



School of Booze- Jane Peyton Client Testimonials

Jane Peyton is a master of her trade. She delivered an extremely fun and information beer tasting session for one of my clients. What makes Jane truly unique is her level of knowledge but more importantly her passion for the industry. It was a pleasure to work with throughout the booking process and I can't wait to work with her again.

Matt Green, Senior Project Manager, Rockit Fish Events.



We had the pleasure of having a private event hosted by Jane Peyton that met our needs in one of the most beautiful pub of the City of London. Jane could not be more fun. She shared her knowledge with us and a few insight of the city and manage to keep the group (and we were very loud) attention throughout the evening. We would highly recommend School of Booze to anyone visiting London. You will feel like a local.

Nathalie Petronzio, Erivan, Quebec, Canada



I just wanted to say thank you very much for last night. It was a great evening and the feedback from the team has been so positive. I loved the passion and enthusiasm you demonstrated and it's a reminder to all of us about bringing some of your infectious enthusiasm and pride to our communications about beer and pubs. And just as you yourself said about your own learning, despite having heard the story of beer many times, I learned lots of nuggets along the way which was no doubt due to both your knowledge and storytelling.

David Paterson, Corporate Relations Director, Heineken



I have known Jane Peyton for several years and have had a number of events hosted by her (and have attended as a guest as well). There is no doubt that she is an expert in her field, both from an academic perspective and with real world lived experience. Her books are educational and enjoyable in equal measure. She brings a level of humour and approach that makes every event she is involved with fun and inclusive, educational and highly enjoyable. Jane is also highly flexible, meaning that she is able to tailor her events to your exact needs. An outstanding professional in a sector that has its fair share of chancers, I thoroughly recommend Jane for any professional or personal event.

Richard Ford, Fosse Capital Partners



I've booked Jane regularly for a number of years now; she has acted as a booze host and expert on a variety of our events and she is always such a pleasure to work with. Jane really understands the level of detail that goes in to organising a successful event, and I can trust her to take my brief and run with it independently, managing groups - large and small - with professionalism, humour and a fabulous customer service ethic. Jane is incredibly knowledgable, an engaging speaker and completely reliable. I'd recommend her without hesitation.

Andie Beall, founder of Journey Events





What Jane Peyton doesn't know about beer (or any drink for that matter) isn't worth knowing. And she delivers it in the most engaging, enthralling and easy to understand way. Jane's inimitable voice shines through. She's a joy to work with and I highly recommend her.

Joanna Dring, Head of Media, PR, Communications, The Heineken Company



I cannot speak more highly of Jane Peyton, over many years of knowing this lovely lady she has been involved in numerous projects for both the pubs I manage. Jane has held themed historical beer tasting evenings, launched her own beer & book in my pub, collaborated in brews and helped my team to brew their own beer too. She has taken groups of my customers on brewery tours and held beer & food matching sessions for us as well as advising on beer festival line ups and other beer programmes. Jane is always imaginative, insightful and belly laughingly funny. I would recommend Jane for anything pub or beer related and of course she has a very detailed knowledge and love of London history too. Beer sommelier, tour guide, brewer, event manager and writer. Jane does it all with big dollops of her Northern charm and endless good humour thrown in for free!

Helen Wilson, Award Winning Publican, London



Jane Peyton was very entertaining, engaging and interesting to listen to. We received very positive feedback from the delegates and we found her a pleasure to work with.

SN, Q Straint



It's apparent how well-educated Jane is on the world of beer, how passionate she gets for her role and just how easily she can enthuse a crowd. I have now had the pleasure of spending more time in her company and witnessing her hold brilliant sessions with groups small and large – she never fails to disappoint! From history to quality, taste to quirky synergies that link beer to the wider world – it's always a sheer pleasure!

Luke Morris, Asahi



Jane Peyton is seriously well informed, highly engaging and very tuned in to both the world of drinks and the many fascinating characters that populate it. In short, the ideal principal for a modern drinks academy. Not only an acclaimed Beer Sommelier and a WSET graduate, but the UK's first cider Pommelier, her knowledge runs deep and wide, but it's delivered in a fun way. I have no hesitation in recommending Jane. I benefited from her infectious insight, why shouldn't you?

Susanna Forbes, Co-founder, Little Pomona





Jane Peyton related lots of fascinating facts about beer history, we sampled a selection of ales that none of us had ever tasted before and everyone agreed that their appreciation of beer had increased. We had a very positive response from our clients and indeed it was so successful that we now invite Jane each year to entertain us.

Richard Hildenbrand, Trowers & Hamlins



I've worked with Jane Peyton on a number of occasions. In particular, I regularly draw on her expertise and excellent communication skills when putting together podcasts or audio features about drinks and pubs. Jane is always well-prepared and very well-informed. Like all the best educators, Jane has the ability to convey complex ideas in straightforward language, and to deliver information in a highly entertaining way.

Emma Inch, Host and Producer, Fermentation Radio



I have retained Jane Peyton many times for copywriting projects to support my clients working across diverse sectors - either in response to a time-critical need or to provide a different angle on existing commentary.

She has always absorbed the brief quickly, asked appropriate research questions and delivered high-quality and rich content that has received universal approval. Most importantly the content has consistently resulted in media coverage and subsequently been incorporated into the clients' own comms channels.

Jane is an absolute delight to work with and it is reassuring to know that whatever we challenge her with, she will deliver perfectly targeted content, to brief and to deadline, that adds value to my clients' brand equity.

Kate Hemsall, Director, Kate Hemsall PR & Communications Ltd



Thanks so much for a great event, have had some great feedback from colleagues. Jane Peyton was wonderful, so knowledgeable and passionate! I've never been a beer drinker but I loved it. Such an interesting evening.

Lyn R, ICG.

I've known Jane Peyton for some time in her capacity as one of our tutors; she's always provided an excellent and enthusiastic approach to teaching our candidates and knows her subject exceptionally well.

Jerry Avis, Chief Executive Institute of Brewing & Distilling





Jane Peyton trained our sales & marketing team to give them the understanding and language to sell our beer and cider brands more effectively. Jane has comprehensive drinks knowledge and makes learning very enjoyable. I am pleased to say that our beer and cider sales have now increased!

John Price, KBE Drinks



Jane Peyton is always welcome at the University of Greenwich to speak to my Tourism and Hospitality Management students. They have benefitted greatly from hearing about her long experience in the hospitality industry. Her speciality niche as an expert in alcoholic drinks and events has also given my students very useful insight into career opportunities when they graduate.

Dr Maria Gebbels, MA Programme Leader, University of Greenwich

