



PRESS RELEASE

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for immediate release

MISTLETOE ASSOCIATION CELEBRATES WITH A LOCAL TIPPLE

As England's Mistletoe Capital, Tenbury Wells is all set to offer a month-long calendar of events; and local pubs, restaurants and theatres now have a special edition beer to celebrate the season.

Cleobury Mortimer-based Hobsons Brewery is producing a real ale, aptly named "KISS ME NOW" and for every pint sold, a 5p donation will be made to The Tenbury Mistletoe Association, to support their work. KISS ME NOW will only be available on draught in the North Worcestershire and South Shropshire area during December 2012.

To honour the virgin mistletoe and provide a perfect accompaniment to seasonal fayre, the new 4.2% abv pale ale is full of hop flavour and brewed with Chinnock and Hersbrucker hops to give strong floral and citrus characteristics.

Hobsons Brewery Director and Owner, Nick Davis said;-

" We are delighted to be working with the Tenbury Mistletoe Association and helping to promote the area. Hobsons already supports local sporting events, local barley growers and other businesses close by and 'KISS ME NOW' will be made available to more than 25 local pubs and other licensed outlets. As Santa is already quite busy, we will be delivering the casks in our own red vans ".

The Mistletoe Festival Project Manager, Caroline Palethorpe, added;-

" This is another example of local event organisers and businesses working together for mutual benefit. Many rural towns are worried about the medium-term future but Tenbury Wells is busy making good things happen to attract visitors and trade to the area. Having a locally- brewed real ale to help the celebrations along is a great idea. The Festival Committee were particularly delighted to hear of the support being offered by Hobsons Brewery; although I can't think why! ".

More information about all of the events being held during the Mistletoe Festival celebrations can be found on the website – www.tenbury-mistletoe-festival.co.uk

Hobsons support for local business is featured on www.hobsons-brewery.co.uk

ENDS

WORD COUNT: 323

Additional Information

Tasting Notes - Hobsons new KISS ME NOW is a 4.2% abv pale ale full of hop flavour, brewed with Chinnock and Hersbrucker hops to give this beer strong floral and citrus characteristics.

TENBURY EVENTS are supported by Malvern Hills District Council.

Notes to Editors

**For further information, jpeg images or interviews, please contact the M partnership
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