Greene King’s cask calendar returns

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Industry



Greene King’s seasonal choice of cask beers is back following a successful 2024. The Fresh Cask Releases calendar provides pubs with rotating styles and flavours that complement the time of year. While the cask category saw an overall decline, Greene King’s seasonal calendar continued to grow both in stockists and volume compared to the previous year, which underpins that innovation and experimentation may be key to driving more pubs to serve real ale and recruit more drinkers to try it. This year’s Fresh Cask Releases calendar includes 15 limited-edition beers available at specific times. Making a return for February is the much-loved, sport-inspired Scrumdown. The 4.1 per cent golden ale is fragrant, easy drinking and brewed from sweet pale malt and classic English hops. Making its debut on the calendar this year is Wolfpack Alpha Stout. In collaboration with Wolfpack brewery, this 4.2 per cent stout is a dark and rich beer, where robust barley meets coffee and chocolate malt. Wolfpack is a UK-based brewer co-founded by international rugby players Al Hargreaves and Chris Wyles. Wolfpack Alpha Stout will be available to order throughout February and March. Greene King head brewer Jack Palmer said: “Our 2025 Fresh Cask Releases calendar is the best yet and we are excited for another year of great results. This year’s calendar includes a mix of guest favourites, seasonally themed ales and also brand-new collaborations and creations. “Cask ale offers so many styles and flavours, and our calendar of cask beers is a brilliant way to ensure that pubs have the right style for the season but also something new and exciting for guests to try on rotation.”