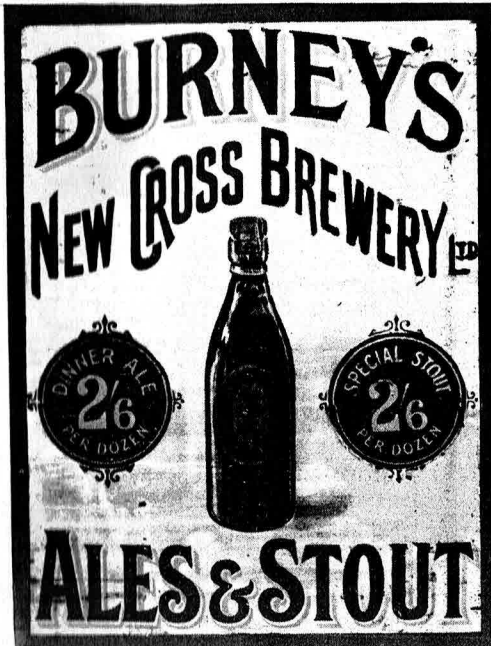


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LONDON DRINKER

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





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Through the Roof - The Facts

For years we have said that the beer prices in London are far too high. Now we can prove it. Recently the West London branch of CAMRA carried out a price survey of pubs which they had checked previously in December 1979. What they found is analysed by **Roger Warhurst**.

A SAMPLE OF pubs was drawn from within a sector of West London from the West End through Kensington, Chelsea, Fulham, Hammersmith and Chiswick to Acton. Tied and free trade, tenanted and managed pubs were all included. The majority of the pubs surveyed were those shortlisted for inclusion in the 1983

Good Beer Guide, with a number of random additions to provide a full cross section of brewers. Notoriously high priced pubs which may have distorted the picture have been excluded, so the prices quoted represent a reasonable average of those charged throughout the West London sector.

Tied Houses

The saloon bar prices charged in tied houses controlled by the 8 major London brewers (93% of Greater London pubs) were compared. Table 1 compares prices charged for cask conditioned beers in December 1979 with those charged in June 1982.

Table 1 Comparison of prices in tied houses Dec. '79 - June '82.

BEERS	O.G.	Average price per pint (pence)		% increase	Price per O.G. (Pence)
		Dec. '79	June '82		
	(a)	(b)	(c)	(d)	(e)
MILDS (O.G. 1030 - 1032)					
Young BMA	1030	36	54	50	1.80
Truman Prize Mild	1034	—	69.5	—	2.04
ORDINARY BITTERS (O.G. 1035 - 1039)					
Fuller Chiswick Bitter	1035.5	39.3*	61.6	56.7	1.74
Truman Bitter	1036	—	72.3	—	2.01
Young Bitter	1036	40.9	62.6	53.1	1.74
Wethered Bitter	1036.6	43.3	67	54.7	1.83
Allied Bitters (Benskin etc.)	1037	41.5*	64.8	56.1	1.75
Watney London Bitter	1037.5	45	68.7	52.7	1.83
Courage Best Bitter	1039	45	67	48.9	1.72
Charrington IPA	1039.5	42.6	67.4	58	1.70
Average	1037.1	42.5	66.4	56.2	1.79
PREMIUM BITTERS (O.G. 1040 - 1047)					
Fuller London Pride	1041.5	42.8	67	56.6	1.61
Bass	1044	44.8	74.2	65.6	1.69
Watney Stag Bitter	1044	48.5	75	54.6	1.70
Truman Best Bitter	1045	—	73.7	—	1.64
Courage Directors	1046	50.6	74.7	47.6	1.62
Fremlin Tusker	1046	47.5	72	56.5	1.56
Young Special	1046	44	69	56.8	1.50
Ind Coope Burton Ale	1047.5	48.3	71	47	1.49
Average	1045	46.6	72.1	54.7	1.60
STRONG BITTERS (O.G. 1048 - 56)					
Fuller ESB	1055.75	48.5	75.5	55.9	1.35

N.B. * Price for Fuller Bitter; Chiswick Bitter not available at the time.

* Price for Ind Coope (Romford) Bitter.

Give us back our 9p!

As can be seen from the Table, the average price of a pint of ordinary bitter in the saloon bar of a West London tied house is now 66½p compared with 42½p just 2½ years ago. Premium bitter

now costs 72p on average, compared with 46½p two and a half years ago. Prices for ordinary and premium bitters have risen on average 56% over that period. This compares unfavourably with national figures showing price rises generally of

