

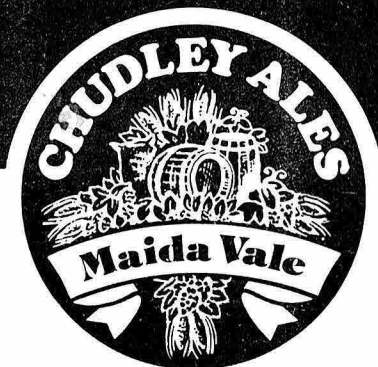
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10p

# LONDON DRINKER

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





LORDS STRONG ALE  
O.G. 1050

LOCAL LINE BITTER  
O.G. 1038

1a SALTRAM CRESCENT  
MAIDA VALE  
LONDON W.9

01-969 7832

## REAL ALE AT 38p A PINT!

### Local Line Bitter

Polypins (36 pints) £15.90  
Refills only £14.00  
Firkins (72 pint cask) £27.36\*

### Lords Strong Ale

Polypins (36 pints) £17.90  
Refills only £16.00  
Firkins (72 pint cask) 31.68\*

\*We require a cask deposit of £40  
(preferably a separate cheque which we  
hold until the cask is returned)

Mon - Fri 9.00 a.m. - 6.00 p.m.  
Sat. 10.00 a.m. - 2.00 p.m.

# LONDON DRINKER

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Design Editor: Mike Hammersley

Copy Editor: Ron Atkins

News Editor: Keith Wildey

Contributing Mostyn Lewis  
Editors: Louise Joselyn

Subscriptions: Stan Tompkins

Advertising: Mike Hammersley  
21 Melville Court  
Guildown Road  
Guildford,  
Surrey. GU2 5ER  
Tel: 01-432-4389 day  
0483 32597 evening

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# News & Views

## ● CHARRINGTON ON THE MOVE

All hands to the pumps at Charrington. About half the company's 1,700 pubs currently sell beer on handpump but there are signs that the ratio will rise to three out of four over the next year or so. This follows a thorough review of dispense policy for draught Crown, IPA and Bass, which was recently carried out by the London and south-east subsidiary of the massive Bass Group.

At a recent meeting with CAMRA, Charrington's Marketing Director at the time, Keith Beszant, explained the change in policy. "This is a response to consumer demand. It is clear that many consumers associate traditional draught beer with the beer-engine-and-handpump method of dispense. Company policy has been in favour of handpumps in new and refurbished houses for some time but capital has now been earmarked for the purchase of over 1,300 handpumps to meet an expanded and accelerated programme of installation. There will be much emphasis on quality control."

All pubs not currently serving real ale will be reviewed. Charrington's technicians are keen to get on with installation of the new hand-pumps. Pubs selling 54 gallons or more a week should be able in future to offer real ale on the basis that casks will be used up within two days of tapping. The company has committed itself to a proper training programme for publicans and cellar staff.

Where the depth or length of pull makes hand-pumps impractical, either free-flow electric pumps or CO<sub>2</sub> top-pressure pumps will be used. If CO<sub>2</sub> is used as the prime force, this will be clearly declared on the counter-mounting. In a very few locations, such as where 36-gallon casks have to be stood on end and beer is drawn off through the syphon system, blanket pressure CO<sub>2</sub> will be used with the electric pumps.

This will obviously not be acceptable as real ale dispense and Charrington have undertaken to consider declaring blanket pressure when used in conjunction with electric pumps, since camra has no quarrel with the pumps themselves. Still, it is a step very much in the right direction. CAMRA's brewery liaison officer for Charrington, John Ward, commented

"Naturally, I am pleased that Charrington have recognised the growing demand for real ale. A few years ago their position in London was pre-eminent in numbers of real ale outlets but other brewers have overtaken them. This change in their programme of handpump installations will restore their position as a leading provider of real ale in the capital and the home counties and beyond.

## ● SUPPORT FROM SAM'S

FOR MANY YEARS, Yorkshire brewers Sam Smith have produced only one cask-conditioned beer, Old Brewery Bitter. But they are now testing for the London market a new bitter with a lower original gravity, 1033, under the name of IPA.

The beer has so far been sold in free houses and not in any of the Smith's tied pubs. Outlets include the ARTILLERY ARMS in Bunhill Road, EC1, the VILLAGE BLACKSMITH in Woolwich and the PRINCESS LOUISE in Holborn.

Old Brewery Bitter has looked a little lonely as the one hand-pumped ale in Smith's London pubs and CAMRA will welcome the news that OBB should now be receiving a little support. IPA, if it is here to stay, will go down particularly well with those who find OBB too strong for session drinking. It is also cheaper.

## ● CAN YOU BEAR IT?

NO CHANCE of the DRINKER running out of lager stories so long as our readers keep sending them in. We should like to thank Ted Packer of Lancaster Gate for a cutting about Hofmeister which appeared in MARKETING.

You may remember that we ran a story in March about how Courage were looking for a new advertising agency for Hofmeister and about the sad demise of the Hofmeister bear, at least as an important part of any advertising campaign. They now have the agency and you may have seen, and perhaps even understood, various TV ads around Xmas time. "We are trying to make the lager a friend to all men, to give it a very relaxed and easy-going profile," says the man from Courage. "Hofmeister had become, in some respects, an all things to all people brand. We had to place it for the consumer."

The spokesman thought that the brand "was also viewed as perhaps too strong." It always puzzled us as to why Hofmeister was brewed at a gravity beyond many of the local lagers yet there was no attempt to advertise it as anything

