



## **PRESS RELEASE**

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### **JOULE'S BREWERY TO OPEN BEAUTIFULLY RESTORED PARLOUR PUB, THE PRINCE OF WALES**

August see's the opening of the newest tap house for Shropshire based JOULE'S BREWERY. THE PRINCE OF WALES, CONGLETON will open its doors to the public on Wednesday 19<sup>th</sup> August, the pub acquired by Shropshire based Joule's Brewery at the end of 2014, is the freehold of No.4 to No.6 Lawton Street.

Steve Nuttall, Managing Director "Lawton Street is fast becoming an independent part of the town with a cluster of individual operators and brewers. Recently Titanic with whom we have a very friendly rivalry have opened close by. It's an interesting place to be and very different from the top of the town with the bigger and more corporate pub chains"

Over the past few months a team of dedicated Joule's craftsmen have been carefully restoring the Prince of Wales and its original features. Joule's has echoed the story of the two shops having separate identities but working as one, and reflecting the particularly interesting story of No 6 and Joule's has reverted the pub name back to its original; "The Prince of Wales". For Lawton Street No.4, interesting references have been made to the nostalgic origins of this interesting and tiny parlour pub.

Coupling freshly prepared bar snacks with a high quality bar offering, Joule's aim is to deliver the magic that can be seen throughout the rest of their tap estate across Shropshire, Staffordshire & Cheshire.

Bringing a taste of Joule's to Congleton, the Tap House will be showcasing Joule's renowned range of fine ales, including Joule's Pale Ale, Blonde & Slumbering Monk as well as the seasonal collection, launching Calcutta Joule's India Pale Ale over the August Bank holiday weekend. The Prince of Wales will also be showcasing Joule's Craft Lager, "Green Monkey" which will be alongside, the brewery's first craft seasonal beer "Buffalo" an American Pale Ale.

Neale Chandler, Retail Director for Joule's commented, 'We are delighted to have such a great pub in a great location. I have been very impressed by the landlords Gareth and Verity who love their pub, and its great atmosphere. We see ourselves as the sponsor of this great and historic old inn, so we are just getting to know everyone and looking forward to being a part of Congleton's community.'

Gareth, Landlord commented, 'We're really excited to work with Joule's as previously I have worked at the Chester tap, The Cross Keys. Verity and I are excited to bring Joule's craft beer to Congleton and become part of the community'.

JOULE'S have worked closely with tilers H.E. Smith from Stoke on Trent to create a fantastic frontage to the pub, complimented by specialist vitreous enamel signage, authentic to the brewery. Joule's careful refurbishment has very much focused on enhancing the cosy snugs and corners that "The Prince of Wales" was once famous for.

"The Prince of Wales" will form part of a Tap Estate of 20 beautifully restored Joule's Houses across the Brewery's heartland.