

INNOVATION IPA

When briefing the brewing team, to create a beer, to celebrate the completion of work on the brewhouse, Adnams Chairman, Jonathan Adnams, simply asked them to wow him. It was a big occasion, and innovation had to measure up. Inspired by the places the team had travelled to learn about innovative techniques, or to visit the most advanced equipment suppliers, they decided on a Belgian-style, white IPA that blended styles from the countries they visited. The use of wheat and fermentation at high temperatures created a deceptively light beer with assertive, yet beautifully balanced flavours. Innovation later became one of the first beers realised in Adnams Jack Brand range. Its original concept fitting in well with Jack Brand ethos of offering a firm nod to our history, alongside an exciting slurp of the modern.



Innovation IPA is light, deceptively strong, and perfectly balanced, thanks to the use of wheat in its recipe. It was originally brewed as a celebration beer and was launched in 2010 on completion of the installation of Adnams new brewery, after a period of considerable investment in sustainable technology across the company. These projects are reflected in the beer's name, its style and in its recipe.

COUNTRY	UNITED KINGDOM
HOPS	A Blend of UK, US & European hops including Centen
MALTS	Pale Ale, WHEAT