



St Peter's Launches Without® Alcohol-Free Beer

St Peter's Without® is the delicious new brew from St Peter's Brewery in Suffolk. It's malty, full-bodied and bursting with flavour – just as you'd expect from a finely brewed ale.

Three years in the making, St Peter's Without® is a real, bona fide choice even for the most ardent beer drinker as it is brewed to the exact same standards as your favourite craft ale, but without the alcohol. In fact, it contains less alcohol than a glass of orange juice.

Without® gives those who are looking to cut down on alcohol, or who don't drink, an excellent tasting beer that is as good as the real thing.

Road Safety experts believe it is only a matter of time before the much reduced blood alcohol limits for driving introduced relatively recently in Scotland are rolled out across the UK. Therefore, the launch of St Peter's Without® is particularly timely and could prove a boon to rural pubs that are feeling the pressure.

"The time is right to launch St Peter's Without®," says Steve Magnall, CEO at St Peter's Brewery. "Pubs and bars are crying out for an excellent quality alcohol-free beer that ale drinkers will take seriously. Without® really is a fantastic substitute for the real thing.

"We want to be at the forefront of what we know will be a growing area of the drinks market and we feel sure that Without® is the right product to lead the way," adds Steve.

St Peter's Without® is available nationwide on draft and in the bottle from the end of August.

For more information visit www.stpetersbrewery.co.uk or call 01986 782322. For images, samples or interviews contact Nikki on 07733 261843 or email nikki@nicolawhitefordpr.com

NOTES FOR EDITORS OVERLEAF...

[Notes For Editors]

- Developing St Peter's Without® was a three year process involving numerous trials and disappointments. Munton's maltsters were particularly generous with their time and facilities.
- The development programme of St Peter's Without® was managed by CEO Steve Magnall (formerly Brewing Director at Greene King and then Thwaites) and by Head Brewer, Steve Groves. John Murphy, founder and Chairman of St Peter's Brewery, formerly founder of Interbrand and Chair of Plymouth Gin, was involved throughout.
- Note that St Peter's Without® alcohol free (AF) ale should not be confused with any low alcohol (LA) ales. The latter normally contain from 0.5% to 2.9% alcohol and hence are alcoholic. Note too that alcohol free beers other than St Peter's Without® are usually de-alcoholised lagers.
- St. Peter's Brewery is based at St. Peter South Elmham, near Bungay in Suffolk. The brewery itself was built in 1996 and is housed in an attractive range of traditional former agricultural buildings adjacent to St. Peter's Hall, a moated manor house that dates back to 1280.
- Siting the brewery at St. Peter's was ideal because of the excellent water quality from our own deep bore-hole. Locally malted barley is used, together with Kentish hops, to produce a range of classical English cask-conditioned ales and superb bottled beers.
- St Peter's brews 'traditional' beers (bitters, mild etc.), as well as some more unusual beers such as honey porter and fruit beer.
- For more information visit www.stpetersbrewery.co.uk