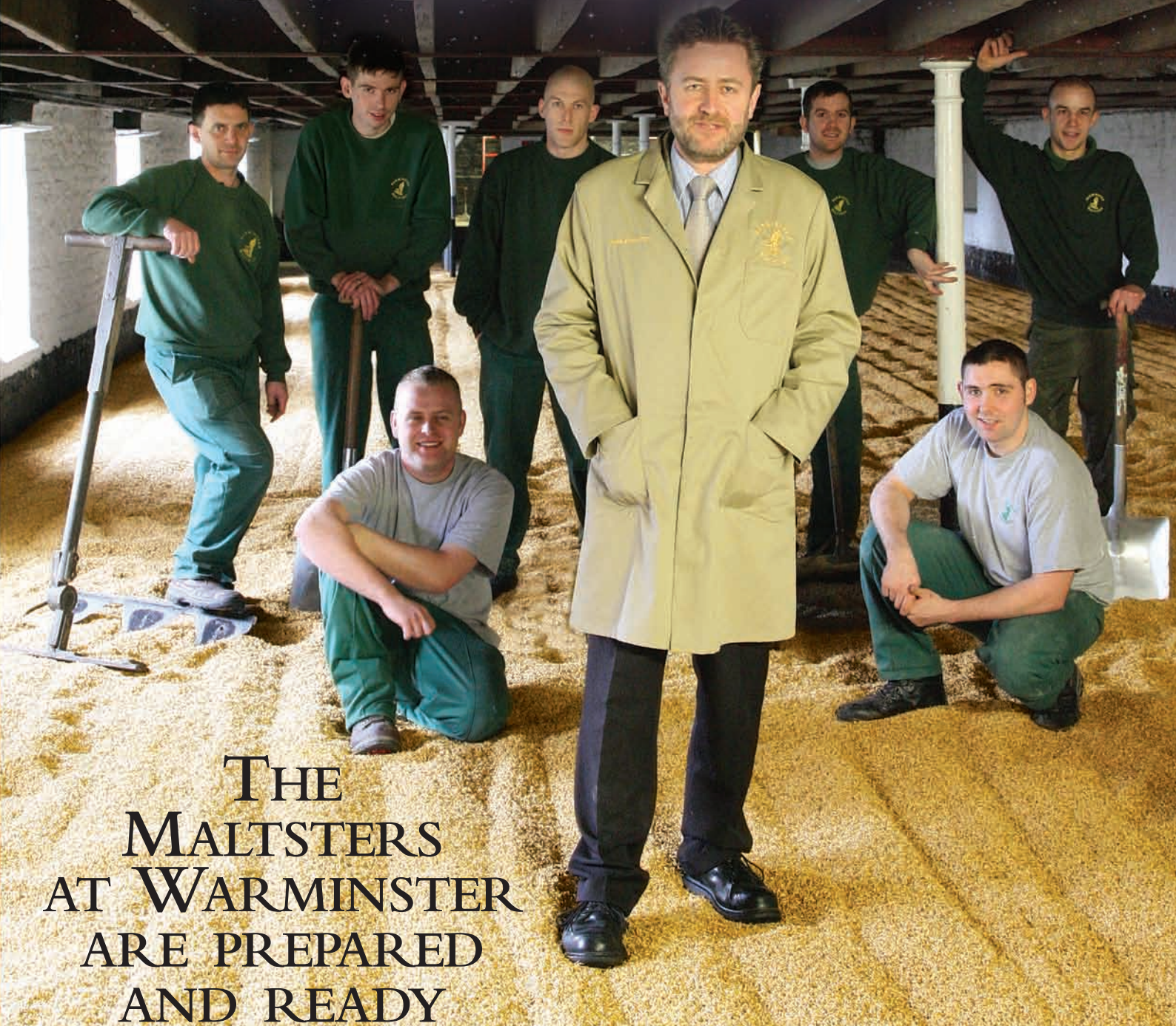


WARMINSTER MALTINGS LTD

2009

*the market for Cask Ale
is going to*

EXPLODE



THE
MALTSTERS
AT WARMINSTER
ARE PREPARED
AND READY

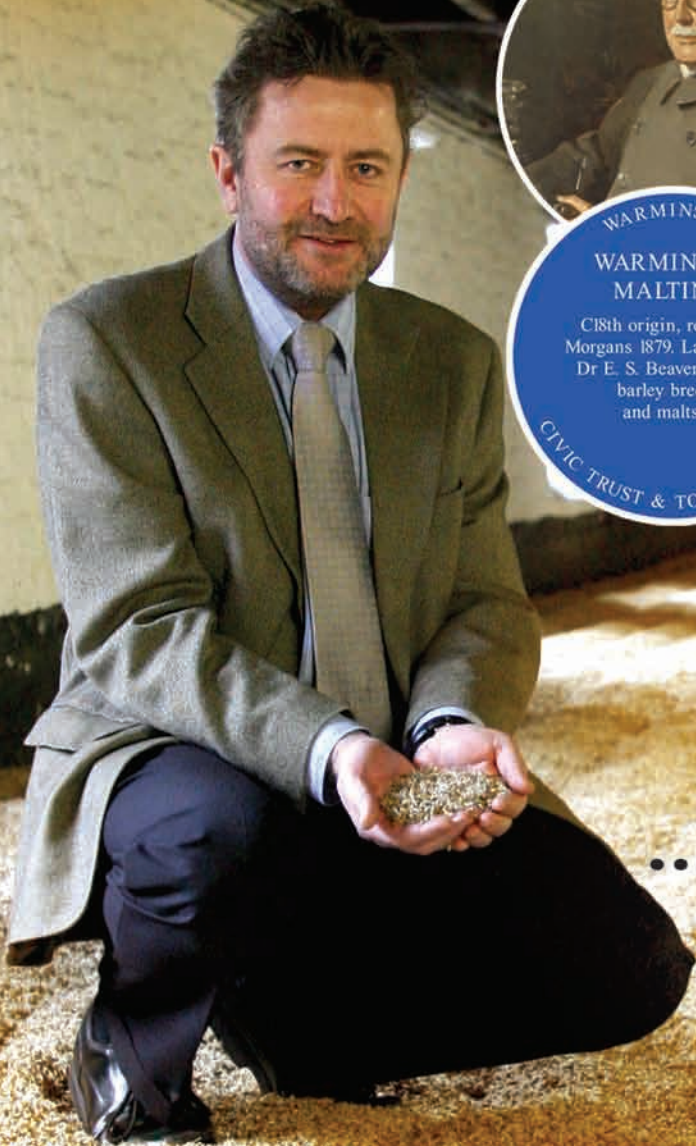
A PROCESS STEEPED IN TRADITION...

Dr E.S.Beaven
1857 – 1941

Edwin Sloper Beaven, a farmers son, left school at 13 with only a leavers certificate. Yet his outstanding achievements in the field of barley breeding earned him an honorary doctorate from Cambridge University. Most notably he bred the barley variety Plumage Archer. This was the first genetically true variety of barley introduced to British farmers in 1905, and became the mainstay of UK malting barley production for the next 50 years.



WARMINSTER
WARMINSTER
MALTINGS
18th origin, rebuilt for
Morgans 1879. Later run by
Dr E. S. Beaven, pioneer
barley breeder
and maltster.
CIVIC TRUST & TOWN COUNCIL



**...MANAGED WITH AN EYE
TO THE FUTURE**

*Beauty
is in the eye
of the
beerholder!*



GENERATING THE FIELDS OF BARLEY

The unique feature of Warminster Maltings is that it is owned by Robin Appel, whose Hampshire based grain procurement company, Robin Appel Ltd, is a particularly strong influence in the malting barley market. This company has, over a lot of years, forged exclusive friendships with many of the most accomplished malting barley growers across the south of England. Today these growers are proud to grow barleys for Warminster Maltings.



MARIS OTTER

It was back in 1990 that Robin Appel was individually charged with the responsibility of preserving the production on Britain's farms of what is now widely recognised as the most revered malting barley in the world. Today, Robin Appel Ltd, along with a fellow barley merchant in Norfolk, jointly owns and maintains the variety. All production is grown exclusively on contract by enthusiasts of Maris Otter, and production is expanding year on year, but barely at the pace to meet expanding demand.



SPRING BARLEYS

These are by far the dominant portion of the national barley crop, but production is driven more by farmers than it ever is, or has been, by brewers. Brewers have not perceived a problem with this up to now, but plant breeders ability to overlook and overcook preferred malting and brewing traits is beginning to give rise for concern. Warminster Maltings and Robin Appel Ltd are working very closely together to avoid any potential problems arising from this trend.



ORGANIC BARLEYS

When in 2001 Robin Appel acquired the maltings, one of his many objectives was to ensure the emerging demand for Organic malt was supplied with exclusively English (Maritime) Organic barley. He purchased a second (procurement) licence from the Soil Association, and set about building production on Organic farms particularly suited to growing malting barley. Today, this initiative is the mainstay of the national Organic barley crop, supplying the whole industry, and in particular Warminster Maltings' leading market share.

HEALTH WARNING

Over the last eighteen months, the manifestation that European malt demand has now overtaken European malt production capacity has precipitated a seachange in the market place. Coupled with a return to reality values in the global grain markets which has doubled the farm gate price of wheat, UK malt supply is under pressure. This is not a situation which has any signs of easing in the foreseeable future. The predicted success of cask ale could even present another challenge.

A FOCUS ON QUALITY



In the months of June and July, Chris Garratt, the head maltster, along with colleagues from Robin Appel Ltd, are constantly out in the fields of barley gauging the crop as it matures. The 60 year old polished-brass hand-held barley cutters still perform a useful guide to the optimum time to harvest.



August and September is a frantic interlude of barley sampling, inspection and analysis, ensuring that only the most suitable parcels for 'floor malting' are selected.

When the barley is delivered to the maltings, sampling and analysis of each delivery is meticulous.

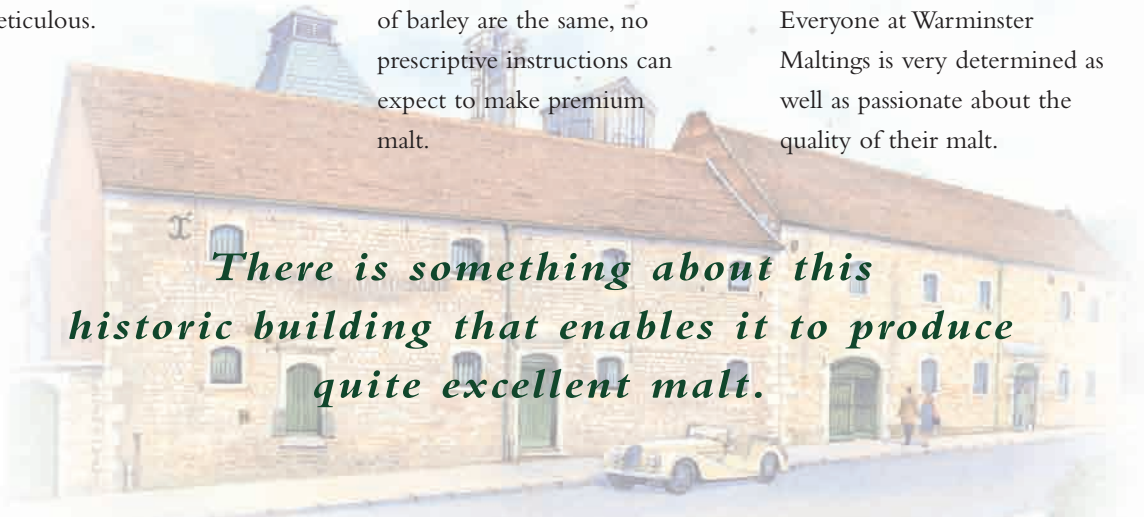


Floor malt is hand-made. That is, it is constantly inspected in the hand throughout the process. The depth of the 'green malt' on the floors, whether it is turned more or less times, whether the ventilation windows remain open or shut, is the constant judgement of the maltsters. No two batches of barley are the same, no prescriptive instructions can expect to make premium malt.



Sandra Bates presides over the maltings laboratory, and monitors quality from barley intake to malt products. Formerly the QA manager at a well known brewery in Devizes, Sandra has a sharp focus on brewers' expectations from their malt supplies. Everyone at Warminster Maltings is very determined as well as passionate about the quality of their malt.

There is something about this historic building that enables it to produce quite excellent malt.



INWARD INVESTMENT



When Robin Appel acquired Warminster Maltings in 2001, he took over a Grade 2 Listed Victorian malting complex uniquely and remarkably unchanged from its original (1879) format. So it was decided work needed to start at once to address the new demand for malt from the independent brewing sector, and the expectations of a modern food industry.



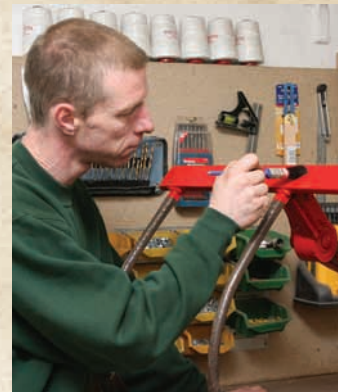
However, the removal of obsolete hardware, and the replacement with modern technology has all been carried out sympathetically.

For example, the discreet installation of loft mounted



and wall mounted chillers on the germination floors has successfully and significantly expanded the summertime malt production schedule, without impairing physical and visual access.

Today, the maltings employs its own maintenance team led by Mark Young, whose skills



embrace the regular servicing and repairs to all the machinery and equipment, as well as a progressive campaign focused on the preservation and restoration of the fabric of Britain's oldest working maltings.

R & D MEETS WIDESPREAD ACCLAIM!

Investment at the maltings over the last 7 years has not been exclusive to 'plant and equipment'. Along with Robin Appel Ltd, Warminster Maltings also helped sponsor the successful BRi project which has for the first time profiled the different flavours of UK barley varieties.

This ground breaking project, which has differentiated those barleys best suited to ale, has met widespread acclaim. It has alerted some brewers across the industry to issues they were unaware of, while others, particularly fans of Maris Otter, have been able to reap the satisfaction of being able to say "I told you so!"

A COMPLETE SERVICE



Chris Garratt's management of the floor maltings at Warminster is all about access and attention to detail.

The accessibility of the steeps and the germinating floors allows him, and his maltsters, all the opportunity to monitor each batch of potential malt at every stage of the process. Every batch of barley (approx. 10 tonnes) is treated as different from the last, and managed individually with the customers requirements in mind.



Our malt is the solid table from which some of Britain's finest ales are served.

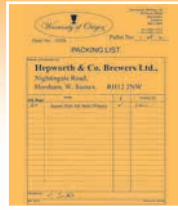
We can offer a complete menu of malts for the craft brewer, from the palest lager malt to the darkest roasted malt. Malts can be supplied as wholegrain or crushed, and with regard to the latter, customers can specify whether coarse or fine. Packaging is in 25 kg bags, shrink wrapped on a pallet, or in 500 kg mini bulk bags, or in bulk.

The maltings staff make a point of being proactive in the compilation of malt orders each week. If we are delivering to an area and anticipate an order from a brewer in that locality, we make the responsible phone call to ensure no customer is overlooked.

We make daily deliveries to both the northern half of the country and across the south, and so with reasonable notice all malt deliveries meet our customers schedule. Our objective is to ensure brewers can devote all their time to brewing, and never run out of malt!



ADDING VALUE



Warminster Maltings is unique in being able to offer brewers the opportunity to have domain over their barley/malt supply. With our direct link to specialist malting barley growers, right across the country, we are able to create bespoke 'appellations'. These are categorised by variety of barley, and include geographical domain, soil type, husbandry best practice, farm assurance, and harvest quality criteria, as well as the malting protocols for floor made malt.

Each delivery within this scheme carries a Certificate of Compliance.

A STEP BY STEP GUIDE TO 'WARRANTY OF ORIGIN'

- Robin Appel selects suitable farms with a proven track record
- A crop log for each farm is maintained by Warminster Maltings
 - Brewers have on-line access to their bespoke crop log
 - Certified seed is supplied to the farmers by Robin Appel
- Crops are inspected in the field and recorded by Warminster Maltings
- Barley is sampled at harvest and quality tested by Warminster Maltings
- Brewers are notified as each bespoke crop of barley is made into malt
- Each delivery of malt carries a numbered Certificate of Compliance



Warranty of Origin™

This is now an established opportunity benefiting brewers keen to achieve another 'point of difference'. It is a unique opportunity for brewers to market their beers with a 'Warranty of Origin'.

ORDERLINE:

Telephone: 01985 212014

email: CHRIS.GARRATT@WARMINSTER-MALT.CO.UK

AT YOUR SERVICE



WARMINSTER MALTINGS LTD
39 POUND STREET
WARMINSTER
BA12 8NN

TEL: +44 (0)1985 212014

EMAIL: CHRIS.GARRATT@WARMINSTER-MALT.CO.UK