

Derby Tourism

Assembly Rooms, Market Place, Derby DE1 3AH
t: 01332 255766 e: tourism.marketing@derby.gov.uk
www.visitderby.co.uk

Be driven to drink, in Derby

Last year, in a top ten listing of the world's "must see attractions", *Lonely Planet Magazine* named Derby in the same breath as the Indian tourist haven of Goa and a collection of beautiful villages in Italy.

Derby may not be able to compete with the likes of the Dolomites or Asturias as far as natural beauty is concerned but, according to the magazine's authors, it does have an outstanding range of real ales, beers and pubs which make it one of the places which their readers should now put at the top of their "must see" places to visit.

Two inns singled out for special praise, the Brunswick and The Falstaff, brew their own ales, with the former offering as many as 14 at any one time. But others, such as The Brewery Tap, Derby's Royal Standard, add to the whole experience by offering a value-for-money 'Rack' (five 1/3 pint glasses of real ale per two people), brewed at Derby Brewing Company and accompanied with a bowl of locally sourced cheese.

The *Lonely Planet* accolade came just a couple of months after the *Good Beer Guide* for 2011 named it The First City for Beer, with the 'Perfect Pub Crawl' in Britain.

With more real ales per head of population than anywhere else in Britain, and several micro-breweries producing over 245 different ciders and ales, the city has long promoted its microbreweries and Real Ale Festivals as one of the main reasons for visiting the city. It's also the only place in Britain able to call on its very own "Beer King".

Better news still is that it's now possible to experience Derby's thriving real ale culture with one of the new mini bus tours around some of Derby's hidden real ale gems.

The tour includes time at one of Derby's many microbreweries, as well as a selection of carefully chosen real ale establishments. A glass of ale at each stop is included in the price along with various snacks and nibbles. For more details and to book on line, visit <http://www.visitderby.co.uk/realale/real-ale-tours>; and to be driven to drink (!) for just £29 per person.

Moreover, it's even possible to learn to "Be A Brewer for the Day", at either of the following micro-breweries: <http://www.derventiobrewery.co.uk/Products.html>, and http://www.everards.co.uk/pubs/brunswick_inn_24/

The City of Derby as a whole has enjoyed a complete transformation in recent years – with more than £2.2-billion having been spent on its regeneration.

Anyone interested in finding out more, or in obtaining further tourist information, is advised to visit www.visitderby.co.uk.

[Ends]

For further information, please contact:

Maggie Tillson Maggie.Tillson@derby.gov.uk
Michelle Booth Michelle.Booth@derby.gov.uk

Telephone: 01332-256201
Telephone: 01332-256201