



Who said mild ale was for old people and wasn't trendy?

but this year we looked to the heritage of the Yorkshire Pennines to brew this traditional style of ale which was once very popular with workers in the north's heavy industries."

Acom supplies over 300 free trade outlets across Yorkshire, the North West and the North Midlands and throughout the UK via national wholesalers.

Choice from Hobsons

Shropshire microbrewer Hobsons produces Hobson's Mild, a 3.2 per cent abv product that is performing well at present and attracting more female drinkers, according to director Nick Davis, because of its low gravity. "Our sales are growing because traditional low-gravity milds are quite desirable," he said, adding that consumers want to downgrade on alcohol but retain flavour. "And Hobson's Mild has bucketloads of flavour," said Nick.

Hobson's Mild won CAMRA's Champion Beer of Britain in 2007 and hasn't really looked back since. Hobson's supplies pubs and clubs within a 50-mile radius of the brewery and has been brewing its mild for the past seven years. In addition to its cask mild, the product is bottled and renamed Postman's Knock; this 4.8 per cent abv product is more of a porter, according to Nick. ■

