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ISSUE No. 23

LATE WINTER/EARLY SPRING '88

FREE

ADVERTS FACE AXE



SKOL ATTACK: Allied Breweries unwittingly reveal the sheep-like response to lager advertising in this promotion for Skol.

Bond's Stake Grows

The Australian tycoon, Alan Bond recently upped his share stake in Allied-Lyons to five per cent. There is growing financial speculation that the move could result in a takeover bid, possibly in conjunction with the Canadian Seagram group.

The Bond Corporation already includes the brewing groups Swan and Castlemaine-Tooheys in Australia, and recently bid for the USA's fourth largest brewer, Heileman's of Wisconsin. He also owns the Pittsburgh Brewing Co. in America.

A ban on mass media advertising of alcohol looks increasingly likely following the recent publication of a Home Office report, *Young People and Alcohol*. The "Masham Report", from an independent working group set up by the Home Office looked at the problems of under-age drinking and links between alcohol and crime committed by young people.

In its main findings the report called for:

- A ban on all drinks ads on TV and in the cinema.
- Higher taxes for strong beers and ciders.
- Health warnings to appear on alcoholic drinks.
- Stricter licensing laws regarding purchase and supply of alcohol by and on behalf of young people.

The report now goes to the important ministerial committee on alcohol abuse led by Lord Privy Seal, John Wakeham.

The group found that a sizeable proportion of 13 to 17 year olds drank alcohol on a regular basis, and claimed that drink kills ten times as many young people as narcotics. They not only recommend that booze ads are banned from our screens but that Codes of Practice for all drinks ads are tightened. "A number of the advertisements we saw promoted

alcohol as a drink for virile young men. Others used young women in provocative poses", they said, adding: "Given the association between young males, excessive drinking and crime, it is clear to us that such advertising is undesirable".

In addition, the report urged a number of licensing loopholes, which allow the consumption of cider and beer with meals by under 16s amongst others, be closed. Off-licences were identified as a major source of alcohol for minors and the recommendation that alcohol is sold under the "effective supervision of over 18s" as is the case in pubs is included.

Cider was cited as a quick and cheap cause of drunkenness among young people and higher taxes are recommended for strong beers and lager and cider as well as a Government Health Warning along the lines of those carried on cigarette packets.

SEE DRINKER COMMENT —
PAGE 2

BAR FACTS

By Phil McCarrykeg

LUCKY HORSESHOES

The **Three Horseshoes**, that characterful pub way out west on Long Lane, has been sold by Allied and is now a free house selling Marston's Pedigree and Ind Coope Draught Burton Ale.

WE'LL WHEAT AGAIN

Another ex-Allied pub, the **Wheatsheaf** on St. John Street in Wirksworth, has reopened after a period of closure, and is selling Burton Bridge Bitter.

HI, T!

Tetley Bitter seems to be creeping southwards, often replacing Ind Coope Bitter as it goes. The **Bedford Arms**, the **Broadway** and the **Vine** (Ford Street) in Derby, the **Bubble Inn** at Stenson and the **Green Dragon**, Willington are five more places where we've spotted the little tyke.

CUE TO SINK A POT

Real ale gains in the city include the **Cue Ball Snooker Club** on Mansfield Road, which has handpumped Everards Old Original, the **Vine** on Abbey Street, now selling the new Ind Coope Best Bitter, and the **Cock Pitt** (formerly the Times Furnishing showroom) on Osmaston Road, which has handpumped Ruddles County.

NOTTINGHAM REOPENS

The **Nottingham Arms** on London Road has now reopened, still with Draught Bass on electric pump.

Bass for Rising Sun

Bass have signed an agreement with Japan's third largest brewers, Asahi, to distribute their beer in the land of the Rising Sun. The export brew is Bass Ale, a top fermented beer about five per cent alcohol by volume.

Drinking-up time to Double

Drinkers may soon be allowed double the permitted drinking-up time — a full 20 minutes — if the Bill for flexible hours goes through.

The Government recently accepted an amendment to the Bill from shadow Home Affairs Minister, Ann Taylor, taken during the

Bill's committee stage, which held that time allowed for finishing drinks be extended from the present ten minutes to twenty. Ms Taylor was supported by Derby North MP, Greg Knight.

Ms Taylor said: "The most difficult time for licensees can be the turning out period when people object to finishing their drinks quickly."

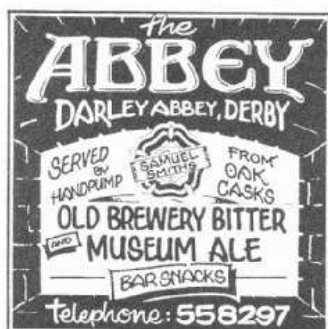
BEAR BEER

For the first time Russian beer is being exported to the West. Zhiguli beer, the 'everyday' brand in Russia, is brewed and bottled in a State brewery in Moscow, established 130 years ago. This 1043 lager style beer is available in large half litre bottles.

Fostering Trade

Overheard recently in a Courage pub in Hampshire: Customer: "A half of lager please." Barmaid: "Which would you like?" Customer: "Which one would you recommend?" Barmaid: "Well I drink Kronenbourg." Customer: "Which other lagers have you got?" Barmaid: "We've got Holmeister." Customer: "For God's sake, say Fosters!" Barmaid: "Yes, we've got Fosters." Customer: "Congratulations, you have won a free keg of Fosters for your pub!"

And the moral of this story — whatever you do don't say "Fosters" — you might end up with a keg of Aussie Lagerade.





More Independents face closure

Ten years ago, there were 100 independent breweries operating in Britain. Today, there are only fifty-six. If the present trend continues, there will be none outside the clutches of the big conglomerates by the end of the century.

In 1987, we saw another four established breweries shut down; **Dryborough of Edinburgh** and **Paines of St. Neots** as the result of takeovers and **Theakston's Carlisle** brewery and **Rayment's of Hertfordshire** under the guise of "rationalisation" by their large brewery owners.

1988 looks set to start the same way, with the imminent closures of **Wem** Brewery in Shropshire, **Wethereds** of Marlow and **Chesters** of Manchester.

Last year also saw the closure of twenty small breweries, mainly forced out by competition from the Big 7. These included **Winkle's** of Buxton and **Godson** of London, featured at recent Derby Beer Festivals. Only ten new ventures started out; significantly, eight of them were home-brew pubs, including the **Steamboat** at Trent Lock.

There are few bright spots to lighten the gloom. There is still a lot of superb traditional ale being brewed by independents — but for how long? The doomsday clock ticks on — at the third brewery closure, the time will be five to midnight, precisely.

Which? Report Slams Brewers

The giant Consumers' Association (CA), whose membership topped one million for the first time during 1987, has recently published a critical report* on pubs, prices and the brewing industry.

The CA survey, carried out during 1987, is based on several thousand interviews, pub visits and telephone contacts, and is certainly big enough to be taken seriously. Their findings and recommendations, like CAMRA's, have been forwarded to the Monopolies and Mergers Commission (MMC).

PRICES

Regrettably, the price comparison tables make no reference to Mild, but the Bitter-versus-Lager war features strongly. Lager was found to be typically 9p-13p a pint more expensive than Bitter, though in Scotland the difference was only 3p.

Prices generally were highest in the South-East and Greater London, lowest in the North and North-West of England, the Midlands and Wales. The dearest pint of bitter found cost 110p (South-East) and the cheapest 64p (North-West). For lager, the difference was even greater: 120p (Greater London) as against 70p (North-West) — a whopping 50p a pint difference!

The CA ascribes the lower prices in the Midlands and North-West to stronger competition for the "Big Five" from the smaller breweries.

CHANGES

The general public seem quite clear on the changes they most want to see in their pubs. Most of all, they want no-smoking rooms; secondly, these (and the rest of the pub) should be free from over-loud

music; thirdly, they'd like to enjoy these benefits during more flexible (and to a lesser extent, longer) opening hours; and they'd like more pubs to offer tea and coffee as alternatives to the more conventional pub drinks.

The CA's recommendations to the MMC include:

- * extensive revision of the licensing laws — they're far too restrictive and complicated.
- * all ties between pubs and breweries to be declared, and only genuinely free houses to be allowed to describe themselves as such.
- * no one brewer should be allowed to tie more than one-third of the pubs in any licensing district, the rest to be sold or swapped.
- * all tenanted pubs should be allowed to sell one draught beer of the tenant's choice which is not made by the owning brewery, without financial penalty.

When two important consumer protection groups independently investigate the same subject and come up with such remarkably similar findings, their criticisms cannot reasonably be ignored.

Not before time, there are signs that the MMC might at last take action against the brewing giants, action which must ultimately bring good news for drinkers.

(* "The Price of Your Pint", *Which?* January 1988. Full report available to members, price £30).

Tie Probe finds a Monopoly

Britain's big brewers could be in for a very big shake-up. The Monopolies and Mergers Commission has concluded that they are operating a monopoly worth investigation.

The news came recently when the Commission reached the stage of its two-year inquiry into the industry known as "The Letter" — a sort of interim report, which is issued to those under scrutiny.

The letter is supposed to be a strict secret, but a covering note said: "It appears that the (brewery) companies constitute a group who so conduct their affairs so as to

prevent, restrict or distort competition". A monopoly is there — and will be dealt with.

The Commission divided their 100 page blue book into the affairs of brewers on three levels: national, regional and local. This suggests that any reform of the industry made in the final report — due in August — will be specific in nature, aimed at particular sizes of company. Measures such as outlawing the entire tied-house system are extremely unlikely. More probable are measures aimed at specific problems, such as local monopolies and loan ties.

DRINKER! Comment REVOLUTION

The brewing industry is facing a revolution, the magnitude of which most of us cannot begin to comprehend. On the face of it we should take up the banner and herald the final victory of consumer power but the real story is far more gloomy.

On the face of it the fact that the Monopolies and Mergers Commission find that the brewers are operating a monopoly would seem to indicate that changes for the better will be forced on the brewers.

On the face of it the fact that a Home Office report recommends a ban on mass media advertising of alcohol would seem to indicate a determination to stop lagerade being pushed on young jobs and yuppies.

On the face of it proposed changes to our licensing laws would seem to be in the best interests of tourists, drinkers, landlords and the brewers.

On the face of it these changes amount to a consumer revolution but it is the brewers with their political and financial clout who will dictate change. It is they who are converting our pubs to cafe bars and pseudo American ice cream parlours and herding the young — sheep-like — into their latest stage sets. It is the accountants, who see pubs as 'Profit Centres' where lager, food, spirits and gaming machines are winners over less profitable real ale, who are threatening Britain's unique pub heritage.

In this revolution the consumer, CAMRA, the Consumers' Association, the Home Office and the Monopolies Commission count for nothing. Only profit matters — and that comes from your pocket!

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Further information on all aspects of Derby CAMRA can be had from any of the following contacts: Chairman — Phil James, 1 Hill Brow, Derby (Tel: Derby 385933), Mild and Bitter Editor — Mike Meara, 61 Borrowash Road, Spondon (Tel: Derby 663332).

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A Peg or Two

At the end of the tenth century, King Edgar devised the idea of placing pegs inside drinking vessels to control the amount of beer taken in one draught and therefore — he hoped — to cut down on excessive drinking in the country.

Unfortunately, this brilliant idea had the opposite effect, and instead gave rise to competitive drinking bouts, called "drinking to the Peg" or "Pin drinking".

The idea was similar to the "boat race" drinking contest of today: the vessel took two quarts of beer and was divided into eight draughts by the pegs. One drank down to the peg, and passed the vessel on to the next member of his team.

These bouts became very popular, and the expression "to take someone down a peg or two" referred to drinking faster or drinking down past the peg and hence taking the other person's beer.

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From the Cask to the Glass

REG NEWCOMBE dispenses some little-known facts.

There was a time, of course, when the only way to dispense beer was to turn the tap and draw it straight from the barrel. Then came the beer engine operated by a handpull, which allowed the beer to be sucked up from the cellar directly to the bar. Eventually this became the common method, with only the remotest country pubs continuing to dispense beers by gravity.

But the operation of handpumps requires a little effort, which some of the less brawny barmaids were either unable or unwilling to apply. The electric pump was the answer.

Mills a Boon

The first bar in Derby to have Mills Electric Beer Pumps was that of the upstairs clubroom at the **Osmaston Park Hotel**, where the barmaids were having a hard time of it pulling up the beer by handpump through rods from the cellar.

The beer downstairs, however, continued to be served by handpump, and was considered to be superior to the pint upstairs.

The first pub to be fully fitted with electric pumps was the **Rising Sun** in Friargate, which had two installed in the clubroom and three downstairs, replacing the handpumps.

About the same time, electric pumps were also installed in the **Sherwood Foresters**, St. Thomas's Road, which also had an upstairs clubroom with a long pull from the cellar and charming but week-armed barmaids.

Key Confusion

All of the beer dispensed in these ways — by electric pump, handpump or straight from the tap — was real draught beer, conditioned in the cask and

brought to the glass without gas pressure.

With the introduction of pressurised beers in the 1960s — the first in Derby being in the Cocktail Bar of the **Bell**, Sadlergate — the new keg dispensers became indistinguishable to most pub-goers from electric pumps.

To add to the confusion, the bar fittings for keg and electric dispensers were often identical in appearance. The drinkers did not have the same difficulty, however, in distinguishing what came out of them.

Yet, for all these improvements in efficiency, there are some of us who are still of the opinion that nothing is quite as good as the beer that is drawn straight from the tap.

Mansfield Clean Up

Clean pub floors ought to be the norm in Mansfield brewery pubs in future following their diversification into the carpet cleaning business. Mansfield have struck a deal with the Texas based Rainbow International Cleaning Company, giving the brewery their UK franchise rights.

Mansfield have also agreed to sell Fosters lager in their 350 pubs in return for the lease of twenty John Smiths houses for ten years.

Could it be that Mansfield know something about the cleaning properties of Fosters lagerade that we don't!



Buy George, By George!

With the troubles of recent months safely behind them, Bateman's of Wainfleet are setting themselves up for better times to come under George Bateman's leadership.

Fans of the Lincolnshire brewer's award-winning beers will be pleased to learn that Bateman's have acquired two pubs in this area.

The appropriately-named George is on Lowes Hill, Ripley. Formerly a keg-only Mansfield pub, it now sells all three Bateman's brews, which is a distinct improvement.

The second pub is the Old Grey Nag's Head on Mansfield Road, Nottingham. Renovation of this former Shipstone's pub won't be completed until March or April. We'll keep you posted.

Now all we need is a Bateman's pub in central Derby. Are you listening, George?



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I/We agree to abide by the Memorandum and Articles of Association of the Campaign.

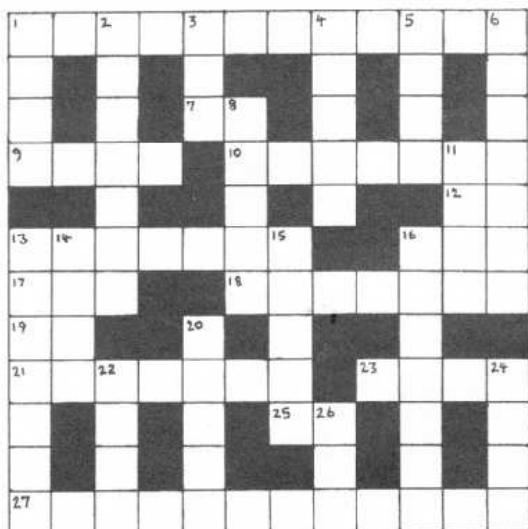
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ACROSS

1. Trent Lock's newest homebrew pub (9, 3)
7. Either... (2)
9. Economical floor-covering in the Public Bar (4)
10. The answer's in the body of the question, once you've dug it up (7)
12. Spanish or French, whichever way you look at it, the answer is the definite article (2)
13. The study of fermentation chemicals and the brewing process (7)
16. It's the real thing (3)
17. Craggy old man, to be found in the Orkneys (3)
18. Replacement Elliott is untouchable? (3, 4)

19. Psycho-analysis gives us this term, suggesting Diana may be backward (2)
21. Bishop's legwear (7)
23. Timber terpsichorean toe-protector (4)
25. "— be or not — be? That is the question" (2)
27. July 4th is small brewers' day (12)

DOWN

1. Muddled cartoon character's favourite beer? aargh! (4)
2. Cheap electricity favoured by Nigel Lawson? (7)
3. Chinese chairman (3)
4. Number three Japanese brewery (5)
5. Redirect mail to this Derbyshire folk festival venue (4)
6. Shapely ingredients not usually found in beer, but I wouldn't put it pasta some brewers! (7)
8. Time on the throne makes royals sound like a shower (5)
11. Manchester brewer mixed up in wriggly pie-filling (4)
13. Russian ale that made Siberia beerier? (7)
14. Would this forceful little character drink three fingers of Jed-eye? (4)
15. Bread and beer have this in common (5)
16. Harp gives you the wind, musically, but you don't drink it! (7)
20. I've had it up to here with eating (3, 2)
22. Draught beer should be cool, but not this cool (4)
24. Ruminant quadrupeds sung, rearranged, by Flanders & Swann (4)
26. Strangely uneven (3)

The Malt Shovel at Aston-on-Trent are making a habit of this — winning the £5 prize that is. Congrats go to Mrs. B. Parrott who was one of a small number who spotted the deliberate error! Send your entries for this one to: **Derby Drinker, 40 Weston Park Gardens, Shelton Lock, Derby DE2 9EU**. As soon as possible please — the first correct entry drawn wins £5.

SOLUTION 22



Guide User's Definitive Guide

The 1988 CAMRA Good Beer Guide is in the shops now, packed with information about beer and pubs the length and breadth of the land, priced at £5.95. To help you with some of the descriptions, may we offer the following definitions, slightly tongue-in-cheek, of what the pub descriptions really mean:

- | | |
|---------------------------------|--|
| Friendly pub | Drunken licensee |
| Pleasant atmosphere | Drunken clientele |
| Unspoilt country pub | No paper in toilet |
| Unpretentious | No lock on W.C. |
| Busy pub | Diabolical service |
| Popular pub | Suffocating |
| Lively pub | Regular fights |
| Worth going out of your way for | Takes hours to find it |
| Basic pub | Rat hole |
| Pleasant pub in quaint village | Full of American tourists |
| Young persons' pub | Acne-ridden yobboes throwing up everywhere |
| Staggering views | Don't discuss politics with the landlord |
| Locals pub | The place goes silent when you walk in |
| Traditional pub | Licensee thinks he is God |

DOLPHIN DUMPS DIN

Nigel Barker at the Dolphin tells us that he's now removed all electronic gimmickry from his pub — no juke box, no fruit machines, no taped musak — and wonders whether this welcome state of affairs is unique in Derby.

Unique or not, Nigel, it certainly befits Derby's oldest hostelry, and clearly the pub is no less popular because of it. Other licensees please take note. Can any reader tell us of any other pub in the city similarly blessed?

DERBY CAMRA DIARY

Everyone is welcome at Derby CAMRA socials and meetings. For more information about these events phone Social Secretary, Terry Morton on Derby 674025.

Tuesday Socials - 9.15 pm

23rd February — Boaters Bar, Friar Gate, Derby (Wards/Darleys). 1st March — Abbey, Darley Abbey (Sam Smiths). 8th March — Grandstand, Nottingham Road, Derby (Banks's). 15th March — Hollybush, Makeney (Free House). 22nd March — Three Horse Shoes, Long Lane (Free). 29th March — Brunswick, Railway Terrace, Derby (Free). 5th April — Hardinge Arms, Kings Newton (Wards). 12th April — Furnace, Duke Street, Derby (Hardy Hanson).

Branch Meetings - 8 pm

Thursday, 10th March — Brunswick, Railway Terrace. Thursday, 14th April — Vine Inn, Ford Street, Derby (Ind Coope).

Beer Festivals

February 25th-27th (Thursday-Saturday), Wimbledon — William Morris Club, Wimbledon Broadway. March 3rd-5th (Thursday-Saturday), Wigan — Wigan Pier. March 23rd-25th (Wednesday-Friday), London — Camden Centre, Bidborough Street, WC1.



REV



BY ROB