

One to Try Brewers Pack



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About the One to Try scheme

One to Try is an accreditation scheme for canned and bottled live beer, which replaces the previous 'Real Ale in a Bottle or Can' scheme run by CAMRA.

The accreditation process has been overhauled so it's simpler to take part – there's no cost involved, and all you have to do is answer a few quick questions about how you make your beer:

- Does your beer contain enough living yeast in its can or bottle to undergo secondary fermentation? This is equivalent to at least 0.1 million cells of live yeast per millilitre.
- Does your beer contain enough sugar in its can or bottle to undergo secondary fermentation? This means enough fermentable sugar to produce a measurable reduction in its gravity.

CAMRA campaigns for live beer because we know it's something special. We want to encourage consumers find beers they enjoy by exploring the whole range of live products available to them.

We'll be promoting the scheme directly to our 170,000 members, highlighting accredited beers and brewers on our website and social media, as well giving CAMRA branches all the tools they need to help promote the scheme and accredited beers.

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If you produce live beer for bottled or canned distribution, just fill out the logo use agreement, send it back to us, and we'll supply everything you need to take part.

[Download the agreement](#)

The One to Try logo

The One to Try logo can be used to promote any live beer sold in a bottle or can.

If you would like to take part in the scheme, then we ask that the One to Try logo is visible on your branding so consumers can easily identify your beers. If the logo is not in use, CAMRA will remove your products from our online directory, and other promotional materials.

The logo can be used in any colour, and CAMRA will supply an editable version of the file so you can make sure it works with your branding.

It can be used directly on the label of your bottles or cans, on outer packaging, or on your website, social media, or wherever else you'd like - it's up to you to decide what works best for your products so please feel free to get creative!

Contact us

If you have any questions or if you'd like to take part in the scheme, then please get in touch at campaigns@camra.org.uk