**BY ‘ECK, the cream of Manchester is back on cask.**

**18th July, 2025**

JW Lees to Brew Iconic Boddingtons Cask Ale Under New Agreement with Budweiser Brewing Group.

JW Lees, Manchester’s oldest brewer, is now the exclusive brewer of Boddingtons Cask Ale, which they will brew and distribute under licence from Budweiser Brewing Group.

Boddingtons Cask Ale has a history that goes back to 1778, 50 years before JW Lees was even founded, when Henry Boddington started brewing at Strangeways Brewery in Cheetham Hill. JW Lees and BBG have formed a new long-term partnership whereby JW Lees will brew and sell the Boddingtons Cask brand under licence across the UK On Trade in Free Trade and in National Accounts. Budweiser Brewing Group brands will also be available in JW Lees’ pubs. This new partnership will see Boddingtons Cask at 4.0% ABV being positioned in the growing premium cask ale category under the leadership of JW Lees new Head of National Sales, Matt Savage, who joined JW Lees from Heineken in April this year.

**William Lees-Jones, Managing Director JW Lees** said,*“When I joined JW Lees in 1994 Boddingtons was ‘The Cream of Manchester’ and we were in awe of their position in leading the cask beer revolution and we are planning to put Boddingtons back where it rightly deserves to be as one of the leading premium UK cask beers particularly in our heartland of the North West.  We also look forward to working with Budweiser Brewing Group with their portfolio of market-leading lagers and premium packaged beers in our pubs.”*

**Brian Perkins, President of AB InBev, Western Europe** said*“We are excited to relaunch Boddingtons Cask Ale in partnership with JW Lees, combining one of the UK’s most iconic beer brands with one of its most respected brewers. We see real growth potential for Boddingtons in the UK On Trade, and this is a great example of how strategic partnerships can unlock value for both businesses and beer lovers alike.”*

A series of launch events will be taking place across Manchester city centre over the next few weeks, and Boddingtons cask will be available to the public to taste in September at a number of iconic locations around the Northwest.

Budweiser Brewing Group will continue to distribute Boddingtons Keg and packaged.

**About JW Lees**

JW Lees is a seventh-generation family brewery company, founded in 1828 by retired cotton manufacturer John Lees.  JW Lees is based in Middleton Junction in North Manchester and the business comprises JW Lees Brewery, JW Lees Pubs, The Alderley Edge Hotel, The Stanneylands Hotel, The Trearddur Bay Hotel and Willoughby’s Wine Merchants.  JW Lees employs over 1,600 people, 150 at the brewery and site in Middleton Junction and over 1,375 in their 49 managed pubs, inns and hotels.  JW Lees also lets another 87 pubs to JW Lees Pub Partners.

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**About Budweiser Brewing Group**

Budweiser Brewing Group UK&I is the trading name of AB InBev UK Limited, a subsidiary of Anheuser-Busch InBev, a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on Mexico (MEXBOL: ABI) and South Africa (JSE: ANB) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). In the UK, Budweiser Brewing Group employs over 1,500 people in their three breweries in Magor, Samlesbury and Enfield, and in their local headquarters in Central London.

As a company, they dream big to create a future with more cheers. They are always looking to serve up new ways to meet life’s moments, move the industry forward and make a meaningful impact in the world.  They are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients.  They are proud to offer the UK’s leading premium beer and cider brands, including global brands Budweiser®, Corona® and Stella Artois®; international brands Bud Light®, and Hoegaarden®; and local champions Bass® and Boddingtons®.

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