

Vol 2 No4

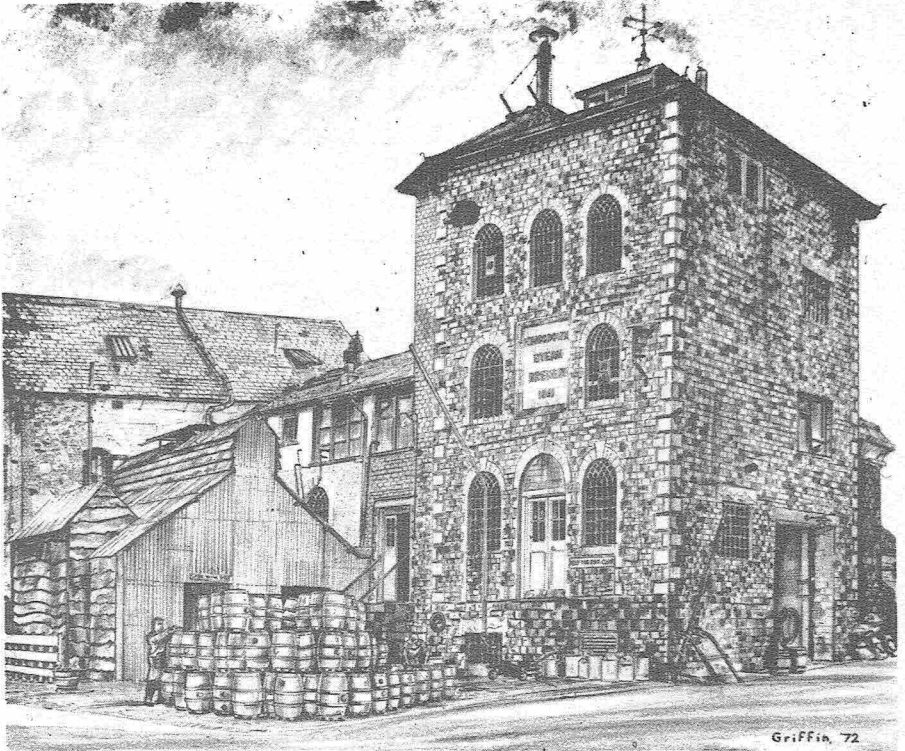
MAY 80

THE

LONDON DRINKER

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



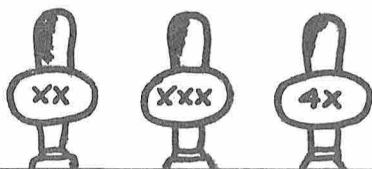
ARKELLS OF SWINDON

Griffin, 72

**FULL OF YORKSHIRE FLAVOUR · BEER FROM
THE ARK · PRICES · CANONBURY PUB CRAWL**

BEER TENT

24-25-26TH MAY 1980
at the Enfield Pageant of Motoring
on Enfield Playing Fields (off A.10)



A wide range of
beers including
Greene King,
Adnams, Everards,
Shepherd Neame
and Godsons.

Site is open
each day from
11.00 am to
6.00 pm.

Cost of entry
£1-00.

Attractions include
helicopter rides,
camel races and many
interesting veteran
vehicles.

☆ NEW CAMRA LANDLORD

THE VILLAGE BLACKSMITH in Woolwich, owned by the CAMRA investment company, has a new manager.

He is Nick Winnington, well-known in CAMRA circles as the former Chairman of the South-West Dorset

Branch. He was also one of the first to dispense Eldridge Pope's Royal Oak - at, appropriately enough, the pub of that name in Dorchester. More recently, he was the landlord of the ROYAL ADELAIDE in Weymouth.

LONDON DRINKER

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Full of Yorkshire flavour

MOST OF the regional beers to be offered to us in London (writes MOSTYN LEWIS) in recent years have been Real; cask-conditioned and served without gas or air pressure. The names (and the beers) roll back over the tongue with easy familiarity: Ruddles, Sam Smiths, Brakspears, Everards. After all, if you are going to the trouble of humping the stuff to town you might as well bring something worth the effort.

Even the big brewers have followed along, Ind Coope Burton the most obvious; Whitbread from Marlow and Faversham almost counts, though Charrington beers from Birmingham and Ipswich are just the spasm of a transport policy conceived sometime in the Early Oil Age, when the idea of using vast amounts of fuel and draymen's time to transport a liquid 96% water vast distances instead of brewing within the area supplied seemed the best thing since sliced bread- which is just about what it amounted to.

However, it is in the nature of the big brewer that if there is a good idea around, there must also be an inferior version which is obviously preferable; he must never let the public come to expect quality, just attractive mediocrity (Mostyn's First Law of Political Economy). So enter the Carpetbagger beers: processed beers bearing the names of famous cask beers:

Stones from Sheffield (Bass)
Wilsons from Manchester (Watneys)
John Smiths from Tadcaster (now only a
processed beer there too)- (Courage)

To anyone who fondly recalls these from their native haunts, the sight of these pale imitations must be invigorating. If this were the beginning of a trend, the North might be on the move at last, and the M1 soon be choked with lorries bearing those choice delicacies which London has had to limp along without for so long:

Instant Freeze-dried Black Pudding
Wensleydale Cheese slices (with Vanilla)
Tripe (with added tripe)

Before that day comes, however, the carpetbaggers will have to sell a lot better than they have so far (although John Smith's apparently sells 100% more than it did before it was available - courtesy Con-U. Market Research). John Smith's is being heavily promoted on television, unlike Courage's seemingly-doomed cask beers. My favourite John Smith's advertisement is the one that reaches the helpful conclusion that the beer is more interesting than the average mayfly. Commendable accuracy: the mayfly lives about 24 hours, flapping around and laying an egg.

★ INDEPENDENTS WIN AT BREWEX

AT BREWEX '80, held at the Birmingham National Exhibition Centre, all the prizes went to the independent brewers. Ruddle's won the cask-conditioned draught

beer Challenge Cup from Timothy Taylor. Young's won the lager, amazingly enough, but this was with their new effort and not Saxon.

