



North Downs Way AlesOfTheTrail & Beer Passport

The North Downs Way National Trail has teamed up with local breweries in Kent, Medway, and Surrey to create an "Ale Trail" for walkers to explore along the route.

"Ales of the Trail" will be launched with a Beer Festival at The Tickled Trout on 29th & 30th September 2018 at the Wye Pilgrims Festival. We are delighted to confirm the project will be formally launched at the Wye Crown on Sunday 30th September by Des De Moor; award winning beer writer, tour guide & walk leader and accredited Beer Sommelier. This marks the 40th anniversary of the North Downs Way where the trail was formally launched in 1978.

The Beer Festival is a free event and everyone is welcome. Visitors will be able to sample an array of Ales of the Trail on the riverside at the picturesque pub garden on the North Downs Way in Wye, right next to the train station for those travelling from further afield.

How does it work?

Each brewery has dedicated an "Ale of The Trail" to become an official beer of the North Downs Way. Most ales have a link to the trail either through name, local ingredients or links to military or cultural heritage. All breweries involved make a contribution to the upkeep of the trail to help us keep the route in top shape; maintain signage, keep pathways clear, so each pint sold contributes towards the upkeep of the trail. Each year we spend £20,000 on vegetation management to keep the trail open and have invested over £150,000 in the last 5 years resurfacing damaged sections of the trail. A 4-finger oak sign cost us nearly £500 to produce and install, so every pint counts!

Many of our visitors enjoy a pint of local ale as they explore the trail and we're making it easier for them to support the trail as they do so. Working with our fantastic network of country pubs, inns and farm shops we will create a map and beer passport for walkers to seek out the different ales and tick them off as they pass along the trail.

This is great news for the breweries, pubs and the walkers but also for the trail.

Who's Involved?

The area has a rich history of hop growing and strong links to the brewing industry stretching back centuries. Today it is home to many outstanding and award-winning local producers. The following breweries and beers are currently signed up to the scheme and we are looking to extend the capacity of the scheme due to high levels of interest.

- Hogs Back Brewery- TEA (Traditional English Ale).
- Godstone Brewers- BUZZ – honeyed bitter
- Titsey Brewery- Leveson Buck- session IPA
- Westerham Brewery- Spirit of Kent 9 Hop XXX Pale Ale
- Kent Brewery – Prohibition- American Pale Ale

- Musket Brewery – Fife & Drum Golden Ale
- Shepherd Neame – Bishops Finger – Strong Kentish Ale
- Breakwater Brewery – Hellfire Corner Pale, Hoppy APA
- Canterbury Brewers – Torpedo Amber Ale
- Goody Ales – Good Heavens, Amber Hoppy Ale

Notes to the Editor

- The North Downs Way is one of only 15 designated National Trails in England and Wales with diverse appeal and many unique features.
- Passing through 153 miles of stunning and varied countryside, the North Downs Way passes through the protected landscapes of the Surrey Hills Area of Outstanding Natural Beauty (AONB) and the Kent Downs AONB.
- The trail makes for a great place for a family day out, short walks, life-changing long distance walks, rides, and always triumphs with a fantastic, rural, rustic pub lunch. The North Downs Way provides tranquillity from the daily grind, lying just south of London it's easily accessible by train for the urban populations of South East England and London. The route begins in Farnham, Surrey and follows a chalk ridge that winds over hills and grassland, passing through valleys and ancient woodland emerging onto the White Cliffs of Dover. Much of the trail follows the historic Pilgrims' tracks travelling linking the Cathedrals of Winchester and Canterbury where Pilgrims visited the shrine of Thomas a Becket following his martyrdom in 1170. The trail reveals no end of English treasures - Archbishops' palaces, stately homes and gardens, Neolithic sites, Roman and Napoleonic forts, medieval castles and World War II fortifications.

Wye Pilgrims Festival 24th – 30th September 2018 – Follow the footsteps of pilgrims and celebrate the 40th anniversary of the North Downs Way. The Pilgrims festival a week packed with events exploring pilgrimage of today and of yesteryear, music, literature, film, food, drink and more walks than you could shake a pilgrim staff at.

Contact Details

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<https://twitter.com/NorthDownsWay>



<https://www.facebook.com/NorthDownsWayNationalTrail/>



https://www.instagram.com/northdownsway_nt

Ends

Background Information

National Trails are long distance routes, all are open to walkers and some are specifically designed and managed for horse riders and mountain bikers. There are 15 completed National Trails in England and Wales. National Trails are designated by government and are managed to the highest standards by dedicated staff and volunteers.

For social media

#AlesOfTheTrail

#BeerPassport

#WeArePilgrim