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TOP

LONDON DRINKER

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



'The Britannia' Allen Street, W8 as featured in last months edition

The **Bitter Experience**

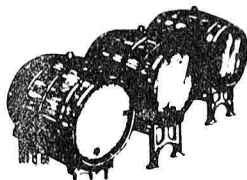
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News & Views

- **TRUMAN TAKE THE PLUNGE**
THE COMMITMENT SHOWN by Truman to real draught beer could be underlined irrevocably over the next few months. In the past, they have been rather tentative and have also done their cause no good by serving most of their beer by a system which CAMRA frowns upon.

All this should change. Firstly, the new beer which has been hinted at in our columns from time to time is to be launched officially this month. Truman Bitter is the name and it will weigh in at 1036 Original Gravity, a few degrees weaker than Truman Tap. The brewery hope to install it in 30 pubs each month so that it should be available in about 400 pubs throughout their trading area by the end of 1982.

The beer will be brought from cask to bar by proper beer engines and not by the controversial DCL air-pressure system. DCL is used in most of the Watney houses as a means of dispensing London and Stag bitters, so the comment attributed to a Truman official that 'DCL is dead' may have implications beyond Truman.

- **CANNED HEAT**

HOLD ON TO your nerve ends. The can war is about to start. The five big can manufacturers have set up the Can Makers, a pressure group which intends to tell everyone how wonderful cans are and all the rest of it.

Cans have been losing out to bottles recently, at least in the soft drinks end of the market. Bottles have also developed a positive image in the field of ecology, where cans are weak. The Can Makers hope to start a programme for retrieving and recycling cans as a means of countering the Glass Manufacturers' Federation.

On this issue, we need not deliberate at length over which side to back. Real ale and cans just do not mix, for a start. the can affects the taste of alcohol.

Anyone disagree?



Trumans-going Full Circle

A change of livery for the pubs is also on the cards, no bad thing since Truman's house style has never been either attractive or stimulating. The full name of Truman, Hanbury & Buxton will be featured prominently. We hope somebody gives us a list of the pubs so that we can pass them on.

- **AWAY THE LADS**

AN ARRANGEMENT which certainly has possibilities enables supporters of Watford Football Club to get a free pint each week, so long as their team does well. The fans are given a card which entitles them to a free pint of Benskin's every Thursday – provided Watford did not lose on the Saturday before.

As Watford are riding high at the moment the scheme must be giving widespread satisfaction. It will be fascinating to see what happens when they lose three or four matches on the trot.

Perhaps Young's might do the same for Wimbledon.

COMPLETION TO A FISHY TALE, which was omitted. The answer was that the fish was not a fish after all but a plaster dummy.

