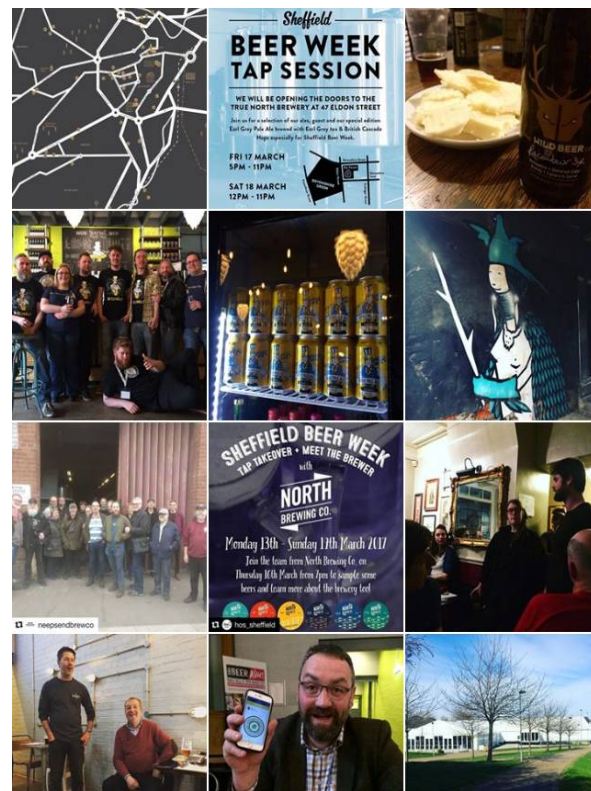


Welcome Beer Tasting Sheffield Beer Week

Jules Gray
Director
Sheffield Beer Week





SHEFFIELD BEER WEEK

- City-wide beer celebration held throughout Sheffield, an umbrella event for breweries, pubs, bars, beer shops to dial into. Second week in March coincide with SIBA/Beer Alive. Independence at its heart. [ABOUT](#)
- Started 2015, 2017 year 3
- Year 1: 20 venues, 24 events. Organised on shoestring budget, 1 month
- Year 2: 'A Sheffield Beery Map' commissioned and produced 1k copies
Develop 3 strands: Heritage, Community, Beer & Food. Launches Twitter Hours: Beer Cocktails, Thornbridge Home Brew Forum, Irish Craft Beer
- Year 3: +38 venues, +60 events, 3 volunteers. Flat on venues, increase in events and variety. Kept international presence, 2017 focus on Belgium. Untappd badge, Spotify x Island Records UK playlist, art project tie-in
- Major goal *tick* Secured Arts Council funding for 2018
- Sheffieldbeerweek.co.uk / @SheffBeerWeek / www.facebook.com/sheffieldbeerweek +3.6k followers
- Organic, grass roots, infancy stages but ready to grow & appetite palpable in Sheffield (10k views, 3.5k visitors Wordpress March 2017, views +2.4k v LY, +1.2k visitors v LY).





Report commissioned by Sheffield University
2016, authored by renowned beer writer
and broadcaster Pete Brown



Sheffield has a huge number of brewers

As of March 2016, we were able to identify 57 breweries across the Sheffield City Region.

Five of these are beginning production or have just begun production in 2016.

23 of them (or 40%) are within the City of Sheffield itself, making Sheffield a significant brewing city by any measure.

31 of them (or 54%) began brewing within the last five years – proof of a current boom in a city that's long had a great reputation for beer and brewing.

Does this make Sheffield the UK's brewing capital?

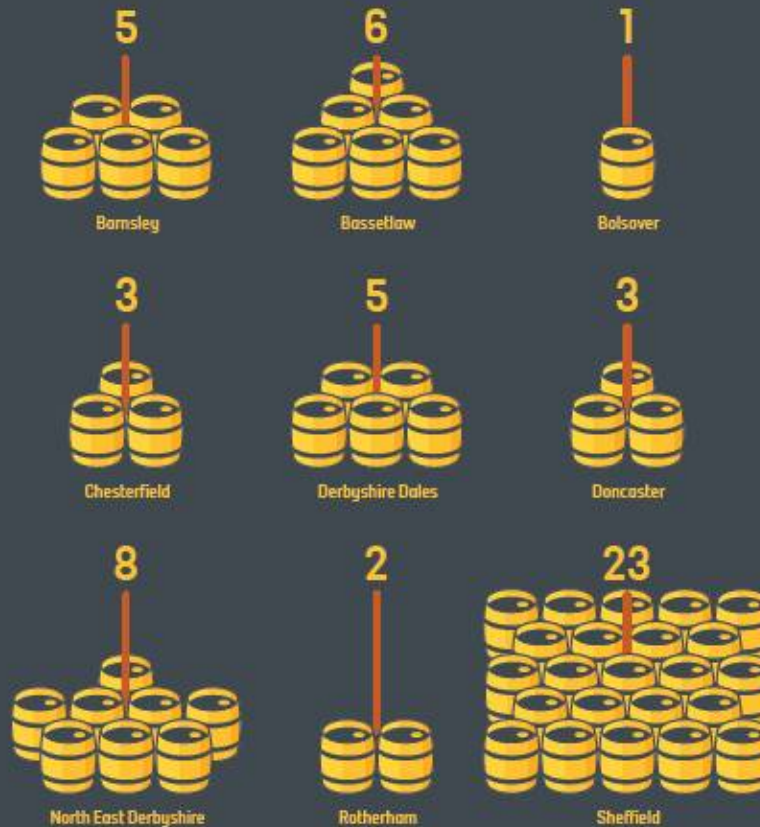
Anecdotally, more people around the national beer scene would argue that this title goes to London. The capital currently has 76 active brewers, an astonishing rise from a mere two or three a decade ago. But the number of breweries opening in London has slowed and possibly peaked, while the number of brewers opening their doors in Sheffield is accelerating.

On a per capita basis, the comparison between Sheffield and London using these numbers is dramatic:

- The Sheffield City Region has one brewery for every 32,142 people
- The City of Sheffield has one brewery for every 23,991 people
- Greater London has one brewery for every 172,355 people

Whichever comparison you prefer, on a per capita basis the Sheffield City Region has 3.5 times more brewers per capita than Greater London, while the City of Sheffield has 4.7 times as many breweries per capita as Greater London.

Breweries in the Sheffield City Region



- 23 breweries in City of Sheffield.
- One brewery for every 23,991 people.

We believe
BEER TOURISM key
identifier to
positive impact on



Sheffield Beer Tasting

Thornbridge – Tzara 4.8%

Cologne style pale ale, gold in colour, hybrid beer. Fermented like an ale but matured like a lager. Crisp, refreshing, light.



Links:

<https://www.tmi.org.uk/page/115/networking-eve>

<https://www.sheffield.ac.uk/about/city/news/beer>

<https://sheffieldbeerweek.co.uk/about/>

<https://www.facebook.com/SheffieldBeerWeek/>