

## Promotional support

The CAMRA LocAle scheme offers you a helping hand by promoting your pub as the place to enjoy a pint of quality, local real ale.

Pubs participating in the CAMRA LocAle initiative will receive:

### CAMRA LocAle Branded pump clip crowners

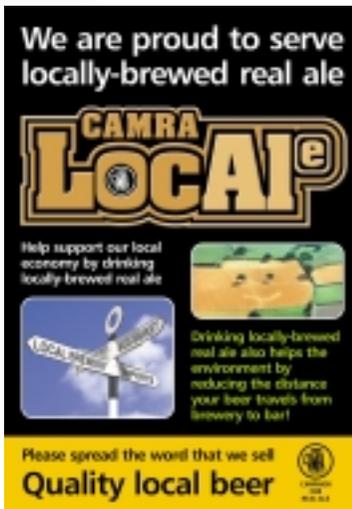
To help customers identify their tasty local brews!



### CAMRA LocAle window stickers

Advertise your local beers and show participation in the scheme.

LocAle posters and locally branded publicity material to help tempt beer drinkers to your pub and choose local beers!



The huge and growing demand for local real ales is demonstrated by the 11% growth in beer volumes enjoyed by local brewers in 2007. Locally-brewed real ale sales are booming, while overall beer sales are in decline.



## A Licensee's Guide to...



Participants in the trial scheme in Nottingham reported increased beers sales. Why not replicate their success by joining the CAMRA LocAle promotion?

To find out how the CAMRA LocAle scheme can benefit you, or to apply for accreditation, please get in touch with your local CAMRA branch:

CAMRA LocAle is a new accreditation scheme to promote pubs that sell locally-brewed real ale.



CAMRA, The Campaign for Real Ale  
230 Hatfield Road, St Albans  
Hertfordshire  
AL1 4LW  
(01727) 867201  
[www.camra.org.uk/locale](http://www.camra.org.uk/locale)



Reduce the miles the beer you serve travels from Brewery to Bar.

Help the environment and support your local breweries!



# An introduction to...



## What is CAMRA LocAle?

**CAMRA LocAle is a new initiative that promotes pubs stocking locally-brewed real ale. The scheme builds on a growing consumer demand for quality local produce and an increased awareness of 'green' issues.**

The CAMRA LocAle scheme was created in 2007 by CAMRA's Nottingham branch which wanted to help support the tradition of brewing within Nottinghamshire, following the demise of local brewer Hardys and Hansons.

**Everyone benefits from local pubs stocking locally-brewed real ale...**

- **Public houses** as stocking local real ales can increase pub visits
- **Consumers** who enjoy greater beer choice and diversity
- **Local brewers** who gain from increased sales
- **The local economy** because more money is spent and retained locally
- **The environment** due to fewer "beer miles" resulting in less road congestion and pollution
- **Tourism** due to an increased sense of local identity and pride - let's celebrate what makes our locality different.

Join the CAMRA LocAle promotion and help us to encourage the sale of more local real ale, locally!

Contact your local CAMRA branch to participate.

## So, what's in it for me?

Stocking a local beer can enable you to differentiate yourself from other local pubs, thereby gaining you new customers and increasing your beer sales. Stocking locally brewed real ale will also give your business the edge over supermarkets and off licences selling low-cost mass-market lagers.



## What's involved - can anyone join?

If you wish to benefit from participation in the CAMRA LocAle scheme you must agree to endeavour to ensure that at least one locally-brewed real ale is on sale at all times. Only real ale can be promoted as a CAMRA LocAle.

**Joining the CAMRA LocAle initiative is FREE** and accreditation is easy, so, simply contact your local CAMRA branch to arrange (details on back cover).

Increase your sales and reduce the miles the beer you serve travels from Brewery to Bar!

You can help to support your local breweries the environment by buying local real ale.

## Some of your questions answered...

### Q What is CAMRA's definition of local?

**A** Each CAMRA branch participating in the scheme is able to decide on what they think is an appropriate definition of local for their area. For example Nottingham CAMRA adopted a definition of 20 miles and York CAMRA has opted for a 25 mile definition. Simply contact your local CAMRA branch to find out what definition of local has been agreed on for your area - see contact details on the back of this leaflet.

### Q How is the distance between the brewery and my pub measured?

**A** The distance is usually based on shortest driving distance. This can be easily calculated by using website route planners, such as AA Route Planner and RAC Route Planner.

### Q What if beer from a brewery is delivered 50 miles away to a distribution centre before being delivered back to my pub only ten miles away from the brewery?

**A** Because the brewery is local to your pub then the beer still qualifies as a local beer. Encouraging pubs to serve local real ales is the first step to reducing beer miles.

### Q What about licensees who are prevented from stocking a local beer by their lease or tenancy agreement?

**A** Our advice would be for you to speak to your Business Relationship Manager to see whether a special arrangement can be made to enable you to sell one local real ale. The Society of Independent Brewers' Direct Delivery Scheme allows some lessees of Punch Taverns, Enterprise Inns and Admiral Taverns the option of stocking a real ale delivered direct from a local brewer.