

TRADE PROGRAMME

Based on one of the first Great Roads commissioned by the Kings of England, the Great West Way® winds its way through landscapes filled with the world-famous and the yet-to-be-discovered.

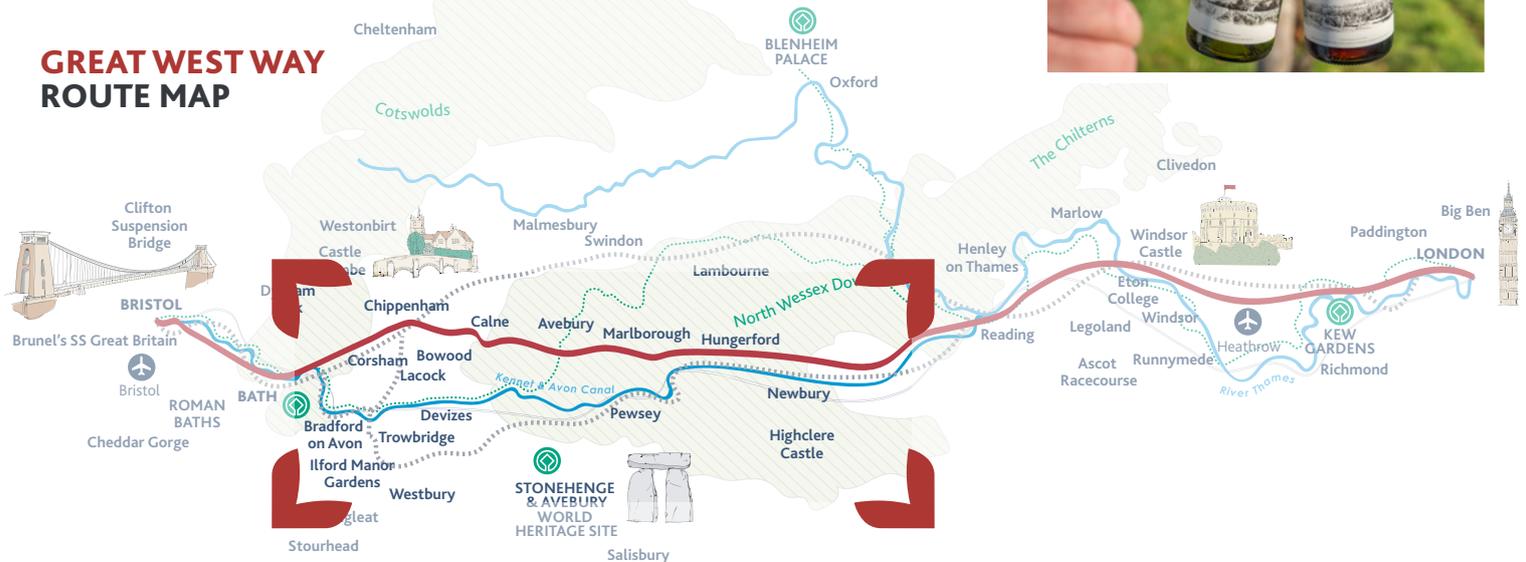


FINE FOOD & DRINK

The Great West Way presents a wealth of epicurean experiences from vineyards and breweries to pubs that celebrate the richness of the region. Show your customers how to make the most of this ambrosial area.



GREAT WEST WAY ROUTE MAP



EXAMPLES OF FINE FOOD & DRINK IN THIS AREA

- [John O'Gaunt](#)
- [Wilton Windmill](#)
- [Crofton Pumping Station](#)
- [Ramsbury Brewing](#)
- [Alder Ridge Vineyard](#)
- [a'Beckett's Vineyard](#)
- [Hartley Farm Shop and Kitchen](#)
- [Kettlesmith Brewing](#)
- [West Berkshire Brewery](#)
- [Wadworth Brewery](#)

INSIDER SUGGESTIONS

- Taste great local ales at award-winning microbrewery [West Berkshire Brewery](#) and [Wadworth Brewery](#)
- Enjoy fine English wine at [Alder Ridge Vineyard](#) and [a'Beckett's Vineyard](#)

- Have lunch from a seasonal menu at [Cobbs Farm Shop](#)
- Overnight in [Devizes](#) and [Bradford on Avon](#)
- Take a detour off the route to experience a gin masterclass at [Bombay Sapphire Distillery](#)

DAY ONE

YATTENDON & HUNGERFORD



West Berkshire Brewery

The award-winning West Berkshire Brewery, just outside the village of Yattendon near Newbury, is a fascinating microbrewery founded in 1995 in an old dairy farm. Pre-arranged 50-minute guided tours (hourly from 11am to 3pm) provide an insight into brewing process, from hops to canning and bottling.

About half an hour's drive west is the award-winning Alder Ridge Vineyard just outside Hungerford across slopes of the North Wessex Downs whose chalky soil is not dissimilar to the Champagne region of France. Tours of about 45 minutes are often available between May and September with prior booking. Have lunch at the adjacent Cobbs Farm, from a seasonal menu that might include salmon mousse with beetroot and sourdough chips and asparagus straight from the farm.

Drive about 15 minutes south to reach Wilton Windmill standing spectacularly above the pretty village of Wilton. Open for pre-booked guided tours on Sunday and Bank Holiday Monday afternoons from Easter to the end of September. Then journey on through the beautiful Pewsey Valley to East Chisenbury and enjoy a circular walk of about a mile and a half along the Kennet & Avon Canal passing Crofton Pumping Station on the way – between April and the start of October groups of up to 50 people can arrange a tour to see inside this fascinating site of industrial steam heritage.



The Red Lion

DAY TWO

MARLBOROUGH OR DEVIZES

Choose between two top breweries to visit: Ramsbury Brewing near Marlborough, which has been creating artisan beer since 2004; 1.5 hours guided tour on Wednesdays and Fridays, starting at 11am; alternatively, head to Wadworth Brewery in Devizes, which was founded in 1875 and where you'll get a tremendous sense of brewing history at its landmark Victorian property. There's a visitor centre with a 'brewmuseum' where you'll learn about traditional brewing techniques. Pre-booked guided tours are at 11am or 2pm; there's a great deal to see during the two or so hours of the show around, which takes you on a fun and informative journey through various buildings, from 19th-century tower to 21st-century copper house.

Head south to a'Beckett's Vineyard at the hamlet of Littleton Panell. With 11 acres of vines it is the Great West Way's largest vineyard – as yet – and it also produces apples and pears. It's a family-run concern, founded in 2001 and making acclaimed sparkling wine, roses, still whites and some pinot noir vintages, many available in the shop. Groups welcome Mondays and Tuesdays.



Wadworth Brewery

DAY THREE

BRADFORD ON AVON AND KENNET & AVON CANAL

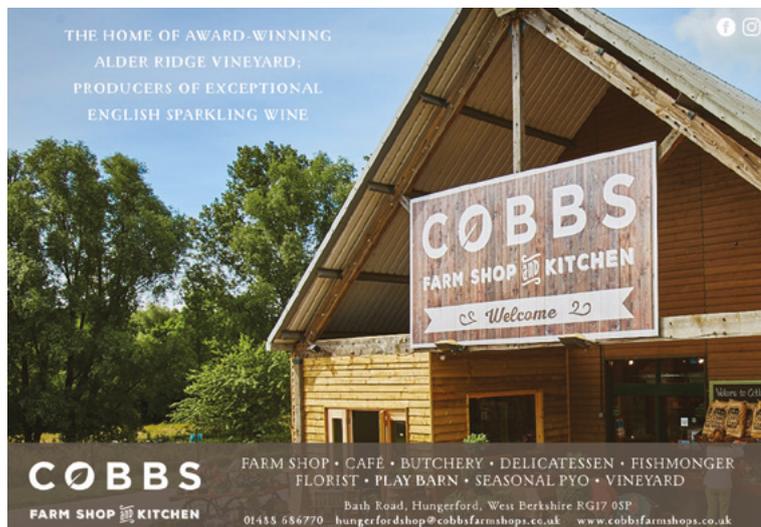
Drop by Hartley Farm Shop and Kitchen just north of Bradford on Avon, where you'll take in a fabulous spread of local produce and can also enjoy coffee and homemade cake. Then head into the heart of town for more epicurean exploration. Then make tracks to the Canal Trust Café for lunch, which accepts pre-booked groups of up to 20. Set in a former lock keeper's cottage, this retro-cosy restaurant offers toasted sandwiches, homemade beef burgers and more. Take a walk along the Kennet & Avon Canal here looking out for kingfishers and waterfowl such as chestnut-coloured little grebes.

Consider end the trip with a detour to the Bombay Sapphire Distillery at Laverstock Mill. Group visits showcase the great care, skill and artistry that go into the gin-making process, including a visit to the iconic glasshouses designed by Thomas Heatherwick where you'll learn about the vapour-infusion distillation process and discover the flavours of the botanicals that make Bombay Sapphire gin so unique.



Kennet & Avon Canal

COACH PARKING Marlborough: George Lane car park. **Devizes:** Wharf car park and Station Road car park for long stay. Also at Wadworth Visitor Centre, New Park Street; T: 01380 732277. **Bradford on Avon:** Long stay parking in Station car park (four spaces), but if full coaches can park on Moulton Drive.



BOOKABLE PRODUCT

- **West Berkshire Brewery:** Open daily from 10am, coach parking. T: 01635 767090; wbbrew.com.
- **Alder Ridge Vineyard, Cobbs Farm Shop, Hungerford:** New vineyard tours with local wine 'expert' for pre-booked groups. These include a tasting, voucher for wine in the farm shop and a discounted lunch. Free coach parking. Book info@alderridge.co.uk and details on opening times and prices: alderridge.co.uk
- **Wilton Windmill:** Open Easter-September on Sundays 2pm-5pm, groups from 4-50 people, coach parking. Book group visits: secretary@wiltonwindmill.co.uk; wiltonwindmill.co.uk
- **Wadworth Brewery Visitor Centre:** Open all year Monday-Saturday, group size 20-50. T: 01380 732277; wadworth.co.uk.
- **a'Beckett's Vineyard:** open all year Wednesday to Saturday 11am-4.30pm and outside of these times by appointment, group size 10-20, coach parking. T: 01380 816669; abecketts.co.uk.



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