

Shakespeare

Newsletter of Shakespeare branch of CAMRA - Real ale in Shakespeare Country and The Vale



FREE
Please
take one

DYNAMIC DUO!

THE COACH & HORSES, HARVINGTON AND THE HOLLY BUSH, ALCESTER AWARDED BRANCH PUBS OF THE YEAR.

Here in Shakespeare Branch we are lucky to have an array of quality pubs and each year we award an overall winner for the branch. Covering two counties, this can be difficult with very strong contenders. Sometimes there are old favourites that are obvious choices and sometimes there is an establishment that comes out of the blue.

This year we award Shakespeare CAMRA Branch Pub of Worcestershire to **THE COACH & HORSES**, Harvington and Warwickshire to **THE HOLLY BUSH**, Alcester.

The presentation for the Coach & Horses came first a few weeks back - word had gotten around and the pub was packed with well wishers, locals and the like. Branch chair Lloyd Evans, explained to the crowd about the process of monitoring our pubs in both counties and obtaining feedback from our members and visitors which leads us to award seasonal and other awards throughout the year of which the Coach & Horses was Pub of the Season Spring 2013. Building on this we arrive at the decision of the Worcestershire Pub of the Year chosen by branch members. Lloyd then raised the question of "why the Coach and Horses?". From the many reasons you can pick, one is evident from looking through the village news to see the support the pub gives the local community such as Songbird and the many clubs held there including the ukulele club which generates a tremendous atmosphere

on Tuesday nights and the over 50s lunch club which Lloyd was keen to join! When all of these factors are put together it gives a pub which rightly deserves to be at the centre of the community and be chosen for this award. Landlords Steve and Di Salter have made fantastic improvements. It is now somewhere you can recognise as a community pub - where people can come, mix, socialise and enjoy the company of people in the village and it is a tremendous complement to what Steve and Di have achieved.

They were absolutely over the moon with this recognition being relative new comers to the pub trade and went on to thank customers, the local community and visitors, but most importantly the whole team including cellar man Neil, Julie, Esther, Beth, Chloe, Claire and Rob.

We wish them every continued success for what seems to be an excellent recipe for success.

We next presented to The Holly Bush, Alcester ... Again a packed pub with members attending the branch AGM and regular drinkers. Lloyd made the presentation to Teej Deffley landlady, touching on just a few of the many reasons why this free house pub was awarded Warwickshire Branch Pub of the Year - hosting many of the local groups, beer festivals and an excellent range of 8+

excellent kept ales, real cider and perry. It has also achieved Shakespeare Warwickshire Branch Pub no less than 6 times of the 16 years Teej has been running it - 2000, 2001, 2002, 2007, 2011 and now 2014 and came runner up in the overall Warwickshire Pub of the Year in 2011. They seem to have a formula here that just draws people in and was recently written about by the Birmingham Mail as one of the Midlands Top 30 Pubs to Visit.

So again we would like to wish Teej and her staff all the very best and congratulate them on their ever growing collection of "Shakespeare CAMRA silverware" and long may it continue.

Both pubs go forward with a chance to win overall pub for their respective county.



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Beer Festivals

Bigger & Better

The Weighbridge

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2014

Friday, 16th & Saturday, 17th
6pm - 11pm & 12pm - 11pm

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Chairman's Letter Festival Special

For those of you who normally receive *Shakesbeer* in the post you will be used to a word from our Chairman, Lloyd Evans. We have decided to include this in the magazine so that those who might be thinking about coming and joining the branch in a more active way can see a small summary of what we get up to that previously may not have made it in here.

Hello Branch Members,

Shakespeare branch of CAMRA has now spent over six months organising this year's beer festival which I am pleased to say has remained at the Racecourse in Stratford - proven to be an excellent venue for all concerned not least, in my opinion, because of the camping facilities that are available on site for those that wish to stay overnight.

As in previous years we intend to open the Festival on Friday lunchtime with the Hook Norton dray extending its way into the town centre to advertise the festival. The "official" opening will take place in the afternoon by the Mayor of Stratford and we will again be supporting the Shakespeare Hospice with unused beer token donations received over the two day event.

With this now being an annual event, last years attendance figures were very much higher than anything we had previously experienced with around 1,500 people enjoying the range of beers and ciders on offer, which from the high number of positive comments that we received it was obviously a very friendly and sociable atmosphere for all concerned.

Our calculations last year showed that over 5,000 pints had been consumed, which by early on Saturday evening clearly resulted in us having to close much sooner than expected having sold out of absolutely everything that we had available. With Real Ale being such a natural product that takes some time to condition properly, it would have been impossible to have prepared any "extra" provision in the time span remaining.

Although it had been a very successful event enjoyed by a huge number of people, we are also aware of some people that arrived on Saturday evening expecting a few of the beers to still be available. To them we can only offer an apology but clearly based upon our past experiences where we have previously had to pour beers away on the Sunday morning, the attendance figures that we experienced this year were incredible and are clearly an unknown factor in any planning that we could have done before the event.

With this in mind I am pleased to report that the Committee have taken some major financial decisions over the past few months to expand the festival which this year will see not only extra floor space being made available at the Racecourse but also an increase in the Beers and Ciders being made available to a combined target figure of around one hundred different styles and varieties.

We are looking forward to seeing you there! For up to date information including all the proposed beer and ciders lists, can I please draw your attention to the festival website - **www.stratfordbeerfestival.org.uk** where you will also find links to the relevant Facebook and Twitter pages.

**Next Branch Meeting -
July 15th, White Lion, Tredington CV36 4NS at 8.00pm**

Best wishes as always, Lloyd



STRATFORD-UPON-AVON

8th BEER & CIDER FESTIVAL

Friday 13th & Saturday 14th June 2014

www.stratfordbeerfestival.org.uk

Stratford Racecourse, Luddington Road CV37 9SE

Stratford-upon-Avon



this year's theme is...

Shakespeare's Favourites

Festival organised by...
Shakespeare CAMRA

Live Music!
- SATURDAY -
On-site camping & caravan facilities

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70
Beers
30
Ciders



Supporting
The Shakespeare
Hospice



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FOR
REAL ALE

Opening times: **Friday 13th** 12.00pm till 11.00pm • **Saturday 14th** 11.00am till 11.00pm



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then Racecourse Friday & Saturday - all sessions

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StratfordBeerFestival



@SoABeerFestival

Golden Ales at Stratford Beer Festival

This year at Stratford Beer Festival I am pleased to report that after our success in organising previous judging competitions for the West Midlands Beer of the Year competitions, we have been allocated the Golden Ales category for 2014.

The final shortlist of six selected beers has been decided by an open vote available to all CAMRA members across the West Midlands and although confidential to all concerned until the Friday night of the Festival, all of the beers will be available for you to drink on both days. It will be interesting to see if your thoughts and decisions are the same as the judging panel who will be chosen from some of the brewers and landlords in the Shakespeare CAMRA branch area.

This new style of pale, well-hopped and quenching beers was developed in the 1980s as independent brewers attempted to win younger drinkers from heavily-promoted lager brands. The first in the field were *Exmoor Gold* and *Hop Back Summer Lightning*, though many micros and regionals now make their versions of the style. Strengths will range from 3.5% to 5.3%. The hallmark flavours of these beers will be the biscuity and juicy malt characters derived from pale malts, underscored by tart citrus fruit and peppery hops, often with the addition of hints of vanilla and cornflour. Golden ales are pale amber, gold, yellow or straw coloured and above all are thirst quenching.

A recent Neilson survey of beer styles has shown that Golden

Ales have soared by 26% in a year and lager has seen a fall in 3% by consumption.

When you're out and about you will see Golden Ales in the form of beers such *Thwaites Wainwright*, *Morland Golden Hen*, *St Austell Tribute* & *Harviestoun Bitter & Twisted* so why not give them a try!

Lloyd Evans, Competition Organiser



Credit: Adapted from CAMRA light ales



Pub News & Reports...

Tredington WHITE LION

We learn that they are now open Tue - Fri afternoons from 12 to 3pm, serving light lunches until 2pm. Evening opening during the week is from 5pm and all day Sat & Sun from midday. The Wednesday quiz is also proving to be popular and contestants benefit from a free buffet. Thursday sees the introduction of "Thirsty Thursday" with Ales available between 5 & 7pm for £2.

Alcester WHITE LION

Sunday 25th May sees the return of the annual Pram Race starting at the White Lion. For more details 01789 400391

ROEBUCK

Visiting this stylish local there is a choice of three beers regularly available with *Wye Valley Butty Bach* and a selection of the main *Purity* beers rotating on the other two.

TURKS HEAD

We can report here that three guests are available often being either *Skinnors* or *Wye Valley* and their fourth pump dispensing *Wye Valley HPA*.

THE THREE TUNS

It is with much sadness that Neil and Pauline Burdett at The Tuns have decided to call it a day due to the approaching end of lease for the building. They have put in 16 continuous years service here and are pictured with a certificate from the branch in recognition of this. The future of the building is undecided at this point however it's most unlikely to continue as a pub

Neil and Pauline Burdett



Beer Drinker, Reader or CAMRA Member - the reports and short stories below all come from people like yourself, so if you find yourself in one of our wonderful pubs, feel free to drop us a note about anything you think should be in this section! shakesbeer@shakespearecamra.org.uk

although some keen residents are pursuing a case for asset of community value to try and save the pub.

Bearley THE GOLDEN CROSS

After a 3 month closure this Enterprise Inn reopened for Easter 2014 with a new couple Carl and Sam at the helm. Their plans for real ale are to dedicate one handpump to beers from the nearby *Purity Brewery* and a second handpump serving a changing cask beer. On a recent visit *Purity Pure Gold* and *St Austell Tribute* were found on handpump. The pub is open all day every day with food served all day.

Broadway THE CROWN & TRUMPET

We learn that for CAMRA Mild for May campaign throughout the month you should be able to find *Rudgate Brewery Ruby Mild* 4.4%, *Prospect Brewery Nutty Slack Mild* 3.9% and *Elgoods Brewery Black Dog Mild* 3.6%

HORSE & HOUND

A recent visit reveals in this popular tourist pub you will be welcomed with a choice of four pumps serving *Sharps Doom Bar*, two *Hook Norton* regulars and *Purity Mad Goose*.

Evesham THE RAILWAY

Following a period of closure, the Railway Hotel, High Street Evesham reopened its doors on Saturday 22nd March. Managed by branch members Paul "Muttley" Watson and Tash Heritage, the pub is now operating under the name of "The Iron Road Rock Bar". A "Rock Box" jukebox has been installed and live rock bands are arranged for Saturday nights (and Sundays at Bank Holiday

weekends). The popular Battle of the Bands competition is also returning on Friday Evenings starting in late May.

Cask ales on offer are *Wychwood Hobgoblin* and *Sharps Doom Bar*, with one additional guest ale on rotation; *Robinson's Trooper* was on sale for the opening night. *Thatchers Cheddar Valley* cider is also available.

Opening times and a full entertainment listing can be seen at www.facebook.com/theironroad



THE TRUMPET

It's great to see The Trumpet, Evesham open again in what appears to be very safe hands. After an extended period of limited opening during the Evesham Bridge works, The Trumpet closed its doors in early March this year. Following a bit of decorating and refurbishment, new tenants, Charles and Kate Stewart reopened on 12th April. They are both chefs by profession and with Charles having a serious penchant for real ale, Evesham residents can be assured of some first class food and drink. We ate an excellent meal from a somewhat limited menu just a couple of hours after the pub opened. The aim is to provide a full seasonal menu, all sourced locally when the couple properly settle in. According to Charles, "we want to be a place where people can get a good pint of ale, a decent meal and relax"

and one of the first things he did was to lose the television.

It will still be a 'proper pub' with a darts team and other pub games and with three *Hooky* beers, (*Mild, Lion and Old Hooky*), under the vigilant care of bar manager Matt Godden I'm sure they will all do well in the future.

The pub is currently closed on Mondays and Tuesdays, (pending more trade and staff), but opens from 11.00am to 11.00pm Wednesday to Sunday, with a full menu available throughout the day.



THE RED LION

Hopefully, by the time you read this a new pub, The Red Lion, will have opened in Evesham's Market Place, (nr the shopping centre entrance). I say new, but what was until recently The Boot and Shoe Company, was in a previous life The Red Lion Inn which last operated as a pub over a hundred years ago.

A minor problem with the licence has delayed the opening by a couple of weeks, it had been intended to open for the early May Bank Holiday weekend during Evesham's 'Vintage Festival'. Currently as I write this there is no firm date yet as there a few more building works to complete. As we visited the 'work in progress' we had the opportunity to try two of the minimum five ales plus ciders which will be permanently available. The first, '*Ale of Evesham*' (3.8%), has a nice caramel sweetness with the trademark Cannon Royall bitterness on the finish, the second, their iconic '*Fruiterers Mild*', (3.7%), deliciously dark and traditional.



With the prospect of more to choose from plus real ciders we can't wait for the full opening and wish them every success.

OLD RED HORSE

Operating a 50p discount on *Brew XI* during Happy Hour Mon-Fri. The happy hour is anytime up to 1pm lunchtime so you have to be quick off the mark.

ANGEL VAULTS

Has been serving *Greene King IPA* from handpump since new hosts Steve & Sharon took over in Autumn 2013. The IPA is priced at a happy hour figure of £2.50 Mon-Fri and it is a very long happy hour lasting from 10am till 6pm.

BEAR, PORT STREET

An excellent pint of *Slaughterhouse Saddleback* was found here on a recent visit. This was the changing guest beer and there was also the regular *Uley Pig's Ear*.

Edgehill THE CASTLE

The stunning looking Castle placed on top of the hill overlooking the battlefield of Edgehill has undergone a major 12 week refurbishment with a substantial amount of money being invested and opened on April

4th. During this works the pub has been subject to the theft of its replica weapons which are used to decorate the pub. They have since had some original cannon balls donated and commissioned some new armour from a local weapon maker. As part of this refurbishment they have opened the tower of the pub for B&B rooms.

Irons Cross QUEENS HEAD

Sadly once again we learn that this country pub has closed its doors once more despite having had a makeover and the addition of luxury B&B rooms. Currently up for lease.

Childswickham CHILDSWICKHAM INN

On a recent visit here our roving reporter advises us that *Hook Norton Old Hooky* and *Sharps Doom Bar* were available in this smart two bar village inn.

Abbots Salford SALFORD HALL HOTEL

Now available are 2 regular *Purity* beers and on a recent visit this was *Gold & Ubu*, which is good to hear.

VINEYARD

Available currently serving *Greene King IPA*

Kings Coughton KINGS COURT HOTEL

A recent visit here reveals three hand pumps serving *Marstons Pedigree*, *Bitter* and *Cumberland Ale*.

Great Alne HUFF CAP

Sadly following a revamp or two, this pub has closed yet again. No news on its future at this time.

CONTINUED ON PAGE 9





CAMRA
WARWICKSHIRE
COUNTY
PUB OF THE YEAR
2012

THE NORMAN KNIGHT



The Norman Knight is open seven evenings per week and Tuesday to Sunday lunchtimes serving a choice of up to seven real ales including several brewed on the premises at our award winning Patriot Brewery plus two real ciders and Perry.



Patriot Brewery



With real log fires in both bars during winter months The Norman Knight is a perfect place to unwind and relax, with its enviable position overlooking Whichford village green in the rural Cotswolds district and an in area of Outstanding Natural Beauty.



Popular with walkers and cyclists throughout the year and with our Caravan Club approved CL site at the rear of the pub why not make a weekend of it.



Not only do we serve well kept ales and ciders we also have an eclectic and regularly changing wine list overseen by our qualified wine and beer sommelier Richard which of course leads us on to our fantastic restaurant overseen by our well loved French Chef Jean-Michel.



Jean-Michel has pulled together a well balanced menu combining pub classics interlaced with traditional French and more modern dishes. Regularly changing menus and specials all cooked fresh using locally sourced and seasonal ingredients with plenty of choice means that you will be spoilt for choice either at lunch or for dinner.



Live music features throughout the year covering all musical tastes - check out our website for all the up to date menus, opening times and music, or follow us on Facebook or Twitter @thenormanknight.

THE NORMAN KNIGHT WHICHFORD NEAR SHIPSTON-ON-STOUR WARWICKSHIRE
TELEPHONE 01608 684621 WWW.THENORMANKNIGHT.CO.UK

Pub News & Reports...

Wixford

THE FISH

In this popular riverside local three beers now regularly available – *Wadworth 6X*, *Whychford Hobgoblin* and *Purity Mad Goose*

Harvington

COACH AND HORSES

As you'll have read on the front cover this pub has been crowned Branch Pub of the Year for Worcestershire. Along with this they have just completed an extensive refurbishment of the skittle alley and function room together with a lovely new coat of paint on the outside. Inside this excellent local you will find permanent *Greene King IPA* and three changing guests which are chosen by the locals.

Stratford-upon-Avon

THE WINDMILL

Following a short closure for refurbishment The Windmill in Stratford reopened in March 2014. Four cask beers are available on handpump and these comprise *Greene King IPA* and *Abbot Ale* as permanent residents and then two beers which change on a monthly basis. On a recent visit these were found to be *Skinners Betty Stogs* and *Purity UBU*. The pub is open all day every day and serves food all day.

DIRTY DUCK

Serves two or three cask beers mainly from *Greene King* breweries. On a recent visit these were found to be *IPA* and *Dirty Mallard* both from *Greene King* together with *Morland's Old Golden Hen*. The pub is open all day with food served all day.

OLD TRAMWAY

The Stratford to Moreton in Marsh tramway once ran along the embankment at the bottom of the garden which now acts as a convenient footpath into Stratford centre arriving by way of the historic Tramway Bridge. Inside the Victorian pub there are 4 handpumps dispensing *London Pride*

as the regular plus up to 3 guests such as *Purity UBU*, *Sharps Doom Bar* and *Jennings Cumberland Ale*. It is open all day with food served lunchtimes and evenings.

www.theoldtramwayinn.co.uk

KISS BAR

Our roving reporters advise this is now closed and up for rent / lease.

THE LEGION

Having found the above closed, our reporter moved on to The Legion to find an excellent pint of *Byatts Crystal Cookie* available.

Shipston-on-Stour

THE GEORGE HOTEL

A visit here mid April gave us the following beers *St Austell Tribute*, *North Cotswold Shagweaver* which were both excellent and *Castle Rock's Harvest Pale* (untried).

Shottery

THE BELL

Our roving reporter has made a number of visits here and you will consistently find *Greene King Abbot Ale*, *Greene King IPA*, *Ruddles County* and *Old Speckled Hen* as well as a guest which on this occasion was from the *Leeds Brewery, Leeds Best*.

Snitterfield

THE SNITTERFIELD ARMS

Visiting here recently you can find three beers, 2 regulars *Sharps Doom Bar* and *Greene King IPA* and a guest which was *Hook Norton Gold*.

Ratley

ROSE & CROWN

Ownership of this free house changed early in 2014 and so did the tenant. So it was farewell to Sharon and welcome Quentin at this ancient stone built pub at the bottom of the village. Open at lunchtime and evenings every day there is food served every session except Monday lunch and Sunday evening. The three regular beers are *St Austell Tribute*,

Sharps Doom Bar and *Wells Bombardier* and two further hand pumps dispense guest beers from local breweries such as *Purity* and *Whale Ale*. Log burning stoves provide winter warmth and Aunt Sally is played in the garden during summer months.

Brewery News

NORTH COTSWOLD BREWERY



It has been a busy period for the brewery – Beer *Hung, Drawn 'n' Portered* (cask) picked up Gold in the Porter, Stouts, Old Ales and Strong Milds Category at the SIBA Wales & West Region Beer Competition at Ludlow last weekend. It then went on to be crowned Overall Champion of the Competition! Also they have picked up a Bronze award for their *Shagweaver* in bottle and another bronze for their *Hung, Drawn 'n' Portered* in bottle.

The team are obviously very pleased that the hard work is paying off.

The last twelve months have seen a significant up turn in business. They have been at maximum production since September last year and it has been a struggle to meet the demands of ever increasing sales.

At the beginning of 2014 the decision was taken to expand production and to invest significantly in the fabric of the brewery.

"We are pleased to announce that, with the help of a Defra grant, we will be doubling production in the next few months as well as making many other improvements to the brewery. This is a big commitment on our part to the future of the brewery and we take pride in the fact that it will lead to three new jobs being created. The increased production capacity also gives us the option to introduce some new ales so watch this space for some exciting brews already in development."

Shakespeare CAMRA on tour again!

What a cracking evening - and all because a newly-active CAMRA member volunteered to organise a pub tour. Many thanks to Nick Dearing! The intrepid 21 Shakespeare CAMRA members were bussed to **The Weighbridge at Alvechurch**, **The Coach & Horses at Weatheroak Hill** and **The Victoria Works at Studley**. All GBG 2014 pubs with a veritable mini beer festival at each pub (no less than 25 different ales in all)!

WEIGHBRIDGE AT ALVECHURCH

We arrived at the Weighbridge with an air of excitement, happily finding a welcoming landlord and five different ales on view - all LocAles! What a great selection!

I had a pint of *Black Shadow*, a 5% milk stout, from the new micro brewery at the *Blue Bell Cider House* in Hockley Heath - it had a lovely dark colour, plenty of chocolatey richness in the mouth and a nice bitter aftertaste - yummy! I followed this with a pint of *Weatheroak Brewery's Tillerian's Tipple* (3.9%), which was a clean, citrusy, hoppy ale - just my sort of drink. The other ales on offer were *Bargee's Bitter* (3.8%) from *Kinver*, *Piffle Snonger* (3.8%), a blonde & fruity brew from the *Froth Blowing Brewing Co*, which set up in Erdington in 2013, and *Cannon Royall's* very popular *Fruiterer's Mild* (3.7%).

It was good to see the recently-retired Rev Canon David Capron on our trip. As many will know, he was our "Shepherd", who single-handedly set up our branch in 1982. Before the open CAMRA meeting in the Bell at Shotton, which he organised,

he told me that he would propose me as Chairman and Bob McVie as Secretary. And so it happened! And he continued to play a full part in guiding our branch in our early years. Thanks David!

Anyway, amazingly, David said that he hadn't been to the Weighbridge before and commented: "It's good to see old mates and good to see such an excellent selection of beers on offer, so I'm trying as many halves as I can!" I warned him that it's dark outside, so try not to fall into the canal on the way out! Bob McVie was also on the trip and was enjoying the *Tillerian's Tipple*, saying: "It's got a moreish, fruity body, a nutty nose and it's very tasty. Cheers!" Finally, we were also impressed to receive some tasty sandwiches as a snack. Thanks!

COACH & HORSES AT WEATHEROAK HILL

We next went to the Coach & Horses, with its two separate bars. It had no less than twelve different ales on offer, half of which were *Weatheroak Hill* ales: *Gold* (3.5%), *Black Country Bitter* (3.7%), *Icknield Pale Ale* (3.8%), *Indian Summer* (4.2%), *Dark Horse* (4.5%) and *King of the Hill* (5.4%). The other six ales were: *Hobsons Bitter* (3.8%), *Wye Valley Hereford Pale Ale* (4.0%), *Holden's Golden Glow* (4.4%), *Wood's Shropshire Lad* (4.5%), *Hook Norton Old Hooky* (4.6%) and *Holden's Black Country Special* (5.1%). Wow, what a selection! I had the IPA, a tasty bitter, with some floral overtones and a hoppy finish - very nice. I spoke to three Alcester residents who had never been on a CAMRA trip before, Chris Brannigan, John Mattocks and Mike

Clarke. Chris said: "It's good to get to taste some ales you wouldn't often get to try and in a convivial group too". Mike said, "I've enjoyed the beer and I intend to take out a membership of CAMRA". It's certainly good to see new faces in the branch. Welcome to all of you; we hope to see you at some future events.

VICTORIA WORKS AT STUDLEY

Onto the coach and we were soon at the Weatheroak Brewery's tap, the Victoria Works. Again we were greeted by an impressive array of no less than seven Weatheroak beers: *St. Udley Mild* (3.4%), *Light Oak* (3.6%), *Weatheroak Ale* (4.1%), *Victoria Works* (4.3%), *Miss Stout* (4.4%), *Redwood* (4.7%) and *Keystone Hops* (5.0%). There was also *Winter Wobbler* (5.0%), a guest ale from the *Old Pie Factory* in Warwick, which started brewing in November 2011. Another wonderful selection! I tried the *Victoria Works*, which I found very hoppy and citrusy - lovely! It was good to see lots of new faces on a CAMRA trip. Julian Stabinski, our respected Beer Festival Organiser, introduced me to Tzatia Heritage & Muttley Watson who said that they hadn't been on a CAMRA trip before and were "really enjoying the opportunity of trying out some different ales". Not only that, they would soon be taking over the Railway Hotel at Evesham, which will have "plenty of real ale and will also be a music venue". Brilliant! It certainly sounds like that will be worth a visit! We wish them well with their venture. [Editor's note: the Railway Hotel has now re-opened. But has it?]

And our evening finished off with a tasty pork bap - yummy! Thanks again to Nick Dearing for organising the trip. We're all looking forward to coming on your next one!

ALAN WHITBREAD
ALCESTER COURT LEET ALE TASTER
DARKEST JANUARY 2014



Get Active!

WE NEED **YOUR HELP** IF THIS YEAR'S FESTIVAL IS GOING TO BE A **SUCCESS!**

It's that time of year again when Shakespeare CAMRA invite you to volunteer your services to help run the festival.

We are always looking for skills in all sorts of areas including beer and cider bar serving, membership recruitment, help with setting it all up and taking it down again - and lots more! It's also a good opportunity to come and meet other members as it's a very social occasion. Without your donated time we would not be able to put this festival together and this year will be no exception, with even more beers and ciders to satisfy our thirsty

customers.

As per previous years, supplies permitting, there should be a quality festival shirt for you to keep as a memento.

HOW?

If you can spare 4 hours or more during festival open time (13th & 14th June) or any time from Tuesday 10th June onwards to help with set-up or take down on



Sunday 15th then we would love to hear from you. Follow the link below and login with your CAMRA website details and fill in the form.

<http://stratfordbeerfestival.org.uk/volunteer/>

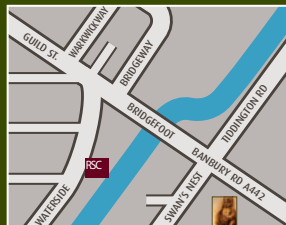


The Bear

Free House & Kitchen



- ✓ 8 real ales
- ✓ 28 wines by the glass
- ✓ Premium draught lagers
- ✓ Fabulous pub food
- ✓ Sunday roast



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5 minutes walk from the RSC



CAMRA raises a glass to George Osborne as beer duty is cut for second year running

CAMRA branches across the country celebrated last week as Chancellor George Osborne announced a cut in beer duty for the second year running.

Thanks to the incredible efforts of over 6,500 CAMRA members who lobbied their MP ahead of the Budget, consumers have yet again raised a glass to the Chancellor to toast another Budget for British beer drinkers.

Beer supports nearing 1 million jobs and contributes £22 billion to the UK economy, and another cut in beer duty in 2014 will help maintain a healthier pubs sector.

Members of Kernow CAMRA raised a glass to the campaign's success in Beerwolf Books pub in Falmouth.

Licensee Dom Smith (pictured centre left) says he is delighted with the Budget outcome, stating that: "A penny doesn't seem like much but it will definitely make a difference".

Kernow CAMRA branch Chairman, Norman Garlick, added that: "This Budget

success is a real testament to the weight that CAMRA members and supporters are able to bring to the battle for a fairer deal for pubs and ale drinkers".

This is an incredible success thanks to another year of fantastic campaigning by CAMRA members on this issue. CAMRA would like to thank local branches for their fantastic campaigning efforts in shifting over 500,000 Budget 2013 success beer mats and posters, and the many thousands of CAMRA members who lobbied their MP and secured the support of 119 MPs.

CAMRA's Chief Executive Mike Benner commented: "CAMRA is delighted to see the Chancellor implementing an unprecedented second consecutive cut of a penny in beer duty. This is not only about keeping the price

of a pint affordable in British pubs but helping an industry which has been in overall decline continue on its long road to recovery.

"CAMRA cares greatly about the future of the Great British pub and it is clear from this Budget announcement that the Government do too. Keeping the price of a pint affordable is vital for the long-term health of the pub sector and CAMRA would hope this latest vote of confidence in British pubs will go some way to slowing the rate of closures, by encouraging more people to make use of their local this summer".



- Four Real Ales
- Real Cider
- 5 Star Food Hygiene Rating
- Cask Marque

plus **Quiz Night** every Sunday!

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www.coachandhorsesharvington.co.uk

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Room
& Skittle
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Branch
**Worcestershire
Pub of the
Year
2014**

Shakespeare
CAMRA
**Pub of the
Season
Spring 2013**



**Outside
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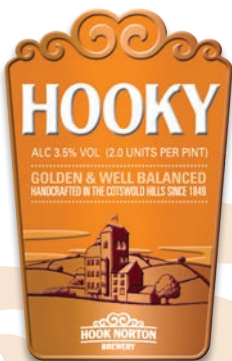
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The Brewery, Hook Norton, Oxfordshire, OX15 5NY 01608 730384 e: vc@hooky.co.uk

Open Monday to Saturday 9.30am - 4.30pm all year round

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BREWERY

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COTSWOLD HILLS SINCE 1849

www.hooky.co.uk

Hogan's Cider, the Warwickshire based craft cider maker, is celebrating a bumper 2013 and looking forward to the future by investing in new fermentation vessels to increase production capacity. Last year saw domestic sales rising steadily whilst interest in Hogan's Cider abroad gathered apace with exports expanding from the US to Russia, Hong Kong, Germany, Australia, Finland and Ireland.

Allen Hogan said: "We are delighted to be getting recognition in so many foreign markets. We are now taking a more proactive approach identifying markets that are receptive to English craft cider."

With this in mind Hogan's Cider signed up to the Passport to Export scheme being run by the UKTI (UK Trade and Industry), based at the Coventry and Warwickshire Chamber of Commerce, which assists SMEs (small and medium enterprises) who are new to export to target potential markets. The twelve month programme supports agreed activities to drive sales abroad. Hogan's Cider have won 13 awards in the last 12 months, including a first place for their *Medium Bottled Cider* at the Royal Bath & West Show

for the second year running, earning them the coveted title of Reserve Supreme Champions Cider.

Allen Hogan commented: "We had a fantastic 2013, our bottled ciders and perry continue to delight customers and judges. Our recently released traditional ciders and perry are also proving to be very popular. At Hogan's Cider we take a genuine delight in the recognition our products are receiving and feel this rewards our dedication to creating authentic cider from 100% fresh pressed English cider apples and precious little else. We are looking forward optimistically to further growth in our business in 2014."

They have also been awarded:

Gold for their *Vintage Perry* in the Traditional Perry category at the 9th Annual Great Lakes, (St. Johns, Michigan USA) Cider and Perry Competition and pipped 326 entries in the commercial division to the coveted "Best of Show - Highly Commended" accolade. Allen Hogan commented: "Perry is a unique drink with a rich heritage. Labour-intensive and time-consuming to produce perry is a labour of love for craft producers like myself. To gain this level of recognition for this delightful, quintessentially English drink gives us great pleasure."



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OUR BAG-IN-BOX IS MADE IN THE MALVERN HILLS FROM 100% FRESH PRESSED ENGLISH CIDER APPLES AND PRECIOUS LITTLE ELSE. HOGAN'S BRINGS YOU THE TRUE TASTE OF THE ENGLISH ORCHARD.



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Happy 40th Birthday Coventry & Warwickshire CAMRA

The original "Coventry & Warwickshire Branch" held their inaugural meeting at the Virgins & Castle, Kenilworth in 1974. This soon took off and an active branch followed. Before long, they had held their first beer festival at the Matrix Ballroom in Coventry and had a float in the Coventry Carnival.

In those days, this one branch was responsible for selecting pubs for the Good Beer Guide for a vast area – a daunting task, but great fun surveying it! Very soon, it was obvious that we needed a separate branch to cover the south of the county and the Shakespeare Branch was formed, covering the area around Stratford-Upon-Avon. This still left a large area to cover, especially as the active members at that time were mostly from Coventry, with some from Leamington & Warwick. When a few from Rugby joined, they were enough to form a sub-branch. This enabled them to develop enough to become a branch in their own right.

The remaining branch was now a manageable size. By this time though, our membership in the Leamington & Warwick area grew sufficiently for them to form

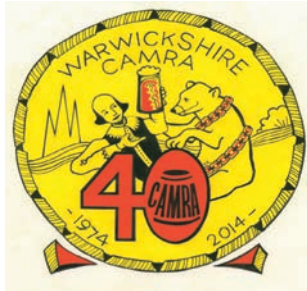
the Heart of Warwickshire Branch. The bit that was left is now the Coventry & North Warwickshire Branch.

Things are not standing still though.

Nuneaton & Bedworth are now a sub-branch of Coventry & North Warwickshire, and are growing at such a rate that they could well be a branch in their own right very soon.

Things have gone well over the last 40 years, so it is time to celebrate. As part of the celebrations, we have a number of activities planned. There will be a reunion of some of the original members at the Virgins & Castle, Kenilworth on the afternoon of Saturday June 7th. If you need to know more, please contact me at pintsidess@covnwcampa.org.uk

We will also be organising a number of brewery open days. A number of local brewers will also be brewing special beers for the occasion. Details will be available on



all the local branch websites as they become available.

At this year's Coventry Beer Festival, we launched a Coventry & Warwickshire Passport Trail. Collect a trail card, visit all 22 pubs before mid-August and win a prize. Prizes include free beer, the chance to become "brewer for a day", clothing and much more. Details of prizes can be found on camrahaw.org.uk.

Jim Witt
Coventry Branch

Brewery News



The annual Midlands Business Awards took place in the centre of Birmingham recently, showcasing the successes of a varied range of companies in the Midlands area.

Whale were thrilled to receive two awards at this event, making Whale Ale a multi-award winning company.

Ed Coytes was awarded Midlands Young Entrepreneur of the Year 2014 and Whale Ale as a manufacturing company picked up Midlands Manufacturer of the Year 2014.

They are excited to receive these prestigious annual awards, "recognising our contribution to quality manufacturing and our growth in output within the Midlands".



Shakespeare
CAMRA
Worcestershire
Pub of the Year
2013



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Email: nigel@thefleeceinn.co.uk www.thefleeceinn.co.uk

Check out the website for forthcoming events



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Business

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Wednesday and Thursday
11.45am - 2.00pm and
4.00pm - 11.00pm

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Happy Hour
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NO FOOD
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The Wheatsheaf Inn

High Street, Old Badsey, near Evesham, Worcs. WR11 7EJ

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Shakesbeer Cider & Perry

Shakespeare CAMRA would like your contributions to our new Cider and Perry section

HERE'S OUR STARTER...

Real cider is a long-established traditional drink which is produced naturally from apples and is neither carbonated nor pasteurised during production. Real perry is a similar product, made from pears. It is unfortunate that many of the most well known ciders in the UK are cold, fizzy keg products, which have been produced artificially rather than naturally.

It is well worth tracking down some real ciders and perries as more and more people are discovering for themselves how deliciously mellow, aromatic and satisfying the flavours of naturally produced real cider and perry can be.

CAMRA DEFINITION OF REAL DRAUGHT CIDER AND PERRY...

The liquid content before fermentation must consist entirely of non-pasteurised apple (cider), or pear (perry) juice. No apple or pear juice concentrate to be used. Not filtered - most real ciders and perries tend to be cloudy in appearance. The Real Cider Sold Here (RCSH) scheme is an accreditation scheme run by CAMRA to endorse branch pubs that stock real cider and/or perry all year round. The pubs don't have to be in the Good Beer Guide, but they often are.

LOOK OUT FOR THESE LOGOS TO TRY REAL CIDER AND PERRY...



HERE'S THE CURRENT LIST OF PUBS WITH REAL CIDER SOLD HERE ACCREDITATION IN OUR BRANCH AREA...

Castle Inn, Edgehill, OX15 6DJ.
Crown and Trumpet, Church Street, Broadway, WR12 7AE.
Holly Bush, 37 Henley Street, Alcester, B49 5QX.
Old Red Horse, 17 Vine Street, Evesham, WR11 4RE.
Round of Gras, 47 Bretforton Road, Badsey, WR11 7XQ.
Three Horseshoes, Wixford, B49 6DG.
White Lion, Evesham Street, Alcester, B49 5DS

Coach & Horses, Station Road, Harvington, WR11 8NJ.
Fleece Inn, The Cross, Bretforton, WR11 7JE.
Lord Nelson, 69 Priory Rd, Alcester, B49 5EA.
Plough, Stretton-on-Fosse, GL56 9QX.
Stratford Alehouse, 12b Greenhill Street, Stratford-on-Avon, CV37 9QB
White Bear, High Street, Shipston-on-Stour, CV36 4AJ.
And hopefully more



History of the Beer Mat

The early origin of the first 'beer mat' dates back to the 19th century. Whilst the wealthy could rely on a porcelain tankard complete with lid, the working classes were obliged to find an alternative method to protect their precious ales from insects and other debris. Their solution was to use a circular felt mat to cover their ale, but after a short period collecting spills and debris, the mats started to give off unpleasant fumes and something different was required.

A German printing company Friedrich Horn introduced the first cardboard beer mats in 1880. The cardboard beer mat was quickly superseded just two years later with a pulp wood alternative, the creation of Robert Sputh of Dresden, Germany. Whilst the original manufacturing process was quite cumbersome, requiring wood pulp to be poured into a mould and pressed, the onset of industrialisation soon ensured that this particular method was consigned to history. Mass produced beer mats had moved a stage closer. The process of printing beer mats started in 1900, although early incarnations were printed with a single colour, usually with the printers name. Later, with the introduction of letterpress printing, beer mats could be produced in colour. This, of course, captured the imagination of marketing executives within the breweries who appreciated the benefits of targeted advertising. In Germany, bar tenders used beer mats to create a

running 'tab' of the number of ales or lagers consumed by the customer, with an "x" or "/" denoting the type of drink. Although there is some debate on precisely when beer mats were introduced into the UK (between 1918 and 1922) the pioneers were Watney, Combe and Reid, a major London based brewery. They used a copy of two bottle labels to create the first beer mat advertising in the UK, which featured Watney's Pale Ale and Reid's Stout. Other early adopters of beer mat advertising were the breweries Tennants, Mitchells & Butlers, and Worthington. Whilst beer mats were available in the United States in the early 1900's and prior to prohibition (1920-1933), they really started to take off in the 1970's, they are referred to as Beer Coasters in North America (and Australia). Vintage pre-prohibition beer coasters have become very collectible, with estimated values of up to \$1500.

The introduction of the Fourdriner

Machine in the 1960's enabled the wood pulp to be produced in rolls and, with the advent of offset printing in the 1970's and an enthusiastic uptake from public houses; beer mats became a common site in drinking establishments throughout the UK. Mass production and distribution had begun. Another for recent innovation has been the bleaching of the pulpwood to provide a bright white surface for printing, prior to this beer mats had a dull 'grey' surface.

Over the years, many breweries have used beer mats to advertise their wares and this has spawned a myriad of enthusiastic collectors, who are known as Tegestologists. The term Tegestology arises from the Latin word "teges" which refers to a mat or covering made of sedge or rushes.

In the late 1990's Thirstys introduced a new production technique to the beer mat industry, which enabled beer mats to become an affordable and viable advertising tool for any business or individual. Beer mats were no longer the preserve of the major breweries and multi-national companies. This innovation has ensured, that in spite of the predicted demise of the beer mat, it has in fact, become a marketing tool of choice for any business seeking to target their market on a budget. Which almost certainly explains why it is estimated that some 5.5 billion beer mats are manufactured annually.



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- Delicious pub grub
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THE CROWN AND TRUMPET INN

CHURCH STREET - BROADWAY - WORCESTERSHIRE - WR12 7AE



Situated just behind the village green of Broadway a traditional 17th century Cotswold Inn. We have four seasonally brewed beers from the local Stanway Brewery. Including a selection of other guest local ales.

Just off the Cotswolds Way providing accommodation for weekend and midweek breaks with monthly Thursday **Jazz and Blues** Evenings.

Serving Lunch and Dinners all through the week using locally produced ingredients to make seasonally cooked home made dishes



Shakespeare's CAMRA pub of the year 2012

For Summer the Crown and Trumpet Inn is proud to present our four featured beers shown below as well as other welcome guest local ales.



Cotswold Spring Brewery

Codger - 4.2%

A dry, crisp, chestnut, perfectly balanced beer with a subtle hoppy finish.

<http://www.cotswoldbrewery.co.uk>



Stroud Brewery

Tom Long - 3.8%

Silver at SIBA National Beer Competition, Champion Bitters (up to 4.0%) Amber session beer with spicy citrus aroma. Good body for low ABV.

<http://www.stroudbrewery.co.uk>



Stanway Brewery

Cotteswold Gold - 3.9%

A light refreshing ale with a delicate golding hop. The Summer beer, Cotteswold is the old name for the Cotswolds.

<http://www.stanwaybrewery.co.uk>



Butcombe

Butcombe Bitter - 4.0%

The West Country's favourite beer derives from pure Mendip Spring Water...notably bitter, clean tasting, refreshingly dry and distinctive.

<http://www.butcombe.com/>

01386 853202 - info@cotswoldholidays.co.uk - <http://www.cotswoldholidays.co.uk>

CAMRA's National Pub of the Year award

The Swan with Two Necks

LANCASHIRE PUB JUDGED BEST IN BRITAIN

A sleepy village pub has been thrust into the limelight after being named the best in the UK by CAMRA, the Campaign for Real Ale.



In an idyllic setting across from a small stream and surrounded by green fields, **The Swan with Two Necks** in Pendleton, Lancashire, has beat off competition from over 57,000 pubs across the UK to be crowned CAMRA's National Pub of the Year.

Steve Dilworth, landlord of The Swan with Two Necks, says the pub is something of a hidden gem and hopes that the award will provide a boost for the surrounding community.

"We are delighted and proud to have been judged CAMRA's National Pub Of The Year. We've been at The Swan with Two Necks for twenty seven years and think of it as our hidden gem. This is a fantastic achievement not only for ourselves but our dedicated staff - and a great boost for our community."

Pubs are judged by CAMRA on a variety of criteria such as atmosphere, level of service,

value for money and community focus, with extra weighting of course given to the quality of their real ale, cider and perry. Any landlords looking to make their pub the best in Britain might want to take note of Steve's somewhat unorthodox advice on getting the best out of his real ale, as he claims "Talking to the barrels has finally paid off!"

The three other finalists are, in alphabetical order,

The Hope in Carshalton, **The Horse and Jockey** in Stapleford, and **The Old Spot Inn**

“Steve's somewhat unorthodox advice on getting the best out of his real ale... "Talking to the barrels has finally paid off!"

in Dursley.

The presentation of the National Pub of the Year award took place at The Swan with Two Necks, Pendleton, Lancashire, BB7 1PT on Wednesday the 12th February.



Roll up, roll up, to Britain's Biggest Pub

THE GREAT BRITISH BEER FESTIVAL

OLYMPIA, LONDON, 12-16 AUGUST 2014

www.gbbf.org.uk/tickets

CAMRA's Great British Beer Festival will be bringing a carnival atmosphere to London's Olympia exhibition centre this summer with an extravagant circus theme complete with live-action circus performers.

But fantastic beer will of course remain the star of the show, with over 350 different breweries offering 900 different real ales, ciders, perries and international beers to over 50,000 thirsty beer lovers throughout the week-long event.

The festival will feature 29 bars including 11 brewery bars run by the Nation's biggest and best brewers of real ale, plus food and merchandise stalls as well as a full schedule of entertainment on the GBBF music stage.

The event is set to be one the biggest and best Great British Beer Festival's ever, so don't miss out on your place at the festival and buy a ticket now via www.gbbf.org.uk/tickets



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Friday and Saturday 7.00pm till 9.30pm



See our website www.shakespearecamra.org.uk



The New Bulls Head

A traditional community pub serving great food and a wide range of quality wines and ales

Ales from a wide range of brewers

including Hook Norton and Timothy Taylor. Regular Guest Ales are always available

Beer Garden NOW OPEN

25% off



your total bill when
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Offer expires 31st July 2014

*Cannot be used in conjunction with any other offers or special event offerings. Management reserve the right to withdraw this offer at any time. Please present this voucher when dining.



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Telephone 01789 268832 • www.thenewbullshead.co.uk

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ALL PROCEEDS GO TO LOCAL CHARITIES



WWW.LIONSBEERFESTIVAL.CO.UK



Join CAMRA Today

Complete the Direct Debit form below and you will receive 15 months membership for the price of 12 and a fantastic discount on your membership subscription.

Alternatively you can send a cheque payable to CAMRA Ltd with your completed form, visit www.camra.org.uk/joinus or call 01727 867201. All forms should be addressed to Membership Department, CAMRA, 230 Hatfield Road, St Albans, AL1 4LW.

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I wish to join the Campaign for Real Ale, and agree to abide by the Memorandum and Articles of Association

I enclose a cheque for _____

Signed _____ Date _____

Applications will be processed within 21 days

01/06

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& Beer Drinkers**

**Enjoying Real Ale
& Pubs**

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The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay by Direct Debit.
- If there are any changes to the amount, date or frequency of your Direct Debit The Campaign for Real Ale Ltd will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request The Campaign for Real Ale Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit by The Campaign for Real Ale Ltd or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
 - If you receive a refund you are not entitled to, you must pay it back when The Campaign for Real Ale Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

When Jones's Ale was New

with Alan Whitbread, Folk Singer & Concertina Player,
Alcester Court Leet Ale Taster www.alanwhitbread.co.uk



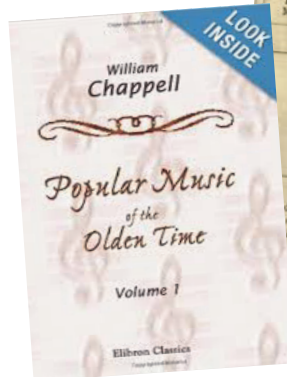
Now here's a really old ale song which is still sung at unaccompanied song sessions today! "When Jones's Ale Was New" is a popular drinking song from Olde England, c1594. The first printed version was entered at Stationer's Register in 1595, as a ballet entitled "Jone's Ale is Newe (sic)", entered by John Danter.

Danter was a notorious pirate printer who managed to bring out the first printed edition of a William Shakespeare play, Titus Andronicus, in 1594. Also, anonymously in 1597, he brought out a defective version of Romeo and Juliet, largely constructed from shorthand notes made during performance! I don't think he'd get away with that nowadays!

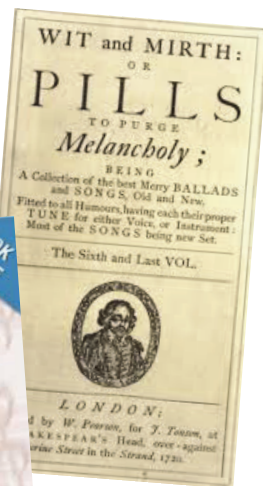
"Jones's Ale" also appears in Thomas D'Urfey's "Pills to Purge Melancholy", 1707 edition, and in the 1719 edition as "The Jovial Tinker", with the tune. Thomas D'Urfey (1653-1723) was an English writer and wit. He composed plays, songs and poetry, in addition to writing jokes. He was an important innovator and contributor in the evolution of the ballad opera.

William Chappell (1809-1888), the prolific publisher of old folk songs, quoted this introduction from a broadside collection in the Bodleian Library: "All you that do this merry ditty view. Taste of Joan's ale, for it is strong and new." The full title was: "Joan's ale is new; or a new, merry medley, shewing (sic) the power, the strength, the operation and the virtue that remains in good ale, which is accounted the mother drink of England."

Now there's a phrase we should use more often - "the mother drink of England"!



● William Chappell's Popular Music of Olden Time 1859



● Pills to Purge Melancholy

“

...anonymously in 1597, he brought out a defective version of Romeo and Juliet, largely constructed from shorthand notes made during performances... ”

● Thomas d'Urfey (1653-1723)



If you want to hear and join in with the choruses of traditional songs in the Shakespeare CAMRA area, try the following places:-

- 2nd Tue at The Cottage of Content at Barton (over the river from Bidford) B50 4NP
- Every Thu at The Fleece at Bretforton (a NT property in the GBG) WR11 7JE
- 1st Sun at The Gate at Upper Brailles OX15 5AX
- 2nd Sun at The Blue Boar at Temple Grafton (near Binton) B49 6NR
- 3rd Sun at The Mary Arden at Wilmcote CV37 9XJ
- 4th Sun at The Black Horse at Shipston on Stour CV36 4BT



When Jones's Ale Was New...

1. There were five jovial fellows
Came over the hill together.
Came over the hill together
To make up a jovial crew.
And they ordered their
Pints of beer and bottles of sherry
To help them over the hills so merry,
To help them over the hills so merry,
When Jones's Ale was new, me boys,
When Jones's Ale was new.
2. Now the first to come in was a dyer
He sat himself down by the fire [x2]
To make up a jovial crew
The landlady to him to his own face
The chimney corner was his own place
There he could sit and dye his own face
When Jones' Ale was new, me boys!
When Jones' Ale was new!
And they ordered ...
3. Now the next to come in was a hatter
And no man could be fatter [x2]
To make up a jovial crew
He threw his hat upon the ground
And said for everyone to put in a pound
And there would be drinks to all go 'round
When Jones' Ale ...
4. And the next to come in was a tinker
And he was no small beer drinker [x2]
To make up a jovial crew
Have you any pots or pans or kettles
Me rivets are made of the very best metals
And I will soon have them all in fine fettle
When Jones' Ale ...
5. And the next to come in was a mason
His hammer, it needed refacing [x2]
To make up a jovial crew
He threw his hammer against the wall
Swore that all the churches and chapels would fall
Then there would be work for masons all!
When Jones' Ale ...
6. Now the last to come in was a soldier
With his firelock over his shoulder [x2]
To make up a jovial crew
The landlady's daughter she came in
She kissed him between the nose and the chin
And the pints of beer came rolling in!
When Jones' Ale ...

If you are a CAMRA member in the Shakespeare branch, you should receive a copy of Shakesbeer through the post (one per household). If you prefer, a PDF copy can be sent to you by email - just let Shakesbeer know. If you live outside the area or are not a CAMRA member but would like to subscribe and receive copies through the post, then please send an email to shakesbeer@shakespearecamra.org.uk for further details.

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LocAle

CAMRA LocAle - promoting pubs that sell locally-brewed real ale, reducing the number of 'beer miles', and supporting local breweries. CAMRA LocAle is an initiative that promotes pubs stocking locally-brewed real ale. The scheme builds on a growing consumer demand for quality local produce and an increased awareness of 'green' issues.

The CAMRA LocAle scheme was created in 2007 by CAMRA's Nottingham branch which wanted to help support the tradition of brewing within Nottinghamshire, following the demise of local brewer Hardys and Hansons. Following on from our LocAle feature in Shakesbeer Spring 2013 we will be keeping you up to date on the most recent LocAle accredited pubs. Below are our most recent LocAle conscriptors and so you should be able to track down a pint of beer produced with 30 miles of that pub.

Everyone benefits from local pubs stocking locally-brewed real ale...

- Public houses as stocking local real ales can increase pub visits
- Consumers who enjoy greater beer choice and diversity
- Local brewers who gain from increased sales
- The local economy because more money is spent and retained locally
- The environment due to fewer 'beer miles' resulting in less road congestion and pollution
- Tourism due to an increased sense of local identity and pride - let's celebrate what makes our locality different

Accreditation is at the sole discretion of the local CAMRA branch and subject to the licensee agreeing to the following...

- That they will endeavour to ensure at least one locally brewed real ale, as defined by the local branch, is on sale at all times
- Only real ale, as defined by CAMRA, can be promoted as a CAMRA LocAle
- Where the standard of real ale sold falls below an acceptable quality, accreditation will be withdrawn
- That accreditation can be withdrawn at any time at the discretion of the local branch
- That should accreditation be withdrawn, or should the licensee withdraw from the scheme, all LocAle publicity material must be removed from the pub and the licensee cease using the CAMRA LocAle logo.



Definition of Local

The Sustainable Communities Act, which CAMRA strongly supports, provides a definition of local as up to 30 miles from the point of sale. CAMRA recommends that the distance is calculated from the pub to the brewery and should be based on the shortest driving distance. Real ales from regional and national breweries as well as from microbreweries can be

regarded as "local" if they are brewed within what the branch has decided as being the local area.

How do I find a LocAle Pub?

Pubs which have been given LocAle status by their local CAMRA branch can display the LocAle sticker on their windows/doors. The stickers have the

year for which they have been accredited as LocAle pubs by their branch. They may also have posters up in the pub and on the pumps that are serving locally brewed beers there will be LocAle pump clip crownners.

To find a locale accredited pub in this area see the branch website and look for the <http://www.shakespearecamra.org.uk/rainshc/>

Stratford Ale House Stratford :: **Fox & Hounds** Great Wolford :: **Howard Arms** Ilmington :: **Red Lion** Little Compton :: **Red Lion** Long Compton :: **George Hotel** Lower Brailles :: **White Hart** Newbold-on-Stour :: **Peacock Oxlhill** :: **White Bear** Shipston-on-Stour :: **Plough** Stretton-on-Fosse :: **Gate Inn** Upper Brailles :: **Bell Inn** Welford-on-Avon :: **The Fleece** Bretforton :: **Crown & Trumpet** Broadway Castle Edgehill :: **Boars Head** Hampton Lucy :: **Queens Head** Sedgeberrow :: **Coach & Horses** Shipston :: **The Black Horse Inn** Shipston **The Falcon** Stratford :: **New Bulls Head** (formerly **The West End**) Stratford :: **The Bear** Stratford :: **Norman Knight** Whichford **Bidford Legion** Bidford :: **The Golden Bee** Stratford :: **Armouries Arms** Pathlow



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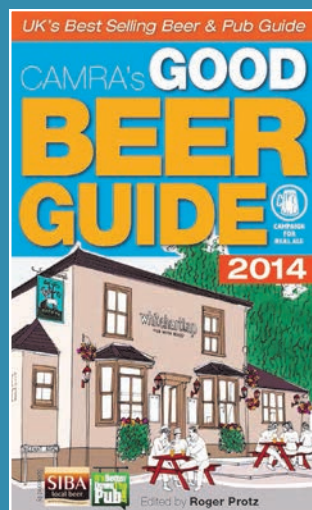
Fully updated with the input of CAMRA's 150,000 members, the Guide is indispensable for beer and pub lovers young and old.

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Buying the book directly from CAMRA helps us campaign to support and protect real ale, real cider & real perry, and pubs & pub-goers.

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Shakespeare Branch Diary and Beer Festival Round up



MAY

8th - 10th Banbury Beer Festival for details see northoxoncamra.org.uk

13th Branch trip to Purity Brewery (we received an overwhelming response and unfortunately this trip is now fully booked)

14th Stratford Beer Festival Meeting - location TBC 8pm

17th & 18th 6th Spring Ale and Steam Weekend, Toddington, Glos & Warks Railway www.northcotswoldcamra.org.uk

20th Branch Meeting - Howard Arms, Ilmington 8pm

22nd to 24th Kidderminster Beer Festival, Town Hall, Vicar Street Kiddi. www.kiddercamra.wordpress.com

JUNE

7th 40th Anniversary of CAMRA in Warwickshire (see article)

13th & 14th Shakespeare CAMRA 8th Stratford Beer Festival see stratfordbeerfestival.org.uk

13th & 14th Rugby Beer Festival, Thornfield Indoor Bowls Club, Rugby www.rugbybeerfestival.com

20th - 23rd Holly Bush Beer Festival Alcester B49 5QX

26th - 28th 12th Bromsgrove Beer Festival @ Rugby Football Club B60 3DH bromsgrovebeerfestival.org.uk

JULY

15th Branch meeting White Lion Tredington CV36 4NS

18th - 20th 38th Cotswold Beer Festival Postlip Hall GL54 5AQ www.gloucestershirecamra.org.uk/cbf

AUGUST

19th Branch meeting The Round of Gras WR11 7XQ

See Shakespeare CAMRA web site for the latest news and updates on meetings: www.shakespearecamra.org.uk

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|--|--|
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Are you interested in joining your local Shakespeare CAMRA committee?

We would like to hear from you if you could help us to help our local members.

Do you have a few spare moments during the week you could help our local committee with organising social events - if so we would like to hear from you. Or could you assist in gathering news or assist publishing this magazine by being part of our editorial team. What about liaising with the local landlords and pubs within our branch? If so we would like to hear from you however much time you can spare in any capacity.

Please contact us if you have any questions or would like to join: chair@shakespearecamra.org.uk



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