

Cheers as nation urged to celebrate Beer Day Britain

Thousands of Campaign for Real Ale (CAMRA) members will be raising a pint to celebrate the nation's favourite drink for Beer Day Britain which culminates with a national Cheers To Beer at 7pm on Friday, June 14.

The day is organised by beer writer and sommelier Jane Peyton, who came up with the concept in 2015. Since then thousands of beer-lovers, breweries and pubs have got involved with Beer Day Britain, and the collective #CheersToBeer now annually trends on Twitter that day.

CAMRA members have supported the initiative since the launch by encouraging local pubs and breweries to host celebratory events to mark the occasion. This year, CAMRA is helping to promote Beer Day Britain under its Summer of Pub campaign which aims to encourage pub-going throughout the summer months.

Tom Stainer, CAMRA's chief executive, said: "Beer Day Britain has been a staple in the CAMRA calendar for many years now and I'm delighted that we've been able to extend our support this year with the Summer of Pub campaign.

"Both Beer Day Britain and Summer of Pub have the same main objective – to get the people of Britain down to the pub to celebrate their favourite pint. We'd like to encourage everyone to get involved this summer and check out events taking part near you to celebrate the Great British Pub."

CAMRA is helping to promote Beer Day Britain events alongside other pub events throughout the summer months on its Summer of Pub platform. Here you can also find an exclusive interview with Beer Day Britain founder Jane Peyton.

Jane Peyton adds: “As CAMRA members already know, beer tastes better when it is consumed with friends down the pub. CAMRA members have been the most enthusiastic supporters of Beer Day Britain since it started in 2015 and I have no doubt that they will do the country proud again this year and be at their local for the National Cheers To Beer at 7pm. #CheersToBeer!”

To find out more, visit www.camra.org.uk/summerofpub

Photo courtesy of Ugli Fruit Media