

INDEPENDENT



BRITISH BEVERAGE
FULLER'S
CHISWICK

LONDON PRIDE

Outstanding
PREMIUM ALE

THE THAMES



LONDON PRIDE

WHATEVER YOU DO, TAKE PRIDE

Product:

- London Pride is the classic premium ale and is the UK's number one premium ale brand.
- Winner of numerous awards including CAMRA Champion Beer of Britain and Supreme Champion at the International Beer & Cider Competition.
- Sales continue to grow year on year and Pride's market share has more than doubled since 1996.

Support:

- Supported by high profile, high quality advertising support, including TV, press, outdoor and radio advertising.
- Regular promotions and sampling.
- A full range of POS material including branded glassware, promotional clothing and accessories.

Tasting Notes:

London Pride is a smooth and complex beer. It has a distinctive malty base, complemented by a rich balance of well-developed hop flavours from the Target, Challenger and Northdown varieties in the brew. The perfectly balanced flavour makes an excellent accompaniment to traditional, hearty meals such as Steak & Kidney pie.

At 4.7% ABV in bottles, it is "An astonishingly complex ale for its strength." Roger Protz.

Available in: 30L Keg | 24 x 330ml



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