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McCashin's Brewery strikes Gold again in London

Nelson based McCashin's Brewery has once again swooped gold at this year's prestigious International Beer Challenge Awards in London.

McCashin's Brewery picked up a string of awards including a Gold medal for the Stoke Dark, four Silvers for Stoke Bomber Oatmeal Stout, Stoke Amber, Stoke Pilsner and Stoke Bomber Biscuit Lager and five Bronze medals for Stoke Bomber Bohemian, Stoke Recognition DPA, Stoke Recognition Rich Porter, Stoke IPA and Stoke Gold.

McCashin's Brewery, still independently family owned and operated, are thrilled with their latest accolades:

"We are absolutely delighted to achieve these results at such a prestigious event and against the high standard of international company, an excellent reward for our whole team at the family brewery." Says McCashin's Brewery General Manger, Andrew Murray.

For eighteen years, this well-established and highly credited competition has attracted the 'shrewdest of judges' from the UK and Continental Europe. This provides a unique spread of tasting experience to judge the increasingly high-standard of beers that enter each year.

Awards co-ordinator, Helen Fallowell says "the level of knowledge and experience of the judges is striking".



“The standard of beers entered in this year’s competition was very high and the judging panel were very impressed overall”.

All beers are tasted by a panel of judges who rate entrants within each class. The beers with the highest scores proceed to the super jury stage where the gold medal winners are determined.

McCashin's Brewery head brewer Sam Wilson and the team at the brewery are very comfortable to be judged by the quality and flavour of “what’s in the bottle”.

“Stoke Dark is brewed the old fashioned way using Nelson’s finest hops, our own bespoke yeast, 14,000 year-old Palaeo water and nothing less than a blend of six hand-selected malts,” said Wilson.

“It’s the Barry White of beers – deep and bassy – and we’re delighted with the international acknowledgement.”

Success at international level in the markets McCashin’s Brewery has selectively chosen to enter helps with the continued export growth experienced by the family craft brewery. The brewery currently exports to Australia, Singapore, Hong Kong, China, Taiwan, Malaysia, Japan, USA and Scotland.

To run with the winning theme, the Brewery’s Stoke Bomber Bohemian Ale was also awarded a People’s Choice Award for the Best Beer (New Zealand) awarded at the annual Beer and Brewer Magazine Awards.

Established in 1981, McCashin's Brewery have planted solid footprints in New Zealand's craft beer category – and despite the 'craft beer explosion', they continue to be leaders in the market, concentrating on the quality of ingredients to develop full flavoured beers true to the traditional styles.

Despite a flat market, the craft beer category continues to grow in New Zealand – and craft beer drinkers are becoming far more experimental in their approach to trying different styles of beers.

Still very hands-on with the operation of the brewery, the McCashin family continue to innovate, new and exciting products to meet the increasingly discerning consumer palate.

ENDS



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About the International Beer Challenge

For 18 years the International Beer Challenge has rewarded and promoted excellent beers.

The whole rainbow of beer complexity enters the IBC, with entries received from no fewer than 30 countries, including acknowledged brewing heartlands and representations from advancing beer countries.

Judges include some of the shrewdest beer judges in the land – retailers, importers, publicans, brewers, writers and flavour analysts. Add in some highly experienced judges from continental Europe to make sure we have an even better spread of tasting experience.

Judges study each beer in turn, considering the appearance, the aroma, the taste and the finish, before discussing their findings with other table members and reaching a consensus on which medal to award. The level of knowledge and experience of the judges is striking and, for a beer to achieve any kind of medal from such exacting critics is a real achievement.

Last year the judges clearly found plenty to enjoy, awarding 155 bronze medals and 89 silver medals and 38 gold medals. Going beyond gold, the IBC also presents trophies for the best class winners announced at the awards presentation in September

Summary of Stoke Beer's tasted and awarded medals

Stoke Dark	Gold
Stoke Bomber Oatmeal Stout	Silver
Stoke Amber	Silver
Stoke Pilsner	Silver
Stoke Bomber Biscuit Lager	Silver
Stoke Bomber Bohemian	Bronze
Stoke Recognition DPA	Bronze
Stoke Recognition Rich Porter	Bronze
Stoke IPA	Bronze
Stoke Gold	Bronze