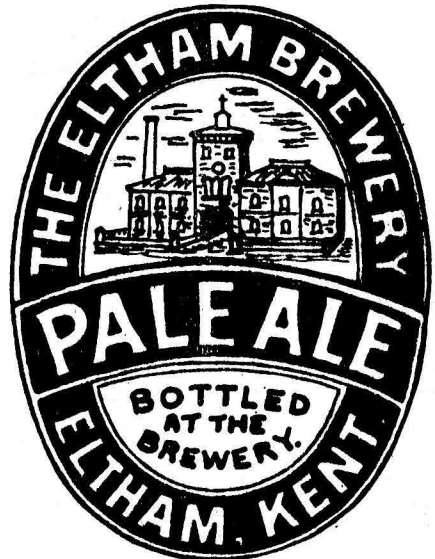


Vol.4 No.10
 NOVEMBER
 1982

12p

LONDON DRINKER

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



| | | Pts. 4 bts. |
|------------------|-----------|-------------|
| Bitter Ale | 26/- 13/- | — |
| Oatmeal Stout | 25/- 17/6 | — 2/- |
| Gold Medal Ale | 25/- 17/6 | 8/- 5/- |
| Stock Ale | 41/- 20/6 | 11/- 6/6 |
| India Pale Ale | 41/- 20/6 | — 6/6 |
| Double Stout ... | 44/- 22/6 | 13/- 6/6 |

REFFELLS
 BEXLEY BREWERY, LTD.
BEXLEY

Telegrams: "Reffells, Bexley."
 Telephone: 118 Bexleyheath.

BRANCH DIARY

The following events will be held by CAMRA branches during November. For branches not mentioned, please ring Branch Contract.

KINGSTON & LEATHERHEAD: Thu 11 (8.30). *Branch. Antelope*, Cobham. – Thu 18 (8.30). *Social. Norbiton*, Clifton Rd., Kingston.

NORTH LONDON: Tue 2 (8.00). *Two-pub Social, N1. Island Queen*, Noel Rd. and *Narrow Boat*, St. Peter's St. – Tue 9 (8.00). *Social. Rosetti*, Queen's Grove, NW8. – Tue 16 (8.00). *Two-Pub Social, N8 Queen's Hotel*, Broadway Parade and *Harringay Arms*, Crouch Hill – Tue 23 (8.00). *Social. King Head*, 126 Blackstock Rd., N4. – Every Sunday (12.00). *Social. Lord Wolseley*, White Lion St., N1.

RICHMOND & HOUNSLOW: Wed 10 (8.00). *Open committee. Three Horseshoes*, High St., Feltham. – Fri 19 (8.30). *Social. Old Anchor*, Richmond Rd., Twickenham. – Mon 22 (8.00). *Branch. Swan*, Lower Square, Isleworth.

SOUTH EAST LONDON: Mon 8 (8.00). *Branch. Kings Arms*, Roupell St., SE1 – Thu 18 (6.00). *Social (with ELAC). The Bridge House*, Tower Bridge Rd., SE1 (Brewery trip at 7.00).

WEST LONDON: Wed 10 (8.00). *Pub of the Month. Westmoreland Arms*, George St., W1 – Thu 18 (8.00). *Branch. Brook Green Hotel*, Shepherds Bush Rd., W6 – Sun 28 (12.00). *Social. Churchill Arms*, Kensington Church St., W8. – Advance notice: 100th Branch Meeting Celebration Party to be held on Thu. 16 December.

ENFIELD & BARNET: Wed 10 (8.00). *Branch. Northern Star*, High St. Soughgate N14.

BEXLEY: Thu 25 (8.30). *Branch. Alma*, Alma Rd., Sidcup.

SOUTH-WEST LONDON: Fri 12 (8.00). *Social. Woodman*, 60 Battersea High St., SW11 – Wed 17 (8.00). *Branch. Prince of Wales*, Union Rd., SW8.

CAMRA BRANCH CONTACTS

| | | | |
|------------------------|----------------|---------------------|----------------------------|
| BEXLEY | DES WARD | Erith 45716(H) | Erith 33020 x 4 (W) |
| BROMLEY | ROGER MASON | 464 2909 (H) | 407 4466 x 294 (W) |
| CROYDON & SUTTON | DAVE HAMER | 647 0992 (H) Epsom | 41511 x 66 (W) |
| E. LONDON & CITY | PETER ROBERTS | Upminster 23581 | 213-7374 (W) |
| ENFIELD & BARNET | TONY MORGAN | 440-2186 (H) | 283 1000 x 2944 (W) |
| KINGSTON & LEATHERHEAD | JOHN NORMAN | 546 3476 (H) | Weybridge 47282 x 2659 (W) |
| NORTH LONDON | Laurie Gordon | 448 1692 (H) | 359 1340 (W) |
| RICHMOND & HOUNSLOW | ANDY PIRSON | 977 1633 (H) | |
| SOUTH-WEST ESSEX | CHRIS CASHMORE | Brentwood 211703(H) | 283 1030 x 356 (W) |
| SOUTH-EAST LONDON | IVOR BLOOR | 699-7335 (H) | 934 4396 (W) |
| SOUTH-WEST LONDON | JOHN DAVIS | 670 0734 | |
| WEST LONDON | RODNEY HOLLOWS | 723 2798 (H) | |
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The Views expressed in this publication are those of the individual contributor and are not necessarily the view of either the London Branches of CAMRA or the Campaign for Real Ale Ltd.

News & Views ●

● WHERE WE CAME IN

YOU CANNOT KEEP a good brewer down when it comes to putting up his prices. The recession continues, with a 4% drop in beer production in August compared with last year. Yet Courage have just put 3p on a pint and other brewers are likely to follow. By the time the next *Drinker* is out, we shall no doubt have the grim details.

We are a little surprised, as this is one industry which depends above all on the goodwill of the customer. No one enjoys having to continually explain away a price increase, and with the Chancellor ever ready to slap more duty on to the cost of a pint the pressure on landlords grows all the time. While other activities reflect the impact made of the recession, the lengthening dole queues and the drop in inflation, the brewers carry on as if this was still 1977.

There is no doubt that this is done purely to retain profit margins, something few of us are able to do. To quote from the latest report on the brewery sector by stockbrokers Griesevon Grant: "The brewers are protecting their profits by maintaining their margins . . . It has been the experience of the trade that in most cases the marginal volume bought by keeping prices down has not compensated for the loss of profit on the bulk of sales. This has meant that beer prices have been increased well ahead of the inflation rate. "The longer term effect this could have on beer demand can be argued," the report goes on "as indeed can be how much the price increases have contributed to the recession, but in investment terms the increase in profits, and consequently of dividends, is a positive factor."

Good for shareholders, but of no comfort to anybody else.

● IMAGE AND REALITY

NAME-CHANGING continues to be the game played by the big brewers. The biggest news for some time is that Watney will be known henceforth as Watney Combe Reid. They have a new logo and a new advertising policy which will plug their pubs and, we understand, give their draught beers at least equal promotion with the less-interesting parts of their portfolio.

Both Alan Greenwood and Linden Drunker, in their different ways, comment in this issue. We think that Watney have acted with



"The **Tim Bobbin**, the Watney, Combe, Reid pub in Clapham with the new livery.

Note the Stag roundel on the side wall.

a more realistic approach than might have been expected and we are pleased that they have, for example, come up with attractive pump-clips. The earlier versions of the Stag and London Bitter clips were about as off-putting as one could imagine, almost as if they did not want anyone to buy the beer.

Our main worry, apart from a lingering doubt as to whether the commitment to draught beer will extend all the way down, is over price. Watney's prices can be as competitive as any of the big brewers and some of their landlords have proved this. Unfortunately, Watney are not able, as Young's did some time ago, to use prices in their managed houses to put the brake on their more avaricious tenants. This is because managed pubs come, not under Watney's direct control but under the wing of Chef & Brewer, who have just come up with the ultimate in public relations by encouraging their managers to put prices up by as much as they can get away with!

Watney's themselves have recently announced a general increase which will put at least 2p on a pint.

We understand, though this is unconfirmed as we go to press, that Scottish & Newcastle have joined the game by changing their name to McEwan-Younger (or is it Younger-McEwan?).

● MORE NAME-CALLING

CONTINUING THE theme of naming breweries and beers, there have been a couple of recent instances where Bass have come on a bit heavy with our small local brewers. In one case, they wrote to Arthur Collins of the

