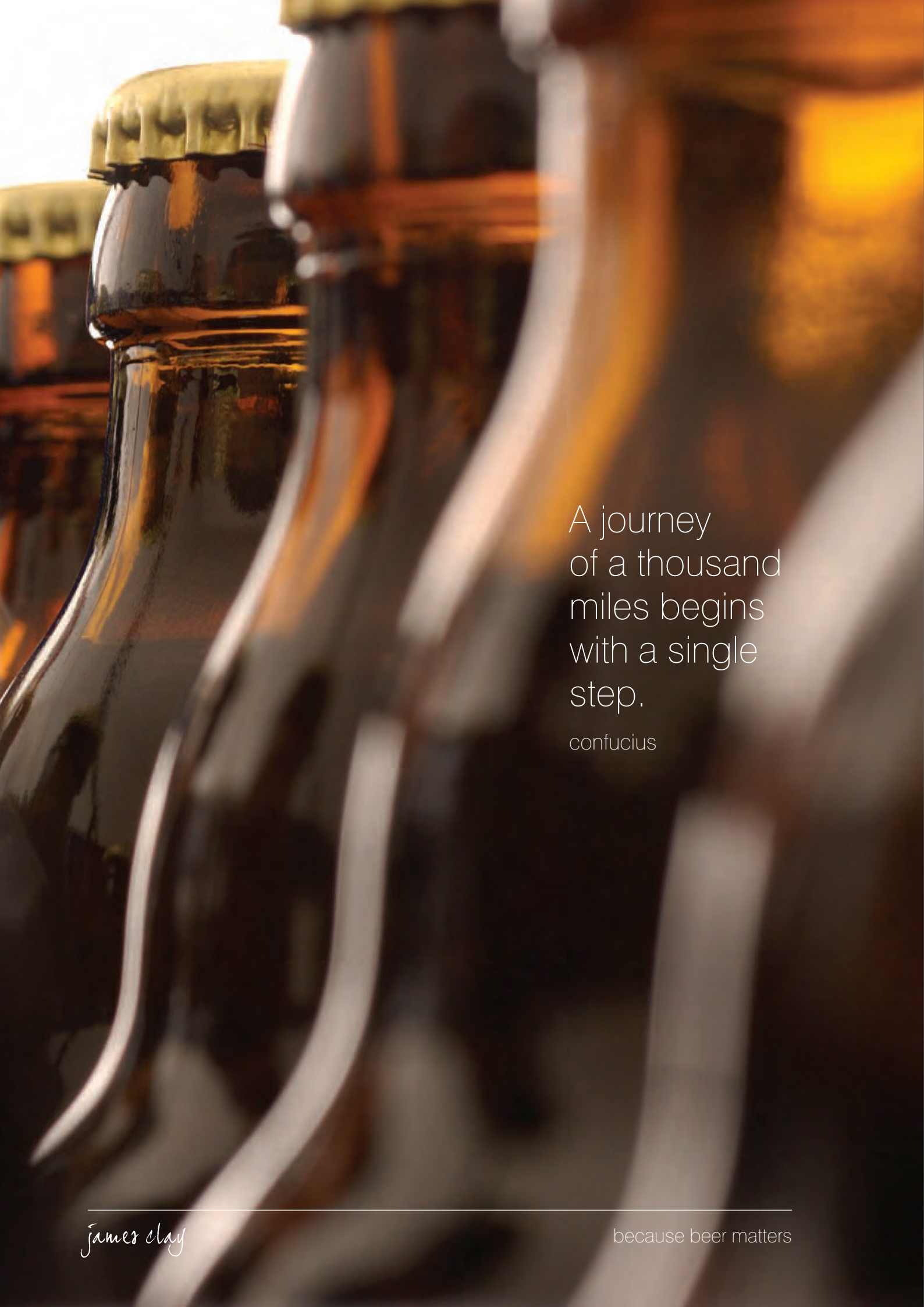


james clay

because beer matters

ESSENTIAL BEERS

www.jamesclay.co.uk



A journey
of a thousand
miles begins
with a single
step.

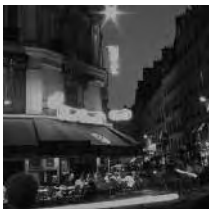
confucius

“Anyone for an average beer?”

We make our choices through our emotions and our senses: look, feel, taste, passion. Our choice for beer is just the same: tinged with anticipation, excitement, the search for a unique experience that does more than just quench a thirst.



Increasingly this has meant a bland bitter, a stagnant stout or a lager which has long since lost its sparkle; another nondescript global beer brand which tastes of a production line in a faceless factory rather than the exquisite crafted fruits of a brewer's labour.



Your customers deserve better from the beer they drink - they don't just expect this from you, they demand it. James Clay deliver the exciting experiences, the new discoveries, the chance to explore new cultures and lifestyles through the beers we drink.



Driven by a lifetime's passion, we've dedicated years to discovering the world of flavours to bring you the specialist beers to engage, enlighten and delight your customers – and have them coming back for more!

Wherever you stand - brewer, buyer or barman – we know how much quality beer matters to your business.



James Clay give you a real advantage: a diverse and comprehensive portfolio of premier brands, authoritative people within the beverage industry and extensive knowledge to keep producing the results. In a competitive marketplace, the specialists will always stand above the average and the ordinary.

Welcome to the world of specialist beer, where James Clay want you to experience the very best.

Because Beer Matters.

AMERICAN BEERS



we wander
for distraction,
but we travel
for fulfillment

The United States has a wonderful heritage of brewing which can be traced back to Dutch, English and German settlers, with India Pale Ale, brown ales, porters and stouts, as well as the more familiar pilsner-style lagers, being widely brewed. Because of the distinctive flavours of American hops, Pale Ale and IPAs are considered to be type in their own right, not forgetting 'steam' beer, the first style of beer to originate in the USA.

Hilaire Belloc



anchor



Without doubt, the Anchor Brewing Company has played a significant role in San Francisco's history and their unique beers are produced in one of the most handsome breweries in the USA, with each brew made in their handcrafted copper brew house.

Anchor perfect the art of classical brewing to ensure beers are clean and clear, pure and fresh, including their world famous Anchor Steam®, first brewed in 1896.



steam beer
liberty ale

porter
old foghorn

summer seasonals
christmas seasonals

draught steam beer
draught liberty ale

goose island



Since 1988 Goose Island has consistently brewed Chicago's finest hand-crafted ales and lagers, including innovative seasonal brews, just a stone's throw away from historic Wrigley Field baseball ground.

Each of the beers is inspired by the travels of Goose Island's founder, John Hall, who opened their first brewpub in 1988 when the the craft beer industry in the USA was still in its infancy.

The outstanding beers from Goose Island include their award-winning Honker's Ale and India Pale Ale, beautiful drinks created in the traditional English style.



honkers ale

india pale ale

matilda (seasonal)

brooklyn brewery



An unlikely pairing of a journalist and a banker teamed up to create the Brewery in 1987 and have become world famous for their refreshing and innovative style, both in their beer and in their brand.

In addition to their fine lager, traditional IPA and brown ale, Brooklyn's award-winning brewmaster Garrett Oliver has developed some truly outstanding seasonal specials including the Black Chocolate Stout and increasingly popular Pumpkin Ale.



brooklyn lager

black chocolate
stout (seasonal)

east india pale ale

brown ale

flying dog



Whether or not you believe the stories surrounding the start of Flying Dog, what we do know is that since 1990 when they started brewing in Aspen, Colorado they have produced some of the best American beers in their own indomitable creative spirit.

The 'Doggie Style' Classic Pale Ale is a brilliant amber colour with a superb hop flavour and aroma; whilst 'Old Scratch' Amber Lager is a malty, mellow beer with both ale and lager characteristics.

As for those bottle labels and names, that's down to a certain Hunter S. Thompson and Ralph Steadman...



doggie style

old scratch

snake dog

gonzo

BELGIAN BEERS



Since the Middle Ages, brewing has been at the very heart of Belgium and forms a large part of the country's culture. Golden or blonde, dubbel or tripel, white or wheat, Lambic or Flemish Red to name just a few – with the scale of beer types in Belgium it is hardly surprising that when all specialist and one-off brews are included there are an estimated 8,700 different beers.

With this vast array of beers come an equally large selection of glasses, each very individual and designed to accentuate the qualities of the beer.



duvel



The classic strong, golden beer with a large creamy head. Duvel means 'devil' in Flemish and is sinfully deceptive: light in body, pale in colour with a subtle fruitiness and distinctive, delicate taste to lead you into temptation.

Duvel may look like a lager but it is a top fermented beer, enjoyed at its best when served chilled and in its own distinctive glass.

Thanks to the balance between a fine aroma and subtle bitterness, this beer occupies a unique position in the rich Belgian beer tradition.



duvel

draught duvel green

de koninck



Ask anyone from Antwerp to describe the city in a few words and you can pretty much guarantee the answer: 'the Schelde, the Cathedral of Our Lady and a bolleke of De Koninck'.

One of the world's great beers, served in the 'bolleke' glass, De Koninck is an amber coloured, top-fermented beer with a lively taste and velvet soft aroma.

The unique DK Blond was created in 2003 and is a Gold Medal award-winning creation from one of Belgium's most respected brewers, the Brouwerij De Koninck.



de koninck

blonde

draught de koninck

draught blonde

la chouffe



From the small village of Achoffe in the Ardennes this is a micro brewery success story: two brothers-in-law, with very little money, decide to create their own beer in their own brewery.

The spearhead beer, La Chouffe, is a golden blonde ale whose freshness and fruity taste really make it stand out. Its dark sister, the McChouffe, rightly deserves its title of 'Scotch of the Ardennes', with its dark, full-flavoured texture. So what is a chouffe? A red hatted, long-bearded gnome that's a part of local folklore...



la chouffe

mc chouffe

draught la chouffe

draught mc chouffe

kwak



As with other Belgian beers, Kwak has a most distinctive glass which has attracted attention: a round-bottomed, hour-glass shape that resembles a stirrup cup or 'yard of ale', and is held upright in a wooden stand.

Produced by the historic and multi award-winning Bosteels Brewery, Kwak has a deep bright amber colour with a mellow and malty aroma and a slightly spicy character (think coriander and hops).



kwak

draught kwak

vedett



Vedett is a premium beer brand but is in a class of its own when it comes to style and attitude, and is seen as 'the cult beer of Belgium'.

Vedett Extra Blond is a premium pilsner, alive with a vibrant and crisp taste to match its branding!

Vedett Extra White was launched in 2008 and is far from being a traditional white beer, both in appearance and taste. It is surprisingly crisp with lemon and orange zest, mildly bitter with a dry finish.

VEDETT

vedett blond

vedett white

ABBHEY AND TRAPPIST BEERS



Just seven monasteries produce Trappist beer and all but one are found in Belgium. Trappist should not be confused with being a style of beer, however it is a controlled term of origin, as one might expect with Champagne.

Abbey beers are produced by breweries under arrangement from monasteries, most being well worthy of association with their Trappist roots.

chimay



“Here, in this heaven of peace and silence where since 1850 Trappist monks have dedicated their life to God, products are made which, in themselves, gladden the heart of man.”



Take a bottle of Chimay, open it and immediately you will notice the beer is giving off subtle aromas. Best enjoyed when poured into its distinctive chalice glass, this is no ordinary beer, this is a Trappist beer of incomparable tradition.

Chimay Red is a dark brown colour with a sweet, fruity aroma and nutty character.

Chimay Blue is a darker ale altogether and in the 75cl bottle is known as Grande Réserve. Considered to be the classic Chimay ale is extremely popular in Belgium.

Chimay White is a golden tripel a crisp beer of a light orange colour and is the most hopped and driest of the three.

red cap	blue cap	cing cents	
white cap	premiere	grande reserve	draught triple

la trappe



There are only seven Trappist breweries in the world: six in Belgium and the seventh, Brewery de Koningshoeven and home of La Trappe, in the Netherlands.



All La Trappe beers are developed and brewed in collaboration with the monks of the BVM Koningshoeven Abbey.

The friar handed over production to commercial brewers in the middle of the last century but returned control and began making Trappist style beers in 1980. It goes without saying that only natural ingredients are used in the production, according to a recipe developed by the monks and which utilises water from its own source.

witte trappist	dubbel		draught blond
blond	tripel	quadrupel	draught dubbel

maredsous



A blonde abbey style beer, Maredsous is considered to be amongst the best abbey beers made in Belgium.

A clean tasting, very drinkable beer it is the authentic beer of the Benedictine monks of the abbey of Maredsous, who approve every step of brewing these extraordinary ales, including cellaring for at least two months to fully develop the complex flavours and aromas.

Maredsous ales have always been revered for simple elegance and velvety smoothness, with each style – Dubbel, Trippel and Blonde - known for its unique tastes, aromas and hue.



blonde
dubbel

tripel

draught blonde
draught dubbel

westmalle



The Trappist Abbey of Westmalle, near Antwerp, has been brewing beer for over 150 years and is regarded as being responsible for the increasing popularity of Trappist beers.

They make only two beers for commercial purposes: Dubbel and Tripel.

Westmalle Tripel is a clear, golden yellow beer with a fruity aroma and nuanced hop scent; an exceptional beer, with a great deal of finesse and elegance.

Westmalle Dubbel is a dark, reddish-brown beer with a creamy, fragrant head. The flavour is rich and complex, herby and fruity with a fresh-bitter finish.



dubbel

tripel

karmeliet



Tripel Karmeliet is still brewed to an authentic recipe dating back to 1679 from the original Carmelite monastery in Dendermonde, Belgium.

Tripel Karmeliet is a very refined golden-to-bronze beer with a fantastic creamy head, the lightness and freshness of wheat, the creaminess of oats together with a spicy-lemony dryness.

Tripel Karmeliet is enjoyed best in "one of the most elegant beer glasses to be found in Belgium".



karmeliet triple

draught karmeliet

orval brewery



Trappist Cistercian monks of Orval produce only one beer in a skittle shaped bottle.

Orval is a very dry, herby beer which is ideal as an aperitif and characterised by a bouquet of fresh hops, with a fruity note and pronounced bitterness.

As with other Trappist beers, the flavours will change depending upon age of the beer and the temperature it is served at.



orval

GERMAN BEERS



A country with a long and rich beer heritage, German breweries produce a rich variety of over 5,000 beers including pilsners, weißbier, schwarzbier and Kölsch, many of which have strongly influenced brewing around the world.

All beers are produced under adherence to the Reinheitsgebot (or, literally, the 'purity order') which is compulsory for German brewers and continues to uphold their high reputation for quality.

erdinger



Erdinger Weissbräu, located in the heart of Bavaria, is the world's biggest wheat beer brewery. Traditional recipes and modern technology combine to provide 'the ultimate in wheat beer enjoyment'.

An excellent fruity alternative to lager or cask beer, tasting deliciously crisp and refreshing, Erdinger Weissbier is available in eight different varieties.

The beer is still bottle-fermented in the traditional way, guaranteeing a consistent and outstanding quality of flavour in all their beer.



hefe dunkel

hefe weiss

kristall

pikantus

schneeweiß
(seasonal)

urweisse
alkoholfrei

draught hefe weiss

draught dunkel

draught urweisse

flensburger



Germany's most northern brewery, Flensburger, is located on the shores of the Baltic near the Danish border and is the world's biggest user of flip top bottles; hence their advertising strap line being 'Plop!'

Flensburger Pilsner is unusually fresh with a full-bodied taste; Flensburger Gold is a mild tasting beer, pale in colour with a good head and an elegant hoppy touch.

The brewery is still operating its own water well, supplied by an underground vein of melting Ice Age water sourced from Scandinavia.



flensburger pilsener

flensburger gold

draught flensburger lager

früh kölsch



A style distinctive to Cologne, the name Kölsch is protected by law so that only beers brewed in and around the city can bear the name.

Früh is well regarded in the city and considered one of the best Kölsch beers. Probably the most famous place to drink Kölsch being tavern Früh near to the cathedral in Cologne.

A very drinkable beer with an unsurpassed balance of malt and soft delicate hops, pale gold in colour with a good lasting head.



früh kölsch

küppers kölsch



Küppers, for many years a lager brewery near Düsseldorf, opened a brewery in Cologne in the 1960s and moved into Kölsch production, promoting this style of beer beyond Germany.

Typically for the style, it is a delicate golden colour with a lovely white head. It has a honeyed hoppy aroma (both hops and hop extract are used).

It is certainly a dry beer but, at the same time, has an appealing mildness that adds to its drinkability.



küppers kölsch

draught küppers kölsch

schlenkerla



'Smokebeer' from Schlenkerla is a dark, aromatic beer which achieves its smoky flavour by exposing the malt to intense, aromatic smoke from burning beech-wood logs at the Schlenkerla-maltings. First mentioned in 1405, the Historical Brewery Tavern Schlenkerla can be found in the middle of Bamberg, directly beneath the mighty cathedral.

This classic, magnificent-tasting beer has a distinct aroma through its palate to a clean, dry finish – a wonderful flavour which may come as a bit of a shock at first!



schlenkerla marzen

schlenkerla weizen

schneider



A brewery of great history and tradition, Schneider can be credited with resurrecting a style of beer that came close to extinction in the late 1800s and has since built up the reputation of being the most distinguished brewer of wheat beers in Germany.

Schneider Weisse is an unfiltered wheat beer, amber-mahogany in colour and pleasantly spicy; on the tongue it is clean, full-bodied and well-balanced. In contrast, Aventinus is a dark-ruby beer with a very intense wheat 'doppelbock' and a complex spicy chocolate-like aroma. Weizenhell has a light honey-colouring and a clove-like aroma. On the tongue it is clean and smoothly balanced, and finishes sparkling with a light and fine bitterness.



original
aventinus

eisbock (seasonal)
grünes (seasonal)

hopfenweisse
(seasonal)

draught weizenhell

FRUIT BEERS



Like all great
travellers,
I have seen
more than
I remember,
and remember
more than
I have seen.

benjamin disraeli

Fruit flavourings have been added to beer for centuries, with the art being perfected in Belgium. Fruit is added either whole or as a concentrate to Lambic, Oud Bruin or, occasionally, white beer. The result is delicious kriek (cherry), framboise (raspberry), pêche (peach) and cassis (blackcurrant) beers, to mention just a few of the flavours available.

Brewing of fruit beer is also popular in the United States, along with seasonal variations such as pumpkin ale produced during Autumn.



liefmans



Since 1679, Liefmans have been one of the cult breweries of Belgium, their distinctive flavours deriving from the process of mixed fermentation, in open vessels, a blending of young and old beers and bottle-aging in the cellars at Oudenaarde.

A lovely brewery making truly great beers that take years to mature before being let out of the brewery.

Liefmans is brewed from pale, dark and roasted malts and, after fermentation for one week, the beers mature for another four to eight months (or a full year for Cuvée Brut).

Liefmans

cuvée brut

fruit

draught cuvée brut

draught fruit

bacchus



The Brouweij van Honebrouck history started in 1900 when Emiel and Louisa van Honebrouck bought a small farm in West Flanders where they founded the brewery which, to this day, is still owned and operated by the family.

Bacchus is a dark beer in the local regional style and the basis for their premium Kriek and Framboise beers. Light and refreshing with a spritzy tartness, the fruit is added to give an intensely fruity beer.

The half champagne sized bottles are paper wrapped – a real occasion from a truly remarkable beer.

Bacchus

kriek

framboise

draught kriek

draught framboise

timmermans



True Lambic beers are reputedly only brewed within a 15km radius of Brussels, in the Pajottenland, and Timmermans is only one of a handful of such traditional Lambic breweries.

Timmermans have perfected the art of spontaneously fermenting wheat beers (no yeast is added!) and produce some truly exceptional fruit beers including Kriek, Framboise, Peche, Strawberry and even 'Fruits of the Forest'.

TIMMERMANS

fruits of the forest
peche

framboise
kriek

strawberry

WORLD BEERS



Where it all started for James Clay!

The desire to source the best specialist beer in the world and deliver these drinking experiences to the UK has resulted in a collection of world beers second to none. Following are just a selection, but if there is something in particular you require then just ask – we can usually oblige!

It is not down
in any map;
true places
never are.

herman melville



James Clay

because beer matters

hopfenkönig



To give its full title, 'Schloss Eggenberg Hopfenkönig', is the pinnacle beer of the Austrian Schloss Eggenberg brewery.

Hopfenkönig is a lightly golden pils style beer with a mild flavour, fermented and matured for twelve weeks in the historic cellars of Eggenburg.

There has been commercial brewing at Eggenberg since 1681, with beer made there since at least the 1100s. Eggenberg belonged to a Benedictine monastery and can be found on the border of Salzburg and Passau; a famous Austrian brewery producing an eclectic mix of beers.



hopfenkönig

menabrea



This pale lager is a well-balanced beer with a marked floral fruitiness coming through from the aromatic yeasts used in its production and its ageing for 45 days in Slovenian oak.

Italy's oldest brewery, Menabrea is renowned for its high quality beer made from pure water of the Alps and has regularly won medals at the Chicago World Beer Championships and is one of the few remaining family breweries in the country.



menabrea

menabrea draught

lindeboom



A high quality, very drinkable, fruity pilsener from Holland with a dry finish.

Lindeboom Bierbrouwerij is a small family brewery from Limburg, the southern most part of the Netherlands, and this was the first beer James Clay ever imported back in 1982!

The name means 'lime tree' - and there's one in the brewery yard!



lindeboom pilsener

lindeboom draught



James Clay

because beer matters

James Clay are passionate about specialist beers.
This brochure illustrates just a selection of our essential
brands from our extensive portfolio.

If there is a particular beer you are searching for,
please visit our website www.jamesclay.co.uk
or call one of our team on 01422 377 560

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