

east london newsletter



ISSUE NO. 10

More Scottish beers for London

PUB NEWS FOLLOWING the return to London of traditional Scottish beer last December in the form of Youngers XXPS, the brewery which did most to support the Real Ale revival in Scotland has now begun shipping cask beer to London pubs. Two beers, 70/- and 80/- (traditional names in Scotland), brewed by Belhaven of Dunbar are now on sale downstairs in the Wine Bar, 143 Fenchurch Street, EC3.

MORE REAL IND COOPE

Ind Coope Bitter and Burton Ale are now sold by handpumps in the Leopard, Seward Street, EC1, and the Downs Hotel, 75 Downs Road, Hackney, E5; the Bull and Post, Shoreditch High Street, E1, the Hat and Feathers on the corner of Clerkenwell Road and Goswell Road, and the Lord Clyde, 175 Capworth Street, Leyton, all sell Burton Ale; and two more Ind Coope pubs have put Bitter on handpumps instead of Burton - the Chequers, High Street, Walthamstow, and the Blue Posts, 73 West India Dock Road, E14.

DIRECTORS

Traditionally served Courage Directors Bitter has gone on sale in the Old Ship, 2 Sylvester Path, just off Mare Street in Hackney, and in the Rainbow Bar on the West side of Liverpool Street Station, where Draught Bass is also available. Bass is sold in two more bars on Liverpool Street Station - the East End Bar and the Abercorn Room, notable for its fine ceiling.

Finally, there is now an outlet in the City for the country's stro strongest bitter, Fullers Extra Special Bitter, now on sale in the Artillery Arms, 102 Bunhill Row, EC1.

74 years behind the bar

A 74-YEAR career behind the bars of two Bethnal Green pubs comes to an end this month when the Albion in Bethnal Green Road is sold by its owners, Charringtons.

Lillian and Wally Edwards moved to the Albion 29 years ago when their previous pub, the Fleetwood Arms in Pritchard Road, where Lil was born in 1904, was demolished, and regulars fear that this haven of traditionalism in a street of disco pubs and keg beer will have its character altered radically by its new owners and are angry that such long and distinguished service should be so abruptly terminated.

Godsons move

GODSONS Anchor Brewery, who began brewing last year in a former sweet factory in Clapton, have now moved to better premises in Old Ford. They are continuing to supply their Anchor Bitter to the London free trade, including the Bootlegger Off Licence in Walthamstow and the Old Red Lion in Whitechapel Road, but not to the Mackworth Arms in Commercial Road, as suggested in a previous newsletter.



East London & City Branch

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FREE

Allied follows Watney's example

EUROPE'S largest drinks firm, Allied Breweries, whose brewery names include Ind Coope, Ansells and Tetley Walker, is to break up its beer division into eleven separate companies.

The move was described as "the biggest decentralization plan so far devised by British industry...prepared in a hunt for improved profitability and a deeper involvement by employees in smaller operating units". In other words, Allied have learnt the lesson already learnt by Watneys that centralized brewing with its "economies of scale" and "corporate image" only results in bad labour relations, a poor choice of poor beers, high prices and low profits.

Allied have already showed the way to the other big breweries by the rapid return of traditional hand-pumped beer to hundreds of Ind Coope pubs. It is now to be hoped that they will again follow Watneys' example and start producing different cask beers for different areas (Watneys now brew no less than fourteen different cask-conditioned beers).

Meanwhile another of the big brewers seems determined to ignore the writing on the wall. Despite drastic reshuffling of its management by the parent company, the Imperial Group, because of low profitability, Courage is still pursuing a policy of centralization, and its South Eastern subsidiary, has only put handpumps back into a derisory handful of pubs, with East London being almost totally ignored.

Another big brewer which seems to be ignoring East London is Whitbread. Various Whitbread cask beers are now being promoted throughout the country and handpumped Marlow Bitter is now available in most of their West End pubs (though usually at an exorbitant price) but East London is being left to the dubious delights of keg Trophy or palmed off with pressurised Wethereds Bitter.

Application for Membership

I/We wish to become a member/members of Campaign for Real Ale Limited. I/We agree to abide by the Memorandum and Articles of Association of the Campaign, and enclose £..... as an annual membership subscription.

Membership rates:

- Full member: £4 (£6 overseas)
- Husband and wife joint membership: £5.
- Associate member: £1 (this entitles a member to one copy of What's Brewing and a special membership package. Associate members do not have voting rights at AGMs but can vote at branch meetings at the discretion of branches.

Delete types of membership not required

FULL NAME(S)

ADDRESS

Cheques should be made payable to Campaign for Real Ale Limited. Applications should be sent to Membership, CAMRA, 34 Alma Road, St Albans, Herts, AL1 3BW.

Allow three weeks for processing your application.

Real Ale on Hackney Marshes

THERE will be fun and games for all the family at this year's Hackney Marsh Fun Festival on 15 and 16 July, and a beer tent featuring Real Ale will again be one of the attractions. Eldridge Pope, Wadworths, Marstons, Ruddles, Greene King, Godsons, Everards, Devenish and Charringtons will all be on sale.

This year's Festival is called The Incredible Hackney Marsh Picture Show and will have a films and cinema theme. The Festival is held in Daubeny Fields, Daubeny Road, Clapton Park, and the 22A bus stops outside.

DIARY of EVENTS

Tuesday 20 June - Branch Meeting at Rising Sun, Romford Rd/Shrewsbury Rd, E7 (Manor Park or Woodgrange Park Stations), 8 pm.

Tuesday 27 June - City Social at Crown, Clerkenwell Green, 5.30

Sunday 9 July - Social at Kings Head, Kings Head Hill, Chingford, 12 Noon.

Saturday/Sunday 15/16 July - Hackney Marsh Festival - all day (see above)

Tuesday 18 July - Branch Meeting at Norfolk, Cecilia Rd, Dalston, 8 pm.

Tuesday 25 July - City Social at City of London Yeoman, adjacent to Fenchurch Street Station, 5.30 pm.

Visitors are welcome at all meetings.