

**Purity Scoop West Midlands Champion Beer Award** - 22 January 2009 at 11:08

Warwickshire brewery, Purity Brewing co is toasting its latest success after being awarded the CAMRA Champion Beer of the West Midlands 2008.

Its Pure Gold ale won the accolade, the latest in a long line of successes for the local brewery. Purity Brewing co produced their first barrel of beer in December 2005 in converted farm buildings near Alcester, they now produce three varieties of ale and have seen sales go through the roof.

At 3.8% ABV, award winning Pure Gold creates a smooth, easy drinking beer with a subtle citrus flavour and is a firm favourite amongst ale drinkers.

Nik Antona, Regional Director from CAMRA comments: "In these times of economic crisis, Real Ale is continuing to show an increase in popularity with real ale breweries and pubs reporting increases in sales up to 20%. We are fortunate in the West Midlands to have a multitude of quality real ale breweries and none more deserving than Purity."

Paul Halsey, Managing Director at Purity Brewing Co comments: "Our Pure Gold has not only gathered a fan base amongst existing ale drinkers, but also attracted a lot of new fans who were previously lager drinkers. We are very proud to have won this latest award, it is a real testament to the hard work of the team."

Pure Gold became a contender for the Champion Beer of the West Midlands competition when it was awarded the Champion Bitter of the West Midlands at the Birmingham CAMRA Beer festival and will now go through to the national competition, which will be held at the CAMRA Great British Beer festival (4-8 August 2009), when it will be judged with other regional contenders to determine the CAMRA Champion Beer of Britain 2009.



*Nik Antona, Regional Director for CAMRA presenting Purity Managing Director, Paul Halsey with the award.*



*Purity Managing Director Paul Halsey with the award.*