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LONDON DRINKER

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



"OLD GEORGE HAS CHANGED HIS HOME BREWING METHODS SINCE THAT HOLIDAY IN FRANCE!"

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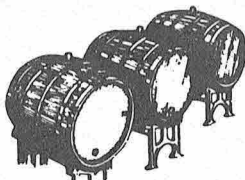
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LONDON DRINKER

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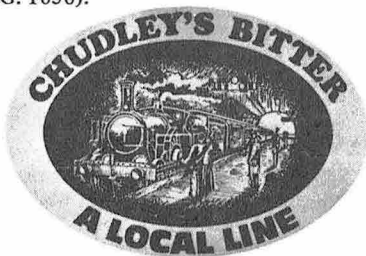
News & Views

● LONDON'S NEW BREWERY

ONE OF THE happier spin-offs of the Horselydown debacle should be in the pubs by the time you read this. Tim Chudley was a brewer for Courage who was given the choice of redundancy or a transfer to Reading. He decided to leave Courage and set up on his own.



He now has his brewery, tucked into the grottier end of Maida Vale and well placed for deliveries around London. Most of his equipment comes from Horselydown, and the present capacity is about 50 barrels a week. There are two beers: Chudley's Bitter, with an Original Gravity of 1038, and Lords Strong Ale (O.G. 1050).



Pubs taking the beer should include the nearby FROG & FIRKIN; the FOX & FIRKIN and the SHIP, in Borough; the NAG'S HEAD in Hampstead and possibly the CROWN in Aberdeen Place, the PONTEFRACT CASTLE in Wigmore Street and the PRINCESS LOUISE in Holborn.

● GREAT BRITISH BEER

THIS YEAR'S Great British Beer Festival will be held this month in Leeds. It takes place at

the Queen's Hall, just off the City Centre, and runs from Wednesday 12th until Sunday 16th.

As well as an enormous range of beer there will be pub games, entertainment by top jazz and brass bands, morris dancing, a Beer Of The Year competition and much else. The official opening will be conducted by local sports personalities Chris Old and Trevor Cherry (subject to playing commitments, suspensions, etc.).

Apart from Saturday, admission will be free during lunchtime and in the evening before 7 pm. On Saturday, and every evening after 7, the entrance charge is a modest 50p. British Rail are making special discount fares available which in some cases work out cheaper than day returns. Write for application forms (with s.a.e.) to 'GBBF Travel, 17 Westbury Road, London N11 2DB.

● BE IGNORANT – DRINK LAGER

IF YOU ORDER a pint of lager in a pub, you may be suffering from an inferiority complex and be worried about making a fool of yourself by picking a beer that is not socially acceptable. That seems to be one of the messages put across in an interview in 'Campaign'.

Readers will know that we regularly quote from 'Campaign'. As the marketing trade's own image-making magazine, it devotes much space to the leading sources of advertising revenue, among which brewers rate high. They recently spoke to Gary Luddington, the marketing director of Carlsberg, on the subject of cut-price lager.

Carlsberg have not joined the price-cutting war. One reason, according to Mr. Luddington, is that the company would be in danger of losing its quality image. It has also not battled very hard with its Carlsen Lite, and Mr. Luddington believes that other brewers may not have realised what an insecure lot the lager drinkers are.

"If you look at any research on lagers," he says, "one of the things people tend to say is that they drink lager because there is no association with the real ale syndrome. They feel they don't have to be as knowledgeable as they do with beer."

