

Press Release: 29th March 2011



CHEERS! RAISE YOUR GLASSES TO FULLER'S SPECIAL EDITION 'ASCOT TRICENTENARY ALE'

In celebration of Ascot Racecourse's 300th birthday, Fuller, Smith & Turner, London's only traditional brewer, has created a special tricentenary golden ale.

Ascot Tricentenary Ale is a brand new, limited edition ale which will be available nationally in Budgens, regionally in selected supermarkets, and Ascot Racecourse itself, from late April, followed by selected Fuller's pubs in cask during June and the Ascot Beer Festival on 30th September and 1st October. Only 30,000 bottles will be produced so they are sure to be hot property once they go on sale.

Crafted in partnership with the historic racecourse, and brewed to 5% ABV, Ascot Tricentenary Ale is bottle conditioned meaning a small amount of yeast remains to enable extra fermentation in the bottle. It is this fermentation which gives the beer a wonderful zing. Combined with unmistakable tropical fruit notes, provided in part by the hedgerow Sovereign hops, this will make Ascot Tricentenary Ale a perfect summertime beer.

Richard Fuller, Sales Director for Fuller's, said: "There are not many racecourses that could celebrate a 300th birthday; we are delighted to help Ascot Racecourse mark theirs. Ascot is a place full of majesty and history, and we like to think that our Ascot Tricentenary Ale will quickly become part of that legend too."

John Blake, Head of Sales and Marketing, commented: "We are delighted that esteemed British brewer Fuller's is marking our birthday in this way. It is set to be an exciting addition to the racecourse's celebrations and an absolute must-try at the Beer Festival in September."

For further information and bottle image, contact:

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Notes to editors:

- The first chance to sample the Ascot Tricentenary Ale is on totepool Free Raceday, Wednesday 27th April.
- Ascot Tricentenary Ale is a limited edition, sparkling golden ale that has been bottle conditioned for superior freshness and condition. Brewed to 5% ABV with Best Pale Ale and Cara Gold malts for a rich, malt flavour which is wonderfully enhanced by tropical fruit aromas from the English Sovereign hops.
- As part of Racing for Change, British racecourses are opening their gates, free of charge across the UK this April.
- Founded by Queen Anne in 1711, this year, Ascot is proudly celebrating 300 years of racing at the world famous racecourse. Ascot Racecourse has been synonymous with tradition, pageantry, fashion and style coupled with some of the greatest racing across the last three centuries. Celebrations reach their peak at Royal Ascot, Tuesday 14th to Saturday 18th June, the centrepiece of the British social calendar.