

MANCUNIAN REVELLERS RAISE THE ROOF FOR MPA

Thursday, 18 April 2013

Independent Manchester brewer, J.W. Lees, launched the latest edition to its portfolio - MPA (Manchester Pale Ale) - at an eagerly anticipated event, reminiscent of the 'good old' Madchester days.

A lively crowd of key trade influencers, national buyers and landlords raised a glass to MPA, which is targeted at the younger real ale market, when it was unveiled at J.W. Lees' Rain Bar in Manchester on Wednesday 17th April 2013.

Honing in on the new beer's Manchester routes, ex Happy Monday's legend Bez got the party started by playing some iconic tunes on the decks, following a Manchester-themed Pub Quiz, hosted by BBC presenter - and local lad - Mark Radcliffe.

Keen to target drinkers looking for an alternative drinking experience and create a pale ale that is synonymous with Manchester, J.W. Lees developed MPA, a real refreshing beer which is not just brewed in Manchester, it is inspired by Manchester, its pioneering spirit and alternative culture.

With golden ale being dubbed as the UK's fastest growing beer variety, J.W. Lees is keen to expand its market share and has the opportunity with the perfectly placed MPA, which will target drinkers looking for an alternative drinking experience.

The flavour of MPA is achieved using a balance of Liberty and Mount Hood hops with British pale ale malt, which results in a beer style that is refreshing with zesty and fruity hop flavours and golden colour.

Branded the 'The Real Refreshing Alternative', MPA is a thirst-quenching beer with characterful flavours that embody the very essence of Manchester - alternative, distinctive and youthful.

MPA is 3.7% ABV on draught and is brewed at 4.1% exclusively for bottle. It will be available in bars and pubs throughout the UK in cask (9g and 18g) and 500ml bottle format from Wednesday 17th April 2013.

MPA's contemporary branding takes inspiration from Manchester's iconic stock brickwork and its gold embellishments make MPA achieve real stand out from the traditionally branded pale ales.

William Lees-Jones, Managing Director at J.W. Lees, said: "Until now, J.W. Lees' offering has focused on creating real ales and smooth beers for traditional customers, however a growing demand for pale ales among a younger audience has enabled J.W. Lees to expand into new markets and create a modern, refreshing and very drinkable beer.

"This is our biggest ale launch to date and one that we're incredibly enthusiastic about. Investing in the pale ale category is definitely taking us a step further on our mission to be the most exciting brewery in the North of England, if not the UK."

The brewery's biggest launch to date includes a targeted marketing and PR campaign that will communicate MPA's unique messages on a trade, local and national consumer level and will include festival ticket giveaways and MPA merchandise.

To create further buzz and excitement among the target audience, J.W. Lees has teamed up with renowned rock star photographer, Kevin Cummins, to launch a social media campaign to capture the North's most inspiring city.

An exciting consumer campaign will take place in May 2013. For further information visit www.manchesterpaleale.com.

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