

Press Release....Press Release.....Press Release.....Press Release...

July 2011 – Canterbury, Kent - for immediate release

NEW KENT BREWERIES AND CIDER MAKERS BUCK THE TREND

37th Annual Event - Kent Beer Festival – July 21st– July 23rd 2011

Despite the economic difficulties Kent's breweries and cider producers have taken advantage of our region as the heart of the UK for hops and apple growing. They are adding to an unrivalled history of brewing and cider making stretching over several hundred years with 8 new breweries started over the past year.

As 2011 marks the 37th anniversary of the CAMRA Kent Beer Festival, the UK's second oldest, we are delighted to showcase these new producers at our Festival alongside our established award winning ales and ciders. Every one of the 22 Kent Breweries will be represented with beers and all of the ciders are from the 15 Kent producers. In total over 100 real ales, 20 ciders and over 30 foreign beers will be available for tasting by the 6000 fans expected to attend at Merton Farm just outside Canterbury.

Gill Keay who has organised every one of the 37 Kent Beer Festivals commented "Many of the breweries and cider makers present have grown over the years and continue to collect an impressive amount of UK awards for their drinks. There has been a terrific increase in the number of microbrewers in Kent within the last year. With these new producers coming on-board I see a good future which the festival is keen to support and encourage...here's to the next 37 years!"

The event also has a good line up of live entertainment for all the family, including a "cooking with beer" demonstration and chat from Richard Fox, TV's Beer Chef. There is also Kent food, basic onsite camping and a free shuttle bus from the Canterbury Bus Station to every session. For more details of the opening times, beer & cider list and further information visit the website at www.kentbeerfestival.com

For more information and notes to editors see attachment

Dates, Times and Ticket Information

There are four festival sessions:

Thursday 21st July and Friday 22nd July evenings (6.30 to 11),

Friday lunchtime (12-4) – Free Entry

Saturday 23rd July (12-9).

For the Thursday and Saturday sessions, visitors just pay an entrance fee at the door of £5. Advance booking is essential for the Friday night session. Tickets for this session go on sale on June 1st.

All sessions except Friday evening free entry to card-carrying CAMRA members

Location: Merton Farm, Merton lane, Canterbury. CT4 7BA

Free shuttle bus from the Park & Ride lay-by Canterbury Bus Station (near Canterbury East railway station) starts 15 minutes before each session and runs every 15-30 minutes. Or follow AA signs from Canterbury city centre; free parking on-site.

Further information: www.kentbeerfestival.com

NOTES TO EDITORS

1. Photographs of previous festivals and logo images available – please contact Simon Reed
2. For an interview before the festival with Gill Keay, Organiser, or Simon Reed, Publicity & Marketing Officer, please contact Simon Reed
3. Press are welcome to “meet Richard Fox, the Beer Chef” from 12 to 4.30 pm on Friday 22nd July, between his cooking demonstrations and beer chats. Richard formerly ran a pub and microbrewery with TV star Neil Morrissey. Contact Simon Reed
4. Photo, filming and interview opportunities with Festival visitors & staff throughout event

PRESS CONTACT: Simon Reed, Publicity & Marketing Officer 07768 364353 email: seir.marketing@btinternet.com

Additional Information

The Kent Beer Festival is Britain’s second oldest festival organised by volunteer members of CAMRA (the Campaign for Real Ale). It started in 1975 and now attracts about 6000 visitors every year.

Since 1987, it has been held in a huge barn at Merton Farm near Canterbury, a great venue for a summer festival. Inside the barn, visitors can expect to find over 100 different cask beers and ciders, plus a wide range of foreign bottled beers.

At every session except Friday lunchtime there is music ranging from a string quartet to jazz, folk and rock bands. There are food and T shirt stalls and souvenir glasses. Children are welcome in the stage and food areas.