

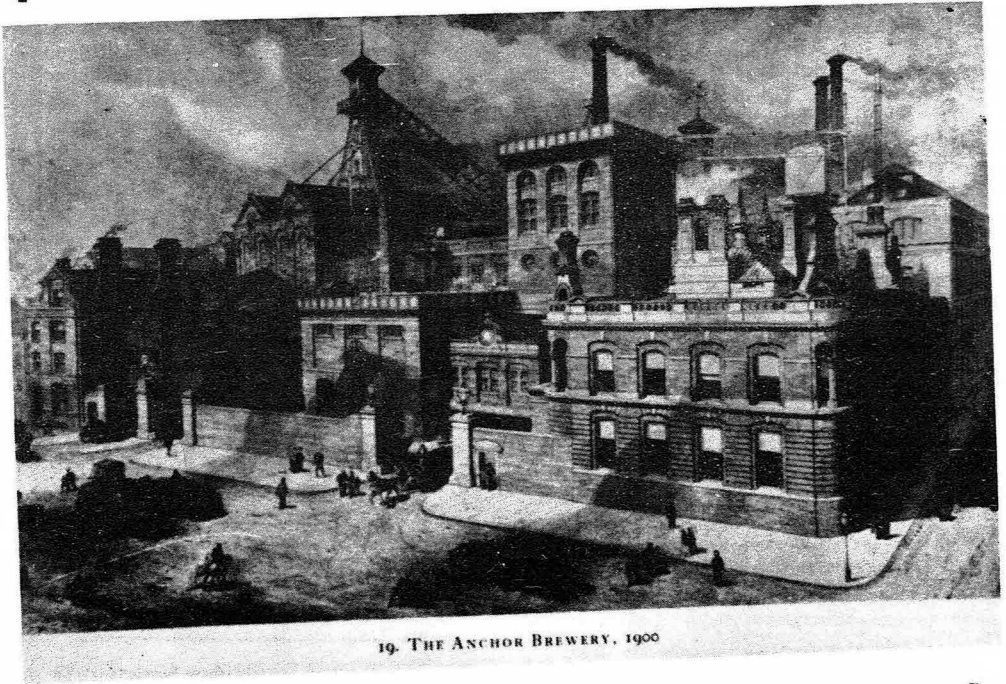
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Sept. 1981

LONDON DRINKER

10p

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



19. THE ANCHOR BREWERY, 1900

Beasley's~A Celebration
See inside

The **Bitter Experience**

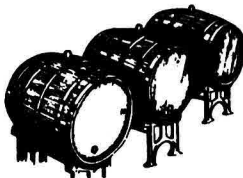
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News & Views

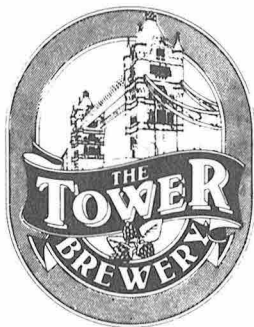
● TOWER BRIDGE RISES AGAIN

NO SOONER had one ex-Horselydown brewer launched Chudley Ales than two others announced that they were in business. You remember Simon's Tower Bridge Brewery? It has been sold and is now trading again as the Tower Brewery.

The men behind the venture are Graham Wandrag and the two from Courage, Arthur Collins and John Connor. The first brew to hit the pubs is a strong, dry bitter with an original gravity of 1045, called Tower Special. They intend to complement this with one of modest strength at a later date.

Among the pubs taking Tower Special are the SHIP in St. Marychurch Street, SE16, the MARKET PORTER in Borough Market, SE1, the NAG'S HEAD in Hampstead and those Holborn standbys: the SUN, the MOON and the PRINCESS LOUISE.

By the end of the year, the brewery should have converted that part of the building which faces Tower Bridge Road into a pub. Their own brewery tap.



● MORE CASK FROM S&N?

CHANGES IN the draught beer policies adopted by Scottish & Newcastle Breweries for their London pubs have been revealed.

In recent times, their real-ale pubs have served Younger's No. 3 Scotch Ale, sometimes backed up by Truman's Tap bitter. They have gradually stopped taking the Truman beer which has been replaced by S&N's own McEwan's 70/- Ale.

The next stage is to introduce McEwan's 80/- Ale. As we understand it, this will vie with No. 3 as the strong alternative to 70/-, which S&N see as their standard draught beer. Whether this will work out in practice remains to be seen. Many connoisseurs rate 80/-, a bitter of 1043 O.G. which has not often been available outside Scotland and the extreme North of England, as the most desirable of S&N beers.

The brewery has proposed that pubs in which 80/- is introduced successfully will have Younger's IPA, a keg beer whenever found in London, removed. The *Drinker* has campaigned for brewers to keep the number of beers in any one pub to a sensible figure and we welcome this move. We hope it means that S&N draught beers will be more consistently available and that the sight of a pump-handle with clip reversed will in future be seen less frequently in their pubs.

● IMPERIAL SURVIVES

THE FEAR THAT Courage's famous Imperial Russian Stout would disappear after they closed their London brewery has so far been unfounded. This powerful, naturally-conditioned bottled beer is being produced at their Reading beer factory, apparently to the old formula.

● ROOTS

ANOTHER GEM from *Campaign* on the lager front. Last month we quoted a lecture on inferiority complexes from the man from Carlsberg. Now we learn that Heineken is worried because Carlsberg might be winning the war of authenticity.

Heineken researchers are convinced that drinkers still believe that Europe produces the best lager. And as one of their pluggers said about the rival advertising campaigns "Carlsberg does marginally outscore us on European heritage."

How will they fight back? Apparently Whitbread, who market Heineken over here, lay down guidelines. "A few years ago" says *Campaign*, "the ads were deliberately big, production numbers – Nero and the galley slaves – to reflect the feature films being made at the time. Then they went for the contemporary approach – hence the TV games and the JR poster."

