



HOBGOBLIN & WYCHWOOD BREWERY RANGE



WYCHWOOD BREWERY HISTORY



The Wychwood Brewery is tucked away behind the main street of the market town of Witney, on the border of the Oxfordshire Cotswolds.

The brewery was founded in 1983 by Paddy Glenny and christened The Eagle Brewery. Chris Moss joined Paddy and in 1990, the Eagle was re-named the Wychwood Brewery after the ancient medieval Wychwood Forest which borders Witney.

Paddy sold his shareholding in 1990 to Ian Rogers. Aged only 27, Ian sold his house to become a partner with Chris and set about creating a chain of 40 real ale pubs intrinsically tied to the newly renamed Wychwood Brewery with all its myths and legends imagery.

Purchased by Marstons PLC in 2008 Hobgoblin has become one of the fastest growing premium beer brands in the UK. The brewery now hand crafts circa 52,000 barrels a year, including the Legendary Hobgoblin beer, a supporting range of imaginatively named bottled beers, and a calendar of limited edition seasonal cask ales.

HOBGOBLIN CREDENTIALS

- **Marston's biggest owned brand – 45 million pints sold in the past 12 months**
- **Ranked no.4 behind Guinness and Peroni in YouGovs Beer and Cider rankings for brand positivity (out of 1300 brands)**
- **A social media and digital activist with the highest following in the ale category; an ability to communicate to a quarter of a million engaged drinkers, as well as a 220,000 strong consumer database**
- **UK's NO.2 premium bottled ale in both volume and value in grocery & the UK's 7th biggest cask beer**
- **Multi award winning beer range**

HOBGOBLIN - THE BEST PERFORMING PBA BEER RANGE

HOBGOBLIN RUBY

#2 UK PBA, #1 DARK PBA



- ❑ Market leading repeat rate. 37% repeat buyers as % of all buyers*
- ❑ Top penetrated PBA brand in the UK. 7.2% UK households buying the brand, compared to 4% of UK H/H buying Doom Bar*
- ❑ No.2 PBA brand - with sales value growth of +2.4% YOY**
- ❑ Hobgoblin Ruby is the top selling PBA brand in Convenience Multiples***
- ❑ No.4 Canned Ale brand**

HOBGOBLIN GOLD

#1 GOLDEN PBA



- ❑ 1.1m buyers bought Hobgoblin Gold in the last year, +6.6% & contributing +£630k value on the previous year*
- ❑ No.1 selling golden PBA brand, with annual sales of £4.5m (+4.3% YOY)***
- ❑ No.1 selling golden can brand, with annual sales of £3.6m (+8.9% YOY)****

NEW

HOBGOBLIN IPA

GROWING @ +71% YOY❑



- ❑ IPA style PBAs account for 12% of all bottled ale sale & are growing at +5% YOY**
- ❑ Hobgoblin IPA has extended the Hobgoblin brand to attract a younger shopper
- ❑ Hobgoblin IPA satisfies the gap in the market for an IPA style canned ale.

HOBGOBLIN

*Kantar WPO 52we to 14 Jul '19, **IRI Major Multiples 52we to 22 Jun '19, ***IRI Convenience Multiples 52we to 22 Jun '19, ****IRI All Outlets, 52we to 22 Jun '19, ❑Marston's BPI P1 2020

BORN DIFFERENT

HOBGOBLIN RUBY 4.5% ABV

Drink legendary. This distinct ruby beer's sweet caramel and fruity aromas tease the taste buds. Brewed with smooth and rich Chocolate and Crystal malts & a blend of Fuggles and Styrian Golding hops. Expect a delicious full-bodied toffee flavour and a fruity finish of figs, raisins and dates. Hobgoblin: Born Different.

Key descriptors: Malty, Toffee, Chocolate, Dried Fruits

- No. 2 Premium Bottled Ale – with sales value growth of +2.4% Year on Year
Top selling Premium Bottled Ale in convenience multiples
- No. 4 Canned Ale Brand



HOBGOBLIN

HOBGOBLIN GOLD 4.5% ABV

A solid gold legend. The combination of four hop varieties infused with malted barley and a touch of wheat give this easy drinking golden beer tropical aromas of citrus and passion fruit. A biscuit-like malt base gives way to heaps of fresh lemon and lime zest. A hop kick riot of rascally refreshment.

Key descriptors: Refreshing Citrus, Passion Fruit, Tropical fruits

- 1.1 million buyers bought Hobgoblin Gold in the last year, up 630k or +6.6% on the previous year
- No. 1 selling golden Premium Bottled Ale, with annual sales of £4.5m (+4.3% Year on Year)
- No. 1 selling golden can brand, with annual sales of £3.6m (+8.9% Year on Year)

HOBGOBLIN



HOBGOBLIN IPA – Bottle 5.3%/Can 5%

There are IPA's and there are legendary IPAs. Ours is legendary. Pale golden with orange glints this beer is forged from the finest British hops and varieties gathered from the far-flung shores of the Pacific. Prepare for an intense tropical explosion of zesty oranges, grapefruit, honey and juicy bitterness. Winner of the World's best IPA award. Like we said, Legendary.

Key descriptors: Juicy, Zesty, complex fruit note, grapefruit

- IPA style Premium Bottle Ales account for 12% of all bottled ale sales and are growing at +5% Year on Year
- Hobgoblin IPA has extended the Hobgoblin brand to attract a younger shopper
- Hobgoblin IPA satisfies the gap in the market for an IPA style canned ale

HOBGOBLIN



HOBGOBLIN IPA – THE WORLD’S BEST

- Launched in Off trade Oct 17 – most successful Premium Bottled Ale new product development in first 12 weeks
- Best IPA in the world at World Beer Awards 2018
- Best English style IPA in the world at World Beer Awards 2018
- Silver medal at BBI Drinks Awards 2018
- Bronze medal International Beer Challenge 2019
- Gold Medal JD Wetherspoon Beer Festival 2017



HOBGOBLIN

BORN DIFFERENT

KING GOBLIN 6.6% ABV

This deep ruby coloured king of beers delivers aromas of treacle toffee and dried fruits. Brewed with a blend of the finest Crystal and Chocolate malts and the addition of Sovereign hops. Packed full of sweet caramel, coffee and earthy roasted malt flavours for a warming seal of approval.

Key descriptors: Treacle toffee, coffee, earthy

- King Goblin is outperforming the Premium Bottled Ale market with sales growth
- High ABV ales are driving category growth in Premium Bottled Ale



HOBGOBLIN

BORN DIFFERENT



BOMBARDIER

• EAGLE BREWERY •

Brand Deck

Brand USP's

First brewed at the Eagle Brewery in Bedford in 1980, Bombardier was inspired by “Bombardier” Billy Wells. Like the man himself, this is a beer of truly distinctive character.

Since its inception, Bombardier has grown to become a **Nationally recognised beer** (with 62% of ale drinkers aware of the brand), with one of the largest social media followings of any British Ale.



Bombardier Amber Beer



Formats: 500ml bottle - 5.2%/500ml can - 4.3%

Colour: Amber

- ❖ Bombardier Amber Beer is brewed using the finest British Hops and fresh mineral water from the Eagle Brewery Well.
- ❖ A fruity aroma and rich malty taste provides a crisp, mouth-watering beer. Tangy Fuggles hops and sultana fruit flavour finish off the palate.
- ❖ Bombardier is a beer for those who embrace their independent spirit and march to their own drum.



Bombardier Awards

❖ “March to Your Own Drum”:



Winner @ 2017 *Beer and Cider Marketing Awards* for “Best Broadcast Advertising Campaign”

❖ Bombardier Amber Beer:



Diploma @ 2018 *BBI Drinks Awards* in “Design and Taste” category

