



PRESS RELEASE

13th September 2007

Brown sets sail on epic trip from White Shield brewery

Janet Dean, MP for Burton waved off leading beer writer Pete Brown as he set sail from the White Shield Brewery at the Coors Visitor Centre in Burton upon Trent. He was starting on a three month epic voyage of rediscovery to recreate the journey of one of the world's most popular beer styles, India Pale Ale (IPA).

Brown's travels will take him across Europe, South America, Africa and Asia (a trip of 18,000 miles) as he pays homage to this much-loved beer and the way in which it was transported centuries ago. However, the story starts closer to home at the White Shield Brewery in Burton, where, in the interests of authenticity, Brown has already brewed a 19th century IPA with the expert help of head brewer, Steve Wellington.

Determined to recreate the trip as faithfully as possible, Brown will travel with the cask (christened Barry) aboard an English narrow boat, a glorious 19th century tall ship, a modern container ship and a cruise ship.

Brown says: "IPA is one of the fastest growing beers in the world at present, but few people know that its fascinating history goes right back to the 1700s or that it shaped the course of British brewing history. On a personal note, it's my favourite style of beer so, in many ways, this trip is a dream come true."

The trip will be the subject of his third book, due to be published in summer 2008, in which Brown will also explore the fortunes of the East India Company and the part the British Empire played in IPA's history.

- ENDS -

For further details, please contact:

Sherrie Rowlands
Coors Brewers - Communications Manager
Tel: 01283 513482

Pictures enclosed:

Pete Brown sets off on his journey with 'Barry' from the Coors Visitor Centre in Burton upon Trent with Janet Dean, MP for Burton.

More information about Brown's itinerary and further notes:

- ❖ Set off from Burton-on-Trent by narrow boat on the morning of 11th September. Pete and Barry will be carried from the historic White Shield Brewery in a traditional horse drawn dray to Horninglow Basin on the Trent and Mersey Canal.
- ❖ From the UK to Tenerife aboard the P&O cruise ship Oceana, 16 – 19th September
- ❖ Tenerife to Salvador, Brazil, aboard the Barque Europa, a 19th century tall ship, 29th September – 27th October
- ❖ From Rio de Janeiro across the South Atlantic, around the Cape of Good Hope, up the East coast of Africa, and stops around the Arabian Peninsular, including Iran – 4th November onwards
- ❖ Dry land at last in Mumbai, around 8th December
- ❖ Mumbai to Kolkata by rail, mid-December.
- ❖ Pete Brown is the author of *Man Walks into a Pub: A Sociable History of Beer*, and *Three Sheets to the Wind: One Man's Quest for the Meaning of Beer*, which won the British Guild of Beer Writers Budweiser Budvar Travel Bursary in 2006. Both books published by Pan Macmillan. Pete is a member of the committee of the British Guild of Beer Writers, and has written for the Independent, Mail on Sunday, and a wide variety of beer publications in the UK and US. He has appeared on BBC, Sky and appears regularly on UKTV Food. He was recently named runner-up in the All-Party Parliamentary Beer Club's 'Beer Drinker of the Year' Award.
- ❖ Steve Wellington is Head Brewer at the White Shield Brewery in Burton-on-Trent, the recipient of many awards, most recently the All-Party Parliamentary Beer Club Brewer of the Year 2007.
- ❖ Worthington's White Shield is 2006 CAMRA Champion Bottle Conditioned Beer of Britain.
- ❖ It is believed that the long sea journey from England to India gave IPA a unique character, which brewers around the world have since sought to recreate. But this is the first time in 140 years the actual journey has been made.