

Muntons PRESS RELEASE

Muntons Malt Extract Label Update

Muntons finest malt extract range have been adorning the shelves of good homebrew stores since the 1970's, offering the avid homebrewer a range of top quality unhopped malt extracts for their bespoke brewing recipes.

The products themselves have remained unchanged since they were launched over thirty years ago, when the decision was taken to make them from only top quality premium brewing malts made exclusively from East Anglian sourced two row malting barley.

The labels retain their distinctive and easily identified red colour but now present a more up to date face on the shelf.

James Smith, Homebrew Sales Manager, said "Our unhopped malt extract range has proved to be extremely popular with the more adventurous homebrewer looking to tailor make beers to meet their own particular tastes. Changing the label is ironically a brave move, as inevitably consumers think that we have altered the product itself – I can reassure people that the product itself remains unchanged."



For further information please contact:

Muntons plc, Cedars Maltings, Stowmarket, Suffolk IP14 2AG
Telephone: 01449 618300 Fax: 01449 677800 Email: sales@muntons.com

www.muntons.com


Muntons PLC
WORLD CLASS MALT