

= McEwan 's =

McEwan 's is a brand of beer that originated in Edinburgh , Scotland and is owned by the English brewer Wells & Youngs .

William McEwan opened the Fountain Brewery in Fountainbridge , Edinburgh , in 1856 . The firm underwent several mergers in the following century , including with local rival William Younger 's , and later with Newcastle Breweries to form Scottish & Newcastle . The McEwan 's brand passed to Heineken in 2008 after their purchase of Scottish & Newcastle 's British operations . Heineken sold the brand to Wells & Youngs in 2011 .

McEwan 's is best known for 80 / - , a Heavy beer , and Export , an India Pale Ale . All of the draught beers ( except Best Scotch ) are brewed at the Caledonian Brewery in Edinburgh , whilst the canned and bottled beers are produced at the Eagle Brewery in Bedford , England . The beers are sold predominantly in Scotland and the North East of England .

Despite being the dominant presence in Scottish brewing for around a century , the McEwan 's brands were neglected by Scottish & Newcastle , who concentrated on their global brands . The McEwan 's ales were eclipsed by John Smith 's Bitter and Belhaven Best and cask @-@ conditioned beers such as Deuchars IPA , whilst the lager fell behind Tennent 's .

McEwan 's is well known for its cavalier mascot , broadly based on the Frans Hals painting , the Laughing Cavalier portrait , which has been used since the 1930s . The company was a well known sponsor of numerous football teams throughout the 1980s and 90s , most notably Blackburn Rovers ' Premier League title winning side , and Rangers F.C.

= = History = =

= = = Victorian beginnings = = =

William McEwan opened the Fountain Brewery in Fountainbridge , then a suburb on the outskirts of Edinburgh , in 1856 , using £ 2 @, @ 000 loaned by his mother and his uncle . The area and the brewery are named after the spring waters from the vicinity , which , in addition to its proximity to the Caledonian railway line and the Union Canal , determined the location of the brewery . McEwan had employed geologists to identify the prime location for a supply of well water . Beforehand , McEwan had engaged in industrial espionage at Bass and Allsopp 's breweries in order to learn techniques and assay costs . After establishing a market share in the industrial regions of the Scottish lowlands , from the early 1860s McEwan built up a successful colonial export trade by exploiting his family 's shipowning connections . It was during this time that McEwan 's India Pale Ale , the beer that was the foundation for much of the company 's reputation , was first labelled Export .

By the 1870s McEwan 's brewery employed 170 men and boys , and its beers were widely available in England . By 1880 , the brewery site covered 12 acres . McEwan 's 80 / - , a Heavy beer , was first brewed in the late nineteenth century ; the shilling " / - " denotation refers to the wholesale price for a hogshead of the beer . In 1886 , as he prepared to enter Parliament , William McEwan appointed his nephew , William Younger , as managing director of the brewery . When the company was registered in 1889 it was worth £ 408 @, @ 000 and had capital of £ 1 million , and was the largest brewery in the United Kingdom under a single owner . By the turn of the twentieth century the company had a large share of the market throughout Scotland , a 90 per cent share of the Tyneside market , and was exporting to Scottish expatriates across the British Empire . At its peak the brewery was producing two million barrels of beer a year , much of it for export .

= = = Twentieth @-@ century mergers = = =

In 1907 , McEwan 's acquired the trade and goodwill of Alexander Melvin & Co of central Edinburgh . By 1914 , McEwan 's bottled beers were distributed across the United Kingdom . In December 1930 , McEwan 's merged with Edinburgh rival William Younger 's Brewery to form Scottish Brewers

in a defensive move after the Great Depression diminished revenues . Each entity was initially run separately , and only certain financial and technological resources were amalgamated . During this period the company became an early pioneer of container beer , largely due to its dependence on exports , particularly to the Royal Navy , where beer might be stored on board ships for up to a year . The NAAFI continued to be an important McEwan 's customer throughout the century . In the early 1930s , Jardine Matheson approached the company regarding a potential brewing venture in China , but McEwan 's did not welcome the threat to their export business .

The company 's export trade declined during and after the Second World War , and as a result , the Abbey Brewery in Edinburgh , previously the Younger 's brewery , was closed down in 1956 and converted into offices . By the 1950s , McEwan 's had become the dominant party in the McEwan Younger venture , and a full merger was undertaken in 1959 . Scottish Brewers continued to increase its market share in the brewing sector , doubling its output after a costly five @-@ year programme of expansion and modernisation undertaken between 1958 and 1963 .

The company merged with Newcastle Breweries in 1960 , forming Scottish & Newcastle , a group with market value of £ 50 million . William McEwan Younger , the son of William Younger , was the chairman and managing director . The company dedicated itself to the free trade , and promoted its brands to an extent not previously witnessed in the British brewing industry . McEwan 's Export became one of the three core brands of the new company , alongside Newcastle Brown Ale and Younger 's Tartan Special . Scottish & Newcastle became the dominant force in brewing across Scotland and the North of England . From the 1960s , the company began to style itself MacEwan 's in export markets , in order to make pronunciation easier . The company 's McEwan 's Strong Ale was the highest gravity beer on general sale throughout the world . McEwan 's Export was alternatively sold as India Pale Ale or Scotch Ale overseas . William McEwan Younger retired in 1970 .

The Fountain Brewery was rebuilt in 1973 and pioneered the use of computer control for the entire brewing process . The site had a 2 million barrel capacity , and occupied 22 acres on a new site which had formerly been occupied by a British Rubber mill . McEwan 's Export became a nationally distributed beer by the 1970s , and was the highest selling canned beer in the United Kingdom by 1975 . McEwan 's Lager was introduced in 1976 as the demand for lager increased , but it struggled to gain credibility until the " Alive and kicking " campaign was launched in 1986 . McEwan 's Export was launched in the United States in 1989 . Two bottled ales were launched , McEwan 's Champion Ale ( 7 @. @ 3 % ) in 1997 and McEwan 's Parliament Ale ( 5 % ) in 1999 . In 2000 , McEwan 's had 13 percent of the Scottish lager market and around 40 percent of the Scottish ale market . In 2003 McEwan 's 70 / - was overtaken by Belhaven Best as Scotland 's best @-@ selling ale , and McEwan 's Lager was discontinued .

= = = Closure of the Fountain Brewery = = =

In February 2004 Scottish & Newcastle announced the closure of the Fountain Brewery . Production costs at Fountainbridge had become twice as high as those at the company 's lowest @-@ cost brewery in Tadcaster , North Yorkshire . It closed in June 2005 , with the loss of 170 jobs . Production of McEwan 's draught beers was transferred to the Caledonian Brewery with cans of McEwan 's Export being produced at John Smith 's Brewery in Tadcaster . The McEwan 's and Younger 's brands added around 50 @, @ 000 barrels to the production of the Caledonian . The last regular batch of the cask @-@ conditioned version of McEwan 's 80 / - was brewed in 2006 after annual production dropped below 10 @, @ 000 barrels , although the beer made a brief return in June 2011 and has since been brewed seasonally by W & Y. McEwan 's Lager was reintroduced in 2009 .

= = = Sale to Wells & Youngs = = =

In October 2011 , Heineken sold the McEwan 's beer brands to Wells & Youngs for around £ 20 million , and production of McEwan 's Best Scotch and canned and bottled brands moved to Bedford

. The new owners vowed to reintroduce McEwan 's as a cask ale brand and launch an expanded premium bottled range . Together with the Younger 's brands McEwan 's generates £ 80 million of sales annually in the UK , and McEwan 's is now the largest Wells & Youngs brand . It is the highest @-@ selling ale brand in Scotland where it has a 20 per cent market share . Like most largely pasteurised ale brands in the UK it has been in a state of managed decline . The beers are sold predominantly in Scotland and the north of England ; a small amount is exported to Italy . 2012 saw the launch of McEwan 's Export in bottles , and a new seasonal cask @-@ conditioned golden ale called McEwan 's Gold . In 2013 , export sales to Canada were resumed , having been discontinued under Heineken . In April 2013 McEwan 's Red was launched , aimed at younger drinkers and with the intention of expanding the brand into England . McEwan 's beers began to be sold in France in April 2013 . The bottled beers McEwan 's Amber and Signature were launched in July 2013 .

= = Current product range = =

McEwan 's 60 / - ( 3 @. @ 2 per cent ABV )

A beer style known in Scotland as " Light " , this dark coloured beer is similar to an English mild ale

McEwan 's Best Scotch ( 3 @. @ 6 per cent ABV )

A beer that shares style characteristics with both mild and bitter . It sells 23 @, @ 000 hectolitres annually . Sales are concentrated in the Tyneside region , and the beer is not found in Scotland . Production was moved from the Tyne Brewery in Newcastle upon Tyne to the Federation Brewery in Gateshead in 2005 . The Federation Brewery was closed in 2010 , and production of McEwan 's Best Scotch was contracted to the Burtonwood Brewery near Cheshire , until it moved to Bedford following the Wells & Youngs takeover .

McEwan 's 70 / - ( 3 @. @ 7 per cent ABV )

Shares many characteristics with an English session bitter .

McEwan 's 80 / - ( 4 @. @ 2 per cent ABV )

A Heavy , which until 2000 was brewed to 4 @. @ 5 per cent ABV .

McEwan 's Export ( 4 @. @ 5 per cent ABV )

The second highest selling canned premium ale in the UK . In cans , it sold over 30 @, @ 000 hectolitres in 2012 . In Scotland it accounts for 83 per cent of the canned premium ale market . Sometimes sold as McEwan 's India Pale Ale in overseas markets .

McEwan 's Champion Ale ( 7 @. @ 3 per cent ABV )

A Burton or Edinburgh ale , a style known locally as " Wee Heavy " . Available across the United Kingdom in 500ml bottles , it is one of the top twenty highest selling bottled ales , selling around 7 @, @ 000 hectolitres in 2012 . A stronger version is sold as McEwan 's Scotch Ale in export markets

McEwan 's Lager ( 3 @. @ 6 per cent ABV )

McEwan 's Red ( 3 @. @ 6 per cent ABV )

An ale with a reddish tinge introduced in 2013 .

= = Advertising = =

Throughout the Victorian period , and into the twentieth century , McEwan 's drew heavily from imagery of the British Empire in its branding . The Laughing Cavalier mascot was introduced to the McEwan 's brand in the 1930s . Based on the well @-@ known Frans Hals painting , it has been used extensively in advertisements and branding ever since . During the 1960s and ' 70s , McEwan 's was advertised as " The best buy in beer " .

From the 1970s until the early 1990s McEwan 's Best Scotch was marketed in the North East of England as " The one you 've got to come back for " .

The " alive and kicking " campaign for McEwan 's Lager from 1986 until 1997 saw some of the most memorable and radical television advertisements yet produced at the time .

= = = Sponsorship = = =

During the 1980s and 1990s , McEwan 's sponsored six football clubs and two rugby league clubs :

Carlisle United ? 1982 to 1988 ( as ' McEwan 's Younger ' )

Darlington ? 1984 to 1987

Rangers ? 1987 to 1999 ( McEwan 's Lager )

Notts County ? 1991 to 1994 ( Away games only )

Blackburn Rovers ? 1991 to 1995

St Helens RLFC ? 1991 to 1999

Wakefield Trinity Wildcats ? 1993 @-@ 1997

Newcastle United ? 1991 to 1996 ( Away games only )