

St Andrew's Beer Festival

Discussion Document

These are the Notes that were produced in **February 2016** as a discussion document for the Staff Team and PCC:

Main points found from the internet and elsewhere:

- a. June to October is best (but Old Cross Tavern has a Festival at the end of May)
- b. Have a back-up plan for rain
- c. For a 3-5 day festival have 12-15 beer varieties; can offer bottled as well as cask ales and draught lagers
- d. Try for sale or return; try before you buy
- e. Can get one-third pint 'beer taster kits'
- f. Have food
- g. Have music
- h. Have things for children; 'fete games'
- i. Sell tickets to keep control: can include cost of entertainment, some food and a first drink. Also Tasting Notes
- j. Will we need more than one serving counter?
- k. Chairs and tables?
- l. Receive the casks three days before, but you need to store safely
- m. Serve from the cask?
- n. Can buy jacket badges
- o. Sutton Church Beer Festival:
 - a. Friday 6-11pm, Saturday 12noon-5pm family, then 5-11pm
 - b. Chilli, stew, sausage rolls and pork pies
 - c. £3 every session; £2 for a festival glass
 - d. Bouncy Castle for children
 - e. 13 beers and 7 ciders
- p. Barnsley CAMRA: 20 real ales and cider, 12noon-10.30pm
- q. CAMRA also does £3 deposit for glass
- r. Rastrick Church (now 5th year):
 - a. 2 days and raises £7k
 - b. 26 beers and 5 ciders
 - c. £5 ticket sold at door includes glass, Tasting Booklet and first half-pint
 - d. Tokens for drinks, half-pint is one token, token costs £1.25, pay cash for food
- s. **Comments 1 (a pub beer festival):**
 - a. 700 people in 1 day, £5 entry fee, £3.50 a pint, £2 half-pint and turned over £15k
 - b. 'can't trust the weather, hire a marquee'
 - c. Include some beers with lower ABVs so people can pace themselves or hold back
 - d. Include cider for women (*that comment was not appreciated at St Andrew's, as cider is now popular with men as well as women*)

- e. People get hungry at the same time, so there will be queues which are not a good idea: stopped doing BBQ for this reason, now pork and beef joints and serve in a bun
- f. Use plastic glasses
- t. **Comments 2 (Beer Academy):** (*We subsequently discovered one of their staff had been married recently in St Andrew's! He was unable to help this time with item (c), but will if we do it again.*)
 - a. Have beer and cheese tastings
 - b. Include amusingly-named beers and one that has won a major award
 - c. Do a talk about brewing, or a tutorial, but no more than 30-45 minutes
 - d. Offer one-third or half-pint glasses
 - e. Have something for kids to do
 - f. Don't put the beer all on at once – rotate
 - g. Tasting notes on 1,000 beers on Cyclops website (<http://www.cyclopsbeer.co.uk/>)
- u. **Comments 3 (chairman of Brewery):**
 - a. 20 ales for 2-5 days, have a varied range
 - b. Have some bottled beers to sell
 - c. Have a theme: eg Yorkshire beers, Hertfordshire beers, flavoured beers
 - d. Stillaging can be hired
 - e. Handpulls are best; or 'cask widge' kits so you can dispense upright
 - f. If outside, need to be insulated to maintain temperature; cooling jackets can be hired
 - g. Matching beer and food can be researched
 - h. Keep food simple
 - i. Have quizzes and competitions
 - j. Book a cask ale training course
 - k. Advertise it on social media
 - l. Evaluate the success: have customer comment cards available and collect email addresses
- v. 100 people drink 250 pints; other events had 11 beers and a cider
- w. Can hire a 6-cask rack for 2 days including cooling plant for £193
- x. Local companies might sponsor a barrel

Reviewing this research, here is a summary of what St Andrew's might consider:

1. Start small, and do a Saturday 12noon to 8pm and then suggest people finish off elsewhere.
2. Do it in conjunction with a local pub: would Old Cross Tavern be interested?
3. Could finish off the beer on the Sunday with a church lunch?

4. My suggestions would be:
 - a. It needs to sound unusual but interesting
 - b. The quality needs to be good, and naff food could spoil it
 - c. The events put on during the day should again be unusual and intriguing
 - d. We are unlikely to cover our costs, but any surplus should go to a named charity or current concern
5. Suggest selling 150-200 tickets in advance, giving church people the opportunity to invite friends.
6. WC facilities: will church and hall be enough?
7. Suggest 18 beers, meaning 3 x racks to be hired.
8. Or do we have a real mix: some real ales in casks, some craft beers in bottles, some from micro-breweries in containers smaller than firkins?
9. Also ciders and wines, perhaps from local vineyard?
10. Have a theme?
11. There are 9 gallons in a firkin cask: 72 pints, so 18 casks would give over 1,200 pints which is enough for 500 people at 2.5 pints each. Sounds too much for a first time?
12. Cheese tasting and selling?
13. Beer to be served under cover in tent/gazebo in churchyard
14. Two or three serving points?
15. Food in gazebos but perhaps back-up plan in Hall
 - a. Cornish Pasties, sausage rolls, samosas, easy to collect, no queue
 - b. If in buns, something unusual: venison? roast lamb? Not burgers or hot dogs
 - c. Unusual crisps and snacks
16. Or childrens' activities in Hall?
17. Tables and chairs outside: we have 80 chairs
18. Events in the church:
 - a. Displays on Pilgrims, Activists and Artists
 - b. Have hired portable belfry for bell-ringing demonstration
 - c. Music – but perhaps unusual performers, groups?
 - d. Pub Quiz at some point?