

Korev Lager continues partnership with UK-wide surf tour

Award-winning Cornish lager, Korev, is to continue its partnership with Britain's top national surfing event, becoming a key sponsor of the 2017 [UK Pro Surf Tour](#) (UKPST).

Signing up as Official Beer of the tour, Korev will be supporting UK-wide events for the cream of UK surfing talent across 2017, with the season kicking off at Watergate Bay in May.

The UK Pro Tour, which formed in 1998, is the only series of professional surf events held in the UK and highlights the quality of surf across the country at the same time as raising the performance level of British surfers in a number of events. These events are held in some of the best locations, from the world class waves of Scotland to the popular seas of the South West coast.

Jeremy Mitchell, Marketing and Communications Director at St Austell Brewery, said, "We are delighted to be continuing our partnership with the Tour. We were involved in and witnessed some superb events last year that were such a fantastic advertisement for British surfing. We look forward to working with the team at UKPSA again to bring the Korev brand to life and promote The Pro Tour which plays such a pivotal role in building popularity and awareness of British surfing."

The first scheduled event of the tour, Surfaced Pro, will be held at Watergate Bay on the weekend of May 6-7. The tour will then continue into the summer months, with events in Scarborough; Newquay's Night Surf at Fistral beach; Lynmouth; Llantwit Major; and Thurso.

Dave Reed, Tour Manager for the UK Pro Surf Tour, said, "The Tour began in 1998 with the aim of raising the profile of British surfing and proving a uniform event platform to raise awareness of surfing stars to the surfing industry. It has gone from strength to strength over the years and we are really pleased that Korev is on board as a key partner again for 2017 to help us develop the tour further."

The announcement comes as rising UK female surf star Lucy Campbell from Woolacombe, who is sponsored by the Cornish lager, has just returned home from training in South Africa, and is preparing for the British season to get underway.

Lucy said, "While it's great to get practice in overseas for the wider competitions, it's always a fabulous feeling to get back into home surf and I'm really looking forward to taking part in the Tour events. With the support of Korev, I'm hoping to make 2017 my best year yet and the Tour will certainly play a big part in that."

Korev – the traditional Cornish word for beer – launched in summer 2010 in a 500ml bottle, and on draught in 2011, has fast become one of the Brewery's leading brands. It followed a wait of almost 160 years for St Austell Brewery to produce its first premium quality Cornish lager. Korev is brewed to authentic methods over 25 days using only natural ingredients and has established a loyal following for its clean, crisp taste. Korev is now also available in 330ml cans and bottles.

For more information visit <http://www.staustellbrewery.co.uk/beers-and-brewing/korev-people>. For updates on the UKPST, [become a fan on Facebook](#) or follow @ukprosuf on Twitter.

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