

# Siren Calls At The BeerKat

## Second Leading Brewery Takes Over Taps At London Pop-Up Pub

Just over a month ago, The BeerKat arrived at a boarded-up pub in the Holloway Rd and shook up the local drinking landscape with its unique combination of craft beer, live music and street food. In partnership with one of London's most exciting breweries - Beavertown - the pop-up pub created five weekends of unforgettable tastes, sights and sounds, drawing craft beer fans in their thousands from all over the capital to a lovely old boozer that had lain silent for too long. So successful was the Beavertown pop-up, BeerKat management decided to stay on for another few weeks and to welcome another stand-out brewery to take over every single beer tap in the house.

Lighting the blue touch paper on 30th June and exploding onto the North London craft beer scene for two weekends will be Rate Beer users' best British brewery of 2015, **Siren Craft Brew**.

A huge success story since launching just four years ago, Siren is known for making tremendously drinkable beer that refuses to tread the well worn paths followed by other breweries. It revels in mixing up styles, embracing collaborations and experimenting with tastes. This is perhaps not a surprise given the first beer ever bottled was a 'worm beer' brewed for a Nordic Food Labs event that looked at the tastiness of insects.

Siren will be bringing more than 16 beers in keg, cask and, of course, it's beautifully designed bottles to BeerKat's three floors of mayhem, including favourite brews such as Calypso and Sound Wave, and the grapefruit and lactose sour IPA PompelmoChello. Even those that know Siren's impressive range will have lots to explore, not least Tidal Wave – an imperial version of Sound Wave weighing in at an ABV of 10%, launching on the takeover's opening night. The hazelnut Evil Twin collaboration Even More Jesus should also be on the must try list, alongside Caribbean Chocolate Cake, a beer that needs no explanation.

Siren fanatics will not want to miss the takeover's closing night - Barrel Of Laughs - where the ticket price will include a bottle of an extremely limited speciality barrel aged beer. And to encourage drinkers to try sours, anyone sending a selfie with their #calypsoface will be in the running for a daily prize throughout the takeover.

"We're very excited to bring our beers to North London as part of the groundbreaking BeerKat project," says Siren founder Darron Anley. "Expect some old favourites, some previously unreleased beers and some barrel aged rarities that even we didn't know we had in the cellar! Listen out for the Sirens Calling from next week, we can't wait for you to see what's in store."

"I fell in love with Siren's beer on a first date a couple of years ago when I stumbled across 'Undercurrent' on keg," adds BeerKat manager Ali Everett. "My date was also a beer fan and we spent the majority of the evening discussing breweries and beers instead of the mundane favourite colour conversations that most first dates consist of. The beer itself was wonderful – oaty, yet fruity with apricot and grapefruit

flavours. The spicy, floral aroma reels you in and doesn't let you go. I got lucky too. Thanks Siren!"

The Siren Craft Brew takeover of The BeerKat at 203 Holloway Road, N7 8DL, operates on Thursdays to Sundays between 30th June and 10th July 2016. Entry is free, except for the closing party on Sun 10<sup>th</sup> July. **ENDS**

**For further information or photos contact [james@laines.pub](mailto:james@laines.pub) / 01273 550000**

### **About The BeerKat**

The BeerKat finds a disused pub, or other site, and throws a great party. It's all about quality beer, street food you know you've eaten and bands that blow your mind, or your socks off. If you see the BeerKat banner appear outside a venue, you know it's going to kick off. The first BeerKat event was a total takeover of a disused pub on Holloway Road for one month.

### **About Siren**

The Sirens of Greek mythology would entice mariners with their magical songs. Their voices would entwine into a complex, layered melody. Siren Craft Brew, works in a similar way, combining four ingredients that interact together in magical ways to create its ales. Each beer is individual, overflowing with flavour, aroma and texture. Each holds its own secret. Each is a little dangerous.