THE SINGING CONTEST

As beer is the most convivial of all drinks, Jane Peyton (instigator of Beer Day Britain) has co-written a song called ‘Cheers To Beer’ 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!

Enter the contest to be the best pub singing team and perform the Cheers To Beer anthem. Post a video of the performance on You Tube and send the link out on social media, copying @BeerDayBritain for a chance to be crowned Pub Singing Champions of Beer Day Britain! \*\*\*\*

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>

\*\*\*\* Entries will be judged after Beer Day Britain.

## 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 heritage and current brewing scene and the fact that our pubs are a cornerstone of the social life 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 for a national party so we can make Beer Day Britain the best beer fiesta in the world!’



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## SOCIAL MEDIA CONTACTS

**Twitter & Instagram:**

@BeerDayBritain - #CheersToBeer

**FaceBook:**

www.facebook.com/BeerDayBritain

## EMAIL CONTACT

**Email contact:**

Jane Peyton is the instigator and project manager of Beer Day Britain.  
Reach her by email: [jane@BeerDayBritain.co.uk](mailto:jane@BeerDayBritain.co.uk)

**Website:**

[www.BeerDayBritain.co.uk](http://www.BeerDayBritain.co.uk)

## CREDITS

Beer Day Britain logo designed by Louisa Fitch of Sugarway  
<https://www.sugarway.com>

Pint of beer artwork is a lino-reduction print by Helen Peyton.

Posters are available for purchase.

<https://helenpeyton.com/product/perfection-poster>



PERFECTION

