

Internal Memorandum

To: All branches, BLOs, BLCs, NE, RDs

From: Ben and Robyn Parr-Ferris (GBBF Beer Order)

Subject: GBBF Beer Order

Date: 15th November 2018

Status: Commercial in confidence

We have taken over the GBBF beer order process for the 2019 festival. We are introducing some changes to the order process, and as a consequence we are sending this email earlier than has been the case in previous years.

We now invite recommendations for the beer order for GBBF 2019. Please encourage as many branches/members as possible to respond.

We will read every reply and try to consider your thoughts when selecting beers. The recommendations received will be taken into account in selecting the beers to be ordered. The only beers we must order are the CBOB entries and beers for the brewery bars, but everything else starts from the recommendations.

As in previous years, there are three questions:

- Are there any cask beers brewed in your area or further away that you think we should consider for GBBF? Note that the beer must be available in cask; we are not seeking recommendations for keykeg beers.
- If you are a BLO, do you think any of the beers that your brewery brews are worthy of inclusion at GBBF?
- Are there any beers or breweries that you know of in your area or further away that you think we should avoid ordering from? Please let us know why you do not think we should order from them, and please be honest; we will treat any negative comments as confidential.

Things to note:

- Your feedback is important, if no one recommends a particular brewery we may assume that it is not worth mentioning so it goes further down the list of possibilities.
- Beers are not carried over from year to year; the whole list is redone every year so having a beer at GBBF one year does not mean that a brewery will necessarily get an order the following year. This is not a reflection on the brewery but more a problem of space.



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- Please do not send a full list of all beers brewed by a brewery in alphabetical or abv order – give your ranking, your personal choices; we want to know which beers you consider are the best.
- We are obviously interested in beers that will be brewed for August particularly specials/seasonals and new beers where the information is often difficult to find so anything you know, however vague, would be very helpful.
- We want your personal opinions of the brewery and their beers rather than knowing that they have won CAMRA or any other competitions or what their best-sellers are.
- Please try to give your own opinion even if you do discuss it with others. This is a CAMRA festival and so it should be our choice of beer.
- We need to have a range of abv and styles of beer on each bar, so we cannot always order the beer that a brewery is best known for. We may well ask for something less well known to get a balance and to offer GBBF festival-goers something different. If a brewery is capable of brewing award-winning, famous beer we should be able to pick anything from their range and get an equally well-made beer.
- We do not have enough room to have a beer from every brewery so not all beers or even breweries suggested will be given a slot however if you don't recommend them then perhaps no one else will.
- All beer is purchased via the brewery or the brewery's nominated preferred supplier. We will not provide feedback or information after you have provided your recommendations – sorry but we will not have time.
- Please do not recommend beers that you know will not be available in August as we will not be able to get them, it makes us look silly with the brewery and it can waste time if we try to order them thinking they will be available. This is also true for one-off brews; very few brewers will rearrange their brew plans to accommodate out-of-season requests for GBBF.
- Sometimes, despite recommendations and initial interest, a brewery will decline to supply. It is a big commitment to get the beer to London during August and once they understand what is involved some breweries do turn down an order.

Please use the email address gbbf.beerorder@camra.org.uk or reply by post to Ben & Robyn Parr-Ferris, GBBF Beer Order, CAMRA, 230 Hatfield Road, St Albans, Herts, AL1 4DW

Thanks for your time and help; please get your replies to us by 31st December 2018 at the latest.

Cheers,

Ben & Robyn

