



For immediate release

16th April 2008

Local Award-Winning Beer arrives in Tesco

ASB (Arundel Special Bitter), a speciality bottled bitter brewed in West Sussex, is now available at Tesco stores having beaten off stiff competition to win the regional Tesco Drinks Awards competition.

First prize at this local heat of the competition was the chance for the winning beer to appear on the shelves of the region's Tesco stores. Like the beers it beat to win, ASB has never before been listed in a supermarket, and is produced by a small local brewer, Arundel Brewery.

Founded by two local men in 1992, Arundel Brewery was the historic town's first brewery for seventy years and marked the rebirth of a brewing tradition dating back more than 200 years. Since then, the area has seen a number of small breweries opening with great success, demonstrating the quality of beers produced in the region. The current owners bought Arundel Brewery in 1998 and decided to start producing bottled beers in 2005.

ASB is a special bitter with a complex roast malt flavour leading to a fruity and bittersweet finish.

Jeremy Owen of Arundel Brewery says, "We are delighted to have won this award and I am thrilled to see Tesco are recognising the value, high quality and consumer appeal that local beers bring to the market".

Philippa Anderson, Local Sourcing Marketing Manager for Tesco says "The Awards are all about supporting the smaller, local producers and bringing exciting new products to our stores. We are delighted to have found Arundel's ASB – a wonderful regional beer full of character – and we look forward to helping the brewery have a very successful year".

ASB is available in Tesco stores from 28th April throughout the South East, priced at £1.79.

Ends.

Note to Editor:

The Tesco Drinks Awards were re-launched this year, and the categories revised to make the awards more consumer-friendly and to allow Tesco to award seven regional beer champions.

The Awards offer producers the opportunity to win listings in Tesco stores at both regional and national level. The regional listings are supported and advised by Tesco's new Local Sourcing Teams, who are responsible for bringing the very best of local produce to each region's Tesco stores.

This year, for the first time, categories were introduced to recognise excellence in the production of Organic and Low/Non-Alcoholic drinks.

The judging panel was made up from a team of industry experts, ranging from specialist writers, producers and the Tesco buying team.

For further information on the awards, please visit: www.tescodrinksawards.co.uk