


THE CAMPAIGN  FOR REAL ALE

WEST MIDDLESEX BRANCH  
PRESENTS  
A

# BEER EXHIBITION

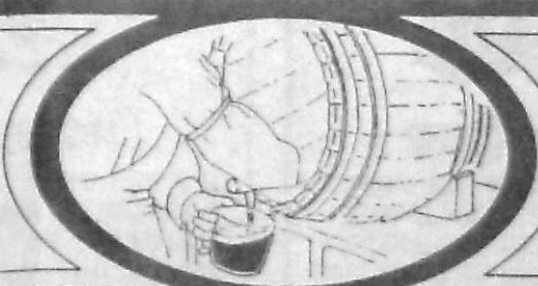
AN EXHIBITION OF TRADITIONAL DRAUGHT BEERS

**13th. 14th. FEBRUARY**

IN THE

**HANWELL COMMUNITY CENTRE**

19



76

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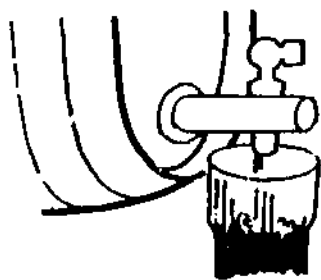
Programme 15p

# WHAT IS REAL BEER?

WHAT IS REAL BEER! beer brewed only from malted barley and hops, without special ingredients and flavouring. It is not pasteurised or filtered and leaves the brewery in its natural state still fermenting.

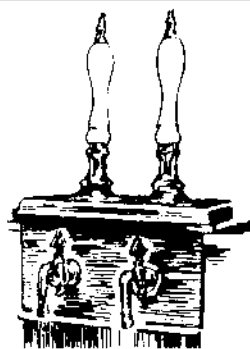
Gas pressure, widespread in this area, prevents fermenting and distorts the taste.

## how the beer gets to your glass...



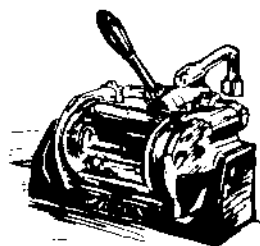
### Gravity

WOOD OR METAL BARREL ON OR BEHIND BAR PLACE GLASS UNDER TAP AND TURN.



### Beer Engine

HAND PUMP ON BAR SUCKING BEER UP FROM CELLAR BELOW. MOST COMMON IN LONDON



### Electric Pump

RARE IN LONDON BUT MOST COMMON IN MIDLANDS AND NORTH. AN ELECTRIC MOTOR PROVIDES THE EFFORT NOT GAS.



### Pressure Pump

PRESSURE PUMP ALWAYS GIVES GASSY BEER. RECOGNISABLE BY GARISH BAR FITTINGS AND SMALL HANDLE OR PUSH BUTTON. GUARANTEES NON TRADITIONAL BEER

CAMRA -AND THE WEST MIDDLESEX BRANCH

CAMRA - the Campaign for Real Ale has since 1972 existed to promote the interests of beer drinkers. It has widely publicised the plight of real draught beer which was rapidly disappearing, partly through brewery closures and partly through conversion to 'top pressure' or keg dispensing methods. Nationally CAMRA has opposed brewery closures, given evidence to government commissions, and generally fought to uphold standards in pubs. It publishes the annual Good Beer Guide, and a monthly newspaper 'What's Brewing' free to members. The West Middlesex Branch meet each month and also holds a range of social functions, including brewery visits. We have developed good relationships with our local breweries, and during the past year helped to almost double the number of pubs serving real beer in the area. We want campaigning in our area to continue at this pace, but need the help of keen members. If you feel its a cause worth supporting please fill in the membership form and return it (with £2) to the St. Albans address or preferably to the CAMRA stall. Lastly we would like to thank all those who have helped make this festival a success, and in particular to: The Hanwell Community Assn. and staff, Fullers Brewery who have helped with the licensing and accounting. Frank Baillie who wrote the introduction to this programme and all branch members and friends who have helped setup and serve beer and helped in many other ways.

Kevin Newson -branch chairman

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I wish to become a member of CAMRA. I agreed to abide by the ideals of the campaign and I enclose £2 as my annual subscription.

Name . . . . .

Address . . . . .

Please send to CAMRA, 34 Alma Road, St. Albans

## INTRODUCTION by Frank Baillie

This is an exhibition of traditionally brewed draught beers, most of which would almost certainly, by now, have been bulldozed out of existence if it had not been for intensive consumer resistance over the last few years, spearheaded by CAMRA. This resistance came just in time - but only just. A sad and sobering thought but the truth is that brewing industries nearly all over the world have been taken over by accountants and marketing men who are only concerned with their shareholders, the customer and employee coming off a very bad second in their consideration, The trend inspired by the marketing men has been towards tasteless, gassy beers produced in huge computerised factories that in many cases do not taste or even smell like beer. Cheapness and ease of production have become more important than the quality of the end product and often cheaper substitutes for the best materials for brewing are used. Instead of growing through healthy competition and producing what the customer likes, some brewers have become monopolistic monsters by take overs, asset stripping and closures - killing the competition, at the same time eliminating local sources of employment. Fortunately for us there are still some small breweries left who have managed to resist the onslaught and now thousands or perhaps millions of people are appreciating how much better are the locally brewed beers in comparison with so-called national brews. Breweries are having to sit up and take notice of the consumer at last. But if the consumer became apathetic and lost interest again the breweries (big six) would soon continue their ravages of local brews and the unpleasant trends of the last few years would come back, such as favourite brews eliminated in favour of gassy, tasteless substitutes; pub and brewery closures; and tenants being evicted and replaced by managers to say nothing of excessive price increases to pay

for expensive advertising and the high cost of distribution from centralised breweries. The small breweries set the pace and as long as these continue to exist there is a chance that we may continue to drink the beers we enjoy.

Therefore we urge you to support a good cause by drinking and appreciating your local brew and if possible join CAMRA also. A little experience and careful tasting will soon convince you that each of these beers has a taste and character of its own. Directors bitter, which is at the exhibition is an example of how a beer was saved by strong consumer resistance. A year or two ago it was in only about 40 pubs and Courage planned to phase it out. Protests were so strong that Courage changed their plans and now it is very widely available. It is also a good example of how a beer's taste can be lost through some additional processes tagged on to the end of brewing which brewers will admit (when not officially supporting their company's policy) do no good at all to a beer. 'Draught John Courage' is a keg beer introduced in 1972. It is said to be from the same basic brew as Directors bitter. To most beer drinkers it is a typical keg beer lacking in taste and distinctive character and completely unlike Directors. This is because after fermentation is completed Directors is racked straight into casks for conditioning and then dispensing, whereas a keg beer such as J.C. is subjected to additional processes such as chilling, filtration and most likely pasteurisation and then injected with CO<sub>2</sub>. Once brewing is complete the less disturbance a beer receives through additional treatment or complicated dispensing processes the better. That is why the beer tastes best when it is dispensed direct from the cask as in this exhibition. The next best is by traditional hand pumps which are now re-appearing in many pubs. Dispensing by CO<sub>2</sub> gas interferes with the natural conditioning process and the gas is absorbed by the

beer whose flavour (or lack of) is masked. That is why CAMRA is against systems that use CO2 for dispensing. Directors is a good tasty strong ale but even this, some people think, is not as good as it used to be. S it is not at present law to declare the ingredients of a beer - as it is in the food industry - it is impossible to be sure of slight changes in the recipe which might be made to accommodate cheaper substitutes for barley malt. This is one law that CAMRA is fighting for and it would certainly be a tremendous boon and victory for the consumer.

Royal Oak is a new draught beer from Eldridge Pope of Dorchester and brewed accordingly to a very old recipe. It is in response to the enormous demand for traditionall brewed beers. Eldridge Pope supply it only to specially trained landlords; they, quite rightly do not want their new beers reputation spoilt by poor dispensing methods.

All the beers here are different and worth sampling. And it should be borne in mind that the stronger beers, for technical reasons, are often the sweetest. If you like a bitter beer the less strong of 'Ordinary' likely to suit you better than the 'Best' or 'Special'. It is difficult to pick out individul beers as they all have their own flavours and every one has his own preferences. Try them all but remember that our taste buds, appreciate best over the first few pints, or better still in an exhibition like this -half pints. Cheers and good hunting (for beers of course)

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(Frank Baillie is author of 'The Beer Drinkers Companion')

## MORLAND & CO, OCK STREET BREWERY, ABINGDON

In the days of horse transport there were many small county breweries whose sales area was necessarily restricted to the general locality. With the coming of mechanical transport amalgamations of breweries took place, and the present Oxfordshire firm of Morland and Co is the product of the process. Originating in 1711, Morlands now sends its pleasant beers to 240 tied houses in Oxfordshire Berkshire and parts of Hampshire and Surrey. Regretably, though, in most of the pubs it is spoilt for those who appreciate real ale by being served with extraneous pressure, as in the case of some other independent breweries. Morlands trade mark depicts a painter and is inspired by the company's connection with an 18th century artist who bore their name.

Beers available: Best Bitter and Mild.

## IND COOPE (Romford) LTD, THE BREWERY, ROMFORD

A subsidiary of Allied Breweries Ltd. Messrs. Ind Coope modern Romford plant produces a certain amount of real ale which is served from hand pump in some of their houses, mainly in the country. It can be found in London but not to any great extent. In the area represented by this (The West Middx Branch) of Camra there are four such pubs: the Six Bells Ruislip, The Swallow, Hillingdon and the Coach and Horses further down the road at Ickenham and the most recent Ind Coope pub to install hand pumps is the Letchford Arms, Headstone Lane Harrow. Light mild is available in this last named pub. It is not often found in the South of England; most mild ale when it can be found is of the dark variety. If you have not tried light mild it is well worth sampling it at the festival.

Beers available:

Bitter and Light Mild

ELDRIDGE POPE LTD DORCHESTER DORSET

Most travellers to Weymouth and the Channel Islands will pass the imposing brewery of Eldridge Pope, adjoined to Dorchester S.R. station. Unless they are natives of Wessex they may not realize that the black-capped red-coated huntsman of this company's Trademark adorns pubs from Bristol to Portsmouth and Swindon to Portland Island.

The excellent 'Huntsman' ales to be found inside have been enjoyed by the seafarers and holidaymakers of the Hants-Dorset coast and folk of many fine villags,tovms and cities inland since 1837.

Eldridge Pope remain an independent family concern, whose I.P.A. draught ale is a credit to them. Many of Thomas Hardy's immortal characters would surely have appreciated it; today's CAMRA members in the South and West certainly do. They are making great efforts to persuade 'Huntsman' landlords that as this beer is something to be proud of, it deserves to be guided gently into the pint pots of their customers with the expert pull of a pump handle - as in the days of yore

We are pleased to learn that our friends are having some success in this; in meantime you can sample 'Huntsman ' here straight from the barrel.

Beers available

Bitter	ordinary
I.P.A.	best
Royal Oak	strong



G.RUDDLE & CO OAKHAM RUTLAND

In Englands famous smallest county of Rutland is situate a brewery which makes one of the country's strongest beers. Ruddle's 'County' ale, widely praised by lovers of real ale, is this century old company's highest gravity (at 1.050) draught beer, but they also brew a fine mild and a less potent bitter.

A particular feature of Ruddles' products is the ingredients they contain - the firm use only traditional materials for brewing, none of their brews contains less than 75% pure malt. Although Ruddles' hospitable inns are found mainly in Rutland and its adjoining counties of Leicester and Lincoln, there beers are becoming very popular in free houses much further afield. If you enjoy the sample we have here remember that you can get Ruddles at the comfortable and spacious 'Tudor Close' Inn on the Petersham Road at Richmond.

Beers available are Blue Spot and County Bitter

W.H. BRAKSPEAR HENLEY ON THAMES

This fine traditional ale has been brewed in the Thames side town since 1779 by the same family. Although their 129 tied houses are within 10 miles of Henley( and they include some grand pubs in fine country surroundings) their beer is becoming available futher afield. Where it has been introduced in London and served without being ruined by CO2 its popularity has been enormous. Brakspears produce a guide map of their pubs and the discriminating drinker visiting Henley and district would not be disappointed by using it.

Beers available            Dark strong bitter  
                                 Ordinary bitter  
                                 Special bitter

FULLER SMITH & TURNER LTD GRIFFIN BREWERY

CHISWICK W.4

The strongest known draught beer in the country on your doorstep! That's what the 'original specific gravity' experts say about the Extra Special Bitter which comes from your friendly local brewery, Fuller's of Chiswick where beer has been brewed since the 17<sup>th</sup> century.

The present family interest in the Griffin brewery dates from 1832 and the many Fuller pubs and off licenses are a familiar sight in West London and Middlesex.

CAMRA are proud to have an excellent relationship with Fullers(which is one of only two independent London breweries producing traditional ale by traditional methods) and naturally the local branch members are delighted when one of their houses reverts to the old way of serving beer from hand-pumps without the addition of carbon dioxide. One of the most recent is the charming canal-side 'Black Horse' in Oldfield Lane, Greenford where the E.S.B. already mentioned and the 'London Pride' bitter are at their best.

The latest edition of Fuller's 'Guide to the Fuller Pint' available in all their pubs and shops is not only a complete list of the firm's outlets with details of the facilities available, but indicates which pubs serve 'real ale' by hand or electric pump.

Lovers of mild ale should note that Fuller's 'Hock' when served without pressure has the real old fashioned taste.

Beers available:Hock - mild  
London Pride - best bitter  
E.S.B. - strong bitter

### COURAGE (LONDON) Ltd

Part of the Courage empire, one of the 'Big Six' national brewers this London brewery is continuing some traditional real ale. They have recently started an experiment in London, installing hand pumps in selected pubs to meet the public demand for real ale. Camra have no doubt of the result, already sales have proved its popularity with the beer drinkers in our area in the Red Lion Hanwell, Load of Hay Northolt and the Nuffield Arms Alperton. Beers available range from Mild Ale and their bitter to the very potent Directors bitter which incidentally is the only one available in the Nuffield Arms and the Load of Hay. Directors is very good but as the price can be anything upwards from 30p a pint it is not the regular drink of most people but well worth trying.

Beers available : Bitter and Directors Bitter.

### MORRELLS BREWERY LTD LION BREWERY OXFORD

The 'city of dreaming spires' where forward looking youth lives easily with some of the finest survivals of English architecture and cultural traditions does not neglect the more mundane aspects of life. Pubs there are a - plenty with quite a variety of brews to be found, including the local one, Morrell's. If it is true that Oxford is the home of lost causes Camra are fervently hoping that the Lion Brewery in St. Thomas Street is not one of those. Certainly there is no sign of it for the old established family firm of Morrells are busy brewing five different real ales by traditional methods, using some of the most modern equipment. It is thought to be the only small brewery producing the real of fashioned stuff with the latest tools of its industry. Their 150 odd tied houses are all in or within 30 miles of Oxford. Unfortunately the majority of them selling beer with hand pumps use a blanket pressure of CO2, which sometimes spoils the flavour of the beer.

Beers available: bitter, College, Mild & Varsity.

## CHARRINGTON & CO

This is familiar name in London and elsewhere and after all the take overs and mergers the Bass Charrington group controls over 9,000 pubs countrywide. Bigger is not always better and CAMRA has found in the real ale scene it is often worse so far as availability goes. However Charringtons IPA on draught from the hand pump can still be bought in surprisingly large number of Charrington's houses in the Greater London area. Where it is so served in the traditional manner it can be very good indeed. We hope you enjoy the sample here at this exhibition.

Charrington's Bass is the real stuff and not to be missed. Only at 'The Express Hotel', Kew Bridge can it be had near to our area, its worth the journey. Beers available

I.P.A. Crown Bitter and Bass.

## BURT & CO VENTNOR ISLE OF WIGHT

From the last brewery remaining on the Isle of Wight comes Burt's beer, a drink which is much appreciated on the Island by those who want to enjoy real ale; for they are now almost swamped by pubs serving only sassy pressurised fizz. Whilst the bitter (V.P.A.) is excellent Camra knows that many folk like mild and often nowadays can't get it - well here is one brewery which caters for them with a quality mild ale.

Visitors to the sunshine isle should not miss the opportunity of sampling Burts - in Ryde Yelfs Hotel in the High Street and the Esplanade bars are recommended as good places in which to drink it.

Beers available: V.P.A. bitter.

### HOOK NORTON BREWERY NEAR BANBURY OXON

Another of the sadly few remaining independent family breweries in Britain it is managed by the grandson and great grandson of the founder who started brewing in 1849 in a farm house in the delightful Oxfordshire village of Hook Norton. Unfortunately with only 34 pubs in a limited area around Banbury the products of this firm are not known by a fraction of those who would appreciate their fine quality, Hook Norton brewery is becoming however known and talked about far beyond the confines of Oxfordshire and they have now carried their flag into the clubs of Coventry. It is here that their Hookey Mild (although unfortunately served under pressure) has proved an outstanding success. The beer drinkers of Coventry have shown unmistakably that this fine light mild is well appreciated in the Midlands. In addition the increased sales of Hook Norton beers in the bars of Oxford colleges have confirmed the appeal of good quality traditional beer.

Beers available Best Bitter and Hookey Mild.

### J.C. PALMER OLD BREWERY BRIDPORT DORSET

It's a long way to Bridport and those who look for Palmers Ales unspoilt by chemical pressure have even further to go. This small Dorset brewery makes an excellent real ale but out of over 70 of their tied houses only a handful serve it in the traditional gas free way.

Admittedly there are 2 of their real ale pubs in Bridport itself but for more the traveller has to go to Axminster or Beaminster or tiny Bothenhampton. However with so many breweries and licences throughout the country becoming aware of the growing demand for real ale, Camra are hopeful that Messrs. Palmers will remain outside this trend - their beer deserves better treatment. See if you like the sample we have here at Hanwell.

YOUR GUIDE TO REAL BEER IN THIS AREA

1. THE SWAN Breakspear Road, Harefield.  
WHITBREAD (MARLOW)
2. THE SIX BELLS Ducks Hill Road, Ruislip.  
IND COOPE
3. THE HAND IN HAND High Street, Pinner.  
FULLERS
4. THE LETCHWOOD ARMS Headstone Lane, Harrow.  
IND COOPE
5. THE LEAPING BAR Carmelite Road, Harrow.  
BASS CHARRINGTONS
6. YE CROWN & TREATY Oxford Road, Uxbridge.  
WHITBREAD (MARLOW)
7. THE SWALLOW Long Lane, Ickenham.  
IND COOPE
8. COACH & HORSES Long Lane, Ickenham.  
IND COOPE
9. LOAD OF HAY Mandeville Road, Northolt.  
COURAGE
10. THE BLACK HORSE, Oldfield Lane, Greenford.  
FULLERS
11. THE BRIDGE Western Avenue, Greenford.  
YOUNGS
12. THE NUFFIELD ARMS Western Avenue, Greenford.  
COURAGE
13. THE RAM Dawley Road, Hayes.  
WHITBREAD (MARLOW)
14. THE FEATHERSTONE ARMS Featherstone Road,  
BASS CHARRINGTONS Southall.
15. THE RAILWAY TAVERN, South Road, Southall.  
BASS CHARRINGTONS
16. THE RED LION Boston Road, Hanwell. W,7.  
COURAGE
17. THE RED LION St. Marys Road, Ealing. W,5.  
FULLERS
18. THE QUEENS HEAD High Street, Cranford.  
FULLERS
19. THE MASTER ROBERT Great West Road, Hounslow.  
FULLERS

Those breweries underlined are unwilling to have their beer exhibited at the festival.

# Where to find Real Beer...



There are over 350 licenced premises in this area, these are the few which sell real beer.

