

# THE BREWING EXPERIENCE

Burton upon Trent

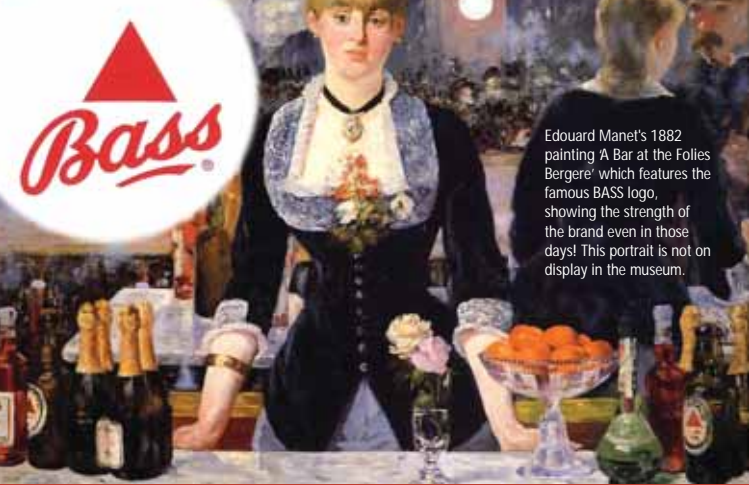
INCORPORATING THE BASS MUSEUM



DISCOVER THE HISTORY, ART AND FUN OF BREWING



[www.nationalbrewerycentre.co.uk](http://www.nationalbrewerycentre.co.uk)



Edouard Manet's 1882 painting 'A Bar at the Folies Bergere' which features the famous BASS logo, showing the strength of the brand even in those days! This portrait is not on display in the museum.

## THE BASS MUSEUM AND THE SOCIAL HISTORY OF BREWING IN BURTON

The Brewing Experience is proud to incorporate the original Bass Museum.

It contains a unique collection of 'Bass' artefacts and the history of this world famous brand. Learn about the legendary Bass family and their role in the development of brewing in Burton and the fascinating story of the introduction of 'IPA', India Pale Ale.

The museum also celebrates the social history of the development of brewing in Burton – the real life experiences and stories of the local men and women who helped to build Burton's world-renowned brewing reputation.

Temporary exhibitions also refresh and add to this fascinating story.





## DISCOVER THE HISTORY, ART AND FUN OF BREWING

Your tour starts with a holographic-style presentation, from ancient Egypt to the modern day, which takes you on an entertaining journey through the evolution of brewing.

Each step of the brewing process is explained, from malting and hop growing, through to the brewing process itself – including full size historical brewing vessels. A variety of multi-media presentations and our talented character performers really bring the story to life.

Plenty of intriguing 'hands on' involvement.

The experience is then brought up to date by the William Worthington's Brewery, a micro brewery that you can see in action. Try the finished product at one of our beer and ale sampling stations (four samples per adult free with your entrance ticket).





## THE ROLE OF STEAM IN THE HISTORY OF BREWING

Our Robey steam engine is similar to those that would have drawn clean well water from the springs of St. Modwen to the brewery. It is a Tandem Compound engine – which made it very economical to run. Robey engines were still in use at the Sleaford Maltings until its closure in 1959. This model is still in good working order and is run at weekends and Bank Holidays by a dedicated team of volunteers.

Steam enthusiasts and kids of all ages - will also be delighted with both our No. 9 steam train and Directors' coach, featured in our recreation of a station platform from the days when the Bass Brewery had its own railway network.





## VINTAGE BREWING INDUSTRY VEHICLES

Transport played an important part of the evolution of the brewing industry. From horse-drawn drays, through to more modern-day vehicles. The Brewing Experience houses a fine collection of vehicles, that includes delivery wagons, fire trucks, a double-decker bus and special promotional vehicles, such as a 1920s Daimler bottle car that was built to deliver promotional materials to pubs.

This unique collection provides an intriguing and fascinating element to your visit to The Brewing Experience.

See our website for details of our expanded Vintage Vehicle Days held throughout the year.





## OUR CHARACTER PERFORMERS & SHIRE HORSES

Our dedicated team of character performers will entertain you throughout your visit to The Brewing Experience. Serving you samples of real ales in our Edwardian Bar or shovelling malt, they'll bring Burton's glory days back to life. They combine historical knowledge with lots of amusing anecdotes to keep you both informed and amused!

During weekends, school and Bank Holidays, you can meet our two magnificent Shire horses, Major and Trooper. We have an array of old drays (carts) that were used to deliver beer in days of old. Come along and chat to the head horseman, who started his working life delivering beer with Shire horses in Blackburn! The original Shire stables are open to the public everyday.





## SPECIAL EVENTS

Please see our website for a full list of forthcoming events – but here is a taster!

- **12th Sept 2010 – The National Brewery Centre Heavy Horse Show**  
The show will celebrate all of the iconic heavy horse breeds, including the National Brewery Centre's very own pair, Trooper and Major. Competitions and activities.
- **26th September 2010 – The National Brewery Classic Car Rally**  
The National Brewery Centre plays host to a celebration of all things automobile with a visit from the Claymills Classic Car Club. Fun starts at 10am. Normal ticket price applies.
- **The last Friday of every month – At The Brewery Tap**  
The Firkin Comedy Club, offers a top class evening of comedy with an excellent MC and an array of comedians to entertain. Table service meals and drinks available (see website for full details and prices).





## CORPORATE ENTERTAINING, WEDDINGS & PRIVATE PARTIES

We can offer you the perfect venue for your corporate or private function. With our Brewery Tap Bar and Restaurant, the spacious Worthington Suite, a selection of meeting / conference rooms, a Business Centre and even an outdoor events yard – with a marquee.

We are licensed for Civil Ceremonies, which means that we can offer a complete wedding service, making sure that your special day is perfect. Tailored children's parties are also available at The National Brewery Centre.

From an intimate breakfast meeting to a major product launch, your employees' Christmas party or wooing your clients at your superb private event, The National Brewery Centre is the perfect location. Our NBC Team will ensure your event exceeds all your expectations. Contact us on 01283 532 880 for further information.





## OUR COFFEE & GIFT SHOPS

Refresh yourself and enjoy a cup of freshly-brewed coffee and one of our delicious home made cakes or pastries during your visit. Our coffee shop is located inside our gift shop, where you'll find a wide-range of souvenir gifts, brewing memorabilia, sweets and specialist beers to take home with you.

We're also pleased to boast a Vom Fass shop at The National Brewery Centre. Vom Fass offers a selection of premium products including – oils, vinegars, spirits, liqueurs and wines. You can sample them, choose an attractive bottle, a special stopper and then Vom Fass will fill the bottle with your chosen product.

What's more, you can have your bottle inscribed with details of the contents and a personal gift message – all free of charge, including gift-wrapping.





## THE BREWERY TAP

The Brewery Tap Bar and Restaurant, open 7 days a week and during the evening, is open to all with no entrance ticket required. The contemporary bar offers a choice of quality beers and lagers, wines by the glass and our unique 'Beer Bites' – small plates of nibbles ideal to enjoy with your drink. Think of them as a Burton twist on Tapas in the home of brewing! Group bookings are welcome.

You'll find some real ales that are unavailable anywhere else, brewed on site by the William Worthington's Brewery. You can try out Worthington 'E', the new Red Shield, the stunning P2 Imperial Stout, Brewery Tap ale or the old favourite White Shield IPA.

The fully-licensed Brewery Tap Restaurant has a varied menu of imaginative food, freshly prepared using locally-sourced, seasonal ingredients.





## THE BREWERY HISTORIC SITE

The National Brewery Centre is located in the heart of Burton upon Trent, the home of brewing and birthplace of the historic Bass and Allsopp breweries. The Centre, with its wealth of period Grade 2 listed buildings, is steeped in history and is known throughout the world for its massive contribution to brewing.

Besides The Brewing Experience attraction, The National Brewery Centre is also home to an unrivalled array of historical collections that relate to brewing. This includes an extensive archive of ledgers, books, photographs and film from the breweries that once occupied the site; a library containing brewing-related books and journals and objects that include paintings, ceramics, glass, bottles, cans, beer mats. This collection is of national importance.

These extensive archives are available to researchers and students. This is on a paid-for basis, so that our curatorial team can continue their work in preserving and cataloguing the ever-growing collections. For more information, please contact our Curator on telephone 01283 532 880 or email [curator@nationalbrewerycentre.co.uk](mailto:curator@nationalbrewerycentre.co.uk)

The tradition of brewing in Burton continues today – the modern **Molson Coors Brewery** is situated next to the visitor heritage area and is continuing the tradition of producing beer brands of world renown.

Guided tours of the modern brewery are available combined with your National Brewery Centre visit, please see website for details.

# CUSTOMER INFORMATION

## ■ Prices & Opening Hours

Full day family tickets from only £20 (including 4 beer sample tasting vouchers per adult).

Group and annual season tickets available.

**FREE** car and coach parking and **FREE** picnic area.

**The Brewing Experience** is open every day except Christmas Day.

See website for opening hours and tickets/prices.

## ■ Disabled Access

We have disabled parking spaces and wheelchair-friendly access into all areas of the tour. Please note that we do have some cobbled surfaces.

Our Brewing Heritage Gallery has a lift to allow access to all three floors. We have a hearing loop on site.

## ■ Dogs

Only assistance dogs are allowed to visit The National Brewery Centre.

## ■ Responsible Drinking

Please note that The National Brewery Centre promotes responsible drinking.

## ■ Audio & Guided Tours

Individual recorded audio facilities and pre-booked fully guided group tours are available. Please see website for details.

Red carpet tour – follow the marked route around the historic brewery buildings and displays setting the various attractions in their thematic context.

## ■ Schools Learning Programme

At The National Brewery Centre, we can work with educational groups from reception year, right up to further education. We have dedicated classroom facilities and a number of activities that dovetail neatly into the National Curriculum. Please see website for full details.

## ■ Adult Education Programme

Featuring a range of courses designed to inspire, enthuse and expand your knowledge of beer and brewing. Please see website for details.



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