

Increasing demand for a beer niche



View video clip: <http://news.bbc.co.uk/1/hi/england/7774407.stm>

Questions

Ironbridge Brewery has a growing order book. What is meant by the term “order book”?

Identify two reasons why demand for real ale sales might be increasing

Why did pub landlord John Ellis decide to spend £20,000 on increasing his stocks?

Five pubs are closing down each day in the UK. Identify two reasons why pubs seems to be such a poor investment