



Complete Beverage
Process Technology

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Press Release



Bath Ales Brewery's Barnstormer Strikes Gold

Sainsbury's has announced the two winners of its first ever national Beer Competition. Bath Ales Brewery's Barnstormer and Okell and Son's IPA beer pipped their rivals to the post and sold the most bottles of their premium bottled ales in store over a five week period to be crowned 2008 winners. This win means both beers will receive a six month listing in 260 Sainsbury's stores UK-wide.

The competition saw sixteen previously unknown beer selected as finalists with each going into store for a five week period; racing to sell the most bottles and become 2008 champions. In total an impressive 500,000 bottles of beer were sold, giving a great platform to a host of niche ales from artisan breweries across the UK. The competition was incredibly close; the two winners Barnstormer and Dr Okell's IPA selling 43,730 and 39,773 bottles respectively; with the third place beer just 798 bottles behind and the fourth just 214 bottles behind that.

Mark Harding of Bath Ales Brewery said:

"We're absolutely delighted to have been crowned winners and even more proud that the nation has backed and believed in Barnstormer. It seems we've managed to achieve the difficult balance of appealing to established beer drinkers as well as attracting those looking to convert; which is no easy task!"

Nic Storey, Sainsbury's beer buyer said:

"The Sainsbury's Beer Competition has not only encouraged customers to try something new but has allowed us to work with some of the most enthusiastic and passionate suppliers in the sector. We can't wait to see the two winning ales in-store in time for Christmas."

For further information please contact:

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