

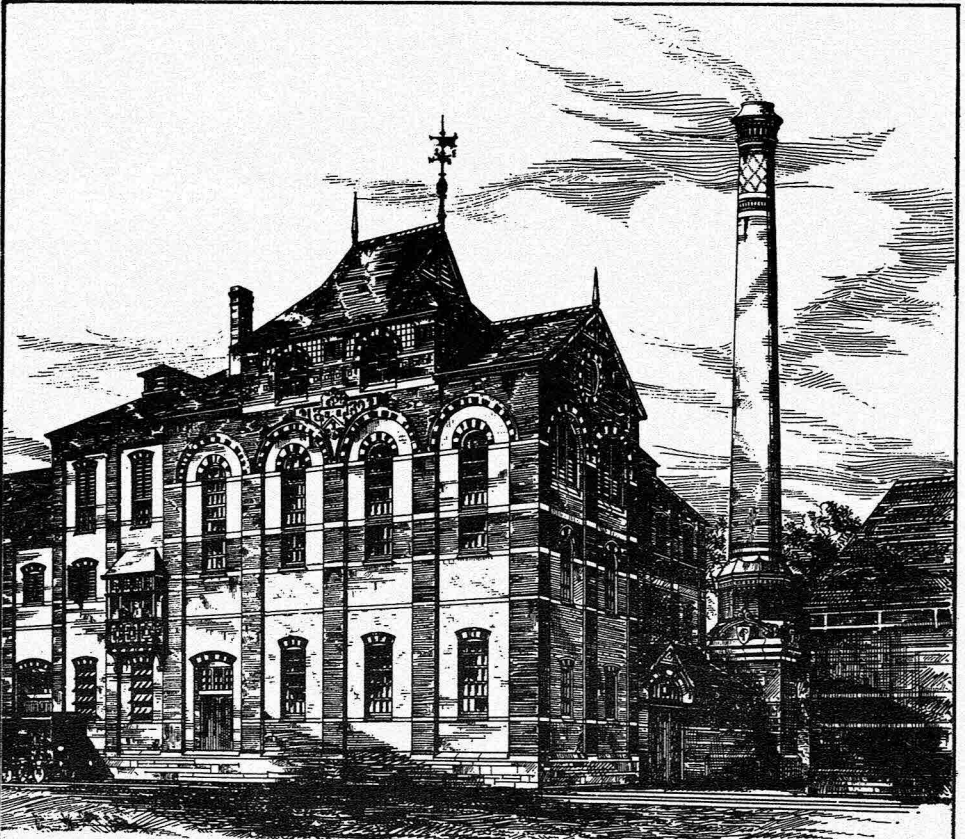
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THE LONDON DRINKER

10p

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



: Messrs Aldridge, Pope & Co. Brewery, Dorchester :

**Beer from Hardy country - fight to save
Horselydown - Watneys armchair crawls**

★ PAYING THE PRICE

COURAGE, UP. Scottish & Newcastle, up. Ind Coope, up. Guinness, up. Prices grind ever onward. Brewers say, as they always say, that they cannot absorb costs.

However, there is a difference. The country is on its knees. Millions are unemployed or on short time. And, for the first time since brewers and publicans began to slap on the pences as fast as they could write, the consumption of beer is beginning to fall.

Word from the industry is that the brewers are worried. They doubt whether the volume of beer sales will survive the price increases. If they are right, this could lead to the biggest upheaval since the take-over boom. Over-priced lager is likely to be hit. Breweries caught in the middle of investment programmes could be in trouble, especially if these are financed through a mixture of increased prices and heavy borrowings.

Over the next few months the pattern should emerge.

★ LAGER - THE ACCIDENTAL TRUTH

LAGER ADVERTS have not been noted for veracity. Let us, therefore, praise Harp. "Harp stays sharp (or rather #) to the bottom of the glass" we are told.

So it does. What they mean, of course, is that the beer is pasteurised and thoroughly killed-off in the brewery. But the brewers ensure that, by injecting vast quantities of carbon dioxide into the inert yellow liquid, the nasty little bubbles take the roof off your mouth even unto the last sip.

Not only Harp. Kestrel lager, we are told, "bites". How true! Fair burns the lining off your tongue, it does.

Taking the obvious inadequacy of a product and boosting this into a virtue is sound advertising policy. Will we now see other lagers boasting about their high price (for low gravity), lack of flavour and stomach-freezing temperatures? In the meantime, they might admit that without the artificially-introduced CO₂, their lagers would taste extremely ♪ . Naturally.

LONDON DRINKER

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