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LONDON DRINKER

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

" I'VE SOLVED MY WEIGHT,
PROBLEM - THE DOCTORS
PUT ME ON REAL ALE! "





THE TOWER BREWERY

are pleased to announce that their new exceptionally strong beer Old Yeoman Ale (1074 original gravity) is now available in some of our outlets.

STOP PRESS. Our own pub 'The Bridge House' to be situated next door to our brewery is due to open in mid April!

THE TOWER BREWERY

London's newest real ale brewers

218 Tower Bridge Road, London SE1 2UP.

Telephone: 01-403 2276

LONDON DRINKER

Contributions, correspondence and subscriptions (£1.40 for 6 months) should be sent to:
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News & Views

● GREAT YORKSHIRE TURN-ABOUT

THE RUSH BY national brewers to push the least attractive of their northern beers in the London market has at last taken a turn for the better. Webster the Halifax subsidiary of the Watney and Truman giant, Grand Metropolitan – should soon have their Yorkshire Bitter (Original Gravity 1037) available in cask-conditioned form in about 100 London pubs. An advance list of pubs is given in our 'Local' section.

Many issues ago, Mostyn Lewis wrote in the *Drinker* about the Great Yorkshire Fiddle perpetrated by the big brewers, in which keg versions of Stone's, Tetley's and John Smith's bitter are promoted in the South as if they are staple Yorkshire fare. Whereas, in the first two cases and notably with Tetley's, no self-respecting Tyke would soil his lips with anything but the true draught versions of the beers. We congratulate Watney London, who have themselves been guilty of the Great Lancashire Fiddle by importing keg Wilson's from Manchester, for at last reversing the trend.

On the subject of real Yorkshire beers, we have had a few comments about Samuel Smith's and the Great Yorkshire Head. The GYH is the name Southerners give to the half-inch or so of froth which sits on the top of a Yorkshireman's pint, the result of compressing the outflow of beer through a sprinkler attached to the pump tap. Smith's use these sprinklers in their London tied houses and in some of these, so we are told, this can lead to an excessive head.

We are not sure about the ruling on whether a head of froth counts towards a pint and agree there is some logic in Sam Smith's selling their beer in its accustomed form. If this does result in persistent "shortening" over and beyond the statutory length of foam, however, then clearly something should be done.

● NEW FROM SURREY

LAST MONTH we referred briefly to a new brewery in Woldingham, Surrey. This turns out to be the Pilgrim Brewery started in early February by David Roberts. He is brewing

about 10 barrels a week, using 100% Malt. As yet, we do not know if any of his outlets can be found in Greater London.

● GRAND-METTING IN THE PACIFIC

WHENEVER MAXWELL JOSEPH or Keith Showering or the other heads of our giant brewers feel like salivating, they no doubt lie back and think of the Philippine Islands. For the Philippines are the home of San Miguel, the dream of all monopolists. According to Michael Jackson's *World's Guide To Beer*, the three San Miguel breweries on the islands churn out enormous quantities of just one beer. And according to *Campaign*, no rival has been allowed to brew in the Philippines because the Government believes the industry is over-crowded!

What a goldmine! Imagine if Great Britain was allowed to produce one moderately-strong lager and nothing else! No good to us, but think of the money Grand Metropolitan or Allied-Lyons would make.

However, there is now a fly in the ointment. The Enter' Asia Brewery, with its Beer has been unleashed on the Philippines and, unlike other attempts to break the monopoly, has made an impact. San Miguel are worried.

What have they done to hit back? Improve the beer? No chance. As any student of our Big Six might have guessed, they have gone for a mix of massive advertising and a new cut-price brand. *Campaign* reckons that Beer Hausen, with its "high alcohol content", continues to thrive and we suspect that the relation between price and quality works in its flavour. As, of course, it does in Britain between large and small brewers.

● DROP OF WATER

IN HIS COLUMN last August, *Linden Drunker* referred to the incidence of watered beer in South Yorkshire pubs.

It appears that the tests carried out by the local Consumer Protection Department have done some good. When they started three years ago, 10% of the beer tested was diluted. The figure, reports the *Morning Advertiser*, dropped to 3% in March 1981 and has since fallen considerably.

Continued

● GOODBYE, BLEEP

THE GOOD NEWS is that the space invader bubble has burst. A statement from Associated Leisure reported in the *Morning Advertiser* says that the number of machines in pubs and cafes has dropped from 5,800 to 4,600. Another 1,000 should, with luck, disappear by the end of the year.

● HOLDING THE POST

AS ANNOUNCED in our last issue, we have had to put our cover price up to 12p

Our postal rates were increased in the December-January issue to anticipate the rise in postal charges. We intend to hold that rate for at least another two months.

● CROSSWORD APOLOGY

WE MUST APOLOGISE to the many who entered our December-Xword Competition. The entries were collated and then, through a mix-up, sent to the wrong address! There is a chance they can be recovered, in which case the competition can go ahead.

● REAL BEER IN LONDON

ELSEWHERE in the *Drinker* we give details of how to obtain *Real Beer In London* by post.

It can also be bought over the counter in several pubs, as well as in bookshops. Many pubs which stock our magazine also take *RBIL* and it is worth asking your *Drinker* stockists if you wish to buy a copy of the book.

TWO FOR RUDDLES



LONDON PROVIDED two of the eight winners of the recent competition for the best ideas on how to advertise *Ruddle's* on the radio.

The prize was a trip for two round *Ruddle's* Langham brewery. Our pictures show the two winners celebrating with Tony Ruddle, the Chairman of the brewery. On top is Tony Baker (left) of Highbury with his drinking partner Jim Lindsey; pictured below is David Piggott (centre) Chingford with his brother Mike. (Photos: courtesy OK News, Oakham)

