

Château Neubourg: a 100% natural pilsner from the Netherlands

Château Neubourg is one of only a few lager beers in Europe that has not been pasteurised. The natural taste and flavour of this 100% natural pilsner are fully retained in each unique and elegant blue bottle. Neubourg (5.5% ABV) is brewed by a small family brewery in the southern Netherlands and has been available in England for almost one year now through The Blue Beer Company Ltd.

Neubourg won a prestigious prize at the 2013 European Beer Star in Munich, the biggest and most important beer contest in Europe where beers from all over the world are being judged.

Roger Jansen, Director/Owner of The Blue Beer Company, says: "We have been the exclusive Neubourg importer to the English market since September 2013. The feedback we get from high end venues and from visitors of upmarket food markets and Christmas Fairs generally speaking has been very positive. Also our participation in Imbibe Live at Olympia, London in early July makes me think that it only seems a matter of time until this pilsner will conquer England. We've got quite a few comments which I'll remember for a long time, such as 'The best I ever had,' 'It's a bloody good beer' and 'I

am very impressed."

Imbibe is an annual exhibition for everyone who sources, buys or serves in the licensed on-trade.

Tasting Note

Neubourg is a pilsner with character, perfect for the connoisseur. Served in a stylish blue bottle, it stands out from other beers from the very start. Straight out of the bottle, Neubourg pours clean, clear and yellow-gold, with a striking and full-bodied white head. From the outside you will smell grain, malts and a hint of beautifully floral hops. Neubourg has a beautifully full flavour and a noble, hoppy bitterness. An initial refined acidity with tones of fruity blossom and soft herbal combinations form a wide aromatic barley structure, which grows fruitier through the long and intense finish.

The clean floral flavours of Neubourg go wonderfully with party foods of all kinds. It is particularly lovely alongside fruits and light cheeses, though it can also be really enjoyed with deserts, especially meringues.

For enquiries and sales, please contact Roger Jansen
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The end of the bar queue

If you've ever been on a night out and experienced frustrating waits at the bar, you'll understand the thinking behind the Robot Pub Group's technology, on display at IMBIBE this year. Their range of products includes a self-service tap allowing customers to pour drinks at their table with an iPad that displays how much they have poured. If beer isn't their thing the iPad also allows them to order other drinks or food using the touchscreen.

The benefits to the customer are obvious – no more jostling at the bar and more time spent with friends. But what does this mean for the operator? Removing this waiting time, the group claims, leads to customers ordering and spending more, and the improved customer experience leads to those all-important repeat visits. The impact on revenue can be impressive, with a case study on the group's website quoting revenue increases of 78%.



While the self-service products were the headliners at the stand, the group also demonstrated an impressive iPad based EPOS. In addition to full integration with their self-service products, rPOS also offers stock tracking capabilities, shift management, and even integration to your accounting package to provide a real-time Profit & Loss report.

The Robot Pub Group featured in the top 10 exhibitors at the IMBIBE show earlier this year.

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Tilypad XL: all you need and more

Looking for software to manage your venue easily? Want quick service and mobile POS? Not to mention e-menu and reservations? With a smart back office and comprehensive stock control? Including a loyalty system, CCTV surveillance and a whole range of other useful features? Tilypad XL is the all-in-one answer!

The Tilypad XL hospitality management system is a good fit for businesses of all sizes and formats: restaurants, cafes, clubs, cafeterias, and catering and entertainment facilities. It helps you easily increase the efficiency of your venue and raise your profits.

Our clients are consistently satisfied with Tilypad XL because it's fast, informative and technologically advanced. Tilypad XL has lots of time-saving capabilities to improve service in a restaurant, for instance,



a fully functional mobile POS solution for handhelds. With our software your system data are updated in real time and can be accessed in mere milliseconds. Tilypad XL is also a highly configurable system that is adaptable to your specific needs.

You can experience Tilypad XL during The Restaurant Show, one of the biggest events in the UK HoReCa industry. Come to London this October, visit Tilypad on stand K30 and explore the many ways Tilypad XL can boost your revenue!

For more information contact Lee Rymell on +44 (0)121 237 6060 or visit www.tilypad.co.uk

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TENGU SAKE 天狗

25 SAKES FROM 5 AWARD-WINNING BREWERIES

Hyakujuro Junmai Daiginjo "Black Face"
Gold Medal - Fine Sake Awards 2014, Japan

Tengu Sake

Fine sake – arguably as nuanced as wine and of a similar alcohol content – can be enjoyed chilled, warmed and with a huge variety of food. Lauded by Japanese chefs for its fabulous food matching possibilities, sake is experiencing a new wave of interest as western chefs, wine enthusiasts and gourmards alike all begin to experience and recognise the joys of fine Japanese sake.



Tengu Sake specialises in bringing premium quality Japanese sake to the UK market. With well over 20,000 sake available in Japan the choice can be daunting; fortunately, Tengu Sake has carefully curated a portfolio of 25 superb sake from five esteemed, award-winning Japanese kura (breweries).

Shortlisted for the IWC Innovator of the Year Award (2014), winner of 9 awards at IWC 2013 and led by a renowned Sake Sommelier, Oliver Hilton-Johnson and Tengu Sake has all the credentials needed to nurture and grow the sake market. Priding themselves in engaging the Western consumer, they offer comprehensive and bespoke staff training as well as menu pairing and tailored events. You can find Tengu Sake in many prestigious restaurants throughout the country and also online at the UK's first and only dedicated sake shop: www.tengusake.com

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Vivid Electronic Cigarettes and E-liquids

Vivid Electronic Cigarettes and E-liquids have been expertly developed to provide a realistic alternative to traditional cigarettes. Since the very first Electronic Cigarette was invented, E-cigs have gone through huge technological advances all of which are reflected in the Vivid Vapours range.

At Vivid, we are constantly working with the best Electronic Cigarette developers in the world to continually improve our products. It takes time to do this development and testing but we love it. E-liquids have been taking the country by storm and Vivid's current flavours such as Berry Blast, Pineapple Rocks and

Fruit Fusion are just a few of the exciting Vapours that Vivid have to offer.

Our aim was to create the very best e-liquid flavours and our research and testing means that all of our liquids are not only made with the finest, pharmaceutical grade nicotine but that they taste just like the names we have given them. This is why we make our own E-liquid for our E-cigarettes: because we can make them taste so great. We're constantly developing new flavours and our range is ever increasing.

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