

1993 - 2023



ALL-PARTY PARLIAMENTARY BEER GROUP

30 Years





PARLIAMENT CARES ABOUT THIS INDUSTRY

As the APPBG's Beer Drinker of the Year in 2013, I accepted your award as "a symbol that Parliament cares about this industry and Parliament cares about the people employed in this industry."

I'd recently delivered the first Budget in 20 years to reduce beer duty and scrapped the beer duty escalator. My Parliamentary colleagues had made a clear case for the measure, both in terms of the macro-economic impact and, very specifically, for what it would mean for their constituents. They knew the pubs and breweries, people, livelihoods and communities involved, and could demonstrate the local boost it would provide - for youth employment, in particular.

I urge today's Parliamentarians to ensure this understanding continues. I wish the APPBG continued joy in cross-party strength, recognising the huge importance of your breadth and depth in helping Parliament to appreciate, and act to realise, the huge benefits we derive nationally and in all our communities from a thriving beer and pubs sector.

*Rt Hon George Osborne CH
Beer Drinker of the Year 2013*

*The APPBG's 10th
Beer Drinker of
the Year receiving
his award from the
first Beer Drinker
of the Year*



30 SEISMIC YEARS FOR BRITAIN'S BEER AND PUBS

In celebrating 30 years of the APPBG, I'm honoured to pay tribute to my predecessors as chair and to thank all who have contributed to our Group's longevity and the enjoyment had along the way.

From cross-channel beer smuggling to Covid, a fair amount has happened in the APPBG's first three decades. Legislative interventions, including the Beer Orders, licensing reform, small breweries relief and the smoking ban. All have unleashed a multitude of intended - and unintended - consequences!

Some of this change has had seismic impact. The UK now has more breweries today than at any time since the 1930s, averaging almost three in each parliamentary constituency. Beer – with a heritage predating the oldest of our Beerage – is a great UK manufacturing success. There are, on average, 80 pubs within each of our constituencies - top tourist attractions and integral to the social fabric of our communities. However it took the enforced closure of the trade as a result of the Covid outbreak to awaken many to their importance to us people. We are social animals, no matter how much of our lives move online.

Many Parliamentary colleagues have led us over the decades, shaping the APPBG into a cross-party alliance of a common interest and shared passion in support of the beer and pub industry. My thanks go to them all, including the brewers and pub operators - large and small - the trade associations, consumer groups and other industry supporters who have tutored our taste buds, encouraged us in mashing brews, working shifts behind the bar, holding surgeries in our locals: all to celebrate the benefit and joy British beer brings, together with the unique role of the British pub.

Rt Hon Alun Cairns MP
chair of the APPBG





An average of almost three breweries and 80 pubs in each constituency



WHERE IT BEGAN - THE PARLIAMENTARY BEER CLUB 1993

In 1993 the industry was in uncharted waters. The Beer Orders of 1989 had broken the old order of big brewers with large estates of tied pubs, and disrupted MPs' links with traditional constituency businesses. New pub companies sprang up, old names disappeared, and pubs appeared to be on a path to becoming leveraged financial instruments. At the same time, new challenges had appeared with the opening of the Single Market, duty free personal beer imports and new EU directives. In this disrupted landscape, discussions started about a group to connect MPs and their collective interests in Parliament with the UK's beer and pubs sector.

“Plato claimed “our need will be the real creator” – and necessity was certainly the mother of the APPBG. It took the threatened closure of Mansfield Brewery for me to discover that the APPBG didn't already exist: there wasn't a group of colleagues with similar constituency interests in beer and pubs to call on for advice, and there were no ready links to industry expertise on which to draw. It was a gap to be filled: I was delighted several hundred colleagues so quickly saw this need, that we found so many industry leaders supportive, and that 30 years on our beer and pubs are such a vibrant part of our heritage, our communities, and our economy.”

*Sir Alan Meale, then Labour MP for Mansfield,
chair of the APPBG 1993 – 1999*



The Beer Club's launch ale





There was a Beer Group sized gap in Parliament and we filled it!



Alan Meale MP speaking at the launch with Reeta Chakrabarti reporting for BBC Radio



THE APPBG 1993 – 2023

In 1993, pints meant pubs, with nearly 80% of the UK's beer consumed on draught in pubs, which were still predominantly owned by brewers. And beer largely meant bitter: sales of bitter and stout outweighed other categories of draught beers by considerable margins.



30 years on, lagers dominate all other beers - on draught and in packaged sales alike. Beer accounts for around 7 in 10 alcoholic drinks served in pubs, but pubs – now predominantly run by pub companies or independents – today sell less than half of the UK's beer. On-sales have been outpaced by off-sales since 2015.



1993

The Parliamentary
Beer Club launches

1993 THE PARLIAMENTARY BEER CLUB LAUNCHES

The Parliamentary Beer Club launches with a membership of about 50 MPs and Peers, with many more joining later. From 1995, 40 UK MEPs joined as honorary members, with their own programme of meetings and briefings. The Group was, and is, supported by over 50 brewing and pub company members.



The APPBG's first Hon President Betty Boothroyd MP opens the Beer Group's exhibition in Upper Waiting Hall with Sir Brian Stewart, Chairman of Scottish and Newcastle



1995

APPBG Beer Tax
Inquiry

1996

Anna Chancellor awarded
Beer Drinker of the Year

1995 BEER TAX INQUIRY CALLS FOR LOWER DUTY

“The Single Market opened the floodgates to a new era of alcohol smuggling. Massive amounts of beer poured into the country thanks to abuse of unlimited personal imports. This caused havoc for UK brewers and pubs, particularly in the South East. The APPBG launched a massive inquiry, with a panel of members who made several visits to Calais and took evidence from the industry, then presented the Treasury with a comprehensive report on the damage being caused. This helped shape and empower a campaign in Parliament for lower rates of UK duty.”

Robert Humphreys MBE, APPBG Hon Secretary 1993-2014

*Robert
Humphreys
helping out at a
beer tasting in
Parliament*



1998

Container Measures Inquiry

1999

APPBG Licensing Reform Inquiry

2002

HRH The Prince of Wales awarded Beer Drinker of the Year

2002

Small breweries' relief introduced

1998 CONTAINER MEASURES INQUIRY PROMPTS RULE CHANGE

In response to concerns from the industry, the Group convened a brief inquiry into HMRC's methods for estimating the volume of beer in barrels. The log-jam was swiftly identified. A priceless moment came when one rather pompous official said: "But to do that would require a change in the law", to which a panel member replied: "But that's what we do!".

1999 APPBG LICENSING REFORM INQUIRY

Conducted at the request of the Home Office, the inquiry helped to shape the Licensing Act (see below).



2002 - HRH The Prince of Wales awarded Beer Drinker of the Year for creating Pub is the Hub

2002 SMALL BREWERIES' RELIEF FUELS GROWTH OF CRAFT BEERS

Small breweries' relief reduced duty for smaller brewers' craft beers, enabling them to compete with the major producers. The UK's 300 brewers in 2002 grew to nearly 2,000 today, creating a raft of small businesses and innovative beers – a fair few of which have since been showcased in Stranger's Bar.



Bridget Phillipson MP and Mark Anderson, Maxim Brewery, Stranger's Bar



2003

Licensing
Act

2003

Isinglass
campaign

2006

Andrew "Freddie" Flintoff awarded
Beer Drinker of the Year

2003 LICENSING ACT IS JUST THE BEGINNING

"Policy makers had spent decades considering licensing reform in England and Wales following extended hours in Scotland. At the request of the Home Office the APPBG conducted its own inquiry in 1999 and the Licensing Act followed on in 2003. It has stood the test of time well. Who now would seriously go back to the old days with all licensed premises closing at 10.30pm and the associated rush for fast food and taxis home? Contrary to many predictions at the time, rates of 'binge-drinking' have declined amongst all age groups since 2005, with the biggest fall amongst 18-25 year olds."

John Grogan, then Labour MP for Selby and chair of the APPBG



*Countdown host
Nick Hewer
awarded Beer
Drinker of the
Year by John
Grogan MP,
APPBG chair*



2003 ISINGLASS CAMPAIGN AVOIDS FISHY REFERENCE!

The British Beer Group in the European Parliament worked with the European Commission to create an exemption for Isinglass finings in the Allergens Directive, which would otherwise have led to a bizarre obligation to label beer bottles "Contains fish".



2006

APPBG Campaign on supermarket pricing

2007

Smoking ban introduced in England and Wales (Scotland in 2006)

2008

APPBG Community Pubs Inquiry

2006 APPBG CAMPAIGN HIGHLIGHTS SUPERMARKET LOSS LEADERS

“I remember calling out Tesco’s chief executive as ‘the godfather of binge drinking’ to gain attention. Supermarkets were using beer as a loss leader, fuelling a move from the regulated environment of pubs to drinking at home and in public places. Pubs couldn’t begin to compete, as they faced the in-built costs of on-sales and were bound by responsible retailing codes. A wave of closures followed. We raised the issue in Parliament, with the Competition Commission, and with the press. By 2015 off-sales of beer had overtaken on-sales. The issue of minimum pricing remains a matter of debate both north and south of the border.”

John Grogan MP, then Labour MP for Selby and chair of the APPBG

2008 APPBG COMMUNITY PUBS INQUIRY HIGHLIGHTS RED TAPE AND CLOSURES

“Pubs were closing in record numbers, with real human impact across our constituencies. The more evident causes were cheap supermarket beer combined with the rise of home entertainment. But this turned out to be just the start. We heard about a host of problems from disproportionate red tape and ill-considered policy. By the time we reported in 2008, the rate of closures had spiralled to 36 a week. Many of our recommendations have since been discussed by Parliament.”

Rt Hon Nigel Evans MP, Conservative MP for Ribble Valley, APPBG Hon President; then APPBG vice chair and co-chair of the community pubs inquiry.



2012

APPBG Beer Tax Fraud Inquiry

2012 APPBG BEER TAX FRAUD INQUIRY POINTS TO BETTER ENFORCEMENT

“HMRC intended to target ‘diversion fraud’ – an illicit trade in duty free beer - by introducing duty stamps for beer. Our inquiry heard compelling evidence that this would be disproportionately costly for brewers. A key part of our heritage was being threatened; I was delighted when HMRC decided to follow our APPBG recommendations and instead to refocus on enforcement.”

Rt Hon John Healey MP, Labour MP for Wentworth and Dearne, co-chair of the inquiry and APPBG Beer Parliamentarian of the Year 2015



2013

Beer duty escalator
scrapped

2014

Dr Therese Coffey MP awarded
Beer Parliamentarian of the Year

2013 BEER DUTY ESCALATOR SCRAPPED

“As Financial Secretary to the Treasury, I was on the receiving end of a compelling cross-party campaign highlighting the impact of successive duty rises. This wasn’t special pleading by trade associations or lobby groups, but a well targeted message from Parliamentary colleagues about the ramifications for their constituency brewers, and the knock-on effects for individual livelihoods, for pubs and local supply chains.”

Rt Hon Sajid Javid MP, then Financial Secretary to the Treasury



MPs flocked to the Strangers Bar to enjoy a pint of Sajid’s Choice, the beer brewed for economic secretary to the Treasury Sajid Javid by his local brewer, Bird’s Brewery of Bromsgrove. The ale was brewed to commemorate the historic decision to cut beer duty announced in this year’s Budget, and was enjoyed by 65 Conservative MPs over the course of the evening.



2016

Brexit

2016

Victoria Prentis MP
awarded Beer
Parliamentarian of the Year

2016

Greene King
receives Pub Aid
Award

2017

Welsh Beer
Cluster



2014 - Dr Therese Coffey MP
awarded Beer Parliamentarian
of the Year

2016 BREXIT

The British Beer Group in the European Parliament wound up after 20 years of celebrating UK beers with European colleagues, with the APPBG refocusing support for the Cross Party Groups on Beer and Pubs in Cardiff and Edinburgh. Consultation begins on post EU reform of alcohol excise duty rates, eventually leading to lower rates of duty for draught beer.



“Our ambition is to ensure that more of the beer that is drunk in Wales is brewed in Wales.”

Jack Sargent MS

2017 THE WELSH DRINKS CLUSTER

The Welsh Drinks Cluster launches its vision for a thriving and developing sector, with the Welsh Government, producers and academia working collaboratively to tackle common industry issues. Beer is the largest group within the Drinks Cluster with the majority of large, medium and small brewers participating in the cluster.

2017

“In politics you want to tax bad things and support good things, and pubs are very clearly a force for good.”

*Graham Evans MP,
(Con, Weaver Vale),
APPBG chair 2017-18*



2018

Scottish Minimum Alcohol Pricing introduced

2019

Jodie Kidd awarded Beer Drinker of the Year



2016 - Victoria Prentis MP awarded Beer Parliamentarian of the Year



2016 - Greene King receives Pub Aid award



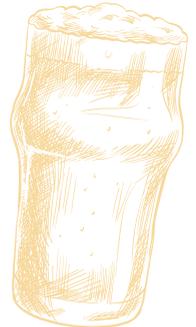
2019 - Toby Perkins MP Pub Parliamentarian of the Year



APPBG chair Graham Evans MP explains the tie to the future King



2019 - Jodie Kidd awarded APPBG Beer Drinker of the Year



2019

Toby Perkins MP awarded Pub
Parliamentarian of the Year

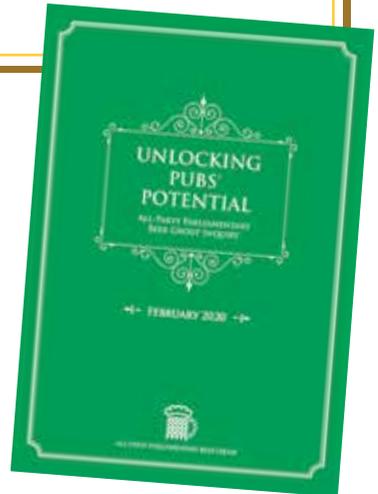
2020

APPBG Unlocking Pubs'
Potential Inquiry

2020 APPBG INQUIRY SHOWS JUST HOW MUCH PUBS CAN OFFER

“Our inquiry highlighted the swathe of economic and social potential our network of pubs presents - if only policy makers would join the dots – so it was no small irony that within days of releasing our report, all pubs were ordered to close as the Covid-19 global pandemic took hold. How clearly the months that followed made our case: licensees set up shops and takeaways, watched out for the isolating, kept local spirit alive; pubs supported individuals and communities through some of the most trying times socially, whilst braving unprecedented challenges economically. Living our lives on-line, we came to appreciate just how much the real bricks and mortar of a pub matter.”

*Baroness Anderson of Stoke on Trent, then Ruth Smeeth MP,
Labour MP for Stoke on Trent North, co-chair of the inquiry and
Pub Parliamentarian of the Year 2018.*



2020

Covid-19

2021

Caskenomics:
APPBG Cask Beer Inquiry



One Voice

2020 ONE VOICE GROUP FACILITATES COMMUNICATION DURING COVID-19

“We were all in uncharted waters in March 2020. Unimagined restrictions were being imposed on our lives and established business models flew out the window. Government was supportive in the crisis, with communication critical to ensuring its interventions were as timely and targeted as possible. The One Voice group came together to enable this: combining the APPBG with associations and societies with the interests of pubs, brewers and hospitality at their heart.”

Stephen Gould, MD Everards Brewery and chair of the One Voice group.

2021 CASKENOMICS: APPBG CASK BEER INQUIRY HIGHLIGHTS CHALLENGES FOR CASK BEERS

“Breweries and pubs were facing unprecedented costs from enforced closure and months of stop: start trading. Previously profitable businesses were closing, taking with them local livelihoods and community assets. Beer sales had plummeted and cask ales – reliant on pubs for their sales - fell by over 70%. We explained the merits of a lower duty rate for on-sales of draft beers.”

Mike Wood MP, Conservative MP for Dudley South, chair of the APPBG 2017 - 2022 and chair of the inquiry



2022

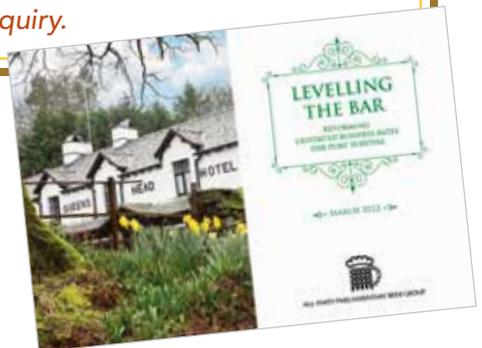
Levelling the Bar:
APPBG Pubs' Business Rates Inquiry



2022 LEVELLING THE BAR: INQUIRY HIGHLIGHTS IMBALANCE IN BUSINESS RATES

“The imbalance in the burden of business rates being shouldered by pubs became acute as Covid pushed pretty much everything on-line that wasn’t physically tied into bricks and mortar. We highlighted the fundamental injustice in major online retailers with £bn turnovers paying less in tax than pubs, and urged a rethink to allow the ‘real’ social networks of pubs a sporting chance of survival post-Covid.”

*Rt Hon Lord Kennedy of Southwark,
Labour Peer and co-chair of the inquiry.*



2022

Scottish Deposit Return
Scheme Inquiry

2022 SCOTTISH DEPOSIT RETURN SCHEME INQUIRY URGES PAUSE FOR REFLECTION

“Scottish business was concerned about the DRS. Not the principle, but the dearth of detail as brewers, pubs, retailers, canners, bottlers and distributors sought to prepare for its implementation. As a Cross-Party Group of MSPs, we wanted to understand what was needed to make this environmentally ambitious scheme a success. We found significant gaps in evidence and in planning. We urged a pause for reflection, and to revisit all that was needed for effective implementation. Conversations are continuing today.”

Craig Hoy MSP, Conservative MSP for South Scotland Region, chair of the Scottish CPG on Beer and Pubs in the Scottish Parliament and chair of the inquiry



Craig Hoy MSP launching the Cross Party Group on Beer and Pubs



2023

Post Brexit changes to duty

2023 POST BREXIT CHANGES TO DUTY

Following the Alcohol Duty Review, the Alcoholic Products (Excise Duty) Regulations are due to be implemented, resolving long standing issues about small brewers' relief and introducing lower duty for draught beers in pubs. And after three decades of building cross-party support for the UK's beer and pubs into the largest of Westminster's all-Party Parliamentary groups, the APPBG celebrates its first 30 years.

THE NEXT 30 YEARS

"From the beginning, the APPBG has raised awareness and brought together Members who recognise the role that the beer and pub industry plays both within their constituencies and across the nation.

This shared understanding of the sector, and the significance of its role within the economy and social fabric of the nation, has been of tremendous reassurance to those companies seeking to operate for the benefit of all in a rapidly changing market.

It has created an atmosphere of tangible interest that has seen Members choosing to visit their local breweries, as well as serve behind the bars of public houses, gaining an insight into both the working environment and the recreational activities that bring local communities together. The Public Bar has been described as 'the greatest leveller in society'. There is no finer forum for discussion and mutual understanding."

Miles Jenner, APPBG Brewer of the Year 2001, Joint Managing Director and Head Brewer, Harvey's



"When we look to the future of Beer and Pubs, what can we expect? Drawing on our strong history of innovation and sustainability, we will continue to champion the best of technological advances in brewing and pub networks, and build on our commitment to Equality, Diversity & Inclusion with spaces for all voices to be heard. As we look to greater devolution, representing the whole of the UK and the communities we operate in will remain a priority. The key lesson from the last 30 years is the one we'll be promoting for the long term: brewing and pubs are a force for good, where beer can be consumed in a safe and responsible manner."

Anne Toms, External and Government Affairs Lead for Budweiser Brewing Group and current chair of the Beer Group Industry Steering Committee



*Miles Jenner and
Maria Caulfield MP*



*Anne Toms and Rt
Hon Alun Cairns MP*



CHAIRS OF THE APPBG

1993 – 1999

Alan Meale MP (Lab, Mansfield)

1999 – 2003

Nigel Jones MP (LibDem, Cheltenham)

2003 – 2010

John Grogan MP (Lab, Selby)

2011 – 2016

Andrew Griffiths MP (Con, Burton)

2016 – 2017

Graham Evans MP (Con, Weaver Vale)

2017 – 2022

Mike Wood MP (Con, Dudley South)

2022 – ...

Rt Hon Alun Cairns MP (Con, Vale of Glamorgan)

HON PRESIDENTS

Rt Hon Betty Boothroyd MP

Rt Hon Michael Martin MP

Rt Hon Nigel Evans MP (Con, Ribble Valley)

Every year the APPBG celebrates those who have made a particular mark on events. In this anniversary year, we remember with thanks some of the departed who made significant contributions to establishing, fortifying and sustaining the Group.

Rt Hon Betty Boothroyd OM, Baroness Boothroyd: Former Speaker of the House of Commons and the APPBG's first Hon President.

Nigel Jones, Baron Jones of Cheltenham: Former LibDem MP for Cheltenham and chair of the APPBG.

Rt Hon Michael Martin, Baron Martin of Springburn: Former Speaker of the House of Commons and APPBG Hon President.

Dr David Long MBE - Former Director of Brewing and chief executive of the BBPA and font of knowledge about all things beer and brewing.



A taste of 30 years
OF APPBG MEMBERS WORKING A NIGHT BEHIND
A BAR, MASHING BREWS, CELEBRATING SUCCESS









