

CAMPAIGN FOR REAL ALE

ST. NEOTS & DISTRICT

OPENING  
TIMES



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BRANCH NEWSLETTER  
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MILD

19th  
'BOOZE ON THE OUSE'

16th - 19th September 1999

A much maligned and under-rated but often superb ale is the main subject of this months newsletter

The 19th 'BOOZE on THE OUSE' will be held at the Burgess Hall, St. Ivo Centre, St. Ives from 16th -19th September 1999.

CAMRA in general and St. Neots Branch in particular would like to see more outlets for Mild.

Once again we expect to have around 60 real ales available, with the beer list currently being formulated. If there are any special favourites that you would like to see there - beers not generally available in this area, then write to s and we will consider them for inclusion.

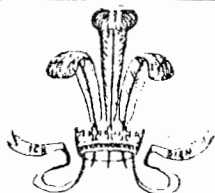
We would like to hear from any landlords who would like to give Mild a chance. For free house publicans who can put on what they like then we are only too willing to offer suggestions. Greene King publicans have XX Mild on their list and read inside to see what has been done by one Greene King house.

STAFF NEEDED

What we do need desperately is staff, particularly on the Friday night of the festival when we anticipate the usual 500+ drinkers to come through the doors and it takes a lot of work to make sure that they all go home happy.

We always have a handful of milds available at 'Booze on the Ouse' and this year will be no exception. So landlords and drinkers alike, come along and try them, you may be pleasantly surprised.

So please contact Mike Birch on 01480 395505 if you think you can help in any way whatsoever. We need all sorts of helpers not just bar staff, so if you don't like bar work you may still be able to help. Contact us as soon as you can, it helps us tremendously in our planning if we know our staffing levels in advance.



The Prince of Wales

'That nice pub at Hilton'

(01480) 830257



ADNAMS BEST BITTER ELGOOD'S BLACK DOG MILD GUEST BEERS GOOD FOOD ACCOMMODATION

# LOCAL NEWS

The **Old Ferry Boat Inn** at **Holywell** has changed hands again. After being bought by Marstons only a relatively short time ago it has now been bought by local, regional brewers Greene King who are planning to 'introduce an increased range of drinks' to the pub.

## GREENE KING REAL ALE BOOST

East Anglian regional Greene King has launched a fightback against national brewer predictions that cask ale is dead.

They are spending £5 million promoting their cask beers, with advertisements for premium bitter on the London Underground and a national TV and press advertising campaign for IPA aimed at younger drinkers.

A draught version of the Strong Suffolk appeared as a winter seasonal and its new best bitter Triumph is now well established in our pubs.

# TONE UP YOUR TASTE BUDS

Calling CAMRA members everywhere - would you like to taste some beer? Daft question I know, but some people give me the impression that actually tasting beer rather than just swilling it down is a bit of a chore.

Still not convinced? No, me neither. Let me tell you what I do in my spare time (don't worry Mr. Editor, it is printable). I'm a trained beer taster and I go around pubs tasting beer and then writing up those notes into the descriptions that you see in the brewery section of the Good Beer Guide.

The best beers that I taste within my area can also be nominated for the Champion Beer of Britain and Champion Winter Beer of Britain competitions. Doesn't sound too bad now, does it?

The country is divided up into tasting panel areas, the area that I cover is Cambs., and Beds., which includes beers from Elgoods, Oakham, Fenland, and Charles Wells. At the

moment there are only a couple of us poor souls trudging around the pubs gallantly doing these tastings even though we don't want to (OK so I'm kidding there).

To make the tasting descriptions more balanced we could really do with more people to take part in these tastings, it is a year round job so you've got to be committed (and some say we should be!).

If you would be interested in training to become a CAMRA taster, please contact me on 01480 496247.

Happy drinking.

Kathy Hadfield.

# CAMPAIGN BACKS MILLENNIUM OPENING HOURS

CAMRA has welcomed the Government's decision to allow pubs to celebrate the Millennium by staying open from 11am on New Year's Eve until 11pm on New Year's Day.

Responsible drinkers who want to celebrate the Millennium at their local will hopefully be able to do so without being forced either to sup up and go home or go to a night club.

In bigger towns, deregulation would help combat the problem of binge drinking in the run-up to closing time and would help relieve the strain on public services caused by crowds of drinkers all hitting the streets at once.

## JOIN CAMRA NOW

Just fill in the form below and send your remittance (Payable to CAMRA) to The Membership Secretary, CAMRA, 230, Hatfield Road, St. Albans, Herts, AL1 4LW

Rates are Single £14, Joint £17 (at same address)

Student/OAP/Unemployed/Disabled £8 Joint OAP £11 (at same address)

Under 26: £8 date of birth .....

For Life/Overseas rates please ask for details

NAME.....

Opening Times

101

ADDRESS.....

St. Neots

.....POSTCODE .....

I/We wish to join the Campaign for Real Ale, and agree to abide by the Rules.

I enclose a cheque for .....

Signed.....

Date.....

## MAKE MINE MILD MILD PROMOTION PROVES A HIT FOR BOTH LICENSEE AND HIS CUSTOMERS

A low-key promotion in the Cock, Gamlingay, laid on specialy for Mild Month of May, proved such a success that top-performing Greene King tenant Roger Collins is planning to make the brewery's XX Dark Mild a permanent fixture.

Roger, who runs the Good Beer Guide listed Cock, an unspoilt Tudor pub, was talked into

trying a single firkin of the 3 per cent ABV brew by CAMRA members in the village.

It so happened that the day chosen for the mild trial was a Wednesday, when Roger lays on special lunches for OAP's. As a result he sold 20 of his 72 pints in a single session.

But the welcome for cask mild wasn't confined to pensioners

enjoying their promotionally priced lunches. Apart from the OAPs at the lunchtime session and the handful of CAMRA members who boosted sales throughout the evening, he sold a steady enough quantity to other drinkers to make it worth keeping on.

The mild was priced at its full price of £1.75 a pint to make the trial as real as possible and without it being pushed aggressively or sold deliberately cheap it proved a success and hopefully other landlords will follow the Cock's lead and give a mild a try.

## A TALE OF TWO MILDS FROM TWO OF OUR 'LOCAL' BREWERS

### BATEMAN'S MILD NOTCHES UP NEW SUCCESSSES

GEORGE BATEMAN & Son of Wainfleet, Lincs.

Bateman's Dark Mild a 3.0% ABV Ruby Black Mild, with a superb creamy head and definitely one of the editor's favourites! Just over a year ago, Bateman's secured agreements to start selling its cask Dark Mild to tenants of three breweries - Adnams, Everard's and Marston's each of whom had delisted their own brands.

Since then, according to brewer boss Staurt Bateman, sales through the three estates have grown enough to encourage the company to approach other breweries which have either delisted their own cask milds or seem to be on the point of doing so. Bateman's were also chosen to supply the house mild for the JD Wetherspoon chain's mild promotion in May.

Sales were continuing to grow through the brewery's own tied estate, especially since 36-pint pins had been re-introduced. Bateman's say that Mild can bounce back - but only if we all beat the drum for it.

### ELGOOD'S BLACK DOG

ELGOOD & Sons of Wisbech, Cambs.

Wisbech brewer Elgoods' award winning Black Dog Mild - which incidentally was available at our annual St.Ivo Beer Festival very early on in its life - is battling on helped by its keg sales.

Elgoods has a 40-barrell (5760 pints) minimum brewlength and brews one batch of Black Dog - a 3.6 per cent ABV dark ruby ale which is the reigning East Anglian Beer of the Year - a fortnight. Sadly it only sells 10 barrells of real Black Dog, but the rest is kegged under mixed gas which

means its immediate sale is not quite so critical.

This keg version has been branded Old Smoothie Mild. Head Brewer, Alan Pateman - a man with local connections, his father and indeed himself brewed for James Paine of St. Neots - says 'These beers are traditionally brewed and unpasteurised. People used to drinking bottled beer should be happy with these ales because their carbonation is almost as low as the CO2 in well-conditioned cask ale'.

Elgoods is wondering whether to follow other breweries and simply drop the word "mild" from Black Dog's brand-name. At the moment, though, it's sticking with the status quo because, national trends notwithstanding, performance is encouraging.

Their sales of cask mild have about doubled since this time last year. 'Pubs try a cask and it seems to stick' they say.

# W I L D A B O U T M I L D

'Make May a Mild Month' - a slogan that has become very familiar to mild drinkers everywhere as CAMRA's Mild campaigning call. This campaign seeks to promote mild to the drinking public with the aim of securing its future in brewery portfolios.

However, this campaign is now being stepped up following the news that both Boddington's and Burtonwood Milds have been discontinued. Add to that the decision by Suffolk brewers Adnams to reduce their delicious mild to a seasonal brew only and mild drinkers like me begin to despair.

A tasty, low gravity drink that refreshes without rendering one insensible after a couple of pints is a rare commodity and, it seems, becoming rarer.

Hang on though, I hear you say, what about all those micro and regional breweries who still brew mild. Yes, what indeed. Part of my despair centres around knowing that mild is still being brewed all around the country, and very well too I might add, (a visit to any beer festival will show you that) but that it is relatively rare in pubs in this area on a regular basis.

So how can mild survive without regular outlets? The bottom line is that it can't. This is where we come in. In order to do something about this sorry state of affairs, it is up to us the drinkers to draw landlords attention to the fact that 'there is call for mild around here'.

Firstly, whenever you see mild on

handpump, drink it and pass back your (hopefully favourable) comments to the bar staff, praise works wonders you know.

Secondly, ask the landlord of your local to consider featuring mild as a guest beer occasionally. Hopefully, with encouragement, they will find that a good mild can sell well especially as a refreshing summer drink.

The aim of this column is to list, in each edition, the pubs in our branch area that sell mild on a regular basis. If we miss any out that you know of, or you have any feedback with regards to quality (or suggestions of milds to stock at the beer festival) please feel free to let me know:

## LOCAL M I L D OUTLETS

**Eaton Socon,**  
**Millers Arms**  
Greene King XX Dark

**Gamlingay,**  
**Cock**  
Greene King XX Dark

**Hilton,**  
**Prince of Wales**  
Elgoods Black Dog

**Huntingdon,**  
**George Hotel**  
Theakstons Mild

**St. Ives,**  
**Black Bull**  
Ansells Mild

Kathy Hadfield

### BRANCH DIARY

All are welcome to attend our socials and meetings, which are held at different pubs throughout our branch area.

Friday 25th June - Mini Bus trip Northern reaches of Branch area, finishing at **Admiral Wells, Holme**

Tuesday 6th July - Open Committee Meeting - **Chequers, Little Gransden** - 8.30pm

Friday 23rd July - Mini Bus Trip to Cambridge City Brewery and Pub crawl - Contact Kathy Hadfield 01480 496247

Tuesday 6th July - Open Committee Meeting - **Black Bull, Godmanchester** - 8.30pm

Wednesday 25th August - Trip to Peterborough Beer Festival

For further details contact:  
Roy Endersby (Chairman) on 01480 473364