

SKIN Good Practice Recording Template

The Real Ale Shop	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	<p><u>Valorisation</u>: novel product, tradition used to add value; <u>Branding and labelling</u>: Innovative way of communicating to consumers product characteristics and product range through distinctive labelling. <u>Value</u>: distinctive taste, superior taste. <u>Social Sustainability</u>: recognition of producers, connection between consumers and producers ("Barley to Beer" experience). <u>Economic sustainability</u>: Profitability, generating local employment, preservation and valorisation of traditional skills, Synergies with tourism sector. <u>Environmental sustainability</u>: Farm is a member of LEAF (Linking Environment and Farming) and is committed to sustainable farming practices and wildlife conservation.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<p><u>Learning and Empowerment</u>: reduction in dependency of powerful actors in the chain and a more direct relationship with consumers, cross learning between actors; <u>Efficiencies and process innovations</u>: achievement of efficiencies through collaboration, management of small product quantities, logistics and distribution (online shop with delivery available).</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p><u>Internal</u>: Contractual agreements between producers</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<p><u>Variety</u>: acts as a hub for multiple small scale producers; <u>Efficiency</u>: reliable distribution, online shop, effective ordering systems</p>
<p>EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the 'good practice': The Real Ale Shop, is a specialist real ale sales company started by farmer Teddy Maufe who wanted to promote East of England Malting Barley. It is an excellent example of how to add value to a traditional primary product, ensure traditional landscape preservation and reconnect consumers. It has proved very successful as it caught the wave of development in the local real ale market and has been expanding to offer a wider range of beers from local producers. It now promotes 12 craft beers, links strongly to tourism and has its own micro maltings, shop and online shop for direct sales to consumers.</p>
	<p>Main results/outcomes of the activity (expected or final): Development of a novel product that also has economic benefits for primary producers and promotes landscape sustainability. A central aspect of the marketing of the product is connections with local primary producers.</p>

	<p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p> <p>Re-development of existing traditional products into more versatile products with contemporary uses. The importance of mediators in developing 'clever combinations' of knowledges, resources, materials to create novel products.</p> <p>Further information/Reference: www.therealaleshop.co.uk</p>
Pearls, Puzzles, Proposals?	<p>Pearls: a project which originally began as a way to promote the quality of Norfolk malting barley used in brewing at a time of very low prices for cereals, developed into a long term, consumer facing business to promote the real ale produced with Norfolk malting barley.</p>
What needs did the 'good practice' respond to?	<p>Gap in the market for a quality, traceable, traditional-based product that was appealing to modern consumers and the changing demographic of the area. The need to create a high value product, based on a traditional primary product that characterised the local landscape, thereby improving primary producer profitability and retaining distinctive landscape characteristics that preserve the appeal of the area to tourists.</p>
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	Actors: primary producer, retailers, tourism promotion. Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6 - Distribution and industries
Sectors	All Sectors
Region, Country	Norfolk, UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 728055

