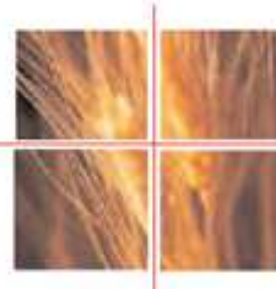




PRESS RELEASE



30th August 2007

The Brewers Association of Japan Backs UK Assurance Scheme

The Brewers Association of Japan (BAJ) has provided a strong endorsement for the principles behind the Assured UK Malt (AUKM) scheme.

Toshinori Kunimatsu of the BAJ said: “The Brewers Association of Japan admires the AUKM scheme and its main principles. AUKM provides traceability at each stage of production and assurance for brewers. We believe AUKM provides an excellent example for the international malting industry.”

Colin West, Director for the Maltsters Association of Great Britain (MAGB) comments: “We are delighted that the Brewers Association of Japan has recognised the benefits that the AUKM scheme has to offer on a global level. The scheme’s standards on food safety, product legality, good operational practice and product quality are important for brewers and distillers overseas and in the UK. The level of assurance it provides helps to instill confidence that their brands are being protected.”

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Japan is an important market for UK maltsters and members of the AUKM scheme provide malt to a number of leading Japanese brewers. Exports of malt to Japan from 1st January 2006 to 31st December 2006 total 87,820 tonnes. AUKM is the first independently audited scheme for malt in the world, and is accredited by UKAS (United Kingdom Accreditation Service) and meets the high standards set by the International Accreditation Forum.

- Ends -

Notes for Editor

Members of the AUKM scheme are Bairds Malt Limited, Coors Brewers Ltd, Crisp Malting Group Ltd, Greencore Malt, Muntons plc, and Simpsons Malt Limited.

More information on the scheme can be found at www.assuredukmalt.com or by calling The Maltsters' Association of Great Britain on 01636 700781.

For further information relating to this press release please contact The Ceres Partnership:

Peter Crowe
+44 (0) 1604 654260
+44 (0) 7967 504034
peter.crowe@ceres-pr.co.uk

Francesca Joslyn
+44 (0) 1604 654260
+44 (0) 7855 263209
francesca.joslyn@ceres-pr.co.uk