APPLICATION FOR REGISTRATION AS DESIGNATION OF ORIGIN/PROTECTED GEOGRAPHICAL INDICATION

1. This is an application for registration as PGI.

2. Product - Rutland Bitter Geographical Indication - Rutland

3. There has been a brewery on the site at Langham since 1885. The first record of a beer titled Rutland was brewed in November 1964. The first use of Rutland Bitter for a light ale was in 1985.

4. Evidence which can be provided of the established use of the name is as follows:

   Brewing records
   Sample cans, bottles, etc
   Photographs, labels, etc

5. Rutland Bitter is a bitter ale.

6. **PRESENT AREA OF PRODUCTION, PROCESSING AND PREPARATION**

   The village of Langham, Near Oakham, Rutland.

   Production: This occurs in a small village situated on the main road between Oakham and Melton Mowbray. Countryside exists all round the village and is given over to farming.

   Production does not take place outside the named area.

   Processing: This occurs in a small village situated on the main road between Oakham and Melton Mowbray. Countryside exists all round the village and is given over to farming.

   Processing does not take place outside the named area.

Preparation: This occurs in a small village situated on the main road between Oakham and Melton Mowbray. Countryside exists all round the village and is given over to farming.

Preparation does not take place outside the named area. However, packaging may be carried out outside the designated area.

7. EVIDENCE OF ORIGIN OF PRODUCT

Rutland Bitter is brewed at the Ruddles Rutland Brewery, Langham, Near Oakham, Rutland.

This Brewery has been established since 1858, predominantly brewing bitter ales. Since this time the Brewery has always been on this site.

It is now the only major Brewery in the Rutland area.

8. Sainsbury's Rutland Bitter is the same product as Rutland Bitter, brewed by ourselves to exactly the same recipe.

9. PRODUCT CHARACTERISTICS

Physical: Characteristics: Predominantly water-based product containing alcohol, protein, carbohydrate, minerals and vitamins. A brown/ amber liquid slightly cooler than ambient temperature.

Relation to Geographical Area: Water comprises over 96% of the product and is sourced locally as a raw material from Rutland Water; Europe's largest man-made lake (fed by naturally occurring water supplies).

Chemical/ Microbiological: Characteristics: Around 3.4% ABV as well as intensely bitter compounds derived from hops. Fermentation achieved by Brewery's own yeast, maintained at the Brewery by Production staff.

Relation to Geographical Area: Yeast is unique to Ruddles Brewery and in the fermentation of this product. This has been the case for as long as Rutland has been brewed at Langham.

Organoleptic:	Characteristics:	Taste - Predominantly bitter beverage balanced with some sweetness, fruity and hoppy characters. Smell - Fruity and hoppy. Texture - Cool and watery to the palate.

Relation to Geographical Area: The flavour/smell is a product of the recipe, the raw materials, and the plant in which it is produced.

10. RAW MATERIALS

Material	**Area Obtained**	**Taken Exclusively from this Area**
Malt (Barley)	East Anglia	Yes
Hops	South East England West Midlands	) Yes)
Water	Rutland	Yes
Yeast	Rutland	Yes

11. METHODS OF PRODUCTION

Malt crushed, mixed with water to obtain sugars	Controlled by milling and mashing *
Extracted sugars in the water boiled with hops to obtain bitterness	Controlled by boiling in kettles *
Product cooled and inoculated with yeast to cause fermentation of sugars to alcohol and carbon dioxide gas	Controlled by temperature-controlled vats *
Product matured, clarified, stabilised and packaged	Controlled by temperature-controlled vats *

* All controlled by traditional brewing equipment and labour force indigenous to Rutland

12. **NAME OF GROUP** - The Grolsch Ruddles Brewing Company Limited

13. **PERSON RESPONSIBLE FOR APPLICATION** - Jonathan McDonnell

Address: Savoy Chambers
London Street
ANDOVER
Hampshire
SP10 2PA

Tel: 0264 355777
Fax: 0264 333097

14. **PARTICIPANTS IN THE GROUP AND INTEREST IN THE PRODUCT**

The Grolsch Ruddles Brewing Company:	Brewer Marketer Seller Distributor

15. We are the sole producer of this product in the area.

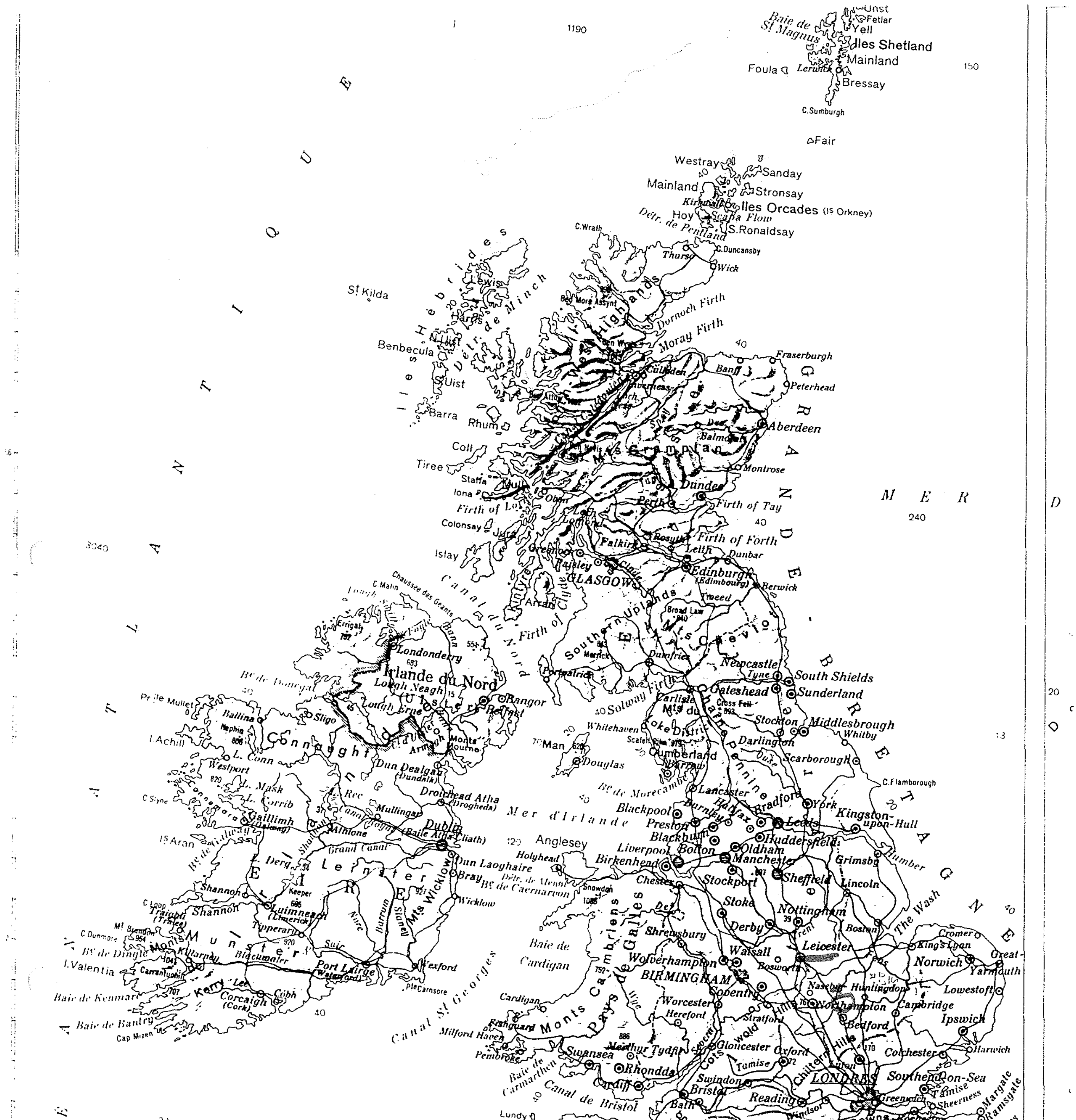
17. **HOW DO THE PRODUCT CHARACTERISTICS LISTED IN QUESTION 9 DIFFER FROM SIMILAR PRODUCTS?**

Physical:	Characteristic:	Colour & head formation.
	Difference:	A product of the unique recipe, raw materials plant and processes by which they are produced.

Chemical/ Microbiological:	Characteristic:	Chemical Composition
	Difference:	A product of the unique recipe, raw materials plant and processes by which they are produced.
	Characteristic:	Yeast
	Difference:	A unique strain, specific to beers brewed in the village of Langham.
Organoleptic:	Characteristic:	Aroma/taste
	Difference:	A unique product of the recipe, raw materials and plant and processes by which the beer is produced.

SIGNED: .....

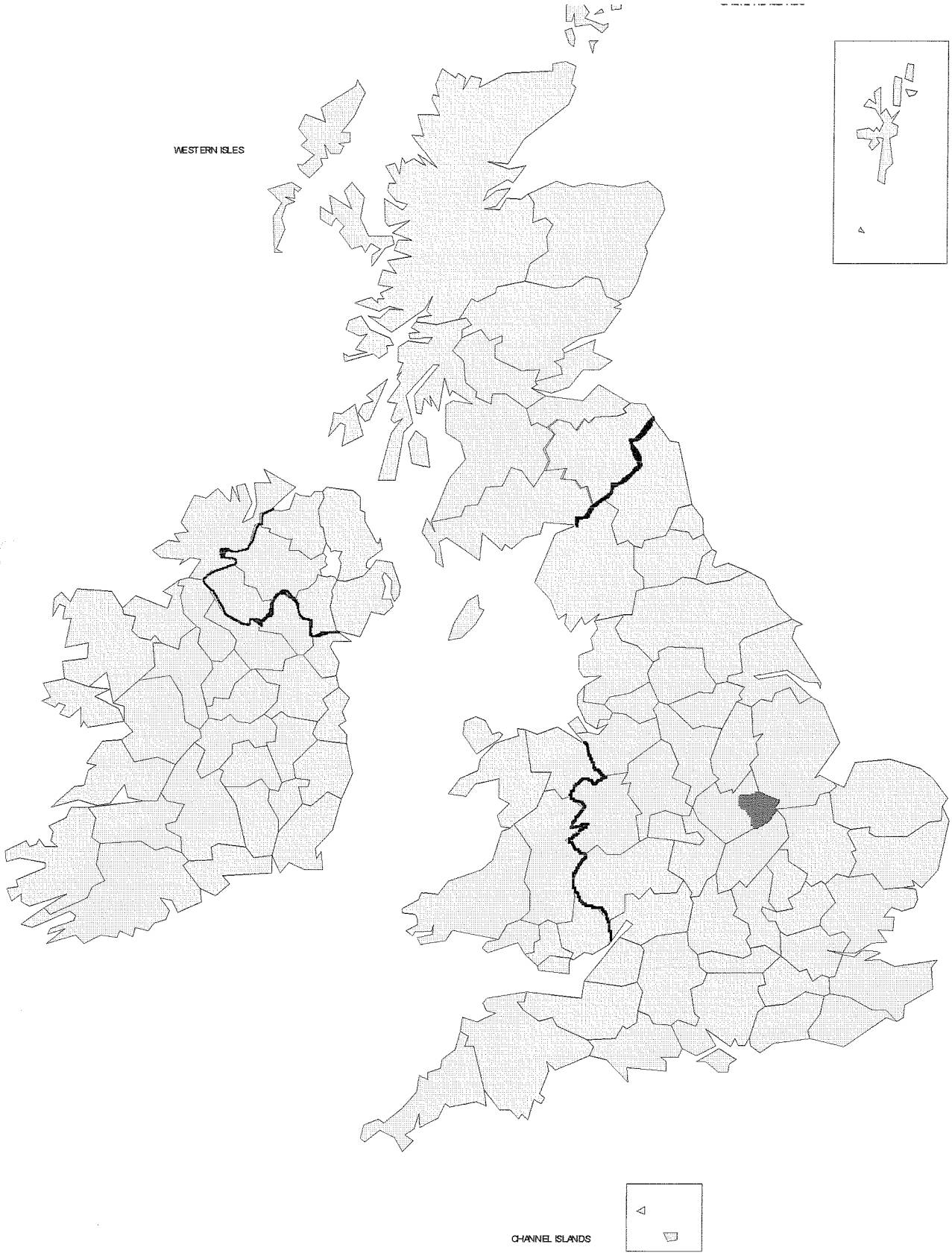
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Échelle 1 : 5 000 000

0 50 100 150 200 km

plus de 1 000 000 d'hab.
plus de 500 000 hab.
plus de 100 000 hab.
plus de 20 000 hab.
moins de 20 000 hab.



RUTLAND BITTER

Geographical area :

Rutland in Leicestershire

RUTLAND BITTER

1. Proof of usage

A photocopy of a label is attached together with an extract from a book explaining the history of the company and its beers.

2. Justification of the criteria laid down in Article 1 of EC Regulation 2037/93 regarding individual applicants should be clarified i.e.:

a) authentic and unvarying local methods

Rutland bitter has been produced in the area for many years and the applicants brewery has been on the existing site since 1858. Although the first use of the 'Rutland' name was recorded in 1964 this will probably have resulted from the wider availability of the beer beyond the county boundary when it became necessary to brand the product more carefully rather than as a 'local brew'. The master brewers skills and in particular the unique yeast used in the brew have been passed down through the generations.

b) the geographical area defined possesses characteristics which differ from those of neighbouring areas and/or the characteristics of the product are different

Rutland, a former administrative county, is a distinct political and geographic area. Rutland bitter is produced by traditional methods using water drawn only from the area.