

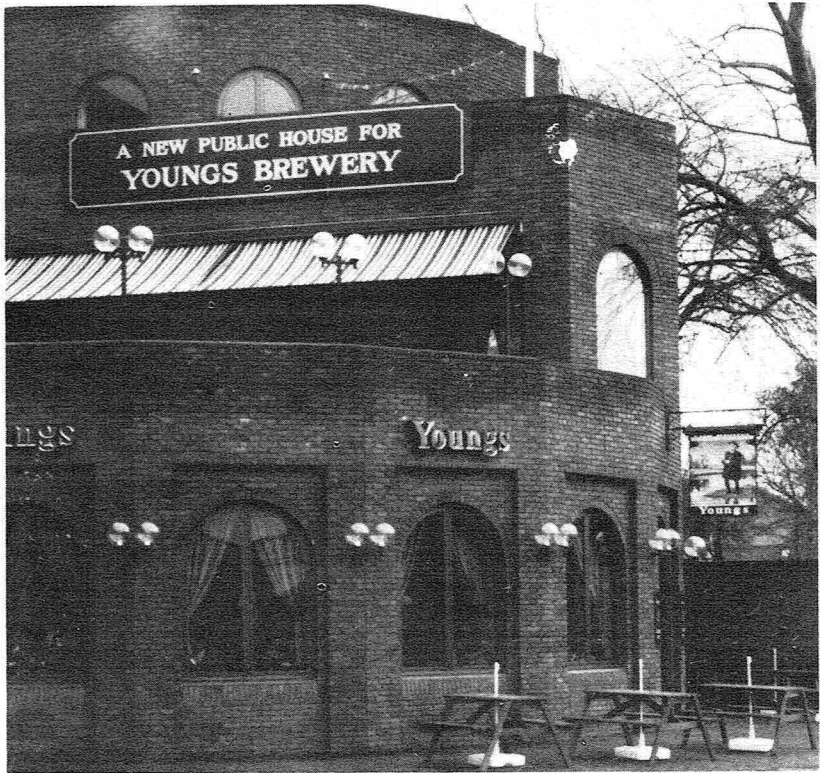
Vol 1 No 9

Dec-Jan 79/80

THE LONDON DRINKER

10p

Produced by the London branches of the Campaign for Real Ale Ltd



Out of bounds see page 12

**PRICES - ALL ABOUT GRAND MET - LOVE
FROM DENMARK - KK, NEWS FROM ALLIED**

Campaign for real staples.



In wishing our readers a Happy Christmas and a relatively inexpensive New Year, we have cause to celebrate that 'London Drinker' is at last being printed in London. This will be most convenient in every way, though we are very grateful for the outstanding service which Neil Richardson in Manchester has always given us.

Just as every silver lining has its cloud, so we are now no longer in a position to boast about the traditional, non-keg virtues of the magazine, which hitherto was very much a hand-finished product. True, such soulless modern devices as electric typewriters and litho plates were used in the actual printing, but after this the full panoply of craft labour came into its own.

First, the collection. Instead of using postal or rail despatch services, it was cheaper to send a body up to Manchester to drink several gallons of Holt's and, in the process, to pick up the copies. Then came the collation - all done lovingly by hand, with the editorial team surrounded by tiny Japanese women (CAMRA members every one) with tiny Japanese fingers, deftly flicking the pages into the right order and prodding home the staples.

Those days, alas, are gone. From now on the 'Drinker' will come to you chilled, filtered and pasteurised, just as it leaves the printing works.

This double holiday issue includes the return of our crossword and no less than two serials - 'Love from Denmark' reaches its triumphant conclusion and our new effort, sub-titled 'A Blunt Instrument', is nothing if not topical.

LONDON DRINKER is published by the London Branches of CAMRA, the Campaign for Real Ale Ltd.

The views expressed in this publication are those of the individual contributors and are not necessarily the views of either the London Branches of CAMRA or the Campaign for Real Ale Ltd.

Advertising in LONDON DRINKER is not expensive - and the magazine is reaching an increasing number of beer drinkers and pub users every month. For details, contact our Advertising Editor, Caroline Bennett, at 11 Bettridge Road, SW6 or telephone: 943-1122 - (Tuesday to Friday only, please)

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Our next issue will be out at the beginning of February. Closing date for copy: 11 January.

Prices a view from the free trade

In reply to our article on price-cutting, Roger Berman - who runs 'The Sun' and 'The Moon' free houses and the B&W Beer Agency - explains why pub prices are unlikely to fall.

Reading your leading article in the November issue has prompted me to attempt to explain why prices in public houses have never got into a 'price war' situation which the 'off' trade and super-markets are famous for. The reasons fall into four categories, three historical and one novel. (1) Concern of attracting the wrong type of customer, (2) the tied system, (3) trade protection and (4) VAT.

(1) I have never personally subscribed to this reasoning, as any publican who cannot control his customers would be better selling shirts.

(2) This heading is the main source of the problem. Obviously where a monopoly exists, price cutting will never occur. Efficiency inevitably degenerates without competition, so prices are increased time and again to cover up the iniquities of the system. The national brewers have also always kept pace with each other in their 'brewery gate' prices. On the retail side the old battle of tenant versus manager has also kept prices up instead of creating competition. The recent statements reported in the trade press from Mr. Thwaite of 'Chef and Brewer' confirm this point.

(3) Traditionally, tenants and free traders in England, particularly up until the advent of managed houses, spent a great deal of time and money creating trade protection (LVAs etc.) The charities are well subscribed to, not least by suppliers to the trade, e.g. glass manufacturers, tobacco merchants. As the protective bodies became more effective they became involved in every aspect of Public Houses so that price fixing occurred unofficially through publicans being continuously told at their LVA meetings not to be scared to preserve their margins - a back door method but none-the-less effective.

(4) VAT. This novel feature is a financial control system, imposed through the Customs and Excise. As roughly 70% of pubs (the tied trade) achieve a similar gross profit percentage, if a free trader (or tenant) cuts his prices he will very quickly attract the attention of the Customs and Excise as his gross profit percentage will be lower than the established and historical majority; no publican wants to go through an investigation by Customs and Excise, so this is a positive restraint to price cutting caused by the Government.

Our favourite prices* tale this month comes from Wales. One of our colleagues tells of a pub in the Brecon Beacons where a pint of beer cost him 37p. What's so special about that, you may ask? Nothing, really, except that the beer in question happened to be Fuller's London Pride! So if you want a cheap pint, it's obviously no use looking around Chiswick.....

The Big Six-Watneys

The Brewer We All loved to hate is coming back into the fold. In The Fourth of Our Series on The Giants, IAN MIHELL writes about Grand Metropolitan Ltd., the combine which includes Truman's, Mann's, Wilson's, Webster's.... and, of course, Watney's.

You do not have to go far in London before you find a Watney or a Truman pub - after all there are 2,500 of them. These pubs belong to Watney Mann and Truman Ltd., a subsidiary of Grand Metropolitan Ltd.

Watney Mann was formed in 1958 with a merger of Watney, Combe Reid & Co. Ltd., and Mann, Crossman & Paulin Ltd. Truman goes back to the year of the Great Fire, 1666, when Joseph Truman started brewing in Brick Lane; later his son Benjamin was joined by Sampson Hanbury. That was in 1778. Finally, in 1808 - another relative joined the company, then renamed Truman, Hanbury and Buxton. This remained the case until 1974 when the Company merged with Watney Mann, two years after the Grand Metropolitan Group had gained control. These combined companies have about 7,000 tied houses throughout the country.

Brewing still takes place on the same site in Brick Lane which is also the location of the Head Office. Watney's brewery is at Mortlake.

Brewing is only a part of Grand Metropolitan's interests. Under the chairmanship of Mr. Maxwell Joseph it is one of the largest leisure and food groups in Europe. Sales this year are approaching £2,000m. Some of the group's interests include hotels, both here and abroad; Mecca dance-halls and bingo; Berni and Schooner Steakhouses; Express Dairy and Mecca betting shops.

The latest addition is in the take-away food business. The Chef and Brewer subsidiary has acquired the franchise from the United States "Burger Queen" company to operate "Huckleberry's". These will sell hamburgers, chicken and fish. The first one will open shortly in Wood Green in the premises of an ex-Watneys pub, the Wellington.

The ten brewing companies within the group produce over twenty draught, bulk and packaged beers. Each regional company has a Company-produced cask-conditioned beer available except Dryborough, the Scottish subsidiary, but even there a trading agreement with the well known Belhaven Brewery means a few of their pubs get a choice.



Watney 'Revolution' style

When the Campaign for Real Ale started Watney was an obvious target. The company had led the field in the takeover of competition, in the closure of pubs and in mass production. Its monopolistic attitude, the mass advertising of "Red Barrel", the uniform red pubs with the pub's name in white three-dimensional letters (expanded Clarendon Bold) irrespective of architectural design - all this, CAMRA wanted to change. CAMRA nicknamed the Company "Grotnets", made them Public Enemy No. 1, and succeeded in catching the media's and the public's attention.

The bad publicity and a change in public demand encouraged a new approach to the old image, so the Red Revolution was backed up by a £1 million advertising campaign. But it did not work, because now the demand was for tradition. The Company responded cautiously. Not this time with mass advertising, but with test marketing, customer reaction and a cask-conditioned beer.

The Norwich Brewery, the only remains of take-overs of Bullards, Morgans and Steward & Patteson, produced Fined Bitter for London. This was a beer with an original gravity (O.G.) of 1044, slightly less than Young's Special



Watney liberated style

Bitter, partly conditioned at the brewery and served by electric pump from converted kegs. The test market was a success and marked the beginning of a major change in the Company's approach.

The brewing activities were restructured. In 1976, the nine regional companies were freed from rigid marketing policies and were allowed to develop their own identities. This has meant that beers are once more tailored to local tastes, and that variations in pub decoration and the use of regional names are no longer discouraged.

These companies are responsible for brewing and the tenanted houses. The other retailing outlets are the Berni and Schooner Steakhouses, Chef and Brewer pubs, St. Georges Taverns in London and Grand Metropolitan Hotels.

This break up of the central stranglehold has led to several improvements. Wilsons and Webster, two of the northern subsidiaries who had always resisted the red image, quickly reacted to their new found freedom and the old company signs, colours and motifs soon started re-appearing. London's Watney's were a little slower, but now the use of the house colours of red, cream and green have vastly improved the appearance of many pubs. Critics

unkindly suggested that the Company were trying to disguise the fact that they were Watney's pubs, but the trade mark in the form of a redesigned barrel with the Watney's name hooped over it is now frequently seen.

With the new image came the availability of new beers. First was the Fined Bitter already mentioned, which has subsequently been renamed Stag. Then in 1977, Truman produced 'Tap Bitter' with an O.G. of 1039.5, a light, well-hopped and tasty bitter. This was launched into 100 pubs and, having proved its success, is now available in over 300 with another 140 outlets planned. The third cask-conditioned beer to become available was London Bitter, brewed at Mortlake with an O.G. of 1037.5 and again a well-hopped beer. In the eighteen months or so that it has been available, it has shown its acceptance by its rapid increase in sales and it is now available in about 1,100 pubs. All these beers are brewed with a high proportion of malted barley and use suitable blends of English hops for their bitterness. The use of Kentish Goldings hops after racking (dry hopping) adds a pleasant aroma to the beer.

The method of dispense for all these beers is the County Hand Pump manufactured by another subsidiary company Distillers (D.C.L.). This is a closed system which pushes the beer to the bar by air pressure. It has the advantage of using narrow-bore piping (less wastage) and the small amounts of carbon dioxide given off naturally by the beer help to maintain its life. The major disadvantage is that the true flavour of the beer is masked and, so far as CAMRA is concerned, this is a great shame. Anyone wishing to sample traditional hand-pumped 'Tap Bitter' should try the Five Bells, East Finchley or the Talbot London Wall - taste the difference.

It is good to see that Norwich Brewery has given up the D.C.L. pump and it is now installing traditional pumps, and that Manns Northampton Brewery Co. looks like doing the same. Lucky East Anglians!

Both Watney's and Truman maintain that they have always been in the forefront of the industry in giving (or guiding) what the public wants. They have come a long way since those early days of CAMRA. Perhaps if the public prefer traditional beer engines to air pumps, then the final bone of contention between CAMRA and our once arch-enemies will disappear. I look forward to that day.

Readers note~

Pubs are going over to real ale all the time. So if you discover one that has only recently started selling the stuff, please tell us, and we can then tell all the other poor souls who are as much in the dark as we were.

Love from Denmark

The Story So Far

Nigel's affair with Sven continues, although Nigel often suspects that lager-drinking is a nasty, perverted habit. On several occasions he has been about to drink cask beer, but his attempts have been thwarted by Sven.

Now Read On...

When the news was announced that the giant Tørdborg brewery was to open a new plant in Manchester, and that Sven was to be head Dane in charge of lager "brewing", Nigel was excited. It had been possible for Sven to arrange for Nigel to be transferred to Manchester too, so they were both sharing an involvement in bringing this challenging new project to fruition. The wheat flour, the potato starch, the rice grits and the flaked maize had been delivered; the hop oils filled thier tanks to the brim; and the industrial enzymes reposed in their hoppers. This very day, a specially chartered jet was flying in the selected yeast from the Entführungsausdemserailbrauerei which nestled in the Bavarian hills, near Wrexham.

Sven had to work late this evening, but Nigel for once was able to leave early and he went off on his own to visit a few Mancunian pubs. The first, owned by a brewery whose name, Holt's, was new to him, he had found unpleasant. The next pub, belonging to another strange brewery called Boddington's, looked more welcoming and, as far as he could see, nearly everybody was drinking lager. Nigel ordered a lager and apricot nectar and stood by the bar. To conform with the other drinkers, he ordered a pint instead of a half.

There are those who maintain that the planet on which we live is just one of an infinite series of parallel worlds, although the events of our lives may take differing turns. It may have been, therefore, that on other worlds, Nigel would have known that Boddington's Bitter is very light in colour and could be mistaken for lager. On these other worlds, Nigel may not have placed his pint on the bar, and then have been distracted by an incident on the other side of the room. And even if on these alternative earths, all this had happened, Nigel would still have picked up the right glass when he wanted another sip. But this is speculation, and we may only relate events as they happened here. Nigel picked up the wrong glass, and it was a pint of Boddington's Bitter. He raised it to his lips ...

Even though the quantity he swallowed was small, the effect was devastating. Without fully realising what he was doing, Nigel put the glass back to his lips and drained it. A red mist enveloped his mind, and time seemed to stand still. He did not see the man whose pint he had taken, advance threateningly towards him; nor did he hear the older man next to him restrain his would-be assailant. "Nay lad, leave him be. Poor young bugger's becoming a man".

Nigel, after what had seemed to be years, regained consciousness. "Bloody 'ell" he thought, "look at the charlies on that barmaid! Hey up love, give us a pint of bitter, and who's seeing thee home tonight?"

As Sven burst into the bar, he realised he was too late. He choked back a sob and turned to go, hoping to slip out unnoticed. But as he neared the door, he reeled as the empty glass thrown by Nigel struck the back of his head.

"**** off out of here, you bloody great lager drinking Danish fairy!" roared Nigel. "If I see thee again in a decent man's pub I'll stuff a handpump right up thy bloody chuff!"

Six months later Nigel was married to Inge, who, as a Danish au-pair with a family in Moss Side, had been supplementing her income by working as a barmaid. The one thing she could not comprehend was why Nigel, when talking of possible names for their child, insisted that a boy would be called Boddington and refused even to consider her suggestion that he be named Sven. The End.



IS THIS NECESSARY?

Yet another lager from Whitbread.

After a test market in the Southern Television Area, "draught" Royal Kaltenberg Pilsener and bottle Royal Kaltenberg Diat Pils has been launched on a national basis.

The Diat Pils, which is claimed to be the strongest lager of its type available in the UK, is brewed in Bavaria by Kaltenberg Brauerei GmbH, which is managed by Prince Lvitpold of Bavaria.



CONGRATULATIONS

On November 1st, Britain's second oldest woman, Mrs. Constance Barrow Young, celebrated her 110th birthday. She is the grandmother of Young's Chairman, John Young, and still takes an avid interest in the Wandsworth brewery's affairs.



GOSSIP

Our Mole in the Stock Exchange is getting excited again. He says that the biggest brewery deal ever is fermenting away, and could be served up by the New Year, if Guinness have the Courage to

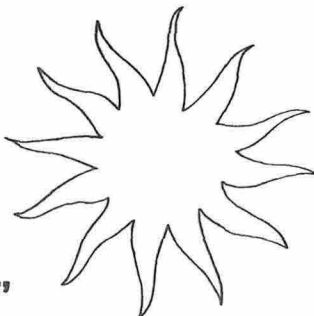
All we can say is that anything that gets Courage away from the Imperial Snout Barons can only be a step back towards the Real Ale World. Watch this space.

If you know of any pub in your area that is threatened with any kind of alteration or improvement or even demolition, please let 'London Drinker' know. The pub does not even have to sell real beer. London has many fine old pubs and although the brewers are less keen to ruin them internally than they used to be, there is still the threat of road - widening etc. So please let us know. We can't get real beer into a pub that has been knocked down, so act before it is too late.

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News & Views

★ LAST ORDERS FOR HOCK

Fuller's have now officially confirmed (writes Jim Scanlon) that 'Hock', the brewery's traditional dark mild beer, will become a 'bright beer, subject to the deathly process of filtration and flash-pasteurisation, early in the New Year.

The sad news will not come as a total surprise to regular readers of 'London Drinker' who will have been aware of this threat for some time. The final decision has followed a period of hesitation by the brewery during which the test-marketing process of the new beer was encountered by a vigorous CAMRA campaign in the West London area.

To those of us who have cherished traditional Hock over the years, the loss of this delightful beer is sad and regrettable, particularly as mild is fast becoming extinct in London. Fuller's, however, say with justification that they have given every support and encouragement to campaigns and promotions designed to increase the demand for traditional Hock. The unpleasant fact of life is that demand, for whatever reason, just does not exist in the area and one cannot hold Fuller's entirely responsible for an action which, indirectly at least, also concerns the drinking public's taste and demand.

Whilst the demise of traditional Hock is a severe blow to the real ale drinker, all is not bad news from Fuller's. In the past 2 years the number of their houses dispensing beer by handpump has almost doubled, and the omens are reasonably good. They now have 116 tied houses, of which 54 dispense real

★ CHUCK IN A THROWAWAY!

A tax on non-returnable containers would thus be justified. It is already operating in some American cities and in Sweden.

The ring-pull can is the symbol of the throwaway Society. To produce a canned drink uses Energy sufficient to light a room for a day-and we get through 6,000,000 of them in the United Kingdom alone each year. The cans are rarely pure aluminium, so you cannot re-cycle them. All this is done for carbonated drinks of low food value and generally poor quality.

The New Year Resolution for any beer drinker should be "JUG AND BOTTLE EVERY TIME!"

★ A CHALLENGING BREW

"Earthstopper", a new winter beer, is being brewed by David Bruce at The Goose and Firkin in Borough Road, Southwark. With an Original Gravity of 1075, it is claimed to be the strongest draught beer in the country. He declared: "I defy anyone to produce a stronger draught beer".

We can think of Harvey's Elizabethan (1090); Marston's Owd Roger (1080); Ridley's Bishop Ale (1080); Robinson's Old Tom (1079).....

★ SOMETHING COMPLETELY DIFFERENT?

Canada Dry (UK) Ltd. have launched, in the Midlands, what they describe as "a totally new concept in drinks" called Barbican. Barbican is claimed to be the first alcohol-free lager in Britain. It is a fully-fermented product from which the alcohol is then removed by a special process to give a clean, dry, refreshing taste, claim Canada Dry.

Canada Dry seemed to have succeeded in doing what a number of breweries have attempted to do over the years. Was it worth the effort?

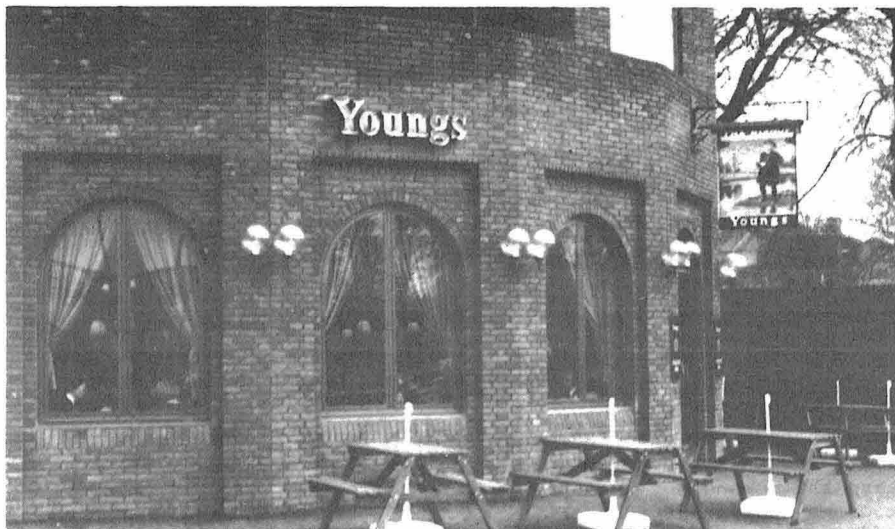
★ OUT OF BOUNDS

Youngs have opened their newest pub, The Bishop Out Of Residence, at Kingston-upon-Thames. Customers may

have difficulty finding the £400,000 house as Kingston Borough Council have refused planning permission for the main inn sign to be put up. It was thought that because the title was a long one, it would be too prominent.

The brewery has appealed to the Department of the Environment.

The pub without



WATNEY'S vs WATNEY'S

Are Watney's starting their own internal cut-price war? All tenant and some managed houses have had to put their beers up by 3p. per pint and 1p. per half-pint bottle, with 3p per measure on wines and spirits. In their less-successful managed houses, however, increases have been considerably smaller; sometimes, prices have even been frozen to try and attract more custom. The new custom is coming but mainly from their own tenanted houses nearby where the beer is up to 4p. a pint dearer. According to the 'Morning Advertiser', this has generated no little heat among the parties.

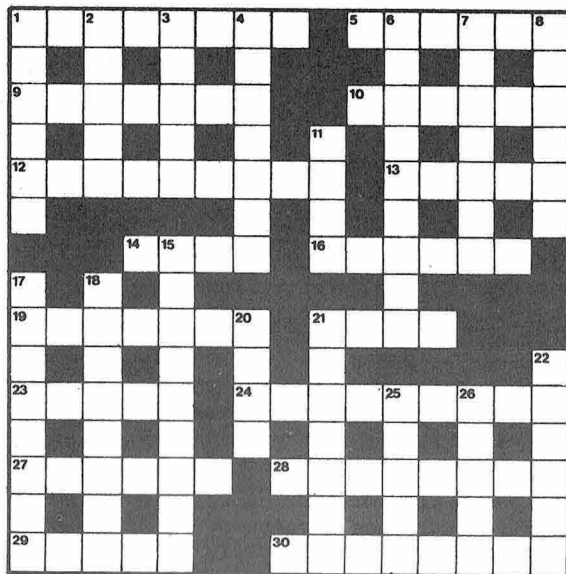
At last someone has caught on to a good way to attract custom away from competitors. In a proper capitalist society, however, should not both sides be allowed to play this 'game'?

ONWARDS AND UPWARDS

Courage -up 3p; S&N-up 3p; Fuller -up 2p; Watney's -up 3p. (see below). If you've been in these pubs recently this will be old hat. If not, it will hardly come as a shock after what we have already been through in 1979. Young's have recently put their beers up by 2p, though this is only in managed houses. In the public bars you can now expect to pay 41p, 37p, and 33p, for pints of Special, Ordinary and Mild respectively.

As the wholesale price has not gone up, tenanted pubs and free houses should not use this as an excuse to put their prices up. Complain to us or to the brewery if a managed house's price goes up by more, or if a tenant uses this to put his prices up. As for Allied Whitbread and Bass, the word is "we will not be far behind".

Drinker Xword 8



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CLOSING DATE FOR
SOLUTIONS 11 JAN 1980

FIRST CORRECT ENTRY
DRAWN OUT THE HAT WILL
RECEIVE A FREE GALLON OF ALE

Across

1. Good way to serve real ale - though usually a phony way when it's Watney's (4,4)
5. Punch up (6)
9. NW (7)
10. Grope inside for two points to get herb (6)
12. Would Gillette or Player fail the breathalyser? (4,5)
13. and 23 down. Nautical greeting suitable for lager drinker? (5,6)
14. Collar preferred in the North (4)
16. Tom's misgivings about whether the ale is real (6)
19. Camera component sometimes put up at closing time (7)
21. Pils will not help it (4)
22. In Rye, has the beer got an ailment? (5)
24. Crossroads rather than Carmen (4,5)
27. "What have we done to deserve it?" Indeed! (6)
28. Consideration for the coming season (8)
29. Gets rid of buildings (5)
30. Doris Roe (Anag). (8)

Down

1. Midland Brewers- famous for part in Desert Song? (6)
2. Shepherd's partner (5)
3. This power comes cyclically (5)
4. The strength, though not the price of lager is usually kept to it (7)
6. It may be, but the beer's usually expensive (4,5)
7. Wagnerian sequel for girls?(7)
8. Coward's colour (6)
11. Sexually active boss (4)
15. Runs faster or undresses faster (9)
17. Storm troopers mixed up in vinegary acid become (8)
18. Wherein the tap goes (4,4)
20. Lean on the others (4)
21. Even-doubled it's lousy ale (7)
23. See 13 across
25. The last one comes about 11 (5)
26. What Brian's successor does for the 'Drinker' (5)

Bottled abroad

In the second of his three articles on bottled beers, DOUG BATEMAN looks at Belgium, Germany and beyond.

Bottle-conditioned beer is not unique to these Isles. Although overseas counterparts are not necessarily 'Ales' by any means, I have yet to taste one lacking in distinction.

Four are obtainable in Britain - three from Belgium, the other from Germany-but the chances are you will have to go to some trouble to obtain any of them.

The least difficult to find is likely to be CHIMAY CAPSULE BLEU, a beautifully sweet, full-bodied, Belgian Trappist beer. Capsule Bleu is brewed by top fermentation and has a creamy head and deep copper hue, midway between the colour of a bitter and that of a dark mild. It is usually on sale in Harrods and Fortnum & Mason's, sometimes in Bentall's of Kingston and in various 'free' off-licences and beer agencies in and around London. It is easily identifiable by the dumpy bottles, with red transfer labels in the shape of an heraldic shield.

The method of production, in common with most Trappist beers, is to filter the beer, then re-introduce a quantity of the original yeast at the bottling stage. Incidentally, this practice is also employed by Guinness and by Charles Wells of Bedford for their draught beers.

The O.G. of Capsule Bleu is 1075, so treat it with respect!

'Le Champagne du Nord' was the nickname dubbed on to BERLINER WEISSE by Napoleon's occupying forces, and it is no bad simile since the flavour of this unique beer really has more in common with an exceptionally crisp and light sparkling dry white wine than with a beer.

Beer it is, however, brewed from a mash of approximately 75% Barley and 25% Wheat Malt, which produces one of the weakest, yet most distinctive beer styles in the world.

Berliner Weisse is usually served in large bowl-shaped glasses with tall stems, and should be poured a la Worthington White Shield. Quite a lot of practice may be required, for the foaming head can be difficult to control, and the sediment needs only the slightest movement to disturb it. I have known it to take nearly two weeks to re-settle.

Many curiosities surround this extraordinary beer. It is sometimes drunk through a straw, and many Berliners prefer to take it flavoured with raspberry juice, which I have tried, and found repulsive, or essence of woodruff (I didn't risk that). However, when drunk 'straight' it has an uncompromisingly astringent bitterness, which I have found ideally refreshing on

hot summer days. Its flavour is best appreciated at normal cellar temperature.

Berliner Weisse is on sale at the German Food Centre, Knightsbridge, which is, to my knowledge, the only outlet in this country.

Belgium is a country of discriminating beer drinkers, so it is significant that DUVEL is one of its most revered brews. Despite its light golden colour, akin to a lager, Duvel is a top-fermented ale, which is produced in two versions, a 25 centilitre brewery-conditioned bottle and a 33 centilitre which is conditioned in the bottle. The latter, the one of interest to us here, is matured for 2/3 months before dispatch to cafes. It is served in waisted balloon glasses, of about twice the capacity of the drink, which have been chilled in a refrigerator to give the drink a 'frosted' appearance without unduly chilling the beer.

Experienced cafe staff take great pride in pouring Duvel correctly, without the sediment, and the most dextrous achieve this at a speed which looks positively hair-raising.

Duvel is very well-hopped, with a light and delicate sharpness which has something in common with the flavour of White Shield at its most bitter, and a character which could lead one to assume its gravity is fairly modest. Do not be misled! The O.G. is 1073 and, as more sugar is converted into alcohol than would be the norm with a draught beer of similar gravity, it is advisable to exercise caution.

Another produce of the Duvel stable is the recently-imported MAREDSOUS, a strong, dark, Trappist beer. The only regular outlets for these are Mitre Beers of St.Ives, Cambs.

So much for those obtainable in Britain, but there are many more worldwide. Belgium has a wide range of Trappist beers, and a very welcome addition would be the dry Chimay Capsule Blanc, as a counterpart of Capsule Bleu. 'Gueuze' is another noted Belgian beer, brewed by 'spontaneous fermentation' - the wild yeasts in the air activate it - and is delicious even when brewery conditioned. The bottle-conditioned version would be a real delight if imported.

In Germany, there is the very yeasty 'Weizenbier', a version of which is made by most Bavarian brewers, and Australia has the 'Sparkling Ales' brewed by Cooper's of Adelaide. This is a delightful misnomer because they are usually poured 'all in!' This way, they look like mud, and taste superb. Who said good beer should always be clear?

Gueuze now in London - see p16

PS...

AS A POSTSCRIPT to Doug Bateman's article, Gueuze has now been launched over here - see our September issue. You may also have read, no doubt with disbelief, that the beer will have a tie-up with Clapton Football Club.

Why Clapton? The connecting link, reports CAROLINE BENNETT, is Michael Fogg, a director of E.D.&F.Man(Victuals) Ltd., who are marketing the beers in the U.K. and also a director of Clapton F.C.

In future, Clapton will be sponsored by the brewers of Gueuze, the Belle-Vue Brewery, who already sponsor Anderlecht F.C. in Belgium. Roger Vanden Stock of Belle-Vue Brewery has been made honorary president of the club. The chairman of Belle-Vue, Constant Vanden Stock, is also chairman of Anderlecht.

Laugh you may, but Clapton were one of the pioneers of the Southern League and the first English team to play in Europe, when they beat Belgium very substantially. The aim of the sponsorship is to put them back on the map.

Gueuze itself is brewed in a manner very strange to us Britishers. No yeast is added but the resulting brew relies on fermentation from wild yeast present in the atmosphere. Apparently, it must be brewed within 20 miles of the River Senne because it requires the strain of yeast peculiar to that area.

After fermentation the brew is stored for up to 3 years. The resulting "lambics" are blended together by experts to produce the final product which has a taste that seems to be a mixture of wine and beer.

Judging by wholesale prices issued - £7.90 for a cluster of 6 excluding VAT (for that price, you could probably buy up the entire Clapton midfield) - one bottle of Gueuze (24-25cl.) will be extremely expensive. The taste appears to take time to acquire, so how many are willing to spend £'s trying? We shall have to wait and see.



According to the "Evening News" article we featured last month, the Belgian beers mentioned by Doug Bateman are handled by Mitre Beers of St.Ives, and Cooper's by B&W Ltd. of Lamb's Conduit Street, W.C.1.

Stop press

Following regionalisation of Ind Coope, famous beer names Taylor Walker and Friary Meux to be revived. Taylor Walker given the Ind Coope London trading area, Friary Meux the South East. New, or revived beers are expected.

Letters

CHEAP ?

Dear Sir,- It was interesting to read your article in November's editorial on "The Cheaper Pint..." If only it were true!

My home town is Croydon, and recently a friend of mine told me that the Wheelwright's Arms, Southbridge Road, were into 'Real Ale'. I was in Croydon that Friday, so decided to drop in and see the scene, as it were. When I asked the landlord what real beers he had on, he said, "Stones, John Smiths..." Yuk!

The upshot is that they had only very mediocre Draught Bass, which cost 50p a pint. So much for a cheap pint.

I'll stick to the Seven Stars at Footscray with IPA at 35p.

T.White,
St.Mary Cray,
Kent.

PRICES DOWN

Dear Sir,- Thanks for mentioning 'The Sun's' low prices. These special prices (11 a.m. to midday Monday to Saturday) are designed to accommodate senior citizens, many of whom live locally and have used the house for their entire lives. When The Sun went 'free' the increase in trade made the senior citizens uncomfortable and as they obtain cinema seats etc. cheaply, the idea quickly came to me to offer a low price at off-peak times. It has proven to be very worthwhile and incidentally the cheap rate of prices has not, repeat not, increased since March 1977.

Roger Berman
THE SUN.

(Ed.Note- for the rest of Mr.Berman's letter, see page 17)

LETTER FROM AMERICA

Dear Sir,- I bought several copies of The London Drinker while I was at the Great British Beer Festival last month. I had a delightful time, and on my return I have enjoyed reading The London Drinker.

I genuinely love British beer, and had my eyes opened by the variety of tastes of real ale at the festival. I also look forward to brewing some bitter, and I've written to the Home Beer and Winemaking magazine in Britain. If some further suggestions come immediately to mind for further advice on home brewing, I would be genuinely grateful for them.

Thank you for your help and your time. I look forward to subscribing to The London Drinker.

Paul Freedman
Washington DC. USA.

KK RIDES AGAIN

Dear Sir, - I read with interest your Article on page 18 of the London Drinker. I must say, however, that there are several inaccuracies. Leaving this aside, I am always delighted to increase the sales of my Company's products and to help you in your campaign to increase the sales of KK Light Mild. You might care to publish a list of Houses where it is sold within the London area, as per the attached list.

I look forward to brewing more if you can drink more.

A.E.Hall,
Sales Director Ind Coops Ltd.

(Ed.note - we thank Mr. Hall for the list which is published elsewhere in this issue. As for "inaccuracies", we are pleased to see even the small indication that someone in Ind Coops is prepared to promote KK.



A real KK outlet - the Royal Oak, New Malden

Chuck in the throwaways

CAMRA is to fight for an end to waste in the brewing industry, writes Mostyn Lewis. It will join with the Friends of the Earth and others to campaign for a tax on non-returnable containers, and to urge breweries to develop the take-home draught beer market.

This will not be the easiest of campaigns to fight: its enemies are massive vested interests and there is an essential difference between the pub and take-home trades. The customer in a tied pub is providing the profits to subsidise the customer in the supermarket, where the competition is so intense that the brewing combines maintain their presence

for tiny profits - just to keep the opposition out. Last year this kind of competition in the similar baking industry drove Spillers, one of the three biggest bakers, out of bread-making altogether. The lesson is there for the brewers.

Canned beer is cheap: so cheap that many people will ask why we feel it should be more expensive. The answer is that it is cheap because the real price is hidden, as shown above, and because it dodges the handling cost incurred by returnable containers by leaving the cans to the refuse disposal services that we all pay for through rates and taxes.

KK outlets

THIS LIST of Ind Coope houses selling KK Light Mild, was sent in by their Sales Director, Alan Hall (see Letters column). He did not distinguish between "real" beer and that served by top pressure, so we have tried to do so from the information available.

Perhaps after this free plug, Ind Coope might decide to spend some money promoting the beer!

RISING SUN
Cranford Lane,
Heston,
Middx.

EASTCOTE ARMS
Eastcote Lane,
South Harrow,
Middx.

- ROYAL OAK
90 Coombe Road,
New Malden,
Surrey.

- SUN & WOOLPACK
640 Hertford Road,
Enfield,
Middx.

- GENERAL ELLIOTT
St. John's Road,
Uxbridge,
Middx.

LORD NELSON
West End Lane,
High Barnet,
Herts.

MARQUIS OF LORNE
9 Mill Road,
Gillingham,
Kent.

NEW INN
58 Sun Street,
Waltham Abbey,
Essex.

RAILWAY HOTEL
Station Lane,
Hornchurch,
Essex.

THE ROYAL OAK
Peel Road,
Wealdstone,
Middx.

FISHERMANS ARMS
Old Oak Lane,
Willesden,
London.

BOLEYN TAVERN
1 Barking Road,
Upton Park,
London.

WAGGON & HORSES
37 Oxford Road,
Denham,
Bucks.

PLUME OF FEATHERS
123 Church Hill,
Loughton,
Essex.

STAG & HOUNDS
371 Bury Street West,
Edmonton,
London.

- OLD PALACE
83 Langley Hill,
Kings Langley,
Herts.

KINGFISHER
94 Station Road,
Broxbourne,
Herts.

THE MARLBOROUGH ARMS
163 Mawneys Road,
Romford,
Essex.

- STAR INN
198 High Street,
Star Hill,
Rochester, Kent.

MASONS ARMS
High Street,
Edgware,
Middx.

- BEEHIVE
24 Little Bury St.,
Edmonton,
London.

- WILLIAM IV
192 Hertford Road,
Lower Edmonton,
London.

PRINCE ALBERT
98 Mitcham Road,
Croydon,
Surrey.

HAUNCH OF VENISON
31 High Street,
Cheshunt,
Herts.

SEVEN BALLS
749 Kenton Lane,
Harrow Weald,
Harrow, Middx.

RED COW
Ley Street,
Ilford,
Essex.

WHITE HORSE
118 High Road,
Chadwell Heath,
Essex.

- Understood to be real

Pub news

In our next issue we shall give the list, complete so far as we can, of pubs which serve the 'real' Watney and Truman beers by approved methods. In the meantime, we regret that the "OSBORNE TAVERN", N4 does not, as previously announced, sell Tap from hand-pumps.

Another mistake in the November issue - the "COPPER", mentioned in Rotherhithe walkabout, does not sell real ale.

Fuller's have acquired two more pubs: "THE CROWN" in Cloudeley Place, N1 (serving ESB, London Pride and Hock) and "THE BLACKSMITH'S ARMS", Rotherhithe St., SE16, which at present serves ESB and London Pride (Hock may be added soon - while it lasts).

A pub re-opened after 20 years is "THE BATTLEAXE", Hackney Road, Bethnal Green, E2. The decor is traditional and so is one of the beers - Courage Director's.

"THE GRAPES" in Shepherd's Market does not sell Wethered's bitter as we thought. Though a Whitbread pub, its one real ale to date is Wells' Eagle bitter.

Other pub changes :

BROMLEY	"RED LION", North Road. "THREE COMPASSES", Widmore Road.	-Wethered's Bitter (40p) -Ind Coope Burton (47p) and Bitter (40p)
CITY	"WALRUS & CARPENTER", Billingsgate EC2.	-Bass (46p) and Charrington IPA (44p)
EARLSFIELD	"COUNTRY HOUSE", Groton Rd. SW17.	-Courage Best Bitter and Director's.
EALING	"GRANVILLE", Uxbridge Rd. E. Common. "PRINCE ARTHUR", Uxbridge, W. Ealing	-Courage BB and Director's. -Courage BB and Director's.
ENFIELD	"OLD PARK HEIGHTS", Old Park Rd. "BEEFEATER", Cambridge Rd. "CRICKETER'S", Chase Side Place.	-Greene King, Abbot and Rayment's BBA -Wethered's Bitter -McMullen's Country Bitter
HARROW HAYES	"HALF MOON", Roxeth Hill. "THE WOOLPACK", Dawley Rd.	-Courage BB -Courage Director's (52p)
ISLINGTON	"THE WINDOR CASTLE", Liverpool Rd. N1. OBB, Truman's Tap	-range is now Adnam's Bitter, Sam Smith's Bitter and Bass.
MILL HILL	"THE MILL", Holders Hill Road.	-Ind Coope Burton and Bitter
NORTH FINCHLEY	"MOSS HALL TAVERN", Ballards Lane	-Fuller's ESB, London Pride and Hock
PONDER'S END SOUTHALL	"THE TRIUMPH", Summers Lane. "WHITE HART", High St. "NORTHCOTE ARMS", Northcote Ave. "RED LION", Uxbridge Road.	-Wethered's Bitter -add Ind Coope Bitter -Fuller's ESB and London Pride -Wethered's Bitter (37p)

STH.KENSINGTON "NORFOLK TAVERN", Harrington Rd. SW7.- Sam Smith's OBB
(part of Norfolk Hotel) and Ruddles' beers.

STH.WIMBLEDON "ROYAL SIX BELLS", Merton High St. - add Ind Coope
SW19. Bitter

WEST DRAYTON "POST HOUSE HOTEL", Simpson Road. - Bass (40p)

Black spot this month is the "Red Lion" in Westminster Bridge Road, SE1, which no longer sells Courage BB. We understand that the brewery is responsible for this sad state of affairs, and we have directed the Curse of the 'Drinker' accordingly.

Talking point

AN EXTENDED HOLIDAY

A Plea For Sensible Opening Hours

by Mostyn Lewis

If you're a regular pubgoer- you must be to be reading this! - then odds are that over the Christmas and New Year holiday you will be supping in some pub well after normal hours quite legally (for once?) thanks to a little seasonal flexibility which contrasts with the silly rigidity of the rest of the year that leaves tourists with nowhere to spend their money on summer afternoons. makes the British Evening Out an exercise in clockwatching or a teetotallers beano, and keeps pubs in suburban neighbourhoods open and thriving long after the neighbours would have preferred a little peace and quiet.

Shouldn't we have pub hours that reflect the needs of the neighbourhood? In Scotland's larger cities a drafting error in an Act of Parliament has enabled many pubs in town centres to open in the afternoons. Now these cities, especially Glasgow, have never been considered models of stolid sobriety; lo and behold, since these innovations the convictions for drink offences have actually fallen: bar staff are able to work early or late shifts rather than the unsocial split shifts necessitated by our present pattern of hours.

Before any landlord explodes that I am suggesting more work for him with no greater return, let me emphasise that the one thing I am arguing for is not longer hours all round, but appropriate hours. Can anyone defend the idiocy of trains being licensed all the time that they are moving but the stations operating the local pub hours? Or the fact that many suburban pubs do not open before 7 p.m. when they are licensed from 5.30? Or that City pubs are licensed until 11 p.m., but many close by 9 p.m.? Despite not using their full licensed hours they cannot open at times when they would be useful, such as Saturday or Sunday afternoons. Sunday is the worst case of all for inflexibility - ask any cyclist, walker, or other traveller who arrives anywhere a minute after 2 p.m.

So when you toast the New Year in your local, just ask yourself: couldn't we pretend the Great War is over and that there's no great demand for munitions but a lot for a little common sense?

Treason! Amazing Sexual
Deviancies! Did The Queen Know?
All this in our new serial -

The Sixth Mole

SIR RUDOLPH Clumping-Twatt, DBE, OHMS, drew reflectively on his pipe and gazed reflectively upon his visitor. "It's 3 years since you lost your job as potman at the Plug & Spittle?"

"Quite so, Sir Rudolph."

"And you're wondering why I've asked you here today?"

"How did you guess, Sir Rudolph?"

It was Arthur Droopy's turn to draw reflectively on his No.6 and to gaze reflectively upon the bulbous-nosed buffoon who was being so bloody mysterious.

"We've a spy, Droopy. Our very own Burgess and McLean. Also, it looks as if he's been here since Adam was a lad."

"You remember," he went on, "when Gurglepis's Golden SuperKeg first hit the market? It now appears that someone tried to pass the formula over to Dogg's Brewery, our little local rival. What do you say to that?"

Droopy smiled his thin, supercilious smile. "I say that Dogg's, after they had burst themselves laughing, told him where he could put his formula. You know, I know and they

know that when our chaps finish a day's brewing of SuperKeg or whatever, they shoot off to the nearest Dogg's pub for a decent pint. He must have been off his rocker."

Sir Rudolph chuckled. "You're being very unkind. Don't forget, this was back in 1960. Kids joining us straight from university, stars in their eyes and hoping for a better world."

"They compare the faceless, highly-mechanised Gurglepis organisation with the romantic-looking shambles over the road. They watch while we shove Golden SuperKeg on all the hoardings and on TV. Why not do Dogg's a favour by giving them the chance to brew something that makes money for a change?"

"Find him, Droopy. As you are aware, Golden SuperKeg is joining Watney's Red and the others in that Great Sluicebowl In the Sky. Our new project is Gurglepis's 7X SuperNatural Ale. Apart from the odd sliver of banana skin or iron filing, it's as real as any beer in the land. Yesterday, someone pinched a copy of the formula. We must not", he banged his fist on the table, "let the secret of SuperNatural fall into enemy hands!"

(Where is the formula? Will Droopy unmask the spy? Can Charlton Athletic beat Dynamo Dresden? - see the next thrilling instalment).

CAMRA BRANCH CONTACTS

BEXLEY	BOB BELTON	303-4590
BROMLEY	BOB DARVILL	697-1631 (H) 491-7050 x246 (W)
CROYDON & SUTTON	DAVE HAMER	647-0992 (H) 215-3683 (W)
E.LONDON & CITY	BAS CLARKE	531-6933 (H) 222-4213 (W)
ENFIELD & BARNET	BRIAN SEYMOUR	803-4062 (H) 366-1112 x.329 (W)
KINGSTON & L'HEAD	ANDREW HAYWARD	942-9834 (H) 623-7511 x.2706 (W)
NORTH LONDON	DEREK THORNE	637-7141 x.66 (W)
RICHMOND & HOUNSLOW	CHRIS BRUTON	940-8270 (H)
SOUTH WEST ESSEX	CHRIS CASHMORE	Brentwood 211703 (H) 283-1030 x356
SOUTH WEST LONDON	LAURIE BISHOP	942-2045 (H) 928-8933 x.438 (W)
SOUTH EAST LONDON	MIKE WARNER	852-7759 (H)
WEST LONDON	ROBIN PLOUGH	991-1727 (H) "early evening please"
WEST MIDDLESEX	KEITH WILDEY	423-1234 (H) 828-7733 x.61 (W)

Branch Diary

The following is a list of events being held by the CAMRA branches in the London area. Some of the January information, unfortunately, did not reach us in time - for more details, contact Branch concerned.

BEXLEY Friday 21 December Xmas Social, Crook Log, Bexleyheath.

BROMLEY Monday 17 December Xmas Social, London Tavern, Penge.
Monday 14 January, Darts v.Croydon & Sutton Branch, Paxton Arms, Anerley Hill, SE19.

CROYDON & SUTTON Saturday 15 December, Xmas Social, Ship, High St. Croydon.
(Branch Meeting)
Sunday 7 January, Pub of the Month, Ship, High St. Croydon.
Monday 14 January, see 'Bromley'.

EAST LONDON & CITY see 'Branch Contact'

ENFIELD & BARNET Tuesday 1 January, 12 Noon, New Years Day Social. Moss Hall Tavern, Ballards La. North Finchley.

KINGSTON & LEATHERHEAD see 'Branch Contact'

NORTH LONDON 20 December. Social Edinburgh Castle, Mornington Terr. NW1.
1 January. Lunchtime Social. 12.00. Empress of Russia, St. John's St. EC1.

RICHMOND & HOUNSLOW Friday 14 December. Xmas Party, Bull & Bush, Richmond. opp. station.

SOUTH WEST ESSEX Saturday 15 December. All Essex Xmas Social, Saracens Head, Great Dunmow.
Tickets: £2. from Chris Cashmore.

Thursday 24 January. Trip to Whitbread, Faversham. Coach leaves Brentwood 5.15p.m. Tickets £3. from Chris Cashmore.

SOUTH EAST LONDON Friday 14 December. Xmas Party & Games Night, Old Nun's Head, Nunhead Green, Peckham, SE15.

SOUTH WEST LONDON Friday 14 December. Branch Meeting, Kings Arms, Wandsworth High Street, SW18.
+Party
Tickets from Laurie Bishop. (see Branch contacts)

WEST LONDON Monday 17 December. Xmas Draw & Social, Britannia, Allen St., Kensington W8.
Wednesday 19 December. Games Evening with West Middlesex Branch (Cheap Brakspears to drink)
Ealing Lawn Tennis Club, Daniel Rd. W5. nr. Ealing Common Station.
Sunday 30 December. Lunchtime Social, Cross Keys, Black Lion Lane North, Hammersmith, W6.

WEST MIDDLESEX Wednesday 19 December. Games Evening with West London Branch (see 'West London')

Calling all landlords

We are hoping to increase the number of pubs which take copies of 'London Drinker' for sale to their customers. From our point of view, we have found that landlords who keep the 'Drinker' have no difficulty in selling their copies, which means that we are virtually guaranteed a certain number of sales each month.

Although there is a small discount, we would not pretend that the direct profit you will make from sales will be other than negligible. Once a pub becomes known as a supplier, however, it should attract readers of the 'Drinker' who wish to get the latest copies; some of them will no doubt linger over a few drinks while they read it.

We intend shortly to start printing in the magazine regular listings of the names and addresses of all pubs in which copies can be bought.

If you would like to take 'London Drinker', please get in touch with your local CAMRA branch - or drop us a line and we shall arrange for someone from the branch to deliver copies to you. We also supply cardboard containers for the magazine which can stand behind the bar.

I wish to become a member of Campaign for Real Ale Limited. I agree to abide by the Memorandum and Articles of Association of the Campaign, and I enclose £4 (£6 joint husband and wife membership) as my annual membership subscription. (Any additional amount will be welcomed as a donation.)

FULL NAME (Block capitals) _____

FULL POSTAL ADDRESS (Block capitals) _____

SIGNATURE _____

Cheques should be made payable to Campaign for Real Ale Limited. Applications should be sent to Membership, CAMRA, 34 Alma Road, St Albans, Herts. AL1 3BW.

