

Last Orders?



SAVE Wolverhampton & Dudley Breweries

The future of Banks's and Marstons Breweries is under threat following a hostile take over bid from a large pub company, Pubmaster

This could lead to:

The loss of over 100 years of brewing heritage • The destruction of brewing in the midlands
The loss of hundreds of local jobs • An uncertain future for the Banks's and Marstons beers
Pub closures and sell-offs

CAMRA believes Wolverhampton & Dudley Breweries should remain independent and under the management of the existing Board of Directors.



Pledge your support for our campaign at: www.camra.org.uk
or call our action line on: 0845 60 30 20 8

Join CAMRA and support our campaign for decent beer and pubs

The Campaign for Real Ale, 230 Hatfield Road, St. Albans, Hertfordshire AL1 4LW
Tel: 01727 867201 • Fax 01727 867670

Your pleasure is at peril as never before. The future of Marston's brewery is under threat as Wolverhampton and Dudley, who own Marston's are under siege from a hostile bidder, the pub-owning group, Pubmaster.

W&D have rejected the latest bid of 480 pence per share from these predators but in doing so have promised to return £200

million to the present W&D shareholders which they can only do by fire sales of strategic assets.

CAMRA supports W&D in its efforts to stay independent, but under one condition Mr Thompson, while you remain in charge at W&D. Hands off Marston's! You can make money wherever you like but you can only make Pedigree at Marston's.

For Pubmaster's bid to succeed they will have to raise their offer, making overvalued pubs and facilities ever more likely to be sold off. If the Pubmaster bid succeeds Pubmaster will sell all four breweries. This is good news for Mansfield Brewery, and also Cameron's of Hartlepool, which are currently surplus to W&D requirements and will find friendly buyers, but leaves

Olympia Drinkers sign the pledge

Drinkers at the Great British Beer Festival at London Olympia were invited to sign a pledge card in support of the fight to keep Marston's and Banks's breweries open. The pledge declares only to drink Pedigree and other Marston's beers if they have been brewed in Burton and a similar promise for Banks's beers from Wolverhampton.

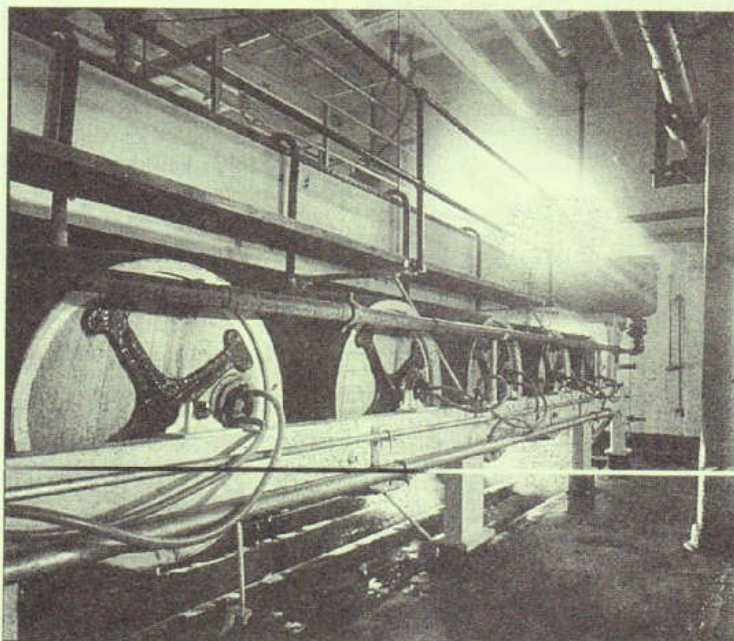
Marston's exposed to closure, and the Wolverhampton brewery would also face an uncertain future.

The Pedigree brand is not in danger, but we drink beer not brands. The brewing industry has a long and dishonourable history of re-inventing brands. Courage Directors, Theakstons Bitter and Ruddles County are all brands which have moved brewery at least once and never for the better. This can not be allowed to happen to Marston's Bitter let alone Pedigree. £1 million plus shirt sponsorship of the Rams underlines the fact that Pedigree is already available in over half of all the pubs in the City of Derby and is competing nationally with other quality brands such as Fullers London Pride. Of the pubs in Derby that provide Pedigree, in many cases it is the only cask ale on offer. If brewing moved elsewhere and the beer lost its reputation we could see a diminishing choice as a lot of pubs may not replace it with another real ale. Even W&D are not prepared to make long-term commitments to keep Marston's brewery open. They cite the age of the brewery and the high manufacturing cost of Pedigree as a reason why they are not committed in the long term to brewing Marston's beer the way it has been brewed for 150 years. We accept it costs a few pence a barrel more to make proper Pedigree, and so should W&D.

PLEASE SIGN THE PETITION ON THE BACK PAGE AND RETURN IT TO CAMRA. DO IT NOW AND GET EVERYBODY ELSE IN THE PUB TO SIGN IT ALSO. YOUR DRINKING PLEASURE DEPENDS ON IT.

Brewed the Burton Union way? The taste can never be matched elsewhere

There is a very real threat to Marston's Brewery and Marston's Pedigree, if the Pubmaster bid for Wolves succeeds. Derby's most popular beer will certainly never taste the same again should brewing cease at Burton. Pedigree is uniquely brewed in the Marston's Burton Union system of fermentation which cleanses yeast from the beer.



Recent revelations that Pedigree has been racked at Wolverhampton has sent alarm bells ringing. There may be a worrying parallel in the case of the once-great Draught Bass, which was de-unionised in 1978 and declined thereafter. Pedigree is the last beer to be brewed in the Burton Union System, and if the beer were to be discontinued in the Unions it would be the beginning of the end. They might as well go and brew it anywhere.

Marston's kept faith with the Unions believing it is the only system which can produce a true classic pale ale. Other

breweries replaced them as cost-cutting measures.

Each oak cask in the system holds 144 gallons and each Union set has two rows of casks with eight casks to a row, and above all this a trough known as a balm tray to trap the yeast.

According to Paul Bayley, head brewer at Marston's, the character of Pedigree would change dramatically after only a few brews if it were to be brewed in conventional fermenters. Certainly the taste would never be the same if the Pedigree brand were to be reproduced elsewhere, so sign the petition to help keep a classic beer at Burton.

The unique Burton Union system at Marston's brewery.

Keep Wolves & Dudley independent!

We the undersigned reject the attempts by Pubmaster to take-over Wolverhampton & Dudley Breweries PLC and support the existing W&D Board in its efforts to maintain independence and to continue brewing at Marstons and Banks's.

SIGNATURE

NAME

ADDRESS

Please return this completed petition ASAP to:

Gayle Woodstock. CAMRA HQ

CAMRA, 230 Hatfield Road, St Albans, AL14LW

Tel 01727 867201; Fax: 01727 867670; Email: camra@camra.org.uk

Internet <http://www.camra.org.uk/>

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