

## WORLD CHAMPION!

**Sullivan's ale is the best in the World.**

It's official! Sullivan's Brewing Company, based in Kilkenny, is brewing the best ale on the planet, according to the International Brewing Awards 2017-2018 – known as 'the Oscars of the Beer World'. Beer awards simply don't come any greater.

Maltings Ale by Sullivan's took home the top prize in the competition that hosted over 1200 beers from 50 countries to win a World Champion Keg trophy. It is the first ever win of it's kind for an Irish Brewery in the 131 year history of the competition. The Burton-on-Trent contest, which is hosted every two years and has been running since 1886, is rigorously judged by a panel of 45 top Master Brewers from around the globe. It focuses on searching out the best of the best based on brew balance and commerciality i.e. appealing to today's discerning beer drinkers. This Sullivan's win puts the brewery in the esteemed company of past winners such as Sierra Nevada, Boston Beer Co., Young's, Sheppard Neame and other world class breweries.

The master brewer at Sullivan's is none other than Ian Hamilton, the creator of Maltings Red Ale, a refreshingly balanced, ruby-tinted classic Irish Ale with distinctive biscuit and caramel notes. Ian has over 30 years of global master brewing experience under his belt with world class brands such as Guinness, Smithwicks and Budweiser.

Says Ian: "I'm very honoured to have won such a prestigious award for this brew from a world class peer group of over 45 other Master Brewers who were on this international judging panel."

"I spent time early in my brewing career in Burton-on-Trent, the international home of ale brewing, so to have my beer judged there by some of the best brewers in the world and be awarded a trophy, is about as good as it gets – especially as it comes only a year after Sullivan's started brewing."

To win an overall "best in the world" trophy the full judging panel must taste the beer 3 times and agree the winner in a clear majority. The panel also takes into account how drinkable the beer is in the current market among discerning beer drinkers, carefully considering its commercial potential and worth.

Traditionally brewed, with only Kilkenny-grown ale malt, Maltings Red Ale gets its great taste from three special darker malts and three varieties of hop. Fermented and matured with cask ale yeast, coupled with our no-rush brewing approach, produces smooth balanced classic ale. A world-class ale no less.

A true artisan, Hamilton says: "The beer we craft is inspired by traditional Kilkenny recipes and brewed the way the family has always brewed – the way real Irish beer should be brewed – by a dedicated Brewer, in small batches, with enormous heart and the finest locally sourced ingredients."

Ian Hamilton is one of just a handful of accredited master brewers currently at work in the Irish Brewing sector. His experience over 30 years spans several continents where he has brewed all styles of quality beer imaginable.

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1 of 2



## Editor's notes:

### **About Sullivan's and Maltings Red Ale:**

First established in 1702, the Sullivan brewing name was once the biggest of its kind in Ireland but fell into abeyance in the last century. An errant member of the Sullivan family bet on, and lost, a horse race in 1918 and the demise of the business quickly followed. The legendary Smithwick brewing family subsequently rescued the workforce and subsumed operations into their own brewery, thus retaining the rights to the brand name and relaunching it today.

The complexity of Sullivan's Maltings Red Ale owes much to a clever blend of just four ingredients... water which has been filtered through Kilkenny's limestone foundations for thousands of years; Barley, grown in Kilkenny's mineral rich soil; the choicest Hops and Sullivan's own Cask Ale Yeast which allows a fermentation process that's four times longer than that of large scale, industrially brewed beers.

**Ian Hamilton, Master Brewer** – 35 years Brewery and Packaging experience in Ireland, UK and Africa. Experienced in production of world class lagers ales and stouts. Head Brewer / Site Director of Smithwick's Brewery, Kilkenny (2001-2013). Master Brewer (Institute of Brewing & Distilling London), Science Degree (B.Sc (Hons) Chemistry). Ian is widely considered to be one of Ireland's most experienced technical brewers. From the heart of Africa to some of the biggest breweries in the western world, Ian Hamilton's knowledge and skill comes with accreditation gained only from years of hard work through the Institute of Brewing & Distilling, London.

### **About the International Brewing Awards:**

The ceremony, which marked the end of the 2017 competition, was attended by more than 400 people. As well as the presentations to the 10 Championship winners, more than 125 brewers and cider makers from 21 countries accepted their Bronze, Silver and Gold medals.

The number of entries received this year was up by 15% compared to the last competition, held in 2015, The 45 judges, all currently working as brewers, spent three days assessing the beers, selecting the winners through a consensus approach.

Chair of judging Bill Taylor: "We judged more than 1,200 beers in Burton-upon-Trent in March this year. It's a tremendous achievement to come through that process to win firstly a gold medal and then the overall World Champion trophy, so everyone on that podium should feel very proud. We are also proud of the emphasis we place on products' commercial worth; all the winners are beers that, once tasted, judges would recommend as world class examples of their style."

The next International Brewing and Cider Awards will be judged in March 2019, with entries opening in September 2018.