

NEWS AND BREWS

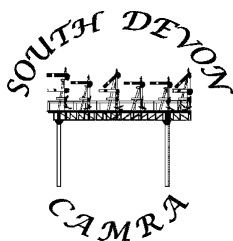
**AUTUMN
2010**

FREE

*Free Magazine of
The South Devon Branch of*
THE CAMPAIGN FOR REAL ALE



The Manor Inn at Galmpton - a new Good Beer Guide entry.



**South Devon
CAMRA**

*Supporting Real Ale
in the South West*

Welcome to **NEWS AND BREWS**

31 ST EDITION AUTUMN 2010

Nationally, CAMRA membership currently exceeds 116,000, and the membership figures for the South Devon area is more than 400. These figures have continued to rise year on year since the 90's, and real ale sales have increased, whereas sales of keg beers and lagers have declined. This is in spite of rising prices of ingredients and from excise duty, and Real Ale festivals have never been more popular. However, the current economic situation, the adverse weather and growing conditions, and the imminent hike in VAT look set to deliver another blow to British licensees and publicans this autumn and winter. CAMRA has predicted that these factors are likely to increase the current weekly pub-closure rate above its recent shocking level, which runs at 39 per week. Devastating news indeed.

If you are one of the 400 plus South Devon CAMRA members, you can do your bit to help us recognise great pubs in this area and to help your local inn. Throughout the year our members send reports of good pubs and good beer to our Pub Liaison Officer, Mike Fitzmaurice, and this information goes towards the choosing of pubs for entry in the Good Beer Guide and towards our selection for Pub of the Year. Entry in the GBG is quite a big deal as it sells 200,000 copies, and as all the entries are by recommendation and not by subscription, the free publicity it affords is invaluable.

Cheers, Tina Hemmings, Editor



Colin and Heather welcome you to the Ship Inn. Our traditional Village Pub & Restaurant offers a selection of real ales, good food, together with a wide choice of popular drinks and first-class wines.

A dedicated Otter bar, Adnams Bitter, and a selection of guest beers.

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2006

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PUB NEWS

The **Ship Inn** at Kingswear has been holding a mini beer festival, every week-end since May, with 8 or more ales including beers from St Austell, Wickwar, and Harviestoun, to name but a few. They also now have a dedicated Otter Bar, with the full range of Otter ales including the newly re-badged Yotter Ale. The pump clip shows a sailing otter, to celebrate the regatta (or the regotter!)

The **George Inn** at Blackawton has a fine set of beer festivals planned. The pub has traditionally held a festival to coincide with the famous International Worm Charming Festival held on the 1st May Bank Holiday. Next year's will be the 30th such event. They also celebrate the August Bank Holiday with a Beer Festival, and this year intends to have around 10 Real Ales.

The **Royal Oak** at South Brent put on 13 Devon Ales at the Yealmpton Show in July. This was a one-day show, so was a bit of a risk in case they were left with unsold beer at the end of the day. Happily, there was a record attendance and the beer was sold out by 4 p.m. Carol Doree the landlady recently completed the 13 mile Midnight Walk around Plymouth in aid of St Luke's Hospice. She was delighted to complete the walk and even more delighted not to have come in last, since she had a very bad motorbike accident a few years ago which has left her leg badly affected.

The **Clifford Arms** is only selling Devon ales during the summer, namely Oarsome, Dartmoor IPA, Yellow Hammer and Devon Dimpling. They are now in their fourth year of the Monday night Jazz Cafe, where they feature top Southwest jazz bands, and sometimes guests from other parts of the country. All tables become fully booked by Monday evening, there is a special menu costing £12.95, including a free glass of wine, with plenty of good beer to drink while listening to the jazz!

The **Dolphin** in Dartmouth has just re-opened under new management, and they have a beer of their own, named Whaler 4.3% abv, supplied by their sister pub, the Albert Inn in Totnes. The Albert Inn organised the beer tent at Totnes show again this year, and due to unprecedented demand, ran out of beer twice!

The Cherub Inn



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Phone 01803 832571

www.the-cherub.co.uk

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Real Ales and Cider

Selected Red and White wines

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a la carte meals in the evening.



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*Scorriton Nr Buckfastleigh TQ11 0JB
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Good Beer Guide Listed

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www.thetradesmansarms.co.uk*



The Manor Inn

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Tel: 01803 661101

www.manorinnngalmpton.co.uk

Good Beer Guide Listed.

Discount for card-carrying CAMRA members

Good beers (Otter, Abbot, Sharp's Doom Bar, St. Austell's Dartmoor). Good food, function rooms, accommodation, patio, large car park, good company.

Quiz nights Thursday (general knowledge) and Sunday (music). Children and dogs welcomed in a real village pub.

Bays Brewery Visit—a well organised affair?



CAMRA members from Surrey and South Hants, Cornwall and South Devon all met at Bays Brewery on Saturday 14th of August for a tour of the Brewery, and a BBQ. Bays laid on the bangers and burgers, plus all five of their current beers, Topsail at 4.0 ABV being the brewery's most recent addition to their brew list.

So some 40 Camra members plus good beer, meant that the conversation swirled around the brewery as Steve, the Tourmaster, struggled to be heard above the laughter and the banter of those not on the Tour. As the noise level went up and the level in the barrels went down, everybody agreed that as Brewery visits went, this was one of the best ones.

The hospitality provided the Bays team was second to none, and with all the Team members on hand to answer questions, it made the visit hugely enjoyable.

Around Teignmouth & Shaldon

The Lifeboat Inn has recently closed and is up for sale, presumably for conversion to flats. The Queensbury Arms and F & R s are both on the market as going concerns.

Since the launch of the LocAle scheme a year ago, the Blue Anchor has sold close to 50 different local ales. Beers from Bays, Bridgetown, Dartmoor, Gidleys, Hunters, O'Hanlon, Red Rock, Ringmore Craft, South Hams and Teignworthy have been sampled, all served to a high standard. Weston's Traditional Scrumpy was added to the range earlier this year and has sold very well; at the last visit, this had been changed to Weston's Old Rosie. The Clifford in Shaldon has adopted a policy of supplying only beers from Devon for the summer period, and on the last visit, all four satisfied the LocAle criteria. Weston's Traditional Scrumpy is also selling well here.

The Ship in Teignmouth has St Austell Tribute on as a permanent guest this summer with occasional other guests plus Green King Abbot, Fullers London Pride, and Otter Brewery beers.
Ian Hemphill

On the up at The Tradesman's Scorriton



Many of you may remember The Tradesman's Arms (TMA) at Scorriton Nr Buckfastleigh closed its doors in November 2007 and spent the next 15 months looking very sorry for itself. Then four local lads brought the pub in November 2008, spent 60K refurbishing it, and in January 2009, had a massive opening night featured on the BBC1 Inside Out programme. So how are they doing 18 months on, in a seemingly never-ending recession?

The TMA is going from strength to strength and has firmly put itself back on the map with customers visiting for their home-cooked food and well kept real ales. There is Dartmoor IPA and Otter Bitter always on tap, and guests such as Sharps Doombur, St. Austell Tribute, Timothy Taylor Landlord and Bays Gold, plus a choice of farm ciders. The lads have also branched out and now have two newly refurbished ensuite B & B rooms overlooking Dartmoor, and plan to have another two by Easter.

The TMA is also holding its first Real Ale and Cider Festival over the first weekend in October (Friday 1st to Sunday 3rd) with all Ales and Ciders at £2.70 a pint. Congratulations to Mark, Phil, Mike and Mike, as the pub has been selected for entry in the 2011 Good Beer Guide, a true indication of serving a good pint!

The Dartmoor Lodge

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Ashburton



Good Beer Guide Listed
4 local real ales
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Great British Beer Festival 2010

Everyone can remember times when they ask themselves 'Why did I volunteer for this? We have just returned from working for ten days at the Great British Beer Festival, held at Earls Court. We were just two of over 1,000 CAMRA members who volunteered to work this year and collectively we served 66,922 visitors and supplied 200,000 pints of beer, which averaged 75 pints per minute. A further 1881 gallons of cider was also sold and 855 gallons of Perry.

The judging of the beers was completed on the first day of the festival and the Champion Beer of Britain 2010 winners were:

Gold: Castle Rock, Harvest Pale (3.8% ABV, Nottingham).

Silver: Timothy Taylor Landlord (4.3% ABV, Keighley, West Yorkshire)

Bronze: Surrey Hills, Hammer Mild (3.8% ABV, Guildford Surrey).

It was splendid to see West Country brewers not being overlooked with the following beers all receiving awards:

Bitter category: Gold - RCH PG Steam (3.9 %ABV, Weston-Super-Mare, Somerset).

Silver - Moor, Revival (3.8% ABV, Pitney, Somerset).

Best Bitters: Silver - St Austell Tribute (4.2% ABV, St Austell, Cornwall)

Golden Ales: Bronze - St Austell Proper Job (4.5% ABV, St Austell Cornwall)

Specialty Beers: Silver - O'Hanlon's Port Stout (4.8% ABV, Whimble, Devon)

Champion Bottled Beer 2010: Gold - St Austell, Admiral Ale (5% ABV, St Austell, Cornwall).

We started by spending the first four days helping to build the bars and set up the beer. Each bar contained roughly 28 hand pumps and an average of 4 casks of each beer.

.....continued overleaf.....



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Teignmouth Jazz Festival

Friday 19th to Sunday 21st November 2010



Get The Blessing

Our 2010 festival brings artists from the UK and Europe covering all forms of jazz from Traditional and Standards to Latin and Contemporary.

30 bands at 4 venues in the town and a 5th at Coast View.
(see transport below)

UK artists include Gordon Campbell, George Huxley, Get The Blessing, Kaminsky Five, Roger Beaujolais, Tony Oreshkoand many more

International artists include Tim Kliphuis (Holland), Luca Luciano (Italy), Adam Glasser (South Africa)

Tickets and Transport

All tickets are 'Strollers', available per session (afternoon, evening or all day), or for the whole weekend giving access to all concerts. This enables visitors to enjoy a vast range of music. Prices range from £15 to £60.

Tickets will be on sale from the beginning of August at the Teignmouth Tourist Information Office & 'Early Bird discount' on weekend strollers purchased before the end of September.

During the Festival there will be a **FREE** scheduled coach running between the town and Coast View at regular, fixed times to coincide with the programme.

For more information visit www.teignmouthjazz.org
Sample many of the bands' music on the website.

continuedThe beer was kept at the correct temperature by an amazing cooling system that consisted of saddles made of wire resting on top of the casks. These were filled with circulating cold water, which was sent through an elaborate system of pipes (called pythons) from a collection of cooler boxes through large fridges and piped to the casks and the hand pumps.

By Tuesday, we were ready to meet the public and spent up to 14 hours per day, monitoring the cooling systems, maintaining the beer and serving behind the bar and troubleshooting if problems arose. When not working the festival has a Volunteer Arms run purely for the staff which was fantastic and served an ever changing array of beers including Blonde by Rebellion Brewery, Jekyll's Gold by Hydes, White Lion by Bobs Brewery and Dark Star's Espresso. However, my personal favourites were the Chocolate and Vanilla Stout ABV 4.5% by the Titanic Brewery. It had a beautiful rich body from roasted barley and Maris Otter pale malt and English Northdown hops. Moreover, the addition of chocolate and Madagascan vanilla was a taste sensation as the chocolate managed to roll across your tongue. A close second was Abbeydale's Dr Morton's Milk of Magnesia ABV 4.5%. This was a cheeky wheat beer bursting with flavours of banana, coriander and cloves with lemon citrus notes. Lastly, but by no means least was a crisp refreshing blonde called Summer Solstice ABV 4.7% from the Pictish Brewery. This has a wonderful clean finish with a delicate floral hop aroma.

In all, it was an exhausting 10 days but a fantastic experience. The characters we met and the beers we supped were all colourful though not all to our taste. Would we do it again? Yes, I think so! We left having both passed the Bar Managers course but realized that the experience was far greater than we could have imagined.

Sharon McGinn

Ad Size	1 issue	2 issues	3 issues	Year	<i>Advertise Here</i>
1/4 page	40	55	70	80	<i>We publish quarterly and distribute to all Good Beer Guide Pubs and other outlets.</i> <i>We have a circulation of over 2,000.</i>
1/2 page	50	75	100	120	
Full page	70	110	150	190	
Back page				250	

Roy and Heather Wheeler welcome all to the

Crown & Sceptre

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Midlands - One man investigates

During April the lure of visiting a cracking pub in Warwick coupled with a visit to an auction of railwayana was sufficient justification to plan a trip to Sedgeley in the West Midlands. Steam railways and good beer, what a combination and certainly two favourites of mine. An old pal of mine has been trying to drag me up to his neck of the woods for a round trip they have perfected into a 'master plan'. I travelled up in 'Bridgette', our motor home. First, an overnight stay with my Bowls and Beer addicted mate followed a visit to The New Hampton at Wolverhampton to watch him narrowly lose his bowls match, but the Enville Ale and Wye Valley IPA were in excellent order. Next, it was Ma's at Netherton (Old Swan), where their own 'Entire' at 4.4% and Bumble Hole 5.2% were agreeably quaffed. Their original mild and Black Swan Porter were also available. A visit to The Vine at Brierly Hill (Bull and Bladder) came next, where Bathams Best Bitter and Mild at 3.8% were frankly outstanding. As were the meat pies from a glass cabinet on the bar, just like the old days. Swinging past the Tipton Slasher, which is a statue to a local bare-knuckle fighter of the 1900's, we arrived at The Trumpet to catch a few tunes from a local jazz band and partake of the Holden Bitter. The Fountain at Lower Gornal came next, by now you may suspect this was turning into a pub-crawl – cheers, and another good selection of beers, which included Acorn from Barnsley; Hobson's Town Crier; RCH Pitchfork and Hook Norton Old Hooky. The first two were sampled as part of the ongoing scientific study, hic.

Time to go for a good night's sleep – stopping off at The Stump (Mount Pleasant) at Sedgeley en route, as you do.

...continued overleaf.....

A Wedding Up North

Last month we were invited to a wedding up north. I knew it would be a good do because the bridegroom is a CAMRA member and has led me astray before.

It all started with a Route Master bus to take us to the wedding and on to the reception. This was held in The Globe, the only pub owned by the Woodlands Brewery in Nantwich Cheshire.

After the ceremony, we were delivered to the pub a little bit early, and were ushered to the garden for soft drinks until the room was ready. I felt I should just check the bar out so sauntered casually in. There was a bank of six hand pumps on one bar, and two more around the corner in the other room. I had a very short discussion with another guest and decided that we had better sample a couple, it would be rude not to.

I normally work from left to right and couldn't think of any good reason why a change was necessary so firstly; The Mild 3.5% and very nice. Then the Globe Bitter 3.6% brewed especially for the pub, excellent.

Oh! this is going to be a long day and I can see a pretty strong beer further down the bar so perhaps halves might be more appropriate - it also gives you a chance to try one or two again.

Light Oak 4% a more refreshing light bitter; New Leaf 4.6% a deep malty beer; Best Bitter 4.4%; The Midnight Stout 4.4%. This was certainly a favourite; Redwood Bitter 4.9% a nice deep red bitter; Oak Beauty 4.2% a really superb bitter but I couldn't taste the acorn flavour it should have had.

Finally, Generals Tipple 5.5% but not quite to my palate as it was an Italian type beer. It was a good job that I only had a half.

Before you knew it, the bus turned up again and we had to leave. Off to the party held at a private house. I was immediately given a job - "go and check the beer Roger".

There were Woodlands beers again but I did not mind. The Redwood bitter was in perfect condition, on gravity dispense and although some of the guests thought it was a bit flat, I suppose they were from up north. The Mild had a hand pump and a sparkler, so did the stout. I duly sampled them all several times and declared that they were all up to the required standard.

A good day was had by all - especially me.

Roger Adams

..... continuedEnville Ginger, was the superb last pint, the others available being Millstone True Grit, Holden's Golden Glow, and Oakham Farewell which were left for another day. So off to the chippy and bed.

The next morning saw Bridgette and me heading for Warwick and the Racecourse Caravan Club site. Handily placed only ten minutes walk to the middle of town but even more handily placed only five minutes from The Old Fourpenny Shop, this being my third visit, the array of beers once again did not disappoint. Nottingham Breweries Dreadnought and Cock a Hoop; Battlefields Let Battle Commence; Slaughterhouse Hog Slayer; from the Forest of Dean Freeminer's Speculation; and RCH Pitchfork. Needless to say, this was a long session, with most of the above being sampled - this is rewarding research work.

Trevor Lowe

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The looming spectre of the £4 pint

The pub price of a pint of beer, which has doubled in the last 19 years, looks set to climb even further next year making the sight of the £4 pint a distinct possibility. According to the Office of National Statistics the average price was £2.40 in 1991 rising to £2.81 in 2009 and an increase of 68% in real terms (i.e. having been adjusted for inflation.) There are a number of factors at work in the coming months and especially the poor Russian grain harvest and President Putin's banning of exports which threaten to severely reduce the world supply of barley. This then tends to produce a demand side response with large buyers getting into the market to buy as much as possible before the price increases even further. However, Russian barley is relatively low in nitrogen, a property that is preferred by brewers, so their supplies are more likely to come from Northern Europe, Argentina, Australia and Canada which might reduce the impact of the Russian ban.

This not the end of the story as VAT will increase in January by 2.5% and duty is scheduled to rise at 2% plus inflation under the beer duty escalator suggesting another 4% duty rise. Also there are increases in fuel costs expected to add to other underlying cost pressures. Rex Neville, who runs the Sheaf of Arrows at Cranborne, Dorset said "I predict a £4 pint by this time next year. Over the last year I've had to increase prices by about 20p a pint." Certainly, there are pubs in some areas of the South East already charging prices around the £3.50 a pint mark (and in some cases very much more) and on the basis of the above and past experiences of Pub Co attitudes £4 a pint would not be a surprise.

However, there are many parts of the UK where prices are very much lower with Holden's Bitter in the Great Western in Wolverhampton at £2.10 and the spectre of the £4 pint very unlikely. We would also like to think that the independent brewers are a little more protective of their consumers and especially in low income areas with rising unemployment. The key issue is what will happen to consumer demand and the related real disposable income. A word about definitions is required here. Real refers to the adjustment to exclude inflation and disposable income is all income net of compulsory deductions (note it has nothing to do with energy or mortgage costs which are all part of disposable income).

Continued on back fly-leaf.....

What's On

Branch Meetings and Social Events

Date	Time	Purpose	Location
Tues 14 Sept	20.00	Branch Meeting	George Inn, Blackawton
Sun 19 Sept	10.15	Dartmoor Rover Trip	Depart from Newton Abbot bus station
Tues 12 Oct	20.00	Branch Meeting	TBA - See What's Brewing
Sat 16 Oct	1.00 pm	Hunter's Brewery Trip	Ipplepen
Sat 13 Nov	TBA	Kingswear & Dartmouth Pub Crawl. Details will be advised	
Sat 11 Dec		Christmas Meal and Social	Union Inn, Moretonhampstead

Beer Festivals

27-30 Aug 2010	The George Inn	Blackawton
27-29 Aug 2010	Rail and Ale Festival	Staverton Station

3-4th September 2010 South Devon CAMRA Beer Festival

***** St John Ambulance Hall, Newton Abbot *****

10-12 Sept 2010	Bay Horse Beer Festival	Totnes. As part of Totnes Festival Week
11-12 Sept 2010	Somerset CAMRA Beer Festival	Minehead Station
24-26 Sept 2010	Abbfest	Fermoy's, Totnes Rd Newton Abbot
1-3 Oct 2010	Tradesman's Arms	Scorriton - 1st Beer festival

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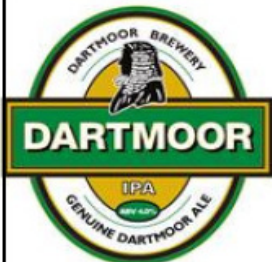
W www.baysbrewery.co.uk E info@baysbrewery.co.uk

BAYS
BREWERY



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Contact Us.

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Vice Chairman - George Hemmings 01803 854486

Secretary - Anthony Woodwark 01803 813133. tony@southdevoncamra.com

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Pub Liaison Coordinator. - Mike Fitzmaurice (see above)

Membership Sec. - Phillip Morrison 07886 688121

Web Site Editor - Ant Veale. ant@southdevoncamra.com

Newsletter Editor - Tina Hemmings 01803 854486

tinahemmings@hotmail.co.uk

Visit our award-winning Web Site at www.southdevoncamra.com

Grumpy Old Man Contemplates Women.

Apparently, women now make up 25% of CAMRA membership. Unfortunately, attendance at CAMRA events does not reflect this, and at a recent beer festival, there were hardly any women to be seen during the afternoon session, which was dominated by retired men of a certain age. However, as the evening session began the number of women very noticeably increased and especially younger women. Why do women not become involved? One clue is in the above, and the possibility of being put off by boring, pompous, ugly old gits 'rabbitting' on about obscure and arcane beer details. I include here the 'tickers' who are always best avoided given their one track minds revolving around the number of beers they need and how they are to be obtained. Bizarrely, one old git of Daily Telegraph persuasion told me that the only reason why women joined CAMRA was to meet men! Well- I can understand this line of logic given the attractions of the studs and beefcakes within the South Devon branch (*Ha! Editor*) but would hesitate to extend the argument any further. Of course, a partial explanation for the 25% might be simply the signing up of partners for a minimal expense.

Quite recently I met up with an old adversary, and previous work colleague, who would describe herself as a Marxist feminist sociologist (Telegraph readers reach for your blood pressure tablets) and who is hardly a 'bundle of laughs' with a tendency to harangue me on whatever subject takes her fancy. She does not have a very high opinion of men in general, or myself in particular, and holds characteristically strong views on any subject including the pub. She would argue that pubs inevitably from their sociological structure deter women and are basically institutions designed and created by men, for men, and organised accordingly. This would include the gathering of men behaving and discussing subjects that would largely exclude women (their work, football and motor cars etc) and deliberately creating male beer flavours served in large units (pints) and drunk macho style in large volumes. The serving of beer from hand pumps is intimidating and the décor unsympathetic to those who do not simply want to swig beer. Admittedly, her ideas are a little more sophisticated than this and no doubt should she ever read this then my ears (and other parts of my anatomy) would be blasted over such misogynistic simplicities.

There is much to both agree and disagree with in the above tirade and we have moved away from the dark old days where women were unwelcome in pubs, or only encouraged in certain areas like the lounge. I once encountered this ultimate male attitude of the past in the Miner's Welfare at Silverdale colliery near Stoke on Trent. I commented, through the engulfing blanket of cigarette smoke, that there did not appear to be very many women. The club Secretary countered this and made it very clear that women were welcome on Saturdays to make the sandwiches or as strippers. He was serious. However, I still know of men who would not expect their wives or girlfriends to drink beer and certainly not from a pint glass! You used to be asked whether the beer or lager was for a lady (not a woman) and if so you were given a small flower vase of a glass. What sexist rubbish. At least some progress has been made for women with the banning of smoking, food in pubs, the introduction of 1/3 pint glasses and more airy and welcoming establishments and dare I say the improvement in toilets. (I can vividly recall a traditional GBG pub where the Ladies was across a muddy yard to a cold room in darkness with a torch needing to be borrowed from the landlady!)

According to Molson Coors' all female think tank, the Bitter/Sweet Partnership, just 13% of UK beer sales are made to women, in comparison with 25% in North America

and 36% in the Republic of Ireland. More than half the women would prefer wine to any other alcoholic drink and just 9% said they would prefer beer. Moreover, to make things worse, 45% of women think that they will put on weight if they start drinking beer in preference to other alcohol and more than a third thought that beer was too manly. Furthermore, 30% of women opt for something that is served nicely and 42% think the industry should change its advertising. There is a lot to be thought about here, but is the industry (dominated by men) listening?

The potential problem is one of being ultra patronising with men making sexist assumptions about what women actually want. We are still 'trapped' into thinking that women want sweet products preferably with a fruit flavour served in delicate/small glasses and surrounded by pastoral shades with flowers on the table. My feminist friend would bite your head off if you were to suggest any of this, as indeed would many other women. There are plenty of women out there who enjoy heavy dark beers, and dislike the light coloured ales. Why do brewers continue to make these ridiculous assumptions? Molson Coors, despite their think tank, then produced an ultra fine filtered clear lager flavoured with dragon fruit and green tea! Sexism is clearly alive and still breathing in the early 21st century American corporations.

Similarly, which cretin coined the phrase femALE and what does it actually mean? Is it suggesting that some beers need a girly promotion to emphasise the 'lady' aspect? Terri Farendorf of the Pink Boots Society (an American based group representing women in the beer industry) – note the dreadful sexist name Pink Boots – had this to say. "For a taste of how gender biased beer advertising has become, go to Google Images and search beer + women and you get lots of hot women draped across giant phallic beer bottles". However, can an organisation calling itself Pink Boots really be taken seriously and speak out against sexism? Melissa Cole is a highly respected beer journalist who is angry about how women are being treated. She totally condemns the clear fruit flavoured products directed at women and the men who propagate them. In her opinion, rather than trying to create products specifically for women we should be trying to educate the wider public (men and women) as to the quality and range of beer styles presently available. If you empower people with knowledge they get confidence, and confidence begets breaking away from the mould created by the brewers and advertisers.

Melissa Cole suggests 10 Commandments for the marketing of beer.

- Thou shall change thy advertising to appeal to both sexes.
- Thou shall not assume female drinker = fruit beer
- Thou shall offer more delicate glassware
- Thou shall not put flowers on glassware or use too much pink
- Thou shall improve beer education for both the consumers and the trade
- Thou shall continue to run sampling activities
- Thou shall not use femALE in relation to a product
- Thou shall improve beer and food matching
- Thou shall not worship false flavours
- Thou should not (hopefully) be reading these again in a year's time.

By all account, the women seem to have grown up leaving the men still slithering in a primordial slime of sexism, condescension and patronisation.

Bob Southwell. Aka The Grumpy Old Man

Drinking in Derbyshire

I recently returned to my home county of Derbyshire for a holiday and a trip down Memory Lane. It is now over thirty years since I left Derby and moved to the West Country so it is hardly surprising that there have been some changes! The first port of call was the New Inn at Shardlow where I frequently used to pop in at lunchtime for a pint and a cheese roll. Situated near the end of the Trent and Mersey Canal, the exterior of the Inn was much as I remembered it, but the interior was unrecognisable. However, the beer range had improved with The Derby Brewing Co. and Cottage Brewery represented alongside Marstons and Charles Wells. When I left Derby, the old Offilers Brewery had long since closed but one of the first pub based breweries – The John Thompson on the banks of the River Trent at Ingleby, had recently started brewing and was doing well. Thirty years on, and I am pleased to say it is still going strong and the JTS XXX and JTS Gold were very good and still good value.

We had arranged to meet up with some old friends now living in Crich and headed for the Old Poets Corner Brew Pub in Ashover, a former Chesterfield Camra Pub of the Year. A magnificent array of hand pumps filled the bar dispensing four ales from their own Ashover Brewery as well as beers from other breweries from Derbyshire and further afield including Titanic and Fullers.



The Ashover Light Rale was a fine example of a session ale of 3.7% ABV with plenty of hop flavour. At the other extreme, the fantastic Jaipur India Pale Ale from the Thornbridge brewery packed a punch at 5.9% ABV

and was a perfect accompaniment to the excellent hot chilli con carne.

The next day saw a visit to the Bear Inn at Alderwasley. This fine old inn had undergone recent sympathetic improvements and served eight real ales including Blue Bear, a dark, tasty brew from the Derby Brewing Co. brewed for the Bear and its sister pub, the Blue Bell. From Alderwasley we headed north towards the high peak and an overnight stop at the Queen Anne in Great Hucklow. As well as Tetley's Cask Bitter, Buxton Kinder Sunset and Brampton Gold Bud were on hand pump.

After a full day in Monsal Dale, Chatsworth and Eyam it was time for a pint or two in the Three Stags Heads at Wardlow Mires. This small two-roomed roadside pub with a fantastic antique range certainly lived up to its 'unspoilt' reputation and the Abbeydale Absolution and Deception were both very good. However, if you are allergic to dogs, you had better avoid this hostelry as they can outnumber the customers.



The final morning was spent in Millers Dale with lunch and a pint of the award-winning Blue Monkey BG Sips in the Red Lion at Litton to round off a very enjoyable tour of Derbyshire.

David Lockley

Hole in the Wall



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Tucked away in the centre of Torquay, only a few yards from the harbour is Torquay's oldest inn.

For hundreds of years, smugglers, men of the sea, businessmen, locals and visitors alike have enjoyed drinking in this authentic establishment with its listed cobbled floors, beamed ceilings and warm atmosphere.

Abbot Ale, Adnams, Bombardier and Guest Ales

Fine food, our chef having worked on the QE2

2011 Good Beer Guide

The 2011 Good Beer Guide will have been published by the time you read this. South Devon CAMRA would like to congratulate our new entries to the guide, namely

The Bishop John de Grandisson Inn, Bishopsteignton

The Anchor Inn, Chudleigh Knighton

The Manor Inn, Galmpton

The Tradesman's Arms, Scorriton

The Tradesman's Arm, Stokenham.



Bishop John de Grandisson Inn Bishopsteignton

Over the course of the past 12 months, South Devon CAMRA members have submitted reports about the beer quality in the pubs within our catchment area, which runs from Kingsbridge, to Chagford to Teignmouth.

Across our branch area, there are over 340 pubs and our allocation for the guide is limited to 29 entries, so only the top scoring establishments are selected.

With the increasing number of breweries and, therefore, the extra availability of real ale, the task of selecting only the very best becomes more difficult every year. Branch members will visit in excess of 200 pubs annually and report on the quality of the beer in accordance with CAMRA guidelines.

We tabulate these results over the course of the year and the pubs with the highest average scores are included in the Good Beer Guide.

Undoubtedly, there are some marvellous pubs that do not 'make the cut'. However, CAMRA will be launching a new website before the end of 2010 - PerfectPint.com - which is to cater for those pubs that just missed out on being included in the guide.



Tradesman's Arms Stokenham

2 mile-an-hour Pub Crawl



The Mons, Brecon and Abergavenny Canal is cut-off from the rest of the canal system, with its navigable length restricted to five lock basins where it passes through seven villages, most with pubs. My wife Vicky and I picked up our home for the duration, the Gilwern Duchess on Wednesday from Gilwern, and following some tuition and loading of provisions set off. Only a few hundred yards as there were pubs to visit here, so we moored for the night. We started at the furthest one, the Corn Exchange, a friendly

single bar serving Wye Valley bitter and Rev James – both excellent. The next call was the Beaufort Arms, where they generally serve Flowers Original plus a guest. Alas, no guest tonight! On to the Lion Inn where we were told the real ale was out of season, but we enjoyed a bottled beer, the 60s music and the company of a nice chatty barmaid. Final stop and closest to our mooring was the Bridgend. Welsh flags and rugby memorabilia, big screen TV and loud pop music and disappointingly the Felinfoel Double Dragon was too cold.

Thursday we cruised 4 hours northwards not without event. Being a narrow canal and very shallow, I had a few scrapes on bridges, and ran aground once (or twice). We moored at Llangynidr, and planned to visit the Coach and Horses and the Red Lion but monsoon conditions prevailed and kept us inside.

Friday took us to Talbybont through five locks, where I controlled the boat. (Vicky did the hard work.) It was dark when we reached our destination – mooring in the dark is not recommended. However, there was a silver lining as we had moored right by the steps into the Star Inn (GBG listed Pub of the Year 2009).

We sampled Thwaites Original, Six Bells, Spring Forward, and Otley, California, all excellent. It was a very friendly village pup run by a young couple passionate about beer. I gave Ian the landlord a copy of the Spring News & Brews and he was pleased to recognise the pub on the front cover, as he had spent his stag night at the Pig's Nose.

The next day we did a tour of the town once the rain stopped. The Usk Inn had Mayfield's Drinking Stool; The White Hart had Rhyney Brewery's Hobby Horse, Rhyney Export, Felinfoel's Dragon Heart and Double Dragon. That evening was back to the Star where new beers were available; Kingstone Challenger Ale; Breconshire Welsh Pale Ale; Tring Royal Poacher and by popular demand, Sharps Doombar. The rest of the week took us to Brecon and our tour included The Clarence a family pub with three real ales including Wye Valley, Butty Bach. The Boar's Head (a runner up for Pub of the Year) had four real ales with Golden Valley, Welsh Pale Ale and The Bull's Head where we had a wonderful pint of Rev James and Golden Valley's Hop Stock and Barrel. Our visit to Llagattoc took in The Horseshoe and The Vine and we had a walk into Crickhowell and visited four licensed premises there.

In conclusion, this is a beautiful area with friendly people and well worth visiting. Choice and standard of beer was good, prices range from £2 to £2.80. If you think we were overdoing it on the alcohol units, here comes the disclaimer – we drank mainly halves, and sometimes only had tasters – yeah really!

John Atkinson

It takes all sorts to campaign for real ale

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PUB OF THE YEAR

2009 and 2007

Abbfest - A Celebration of Devon Food & Drink

Abbfest has become a firm favourite among the South West's beer festivals and we hope this year's festival, running from Friday 24 September to Sunday 26 September, will be no exception. Once again, all beer and cider on offer at Abbfest will be sourced from Devon, and with over a hundred different brews available, there will be plenty of choice.

However, Abbfest is more than a Beer Festival. During the day on Saturday and Sunday, local food and drink producers will be displaying their wares for you to sample and buy and local craft stalls will be displaying their talents. Local chefs will be giving cookery demonstrations during Saturday. There will be a variety of musical entertainment too; on the Friday night, Sixfold, The Steve Dow Blues Band and Duke Johnson and the Scorchers will all be performing, whilst on the Saturday night, The Fab Beatles will be offering their tribute to the Fab Four. In addition, our DJ will be playing loads of 60's music on vinyl. For fans of the 60's music, this will be a night not to be missed! We would like to offer beer and cider at 60's prices, but since our aim is to make money for local charities, we can't. However, we will be keeping the price of a pint to just £2.00. To soak up the ale, there will be plenty of food available – a hog roast, barbecues, pies and pasties. Abbfest also aims to be family friendly and during Saturday and Sunday, there will be a bouncy castle and other children's activities.

Abbfest will be on the same site it has occupied for the last three years – next to Fermoy's Garden Centre on the Newton Abbot – Totnes road near Abbotskerswell. A free bus service will run from Newton Abbot Railway station during the festival. Last year, Abbfest raised over £20,000 for local charities and good causes including the Children's Hospice South West. We hope to raise even more this year. More information is available on the web site, www.abbfest.org where you can buy advanced tickets at a discount.

Hunter's Brewery



CAMRA appoint a Brewery Liaison Officer for every brewery in its branch area, and as I live in Ipplepen, I have been appointed Hunter's BLO.

Paul Walker runs Hunters Brewery with his wife, and they have created this craft brewery in a farm within the boundaries of the lovely village of Ipplepen, half way between Newton Abbot and Totnes. Right from the start he wanted to be capable of expansion and to this end now has a five-barrel plant with six fermenters, which means he can brew 30 barrels of all six of his beers once a week. Paul is now putting in conditioning tanks in an adjacent unit, so he can bottle all six beers. Most of his equipment is new, he does all the brewing himself, and can double brew in 13.5 hours which is no mean achievement.

Paul aims to sell his beers across most of South Devon from Tiverton to Exeter and down to Plymouth, and like most microbreweries has reciprocal arrangements with fellow brewers for distribution purposes. Until his huge new fridge and conditioning tanks come on stream, he is restricting his bottling to three beers at present, all of which are bottle conditioned, i.e. bottled with live yeast still in the beer so that a secondary fermentation takes place in the bottle producing a natural product. I tasted Half bore, Gold, and Crackshot, at the brewery; all were in excellent condition.

At present they produce six beers, which are Fullbore at 8%, Half bore at 4%, Gold at 4.8%, Crackshot at 3.8%, Pheasant Plucker at 4.3% and Denbury Dreamer at 4.1%. The last one is brewed exclusively for the Union Inn at Denbury. There are occasional special seasonal brews e.g. Honey Bunny 4.5% for Easter, Dashers Dinkle 5.5% for Christmas and a new as-yet-to-be-named beer for Halloween and Guy Fawkes Night, which, subject to careful successful experimentation, could be a fun blood red in colour. South Devon CAMRA members are looking forward to a brewery visit soon. Website www.thehuntersbrewery.co.uk gives details of the beers and outlets.



Anthony Woodwork

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The £4 Pint.....

ContinuedSince inflation is rising and many workers are experiencing wage freezes, or becoming unemployed, then real disposable income will be falling. Barley is not only the raw material for brewers, but also for bakers and more generally as a source of animal feed. If recession continues and consumers reduce their demand for barley-related products then the ability to pass cost increases onto consumers is more limited. I expect that this will not stop the great oligarchies of the global brewers, but a greater degree of restraint might be expected from local independent brewers operating in more highly competitive markets.

I remember thinking that I would never pay £3 a pint, but I have. I am now thinking along similar lines with the £4 mark and it had better be something very good indeed.

Bob Southwell (adapted from an article in the Guardian 10th August 2010)

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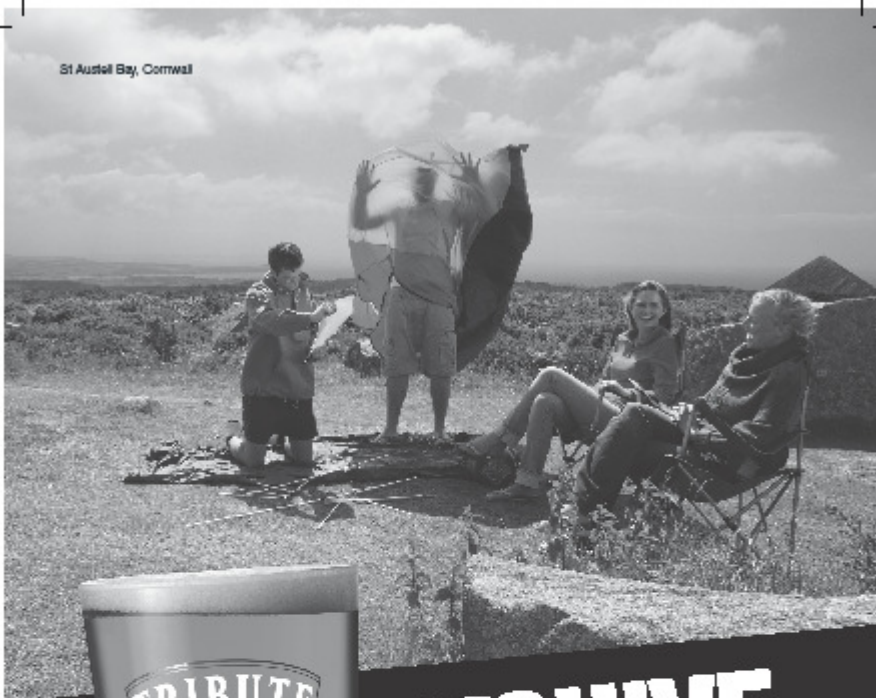
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