

Email for a small pub (The Scratch Bar) whose beer range is exclusively from craft breweries; they have a very distinctive social media 'voice', reflected here.

Subject: [It's All About the Beer...]

[Look for the Beer Necessities...]

Hi [Firstname], Uncle Scratch here again...

What have you been up to lately? Maybe you frightened the old folks and joined us for the Annual Weekend of Darkness. If not, we forgive you -- it was pretty hectic in here, with loads of Dark Goodness on tap: 2 days ... 3 nights ... stouts, porters, imperial monsters and barrel aged beasts from the darkest corners of the world. As huge and grim an offering as you've seen in any dark dive. And if you came, you'll know how GOOD the Shank Brothers meaty darkness was, with or without the mustard. NOBODY barbecues like they do...

Is Sour more your thing? Last year's Weekend of Tartness was a ripper -- there were more Sour ales than a barrel full of monkeys could grimace at, and this year's event will be even better. Scratch in your diary now, for the last weekend in November!

[LINK: COME AND SAMPLE SOME SOUR]

If you've been to the Scratch now and then, you'll know that we like to keep things rolling. An ever-changing range of beers that have One Thing in common: they're all worth dragging yourself in here for. And don't forget: No Dress Code. Just bring yourself and a friend, and a thirst for the best beer that ever filled a glass.

What's that? You need a beer, but you've got to eat? No problem! Either dive into our wicked selection of seasonal farmhouse cheeses, or take advantage of our helpful BYO food policy. Get yer Scratch on, while you carve up that thin & crispy pepperoni.

[LINK: THE SCRATCH MENU]

As well as our practical lessons in beer appreciation facilitated by the heroic team behind the bar, we also encourage you to expand your knowledge in the extracurricular Alementary classes. Come along and scratch that itch -- you know it's there -- to learn more about why Scratch-worthy beer tastes So. Damn. Good.

- Discover the basics of craft brewing by Bacchus Brewing's Master of the Mash.
- Dip your tastebuds into the mystery that is barley wine.
- What season is best for a Saison?

Each session runs for about an hour, and is led by a Dedicated Beer Wizard, interested in only one thing: getting you better acquainted with the Beer Necessities!

[LINK: ALEMENTARY CALENDAR]

Right, that's enough from us -- we've got work to do at the bar ...

Come and see your Old Uncle, soon

Uncle Scratch

PS Remember -- if ale's not your thing, we do a mean line of ciders, wines and spirits as well, and if the tap line-up isn't quite what you're looking for, the fridge has more choices than you can hurl an empty stubbie at!

[LINK: MENU - BEER AND MORE]