

NORFOLK NIPS

The Newsletter
of

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Number 3



**NORWICH
BEER FESTIVAL
ISSUE**

FREE!

FIFTH NORWICH BEER FESTIVAL

Over 100 Real Ales

CAMRA's annual Norwich Beer Festival at St. Andrew's Hall is now established as one of the major regional beer festivals, and this year's event being held from Monday 25th October to Saturday 30th October, is the biggest ever Norwich Beer Festival.

For the first time, over 100 traditional cask beers from all parts of the UK, as well as a range of traditional draught ciders, will be available during the week. The festival opens on Monday 25th October at 5.30 pm and is then open daily from 11.30 am - 2.30 pm and 5.30 pm - 11 pm, until Friday 29th. On Saturday the festival will be open from 11.30 am until 4 pm, or until the beer runs out! (Subject to licence.)

A variety of entertainments has been booked for the festival, and each session should provide something different, with most tastes being catered for during the week. A choice of good, real food will be available at all lunchtime sessions, and early evenings, and at lunchtimes a creche will be available for those who want to bring the kids.

Admission to the festival will be just 25p for all sessions, except Wednesday, Thursday and Friday evenings after 8 pm, when admission will be 40p. The sessions early in the week from Tuesday onwards are recommended for those who want the biggest range of beers. The festival will also be less crowded at these times.

Festival Ban for Norwich Brewery

- Confusion over Yorkshire Bitter -

CAMRA will not be taking Websters Yorkshire Bitter from Norwich Brewery for this year's Norwich Beer Festival. The decision to ban Websters was taken in protest against Norwich Brewery's confusing marketing policy which gives the impression to the unaware that a keg version of Websters Bitter is the same beer as the real version. CAMRA decided that to sell Websters at the Festival would, in effect, be promoting sales of a keg beer, and adding to the public's confusion, both of which would be against CAMRA's interests. Norwich Brewery have been urged by CAMRA to change their stance on this issue. Such policies are normally associated in CAMRA circles with northern breweries, who often produce cask, keg and tank beers under the same name. The irony in this case, however, is that Websters themselves have responded to criticism in their own Yorkshire pubs, where cask conditioned bitter and mild are now marketed separately from bright and keg beers, the latter being known as Pennine Bitter and Green Label Best to distinguish them from 'Websters Yorkshire Bitter' and 'Websters Yorkshire Light'. Furthermore, keg Websters in our neighbouring Manns trading area is sold as Pennine. Norwich Brewery's initial launch of Websters Yorkshire Bitter was welcomed by CAMRA, and all the beer was then in cask-conditioned form. CAMRA became concerned when a chilled and filtered beer, also called Websters Yorkshire Bitter appeared in a number of local outlets. The keg beer was served from bar mountings carrying the same motifs as those for the traditional product. Advertising and publicity material in pubs failed to distinguish between keg and cask versions of the beer and keg Websters has now appeared in large numbers of tied Norwich Brewery houses, as well as the free trade. Traditional Websters immediately became known as 'Yorkshire Bitter'. Many pubs advertise 'Yorkshire Bitter' on an individual basis, again with no distinction between keg and cask.

Although the two beers are brewed to the same recipe, the keg version is chilled and filtered after fermentation to remove all residual yeast before kegging. The product is a 'bright' beer which is brought to the bar by applying pressurised carbon dioxide. The traditional beer is tankered to Norwich after fermentation where it is racked into containers. This beer undergoes a secondary fermentation and is naturally conditioned in the container, by the action of live residual yeast. Finings are added to settle the yeast, and, following conditioning in the pub cellar, the beer is drawn to the bar by hand, the beer being replaced by air. The cask version therefore develops a distinctive palate which is not tainted by excess carbonation, while the keg beer lacks maturity owing to the lack of natural conditioning. Any flavour is also masked by excessive amounts of carbon dioxide, which gives the beer a sharp acidic taste, and as with all keg beers, leads to flatulence and upset stomachs.

CAMRA call upon Norwich Brewery to cease conning the public in this regard, and if they insist on supplying a bright version of Websters (unlike Watneys London, who now sell traditional Websters in around 1000 pubs), we urge them to distinguish it from the cask-conditioned beer, possibly by supplying Pennine Bitter. In the meantime drinkers in Norwich Brewery houses are advised to look for a traditional pump handle on the bar before asking for Yorkshire Bitter, and if in doubt, to ask the bar staff whether the beer is real ale or keg.

WATNEYS GO WILD ON MILD - See Inside

EDITOR: Paul Moorhouse, 41 Neville Street, Norwich. Tel: Norwich 619677

Full Scale Launch for Bullards Mild

Following trials of Bullards Mild in a small number of Norwich Brewery houses in late August and early September, October 11 sees the official launch of the new real ale and from that date the beer is to be installed in 85 local pubs.

Bullards Mild is a traditional cask-conditioned beer, brewed at Norwich Brewery to an original gravity of 1035, and served by handpump from converted 10 gallon kegs. The new real ale will complement Norwich Brewery's other traditional ale, Castle Bitter, and Websters Bitter from Yorkshire, which is available in traditional form in many Norwich Brewery pubs.

One irony in the timing of this launch is that it coincides with development work currently in progress on the former Bullards Brewery site in Norwich, which has recently involved the demolition of much of the old brewery buildings.

Bullards Mild will initially be going on sale at the following houses in Norfolk :- NORWICH: Boundary, Branford, Canary, Catherine Wheel, Cellar House, Coach and Horses (Red Lion Street), Compleat Angler, Cricketers Arms, Dolphin, Duke of Connaught, Eaton Cottage, Farmhouse, Garden House, Grove, Heartsease, Heath House, King George, Lamb, Leopard, Maid Marion, Morning Star, Raven, Romany Rye, St Pauls Tavern, Shoemaker, Surrey Tavern, Thorn, Trafford, Trowel and Hammer, Tuckswood, Vauxhall, Volunteer, Woodcock.

ASHWELLTHORPE: Kings Head; BACTON: Bull; BLOFIELD: Globe; BRADWELL: Sun; CAISTER: Centurion; CATTON: Maids Head; COSTESSEY: Crown, Roundwell; DRAYTON: Cock; EAST DEREHAM: Royal Standard; GAYWOOD: White Horse; GORLESTON: Cap and Gown; GREAT YARMOUTH: Lichfield, Victoria Gardens; HELLESDON: Bignold Arms, Man on the Moon; HICKLING: Pleasure Boat; HINGHAM: White Hart; HOLT: Kings Head; HORNING: Swan; KINGS LYNN: Bentinck; LODDON: Kings Head; LONG STRATTON: Swan; LUDHAM: Dog; NORTH WOOTON: House on the Green; PORINGLAND: Swan; ROYDON: White Hart; SHERINGHAM: Robin Hood; SPROWSTON: Blue Boar, George and Dragon, Royal Oak; STALHAM: Grebe; STOKE HOLY CROSS: Red Lion; STRADSETT: Foldgate; TAVERHAM: Silver Fox; TERRINGTON ST CLEMENT: King William; WATLINGTON: Angel; WINTERTON: Fishermans Return; WROXHAM: Castle, Kings Head. Other outlets outside of Norfolk are to be: HARWICH: British Flag; IPSWICH: Great Eastern, Harlequin; KESSINGLAND: Kings Head; LOWESTOFT: Elephant and Castle, New House, Royal Oak; OULTON BROAD: Commodore, Flying Dutchman, Lady of the Lake, Ole Frank; RUSHMERE: Selkirk.

Thank you Norwich Brewery for providing the above list.

THE HORSE AND DRAY

Ber Street, Norwich.

Adnams Ales

Good Lunches

Listed in CAMRA Good Beer Guide

THE MISCHIEF TAVERN

8 Fye Bridge Street, Norwich.

Norwich 23810

- ★ *Real Ale from 58p pint*
- ★ *Excellent Bar and Restaurant Lunch Menu*
- ★ *Happy Hour and Music Sunday Evenings*
- ★ *Function Room Available for Private Hire*
- ★ *Accommodation*

Enjoy the hospitality extended by your hosts

ROGER and ANTHEA

COMMENT

The arrival of a real mild from Norwich Brewery has been eagerly anticipated in CAMRA circles for some time now, and initial tastings of the beer have not disappointed. Bullards Mild follows the introduction of real milds in other arms of the Watney Mann and Truman empire: Manns Mild in the West and East Midlands and Trumans Prize Dark Mild in London, the South East and parts of Essex and Suffolk. Bullards Mild's introduction into 85 local pubs is seen as another piece in the jigsaw which represents an unprecedented commitment to real mild by one of the 'big six' brewing combines. And this from a group which, seven years ago, produced no real ale in the Watney and Truman trading areas.

Indeed, the mid-1970's was the time when the future of real ale itself was in serious doubt. The initial CAMRA campaign was responsible for the retention of many of our traditional ales and small breweries, and for a renewed commitment to real ale by most branches of the 'big six'.

The position of real mild in the early 1980's has been compared with that of real ale generally in the early 1970's. Declining mild sales have over the past few years resulted in the loss of a number of fine mild ales, as continued production becomes uneconomic. The reasons for declining mild sales are quite clear. Mild's 'Old Man's drink' image is simply due to the lack of any advertising for the drink. Brewers' advertising budgets are concentrated largely on so-called lagers, often brewed to lower original gravities, and therefore weaker than mild ale, yet usually sold at 15-30p a pint more. Lager once had the reputation of being a ladies drink, but the brewers have successfully sold these bland but highly profitable products to many younger male drinkers.

CAMRA are now devoting much attention to the problems of traditional cask mild, and have set up a Mild Marketing Board to promote the beer. Some success seems to have been achieved, and some areas, like Norfolk, are experiencing something of a real mild revival. The West Midlands has always been a mild stronghold, and for brewers like Banks of Wolverhampton, cask mild represents the large majority of their production. One brewery in Walsall, Highgate Brewery, owned by the Bass group, produces nothing but real mild ale. Other areas have very little mild, however, and as a whole mild now takes up less than 10% of the beer market, compared with over 40% until the 1960's.

Norfolk has always retained reasonable sales of mild, and the past popularity of Bullards Mild is probably responsible for this. However, the vast majority of mild sold in Norfolk has been keg for well over a decade. Real mild has gradually crept back in, however, and was by 1982 available in just over 30 Norfolk pubs, chiefly free houses and the tied houses of Suffolk brewers Adnams, Greene King and Tolly Cobbold. That number has been more than doubled at one fell swoop by the initial re-introduction of Bullards Mild.

The success or otherwise of Bullards Mild in the long term remains to be seen. One major plus for the beer is that it has a good name, but will mild drinkers be tempted? To many, the new beer may appear to be another new-fangled product, and advertising will be needed to convince them that this new beer is probably closer to the beer they used to drink than the fizzy keg milds to which they have now become accustomed; the change back to cask beer may be just as traumatic as the drinker's enforced switch to keg in the late 1960's and early 1970's.

A second problem may result from Norwich Brewery's policy that new real ales must compete in pubs with keg beers - in other words Bullards Mild will be sold alongside Norwich Mild, and possibly Watneys Special Mild, which of course both have the advantage of longer shelf life. The reputation of Castle Bitter suffered considerably because of occasional sour pints resulting from slow sales. Hopefully publicans will be recommended to train their staff to 'push' the traditional Bullards Mild, in order to enhance consistent quality by quicker turnover. Most independent brewers, and members of the 'big six' with real ales in their portfolios, tend to sell the real ale as the pub's 'standard' mild or bitter, with the keg beer being available for those who express a preference for it. This policy has even stretched to other branches of the Watney empire, and some Truman pubs, and many Manns houses, serve up real ale to anyone who asks for a pint of bitter or mild. While of no consequence for large pubs with quick turnovers of any number of beers, this policy is vital to ensure consistent quality for real ale in the street corner local or the isolated rural pub, of which Norwich Brewery have many.

continued on page 3 column 2.

Camra's Continuing Role

For the past 11 years CAMRA have been fighting for the retention of traditional ale in traditional British pubs, and much success has been achieved. Yet many people have still not heard CAMRA's message, and others may not realise what they can do to help retain their heritage: the traditional pint. For this reason the Norwich Beer Festival has again been organised and staffed by unpaid CAMRA members who are convinced of the essential role CAMRA must yet play in order to retain and enhance consumer choice for the beer drinker.

Just over half of the country's pubs now offer real ale. Scores of independent brewers still produce real milds and bitters each with their own distinctive flavour. The 'big six' national brewers, who between them control 90% of the UK's beer production, have been forced to recognise the demand for traditional cask beers, although, unlike most independents, they tend to regard real ale as of relatively minor importance. Whitbread, and to some extent Courage, continue on a course of centralising production at large breweries which produce no real ale, while closing down smaller real ale breweries as total production capacity greatly exceeds today's demand. 'Big Six' brewers charge higher prices to pay for transport costs, investments and huge advertising budgets based on promotion for highly profitable lagers, to the detriment of real ale. Many traditional milds are currently in danger because of falling sales, owing to lack of promotion.

As well as promoting the cause of real draught mild and bitter, CAMRA campaign for some relaxation of the beer tie, and pub swaps, both of which can greatly enhance consumer choice, particularly in areas of monopolised tied trade, like Norfolk. Relaxation of licensing hours, pub preservation, and real ale in clubs are three other current areas of concern.

Beer the Way You Want it

In case anyone is wondering what all the fuss is about - briefly, all beers on sale at the festival are real cask beers, brewed traditionally and conditioned in the cask. Real beer is a live beer; yeast continues to work the beer in the pub cellar. Careful attention is needed so that real ale is served in prime condition, and a quick turnover rate is needed to enhance consistency.

Keg or bright beers are processed after the normal brewing process to facilitate handling and give a longer shelf life. The yeast is removed by chilling and filtering. Keg beers are often pasteurised to ensure sterility. Keg beer, being a 'dead' beer, often has to be artificially injected with carbon dioxide to give it condition. Service is by carbon dioxide gas pressure, which adds to the excessive carbonation. Although easier to handle, keg beers tend to be consistently mediocre; they lack flavour because of the absence of natural conditioning in the cask, and because of the pasteurisation process. Excessive gassiness also masks the flavour and produces a sharp taint. Real ales, however, are allowed to mature naturally to a characteristic and distinctive palate. Service is either direct from the cask or by handpump or electric pump, without the addition of any carbon dioxide.

Festival Entertainments

A wide range of entertainments will be provided throughout the festival. The main programme for the evening sessions presents something for everyone;

Monday evening October 25 JAZZTETTE Modern Jazz
Tuesday evening October 26 TRADITIONAL JAZZ
Wednesday evening October 27 AYLHAM SILVER BAND
Thursday evening October 28 BIG SMILE BANJO BAND
Friday evening October 29 BRASS BAND

At lunchtimes and in between the main evening performances there will be entertainments from pianists, folk musicians and morris dancers.

Glasses and Beer Tokens

Souvenir festival glasses will be provided, for a deposit of 75p, which is refundable for persons not wishing to keep their glass. Pints and half pint glasses are available. Please note that the pint glasses are oversized so as to provide a complete pint, with a head above the line. Half pints can be measured into the pint glasses.

Beer Tokens

Visitors to the festival will need to purchase beer tokens, as no cash will be taken over bars. The tokens are in units of 5p, arranged in blocks worth 25p. Beers are all priced in steps of 5p per pint. Change will be given for odd half units.

The Beer

Over 100 beers have been brought in from all parts of the UK and many styles of traditional draught real ale are represented: mild ales, bitters, porters, old ales, strong ales and barley wines. All the local brewers and suppliers are represented and drinkers will find an unprecedented range of real cask beers not normally available in East Anglia, including beers from Dunbar, Edinburgh, Dorset, Lancashire, Yorkshire, Cumbria, and various parts of Wales.

Drayton brewers Woodfordes have introduced a number of new beers and a special festival porter, Norfolk Porter, has been produced, described by brewer Ray Ashworth as a dark, full bodied and well balanced porter with a full hop flavour. Norfolk Black is a new hoppy mild ale and Star Bitter is brewed to the recipe of the former Star Brewery beer. Festival Ale, brewed originally for the 1981 festival, makes a welcome re-appearance, and Broadsman and Wherry Bitters are of course available.

A special mention must be made of Ind Coope, who have brought in guest beers produced at their Burton and Romford breweries for their new trading companies Halls, Taylor Walker, Benskins and Friary Meux, plus their Burton-brewed Ansells Bitter. Scottish and Newcastle have supplied three Scottish real beers not normally available in Norfolk (we will continue to ask for them, however), while Norwich Brewery have supplied beers from other parts of the Watney empire, including Wilsons Bitter, and Ushers, as well as the Norwich-brewed real ales, Castle Bitter, Manns Bitter and the new Bullards Mild, brewed to the original recipe. Courage and Whitbread have also brought in beers specially, and the full range of Suffolk brewers Greene King, Tolly Cobbold and Adnams will also be represented.

The figure in brackets after each beer refers to the original gravity (o.g.) of the beer. This is a measure of the amount of fermentable material used in brewing the beer, and is a rough guide to final beer strength. A high o.g. does not necessarily imply a higher quality, however, and some of the finest real ales are milds and light bitters of relatively low o.g.

ABBEY, Retford, Nottinghamshire. New small brewery originally set up in Yorkshire.

Quail Ale (1040)

ADNAMS, Southwold, Suffolk. Well known local concern with very popular beers.

Mild (1032), **Bitter** (1036), **Old** (1042)

BASS. Britain's largest brewing concern. The beers are brewed at Burton, Birmingham and Sheffield. The Stones is not the beer available locally, all of which is keg.

Draught Bass (1044), **Charrington IPA** (1039), **Stones Best Bitter** (1038.2)

BATEMAN, Wainfleet, Skegness, Lincolnshire. The county's only brewery producing excellent 'Good Honest Ales'.

Mild (1032), **XB** (1037), **XXXB** (1048)

BELHAVEN, Dunbar, East Lothian. Small, colourful Scottish brewery now controlled by Miss World promoter Eric Morley. Extremely distinctive beers.

60/- Light (1031), **70/- Heavy** (1036), **80/- Export** (1042)

BRAINS, Cardiff. Completely traditional Welsh brewery with a well-deserved reputation.

Dark (1035), **Bitter** (1035.3) **SA** (1040.6)

MATTHEW BROWN, Blackburn, Lancashire. Large independent company who are reviving their commitment to real beer, spearheaded by the relatively new John Peel.

Mild (1031), **Bitter** (1036), **John Peel Special** (1041)

BURTON BRIDGE, Burton-on-Trent, Staffordshire. New small brewer in the shadow of the giants.

Bitter (1042), **Festive Ale** (1055.5)

CAMERONS, Hartlepool, Cleveland. The major north-eastern real ale brewery. Good reputation.

Best Bitter (1036), **Strongarm** (1042)

CHUDLEY, Maida Vale, London. One of several 'microbreweries' in the capital.

Local Bitter (1038), **Lord's Strong Ale** (1050)

COURAGE, Bristol and Plymouth. 'Big six' brewers who supply real ale increasingly to Norwich and Norfolk. Their Yorkshire-brewed John Smiths, however, is all keg.

Heavy (1032), **Best Bitter** (1039), **Directors Bitter** (1046)

CROUCH VALE Woodham Ferrers, Essex. Small new 'Microbrewery' set up by CAMRA members in Essex.

Best Bitter (1039)

DARLEY, Thorne, Doncaster, South Yorkshire. Excellent distinctive beers. Owned by Vaux of Sunderland.

Dark (1032), Thorne Best Bitter (1038)

DEVENISH, Weymouth, Dorset. Major West Country concern. Also brew at Redruth, Cornwall.

Bitter (1033), Wessex Best Bitter (1042)

ELGOOD, Wisbech, Cambridgeshire. Small fenland company with a few pubs in W. Norfolk.

Bitter (1037)

EVERARDS, Leicester. Independent company with renewed commitment to real ale. Brew in Burton-on-Trent.

Beacon Bitter (1036), Tiger Bitter (1041), Old Original Ale (1050)

FELINFOEL, Llanelli, Dyfed. Small Welsh brewers with unfortunate top-pressure policy.

Mild (1032), Bitter (1035), Double Dragon (1040)

FULLER, Chiswick, London. Famous London brewers with staggering reputation.

Chiswick Bitter (1035.5), London Pride (1041.5), Extra Special Bitter (1055.75)

GIBBS MEW, Salisbury, Wiltshire. Re-introduced cask beer in the late 1970's.

Premium Bitter (1039), Bishop's Tipple (1066)

GREENE KING, Bury St. Edmunds, Suffolk. Slowly relaxing their top-pressure policy in the tied trade. Supply much real ale to the local free trade.

Mild (1030.8), IPA (1035), Abbot Ale (1048)

HALL AND WOODHOUSE, Blandford Forum, Dorset. Known as 'Badger Beers'; 150 tied houses.

Badger 'Boys' Bitter (1031), Badgers Best (1041), Tanglefoot (1048)

HOSKINS, Leicester. Unique old brewery with just one pub and one off-licence.

Bitter (1039)

IND COOPE, Burton-on-Trent. Part of Allied Breweries. Brew many real beers for different areas of the Ind Coope and Ansells trading regions.

Mild (1035), Ansells Bitter (1037), ABC Bitter (1037), Halls Harvest Bitter (1037), Ind Coope Bitter (1037) Burton Ale (1047.5)

IND COOPE, Romford. (Romford Brewery Company) Also brews real beers for the new trading companies based around London.

Benskins Bitter (1037), Friary Meux Bitter (1037), Taylor Walker Bitter (1037)

JENNINGS, Cockerham, Cumbria. A truly traditional brewery in an isolated part of the North-West.

Mild (1033), Bitter (1035)

MARSTON, Burton-on-Trent, Staffordshire. Large independent company with a very widespread trade. Now the only company using the Burton Union system for fermentation, since Bass closed their plant. Beware of Owd Rodger.

Capital (1030), Mercian Mild (1032), Burton Bitter (1037), Pedigree (1043), Merrie Monk (1043), Owd Rodger (1080)

MOORHOUSE, Burnley, Lancashire. Old-established makers of hop bitters who began to brew real beer in 1979.

Premier Bitter (1036)

NORWICH BREWERY. No introduction needed! Bullards Mild is based on the original recipe.

Bullards Mild (1033), Castle Bitter (1037), Manns Bitter (1039.7)

PAINES, St. Neots, Cambridgeshire. Small old-established brewery with 23 tied houses. Sadly the beers are no longer available in local pubs.

EG (1047)

PENHROS, Penhros Court, Kington, Herefordshire. Remote Welsh border brewery set up in 1977 by Terry Jones, of Monty Python fame.

Bitter (1038), Jones' First Brew (1048)

PRIORY, Newark, Nottinghamshire. Formerly known as Westcrown, one of the early new breweries.

Bitter (1036), Ned Belcher (1040)

SAMUEL SMITH, Tadcaster, North Yorkshire. Oldest Yorkshire brewery who sadly produce only one real ale. Not to be confused with John Smiths, which is all keg.

Old Brewery Bitter (1040.9)

SCOTTISH AND NEWCASTLE, Edinburgh. The only 'big six' concern who normally supply keg beer only to the local trade. How much longer can they hold out?

McEwans 70/- (Scotch) (1036.5), McEwans 80/- (Best Scotch) (1043.3) Youngers No. 3 Ale (1042)

SHIPSTONE, Nottingham. Popular brewery taken over by Greenall Whitley in 1978.

Bitter (1038.6)

TIMOTHY TAYLOR, Keighley, West Yorkshire. Small and insular with increasing free trade. Some of the most distinctive beers in the country.

Golden Best (1033), Bitter Ale (1033), Best Bitter (1037), Landlord (1042), Porter (1043), Ram Tam (1043)

TETLEY, Leeds. Part of Allied Breweries. Tetleys in the local free trade is always keg beer. Here is a chance to try the real thing.

Bitter (1035.5)

THEAKSTON, Carlisle, Cumbria and Masham, North Yorkshire. Family Yorkshire firm with extensive free trade, and a national following.

Bitter (1038), Old Peculier (1058.5)

TOLLY COBOLD, Ipswich, Suffolk. Local concern with healthy real ale policy in their few Norwich pubs. Owned by Ellermans, as are Camerons.

Mild (1030), Bitter (1034), Original (1037), Old Strong (1047)

TRAQUAIR HOUSE,

Bear B (1050), Traquair House Ale, (1075)

USHERS, Trowbridge, Wiltshire. Watneys' West Country outpost, which managed to hang onto real ale.

Best Bitter (1038)

WADWORTH, Devizes, Wiltshire. Delightful, stubbornly traditional concern.

Devizes Bitter (1031), 6X (1041)

WARDS, Sheffield. Owned by Vaux of Sunderland, but retaining their excellent real bitter in most of their 99 pubs.

Sheffield Best Bitter (1038.7)

WEBSTER, Halifax, W. Yorks.

Yorkshire Bitter (1037)

CHARLES WELLS, Bedford. Computerised modern brewery producing real ale.

Eagle Bitter (1035), Bombadier (1042)

WETHERED, Marlow, Bucks. Part of 'big six' brewers Whitbread. Winter Royal could become regularly available in the local tied trade.

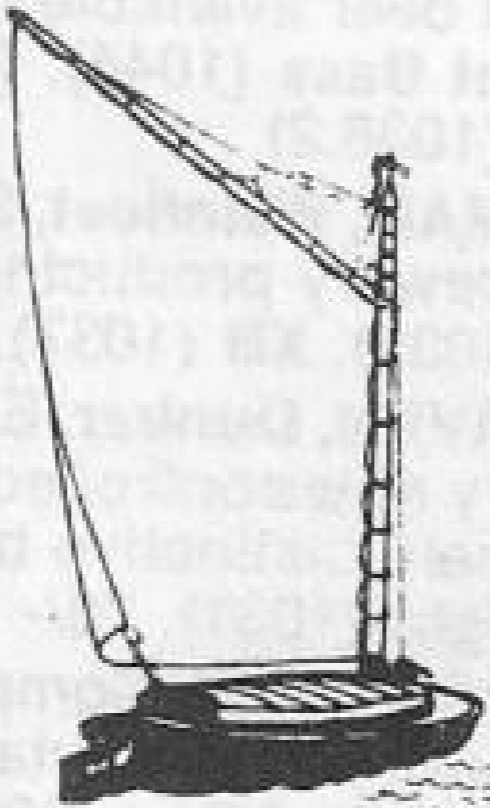
Thomas Wethered's Bitter (1036.6), Winter Royal (1056.8)

WOODFORDE'S, Drayton, Norwich. Norfolk's second brewery have supplied a splendid range of beers. They now have a steady and growing presence in the local free trade.

Norfolk Black (1035), Broadman (1037), Star Bitter (1038), Wherry Bitter (1041), Norfolk Porter (1045), Festival Ale (1055)

**WOODFORDE'S
NORFOLK ALES**

INDEPENDENT FAMILY BREWERS
**NORFOLK BLACK,
NORFOLK PORTER
& STAR BITTER**
in addition to our popular
**WHERRY BITTER
BROADSMAN'S BITTER
& FESTIVAL ALE**



Bidewell Close, Drayton, Norwich.
Tel: 860991

Norfolk Real Beer Guide

The 1982 edition of 'Real Beer in Norfolk' lists all 500 plus pubs in the county where real ale is available. As well as the beers on sale, the guide gives full details of the facilities available at each pub. The new guide shows many changes from the 1980 edition, reflecting the introduction of several real ales to Norfolk within the past year or two. The guide is available for 60p plus a large stamped addressed envelope from Terry Storer, 18 Esdelle Street, Norwich.

Letter to the Editor

Make Castle Available

Dear Sir,

I can't help being amazed, indeed baffled, by the logic of Norwich Brewery as outlined in an article in your September Newsletter. The situation, as far as I understand it, is that since the introduction of Websters Bitter, sales of Castle Bitter have dropped. To remedy this, the brewery and its tenants intend to lower the price of Castle by 5p.

Now then, my experience is as follows. There are four Norwich houses it is my misfortune to use. Of these, one had, and still has, Castle, albeit of varying quality. But two which had Castle no longer have it. When Websters was introduced, Castle disappeared from these houses. The fourth, however, has neither, despite long, heart-rending letters from the landlord to the brewery.

If you want to increase the sales of a product it is certainly sound business procedure to reduce its price. But is it not also a good idea to actually offer the product for sale???

J. W. Seaman,
SOC, UEA, Norwich.

ROSE TAVERN

Corner Trinity and Rupert Street
Norwich 25339

*Bar Snacks Lunchtime and Evening
Pool Table, Video*

Piano Saturday Night, Headbangers' Jukebox

THOMAS WETHEREDS TRADITIONAL BITTER

'Traditional Ales' Misleading Signs

Following complaints by CAMRA, a number of pubs in Norwich which sell no traditional cask beer are still displaying signs advertising 'traditional ales', despite an admission from Norwich Brewery that CAMRA's case is correct.

The brewery have stated that the situation had arisen through a breakdown in communications and that the company have a definite policy to indicate facilities on pub signs by the use of clear descriptions of products so as not to lead to confusion. CAMRA welcomes this policy, but calls for the alteration or removal of 'traditional ales' signs on Norwich pubs the Orchard Tavern and the St George and Dragon, Haymarket, (or, even better, for the installation of cask conditioned Castle Bitter, Websters Bitter or Bullards Mild) so that Norwich Brewery can justifiably claim they are not misleading the public in this respect.

SMALLEST FREE HOUSE IN NORWICH

THE TEN BELLS

St. Benedicts Street

Hazel & Jim Johnson

Tel: 24571

TRADITIONAL BEERS

100 WHISKIES

DRAUGHT GUINNESS - DRAUGHT LAGER

LILLIE LANGTRY

FREE HOUSE

UNTHANK ROAD, NORWICH.

Maureen & Stan Hill

**ABBOT - IPA - DIRECTORS - BEST BITTER -
ADNAMS - PLUS LAGER - KEG BITTERS &
DRAUGHT GUINNESS**

*Cosy friendly local with background music in
a relaxing atmosphere.*

THE ROSE

Queens Road, Norwich.

ADNAMS TRADITIONAL ALES

Norwich 20159

Comment continued.....

A third potential problem is highlighted by scrutiny of the list of outlets for the initial launch of Bullards Mild. As many as 30% of these pubs do not sell either Castle Bitter or Websters Bitter in real form. While this is immensely satisfying from the point of view of gains in total numbers of real ale outlets, landlords in many of these pubs will have no experience in handling cask-conditioned beers. Although a minor potential problem which can easily be obviated by training, it must be said that this did cause problems in the early days of Castle Bitter, when Norwich Brewery landlords who had joined the trade since the early 1970's could not possibly have experienced fined beer with that company.

THE MERCHANTS



OF COLEGATE FREE HOUSE

32, Colegate, Norwich.
Tel: Norwich 664175

**NORWICH'S NEWEST
&
FRIENDLIEST FREE HOUSE**

Selling

**Directors, Courage Best Bitter
Tolly Original & Tolly Bitter**

HAPPY HOUR MON-FRI 5.30-7pm

CAMRA sees the preservation of pubs as a major current campaign, as many brewers look more and more to sell off uneconomic tied houses as lucrative shops and offices or private houses. CAMRA's viewpoint is that pubs should be sold AS PUBS, complete with licence.

When Watneys took over Norwich's brewing industry in the 1960's they inherited an almost total monopoly of Norfolk's pubs, which enabled mass closures. Many villages which had had two, three or four pubs now had only one, or in some cases none.

In the 1980's Norwich Brewery are trying hard to lose the Watney image, but the Watney-style shedding of pubs continues. We now see a new trend - get planning permission first, then sell off the pub. The plot runs as follows. A pub is closed for repairs or because a new tenant cannot be found. Being 'temporary', the closure attracts no opposition from the regulars, who drift to other pubs. An application is then made for planning permission, allowing options to remain open. The pub is then de-licensed and sold off.

In Norwich we have recently lost two pubs in the above way, but in West Norfolk, Norwich Brewery plans have suffered a setback. Having closed the last pubs in both East Winch and Harpley, the applied for planning permission for residential use of the sites. Sadly for Norwich Brewery, West Norfolk District Council has refused permission on the grounds that these are the last pubs in the villages.

CAMRA congratulates West Norfolk and we now look to other district councils, for Norfolk has perhaps eighty pubs in danger of closure - perhaps your local. Excuses will be found - pubs being too small, in need of expensive alterations (often after years of neglect), having too low a turnover (perhaps through not brewing what the public want), or that a tenant cannot be found (perhaps the rent is too high). Excuses, however, mean nothing to the regulars of a threatened last village local. Perhaps one day we will have a local brewery which cares about local people. That's what we had before Watneys.

Rising Star

Norwich's Golden Star in Colegate re-opened triumphantly on October 4 under the joint new proprietorship of Chris Slann and Mike Grace to whom our best wishes. The pub has been sympathetically redecorated and generally tidied up during its period of closure, and the essential pre-war atmosphere of the pub has happily been retained. The back room in the pub has been enlarged and will now be open to the public most of the time. On the re-opening night the beers on sale were Greene King Mild and Abbot Ale, Tolly Bitter and Original, and Batemans XB and XXXB.

FESTIVAL HELPERS NEEDED

Helpers are still needed for the Norwich Beer Festival, particularly for the evening sessions on Tuesday, Wednesday, Thursday and Friday 26-29 October. Working at beer festivals is great fun, and all staff will receive a meal during each session worked as well as a limited amount of free beer. Then there is the staff party. Anyone who is interested in helping, even if only for an hour or two - please contact the Editor.

Courage Directors Collection Scheme

Courage have launched a local promotion for their cask Directors Bitter in which Directors drinkers can acquire a Directors Connoisseur tie or sweat shirt. A booklet, available from Directors pubs in Norwich, lists the 19 city pubs serving the beer. Aspiring 'connoisseurs' merely have to drink Courage Directors in each pub, having their book stamped by the landlord or bar staff in each house. The completed book is then returned to Courage in order to claim a tie or sweat shirt.

REAL BEER IN NORFOLK

- ★ 5th Edition - lists over 500 Real Ale Pubs.
- ★ All cask beers listed, plus details of pub facilities.
- ★ Send 60p & S.A.E. (Cheques - CAMRA Norwich Branch) to T. Storer, 18 Esdelle Street, Norwich.

INN FOCUS

CAMRA member Dave Rowe has recently moved from Gillingham in Kent to take over the Goat at Strumpshaw. His Castle Bitter is kept in excellent condition so it is hardly surprising that he has trebled his sales of the beer since moving into the pub in July. Just down the road Wethereds Bitter is on sale at the Shoulder of Mutton. This friendly local also boasts a bar billiards table.

In NORWICH the Barn Tavern now sells Directors, cask Best Bitter having been withdrawn because of poor sales. Another Courage house, the New Inn on West End Street, has still not received any cask Best Bitter although a handpump has been in place for several months. Also in Norwich the White Lion on Oak Street has added Woodfordes bitters. The Norwich Civil Service Club at Wentworth Green has had handpumps installed and now sells real ale in the shape of Adnams Bitter and Draught Bass. (Entry to members and guests only).

In GREAT YARMOUTH Allens now sells Adnams Bitter as the sole real ale, while the Crystal sells Adnams Bitter and Draught Bass. Draught Worthington E is also on sale here; this is in fact Draught Bass, of course. Worthington E in cask form as not been brewed as such since the early 1970's, and Worthington E is now nearly always keg. This should not be confused with Worthington Bitter, which IS a different beer but which was recently withdrawn from the local area. We have heard of no plans to discontinue the practice of supplying Bass as Worthington E for Great Yarmouth.

In the county, the Lifeboat at THORNHAM is believed to have withdrawn Adnams Bitter. At BLICKLING the Buckinghamshire Arms is now serving real Ind Coope Bitter, while the Ship at BACTON sells Castle Bitter. The Websters here is keg, but traditional Websters is expected here following cellar renovations.