



Overcoming the Recession, Again!

Overcoming the Recession, Again! “In January 2009, Warminster Maltings achieved an all time record with its monthly malt deliveries. This very much reflects the sustained demand for the quality ales brewed by the independent brewing sector using Warminster Malt.

Despite the gloomy statistics surrounding on-going pub closures, and the media’s obsession with the downturn in consumption, Britain’s quality brewers appear to be holding their own. This compliments other sectors of the food industry where ‘quality is king’.

It is also in part a reflection of the Maltings continued attempts to raise its own game, as described in the company’s latest brochure. Entitled “Dedicated to the Ones We Love – Britain’s Award Winning Ales” the brochure makes special emphasis of its dedication to sourcing barley, not only of the best varieties, but also barley grown on the right soils, and more particularly by the right farmers. This policy forms the foundation of Warminster Maltings premium quality malting programme.

Following harvest, continuous sampling and testing of the barley is carried out to monitor quality and readiness for malting before any grain ever leaves the farm. Warminster Maltings claim this is yet another “significant point of difference” in their barley procurement discipline. They spell out how important it is to overcome any risk of compromising on barley quality at intake.

From then on the quality of the malt is very much down to “the Malt-stars of Warminster” and their continuous assessment of the product as it modifies, slowly, in the time honoured way. It is a process which has continued unbroken at these malthouses for nearly 200 years, overcoming a number of economic recessions, including the Great Depression of the 1930s.

Clearly, Warminster Maltings is not a company to be phased by such events, but instead chooses to keep adding value to its products, in support of all the media attention that Britain’s ales currently enjoy. They are doing it for their customers, who they believe deserve far better than to just ‘hold their own’ over the coming months. Ale lovers everywhere should drink to that!

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