

# THIRD NORWICH BEER FESTIVAL

St. Andrews Hall



Oct. 28<sup>th</sup> ————— Nov. 1<sup>st</sup> '80

Names held in high esteem by  
lovers of good honest ales

SAM SMITHS ~ Old Brewery Bitter

EVERARDS ~ Tiger, Old Original  
and Beacon

MARSTONS ~ Pedigree, Merry Monk  
and Owd Roger

ADNAMS ~ Southwold Bitter,  
Mild and Old

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## ACKNOWLEDGEMENTS

### CAMRA BEER FESTIVAL COMMITTEE:

Beer Festival Organiser ... ..	TERRY STORER
Treasurer ... ..	MIKE ANDREWS
Cellarman ... ..	ANDREW McBRIDE
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Publications ... ..	NIGEL THOMPSON
Staffing ... ..	MIKE STEHR
Scaffolding ... ..	JIM (Ginger)
Also - ...	GEORGE BAKER, PHILIP TOLLEY, ANDY WARD, SHARON, and all others who helped.

### FESTIVAL PROGRAMME

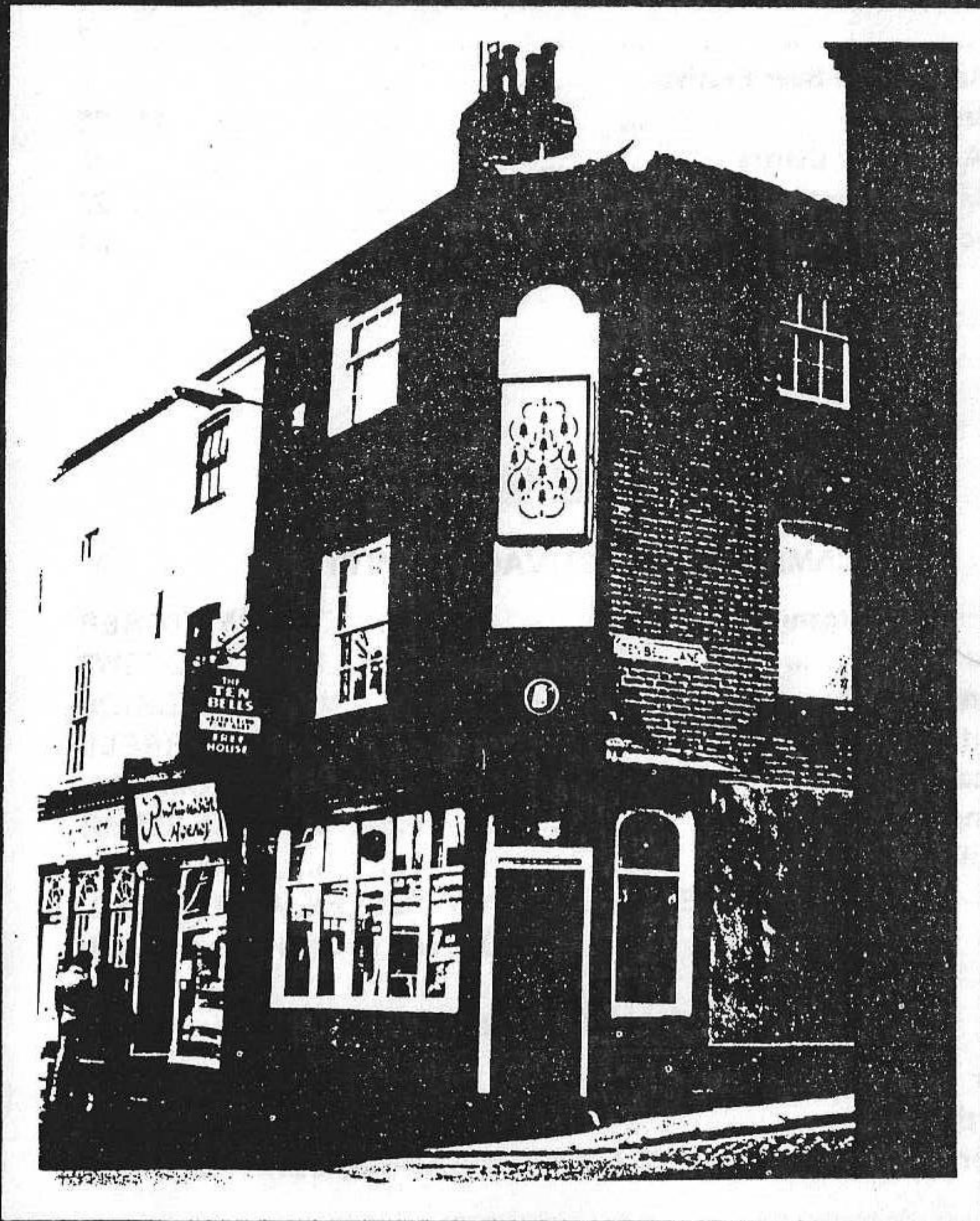
Editor ... ..	NIGEL THOMPSON
Advertising ... ..	TERRY STORER
Artwork ... ..	PETE & KAREN HARRIS, GERRY BOWLES

### BENEFACTORS

SCAFFOLDING (GREAT BRITAIN) LTD.,  
without whom there would be nothing to support the beer.  
KIRKLEES BRANCH OF CAMRA (HUDDERSFIELD etc.)  
for having a festival a week before ours.  
HORSE & DRAY/GOLDEN STAR  
for letting us hold festival committee meetings in their premises.

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Nine Draught Beers - Lagers - 100 Whiskies  
Guinness plus our Rolls are Excellent Value  
enjoy the friendly atmosphere  
at the Ten Bells St Benedicts Norwich

## ATTRACTIONS OF THE THIRD NORWICH BEER FESTIVAL

### BEER

Thirty-eight brewers are represented this year, mainly from the North and East Anglia. In total, we have 21,000 pints to be drunk by Saturday afternoon. See the Breweries section for details.

### CIDER

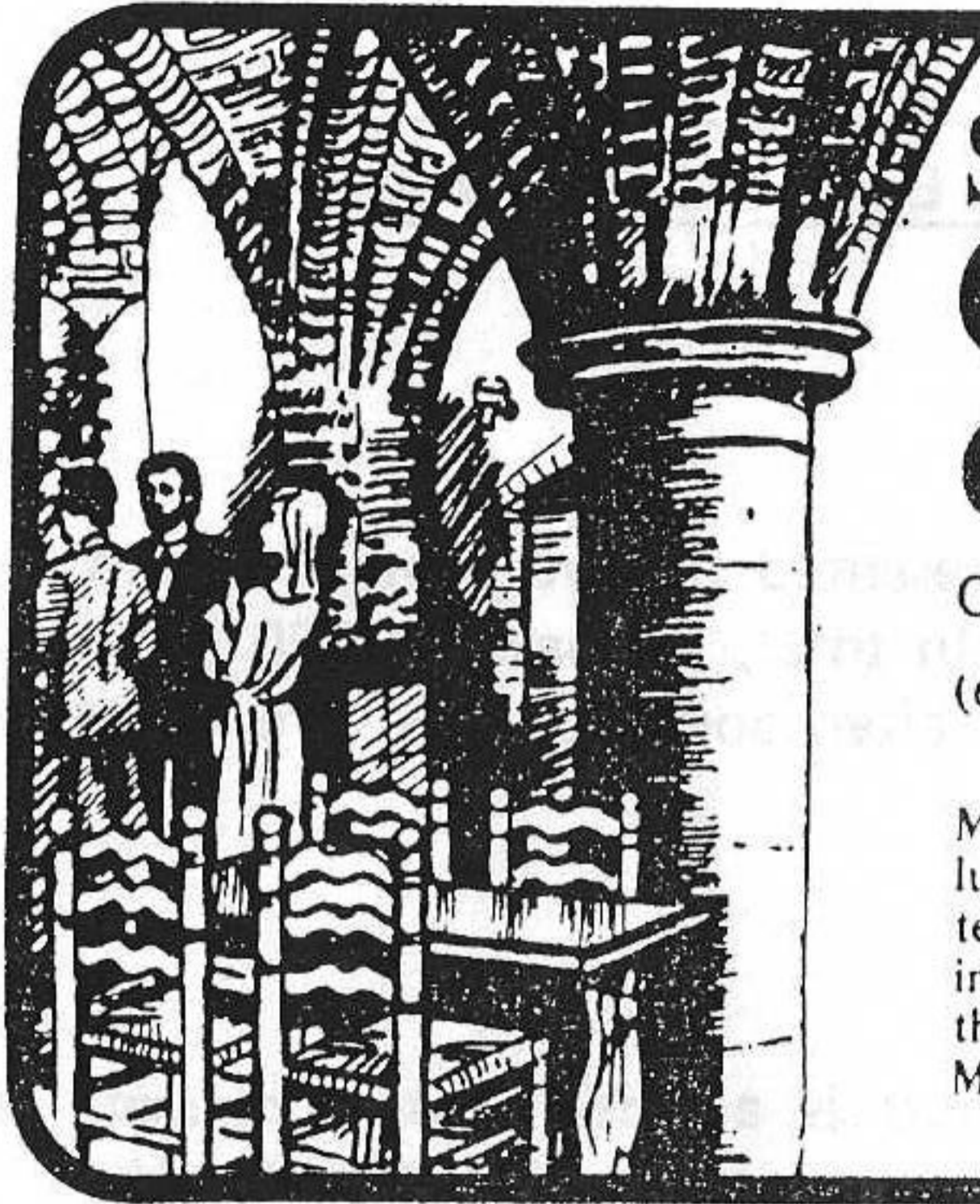
Crippled-cock (I kid you not) is a cider from Somerset, which will be bottled before your very eyes. Aim for the entrance end of the beer stillage, if you want a traditional alternative to real ale.

### CRECHE

Upstairs in nearby Blackfriars Hall there is a creche for the kiddies to be left, while mum and dad enjoy themselves. It is run by the wives and girlfriends of CAMRA members. Ask our staff for details.

### ENTERTAINMENTS

TUESDAY	— <i>Traditional Jazz Band</i>
WEDNESDAY	— <i>Pub Games</i>
THURSDAY	— <i>Aylsham Silver Band</i>
FRIDAY	— <i>To be arranged</i>
SATURDAY	— <i>Aylsham Silver Band</i>



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NORWICH

## OUR FOOD - A FEAST FIT FOR A KING

The terms "Real" and "Keg", denoting good and bad taste in beer, were coined by CAMRA first in the early 70's.

Since then, however, they have come to be applied to other consumer choices. One area which particularly affects the drinker and those running a beer festival is . . . FOOD.

Have you ever walked into a smart free house, obtained a good pint of real ale, and then been disgusted by "keg food"? You know what I mean . . . soggy defrosted chips, tasteless vegetables, mass-produced "pies". Well, at this beer festival, the food is . . . REAL.

**PIES GALORE** . . . Thanks to TATLERS RESTAURANT (TOMBLAND, NORWICH), we have a selection of excellent pies, pates and cheese.

**PIES** - Including Venison, game, humble, pork, turkey & cranberry, mutton & caper, chicken & ham and steak & kidney.

**PATES** - Game, pheasant, duck & orange, turkey & cranberry and chicken.

**CHEESE** - A large range from the MOUSETRAP (ST. GREGORY'S ALLEY, NORWICH).

**ALSO** - Quiches, hot baked potatoes with a selection of stuffings and sauces, and of course Ploughman's lunches.

**SO** . . . Complement our excellent real ale with a touch of real old English country food, and perhaps there might be the beginning of a Campaign for Real Food - CAMRFO ?



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spirits are cheap, the beer is superb,  
the food is excellent and the  
atmosphere is . . . well, come  
visit us and see for yourself.



For real ale, food, wine, and  
music. Tolly, Bass and Hansa on  
draught. A great place for your  
private party - and not expensive.  
Weddings, too, and a small room  
for meetings. Live music Wednes-  
day, Friday, Saturday.

## THE MAKING OF A BEER FESTIVAL

There is one thing that separates this Norwich Beer Festival from the two that have preceded it – TIME !

For the Norwich CAMRA Committee and their friends/helpers have spent five months planning this event, to make sure that you enjoy yourselves, more people find out how good real ale is, and CAMRA comes out of it solvent.

### **BEGINNINGS**

Two previous Festivals have been organised by CAMRA in Norwich. The first was in October 1977, when Blackfriars Hall was the venue, and the result was a financial loss. The second, in 1978, used St. Andrews Hall, but was organised in little over a month. Profits were mainly used to pay off the '77 loss.

### **IN THE BACK BAR OF THE GOLDEN STAR**

Dateline May 1980, Golden Star, Norwich. A group of tired drinkers, covered with sweat after launching "Real Ale in Norfolk" (the local beer guide) collect in the private bar of a city free house. Following some friendly banter with the landlord, they make a decision: let's have a beer festival.

Through June, Terry Storer (Festival organiser) begins the awesome task of co-ordinating the many facets of a festival: scaffolding, beer, transport, glasses, publicity, entertainment, staff (to name but a few). His first lucky break comes from an unlikely quarter – the West Riding of Yorkshire. The Kirklees (where's Kirklees, I hear you ask ! ) branch of CAMRA just happens to be running a beer festival the week before ours. They fancy some Adnams, Greene King and other East Anglian brews. We jump at the chance of getting Boddingtons, Websters and some rare Northern ales. A deal is concluded.

### **STOP NICKING ME CHIPS!**

Festival Committee meetings next moved to the recently opened Horse & Dray. When not thieving Chairman Nigel Thompson's sausage & chips, Terry and his helpers planned their assault on Norwich. "Ginger" Jim contacted Scaffolding (Great Britain) Ltd; Terry organised beer-collecting drives to London, Nottingham, Yorkshire, and Cambridge; Nigel started writing this programme; and Mike Stehr started assembling a great host of voluntary helpers. Bill Dorrell and Andy Ward sussed out security and printing respectively.

### **SUPER-SALESMAN**

The greatest feat of this whole campaign was accomplished by Terry Storer, however. Clutching our one solitary (moth-eaten) copy of the Derby Beer Festival programme, he toured pubs, breweries and reps., cajoling and persuading them to help us. And what a job he did !

### **WE'VE DONE IT**

And so, God willing, here we are at the third Norwich Beer Festival. You've got an idea, now, of the work that went into it. But did you know that everyone here works for nothing ?

Yes, no-one at this Festival – working the bars, on security or just looking "pretty" talking to the press or licensed trade – gets paid a penny. We all work voluntarily, we don't get free beer, and our only perk is a free meal for each session we finish.

It has cost us over £1,000 to hire this hall; we have had to pay for our own transport to collect much of the 140 kilos of beer on sale – and we have to at least break even. In fact, to put on a Festival in 1981, we need to make a profit. So, please don't complain that the prices are not cheap. Despite voluntary staff, it is difficult to make a Festival pay.

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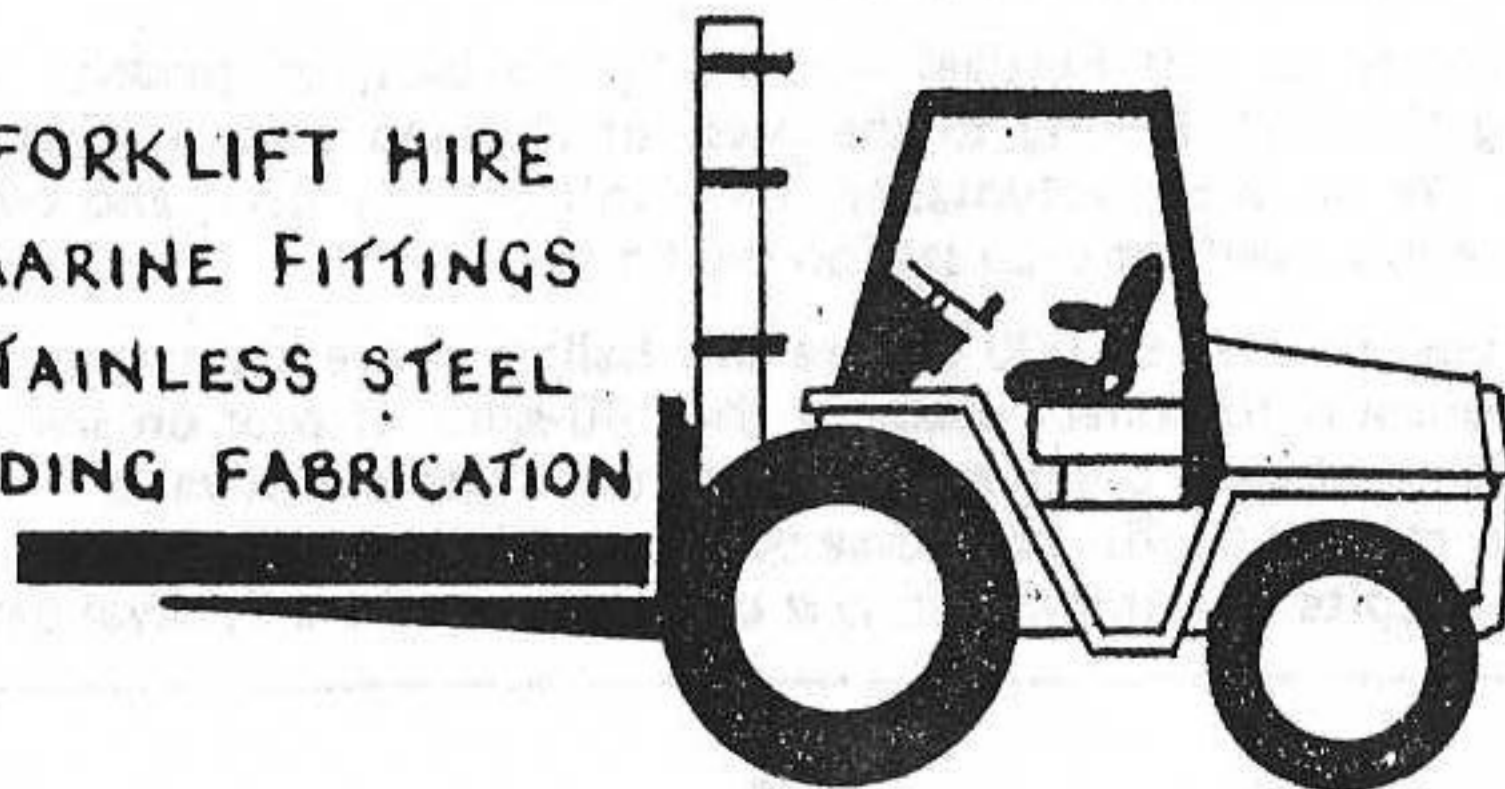
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# The Breweries

## ADNAM'S

*Olde 1042 Bitter 1036 Mild 1034* Sole Bay Brewery, Southwold,  
Suffolk

An excellent small independent with 71 tied houses, most of which are in East Suffolk, and all selling real ale. In the past year they have acquired three pubs in Norwich, the Mill Tavern (Angel Rd.), Rose (Bracondale), and the Horse & Dray (Ber Street). These sell all of the three beers on offer at this festival. Many free houses also offer the bitter, served by handpump.

## BASS

*Draught Bass 1044 Worthington BB 1037* Wetmore Road,  
Burton on Trent

Part of Bass Charrington, the country's largest brewing group. Pubs in Norwich – Fruiterers (White Lion St.), James 1st (Drayton Rd.), and Lawyer (Wensum St.) are owned by the Charrington subsidiary, but offer Draught Bass served by handpump. Sadly, the superb Worthington BB is not available any more in the City.

## BATEMAN

*XXXB 1048 XB 1037* Salem Bridge Brewery, Wainfleet, Lincs.

Another independent with over 100 pubs. Both beers have a distinctive malty taste.

## BENSKINS

*Bitter 1037* Beer brewed by Ind Coope at Romford

A new beer from a recently revived subsidiary of Ind Coope. Is served in North London and the Home Counties.

## BODDINGTONS

*Bitter 1035* Strangeways Brewery, Manchester

A classic straw-coloured pint from an independent brewery, which fought off strenuous attacks from Allied Breweries not many years ago. Rarely drunk in the south, this is one of the coups for the Norwich Festival.

## CHIDHAM

*Bitter ? (Guess the gravity)* Five miles west of Chichester, Sussex

Tiny "home-brewery" opened a year ago by the brother of an ex Norwich CAMRA chairman (Andrew McBride). Andrew takes charge of our beer this year, and his Sussex-domiciled relation invites you to try some excellent ale. The brewery is housed in a converted garage, and three concoctions are produced, including Heavy (OG 1050).

ONE OF THE TOLLY COBBOLD FINE  
TRADITIONAL BEERS



AVAILABLE AT  
**St. Andrews Hall**

TOLLY COBBOLD  
YOUR REGIONAL BREWERS

ALSO LOCAL SUPPLIERS OF  
HANSA LAGER BIER



## THE BREWERIES (contd.)

### COURAGE

*Directors 1046*

**Anchor Brewery, Horsleydown, London.**

Part of the Imperial Group, which also owns John Smith's. The London Brewery could close next March, when supplies of Directors to Norwich tied houses might come from Bristol. Courage have 35 pubs in Norwich, of which half serve Directors.

### ELGOOD

*Bitter 1037 Mild 1030*

**North Brink Brewery, Wisbech, Cambs.**

Small family firm, whose trade is concentrated on the Fens. The mild is particularly good (dark and slightly sweet) but few pubs have it.

### EVERARDS

*Old Original 1048 Tiger 1041 Beacon 1037* **Tiger Brewery, Burton**

The second Burton firm represented, and quite a success story for CAMRA. A few years ago, only processed beer was produced, but now three bitters are sold, including the potent Old Original.

### FULLERS

*ESB 1056 London Pride 1041*

**Griffin Brewery, Chiswick, London**

*Chiswick Bitter 1035*

Another firm moving into real ale in a big way. And considering the quality of beers that they produce, it's hardly surprising! Extra Special Bitter is one of the strongest in the country, and is very deceptive, being well-hopped. London Pride has a fruity taste and also packs a punch. Chiswick is a brand new beer.

### GODSON

*GBHB 1048*

**Black Horse Brewery, London**

Godson's Black Horse Bitter is an excellent full-bodied brew produced by a small recently established company. Another of the new beers the Real Ale Revolution has inspired.

### GREENE KING

*Abbot 1048 IPA 1035 XX Mild 1031*

**Westgate Brewery,**

**Bury St. Edmunds, Suffolk**

One of the largest regional companies with 800 pubs. Unfortunately, less than a third of these serve the beer without gas pressure. Even worse, both Norwich tied houses use gas. But most of the large city free trade have handpumps. The XX Mild is being specially promoted, and will be featured in the "Yard of Ale" contest.

SALAD  
FRESH FROM  
BOWL  
90p

# MICAWBERS

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HOT  
MEALS  
FROM  
60p



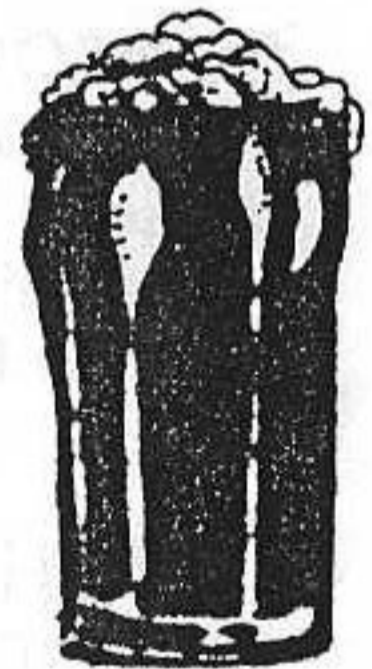
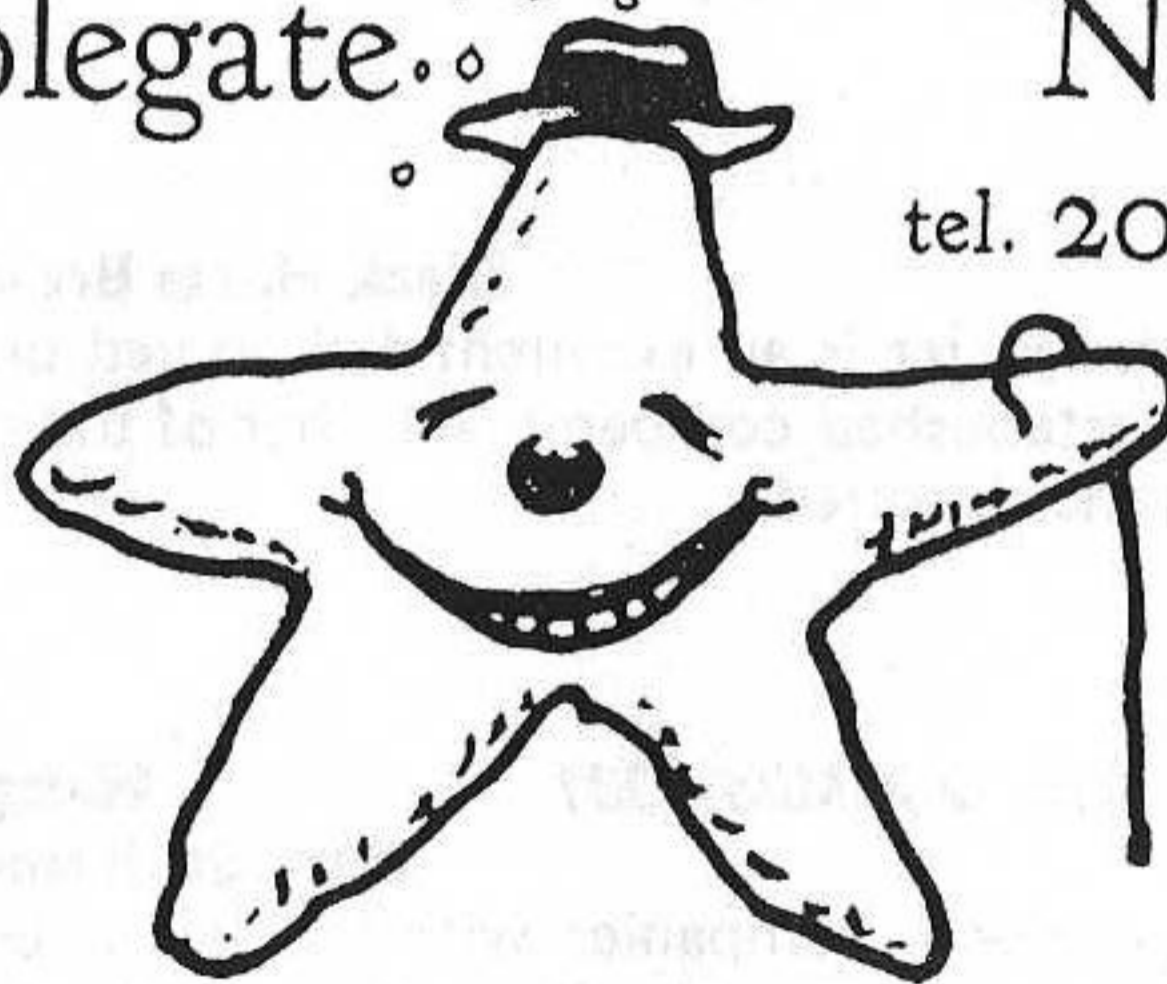
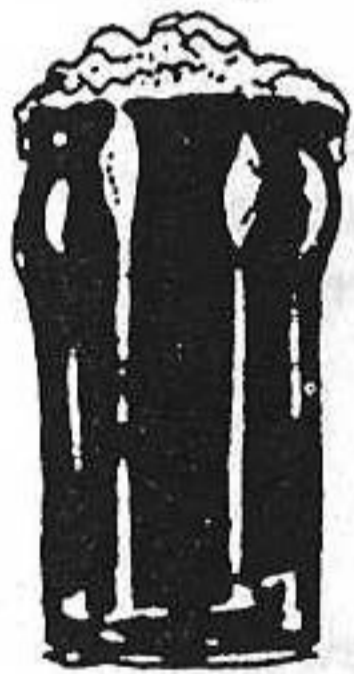
ADNAMS

BASS



the Golden Star freehouse  
57 Colegate. Norwich

tel. 20603



..... no keg ..... no pool ..... no juke .....  
..... not so much a pub ..... more of a

## THE BREWERIES (contd.)

### HARDYS & HANSONS

*Bitter 1039*

**Kimberley Brewery, Nottingham**

First of the three Nottingham breweries, all of which are represented at this Festival. A slightly sweet, but excellent bitter.

### HOME

*Bitter 1039*

**Home Brewery, Daybrook, Nottingham**

Largest Nottingham brewer with 400 pubs. Nearest to Norwich is at Peterborough.

### IND COOPE

*Burton Ale 1047 Bitter (from Romford) 1037* **Burton on Trent and Romford**

A division of Britain's second brewers, Allied. The company only has one pub in Norwich (Norfolk Wherry, Castle Meadow), but supplies some free trade outlets, mainly with the strong and slightly sweet Burton Ale.

### LEES

*Moonraker 1074 Bitter 1038* **Greengate Brewery, Middleton Junction, Manchester**

Two ales from another small Manchester brewery, with only 150 pubs. Please treat the Moonraker with respect (it's rich, dark, sweet, and very powerful). The bitter has a malty flavour.

### MARSTONS

*Owd Rodger 1080 Pedigree 1043 Merrie Monk 1043* **Shobnall Road, Burton on Trent**  
*Burton Bitter 1037 Mild 1032 PXX 1030*

One of two companies that have six real ales on sale. Marstons are a large independent with 600 pubs, most of which sell beer without gas pressure. A small number of Norfolk free houses stock their strongest three beers. We suggest you treat the Owd Rodger carefully, and give the weaker brews a try — they have got flavour, and can be difficult to find.

### NORWICH

*Castle Bitter 1037*

**King Street, Norwich**

East Anglia's own real ale, brewed less than a mile from St. Andrew's Hall. About 350 pubs in Norfolk (50 in Norwich) stock this tasty brew, which is always served by handpump. Norwich Brewery is a subsidiary of Grand Metropolitan.

# G.C. HARVEY

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Agent for Charles Wells Ales and Grolsch Lager  
Stockists of Greene King, Adnams, Paines, Sam Smiths, etc.

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4 Woodgrove Parade,  
Catton Grove Road

Beccles 20 Newmarket  
Swaffham 3 Market Place  
Gt. Yarmouth 157 King Street  
Dereham 8 Nelson Place  
Wymondham 4 Back Lane,  
Town Green



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Just a few 'LOCALS' where Ruddles can be found in Norwich

PLASTERERS ARMS ~ BROWN DERBY ~ GOLDEN STAR

NORFOLK WHERRY BITER ~ a new name in Real Ale ~ coming  
shortly ~ sorry for the delay folks. Enquiries welcome.

## THE BREWERIES (contd.)

### **PAINE**

*E.G. 1047*

**Market Square, St. Neots, Cambs.**

Small company (just 24 pubs) who have supplied beer to Norwich for many years. EG and the other products of this quaint old brewery can be sampled every now and then in Norwich free houses.

### **RIDLEY**

*Bitter 1034*

**Hartford End, Chelmsford, Essex**

Only 65 tied houses are run by this excellent local brewer, but all sell real ale. Highly praised beers.

### **RUDDLE**

*County 1050 Bitter 1032*

**Langham, Oakham, Leics.**

The "County" is justly revered as one of the great real ales. This is an unusual company, with just one tied house, but a massive free trade, stretching down to London, and including several Norwich pubs. Try the Bitter (Blue) for a change.

### **SHEPHERD NEAME**

*Best Bitter 1039*

**The Brewery, Court St., Faversham, Kent**

Another company making inroads into London, Shepherd Neame have over 200 pubs. This brew was a welcome visitor to the 1978 Norwich Beer Festival.

### **SHIPSTONE**

*Bitter 1038*

**Star Brewery, New Basford, Nottingham**

A subsidiary of Greenall Whitley, "Shipos" have a reputation for excellent beer at reasonable prices. The company has nearly 300 pubs.

### **SMILES**

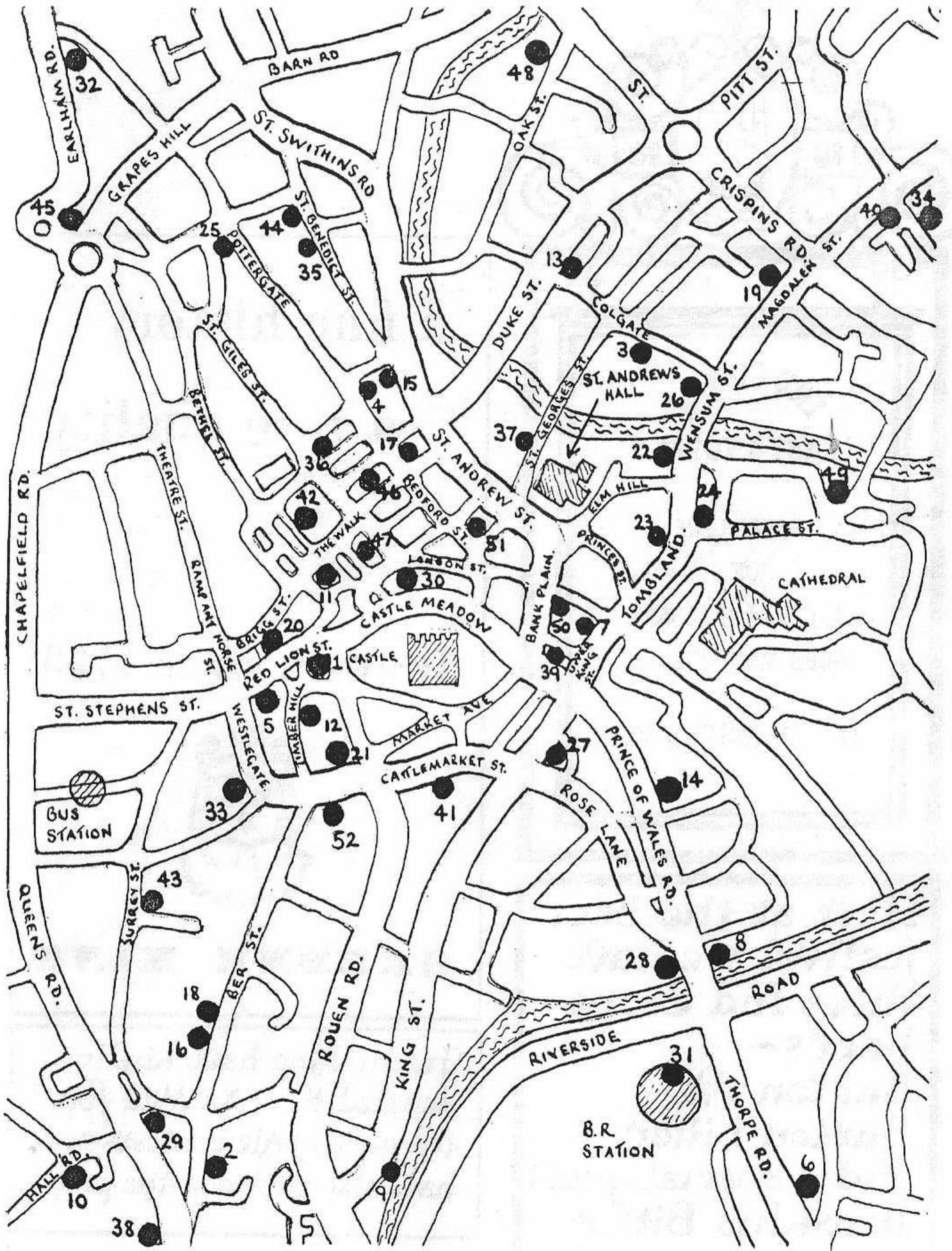
*Best Bitter 1040*

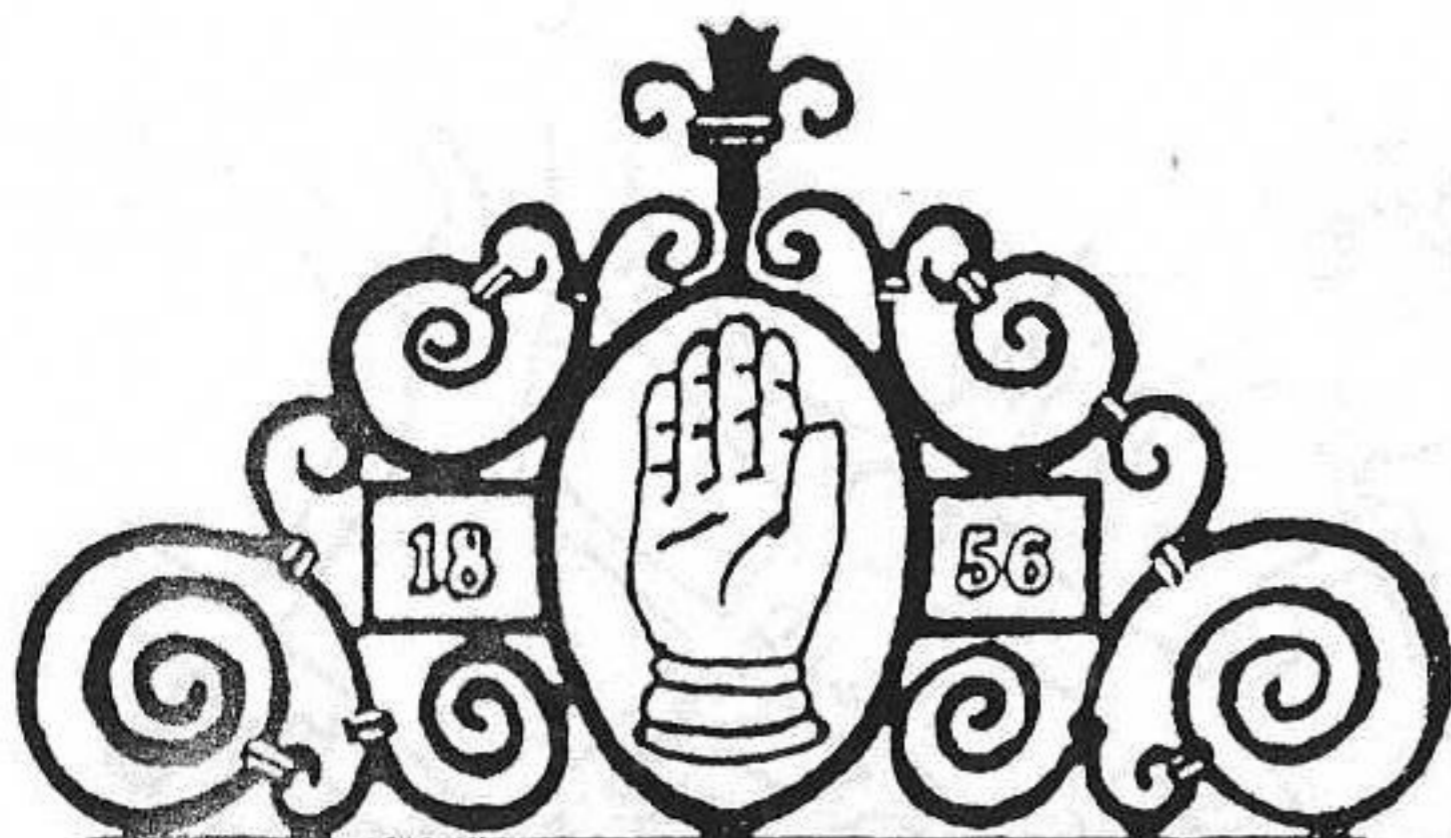
**Colston Street, Bristol**

CAMRA expects to see "Smiles all round", as drinkers sample this "home-brewery" ale. This is one of the amazing number of small breweries that have sprung up around Bristol recently. It serves the best beer from that City and can be sampled at the Salisbury Arms in Cambridge (a CAMRA pub).

## REAL ALE IN NORWICH CITY CENTRE

1	Bell Hotel	<i>Adnams/Bass</i>
2	Ber Street Gates	<i>Norwich</i>
3	Black Boys	<i>Courage</i>
4	Brown Derby	<i>Adnams/G. King</i>
5	Coach & Horses	<i>Norwich</i>
6	Coach & Horses	<i>Norwich</i>
7	Compasses	<i>Norwich</i>
8	Compleat Angler	<i>Norwich</i>
9	Ferry Boat Inn	<i>G. King/Wethered</i>
10	Freemasons Arms	<i>Courage</i>
11	Fruiterers Arms	<i>Bass/Charrington</i>
12	Gardeners Arms	<i>Bass/G. King/Norwich</i>
13	Golden Star	<i>Adnams/Ruddles/Sam Smith etc.</i>
14	Griffin	<i>Adnams</i>
15	Hog In Armour	<i>Tolly Cobbold</i>
16	Horse & Dray	<i>Adnams</i>
17	Ironmongers Arms	<i>Norwich</i>
18	Jolly Butchers	<i>Norwich</i>
19	King's Head	<i>Courage</i>
20	Lamb Inn	<i>Norwich</i>
21	La Rouen	<i>Norwich</i>
22	Lawyer	<i>Adnams/Bass</i>
23	Louis Marchesi	<i>Norwich</i>
24	Maids Head Hotel	<i>Adnams/G. King</i>
25	Micawbers Tavern	<i>Adnams/Bass/Charrington</i>
26	Mischief Tavern	<i>Norwich</i>
27	Nags Head	<i>Courage</i>
28	Hotel Nelson	<i>Adnams</i>
29	New Inn	<i>Wethered</i>
30	Norfolk Wherry	<i>Ind Coope</i>
31	Norwich Station	<i>G. King/Tolly Cobbold</i>
32	Pickwick	<i>Tolly Cobbold</i>
33	Pig & Whistle	<i>Norwich</i>
34	Plasterers Arms	<i>Adnams/Courage/Ind Coope/Ruddles etc.</i>
35	Plough	<i>Courage</i>
36	Raven	<i>Norwich</i>
37	Red Lion	<i>Courage</i>
38	Rose	<i>Adnams</i>
39	Royal Hotel	<i>Wethered</i>
40	St. Paul's Tavern	<i>Norwich</i>
41	Shirehall	<i>Norwich</i>
42	Sir Garnet Wolseley	<i>Courage</i>
43	Surrey Tavern	<i>Norwich</i>
44	Ten Bells	<i>Adnams/G. King/Marston/Sam Smith etc.</i>
45	Tuns	<i>Norwich</i>
46	Vine	<i>Courage</i>
47	Walnut Tree Shades	<i>Norwich</i>
48	White Lion	<i>Adnams/G. King/Sam Smith/Tolly Cobbold</i>
49	White Lion	<i>Courage</i>
50	Whites	<i>Bass/Tolly Cobbold</i>
51	Wild Man	<i>Tolly Cobbold</i>
52	Woolpack	<i>Norwich</i>





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**GREENE KING**

Here at the beer  
festival we have  
three Ind Coope  
beers ~  
Burton Ale  
Burton Bitter  
and a special guest  
Benskins Bitter

Greene King have kindly  
donated their XX Mild for  
the yard of Ale contests and  
have also provided the prizes.

## THE BREWERIES (contd.)

### SAM SMITH

*Old Brewery Bitter 1041*

**Old Brewery, Tadcaster, North Yorks.**

A sweet, but tasty brew from Yorkshire's oldest surviving brewery. The company has poured the beer into the Norfolk free trade, and now has almost 20 outlets, including half a dozen in Norwich. Do not confuse with neighbours John Smith, who are owned by Courage, and brew no real ale.

### STONES

*Best Bitter 1038*

**Cannon Brewery, Rutland Road, Sheffield**

This is not the keg rubbish served in so many Bass pubs and free houses in Norfolk. This is *real Stones*, a pale and fruity beer, which we highly recommend. Now you have a chance to compare the processed and cask-conditioned products of this Bass subsidiary, and can find out what the Norfolk drinker has missed.

### TAYLOR

*Landlord 1043 Porter 1043 Ram Tam 1043* **Knowle Spring Brewery**  
*Best Bitter 1037 Bitter 1033 Golden Best 1033* **Keighley, West Yorks.**

Our second one-brewery beer exhibition. Small company (only 28 pubs), but an excellent range of beers, from the heavy and dark Porter and Ram Tam, through the strong Landlord to the distinctive and tasty three bitters. And if you ever get a chance to visit Taylor's attractive Pennine pubs – take it!

### TETLEY

*Bitter 1035*

**Joshua Tetley, Hunslet Road, Leeds**

Another subsidiary of Allied Breweries, which runs over one thousand pubs east of the Pennines. The creamy bitter is a welcome visitor to the south.

### THEAKSTON

*Old Peculier 1058 Best Bitter 1038*

**Bridge Street,  
Carlisle & Masham, North Yorks.**

When it was announced that Theakstons would not be on sale in Norwich any more, drinkers sobbed and were not merry. Now, however, those of you who got a taste for OP and BB can try them again. The Old Peculier is heavy and warming, while the Best Bitter is light-coloured and easily drinkable. They are brewed by a small company, with six pubs, two breweries, and an enormous free trade.

# Recipe

Take the finest East Anglian Malt, crush and mash with hot liquor (water from Southwold), boil the extract in large copper vessels with the best English Hops from Kent, Hereford and

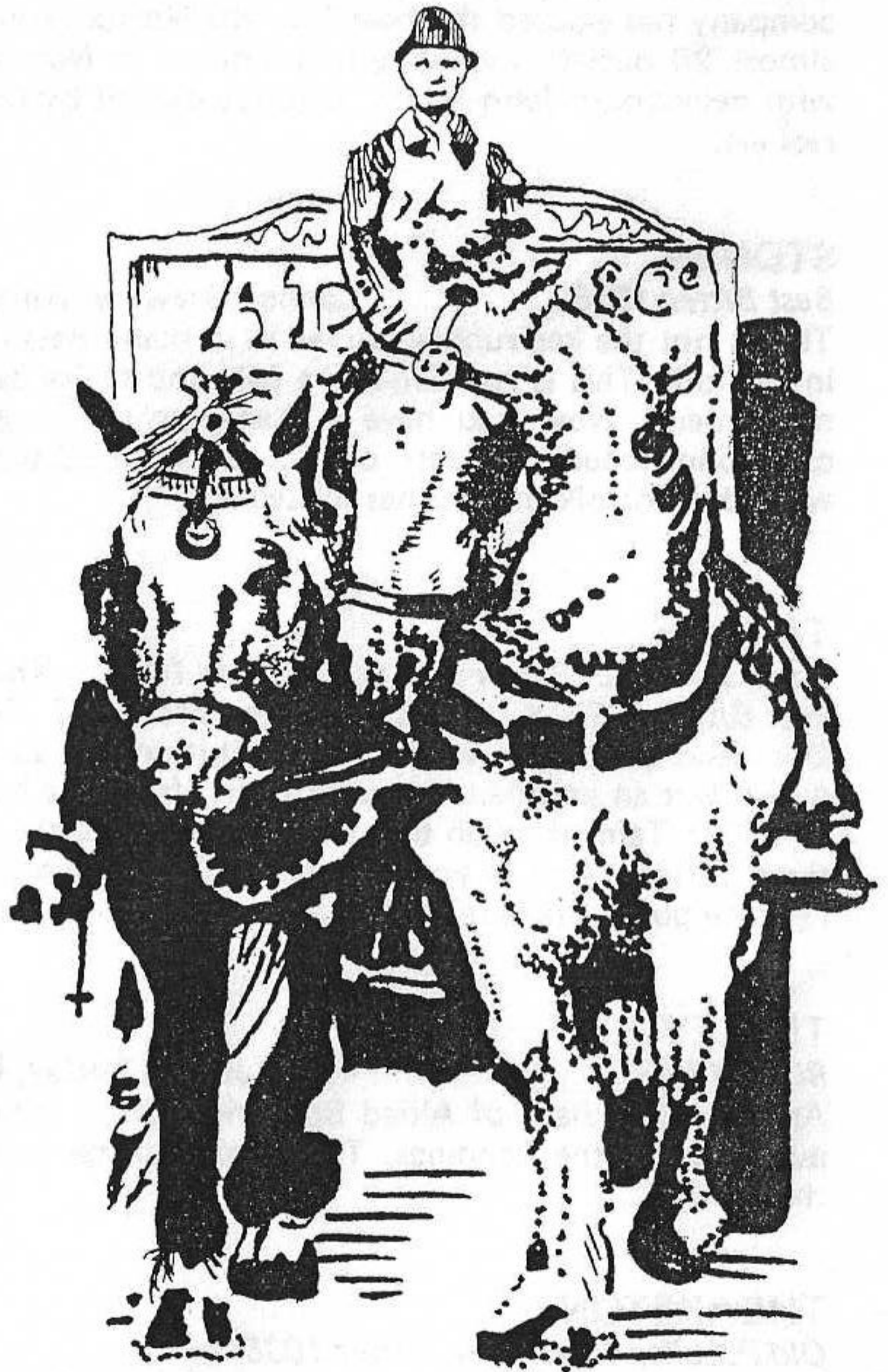
Worcestershire.

Strain, cool and ferment for a week with a strain of Yeast unchanged for generations. Rack off into casks and mature in 17th. century cellars. The result is

## ADNAM'S Bitter

Britain's finest  
traditional beer.  
Serve cool.

# THE HORSE & DRAY



Adnams Pubs in  
Notwich are ~  
The Rose - Queens Rd  
Mill Tavern - Angel Rd  
The Horse and Dray -  
Ber Street

BER ST. NORWICH  
Excellent hot and cold  
lunches and evening  
meals  
Public bar with darts

## THE BREWERIES (contd.)

### THWAITES

*Real Draught Bitter 1035*

Star Brewery, Blackburn, Lancs.

This bitter, which is well hopped, is served in 360 pubs in the North West, and is yet another newcomer to the Norwich Beer Festival.

### TOLLY COBBOLD

*Original 1037 Bitter 1034 Mild 1030*

Cliff Brewery, Ipswich

Another company which has moved back to real ale in a big way. With the launch of the new Original Bitter, Tolly put handpumps into many of their 370 tied pubs that had no real ale before. The Four Leaf Clover (Bowthorpe Estate), Hog in Armour (Charing Cross), Pickwick (Earlham Road), Whites (Queen Street) and Wild Man (Bedford St.) represent Tolly's tied trade in Norwich. Several City free houses also sell their beers without pressure.

### WARD

*Sheffield Best Bitter 1039*

Sheaf Brewery, Eccleshall Road,  
Sheffield

One of three Sheffield breweries featured at this festival, Wards are a subsidiary of Vaux. A tasty pint with a nutty/malty flavour.

### WEBSTER

*Pennine Bitter 1037*

Fountain Head Brewery, Ovenden Wood,  
Halifax, West Yorks.

A small division of Watney-Mann-Truman, which brews a surprisingly bitter beer. Only 10 percent of 300 tied houses serve it without gas pressure, however. So this is a rare chance to sample the brew.

### WELLS

*Bombardier 1042 Eagle Bitter 1035*

The Brewery, Bedford

Charles Wells are an independent company with 270 pubs and an ultra modern brewery. They produce two excellent real ales, however, the Bombardier being a recent introduction. The Eagle Bitter can be sampled in Norwich free houses as an occasional guest.

### WEST RIDING

A new Brewery established in the West Riding of Yorkshire.



The

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DOVE ST. NORWICH.

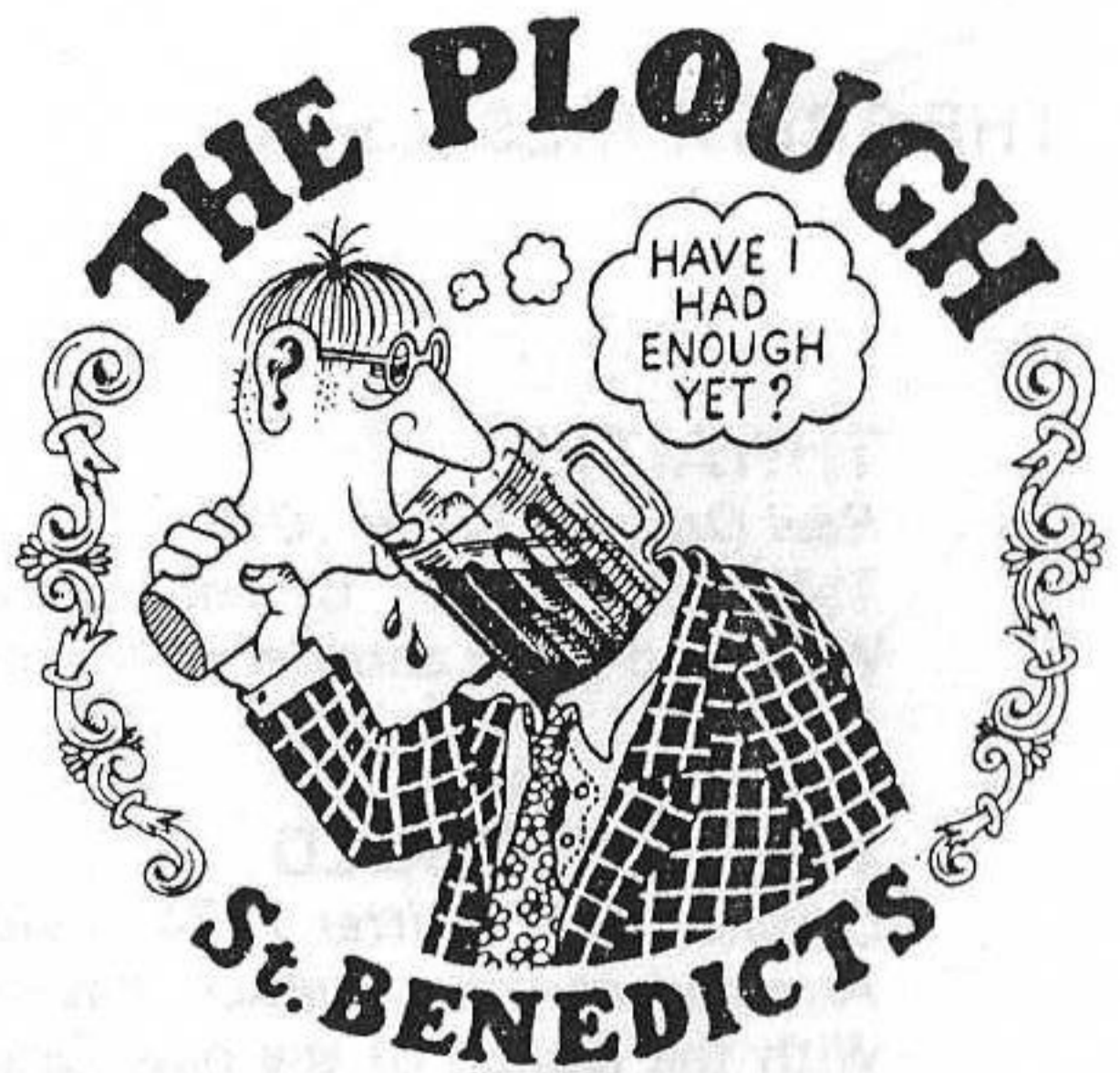
Visit the cities smallest  
real-ale pub for....

... Morning Coffee

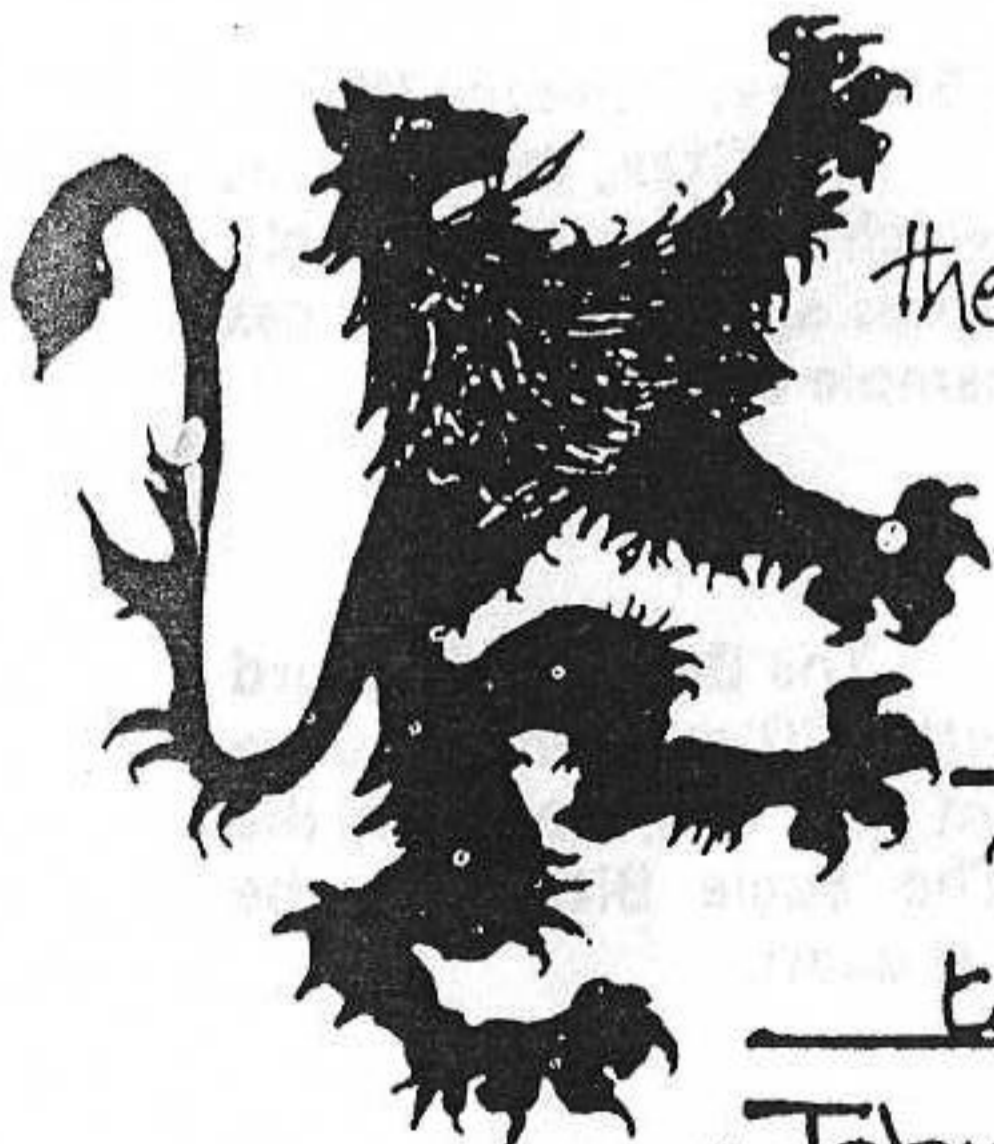
... Lunchtime Snacks

& Directors Bitter.

\*à COURAGE HOUSE.\*



for  
**DIRECTORS  
BITTER**



the **RED LION**

18 ST. GEORGES ST.

NORWICH

A COURAGE HOUSE

The nearest 'REAL-ALE' pub  
to the C.A.M.R.A. festival.

John & Jenny Peck assure you  
of a warm welcome when you meet  
your friends here to sample our hand-  
pumped 'DIRECTORS BITTER'.

## THE BREWERIES (contd.)

### WETHERED

*Thomas Wethered Bitter 1037*

High Street, Marlow, Bucks

When Whitbread ceased production at Lacons Yarmouth Brewery in the 1960's, hope for real ale in their newly acquired pubs in East Anglia faded. Amazingly, hope returned with Thomas Wethered Bitter from a tiny Home Counties division of Whitbread. Now 9 Norwich tied houses serve the beer, together with a greater number scattered throughout East Norfolk.

### WHITBREAD

*Queens Ale 1044 Castle Eden Ale 1041*

Castle Eden, Durham

Exchange Brewery, Sheffield.

Two more divisions of Whitbread are represented at the festival. Queens Ale is a new beer from Sheffield, while Castle Eden Ale is a rich and hoppy brew on sale in the North East.

### GUEST BREW

#### WOODFORDE NORFOLK ALE, WHERRY BITTER

The festival is proud to "test market" a trial brew from what should become one of the first small breweries in Norfolk. This is the first time the beer has been on sale anywhere — so please tell us what you think about it. The Original Gravity is 1041, making it a medium strength beer.

### LATE ADDITIONS

**BANKS MILD 1035.5**

**DEVENISH**

*Wessex Bitter 1042*

**WADWORTH XXXXXX1041**

**SIMONS TOWER BRIDGE BITTER**



Ian and Janice  
say welcome to

# THE FRUITERERS ARMS

White Lion Street. Norwich

BASS & I.P.A

on hand pumps ~ CAMRA approved

Lunchtime snacks available

DART BOARD ~ NO POOL



# The Lawyer

Wensum St. Norwich. Tel. 29878

A CHARRINGTON HOUSE SELLING

I.P.A ~ BASS ~ ADNAMS

Tom and Pat invite you to spend an  
enjoyable evening in three pleasant bars

LUNCHES ~ BAR SNACKS

DARTS AND POOL

A RESTAURANT PUB



# JAMES 1st

Drayton Rd, Norwich

Under new management

Ray and Joan are pleased to extend a warm welcome to all customers old and new

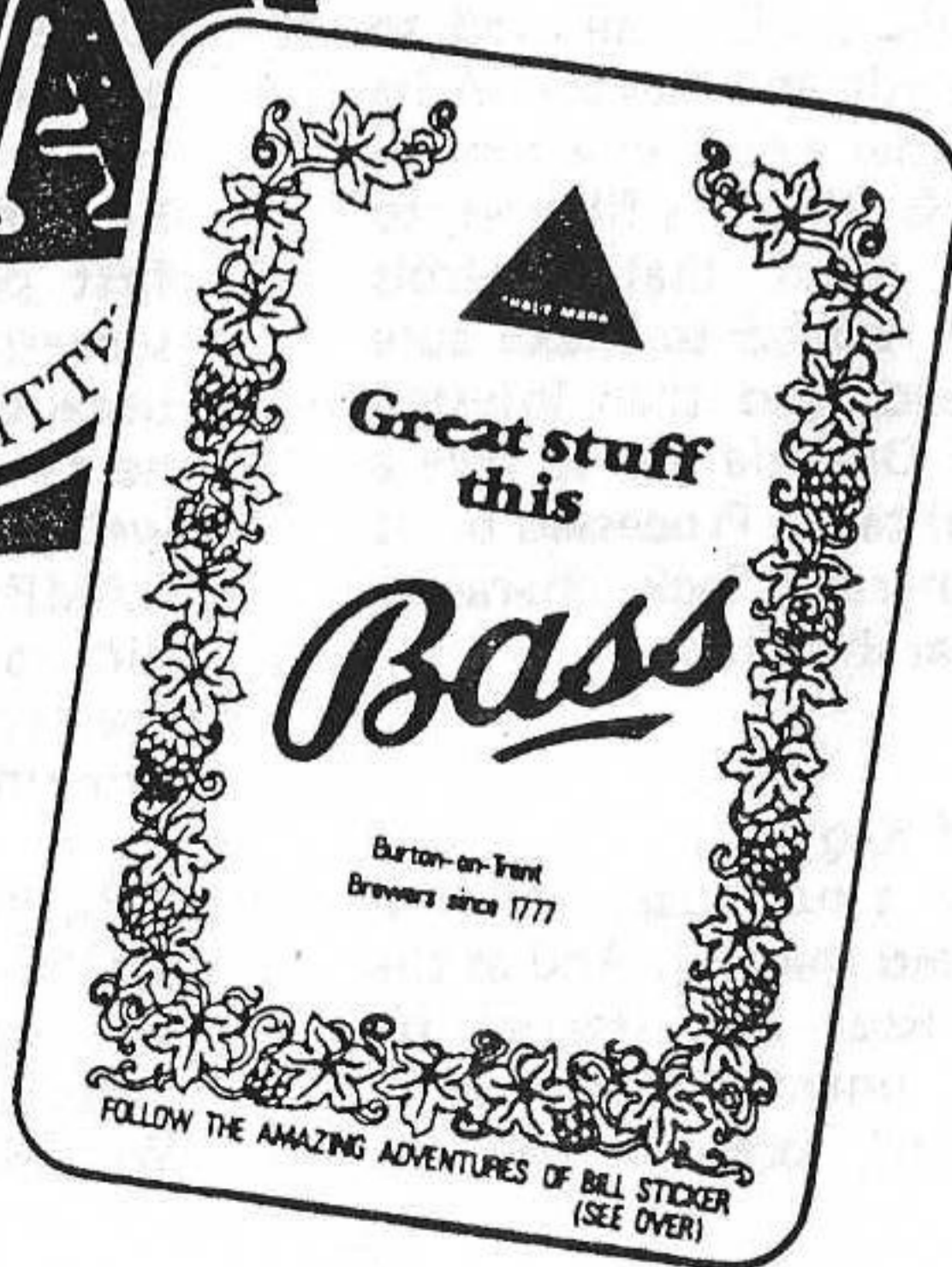
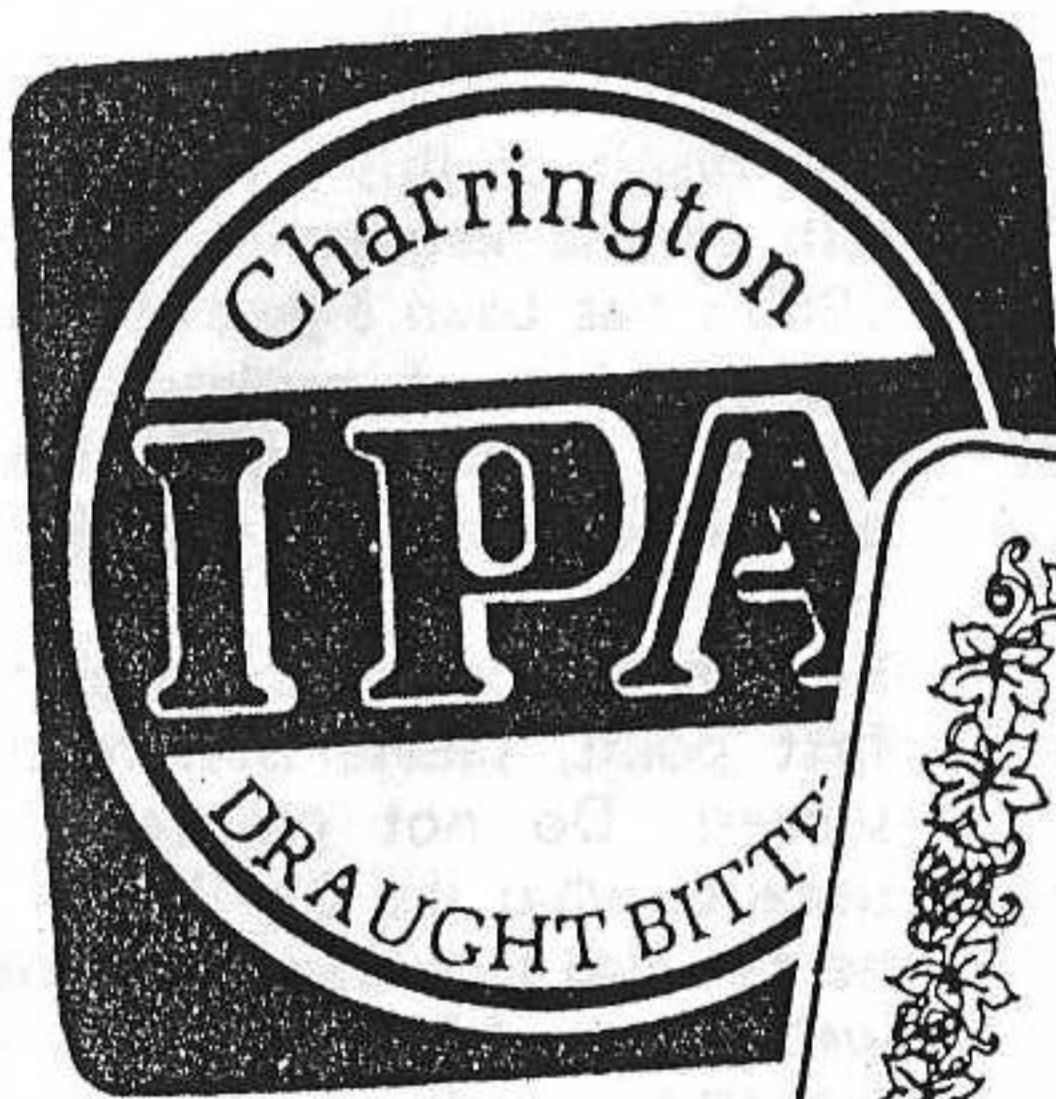
Try out

TRADITIONAL BEERS

GOOD PUB GRUB

AND FRIENDLY ATMOSPHERE

---



TWO REAL ALES  
FROM  
CHARRINGTONS

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# The Battle for Better Beer



We have one word of warning for Real Ale drinkers. If you are impressed by the array of excellent beers on sale here today, then — **BEWARE**. Do not get complacent about the availability of cask-conditioned beer. Because only four years' ago, there were only a couple of pubs in Norwich selling the stuff.

## What is Real Ale ?

Once upon a time (as all the best stories with happy endings begin), all beer was "Real". Then in the 50's, some landlords (and breweries) realised that traditional beer required a lot of trouble to keep it in good condition. Wouldn't it be great if a beer could be invented that did not have to be left to settle, did not go off, and required little intelligence on behalf of the drinker. Well, it was invented — **KEG BEER**.

Whereas **REAL ALE** is allowed to gain in strength and flavour in its container (either a cask or a converted keg), **KEG BEER** is filtered, to remove the yeast that controls fermentation, boiled to make sure that it is dead, and then infested with Carbon Dioxide gas to give a semblance of taste. Processed beers therefore generally lack character and are unbearably fizzy.

## The March of Keg

Flowers (now a subsidiary of Whitbread) invented the Keg. And as the quality of Real Ale (served by increasingly unenthusiastic landlords) declined, brewers had the

excuse to replace it with an easy-to-handle alternative — which always tasted the same. More and more small companies were swallowed by hungry keg-factories (including the arch villains, Watneys) and by the early 70's, few Real Ales survived.

## The Fightback

On the scene came a group of drinkers, concerned about the monopoly owned by Watneys, Bass, Allied, Whitbread and Courage, and these companies' insistence on heavily advertised Keg brands. **CAMRA** campaigned in favour of local beers (served without gas pressure), new Real Ales from the large monopoly companies, and the preservation of the real English pub.

The result of this traditional backlash to the keg-technology of the 1960's has been a great increase in the number of outlets for Real Ale, and a widening of the numbers of real ales brewed.

Beware — But coming back to our first point, please Beware of this success. Do not get complacent, because what the Big Brewer gives, he can also take away. And he may well get rid of Real Ale again, unless **CAMRA** members go on irritating him, and forcing him to listen to the voices of consumers — the drinking public.

## THE BATTLE IN NORWICH

1975 — Only two pubs in Norwich sell traditional beer without gas pressure — Maids Head (Adnams), Wild Man (Tolly).

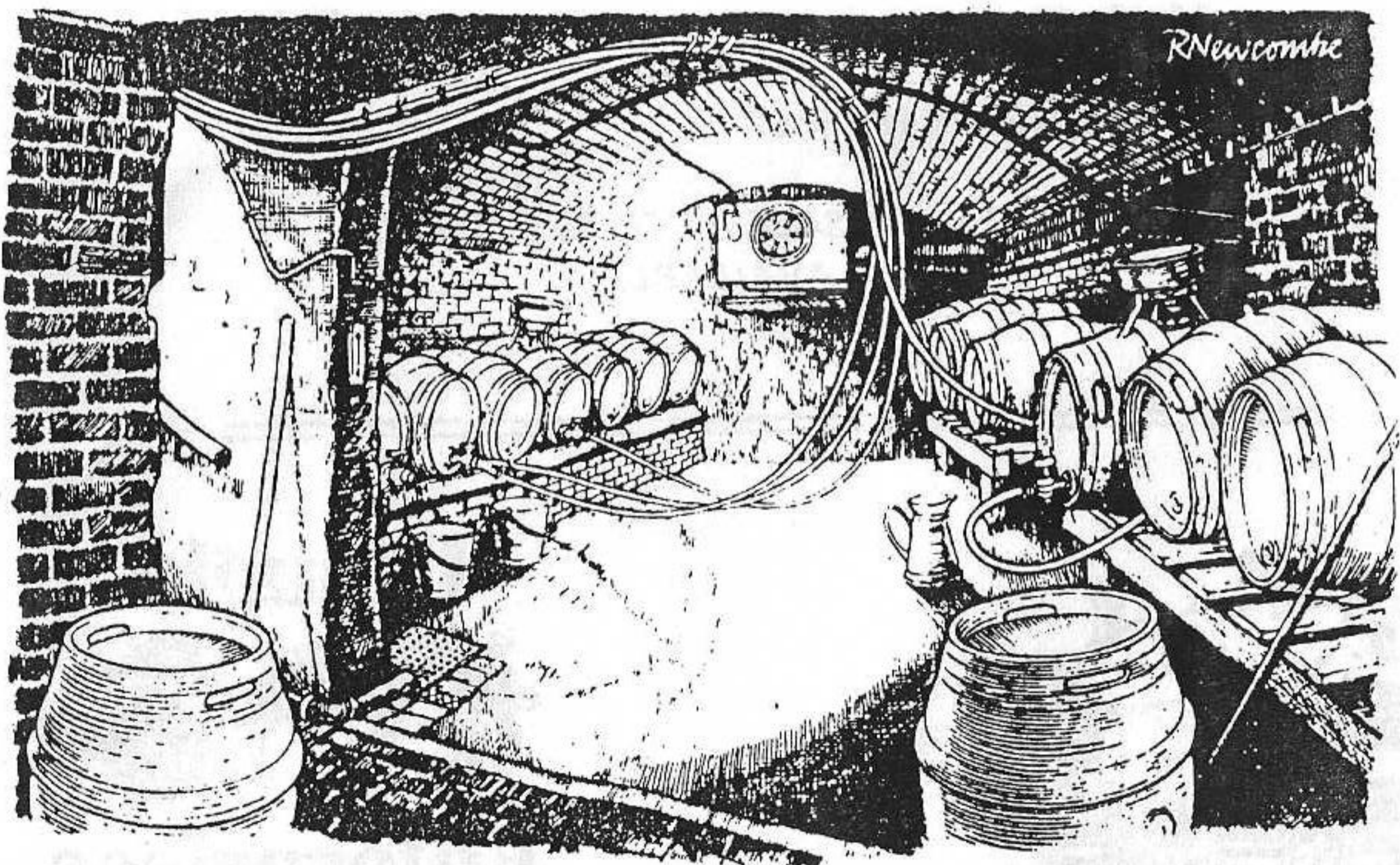
Things were bad. Even CAMRA campaigner, Terry Storer, drank gassy pints of Greene King in one of that brewer's city pubs. Then a businessman bought the Ten Bells (St. Benedict's). A former Whitbread house, it was re-opened to the most amazing reception. Students, and drinkers of all age groups crowded this tiny pub. They spilled onto the street outside. And then took up residence on a nearby church wall. "There's something in this Real Ale", other pubs started to think.

So, the Plasterers Arms was re-opened as a free house, followed by the Golden Star, Adnams was sold without pressure in the Shrub House, Bass re-introduced hand-pumps into the Fruiterers Arms and Tolly removed the pressure in more of their pubs. Courage saw the light

and shipped Directors Bitter from London to a couple of City pubs. Real Ale was on the move.

In 1977, the number of pubs with cask beer had risen to 25, while by 1979, the 50 barrier had been broken. Now there are, incredibly, over 100 pubs in this City with Real Ale, Whitbread (with Wethered Bitter) and Norwich Brewery (with Castle Bitter) having been converted. Adnams have now bought three pubs of their own, to add to an incredible free trade. Courage continue to increase the number of outlets for Directors, and the variety of beers in the City is not much less than that of this Festival.

*WHAT A DIFFERENCE FIVE YEARS MAKES!*



*Real Ale maturing in pub cellar*

# Draught Enterprises (Norfolk)

THE GOLDEN STAR—FREEHOUSE  
COLEGATE, NORWICH, NORFOLK. Tel: NORWICH 20603  
V.A.T. No. 304 7430 85

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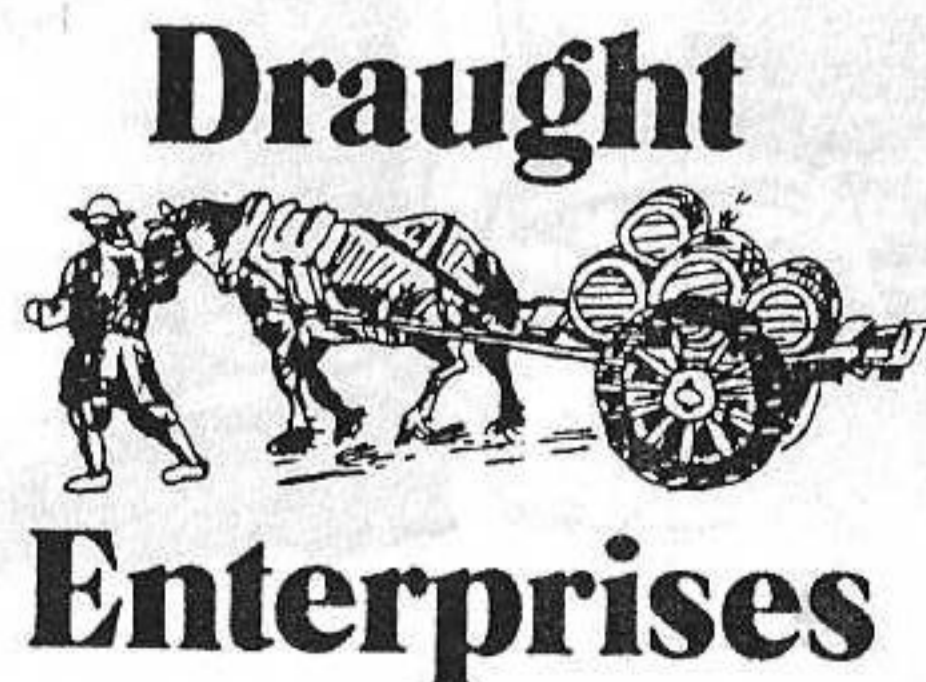
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TRADE ENQUIRIES ARE NOW WELCOMED  
REGARDING OUR RANGE OF THIRTY REAL  
ALES, INCLUDING FULLERS, BATEMANS,  
PAINES, JENNINGS, THEAKSTONS, SHIPSTONES,  
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CHOICE OF SEVENTY-FIVE DIFFERENT BOT-  
TLED AND CANNED PREMIER BEERS AND  
LAGERS FROM ALL OVER THE WORLD. WE  
OFFER A COMPREHENSIVE ADVICE SERVICE  
AND CAN SUPPLY OR ARRANGE BEER FESTI-  
VALS OF ANY SIZE, BIG OR SMALL. FOR DET-  
AILS OF PRICES, DELIVERIES ETC., PLEASE  
CONTACT PETER TURNER or JERRY BOWLES  
10.00 a.m. — 3.00 p.m. MONDAY TO FRIDAY  
AT THE ABOVE NUMBER.

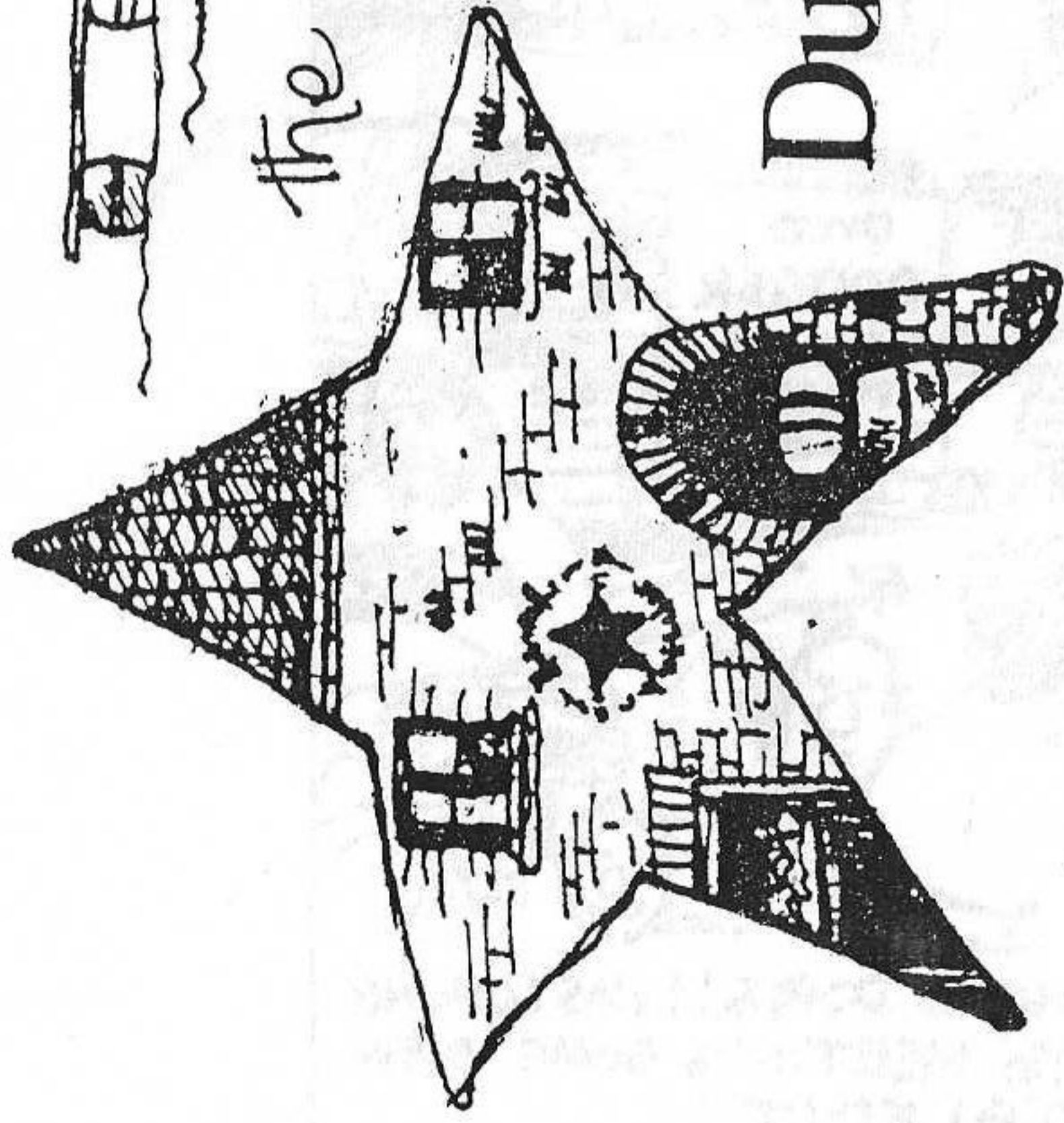
*ALL BEERS ON SALE AT THIS FESTIVAL  
ARE AVAILABLE!*

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**Draught  
Enterprises**



the  
**STAR**  
**BREWERY**  
Duke st. Norwich

Sorry we didn't  
make the festival! S... but we aim  
to be brewing for Christmas.  
Order your polypins NOW!. All enquiries  
to Golden Star P.H. .... Watch this space..



# Mischief Tavern

1312

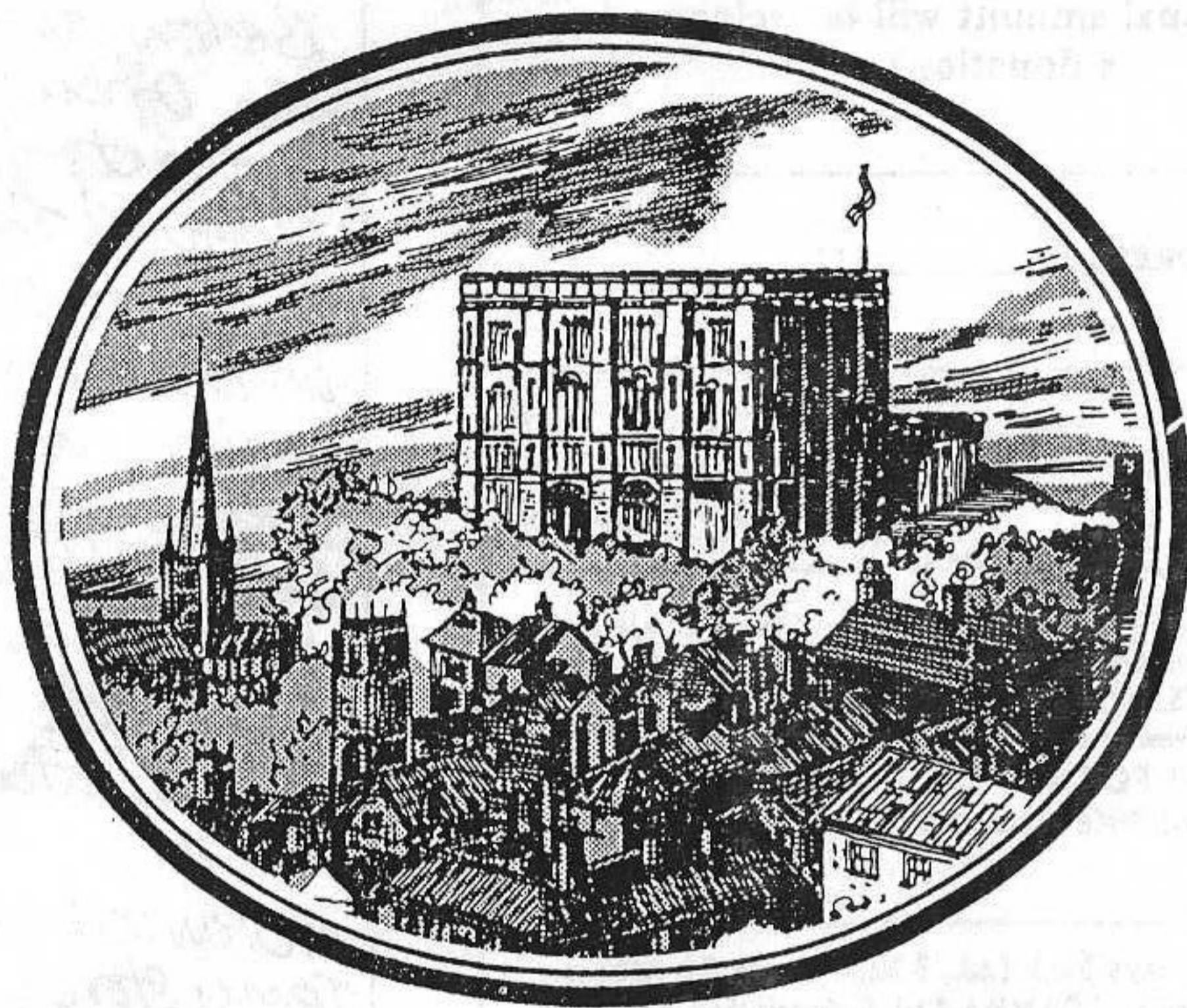
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Function Room available with Bar  
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Offering ~

Good English food at a reasonable price  
Morning Coffee, Homebaking, Grills, Salads  
and Snacks.



# *Norwich* **CASTLE BITTER**



A Traditional Bitter  
Brewed in Norwich by

***NORWICH BREWERY***



**APPLICATION FOR MEMBERSHIP**



I/We wish to become a member(s) of the CAMPAIGN FOR REAL ALE LTD.

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

I enclose £5 (£7 overseas) for FULL MEMBERSHIP

We enclose £6 for HUSBAND AND WIFE MEMBERSHIP

Or, I/We enclose completed STANDING ORDER AUTHORITY

(Any additional amount will be welcomed as a donation)

FULL NAME (block capitals) \_\_\_\_\_

FULL POSTAL ADDRESS (block capitals) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Cheques should be made payable to Campaign For Real Ale Ltd. Applications should be sent to Membership 34 ALMA RD, ST. ALBANS, HERTS. AL1 3BW.

**STANDING ORDER FORM**  
(For Full or Husband/Wife Membership Only)

To (your Bank) \_\_\_\_\_

Please forward to Barclays Bank Ltd., 3 High Street, St. Albans. (20-74-09) for the credit of CAMRA Ltd. Subscription Account. A/C No. 50187887; now the sum of £5/6\* and continue to pay this sum on the ..... annually until further notice.

\*Delete as appropriate

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME (block capitals) \_\_\_\_\_

BANK A/C No. AND ADDRESS \_\_\_\_\_  
\_\_\_\_\_

**CONTACTS**

all right, I'm interested in CAMRA. But who do I contact?

That is a question which is often asked by visitors.

Below are listed the official branch contacts for Norfolk's three areas. So if you want information about socials, meetings, brewery visits, beer Festivals and the like, they are the people to ring (or despatch a letter.)

NORWICH & NORFOLK:  
Terry Storey  
18 Esdelle Street  
Norwich. Tel. 663745 (home)

KING'S LYNN:  
Derek Storey  
King's Lynn 673929

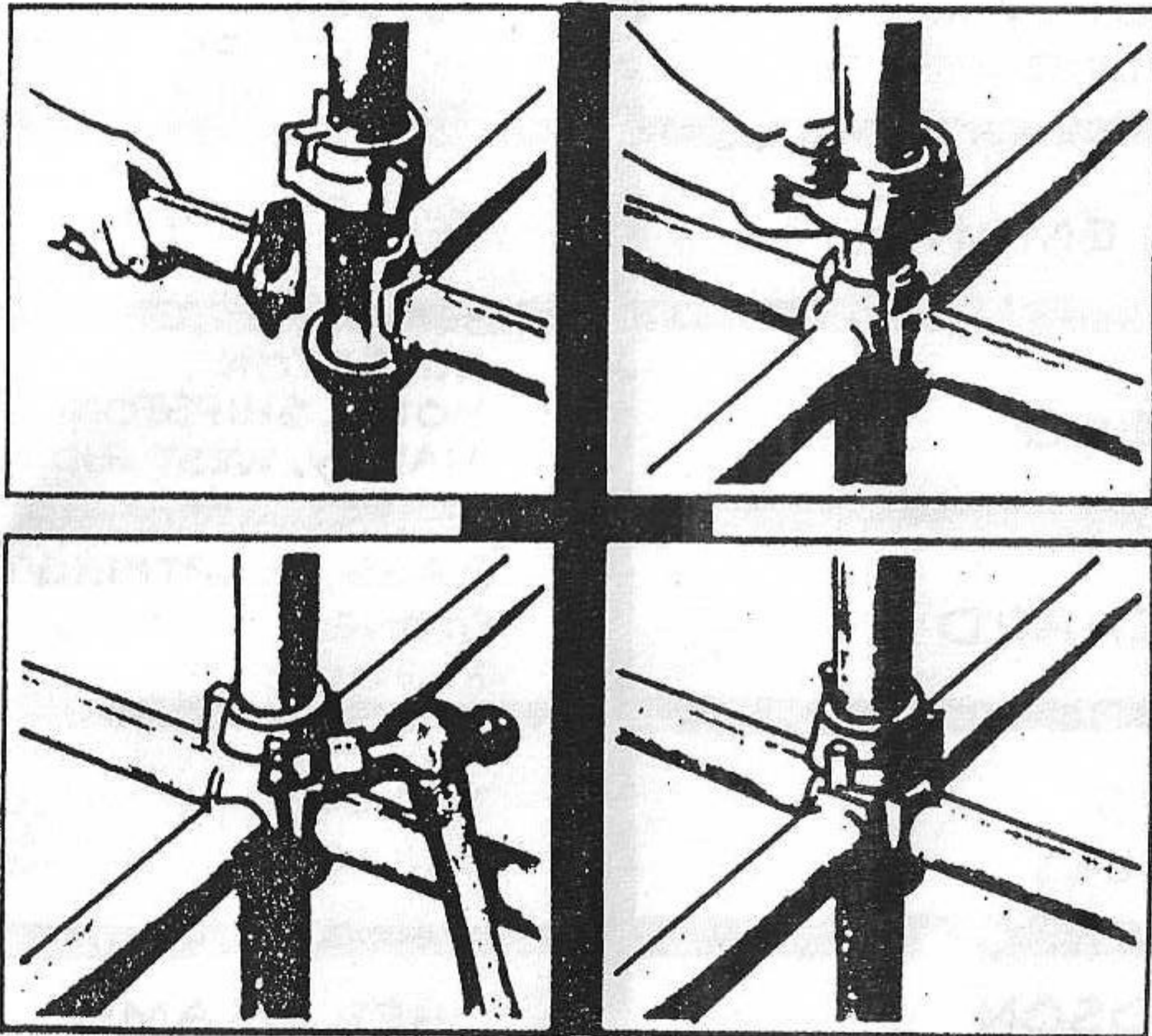
GT. YARMOUTH:  
(sub branch.)  
Pat. Smith  
Gt. Yarmouth 2012

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~Stage~

GREENE KING  
THWAITES

CASTLE  
WEBSTER  
RUDDLES

WHERRY ALE  
CASTLE EDEN QUEENS ALE  
WETHERED

WELLS  
PAINES

BODDINGTON  
THEAKSTON  
CHIDHAM

BURTON ALE  
BITTER  
BENSKINS

TIMOTHY  
TAYLOR

TETLEY  
DIRECTORS  
SAM SMITH

BATEMAN

MARSTON

YOUNG

MARSTON  
HOME, SHIPSTONE  
HARDY, WEST RIDING

EVERARD

BASS, WORTHINGTON  
STONES, WARDS  
ELGOOD

LEES  
RIDLEY

SMILE  
FULLERS

GODSON  
TOLLY COBBOLD

SHEP. NEAME  
ADNAMS

Food

PLAN of BEER HALL  
~Beers subject to availability~

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Entrance