



HOBGOBLIN – ON THE HOUSE!

The government's budget projection later this month may spell bad news for Britain's beer industry, so the country's brewers gave ministers a Hobgoblin on the House – of Parliament!

A 100 foot high projection of the Wychwood brewery's Hobgoblin character, adopting Lord Kitchener's pose from the famous First World War poster, was beamed onto Big Ben as a rallying call for the country to get behind British beer during these challenging times.

The image, projected on the eve of National Cask Ale Week (6th-13th April) is in support of 'Axe the Beer Tax,' a national campaign pioneered by the British Beer and Pub Association (BBPA) that is lobbying the Government to lower the duty on a pint of beer, amongst speculation of a further rise in the price of beer in Alistair Darling's budget on April 22.

Mark Hastings, British Beer and Pub Association, Director of Communications said: "Beer is our national drink. Government should support national champions, but our Chancellor continues to load punitive tax increases on beer. Last year alone he put up tax on a pint by an eye-watering 18%. Now he plans to put it up again in the Budget on April 22. The British people don't want it. It's time to say enough is enough and stop any further tax increase in this year's Budget."

Stephen Oliver, Managing Director of Marston's Beer Company said "Cask Beer is one of a few British treasures left. Crafted using British grown ingredients, for thousands of years, it is truly part of our heritage, something we should protect with a passion."

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The Wychwood brewery has produced T-shirts of the Hobgoblin image which can be purchased on www.wychwood.co.uk as well as half a million limited edition bottles of Wychwood Hobgoblin premium ale which will be available to buy throughout April. A limited edition handpull badge clips, beer mats and campaign posters will also be appearing in pubs this month.

The Hobgoblin is encouraging people to show their support by mimicking his pose and uploading photos of themselves wearing the shirts to the 'British Beer Needs You' Facebook page. Logon to you your profile via www.facebook.com – and search for page name *HOBGOBLIN - BRITISH BEER NEEDS YOU!*

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