



Edition 19

13<sup>th</sup> November 2018

## **FRIENDS** of WARMINSTER MALTINGS

**Don't miss your Christmas Party invitation on page 3**

### **RAIN STOPS PLAY**

Since our last Newsletter, the sun has gone on shining, delivering a wonderful Indian Summer, a perfect complement to the previous 3 months. So we were very disappointed that it chose to rain on the morning of our last 'Teas in the Garden' (Sept 12<sup>th</sup>) and, again, on the morning that The Veteran Car Club, South-West Division, were due to bring 20 veteran cars to the maltings (Sept 23<sup>rd</sup>).



#### **“Three of the four cars that made it through the rain”**

Both events went ahead anyway, but with reduced numbers on Sept 12<sup>th</sup> and without most of the veteran cars on Sept 23<sup>rd</sup>. However, as the pictures above and below illustrate, we were graced with the presence of five veteran cars at the maltings, albeit Sean Crofton's De Dion-Bouton (far right, below) arrived on a trailer. Perhaps, more importantly, our tour party on the 23<sup>rd</sup> was 37 strong, and luckily, the rain dried up by the end of lunch, and we managed to wind our way across the malting complex in the afternoon without too much difficulty.



**“Rob Simpson (*left*) and Sean Crofton with their De Dion-Bouton cars parked in Pound Street.”**

On Monday 24<sup>th</sup> September we hosted another tour, a ‘corporate hospitality’ event for Woolley & Wallis, the well-known Salisbury auctioneers, and on Tuesday 25<sup>th</sup> September I was invited to address the ‘Friends of the Athenaeum’ (Warminster that is) at their monthly luncheon held at the Conservative Club. So, public relations wise, September was quite a busy month.

### **MALT SALES**

It was also a very busy month for malt sales, led by increasing demand from our customers overseas. Demand from brewers around the world for ‘Maritime Malts’, as UK malt production is commonly defined, continues to surge. What is more, in this respect, the UK does not have too many competitors.

‘Maritime climates’ are officially defined as those influenced by a maritime airflow from the ocean with a reduced annual temperature range. We are talking about mild winters followed by cool summers, with plenty of humidity. They exist across Denmark, parts of the Belgian coast, the UK, New Zealand, and arguably the Canadian west coast. So there is not a lot of competition there, Denmark potentially the most troublesome. But not this year!

On the other hand, at home, the UK Craft Beer Market is not quite as buoyant as it used to be. It is widely accepted that there are now just too many of this new generation of brewers, and there is too much beer chasing a market where beer sales continue to decline, pubs continue to close at more than 20 per week, and we now understand that more than 25% of young people (16 to 24 years old) do not drink alcohol in any shape or form. However, against this, the UK distilling market continues to expand.



For all of my life, domestic malt demand has been led by the brewing sector, but latterly, distilling consumption has 'swapped ends', now accounting for more than 1 million tonnes of the total 1.8 million tonnes of malt consumed at home.

So, with a foot in all of these different camps, so to speak, we believe Warminster Maltings has as robust a customer portfolio as is possible to face the uncertain times which appear to be bearing down on us.

### **WE ARE ON THE TELEVISION, AGAIN...**

...this week:

**"Celebrity Antiques Road Trip" BBC2, Wednesday 14<sup>th</sup> November at 7.00pm** (Friends Newsletter No.17).

This programme, where experienced auctioneers audaciously underbid Antique Shop proprietors, and still go on to lose money at auction, leaves me feeling that antique collecting is more of a mugs game than backing horses. Anyway, we are delighted to get the exposure, which normally precipitates a flurry of new enquiries for maltings tours. So all good for us!

### **AND IT'S PARTY TIME, AGAIN**

Our sponsorship of Warminster Town Football Club (Friends Newsletters No.16 and No.18) courtesy of our own label beer "Maltings Gold", has not yet had its official launch, we have been saving it up for a "Friends of Warminster Maltings" winter event. Here it is – we cordially invite you to the...



## **"MALTINGS GOLD" CHRISTMAS PARTY**

**Warminster Town Football Clubhouse, Weymouth Street**

**THURSDAY 6<sup>th</sup> DECEMBER**

**6.30 -8.30pm**

**Refreshments, including mince pies.**

**Raffle: Generous prizes - all malt related, of course.  
(proceeds to the Football Club)**

**If you would like to join us, please let us know by 28<sup>th</sup> November:**

**E-mail: [Pat.Thomas@warminster-malt.co.uk](mailto:Pat.Thomas@warminster-malt.co.uk)**

**Telephone: Pat Thomas – 01985 212014.**

I hope I will see you there.

Handwritten signature of Robin Appel in blue ink.

Robin Appel