



**PRESS RELEASE**

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## **New White Shield website content brings brewing to life**

**New content on the White Shield website provides a special insight into Britain's oldest micro brewery in Burton on Trent in a twenty minute film of the White Shield brewing process, narrated by Head Brewer and All Party Parliamentary Beer Group Brewer of the Year, Steve Wellington.**

And as a special bonus to visitors, if there's anything else they want to know about beer, they can ask Steve a question on his brand new blog.

Steve commented:

*"The rationale behind the blog is to provide interesting and relevant information about White Shield which would not usually be available elsewhere. Beer is a very personal thing and I believe it is important for people to "connect" with their favourite tipple hence I welcome comments and enquiries from all our valued customers.*

*As I have been involved with Worthington's White Shield (or WWS for those in the know!!) for over 40 years, the beer and its history is dear to my heart and I am happy to share the history with those who are interested"*

Defiant survivor of the 1820's India Pale Ale tradition, when only the most flavoursome and highly hopped of beers endured the arduous voyage round the Cape of Good Hope to India, White Shield is bottled live and matures with age. Like fine cask beer, bottled-conditioned White Shield boasts a small amount of William Worthington's feisty dual yeast, and will mature for at least 3 years after shipping from the nation's oldest micro-brewery in Burton on Trent.

White Shield was first brewed in the 1820s and by 1971 it was one of only 5 bottled-conditioned beers that were still available in the UK (there are now over 800!!!!). It has led the resurgence of interest in live, un-pasteurised brews and has consistently been voted as being one of the world's truly great beers.

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**For further information, please contact:**

Consumer website: [www.worthingtons-whiteshield.com](http://www.worthingtons-whiteshield.com)

Corporate website: [www.coorsbrewers.com](http://www.coorsbrewers.com)

Lisa Needham 01283 882055 or [lisa.needham@coorsbrewers.com](mailto:lisa.needham@coorsbrewers.com)