Log on to Keep Cask Alive

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Industry

Hop merchant Charles Faram is backing Keep Cask Alive, a seven-part documentary launched by the Craft Beer Channel. The project is not only a celebration of traditional brewing and farming but also a step in protecting the future of cask ale. “We believe that cask ale is an integral part of British heritage – one that connects our rich brewing history with the past, present and future of our British hop industry,” said a Charles Faram spokesperson. The series follows Craft Beer Channel founders Jonny Garrett and Brad Evans as they travel across the UK, visiting breweries, pubs (pictured), festivals and farms to highlight the challenges and opportunities facing cask ale. The journey is part of a larger campaign to secure recognition for cask ale as Intangible Heritage under UNESCO’s framework – a status that would help preserve this tradition for generations to come. Viewers can watch Charles Faram group technical director Will Rogers with its research agronomist Peter Glendenning as they talk about the ethos and importance of its hop development programme. The Craft Beer Channel will release new episodes every Wednesday until early April using them to build support for the heritage application.