

= John Smith 's Brewery =

John Smith 's Brewery in Tadcaster , North Yorkshire , England , produces beers including John Smith 's , the biggest selling bitter in the United Kingdom since the mid @-@ 1990s .

The majority of John Smith 's sales are of the nitrogenated Extra Smooth product , although a cask conditioned variant is available nationally . A stronger variant called Magnet is also available in the North East of England . John Smith 's Cask and Magnet are produced under licence by Cameron 's in Hartlepool .

John Smith acquired the Backhouse & Hartley brewery in 1852 . Following a series of acquisitions in the post @-@ World War II period , the company became one of the largest regional brewers in the country , operating over 1 @,@ 800 licensed premises . The company was taken over by Courage in 1970 who extended distribution of the brewery 's products into the South of England . Courage was acquired by Scottish & Newcastle in 1995 , and the operations were purchased by Heineken in 2008 .

John Smith 's Extra Smooth and Original are produced at the Tadcaster brewery , as well as a range of Heineken products including Kronenbourg 1664 and Newcastle Brown Ale . With a 3 @.@ 8 million hectolitre capacity , the brewery is one of the largest in the country .

John Smith 's became well known for a series of highly successful " No Nonsense " -themed television advertising campaigns , featuring the dour Yorkshireman character " Arkwright " during the 1970s and 1980s (shown only in the South of England) , followed by the comedians Jack Dee during the 1990s and Peter Kay since 2002 . In addition , it is a major sponsor of horse racing in the UK : it was the principal sponsor of the Grand National between 2005 and 2013 and continues to sponsor the Northumberland Plate as well as other events .

= = History = =

= = = Early years = = =

Stephen Hartley began brewing in Tadcaster in 1758 . In 1845 Jane Hartley mortgaged the brewery to David Backhouse and John Hartley . In 1847 , Samuel Smith of Leeds arranged for his son John to enter the business . Jane Hartley died in 1852 , and John Smith acquired the business , enlisting his brother William to help him . The timing was to prove fortuitous ; pale ales were displacing porter as the beer of choice , and Tadcaster 's hard water proved to be well @-@ suited for brewing the new style . The prosperity of the 1850s and 1860s , together with the arrival of the railways , realised greater opportunities for brewers , and by 1861 John Smith employed eight men in his brewing and malting enterprise .

The operations became sizeable during the last quarter of the nineteenth century . Smith died in 1879 , leaving an estate valued at under £ 45 @,@ 000 (around £ 4 @.@ 1 million in 2016 adjusted for inflation) , and his assets were jointly inherited by his two brothers , William and Samuel Smith (a tanner) . William purchased Samuel 's share of his brother 's personal estate , and built a modern brewery in 1883 ? 4 at the cost of £ 130 @,@ 000 (£ 9 @.@ 7 million in 2013) . By this time the company had a staff of over 100 . William Smith died in 1886 , and the firm was inherited in partnership by his two nephews , Henry Herbert (1863 ? 1911) and Frank Riley , henceforth known as Riley @-@ Smith under the terms of his will .

The firm expanded throughout the 1880s by creating an agency network , establishing sixteen offices in nearby settlements , and offering free trade discounts on their beer of 20 percent or higher . By 1889 , the brewery was producing 150 @,@ 000 barrels annually . In 1889 , the company 's first scientifically @-@ trained head brewer was appointed , Percy Clinch , son of Charles Clinch of the Eagle Brewery in Witney . In 1892 , the partnership became a limited company called John Smith 's Tadcaster Brewery Company Limited , with Henry Herbert Riley @-@ Smith as chairman . In 1899 the company acquired Simpson & Co of Market Weighton , with 51 public houses , and converted the brewery into a maltings .

By the turn of the century the brewery was considered to be one of the best @-@ run in Britain , " a byword for first @-@ class management " . In 1907 , John Marples of Sheffield , the wines and spirits distributor , was acquired . In 1907 , the company began to bottle its own beer , in Tadcaster . In 1912 , the company owned over 250 horses , 41 of which saw service during the First World War . Artificially carbonated beer was first bottled in 1923 . Paired horse drays were phased out by 1929 . During and for some time after the World Wars , the Government raised the duty on beer , and forced brewers to lower their beer strength . During this period , substitutes for malted barley had to be used for brewing , including flaked barley , oats and rye .

The last of the company 's dray horses was retired in 1947 . Horses had delivered beer to all the areas surrounding the brewery , as far afield as Pateley Bridge . From 1948 the company exported beer to Belgium where it was bottled and distributed by Tilkens brewery . In 1950 there was a general strike in Belgium , and John Smith 's hired two Handley Page Halifax heavy bomber aircraft to carry 7 ton loads twice @-@ daily of their beers into the country in order to ensure supply . In 1953 the firm became a public company , with fixed assets of around £ 5 million , 1 @,@ 000 licensed premises and around 1 @,@ 100 employees . In 1958 , Whitworth , Son & Nephew of Wath @-@ upon @-@ Dearne was acquired with 165 licensed houses , and the brewery was immediately closed down . In 1959 the company began to bottle imported Alken lager at Tadcaster , in response to growing customer demand . In 1961 the company also began to bottle Carlsberg lager . By 1960 the company had an estate of 909 public houses .

In 1961 , John Smith 's acquired the Barnsley Brewery Company , adding 250 licensed properties to their growing estate . In 1962 the company acquired Warwicks & Richardsons of Newark @-@ on @-@ Trent . Whilst some product rationalisation took place , popular lines such as Warwicks ' Milk Maid Stout were retained . John Smith 's closed down all the breweries it acquired , apart from Barnsley , where it invested in the brewery , and added production of John Smith beers to the site , as well as increasing the distribution of Barnsley Bitter . As a result of acquisitions , by 1967 John Smith 's was the third largest regional brewer in the country after Courage and Scottish & Newcastle , with fixed assets of £ 30 million . Acquisitions diluted the Riley @-@ Smith family stake in the company to around 10 percent .

= = = 1970 @-@ present : Courage takeover and the growth of John Smith 's Bitter = = =

In October 1970 , Courage purchased John Smith 's in a friendly takeover which valued the company at £ 40 million (£ 557 @,@ 992 @,@ 520 in 2016 adjusted for inflation) . By this time John Smith 's owned around 1 @,@ 800 licensed premises throughout the north of England , and as far south as Lincolnshire , Nottinghamshire and parts of Cambridgeshire and Shropshire . The merged company held assets worth £ 137 million . By combining Courage 's strength in the South of England , and John Smith 's in the North , a national brewing company was created . John Smith 's bottled Magnet Pale Ale was selected for nationwide distribution across the group , and the takeover facilitated the wider distribution of Courage brands such as Tavern Keg .

The Tadcaster brewery was substantially redeveloped and expanded throughout 1974 . Courage closed down the Barnsley brewery in 1976 with the loss of 200 jobs , and the 200 Barnsley public houses were supplied from Tadcaster . Courage argued that modernization of the Barnsley site would have required " massive " investment . It was reported in The Times that landlords were generally indifferent to the change , as the taste profiles of John Smith 's bitter and Barnsley bitter were similar .

After successful test marketing from 1974 , John Smith 's Bitter was distributed in the South of England from 1979 onwards , accompanied by an extensive marketing budget . As research by Courage indicated that Southern drinkers considered Yorkshire bitter to be superior , the beer was sold there under the name John Smith 's Yorkshire Bitter . Sales of the beer doubled in 1981 owing to the increase in free trade outlets in the South stocking the beer . By 1982 it was the highest selling Courage brand and the highest selling canned bitter in the United Kingdom .

In 1982 , the John Smith 's brands included Yorkshire Bitter , Magnet Pale Ale , Export Pale , Sweet Stout , Double Brown and Magnet Old . In December 1983 , John Smith 's Cask (3 @.@ 8 % ABV)

was re @-@ introduced , seven years after it had been phased out . By June 1985 , John Smith 's produced 1 @.@ 7 million hectolitres of beer annually . In November that year , a new brewhouse was opened , at the cost of £ 5 million . Production of Foster 's lager began in 1987 .

In 1993 , John Smith 's Extra Smooth was launched in cans . It was introduced in kegs in February 1995 , and distributed to 10 @,@ 000 pubs and venues . It is a nitrogenated version of the pasteurised beer , which was renamed to John Smith 's Original in order to differentiate the two products .

In 2005 , Scottish & Newcastle claimed that John Smith 's was available in 40 @,@ 000 outlets across the United Kingdom . In 2007 , Scottish & Newcastle moved production of John Smith 's Cask from Tadcaster to Burtonwood near Warrington , and production of John Smith 's Magnet to Camerons Brewery of Hartlepool . In 2008 three limited edition beers were released to celebrate the 250th anniversary of the brewery . In 2010 Heineken discontinued production of cask conditioned John Smith 's Magnet , although it remains available in kegs . By 2011 , production of John Smith 's Cask had moved to Cameron 's . As of 2012 , John Smith 's is the sixth highest selling beer brand in the United Kingdom and the highest selling bitter in the world . From February 2013 , John Smith 's Extra Smooth and Original were reduced from 3 @.@ 8 to 3 @.@ 6 % ABV . According to Heineken , the decision was taken in order to bring the product in line with the strength of its major competitors such as Tetley , Boddingtons and Worthington .

= = Beers = =

John Smith 's Extra Smooth (3 @.@ 6 % ABV) . The highest selling variant , available in kegs and cans . It is nitrogenated and pasteurised .

John Smith 's Original (3 @.@ 6 % ABV) . The same as Extra Smooth , but carbonated , rather than nitrogenated .

John Smith 's Cask (3 @.@ 8 % ABV) . Available nationwide , but most often found around the brewery 's Yorkshire heartland .

John Smith 's Magnet (4 % ABV) . A keg product , most frequently found around the North East and Yorkshire .

= = Brewery = =

The brewery brews 3 @.@ 8 million hectolitres annually (1 @.@ 8 million of which is John Smith 's beer) , and employed around 300 people in 2008 . It has two keg lines , two bottle lines and one canning line . It currently brews and packages the ale brands John Smith 's Original , John Smith 's Extra Smooth and Newcastle Brown Ale , and the lager brands Foster 's , Kronenbourg 1664 , Amstel and Tiger .

Slate Yorkshire Square brewing vessels were used at the brewery from 1913 until 1975 . Stainless steel Yorkshire Squares were in use by at least 1953 , but were removed in the 1980s , and the brewery now uses conical tanks . By 1953 , the brewery site occupied 20 acres .

Wooden casks were still in use in the 1960s . The cask beer line was removed in 1976 , but restored in 1984 . In 1984 the original brewhouse was converted into a brewery museum . In November 1985 a new £ 5 million brewhouse opened . Production of Foster 's Lager began in 1987 . By 1989 the brewery had a production capacity of 1 @.@ 2 million barrels per annum . Scottish & Newcastle used the John Smith 's Brewery to brew many of its ale brands . In 2004 , a new £ 24 million bottling facility was opened in 2004 , described as the most modern bottling facility in Europe .

= = Advertising = =

The Magnet trademark was first registered in September 1908 in Brussels , and symbolised strength .

The company 's association with television advertising began in 1971 with the " Yorkshiremen love

it " campaign .

This was followed by the " Big John " campaign , which ran in the North of England from 1981 , and centred around a re @-@ writing of the Big Bad John country music staple . Courage was able to demonstrate to an independent panel that the £ 300 @,@ 000 campaign had resulted in a £ 5 million sales increase in the North .

From 1979 to 1986 Gordon Rollings played the dour Yorkshireman Arkwright in a campaign that was only used in the South . The campaign won a large number of advertising industry awards , and was featured on The Tonight Show Starring Johnny Carson . After Rolling 's died in 1986 the campaign was continued with Arkwright 's successor , Barraclough , until 1991 . Despite its success , the campaign was not without detractors , with Deyan Sudjic describing it in The Times as a " spurious ... tripe @-@ and @-@ whippets campaign " .

= = = No Nonsense campaigns = = =

From 1992 until 1997 , comedian Jack Dee starred in the " No Nonsense " campaign , created by DDB . The Dee campaign was widely credited with helping John Smith 's rise from sixteenth to fourth highest selling beer in the UK as sales increased by 65 percent , and the brand overtook Tetley 's as the highest selling ale brand in the world by 1995 . The Dee campaign won fifty advertising awards , and turned the rising comedian into a household name .

Dee resigned in 1997 , and he was replaced in 1998 with a cardboard cut @-@ out known as the " No Nonsense Man " , from the GGT advertising agency . Despite appearing in over 20 @,@ 000 pubs , clubs and shops , No Nonsense Man was found to have less of an impact than the Dee advertisements .

Peter Kay represented the brand from 2002 @-@ 5 and again in 2010 @-@ 11 . The Kay campaign was described as an " advertising phenomenon " , and introduced the phrase " Ave it ! " into the public consciousness . Between 2002 and 2004 the Kay advertisements won over fifty advertising and marketing awards , making it the sixth most awarded advertising campaign in the world . Despite the success of the Kay campaign , the perceived " laddishness " of the advertisements were criticised by rival brewer Interbrew as hindering sales of beer among women .

= = = Sponsorship = = =

John Smith 's is a major sponsor of horse racing in the United Kingdom . It has sponsored the Northumberland Plate since 2003 , and more than 90 " No Nonsense " race days are held throughout the year at 28 jump and flat racecourses across the UK . The brand has sponsored the John Smith 's Cup (originally the Magnet Cup until 1998) at York since 1960 , which is the longest running sponsorship in flat racing in the world .

John Smith 's previously sponsored the Grand National between 2005 and 2013 .

In August 2012 Heineken announced a five @-@ year sponsorship of the Kirklees Stadium in Huddersfield , home to Huddersfield Town football club and Huddersfield Giants rugby league club . It will be known as the John Smith 's Stadium until 2017 .