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## ***PRESS RELEASE***

### **'Warranty of Origin' Points the Difference**

Appellation D'Origine Controlee (AOC or AC for short) was originally introduced by the French to restrict the use of the name Roquefort to cheese produced and matured in a defined area, by a particular method, using ewe's milk. The French then adopted the same principle for each of their wine appellations. With the clamour in the UK for 'local' food, the opportunity to originate beers has never been better, and a wonderful chance for small brewers in particular to achieve another point of difference. This is why Warminster Maltings, in conjunction with barley merchants Robin Appel Ltd, have introduced their 'Warranty of Origin' label.

From harvest 2006, Warminster Maltings is offering brewers across the UK the opportunity to have domain over their barley/malt supply, by creating a complimentary appellation categorized by variety of barley, geographical domain, soil type, husbandry best practice, farm assurance, and harvest quality criteria. Added to this are the malting protocols for floor made malt.

Deliveries of malt from the scheme will all carry a numbered 'Certificate of Compliance', and participating breweries will be licenced to use the 'Warranty of Origin' logo on the bottle or even the pump clip.

On Friday 21<sup>st</sup> April the first brewer to take up the initiative, Hepworth & Co Brewers Ltd of Horsham, West Sussex, relaunched their 'Sussex Bitter', re-badged as 'Sussex' and carrying the 'Warranty of Origin' hallmark. 'Sussex' is brewed from Optic barley grown in 2005 by Martin Edney at West Marden Farms, near Chichester, and malted at Warminster Maltings. The beer is also hopped with locally grown Admiral and Goldings hops, grown by Chris and Gillian Daws on their farm at Bodiam, East Sussex. "So re-badging 'Sussex' and launching the 'Warranty of Origin' label seemed like a sensible move to underscore the domain of the beer" said Andy Hepworth, head brewer of Hepworth & Co. Brewers.

Chris Garratt of Warminster Maltings confidently predicts that by the autumn at least another half dozen brewers will be adopting the 'Warranty of Origin' label to highlight their 'local' status, so much sought after by progressive retailers.

Robin Appel Ltd. has barley crops contracted right across the country. "Subject to safe harvest, sourcing top quality malting barley to feed this initiative is perfectly straight forward for most brewers" assured Jonathan Arnold, malting barley director.

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