

For immediate use

ATLAS BREWERY SCOOPS TOP INTERNATIONAL AWARD FOR LAGER

LOCHABER'S Atlas Brewery has scooped a top international award for its Latitude Cask Pilsner lager.

The lager was voted Best in Class at the recent International Beer Challenge in London, officially becoming one of the world's 50 best beers in the process.

It's the latest in a string of awards for Latitude and the Atlas Brewery, which was recently taken over by Sinclair Breweries Ltd.

Along with sister company, The Orkney Brewery, Kinlochleven based Atlas had been in administration until Sinclair Breweries Ltd stepped in with a rescue package this summer. Ten jobs were secured at the breweries, with major investment planned at both locations.

Managing director of Sinclair Breweries Ltd, Norman Sinclair, said the award was a huge confidence boost for the staff at Atlas.

"The award confirms that, despite all the recent changes, the team at Atlas hasn't missed a beat in terms of the quality of its output," he said. "We've always believed that we have two world class breweries operating in Orkney and Lochaber, but it's always nice to have international recognition like this."

The International Beer Challenge is organised by trade magazine, Off Licence News. A team of expert judges composed of top beer critics, current and former Master Brewers, buyers and retailers, was assembled for two days of judging in London. Each of the competition's categories was judged individually, with teams of judges awarding marks out of 50. The top 70 beers, including Latitude, went through to a Super Jury stage to decide the 'World's 50 Best Beers' and to select a Supreme Champion.

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NOTE TO NEWSDESKS

Atlas Brewery was set up in 2002 in a Victorian industrial building in Kinlochleven. Whilst proud of its Highland location, and using Scottish water and malt in its brews, Atlas Brewery's beers take their inspiration from great beer styles around the world, and hops from five different countries are used. Atlas Brewery is best known for Latitude Pilsner, Three Sisters and Nimbus Blonde.

Sinclair Breweries Ltd recently established its head office in Cawdor. Norman Sinclair has two existing businesses in the area, the Cawdor Tavern, and the Classroom Restaurant.

Latitude is available as a Cask Pilsner, or the bottled Highland Pilsner. It's a delicious straw-coloured session beer, dominated by a crisp, fresh, citrus hop character from classic German noble hops. Brewed with a balance of best British ale malt and lager malt, the aroma combines a zesty attack and an apricot fruitiness with the subtle floral notes of the Styrian Golding, Saaz and Hallertauer Hersbrucker hops.