

# east london newsletter



ISSUE NO.7

## New Hackney brew goes on sale

**PUB NEWS** EAST LONDON'S newest beer, Godsons Anchor Bitter, is now on sale in four London pubs, one of them in East London - the Red Lion, 217 Whitechapel Rd, E1 - and is also available in the Students' Union at Queen Mary College, Mile End. The brewery, which operates from premises just off Lower Clapton Road, is presently experimenting with polypins, so you should soon be able to enjoy this excellent beer in the comfort of your own home.

In the last edition of this newsletter we stated that the Marquis of Lansdowne in Cremer St, E2, no longer sold real beer. In fact nothing could be farther from the truth, and we owe the Lansdowne an apology because the pub, an extremely pleasant former Charringtons house just off Kingsland Road, is now a free house selling two cask-conditioned beers - handpumped Whitbread Bitter (Wethereds) and Watneys Fined Bitter, the latter dispensed by an air-pressure system.

Beer brewed in Burton is still becoming more common in London. Ind Coope Burton Ale has been on sale for some months at the Chequers, High St, Walthamstow, E17, and is now available at the Stirling Castle, 50 London Wall, EC2, and the Albion, New Bridge Street, EC4. Another Burton beer, Draught Bass, is now on sale at the Globe in Moorgate, a 199 house house, and the George, a Charringtons tied house at the Aldgate end of Fenchurch Street.

### DELETIONS

The following pubs in the 1977 edition of Real Beer in London no longer sell traditionally served beer: E1: Artichoke, Stepney Way; E2: Lamb, Wilmot St; E3: Victoria, Grove Rd; E7: Camden Arms, Field Rd; E11: Red Lion, Leytonstone High Rd.

## Bottle & Jug

ONE OF the most interesting side effects of CAMRA's campaign to restore traditional beer to the country's pubs has been the increase in the number of off-licenses selling draught cask-conditioned beer.

One of the most enterprising of them is the Bootlegger Real Ale and Wine Centre, 363b Hoé St, Walthamstow (near the Bakers Arms) (521 4872) who provide a bottle and jug service from the casks of real ale they have on tap - the range varies from day to day - as well as selling casks of beer and stocking an impressive range of bottled and canned beers. The Bootlegger is run by R. and B.D.B. Herd and can supply beer for free houses - they provide the Monday-night "guest" beer at the Bricklayers Arms in Shoreditch.



## East London & City Branch

FREE

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# the ascent of manns

## PART 5

THE STORY of Manns in the 1960's and 70's is one of the decline and virtual extinction of the famous brewery name and then its sudden revival in another part of the country.

### WATNEY MANN

The reason for the decline of Manns was simple - the merger of Mann, Crossman and Paulin with Watney, Combe and Reid in 1958. The merger came about because Watneys were desperately short of brewing capacity because of the impending demolition of the Stag Brewery in Pimlico, opposite Victoria Station.

The board of the new company, Watney Mann, included representatives of the Crossman family, and Manns beer remained distinct from Watneys for some time, but eventually Manns became a victim of the "Red Revolution".

### THE RED REVOLUTION

During the 1960's Watneys took over breweries all over England and pursued a rigid policy of centralization and promotion of the "corporate image". All the old beers were to be replaced by Watneys Special and Watneys Red, both keg or tank beers (Watneys were pioneers in the field of all-keg pubs), and all the pubs were to be painted red. Manns pubs were among the first to suffer: by the end of the 60's there were only a few pubs left with Manns signs and there was no Manns beer apart from Manns Brown.

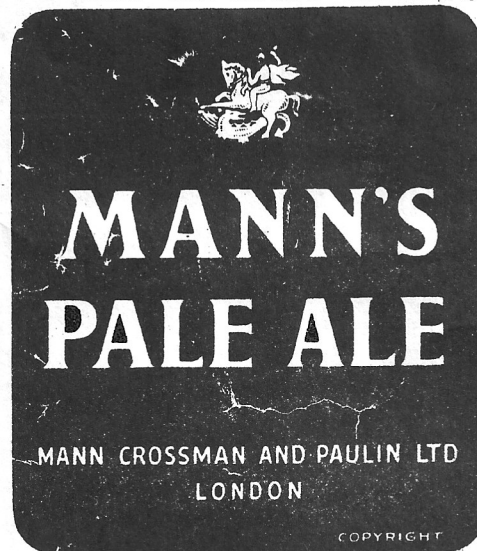
### GRAND METROPOLITAN

Then in 1972 Watneys themselves became the victims of a takeover by Grand Metropolitan Hotels. At first the Red Revolution continued - after all, Grand Met's other brewery, Trumans, was pursuing a similar policy of all keg/tank and ghastly decor - but under an enormous barrage of criticism from CAMRA and the press Grand Met decided on an about turn. Watney Mann and Trumans were merged into one company in 1976, but that one company was split up into a number of semi-autonomous subsidiaries. The all-keg policy was abandoned: Wilsons and Ushers cask beers were

re-promoted and new cask-conditioned beers were introduced in London - Watneys Fined Bitter and Trumans Tap Bitter. Watneys pubs were repainted in all sorts of different colours - but not red.

### MANN'S NORTHAMPTON BREWERY

This is where Manns comes back



into the picture. One of the newly created subsidiaries was re-named Manns in 1977, but it was a far cry from the old Mann, Crossman and Paulin, being

based entirely in the Midlands with pubs previously belonging to Phipps of Northampton and not even having its own brewery. A new cask-conditioned beer called Manns Bitter is sold in some of the Midlands pubs, but it is brewed in the Trumans brewery in Brick Lane.

A final footnote to this story of the rise, fall and rebirth of Manns: the Albion Brewery in Whitechapel Road is still brewing, but not for long. At the beginning of next year it will be demolished and rebuilt as a distribution depot, the latest of many East London breweries to fall under the hammer of the Big Six.

## DIARY of EVENTS

Wednesday 14 December - Meeting at Edward VII, Stratford Broadway, 7.30 pm.

Tuesday 20 December - Christmas Social at Bricklayers Arms, Charlotte Rd, Shoreditch, EC2.

Tuesday 17 January - Annual General Meeting, including election of branch committee. Please bring CAMRA membership cards. Venue to be arranged - please contact Secretary for details.