



# Aberdeen & Grampian Chamber of Commerce

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[www.agcc.co.uk](http://www.agcc.co.uk)

## Media Release

**Wednesday, November 4, 2015**

### **Ale and hearty: the minds behind beer**

A sure sign of the popularity of craft beer is its inclusion this year by the Office of National Statistics in its “shopping basket” of everyday goods.

This hasn't gone unnoticed in the North-east, with successful beer festivals held around the region.

Aberdeen & Grampian Chamber of Commerce is holding an event later this month which looks at the entrepreneurial minds behind these festivals.

Brothers Mungo and Guy Finlayson launched the Banchory beer festival in their home town with the idea of offering a range of beers, ciders, rum and gin which aren't available locally, and mixing it with food vendors and live music to add atmosphere. Its success led to the inaugural Inverurie beer festival.

There have been both highs and lows along the way and at the Chamber event in November, the brothers will outline what they've learned and how feedback from festival-goers has helped them grow, and shaped their plans for the future.

Robert Lindsay of Six°north is from Stonehaven but lived in Belgium for three years, developing a love, passion and understanding of the unique qualities, processes and culture of beer in the country.

He describes his business as “the spiritual hub of brewing” and will discuss the philosophy that has built the brand and the business.

The event is being held at lunchtime on Thursday, November 12 at Banchory Lodge Hotel. More information can be found at [www.agcc.co.uk/networking-events](http://www.agcc.co.uk/networking-events).

## **Ends**

### **Notes to editor**

- Aberdeen & Grampian Chamber of Commerce (AGCC) is North-east Scotland's leading private sector, member-focused, business organisation. The Chamber represents more than 1,350 businesses with almost 130,000 employees in the private sector covering all industry sectors, ranging in size from sole traders to multi-national corporations.

**Media enquiries to Aberdeen & Grampian Chamber of Commerce**

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