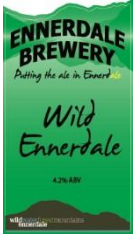


wildwaterforestmountains
ennerdale

MEDIA RELEASE 1st May 2013 - For immediate release

Ennerdale Brewery launches “Wild Ennerdale” real ale



A Cumbrian brewery has created a beer in support of The Wild Ennerdale Partnership.

Ennerdale Brewery will donate 5p per pint from the first batch to support the Partnership's work in this wild Lake District valley. Brewed with water drawn from their own spring, the ale is a golden amber colour derived from the finest quality English grown malting barley and hops, yielding a good hop aroma and well rounded bitterness.

The addition of “Wild Ennerdale” to the existing Blonde, Darkest and Bitter ales enhances the core range. The Cumbrian microbrewery continues to create seasonal ales appropriate for the time of year and to mark special events.

Barrie Roberts, director of the Cumbrian microbrewery, said “It is a fantastic milestone for us to brew a real ale in association with Wild Ennerdale in time for their 10th anniversary. To have the opportunity to work with them more closely, and donate towards improving the spectacular landscape in Ennerdale is important to us. As a family business, we are already heavily involved in the Ennerdale Hub, which runs the Fox and Hounds community-owned inn and plans to open a village shop and visitor's centre. It is a big step forward for us to increase our active involvement in environmental support of the area, alongside regeneration of the community facilities”.

The Wild Ennerdale Partnership is one of the UK's longest running wild land projects, allowing ecosystems throughout the valley to evolve with greater freedom. Its experience in managing land through minimal human intervention is already widely acclaimed and shared by others. Over the last ten years the partnership has seen its work develop and broaden as individuals such as farm tenants, local businesses, the YHA, local people and volunteers have caught onto the excitement and vision that the original partners have developed.

Project Officer for Wild Ennerdale, Rachel Oakley, said “It's great to see the Wild Ennerdale brand supporting a local business, and fantastic that Ennerdale Brewery is contributing to work in the valley through sales of the beer. It raises the profile of our partnership, working in a new and refreshing way. I'm sure the sight of “Wild Ennerdale” real ale at local pubs in Ennerdale will be most welcome for weary Coast to Coast walkers at the end of their first day's trek, and also for real ale fans in many other pubs across the County!”

Notes to editors:

- For more details about Ennerdale Brewery and its products, or to interview a member of the team please contact: Kate Wilson - kate@ennerdalebrewery.co.uk - 07970 898180 or Paul Znacchi – 07720 664930
Ennerdale Brewery website: www.ennerdalebrewery.co.uk

- For more details about The Wild Ennerdale Partnership please contact:

Rachel Oakley – Rachel.oakley@nationaltrust.org.uk – 07836374808

Wild Ennerdale website: www.wildennerdale.co.uk

Wild Ennerdale is a partnership of people and organisations led by The Forestry Commission, National Trust and United Utilities as the main land owners in the valley, along with Natural England - the Government's advisor on conservation.

- *Ennerdale Brewery is part financed by the European Agricultural Fund for Rural Development: Europe investing in rural areas, and the project is delivered with Defra as the Managing Authority.*