Celtic festival-goers dig deep for charity

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Industry

The ever-popular St Austell brewery Celtic Beer Festival in November raised a remarkable £12,000 for charity. The day-long festival transformed the brewery’s historic Victorian cellars into a bustling venue, with five bars offering more than 100 beers from over 50 UK breweries which generously donated their beer, accompanied by live music throughout the day entertaining the 1,300-plus attendees who joined in with the community spirit of the event. The primary goal was to raise funds for the St Austell Brewery Charitable Trust, which supports causes across the South West. Since its launch in 2003, the trust has raised more than £1m. In 2024 alone, the trust donated more than £95,000 to various causes, including youth mental health services, air ambulance, and families requiring support or equipment. The annual festival remains the trust’s flagship fundraiser, alongside various other efforts from its pub teams and individuals, such as quizzes, sponsored walks, and a charity gala with a silent auction which raised £47,000. Team members from the brewery’s 160-plus pub estate also take part in various challenges to raise additional funds. St Austell brewing director Georgina Young (pictured) said: “The 23rd Celtic Beer Festival was a highlight in our calendar where we all get together to celebrate every wonderful style of beer out there, from porters to sours, lagers to seaweed-salted bitters. There was something new for everyone to try. “What’s more, it was all for a great cause, with the money raised going back to brilliant causes across the South West via our charitable trust.” The trust accepts applications from across the South West, from Cornwall up to Somerset all year-round. It is now encouraging individuals and charities across the region to apply for grants. Examples of where the money has helped in past years include providing home equipment needed for people with disabilities, as well as buying an adaptive surf wheelchair for a small water charity in Bude. Those interested in applying for a grant should go to: staustellbrewery.co.uk/charitable-trust