

The Spectacular Rise Of Golden Ale – The Beer Helping To Change The Taste Of A Nation

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It's the tittle that is arguably creating the biggest stir in the beer industry since the arrival of lager in the mid-1960s.

In the last few years golden ale has not only become the UK's fastest growing beer variety but has been instrumental in helping change the beer tastes of the nation and convert lager drinkers to ale.

Latest stats reveal that demand for golden ale has soared by nearly 70 per cent since 2013 (IRI Worldwide data April 2015).*

Last month brewing giant Guinness launched a golden ale – Guinness Golden Ale - in a move that raised eyebrows across the beer industry.

And one of the UK's leading ale brewers Wychwood brought out its first ever Hobgoblin golden ale last year.

Tesco has also just launched its first own label bottle conditioned golden ale in a move that has been supported by the Campaign for Real Ale (CAMRA).

Tesco ale buyer Chiara Nesbitt said: "Golden ale is having such a dramatic effect on the beer taste of the nation because it combines the refreshingness of lager with the flavoursome qualities of ale.

"Five years ago we stocked about 15 golden ales but demand has soared so much recently that we doubled our range – it really is proving to be an entry point ale for traditional lager drinkers.

"The growing demand is a result of younger, predominantly lager drinkers seeking more flavoursome yet light and refreshing alternatives to lager. Golden ale perfectly fits that profile.

"Perhaps the best example of how popular golden ale has become is that Guinness has now launched its own version."

The Tesco Bottle Conditioned Ale has been brewed by the UK's No 1 bottled ale brewer Marstons and features the 'CAMRA says this is real ale' logo.

Golden ales were first developed by British brewers in the 1980s and were specifically designed to win over younger drinkers who favoured lighter, thirst-quenching beer such as lager.

Among the most popular golden ales at the moment are Thwaites Wainwright, Greene King Old Golden Hen, Greene King IPA, St Austell Tribute, Badger Fursty Ferret, and Harviestoun Bitter & Twisted.

ENDS

Note to editors

*Latest IRI Worldwide data shows that golden ale has grown by 68.8 per cent up in the last two years up to April 25 2015.

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