

Dorset Orchards sees record start to summer and launches new Orchard Haze cider

Dorset Orchards launched a new cloudy cider for summer. It is crafted from traditional cider apples sourced from orchards in West Dorset that are blended with dessert apples to create a crisp, naturally cloudy cider, bursting with fresh apple flavours.

'The response from Palmers licensees and customers to Orchard Haze has been amazing,' said John Palmer, Chairman & Managing Director.

'Over twenty sites are already listing all three ciders from Dorset Orchards and we have seen an unprecedented

uplift in sales across the range in the last month.

'Sales of First Press are up over 30% already in June, and Apple Bee is up more than a quarter in the same period.

'The cider market remains very competitive but the success of Dorset Orchards in 2017 demonstrates that drinkers are increasingly choosing authentic products with provenance and a point of difference over national brands.

'Our decision to make Dorset Orchards' ciders exclusively from

apples, never from concentrate and to work with sixth generation cider makers Sheppy's is what gives us this point of difference.'

In conjunction with the launch of Orchard Haze the Apple Bee branding has received a face lift to give it greater prominence on the bar and the two products have a new double font.

If you are interested in stocking Dorset Orchards Ciders contact Palmers Telesales on 01308 455120/121.

New Inn Palmers Food Pub of the Year 2017

The New Inn at Cerne Abbas have won the 2017 Palmers Brewery Food Pub of the Year.

Licensees Julian Dove & Annette Beardsmore with their team in the kitchen beat off strong competition to win the award.

The judges were particularly impressed by how they have balanced an exceptional fine dining menu alongside high quality pub classics like burger, pie and steak nights, traditional Sunday roasts and

top end bar snacks all matched to an excellent wine offer and supported by first class service.

'The New Inn is one of our flagship sites,' said John Palmer, Chairman & Managing Director.

'Julian & Annette are doing a brilliant job, unquestionably delivering a fine dining offer that is second to none in the estate and that exceeds the expectations of their guests coming to stay in one of the nation's top inns.'

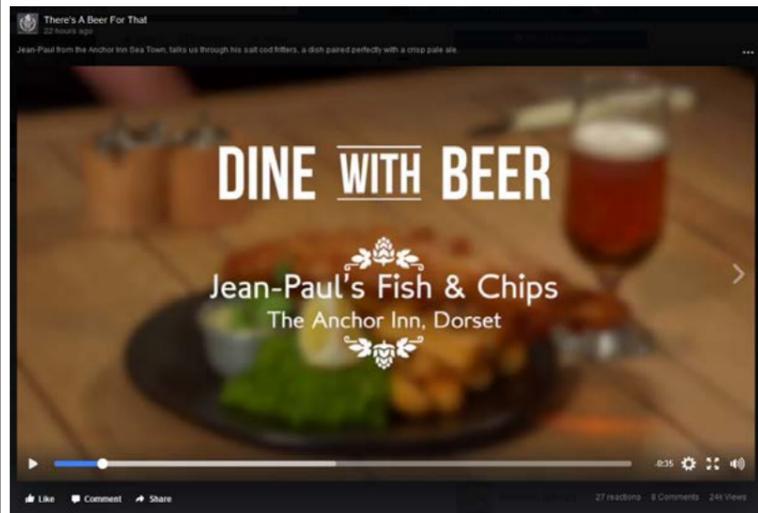


DORSET ORCHARDS LAUNCH NEW CIDER - ORCHARD HAZE. PALMERS LICENSEES JOIN US ON A FACT FINDING VISIT TO SHEPPY'S CIDER TO LEARN ABOUT HOW THE DORSET ORCHARD CIDERS ARE MADE.



LICENSEES JULIAN DOVE & ANNETTE BEARDSMORE WITH THE PALMERS BREWERY FOOD PUB OF THE YEAR TROPHY

Half Britons want to try matching beer with food



More than half of Britons want to try matching beer with food, according to new research. The survey by There's A Beer For That showed only 10% said they drank beer with their meal. The two main reasons for this were people either didn't think the flavours would complement their food or they didn't know how to create a good beer and food match. The research also said consumers seeking inspiration about matching beer styles with food wanted to see information available on menus in the pub.

There's A Beer For That programme director David Cunningham said: "Our research proves there is a huge opportunity to grow beer sales among beer drinkers and non-beer

drinkers alike by educating people about the different taste profiles of the wide variety of beer styles and beers now available in the UK. Beer's versatility and diversity of flavours is best experienced when you match it with food.'

Last year the team from There's a Beer For That met up with Jean-Paul De Ronne, Head Chef, Anchor Inn at Seatown to produce a series of videos matching Palmers ales with dishes from the pub's award winning menu.

The short videos have been promoted to There's a Beer for That's over 190k Facebook and 33k Twitter followers. For great ale and food matching ideas look up

beerforthat.com



COAST PATH, Palmers first seasonal ale for 2017 sold out in record time with just under 26k pints being pulled across the south of England

Anchor Inn at Seatown Tourism Pub of the Year



COMEDIAN AND TV PRESENTER SUE PERKINS WITH THE ANCHOR INN LANDLORD PAUL WISCOMBE, BAR MANAGER DAVID SMITH AND SUZANNE BOND, VISIT ENGLAND ADVISORY BOARD MEMBER

The Anchor Inn at Seatown have won the Visit England Tourism Pub of the Year, drawing praise from across the industry.

The national award recognises the pub that has raised the profile and importance of the tourism industry and offers an exceptional experience to visitors.

Visit England Chief Executive Sally Balcombe said: 'The awards shine a spotlight on an industry driven by the highest calibre people and organisations who deliver unforgettable experiences for visitors, raising the profile of England as a world-class destination and driving the economic benefits of tourism across the regions.'

'Awards for Excellence finalists exemplify outstanding tourism talent and distinguished businesses throughout England.'

'We received over 600 truly impressive applications this year and there's absolutely no doubt that the finalists represent the very best in the industry.'

SIBA Managing Director, Mike Benner, said: 'SIBA would like to

congratulate The Anchor and its owners Palmers Brewery on winning this prestigious tourism award.

'A traditional English pub is still top of tourists' must-visit list and where could be better than The Anchor, which is still going strong after 160 years of serving fantastic British-brewed beer.'

The British Beer and Pub Association has also congratulated the pub. Chief Executive, Brigid Simmonds, said: "Beer and pubs are vital to tourism in the UK, and tourists make around 600 million visits to pubs each year. Pubs are a beacon of hospitality, and are constantly evolving their food and drink options, so it's no wonder that, when visiting the UK, tourists place visiting a pub as third on their list of things they would most like to do.'

Winning the Tourism Pub of the Year is the latest in a long line of awards including Dorset Gastropub of the Year, National Pub & Bar County Winner and reaching the final stages of the Bill Licensee of the Year competition.

John Palmer, Chairman &

Managing Director said: 'Palmers are immensely proud of all that Paul and his team have achieved over the last twelve months.'

'The Anchor is one of the South West's top destination pubs which draws visitors to West Dorset from far and wide.'



COLMERS is making a return for 2017 Bottled COLMERS is already here and draught COLMERS will be available week commencing 10th July



Jim Jones joins Palmers as Tenanted Trade Director

Jim Jones will join the Palmers Management Team on Monday 7th August as Tenanted Trade Director.

'I am delighted to welcome Jim to Palmers,' said John Palmer, Chairman & Managing Director.

'He joins us at a very exciting time in the company's history. Our pubs are thriving, we have several

landmark projects that are due to commence in the next twelve months and we look forward to Jim bringing his wealth of experience in developing high end volume food pubs to the business.'

Jim previously worked for the Metropolitan Pub Company.



The Palmers Events Team has got off to a great start already in 2017. Dorset Knob throwing was a huge success at the new venue of Kingston Maurward, despite the inclement weather the marquee was humming. The Palmers Bar at Bridport Round Table Beer Festival raised £2500 for the Minerva Learning Trust. Next up Palmers will be at the Great British Beer Festival from 8th-12th August at London Kensington Olympia. A first for Palmers who will be promoting our ales to a national audience of beer and pub enthusiasts, find us on stand B14.

