

= Worthington Brewery =

The Worthington Brewery (Worthington & Co .) was founded by William Worthington in the English Midlands town of Burton upon Trent in 1761 . It is the second oldest continuously brewed beer brand in the country after Whitbread . The best known Worthington beers are the Creamflow nitro keg bitter and White Shield India Pale Ale .

When William Worthington died in 1800 , his brewery was one of the largest outside London . From 1866 a Worthington chemist , Horace Tabberer Brown , pioneered brewing science in the separation and cultivation of pure yeast strains , and from 1872 the company was the first in the world to systematically utilise a laboratory in the brewing process . The company merged with its major Burton rival Bass in 1927 . Throughout the 1920s until the 1960s the brand , in bottled form , ranked alongside Bass and Guinness as one of only three beers with nationwide distribution . However , bottled beer sales declined as keg beer grew in popularity throughout the 1960s , and the Worthington brewery was closed in 1965 . The beers continued to be brewed elsewhere , and Bass used the Worthington brand for its principal keg bitter offerings from the 1960s onward , first as Worthington E , then as Worthington Best Bitter from the 1980s , and Worthington Creamflow from the 1990s to the present .

The Worthington brand was purchased from Bass by the American brewing company Coors in 2002 , which following a merger became Molson Coors in 2005 . Creamflow is the third highest selling ale in the United Kingdom , as well as the highest selling ale in Wales , and is brewed in Burton . Worthington 's White Shield IPA has continued to be brewed since 1829 , and has been the recipient of a number of awards . In 2010 , Molson Coors opened the William Worthington microbrewery , which brews historical and seasonal beers .

The Worthington brand has had an association with rugby union sponsorship since the latter half of the twentieth century . The brand also sponsored the Football League Cup from 1998 until 2003 .

= = History = =

William Worthington (1723 ? 1800) was born at Orton on the Hill in Leicestershire , the fourth child of William Worthington (1687 ? 1742) , yeoman farmer , and his wife , Elizabeth . In 1744 , he moved to Burton upon Trent in Staffordshire where he worked as a cooper at Joseph Smith 's brewery . In 1760 , Worthington purchased the brewery from Smith 's successor , Richard Commings , for £ 320 (equivalent to £ 40 @ , @ 000 as of 2015) .

By the 1780s , the brewery probably had an annual output of around 1 @ , @ 500 barrels , similar to the rival breweries of Benjamin Wilson and Michael Bass . Throughout the eighteenth century , Worthington sales were mostly of porter , directed towards the Baltic market , which was transported via narrowboat through the River Trent to the Port of Hull . Largely as a result of this trade , by the time of Worthington 's death in 1800 , Worthington & Co. ranked among the largest of the provincial breweries .

Worthington 's eldest son , also named William (1764 ? 1825) , assumed control of the company following his father 's death . On the death of Worthington in 1825 he was succeeded by his son , also named William (1799 ? 1871) . A combination of factors conspired to make the Baltic trade infeasible ; the Napoleonic Wars disrupted trade in the region and the Russian government increased import tariffs in 1822 . Combined with a decrease on malt duty in 1823 , this led to an oversupply of beer in Burton . As a result , the brewers instead looked towards the expatriate community in India as an increasingly important export market . Worthington produced their own India Pale Ale from 1829 onwards .

The railway network joined Burton in August 1839 , which made it much more economical to distribute beer throughout the country . In 1842 William Worthington entered into partnership with Thomas Robinson , and the business traded as Worthington & Robinson . By 1861 Worthington employed 191 men and boys . Worthington dissolved the Robinson partnership in 1864 , in order for his sons to acquire the business . The company became known as Worthington and Company , the co @ - @ partners being : William (1799 @ - @ 1871) , with two of his sons , William Henry (1826

@-@ 1894) and Calvert (1830 @-@ 1871) , who were joined two years later by his youngest son , Albert Octavius (1844 @-@ 1918) . After the introduction of agencies in British conurbations from the mid @-@ 1860s , the company began to rapidly expand . In 1866 the Prince of Wales awarded the company the Royal Warrant . Worthington pioneered brewing science from 1866 by employing a chemist , Horace Tabberer Brown , who led the world in separation and cultivation of pure yeast strains . From 1872 the Worthington brewery was the first in the world to systematically utilise a laboratory in the brewing process . The company had previously resisted employing a laboratory , for fear that the public would perceive the scientific apparatus as a means of doctoring the beer . In order to differentiate themselves from other brewers , Worthington labelled their beers with alphabetical letters : their Burton Ales were called G , F and D , their light dinner ale was labelled M. Worthington E was an India Pale Ale , a competitor to Bass Pale Ale . By 1880 , Worthington 's IPA was challenging Bass 's sales in the home market .

From 1886 , Worthington began to acquire public houses , which provided a captive market for their product . In order to raise capital for this expansion , the firm became a public company in 1889 , and Horace Brown was created joint managing director alongside William Posnette Manners . By this time the company had an annual output of around 200 @,@ 000 barrels , and employed 470 people . By 1890 , the company 's bottling operations equalled those of Bass , Guinness , Allsopp and Whitbread . When William Henry Worthington (1826 ? 1894) died he left no direct heirs and was the fourth and final generation of the family to manage Worthington & Co . Horace Brown left the company in 1894 following a dispute with co @-@ manager William Manners . By 1900 , 73 per cent of the company 's equity was in the hands of William Posnette Manners (1846 ? 1915) , who had joined the company in 1862 as a junior clerk , and under his astute leadership Worthington acquired a reputation for the quality of its bottled pale ales . The company acquired the Burton Brewery Company in 1915 . On Manners ' death in 1915 , control of the company passed to two of his sons , Arthur (1879 ? 1968) and Ernest . Arthur was the architect of the merger with arch rival Bass in 1927 , and proved to be more than a match for John Gretton , 1st Baron Gretton , the chairman of the much larger Bass . Despite Bass 's superior capitalization , the terms of the merger were such that Manners became chairman and joint managing director of Worthington , and deputy chairman and joint managing director of Bass . The amalgamation , described as ? the biggest non @-@ merger in the history of the brewing industry ? , failed to realize its objectives . Apart from greater co @-@ operation in bottled beer production and distribution , there were few economies and the two companies continued to operate as separate entities . Both boards were increasingly dominated by Manners and his family .

By the 1920s , in bottled form , Worthington was one of only three nationally distributed beer brands , alongside Bass and Guinness . Product rationalisation began after the Second World War and although Worthington occasionally overtook Bass in sales , the decision was taken to prioritise Bass products . Arthur Manners took the chairmanship of Bass in 1947 , and was instrumental in driving the company forward . Brewing industry mergers from the late 1950s onwards damaged Worthington sales , as tied house ownership became increasingly concentrated with brewers intent on promoting their own products . At the same time , bottled beer sales suffered as drinkers in search of consistency opted for the new keg beers instead . In 1965 , the original Worthington brewery was closed , although production of the Worthington beers continued , consisting of White Shield , Green Shield (a filtered version of White Shield) and the draught product , E. Worthington E became the main keg bitter offered by Bass from 1967 , and it had become a leading bitter brand by the 1970s , boosted by the company 's network of 11 @,@ 000 public houses . Worthington E was replaced as Bass ' leading keg bitter by Worthington Best Bitter in the 1980s , and by Worthington Smoothflow from the mid @-@ 1990s . In 2000 , Bass was bought by the Belgian brewer Interbrew . The Competition Commission ordered Interbrew to divest itself of a number of its recently acquired brands , and Worthington was bought by the American brewer Coors , who later became Molson Coors in 2005 . In 2004 Coors announced that they would no longer advertise Worthington on a large scale .

= = Overview = =

Worthington 's Creamflow (3 @. @ 6 % ABV) is the twelfth highest selling beer in the United Kingdom , with an estimated 640 @, @ 000 hectolitres sold in 2012 . It is the third highest selling ale brand in the United Kingdom after John Smith 's and Tetley 's . It is the highest selling ale in Wales , where it has a 20 per cent volume share , and has held pole position since at least 1999 . Most of the sales consist of the nitrogenated and pasteurised Creamflow , which was launched in 1995 and is available in kegs and cans . Cask conditioned Worthington 's Cask is made from Northdown and Challenger hops , brewing sugar and pale malt . Modest amounts of a 4 % keg bitter known as Worthington 's Ale continue to be brewed for the Teesside market .

= = White Shield = =

Worthington 's White Shield (5 @. @ 6 % ABV) is an India Pale Ale available principally in bottle conditioned form , but also in casks . It has won the CAMRA Champion Bottled Beer of Britain Gold award three times , more than any other beer .

In 1829 , Worthington launched East India Pale Ale , their first IPA . It was exported to British expatriates across the Empire , mostly officers and civil servants , as the soldiers tended to drink the cheaper porter . In the 1870s it gained the White Shield logo , and by the end of the nineteenth century took on this name with drinkers .

By the 1960s White Shield had become a cult drink brewed in small quantities for a dedicated following ; production in 1965 was just 15 @, @ 000 barrels as drinkers switched to filtered and pasteurised bottled and keg beers . It found renewed popularity in the early 1970s as the demand for real ale grew , but lost this position as cask ale became easier to find . Bass moved production from Burton to their Hope & Anchor brewery in Sheffield in 1981 . The Hope & Anchor brewery closed in 1992 , and production was moved to Cape Hill in Birmingham , before being contracted to King and Barnes of Sussex in 1998 . By this time , production was down to just 1 @, @ 000 barrels a year , and the beer 's long @- @ term survival was in doubt . The King and Barnes brewery closed in 2000 , and production moved to the Bass owned White Shield microbrewery in Burton upon Trent .

In 2000 , a total of 500 barrels were produced ; this was forecast to grow to 1 @, @ 000 barrels by 2009 . In 2010 , production was moved to the newly constructed William Worthington 's Brewery , a microbrewery based at the National Brewery Centre in Burton . It also produces other Worthington beers such as Red Shield and seasonal beers . In 2012 , increasing demand saw White Shield production moved to the main Coors brewery in Burton . In 2013 , Roger Protz described White Shield as the highest selling bottle conditioned beer in Britain .

= = Advertising = =

1920s print advertisements linked the brand with Englishness alongside classic images of the Lake District and other national areas of beauty . Throughout the 1970s Worthington E was marketed as " The taste that satisfies ... " Advertising in the mid @- @ 1990s focused on Creamflow , with a series of television advertisements featuring comedian Harry Enfield .

= = = Logo = = =

The brewery 's blood red heart shield and dagger logo was introduced in 1863 . The name was changed to Worthington 's in 2002 and shield became more obviously heart shaped . The shield was restored in 2011 , and the brand 's design was modified to resemble its 1920s appearance .

= = = Sponsorship = = =

Worthington 's is involved in sponsorship of rugby union and rugby league . It is a major sponsor of Gloucester RFC (with whom it has been affiliated since 1983) , Scarlets , Ospreys , Newport Gwent Dragons , Pontypridd RFC and Oldham Roughyeds . From 1998 until 2003 it sponsored the Football

League Cup to the cost of £ 23 million ; however , a perceived lack of prestige attached to the competition saw it derided by some football fans as the " Worthless Cup " .

Since 2011 , the brand has sponsored the St. Simon Stakes at Newbury Racecourse .