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**From:****Sent:** 11 June 2013 16:13**To:** Pubs Consultation Responses

To whom it may concern,

I am writing to you regarding the Department for Business Innovation & Skills proposed code on the relationship between large pub operators and publicans.

The \_\_\_\_\_ is a small privately owned business which has been brewing traditional British beers since 1995. We employ 17 people, we pride ourselves on training staff in-house in manufacturing, accountancy and other skills.

We have grown to a size and capacity that allows us to produce and sell a total of 1.8 million litres of beer per year. At total production capacity therefore we would be considered a small brewery though we have further ambitions to expand and grow.

Last year we made a deal with one of the largest pub companies in Britain. We did this knowing that we would have to accept lower margins because of the advantages that dealing with the pubco offer.

Firstly dealing with the pubco has allows us to sell and distribute our products further than we could achieve on our own.

A central logistical hub in the supply chain and a single point of contact for orders mean that we have access to a national sales and distribution network that it is impossible for us to replicate. This allows us to grow and to become more profitable with all of the associated benefits to the greater economy.

Secondly dealing with a pubco focuses brewers to produce quality products. To become a supplier to a pubco you must have a quality product, a proven track record and rigorous control procedures in place.

This is good for the real ale industry on the whole – the pubco is a better regulator than market forces acting on their own.

The issue in discussion is very complex and I cannot comment beyond my own direct experience as a supplier. I hope that the comments made give you an insight into how dealing with pubcos has been helpful for a growing local brewer.

All the best,

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06/12/2013