

# east london newsletter



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## Whitbread ignore East London

BEER lovers in the North West of England are now celebrating the launch of a cask-conditioned beer for the area, the first real beer they have supplied there for many years.

Likewise drinkers in the Midlands and the North East are finding traditional Whitbread beers increasingly easy to come by.

But despite all this new enthusiasm for real beer from Whitbread there is still one area where not one Whitbread pub sells unpressurized beer - East London.

Until the historic Chiswell Street brewery in the City was closed in 1975 Whitbread supplied cask-conditioned Trophy Bitter to the majority of their London pubs, though almost everywhere it was spoilt by being pushed up to the bar by carbon dioxide top pressure instead of being pulled up by the traditional beer engine.

When Chiswell Street closed a much inferior keg

version of Trophy from the firm's huge chemical works in Luton was introduced in London and real beer disappeared from Whitbread pubs here. But protests from landlords and campaigning by CAMRA soon led to traditional beer from Whitbread's Marlow brewery being sold in the few pubs which had retained hand-pumps.

### WETHEREDS BITTER

The growing popularity of real beer in London led to a large increase in the amount of Marlow beer brought in, and now many City, West End and West London pubs have had their handpumps restored to sell the beer, known as Trophy in the Marlow area and initially called Whitbread Draught Bitter in London, where it has now been renamed Thomas Wethered's Draught Bitter.

### TOO GOOD FOR EAST LONDON

Whitbread obviously consider that real ale is too good for East London, for while the City busi-

## Let's take Whitbread at their word

CAMRA is hoping to take advantage of a statement by Whitbread & Co. that real beer is available to any publican who requests it and can show there is a demand for it.

CAMRA members throughout London are to approach Whitbread licensees selling keg beer only and ask them if they are aware of this offer from the brewery and are interested in selling cask beer.

Other real-ale lovers can also play their part by enquiring about hand-pumped beer in their local Whitbread pub or showing the landlord this newsletter.

nessman and West End high liver can find real Wethereds easily the best Whitbread can do for the East London drinker is to sell top pressure Wethereds in three or four pubs. Now is our chance to show Whitbread that we too can tell the difference between good beer and bad.



## East London & City Branch

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**FREE**

# Ind Coope ease the pressure

IND COOPE'S change back to real ale is still continuing, with two newly redecorated pubs having their top-pressure pumps replaced with handpumps.

Both of the pubs were previously rather run down and have now been altered drastically. The Hope in The Grove, Maryland Point, has been renamed the Chevy Chase and converted into a disco pub for young people, while the Five Bells and Bladebone in Three Colt Street, Limehouse (near St Anne's Church) has been decorated with tea chests and other reminders of Limehouse's dockland past. Both pubs now sell hand-pumped Bitter and Burton Ale.

### BITTER

Two Ind Coope pubs have found sales of Burton Ale to be too low and are now using their handpumps to dispense Romford-brewed Bitter. They are the Knave of Clubs, on the corner of Bethnal Green Road and Club Row, Shore-ditch, and the Crooked Billet, on the North Circular Road in Walthamstow. Meanwhile the Metropolitan Tavern, on the corner of Farringdon Road and

Clerkenwell Road, EC1, continues to sell Burton and now also has hand-pumped Bitter.

### REAL MILD

Cask-conditioned mild ale is making something of a comeback in East London, with two more pubs now selling it. The Californian in Albert Road, North Woolwich, has Youngs Mild (Best Malt Ale) and Special Bitter, and the Windmill in Tabernacle Street, EC2, has added Shepherd Neame Mild from Faversham to its range of beers.

### ART NOUVEAU

The City's foremost example of art nouveau decoration, the Black Friar, opposite Blackfriars Station, which has been selling Draught Bass for many years, has now begun selling Wethereds Bitter as well. This Marlow brew has also gone on sale in the Railway Tavern, Liverpool Street, EC2.

### STAR & GARTER

Other alterations recently reported: the Star and Garter, Whitechapel Road, now sells Bass and Charringtons IPA; the

# Breweries before offices

THE NEW office complex opened in October on the site of the Anchor Brewery in Mile End Road for various companies in the Bass Charrington group is obviously a boon for the group group's administrative workers, but as far as the drinker is concerned there are good reasons why a brewery on the site was preferable.

Since the brewery closed three years ago all Charrington cask beer has been transported over a hundred miles from the M&B brewery in Birmingham or brewed by Tolly Cobbold in Ipswich. Keg and bottled beer is brought even further, from Runcorn in Cheshire. Since these moves were planned there has been a dramatic increase in fuel costs, and it seems seems fairly obvious who is paying to transport these vast amounts of liquid around the country - the drinker.

Approach in Approach Road, Victoria Park, has Bass, Courage Directors and Everards Old Original; and JJ's Free House in Three Colt Lane, Bethnal Green, offers Charringtons IPA, Courage Directors and Samuel Smiths Old Brewery Bitter.

## PROTECT YOUR PINT

### Join Now!

#### Application for membership

I/We wish to become a member(s) of the Campaign for Real Ale Limited. I/We agree to abide by the Memorandum and Articles of Association of the campaign.

- I enclose £4 (£6 Overseas) for full membership
  - We enclose £5 for husband and wife membership
  - or I/We enclose completed standing order authority
- (Any additional amount will be welcomed as a donation).

#### Application for Associateship

I wish to become an Associate of CAMRA Ltd. I agree to abide by the aims of the organisation and enclose my fee of £1

FULL NAME (Block capitals) .....

FULL POSTAL ADDRESS (Block capitals) .....

SIGNATURE..... DATE.....

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.

## DIARY

Tuesday 19 December - Branch meeting at Edward VII, Stratford Broadway, 8 pm.

Tuesday 16 January - Annual General Meeting, including election of Branch officers, in upstairs room at Windmill, Tabernacle St, EC2 (near Old St Station), 8 pm. Please bring membership cards.

Tuesday 23 January - City Social, Black Friar, Blackfriars, 5.30 pm.