

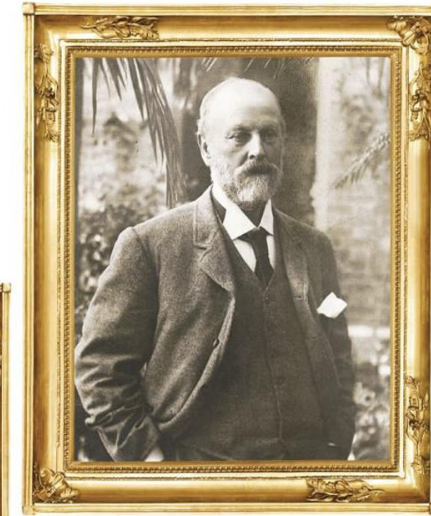
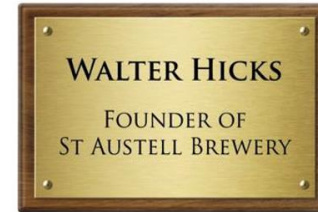
ST AUSTELL
EST. BREWERY 1851

St Austell Brewery



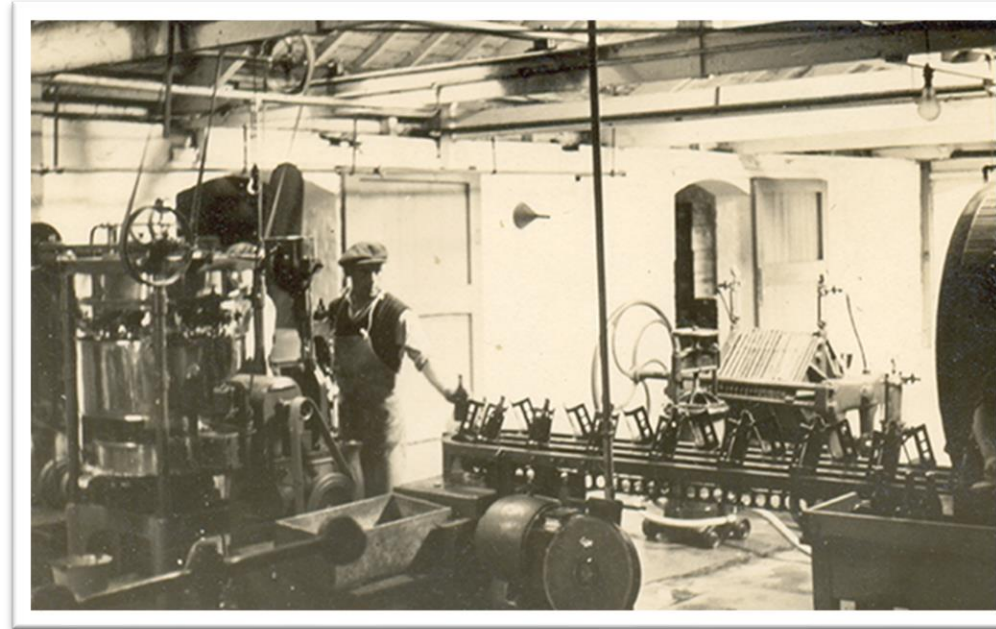
About St Austell Brewery

- **Founded in 1851** by Walter Hicks, we remain a 100% independent and family-owned business.
- We own and operate over **160 pubs, inns and hotels** across the South West, including 44 managed houses and a tenanted estate.
- We are one of the **region's largest employers** with over 1,900 people across our business.
- With a network of **six depots** across the West Country (from St Columb to Wimborne) we are the leading wholesale distributor of beers, wines, spirits, ciders, minerals, and soft drinks in the region (with **over 3,000 freetrade customers**).
- **Our Charitable Trust has raised over £1m** to donate to charities, individuals and good causes across the South West.
- We achieved **record sales in 2022**. Despite significant economic headwinds, the company's annual turnover grew by 34% to £209.2m (surpassing pre-pandemic sales by 10%).



Brewing history

- Our story began in 1851 when our founder Walter Hicks mortgaged his farm for £1,500 to set up a new family business in St Austell.
- Walter started out as a modest **wine merchant and maltster** before buying the local Seven Stars Inn in 1863. Nestled on East Hill in St Austell, it was here where he learned the art of brewing.
- The business rapidly outgrew its original site, leading to relocation on Tregonissey Lane in 1893, where St Austell Brewery remains to this day. There have been many alterations and improvements over the years, but the essential brewhouse of 1893 still sits firmly at the heart of it all.



Brewing today

- We have two breweries. Across both sites, we brew over **50 million pints** of beer a year.
- We brew two internationally recognised ale brands in **Tribute Pale Ale** and **Proper Job IPA**.
- We have our own on-site bottling, cask racking, kegging and canning facilities.
- We use hops from the UK, Europe, West Coast USA and even Tasmania – all sourced for the **quality** and **authentic flavours** required for each beer.
- We are committed to **innovating and investing in the cask and premium ale** categories and launched a new permanent cask brand last year – Anthem British Pale Ale (3.8% ABV) alongside Cornish Best, available in the off trade in 500ml.
- We are equally committed to our keg portfolio and meeting customer demand. Volumes of korev (our flagship lager) have **doubled since 2021**, following significant investment in the brand.



What makes us different?

- One of the **top two** independent family brewers in the UK.
- Our flagship pale ale, Tribute, recently won two medals International Brewing Awards 2024 – 25 years' since it was first brewed.
- The only brewery in the UK to have been awarded **Champion Bottled Beer of Britain** three times with three different beers, including Proper Job IPA and its big brother Big Job Double IPA.
- We were recently named **Best Accommodation Operator** at the Publican Awards 2024 – the Oscars of the industry.
- Proper Job is the **best-selling bottled IPA** in the country's biggest supermarket – Tesco.





1. THE ATLANTIC, ISLES OF SCILLY
Tel: 01720 422 417 | atlanticinnscilly.co.uk

2. BISHOP & WOLF, ISLES OF SCILLY
Tel: 01720 422 771 | staustellbrewery.co.uk

6. SHIPWRIGHTS, PADSTOW
Tel: 01841 532 451 | shipwrightspadstow.co.uk

7. OLD CUSTOM HOUSE, PADSTOW
Tel: 01841 532 359 | oldcustomhousepadstow.co.uk

8. GREAT WESTERN, NEWQUAY
Tel: 01637 872 010 | greatwesternnewquay.co.uk

9. FORT INN, NEWQUAY
Tel: 01637 875 700 | fortinnnewquay.co.uk

10. THE CENTRAL, NEWQUAY
Tel: 01637 873 810 | thecentralnewquay.co.uk

11. LIFEBOAT INN, ST IVES
Tel: 01736 794 123 | lifeboatinnstives.co.uk

12. PEDN OLVA, ST IVES
Tel: 01736 796 222 | pednolva.co.uk

13. THE QUEENS, ST IVES
Tel: 01736 796 468 | queenshotelstives.com

14. OLD SUCCESS INN, SENNEN
Tel: 01736 871 232 | oldsuccess.co.uk

15. SHIP INN, MOUSEHOLE
Tel: 01736 731 234 | shipinnmousehole.co.uk

16. HARBOUR INN, PORTHLEVEN
Tel: 01326 573 876 | harbourinnporthleven.co.uk

17. CHAIN LOCKER, FALMOUTH
Tel: 01326 311 085 | chainlockerfalmouth.co.uk

18. THE RISING SUN, ST MAWES
Tel: 01326 270 233 | risingsunstmawes.co.uk

19. COUNTY ARMS, TRURO
Tel: 01872 273 972 | countyarmstruro.co.uk

20. PUNCHBOWL & LADLE, TRURO
Tel: 01872 862 237 | punchbowlcornwall.co.uk

5. OYSTERCATCHER, POLZEATH
Tel: 01208 862 371 | oystercatcherpolzeath.co.uk

24. BOROUGH ARMS, BODMIN
Tel: 01208 73 118 | theborougharms.com

4. PORT WILLIAM, TINTAGEL
Tel: 01840 770 230 | theportwilliam.co.uk

3. THE WELLINGTON, BOSCASTLE
Tel: 01840 250 202 | wellingtonhotelboscastle.com

25. HAVENER'S, FOWEY
Tel: 01726 834 591 | havenersfowey.co.uk

26. HAVENER'S FISH & CHIP, FOWEY
Tel: 01726 834 591 | havenersfowey.co.uk

HICKS BAR, ST AUSTELL
Tel: 01726 66 022 | staustellbrewery.co.uk

21. PIER HOUSE, CHARLESTOWN
Tel: 01726 67 955 | pierhousehotel.com

22. HARBOURSIDE, CHARLESTOWN
Tel: 01726 67 955 | harboursideinncharlestown.co.uk

23. RASHLEIGH ARMS, CHARLESTOWN
Tel: 01726 73 635 | rashleigharms.co.uk

46. BLUE BALL INN, LYNMOUTH
Tel: 01598 741 263 | blueballinn.com

37. SAMUEL JONES, EXETER
Tel: 01392 345 345 | samueljonesexeter.co.uk

38. MILL ON THE EXE, EXETER
Tel: 01392 214 464 | millontheexe.co.uk

39. THE GLOBE, TOPSHAM
Tel: 01392 873 471 | theglobetopsham.co.uk

46

38

37

39

40

41

36. HARBOUR LIGHT, PAIGNTON
Tel: 01803 229 000 | harbourlightpaignton.co.uk

35. OLD MARKET HOUSE, BRIKHAM
Tel: 01803 856 891 | oldmarkethousebrixham.co.uk

34. ROYAL SEVEN STARS, TOTNES
Tel: 01803 862 125 | royalsevenstars.co.uk

33. ROYAL CASTLE HOTEL, DARTMOUTH
Tel: 01803 833 033 | royalcastle.co.uk

32. VICTORIA INN, SALCOMBE
Tel: 01548 842 604 | victoriainn-salcombe.co.uk

31. THE CRABHELL INN, KINGSBRIDGE
Tel: 01548 852345 | thecrabshellinn.co.uk

30. HOPE & ANCHOR, HOPE COVE
Tel: 01548 561 294 | hopeandanchor.co.uk

29. ROSE & CROWN, YEALMPTON
Tel: 01752 880 223 | theroseandcrown.co.uk

27. THE SHIP, PLYMOUTH
Tel: 01752 667 604 | theshipplymouth.co.uk

28. THE WATERFRONT, PLYMOUTH
Tel: 01752 226 961 | waterfront-plymouth.co.uk

45. THE WELLINGTON, BRISTOL
Tel: 0117 951 3022 | thewellingtonbristol.co.uk

42. THE LOCKSBROOK INN, BATH
Tel: 01225 427 119 | helocksbrookinn.com

43. THE MOORFIELDS, BATH
Tel: 01225 982 102 | themoorfields.com

44. THE HARE & HOUNDS, BATH
Tel: 01225 482 682 | hareandhoundsbath.com

41. ROCK POINT INN, LYME REGIS
Tel: 01297 443 153 | rockpointinn.co.uk

40. MASONS ARMS, BRANSCOMBE
Tel: 01297 680 300 | masonsarms.co.uk

SOMERSET

DEVON

DARTMOOR

CORNWALL

DORSET

PUBS

HOTELS & INNS COLLECTION

ST AUSTELL BREWERY

Our Pubs, Inns & Hotels

ST AUSTELL
EST. BREWERY 1851

ISLES OF SCILLY



ST AGNES HOTEL
Tel: 01872 552 307

ST AGNES

FOX & HOUNDS
Tel: 01209 820 251

GOLDEN LION INN
Tel: 01209 860 332

REDRUTH

JACKS HOTEL
01209 612 424

MBORNE

IT IVES

BADGER INN
01736 752 181

JEENS HOTEL
01736 796 468

STERN HOTEL
01736 795 277

HAYLE

BUCKET OF BLOOD
Tel: 01736 752 378

CORNISH ARMS
Tel: 01736 753 237

CORNUBIA INN
Tel: 01736 753 351

YAL STANDARD INN
Tel: 01736 753 350

TURNPIKE INN
Tel: 01736 752 377

CORNISH ARMS
Tel: 01841 520 288

FARMERS ARMS
Tel: 01841 520 303

LONDON INN
Tel: 01841 532 254

HARBOUR INN
Tel: 01841 533 148

PADSTOW

EARL OF ST VINCENT
Tel: 01208 814 807

PITYME INN
Tel: 01208 862 228

MOLESWORTH ARMS
Tel: 01208 812 055

ST KEW INN
Tel: 01208 841 259

SWAN HOTEL
Tel: 01208 812 526

WADEBRIDGE

BLUE ANCHOR INN
Tel: 01726 860 352

TAVERN INN
Tel: 01637 873 564

TRAVELLERS REST
Tel: 01637 861 633

NEWQUAY & FRADDON

PENZANCE

CROWN INN
Tel: 01736 710 494

DOLPHIN TAVERN
Tel: 01736 364 106

FIRE ENGINE INN
Tel: 01736 710 771

FISHERMANS ARMS
Tel: 01736 369 143

KINGS ARMS (St Just)
Tel: 01736 788 545

KINGS ARMS (Paul)
Tel: 01736 731 224

KINGS ARMS (Marazion)
Tel: 01736 710 291

LOGAN ROCK INN
Tel: 01736 810 495

NORTH INN
Tel: 01736 788 417

STAR INN
Tel: 01736 788 767

YACHT INN
Tel: 01736 362 787

FALMOUTH

FERRYBOAT INN
Tel: 01326 250 625

LEMON ARMS
Tel: 01326 373 666

PANDORA INN
Tel: 01326 372 678

PENNYCOMEQUICK
Tel: 01326 311 912

TRURO

HAWKINS ARMS
Tel: 01726 882 208

HERON INN
Tel: 01872 272 773

KINGS ARMS
Tel: 01872 530 202

NEW INN
Tel: 01872 501 362

NORWAY INN
Tel: 01872 864 241

PLUME OF FEATHERS
Tel: 01872 580 321

PUNCHBOWL & LADLE
Tel: 01872 862 237

RISING SUN HOTEL
Tel: 01326 270 233

SEVEN STARS
Tel: 01209 860 003

SHIP INN
Tel: 01872 501 356

VICTORIA INN
Tel: 01872 278 513

WIG & PEN
Tel: 01872 273 028

WILLIAM IV
Tel: 01872 273 334

GOLDEN LION INN
Tel: 01208 880 336

PORT GAVERNE HOTEL
Tel: 01208 880 244

PORT ISAAC

NAPOLEON INN
Tel: 01840 250 204

MASONS ARMS
Tel: 01840 213 309

BOSCASTLE & DELABOLE

EARL OF CHATHAM
Tel: 01208 872 269

LOSTWITHIEL

CORNWALL

ST AUSTELL

FOWEY

KING OF PRUSSIA
Tel: 01726 833 694

LUGGER INN
Tel: 01726 833 435

LUGGER INN (Polruan)
Tel: 01726 870 007

RUSSELL INN
Tel: 01726 870 707

SAFE HARBOUR HOTEL
Tel: 01726 833 379

SHIP INN
Tel: 01726 832 230

PAR

NEW INN
Tel: 01726 813 901

PAR INN
Tel: 01726 815 695

WELCOME HOME INN
Tel: 01726 616 994

BODMIN

KINGS ARMS
Tel: 01726 850 202

LANIVET INN
Tel: 01208 831 212

WEAVERS
Tel: 01208 74 511

CORNISH ARMS
Tel: 01822 612 145

TAVISTOCK

CASTLE INN
Tel: 01822 820 241

OKEHAMPTON

BEAVER INN
Tel: 01237 474 822

BIDEFORD

CROWN HOTEL
Tel: 01598 752 253

LYNTON

BEAVER INN
Tel: 01237 474 822

BIDEFORD

BRIDGE INN
Tel: 01598 324 130

DULVERTON

WINDWHISTLE INN
Tel: 01460 30 229

CHARD



DEVON

DEVON

DARTMOOR

SALTASH & TORPOINT

CARBEILE INN
Tel: 01752 814 102

COPLY ARMS
Tel: 01503 240 209

EDGECLUMBE ARMS
Tel: 01752 822 294

WHO'D HAVE THOUGHT IT INN
Tel: 01579 350 214

IVYBRIDGE

WESTWARD INN
Tel: 01752 892 146

PLYMOUTH

GEORGE INN
Tel: 01752 342 674

THE PENGUIN
Tel: 01752 220 167

THE WATERFRONT
Tel: 01752 226 961

LISKEARD

CROWS NEST INN
Tel: 01579 345 930

LOOE

JUBILEE INN
Tel: 01503 220 312

SHIP INN
Tel: 01503 263 124

BUCCANEER INN
Tel: 01803 312 661

TORQUAY

BOVEY TRACEY

CROMWELL ARMS
Tel: 01626 833 473

BUCKFASTLEIGH

ABBEY INN
Tel: 01364 642 343

KINGSBRIDGE

CHURCH HOUSE INN
Tel: 01548 852 237

SLOOP INN
Tel: 01548 560 489

CHAGFORD

THREE CROWNS HOTEL
Tel: 01647 433 444

TEIGNMOUTH

TEN TORS
Tel: 01626 365 434

EXETER

BLUE BALL INN
Tel: 01392 873 401

THE PUFFING BILLY
Tel: 01392 877 888

BATH

THE HOP POLE
Tel: 01225 446 327

THE SALAMANDER
Tel: 01225 428 889

THE GRIFFIN INN
Tel: 01225 420 919

THE MARLBOROUGH TAVERN
Tel: 01225 420 919

DORSET

SOMERSET

BRISTOL



THE ALBION
Tel: 01179 733 522

THE LAMPLIGHTERS
Tel: 0117 279 3754

RISING SUN HOTEL
Tel: 01761 490 006

THE SWAN
Tel: 07804 739 056

SWINEFORD

WILTSHIRE

SWINDON

RED LION INN
Tel: 01793 750 776

ST AUSTELL

EST. BREWERY 1851

TENANTED PUBS

- CORNWALL
- DEVON
- SOMERSET
- WILTSHIRE

ST AUSTELL
EST. BREWERY 1451

Our Breweries & Depots

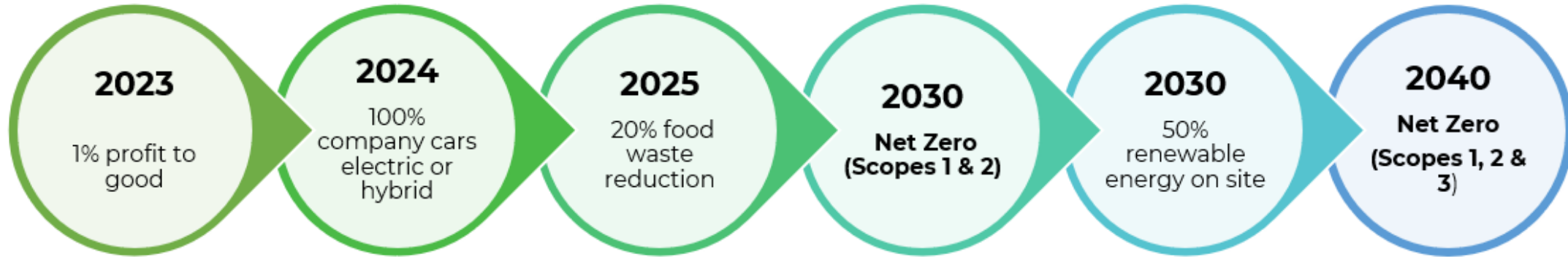


Charitable Trust

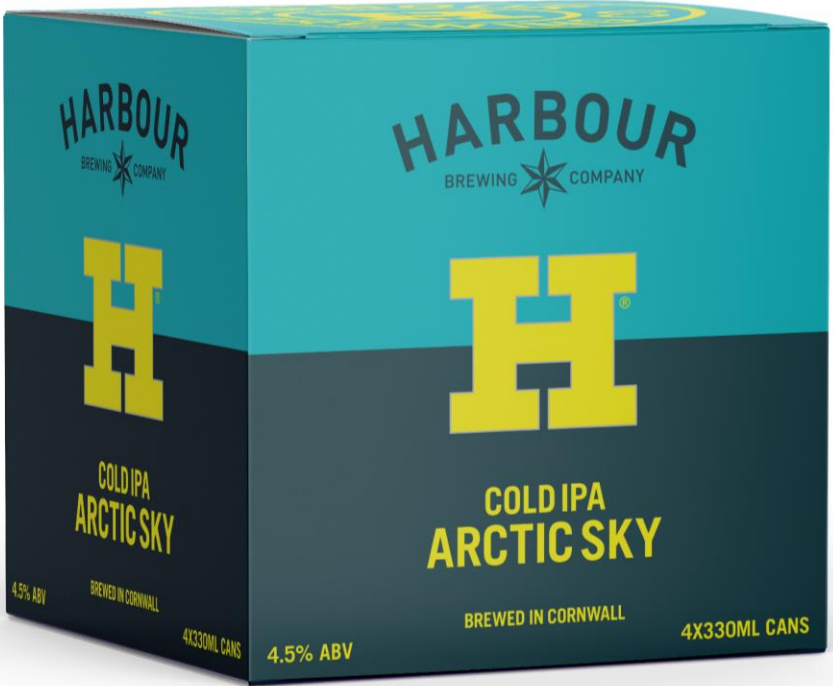
- Since its launch in 2003, St Austell Brewery's Charitable Trust has been supporting local charities, good causes, and individuals in need across the South West.
- Our Trust is funded by contributions from the business, along with donations and money raised through fundraising events held in our head offices, depots and pub estate.
- **To date, the Charitable Trust has raised over £1 million – over £118K in 2023 alone.**
- One of our biggest fundraisers since the Trust first launched is our annual Celtic Beer Festival. Held in the brewery cellars, the event has generated over £200,000 from ticket sales over the years.



Sustainability



Our strategic partners





OUR RANGE

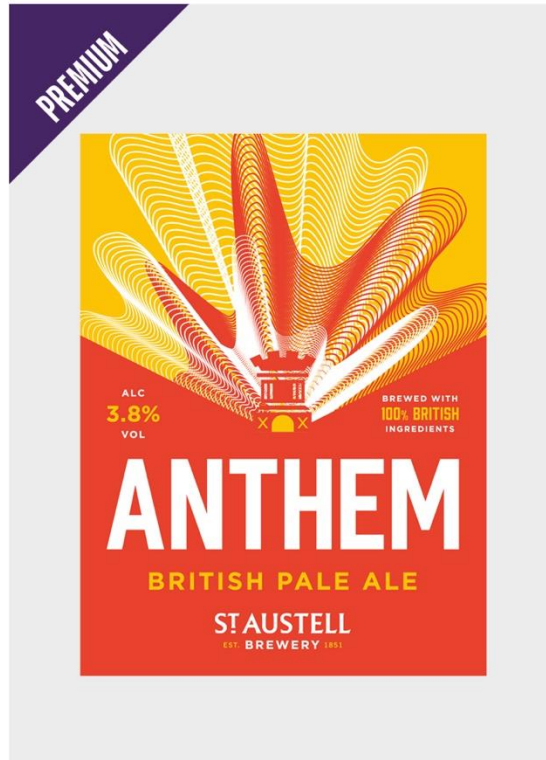


Our Cask Brands

KEY STATS:

- St Austell Brewery is the 2nd largest Cask Ale brewer in the South West.
- Tribute is one of the top 10 selling Cask Ale's across Great Britain.
- Proper Job Cask is outperforming the market leading Cask Ale in the South West.
- Tribute & Proper Job are both in the top 10 selling Premium Ale's across total off trade.
- Proper Job is the No.1 selling premium ale IPA across all of off trade.
- Tribute is the best performing of the top 30 premium ale brands in off trade.

STRATEGIC BRANDS



ANTHEM BRITISH PALE ALE · 3.8% ABV

Anthem is our new golden pale ale brewed with 100% British ingredients. The four hop varieties - Target, Olicana, Jester and Harlequin - bring the beer's mango, peach, apricot, melon and tangerine flavours.



TRIBUTE PALE ALE · 4.2% ABV

Zesty and fresh pale ale brewed with Cornish Gold malt and hops from the UK and the USA. The malty base brings character and flavour and balances the beer's fresh orange and grapefruit notes.



PROPER JOB IPA · 4.5% ABV

An authentic IPA, packed full of citrus, pineapple and grapefruit flavours. Proper Job is a big, bold and strong beer with a crisp bitter finish; perfect for pairing with full-flavoured dishes.

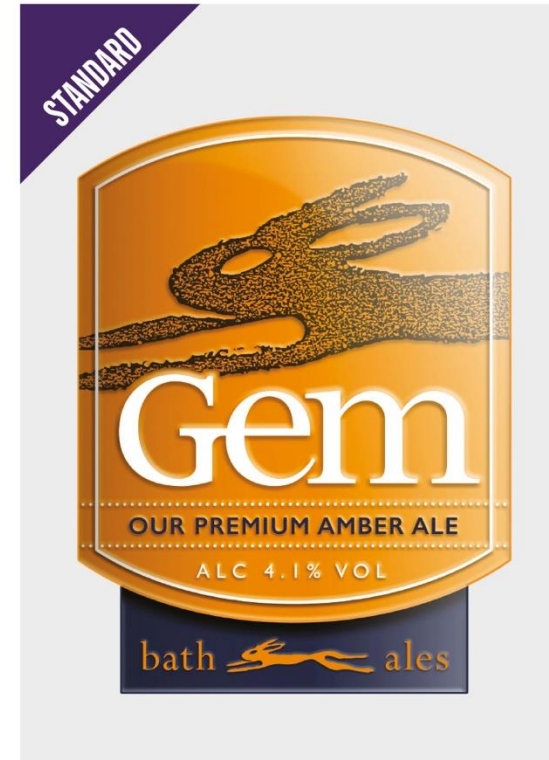
Our Cask Brands

TACTICAL BRANDS



CORNISH BEST BEST BITTER · 3.4% ABV

A traditional best bitter, Cornish Best delivers a full, well-balanced flavour despite its low strength. Toffee and biscuit notes complement a hint of bitterness.



GEM AMBER ALE · 4.1% ABV

A full-bodied, malty amber ale. Gem's rich aroma of spicy hops, malt, and toffee is met with a deep, bittersweet finish. A well-balanced, dependable beer crafted from traditional British malts and hops.



HICKS STRONG ALE · 5.0% ABV

Hicks is a legendary ale named after St Austell Brewery's founder, Walter Hicks. It's full-bodied, strong, and distinctly Cornish.



KOREV LAGER

4.8% ABV

Born on Cornish shores, open horizons inspired us and nature's elements shaped us. Pale gold like the morning sun, fresh and crisp like a coastal breeze, full-on refreshment like waves crashing against our shores: this is the coast in a glass. Drink it all in.

REASONS TO STOCK:

- Rebranded to reposition between World & Modern Craft backed with a £1m On-Trade and marketing investment.
- World lager continues to be driven by premiumisation – korev can firmly tap into that trend.
- World beer attracted 1.3m additional shoppers in Off-Trade during lockdown in 2020*.
- Target audience of 18-27 year olds are looking for premium eye-catching brands when they engage with the On-Trade - korev delivers on this across all touchpoints.

COLOUR:	Pale, Platinum Gold
AROMA:	Delicate, Herbal, Honey, Popcorn
TASTE:	Crisp, Clean, Fresh, Delicate
BITTER:	● ● ○ ○ ○
SWEET:	● ● ○ ○ ○

FORMAT AVAILABILITY:

Keg: 30L, 50L.
Bottle: 500ml, 330ml.
Can: 330ml.

ALLERGENS:

Barley.

* Kantar Worldpanel Online L52wks to 01.01.21 vs YA.



KEY PARTNERSHIPS:

- Marine Conservation Society.
- Surfing England.
- Lucy Campbell.
- Watergate Bay drive-in cinema.
- Blue Earth Summit.
- Lakefest.
- The Eden Sessions.
- Great Estate Festival.



59,907

BB MAT

58%

DRAUGHT VOLUME



45,502

BB MAT

33%

DRAUGHT VOLUME



25,109

BB MAT

67%

DRAUGHT VOLUME