

The Brewery Liaison Officer (BLO) is the main contact between a brewery and CAMRA. The position is a regional appointment, not a branch appointment, working closely with the local branch. Reporting is to the Regional Brewery Liaison Co-ordinator (BLC), who has responsibility for all breweries within a region.

Activities and guidance

- Establish and maintain a good working relationship with the brewery. Do not tell the brewery how to brew beer – they really do not appreciate it! This should be a two-way flow of information, such as brewery innovations, new beers and CAMRA views and information on them.
- Maintain a two-way flow of information between CAMRA and the brewery. For this to work well, visit the brewery on a regular basis (typically quarterly) and talk with the owner or brewer.
- Provide regular reports to your BLC, to deadlines set by them, using the Brewery Information System (BIS) reporting feature. Details provided should be at a strategic level and follow the template provided in BIS.
- Remember to inform local branches of brewery news.
- Maintain the brewery information in BIS with up-to-date information, particularly when beers are added or discontinued. This is particularly important because WhatPub, Champion Beer of Britain and the National Beer Scoring System (NBSS) rely on this information.
- Proof-read the brewery description for the Good Beer Guide when requested to do so – you will be asked to check and compile your brewery entry for the Good Beer Guide within a given annual deadline.
- Check that your brewery and beers are eligible for the Champion Beer of Britain Competition (CBoB), obtaining any missing information for entry into BIS.
- Liaise with local Tasting Panel Chairs to ensure beers have full tasting notes.
- Help to organise any CAMRA campaigning activity that may involve the brewery.
- Let local CAMRA magazines (and *What's Brewing*, if of national importance) know of newsworthy items.
- Respond to enquiries regarding your brewery from CAMRA members.
- At some stage seek and mentor your potential successor.

Useful skills and knowledge

- Good interpersonal and communication skills.
- Access to a computer and the internet (essential to carry out the role).
- An understanding of CAMRA Tasting Panels and CAMRA Beer Styles (training is available).
- An understanding of all relevant CAMRA policies relating to breweries and beer, including the definition of Real Ale/Live Beer and the accreditation of real ale in different container types.
- An understanding of the CAMRA Champion Beer of Britain Competition (CBoB) would be an advantage (guidance is available).



Brewery Liaison Officer

Role guidance

Essential role

- Patience (and persistence) if a brewer seems to be elusive. Some small breweries can be very busy at times, with perhaps only one or two people covering all activities from brewing to sales and deliveries.

Time commitment

- A few hours every quarter is typical to visit and maintain contact with the brewery plus time online to update the BIS and submit quarterly or periodic reports.

Code of conduct

- Adhere to CAMRA's [Code of Conduct](#) and [Volunteers' Charter](#) and, in particular, refrain from putting forward any personal points of view that are against CAMRA's policies or that might bring the Campaign into disrepute.

Information and support

- Information on [CAMRA beer styles](#) is in the [Real Ale, Cider & Perry Campaigns](#) section of the member's website.
- Information is in the [Brewery Liaison page](#) of the CAMRA website.
- Details of BIS, including help and reference documents, are available [here](#).
- For more information about this role contact your [Regional Brewery Liaison Co-ordinator](#), [Branch Chair](#) or [Regional Director](#)

For any other volunteering enquiry contact volunteer.services@camra.org.uk

