



Campaign for Real Ale Advance Information

101 Beer Days Out

Author	Tim Hampson
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Format:	210 x 140mm, Paperback
Classification:	Travel/Guide Book/England Food & Drink
Extent:	224 pages

About the Book

101 Beer Days Out is the perfect handbook for the beer tourist wanting to explore beer, pubs and brewing in the UK.

From brewery tours to rail-ale trails, beer festivals to hop farms, brewing courses to historic pubs – Britain has a huge variety of beer experiences to explore and enjoy. *101 Beer Days Out* brings together the very best events, activities and places to visit around the country, all with real ale at their heart. The book is ordered geographically so you can easily find a beer day out wherever you are in Britain and includes full visitor information, maps and colour photography.

About the Author

Tim Hampson is chairman of the British Guild of Beer Writers, and an established beer writer and author. He writes for the *Guardian*, the *Telegraph* the *Independent* and *What's Brewing*, CAMRA's monthly newspaper. His published titles include *London's Best Pubs* and *Great Beers from Around the World*.

Key selling points

- 101 of the best beer and brewing related days out from around Britain collected together for the first time
- Packed with additional details including local accommodation and other nearby attractions
- Something for every taste from pub crawls and beer festivals to family-friendly museums and activities
- All entries include details of opening times, transport links and entry fees

Publicity

- 'We are in it' online promotion with featured venues and events
- Coverage and advertising in CAMRA local newsletters
- Social media campaign via CAMRA official feeds (10k plus Facebook followers and 5k plus Twitter followers)

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