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Autumn 2006



CAMPAIGN FOR REAL ALE

Issue 4

Slough Windsor & Maidenhead Beer & Pub News

Produced by
The Slough Windsor & Maidenhead Branch
of The Campaign for Real Ale

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CAMRA

Angle

“I'm 2 sweet 4 bitter”

Taking lessons from the UK wine industry, CAMRA, the Campaign for Real Ale, and 14 real ale breweries launched a new initiative called 'Cyclops' at the Great British Beer Festival. 'Cyclops' aims to demystify real ale after research showed that one in three people would try more real ale if its characteristics were made easier to understand in pubs.

Declining beer sales in the UK have brought beer consumers and brewers together to revitalise the market for real ale, Britain's national pub drink. Following the success of the wine industry to make wine more accessible to all consumers through simple tasting notes Cyclops will use common language to explain what different real ales should look, smell and taste like. Sweetness and bitterness are the two dominant taste qualities of real ale and Cyclops, using a scale of 1 to 5 for each, enables drinkers to work out how sweet and bitter they like their beers.

The new scheme was the brainchild of David Bremner, Head of Marketing at Everards Brewery in Leicester. Everards pilot scheme aimed to promote its beers to new consumers who may have never tried real ale before or who had only tried a few pints in the past. By using attractive imagery and simplified language, real ales are described on promotional material such as beer mats, posters, tasting cards and pump-clip crowners to inform consumers of what they are buying. This information will also be placed on the back on beer handpulls to keep pub staff informed of what the real ale is like.

Tony Jerome, CAMRA's Senior Marketing Manager said, "Real ale is an incredibly complex drink with an enormous range of styles and tastes. Cyclops will demystify real ale so drinkers will know what a beer will look, smell and taste like before they part with their cash at the bar."

Jerome continued, "A great deal of skill and care goes into the brewing of real ale and there are many thousands of dedicated connoisseurs and enthusiasts which has led to a whole new and fascinating language behind beer tasting. Research shows, however, that drinkers who are less familiar with real ale want to know in easy to understand terms what the beer tastes like. I am convinced that Cyclops will revitalise the real ale market by enticing younger drinkers, both male and female to try our national drink. They will quickly learn to appreciate its complex flavours and we are confident that they will soon become enthusiasts."

The new scheme is called 'Cyclops' due to the one eye, nose and mouth imagery used on the promotional material. 14 real ale breweries, from across Britain, have already signed up to the campaign and will be using it on their beers in pubs.

The 14 breweries are:

Everards (Leicestershire), Wolverhampton & Dudley Brands (National), Woodforde's (Norfolk), Camerons (County Durham), Hook Norton (Oxfordshire), Fuller's (London), Refresh UK (Oxfordshire), Robinson's (Cheshire), Hall & Woodhouse (Dorset), Elgoods (Cambridgeshire), Wadworth (Wiltshire), Titanic (Stoke on Trent), Charles Wells



Cyclops tasting notes for Everards Beacon

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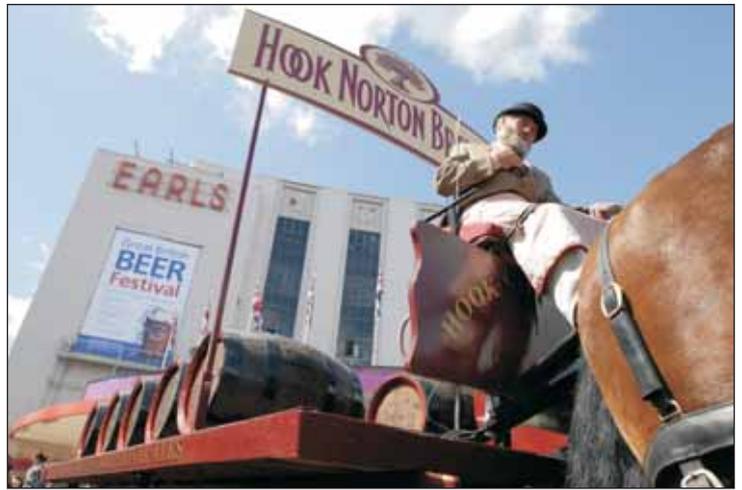
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Record Breaker

STUPENDOUS, breath-taking, epoch-making - you soon run out of superlatives when you try to sum up this year's Great British Beer Festival.

The move from Olympia to Earls Court, just one tube stop closer to central London, drew drinkers in droves. And the final attendance wasn't just the 10 per cent up that the organizers expected but a whacking 40 per cent up at over 66,000 compared to last year's 47,000. Emergency reorders kept the beer flowing - just - and the final tally was



1,970 kilderkins or 283,680 pints of real ale. By close of play only the brewery bars and Bires Sans Frontiers had any beer left, but there was still a choice of more than 180 cask ales for Saturday visitors.

More statistics: the trade session attracted 5,400 curious licensees who will be taking the real ale message back to their pubs and clubs. At the Friday evening peak there were 11,500 people in the hall. Nearly 1,300 new members were signed up. And a record 2,000 gallons of cider and perry were sold.

A stunned Festival Organiser Marc Holmes said: "This year's attendance has been phenomenal. "The main plan for this year was to have a successful move. To have these record figures is a bonus and we are amazed at how popular the festival has become. The work begins now on making it even better for next year.

"I would particularly like to thank the volunteers who gave up their free time to work at the festival - we had the highest number of volunteer staff ever with over 1,000 people working over the 10 days.

"Interestingly, although the attendance figures shot up, the number of pints sold was around what we expected. This means people were drinking responsibly and were more interested in quality rather than quantity."

"Mr. JOHN"

London family brewer Young's announced the death of its Chairman, John Young CBE, on September 17th. The company said Mr Young, 85, passed away after a "long and courageous" battle against cancer.

Ironically, the Ram Brewery in Wandsworth, to which Mr Young devoted most of his working life, produced its last ever brew September 18th. He was the great-great-grandson of Charles Young, who acquired the Ram Brewery and founded Young's with Anthony Bainbridge in 1831.

John Young joined the family business in 1954 after serving in the Fleet Air Arm during the second world war, followed by seven years with shipping firm Runciman and Moor.



He became chairman and chief executive in 1962, and was a tireless and vocal supporter of the UK's family brewing sector, in particular championing cask ale at a time when other brewers were shifting to keg. He was awarded a CBE in 1975 for services to the brewing industry and to charity, and was a Freeman of both the City of London and the Borough of Wandsworth.

Young's chief executive, Stephen Goodyear, said: "We are all very sad to hear of the death of John Young after such a long battle against cancer. He was both a great leader and a marvellous character who was a source of inspiration to everyone who knew him or worked with him."

The company announced in May that the Wandsworth site will be sold for redevelopment, with brewing moving in October to Wells and Young's, the new company in Bedford owned jointly by Young's and fellow regional brewer Charles Wells. Young's continues to operate more than 220 pubs in the south of England.

John Young was an early defender of real ale and a friend of CAMRA for many years.

Our sympathies to his family.



Dot, Janet & Kevin welcome you to

THE WHITE HORSE

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A FAMILY RUN FREE HOUSE**

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- *Belgian beer & real cider always available*
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- *Finalist CAMRA National Cider & Perry Pub of the Year 2005*



*The White Horse, Village Lane, Hedgerley, Bucks, SL2 3UY
Tel: 01753 643225*

Industry joins Government to promote sensible drinking

It was announced this summer that the Drinkaware Trust, a new independent charity, is to be set up to improve public awareness and understanding about responsible drinking and positively to change the nation's drinking behaviour. The Trust will begin to operate independently later this year.

The announcement marked an agreement (following the signing of a Memorandum of Understanding) by Government, industry and non-industry to set up a brand-new independent Trust.

In an unprecedented partnership, a range of interested parties have worked with Portman Group members to create the new Trust and are now seeking 13 independent Trustees to run it. The Trustees will come from a broad base including alcohol experts from the health, education and voluntary sectors as well as from the drinks industry. They will be tasked with devising and delivering a programme to promote responsible drinking and with providing project aid for local and national initiatives for tackling alcohol harm.

The Portman Group was established in 1989 by drinks producers to promote sensible drinking by consumers and encourage responsible marketing by the industry. It will continue to operate its Code of Practice on marketing standards for producers, its Proof of Age card scheme, and champion social responsibility across the alcoholic drinks industry in the UK.

The alcohol industry has pledged £12 million to the charity over the next three years and will also throw its significant weight behind promoting the charity's consumer information website in advertising, at point of sale and on product labels. This year alone, Drinkaware will feature on three billion bottles and cans and on £150 million-worth of TV, cinema and print advertising. Thousands of pubs and supermarkets will also display signs with details of the Drinkaware website.

Vernon Coaker, Home Office Minister, said:

"The launch of the Drinkaware Trust marks an important step forward in our efforts to encourage people to take responsibility for their own behaviour. I am sure that by working together we can make a real difference to the lives of the majority of people who drink sensibly."

Public Health Minister Caroline Flint said:

"This is an international first. The new Drinkaware Trust is a model of how industry, stakeholders and Government can work together to achieve a shared goal. Alcohol misuse can blight the lives of communities across the country – not only harming the health of individuals but fuelling late night violence and causing a nuisance to society.

"The success of the Trust will depend on securing the support of a broad range of stakeholders across the UK – and that's what we've done.

"There is nothing wrong with drinking in moderation. Alcohol is a normal part of society and we're not trying to stop that. What we are saying is that people need to be sensible and not drink excess amounts that can lead to serious conditions such as liver cirrhosis or result in disorderly behaviour.

"Everyone has worked really hard to make this work and I am confident the new Drinkaware Trust will help in achieving this goal."

Jean Coussins, Chief Executive of The Portman Group, said:

"We are delighted that the alcohol industry has played such an active role in taking the alcohol harm reduction strategy forward. This groundbreaking approach demonstrates the benefits of the industry, government and other stakeholders working in partnership around a shared agenda. Indeed, this initiative takes the government's initial proposal for a voluntary producers fund much further by involving retailers such as Tesco and Enterprise Inns too."

Srabani Sen, Chief Executive of Alcohol Concern, added:

"This is an exciting new initiative. The Drinkaware Trust will bring together the drinks industry and those tackling alcohol misuse, providing a unique opportunity to really make a difference in changing the way we drink alcohol in the UK. The Trust has set itself challenging goals. By working together, the drinks industry and organisations tackling alcohol harm will make these all the more achievable."

The new Trust also has the support of the Scottish Executive, the Welsh Assembly and the Northern Ireland Office who have all signed the agreement.

www.camraangle.itsuk.com

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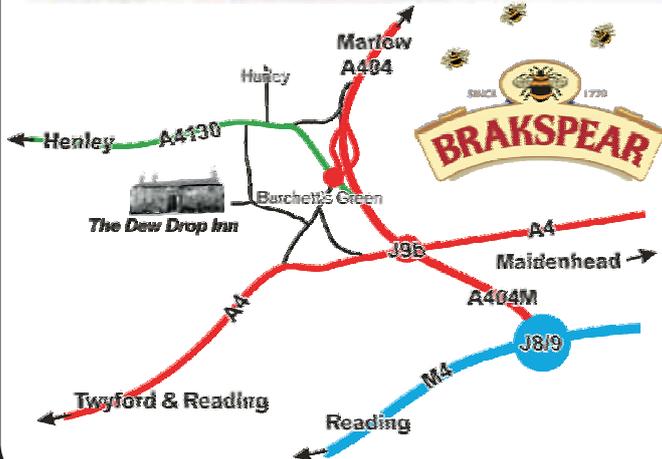
5:30-11:00 (Fri-12:00)

All Day Weekends

A CAMRA Award Winning Pub



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 Honey Lane
 Hurley
 Berks
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 Tel: 01628 824327



You don't have to "eat" apples



Summer is finally over and autumn has arrived! October is a special time in the cider and perry calendar; the hard work of collecting and pressing the apples and pears for the next year's drinks begins in earnest. One of the big problems for cider producers is that all the work has to be done at the time when the fruit is ready - between now and around



Placing the apple pulp in a traditional cloth cheese.

December. This also accounts for why it can be difficult to find real cider and perry at this time of the year: the fruit that is pressed in October to December is ready to drink from about April or May, so most of the supplies are usually exhausted by about Christmastime. Because real cider made from pressed juice will not keep indefinitely many of the producers choose to pasteurise and bottle some of their cider to prolong its shelf life and give an income all year round. It is because of the importance of this time of year that October is designated cider month by CAMRA and the weekend of October 21st is national apple day with many varied events



Pressing of the cheese (The pulp wrapped in cloth layers).

and UK Cider websites. If anyone is interested in going to an event on apple day weekend you can contact me direct to arrange a group visit. Getting back to the subject of drinking cider, someone recently said to me they would like to drink real cider but "why does it have to be so strong?" Real cider and perry is usually stronger than most beers because the natural fruit sugars turn to alcohol during fermentation which achieves around 6% - 9% ABV. This is why I always recommend leaving the car at home when drinking.



The oldest and most traditional cheese a straw cheese. Rather than cloth, straw is used to separate the layers of pulp.

The White Horse, Hedgerley: Usually have two ciders on offer plus Westons in bottles. The George, Burnham High Street: Serves Addlestons cloudy on draught plus

taking place all over the UK celebrating apples and cider. Details of these events are available on the CAMRA website as well as on the Common Ground website. For anyone who fancies a drop of real cider here is a list of pubs where it is available in the local area:

Thatchers Spartan in bottles.

The Royal Standard, Wooburn Common: Have Mr Whiteheads Heart of Hampshire on draught.

The Rose and Crown, Slough High Street: Occasionally has a guest cider available. Ring to check before visiting.

Stag and Hounds, Pinkneys Green: Occasionally has a guest cider available. Ring to check before visiting.

The Swan, Clewer Village: Addlestons cloudy on draught.

The Royal Stag, Datchet: Addlestons cloudy on draught.

The Ferry, Cookham: Have the excellent Aspalls Suffolk Cyder in bottles.

Finally the Weatherspoons pubs in Maidenhead, Slough and Windsor: All have Westons ciders on draught and in bottles as well as Thatchers perry in bottles. Also Sheppeys cider in bottles.



Obtaining the juice from the straw pressing. This makes a very distinctive cider or perry

If you would like any further information on cider and perry or if you know of any other pubs not listed please contact me Greg Davies Tel: 01753 823918 Text/Phone: 07941 583554 or e-mail: greg@camraangle.rksuk.com - Cheers! Greg Davies

www.camraangle.rksuk.com

Fast Recognition !

Slough Windsor & Maidenhead Branch 'Pub of the Season Summer 2006' award was presented in August to a publican who had only been in the business for less than two years.

Since coming to the 'Stag & Hounds', at Pinkneys Green near Maidenhead,



Photo by Bill Viner

as a 'new boy' in September 2004, landlord Mark Hull has returned the freehouse to its former prominence, (witness its entry in the 2007 GBG) with one or two regular ales, plus an ever-changing guest

ales policy, and several mini beer festivals throughout the year. The beer is always first rate - Mark puts this down to his insistence on personal quality control, aided by his prodigious thirst. What better way to maintain standards than keep sampling? The pub's large garden makes it particularly attractive in summer, but the friendly atmosphere created by Mark and his staff means a visit at any time of year is enjoyable. And if the beer isn't enough there's also a range of quality meals.

Pictured are SW&M CAMRA's Michael 'Lofty' Rice (on the right), with a delighted Mark & his team, following the presentation.

The Jolly Woodman

Located on the edge of the wooded glades of Littleworth Common
Included in CAMRA's Good Beer Guide 2007

Real Ales on tap - London Pride and Brakespears, with two Guest Ales including Hopback Summer Lightning and Timothy Taylors Landlord.

Blackboard with daily specials and fresh fish.

Served Monday to Friday
Noon - 2.30, 6.30 - 9.30

Saturday and Sunday all day.



Live Jazz Monday evenings with Swing 42 starts at 8:30

Dine with music or have a drink and sup up the sounds



The Jolly Woodman, Littleworth Road, Littleworth Common,
Burnham Beeches, Bucks, SL1 8PF.

Tel: 01753 644350

DOUBLE GOLD FOR BREWER'S GOLD

Brewer's Gold brewed by Crouch Vale was judged to be the best beer in Britain for an incredible second consecutive year by a panel of brewers, beer writers and journalists at the Great British Beer Festival at Earls Court.

The beer is described in the 2007 edition of CAMRA's Good Beer Guide as: "Golden ale, with citrus hop aroma and a sweet, soft, fruity emphasis in the initial taste. The drying aftertaste sees a return of the lemon and orange noted on the aroma."

The Essex brewed beer was chosen as the overall winner from over fifty finalists in eight categories including beers from tiny micros to major regional brewers.

Roger Protz, one of the finalist judges and Editor of the Good Beer Guide said: "It's a tremendous victory for a brewery committed to its cask beer and richly deserved for this marvellous hoppy and fruity beer."

Colin Bocking, Managing Director of Crouch Vale brewery said, "I am speechless. It was enough of a surprise to have won Champion Beer of Britain in 2005, but to have been voted Britain's best beer for a second year in a row is truly unbelievable."

"Thanks to all the people who have supported the brewery over the years, especially those that have enjoyed this remarkable beer. This great news could not have come at a better time for us as we are in the middle of expanding the brewery."

The Silver award went to Harveys brewery in Sussex for their Sussex Best Bitter. The Bronze was awarded to Triple fff brewery in Hampshire for Moondance.

CATEGORY WINNERS

Milds

Gold Mighty Oak's Oscar Wilde
Mild (Essex)
Silver Elgood's Black Dog (Cambridgeshire)
Bronze Grainstore Rutland Panther Rutland)

Bitters

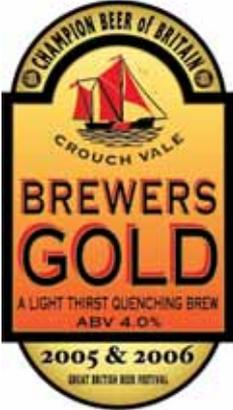
Gold Elgood's Cambridge Bitter (Cambridgeshire)
Silver Acorn Barnsley Bitter (South Yorkshire)
Joint Bronze Sharp's Doombar Bitter (Cornwall) & Woodforde's Wherry (Norfolk)

Best Bitters

Gold Harveys Sussex Best Bitter (East Sussex)
Silver Triple fff Moon Dance (Hampshire)
Joint Bronze Kelburn, Red Smiddy (East Renfrewshire) & Surrey Hills Shere Drop (Surrey)

Strong Bitters

Gold York Brewery, Centurions



Ghost Ale (Yorkshire)
Silver Thornbridge Jaipur IPA (Derbyshire)
Bronze Weetwood Oasthouse Gold (Cheshire)
Speciality Beers
Gold Cairngorm Trade Winds (Highlands)
Silver Wolf Straw Dog (Norfolk)
Bronze William Brothers Fraoch Heather Ale (Alloa)
Golden Ales
Gold Crouch Vale Brewers Gold (Essex)
Silver Hop Back Summer Lightning (Wiltshire)
Bronze Holden's Golden Glow (West Midlands)
In CAMRA's Good Bottled Beer Competition, sponsored by The Guardian Newspaper, the awards went to:
Gold: White Shield – White Shield Brewery (Staffordshire)
Silver: Hen's Tooth – Greene King (Suffolk)
Bronze: Titanic Stout – Titanic (Staffordshire)

CAMRA has successfully run National Pubs Week for four years in an attempt to convince more people to visit more pubs more of the time. CAMRA members across the country have worked hard to promote pub-going in response to the growth in home drinking. Despite low supermarket prices, nothing can match the British pub for its service and atmosphere.

In light of the increased threats to community pubs CAMRA is changing the focus of its week of action to help raise the profile and importance of pubs in the community and encourage people of all ages and backgrounds to use community pubs more.



The new Community Pubs Week will complement a range of CAMRA-led initiatives including the Community Pubs Foundation, launched in 2005 to support campaigns to save local public houses by offering assistance to community groups, as well as a whole range of local campaigns by CAMRA to save and promote community pubs.

Community Pubs Week will celebrate and promote all community pubs – not just village locals, but urban gems too.

Community Pubs Week will take place 17th – 24th February 2007

More information on CAMRA's Community Pubs Week can be found at www.camra.org.uk/communitypubsweek

If you run a pub and want to get involved in CAMRA's Community Pubs Week contact us here at CAMRA Angle – details on page 10

A new beginning for CAMRA's popular National Pubs Week

It's a frightening reality that at least 26 pubs are closing in Britain each month and early indications of new research being carried out by CAMRA suggest that this figure could actually be significantly higher. Worse still, the majority of these pubs are not high street chain bars or theme pubs, but community pubs, recognised by most people these days, as important community amenities. The local pub, after all, is often the heart of the community.

The Stag & Hounds Country style Free House



CAMRA branch Pub of the Summer 2006
Featured in CAMRA's Good Beer Guide 2007



Selection of fine Real Ales
and Traditional Cider
Large garden and a function hall with
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Home Made Food served
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Sunday roast 12-3pm
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Tel: 01628 630268

Now that autumn is here...

This pleasant 5.5 mile circular walk takes in two of the best country pubs in our area, the Blackwood Arms at Littleworth Common and the White Horse in Hedgerley Village. A short diversion to sample one of the pubs in Farnham Common is also possible.

The route follows well maintained paths, tracks and minor roads and should take around 2.5 – 3 hours (plus drinking time!).

The walk starts at the car park opposite the Blackwood Arms at Littleworth Common (Ordnance survey Map 175. Grid Reference 937863) but those wishing to use public transport can easily start from



The Blackwood Arms

the bus stop in Farnham Common.

Take the public footpath located by the side of a green gate across the road from the car park. Cross two stiles to enter a field. Carry straight ahead keeping the wood to your right. At the bottom of the field cross another stile and continue between two fences. Pass through a 'kissing gate' into a wood. Carry on straight ignoring a permissive path on your left until you reach road with a small car park.

Cross over to straight on into Burnham Beeches. Shortly, this track reaches a junction of two small roads or drives. Turn Left onto McAuliffe drive.

Eventually you reach a T junction. Turn Left through some green bollards and continue until you reach a green gate at the edge of Burnham Beeches.

Take the left fork in the road past Gypsy cottages very quickly reaching another junction. Turn left and then after about 20 yards turn right onto a public footpath.

At the end of this path turn left. You will now see the bus stop where you could start the walk if you opted to use public transport. (Near the Royal Oak, Farnham Common. Bus 74 Slough – High Wycombe. No Sunday service.)

Continue past the bus stop and turn right into One Pin lane. After 75 yards turn left into Christmas lane. Follow this until reaching a Crossroads.

Turn right. After around 150 yards you will see a public footpath on your left by a track leading to 'New Cottages'. The path goes off to the right under some trees before you reach the cottages. Follow this path until you reach a stile. Ignore the path to your left but continue until you see a post with a 'circular walk' marker on it. Take the left fork and continue until you see some garden fences.

Take the path between the fences which emerges at the end of a cul-de-sac. Continue on another path between houses. You soon come out onto a road.

Turn left and cross the road to go downhill, picking out a path behind the Stevenson Road sign. Follow this path until it emerges back out onto the road which you now follow, passing a pond, until you reach the White Horse.



White Horse Public Bar

After taking on suitable refreshment retrace your steps back along the road until you see Kiln Lane on the right. Follow Kiln lane for about 0.5 miles when you reach a junction by some cottages.

Carry straight across onto a farm track which eventually passes some farm buildings and starts going uphill, eventually emerging onto the A355. Cross the road onto Harehatch Lane. Almost immediately you will see a path on the left taking you into the wood. Cross the stile and continue. Soon the path splits into two.

Take the right fork and continue on through the wood. Eventually a track joins you from the right and the path narrows and follows along the left edge of a field. Continue until you reach a 'Circular Walk' sign. Turn right and continue, ignoring a path on your left.

Cross a stile at the edge of the wood to emerge onto a field. Walk along the edge of the field to reach a gate and stile. Cross the stile and continue along the track. Shortly you reach a road. Carry on straight along this road until you see Boveney Wood Farm on your right.

Turn left onto Common lane which leads back to the Blackwood arms and the starting point.

David Jackson

Gary & Ellie welcome you to The Perseverance



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2 Lake End Court, Taplow Road, Taplow, Maidenhead

page 1 "I'm 2 sweet 4 bitter"

(Bedfordshire), Caledonian (Edinburgh)
Market research results:

32% of all adults polled agreed that a universal real ale scheme, similar to the wine industry's, that simplifies real ale, would encourage them to try more real ale.

35% of female regular pub goers also agreed with this statement.

55% of those that said they drink real ale 'often' said they would try more real ale if a scheme was introduced.

43% of those that said they drink real ale 'sometimes' said they would try more real ale if a scheme was introduced.

40% aged 18-24 years old said they would give real ale a try if a scheme was introduced.

Tony Jerome continued, "There are approximately 2,500 real ales on today's market and it is impossible for everybody to know what each beer looks, smells and tastes like. The market research shows some very interesting figures to prove that a universal scheme, supported by the real ale industry, that demystifies real ale, will encourage more consumers to give it a try. With so much choice and many different beer styles available a scheme like this is needed to help people find out what real ales suit their taste buds. Consumers will be able to create their very own real ale profile by finding out what

beer styles, colours, smells and tastes they prefer and know how bitter and sweet they like their beers. Once someone has found out their profile they can try other beers that they may have not heard of in other pubs that match their criteria."

An example of the information a consumer will find on the Point of Sale material in pubs:

Brewery: Everards
Beer Name: Sunchaser
Style: Blonde Beer / ABV 4%
See: Gold Straw
Smell: Delicate, Citrus Fruit
Taste: Subtle, Zesty, Sweet
Bitter: 1.5
Sweet: 3

Tony Jerome concluded, "We are calling on every real ale brewer in the land to join the scheme. Real ale sales have been in decline in recent years but there has been a huge increase in the number of breweries with an extra 60 starting up in the last 12 months alone. With thousands of real ales for people to try, there is something out there for everyone. It is a matter of giving the new consumer the information to make real ale easy to understand, help them find which beers they prefer and with more real ale breweries signing up to Cyclops I believe we have the solution to increase real ales appeal to younger markets."

Anti-social Behaviour Licked

In a new initiative to counter alcohol-fuelled anti-social behaviour two licensees in Montrose, Scotland have armed themselves with...lollipops.

Supported by local police, the two bars have started handing out lollipops to pub-goers in the hope they'll be too busy sucking on sweets to disturb the peace with late-night singing, swearing and shouting as they move

from pubs to clubs.

And it's been hailed as a success.

Donald Macleod, licensee at Sharky's, said: "There were queues coming out of the pub rather than queues coming in. People went single file to collect their lollies on their way out like at a turnstile."

The initiative is the brainchild of the Angus Drugs and Alcohol Action Team (DAAT), who purchased the lollies, and Tayside Police. It mirrors similar initiatives in Manchester and Nottingham, where it was found people were less likely to become embroiled in a dispute if they were given a lollipop.

The Montrose trial is due to run for a month.

Pub Snip Bits

CHALVEY

✘The application for planning permission to demolish the Foresters and redevelop the site has been objected to by local residents as well as the CAMRA branch. Permission has now been refused. But will an appeal be lodged?

CIPPENHAM

✘The Swan has a new publican.

DEDWORTH

✘The Black Horse has a new publican.

FARNHAM ROYAL

✘The Farnham Pump is to get new publicans soon.

GEORGE GREEN

✘The George has new publicans.

HOLYPORT

✘This George also has new publicans.

IVER

✘Welcome to Gary & Sari, new publicans at the Swan.

IVER HEATH

✘The Crooked Billet has been refurbished

LANGLEY

✘Planning permission sought to build two houses on the Red Lion car park has been 'deemed invalid'.

MAIDENHEAD

✘The Cricketers Arms is boarded up and for let.

✘The Brewers has reopened after a major refurb and has reverted to its original name – the White Horse.

✘Congratulations to Denise Lothian at the Hand & Flowers, on achieving a gold award in the British Beer & Pub Association's Beautiful Beer Campaign.

OAKLEY GREEN

✘The Nags Head has been re-named the Greene Oak

OLD WINDSOR

✘The Jolly Gardeners has recently changed hands.

PALEY STREET

✘New publicans at the Bridge House

PINKNEYS GREEN

✘The Robin Hood, a Greene King house, is having a make over but will be retained as a pub.

✘Stag & Hounds now sells Thatchers traditional dry cider through hand pump.

SLOUGH

✘The Wheatsheaf has new publicans, Andy & Trish Saunders.

STOKE POGES

✘Red Lion has re-opened after a extensive refit but is believed to be more suited to the diner than the drinker.

WINDSOR

✘The Carpenter's Arms is now non-smoking throughout.

✘Val Docherty, the new publican at the King & Castle (Lloyds), used to run the Wetherspoons in Exeter

✘Bar B, formerly Slug & Lettuce, is selling McMullens from a handpump hidden towards the back.

PUBCO 'GOURMET HOLDINGS'

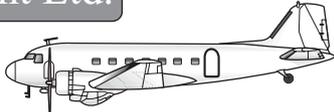
has put its six pub/restaurants up for sale - this includes the Bel & the Dragon outlets in Cookham and Windsor.

Do you have any pub news?

Whether it's a publican change, a refurbishment, an impending closure, or just an observation of quality, please let us know.

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British Bottled Beer is Best

A BEER that was brought back from the dead, Thomas Hardy's Ale, has been voted the best beer in the world in the Off-Licence News International Beer Challenge 2006.

At a whopping 11.7 per cent ABV, Thomas Hardy's Ale was one of only five bottle-conditioned beers in regular production when CAMRA was founded. First brewed by Eldridge Pope of Dorchester, Dorset, in 1968 to commemorate the 40th anniversary of the death of the Wessex writer Thomas Hardy, its production stopped in 1999 when the family brewer threw in the towel.

Then in 2003 US company Phoenix Imports bought the brand to satisfy demand in the US market and has been brewing it at O'Hanlon's in Whimple, Devon, ever since.

Winning the IBC could mean big business for a beer that has mainly been seen in export markets since it was revived, for this year the IBC is working in partnership with Sainsbury's and JD Wetherspoon, which will both stock the winning beers.

A small army of expert judges including beer writers, brewers, buyers, and retailers were assembled for a hard day's tasting in London, when they were confronted by beers and ciders from all over the world in 11 categories. Full results have yet to be released, but it was a good year for the Brits with 31 UK beers making it through a super-jury stage into the final "World's 50 Best Beers".

Among the top 50 were bottle-conditioned beers including Shepherd Neame's 1698 and Hogs Back A over T, this year's reigning CAMRA Winter Beer of Britain.

Oxfordshire brewer Hook Norton had a field day, with five of its bottled beers 3303AD, Double Stout, Haymaker, Old Hooky and 12 Days in the top 50.

Also up there was Cornish brewer Sharps with its top seller, Doom Bar.

SSSSSSH!

New laws on noise, which came into operation in England and Wales on October 1st could lead to problems for licensees.

Environmental health officers will be able to investigate complaints of noise associated with licensed premises, between 11pm and 7am, and will also be able to issue written warnings and fixed penalty notices, and even prosecute those that flout the rules.

Local authorities will be able to issue fixed penalty notices in the region of £500 to the person in charge of the premises at the time.

The problem could be even worse when the smoking ban comes into force next summer and people gather outside for their fix.

BEER IGNORANCE

Arriving in a local free house the other day I went up to the bar, perused the available range of six real ales and, being in a mischievous mood, ordered a pint of lager.

Surprised at my apparent change of habit the barman, with a Roger Moore-ish raised eyebrow, asked 'which one?'

'That one', I said, pointing to the hand-pump labelled 'Check-mate'.

'That's not a lager', said he, 'it's a bitter'.

'It is lager' I corrected him, 'why do you think otherwise?'

'It's not fizzy!'

Well, not all real ales are bitters, and not all lagers are keg.

Anything brewed using grain and water, flavoured with hops, and fermented with yeast is beer: That includes lager.

Real ale is beer that is put into casks with yeast and residual fermentable sugars from the malt which then undergoes a slow secondary fermentation. It is usually served by hand-pump or straight from the barrel and is more properly called cask conditioned beer.

Keg beer, known in the trade as brewery conditioned, is chilled, filtered and pasteurised before being put into kegs with added CO2. Yet more gas is used to force the beer to the bar.

Most lager in the UK is keg.

'Smooth' beer is keg beer with mixed CO2 & nitrogen.

The major difference between lager and other beer types (mild, bitter, stout, etc.) is the yeast; Lager yeast sinks to the bottom during fermentation, ale yeast rises to the top.

Check-mate, from the Loddon brewery near Reading, is one of the growing number of real lagers produced in Britain, and very good it is too.

If you're a lager drinker – I think you might like it.

Vic Powell

Is yours Hard Enough?

At the Rose & Crown Slough, a regular entry in the Good Beer Guide, they were asking punters to "Come and have a go if you think it is hard enough". Well Mark Stantons proved to be harder than all the rest as he became Conker King of 2006, knocking out Derwin Dean last year's champion in the semi-final during the 2nd annual conker championships held at the pub on Sunday 15th October. Entrance fee was £1.00 with all proceeds being donated to Wexham Park Hospital children's ward.

David & Laura welcome discerning drinkers to

THE JOLLY FARMER

• Classic 3 room country pub opposite church and green in beautiful COOKHAM DEAN

• Young's, Brakspear, Courage Best and a frequently changing guest ale usually available

• Fine pub food, fires in winter and a large beer garden

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Halloween Beerfest featuring
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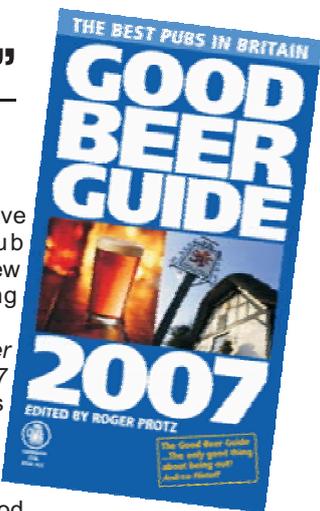


"The Good Beer Guide is the only good thing about being out" – Andrew "Freddy" Flintoff

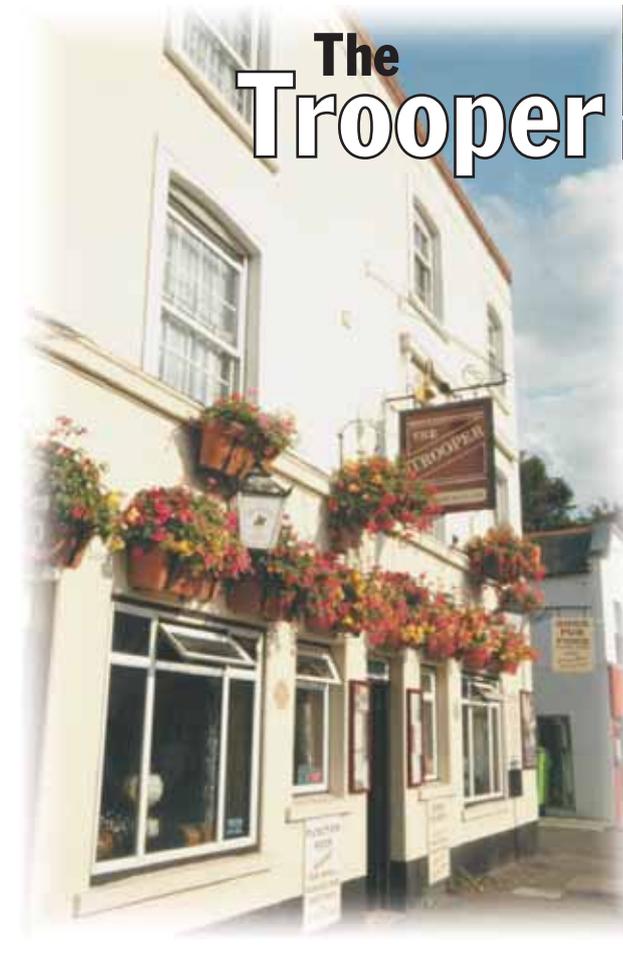
THE 34th edition of the Campaign for Real Ale (CAMRA) *Good Beer Guide* edited by award-winning beer writer Roger Protz has now been published. The *Good Beer Guide 2007* is the number one guide to pubs selling fine quality real ale. From sophisticated city bars to cosy country inns, tiny off-beat locals to grand architectural gems, with the *Good Beer Guide 2007* you are never far from a decent pint of real ale. The *Good Beer Guide 2007* features: County by county guides to the best real ale pubs. Descriptions of more than 600 real-ale breweries across Britain. 4,500 full pub entries to guide the reader to Britain's best beer and pubs, complete with beer listings, opening hours, pub food, family facilities, accommodation, and history. The updated 2007 edition also features: 84 new breweries UK wide. 510 new-entry pubs in England 55 new-entry pubs in Scotland 23 new-entry pubs in Wales 1 new-entry pub in the Channel Islands 5 new-entry pubs in the Isle of Man 2 new-entry pubs in Northern Ireland The 16 best real ale pubs in the UK. Each year CAMRA members from across the UK vote for the best pub selling real ale in their area. CAMRA is pleased to announce the 16 regional winners which now have the chance

to be judged CAMRA's Pub of the Year – announced in February 2007. Full details and high resolution pictures of each of the winners are available to download at Guest Beer Right and "Beer miles" CAMRA is calling for the restoration of a Guest Beer Right allowing tenants and pub managers to order in a beer of their choice delivered directly by the brewer. This scheme would apply to all companies with more than 30 pubs and would boost consumer choice and reduce thousands of "beer miles" being traveled each year. Loss of regional breweries and community ownership The loss of regional breweries has reached worrying proportions in recent years as larger companies swallow up smaller competitors and mergers and closures become more common. The success of the micro-brewery sector is encouraging but the threat to independent family-owned breweries, their pub estates and beers cannot be ignored. CAMRA wants employees of breweries under threat of takeover or merger to be given the opportunity to purchase the brewery themselves through a co-operative. Pub Food Jean-Christophe Novelli, Antony Worrall Thompson, and most recently Gordon Ramsey - all are acclaimed and well-known

chefs who have embraced pub food as the new premium dining experience. The *Good Beer Guide 2007* features interviews with high profile chefs that provide pub food, including : Jean-Christophe Novelli – White Horse, Harpenden, Hertfordshire, Antony Worrall Thompson – The Lamb, Satwell, Oxfordshire and Phil Vickery – hosts master classes for pub chefs National Inventory: Pub interiors of outstanding historical interest The *Good Beer Guide 2007* features an updated list of CAMRA's National Inventory Pubs, a pioneering effort to protect the most important historic pub interiors in the country. With over 4,500 full pub entries you will never be far from a good pint with the Good Beer Guide to hand! For a limited period CAMRA *Angle* is offering readers the *Good Beer Guide 2007* for just £12 – that's 20% off! Our contact details are on page 10. And if you are a CAMRA member you can get even more off if you purchase your copy at a branch function.



www.camraangle.ksuk.com



The Trooper

Public House





Discovery 3.9ABV. A premium blonde ale is the perfect combination of unbeatable flavour and refreshment. Brewed using a unique blend of malted barley and wheat for a delicious malty taste bursting with rich, biscuity flavours. Liberty hops are added for a distinctive zesty character and fruity bite, whilst Saaz hops add a gentle bitter taste for a clean, refreshing finish. Discovery tastes great served chilled, and its light, refreshing character makes it a perfect accompaniment to many foods.

London Pride 4.1ABV A smooth and astonishingly complex beer, which has a distinctive malty base complemented by a rich balance of well developed hop flavours from the target, challenger and northdown varieties. An ideal session-strength premium ale

Hordean Special Bitter (HSB) 4.8ABV: This distinctive, high quality premium bitter is brewed with the very best hand selected malt and hops. The resulting flavour has earned HSB a national reputation as one of the classic high strength bitters of England.

Accommodation : All bedrooms are non-smoking with private facilities and associated comforts. Prices include continental breakfast. Weekend rates available. Off street parking as available.





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The Trooper is a traditional English pub that started life as a 19th Century coaching inn.

To this day travellers can still enjoy a wide range of beers, homemade daily specials and stay in one of the nine comfortable ensuite rooms.

There is also a beer garden and three screens showing Sky Sports.

The Trooper is located in a quiet part of Windsor but still only ten minutes' walk from Windsor Castle.

Further information on events to be found at www.citypublife.co.uk (The Trooper Hotel)

The National Beer Scoring Scheme

Have you ever wondered how CAMRA members select pubs for the CAMRA Good Beer Guide? The National Beer Scoring Scheme (NBSS) is a 0-5 point scale for judging beer quality in pubs. It is an easy to use system that has been designed to assist CAMRA branches in selecting pubs for the Good Beer Guide and also monitor beer quality by encouraging CAMRA members from any part of the world to report beer quality on any pub in the UK.

If you are a CAMRA member we want you to tell us about the quality of beer in the pubs you visit.

If you are not a member why not join Europe's most successful consumer organisation – see the membership form elsewhere in CAMRAngle.

How do I take part?

First of all you need a supply of NBSS cards. You can get these from your local CAMRA branch, you can download them from the members area of the CAMRA website and you can also get them from CAMRAHQ.

What do I need to record?

- Your name & Membership No.
- The date you visited the pub
- The Name of the Pub
- Where the pub is located
- A score out of 5
- The name of the beer (optional)

CAMRA National Beer Scoring Scheme	
Surveyor	_____
Mem.No.	_____ Date of survey ____/____/____
Pub	_____
Location	_____
GBG County/Area	_____ Score 0-5 _____
Beer	_____ (optional)

What do the scores mean?

0 Undrinkable. No cask ale available or so poor you have to take it back or can't finish it.

1 Poor. Beer that is anything from barely drinkable to drinkable with considerable resentment

2 Average. Competently kept, drinkable pint but doesn't inspire in any way, not worth moving to another pub but you drink the beer without really noticing.

3 Good. Good beer in good form. You may cancel plans to move to the next pub. You want to stay for another pint and may seek out the beer again.

4 Very Good. Excellent beer in excellent condition.

5 Perfect. Probably the best you are ever likely to find. A seasoned drinker will award this score very rarely.

How often do I complete a card?

This is down to personal preference. You may choose to score per beer or per pub, averaging your score for each pub visit. In the latter case, the beer name (unless you've only been drinking a single beer) can be left blank.

How is the information being collated?

The NBSS uses credit card size booklets, which should be passed onto your local CAMRA branch who in turn (after taking any local cards) will pass them onto HQ. The completed cards will then be distributed to the appropriate branch.

October is Cider & Perry Month

FEW things go together better than a chunk of really good Cheddar and a glass of tangy traditional cider, so it's entirely appropriate that this year's Cider & Perry month should have its launch at the Great British Cheese Festival.

The event takes place at Cheltenham's Montpellier Gardens on 30-31 September and is sponsored by Food from Britain, which invited CAMRA to organize a stand selling traditional cider and perry.

The predicted 10,000 visitors will be able to buy ciders and perries from all over England and Wales, and there will be tutored tastings as well as the launch of CAMRA's new cider campaigning leaflet. Copies of the current Good Cider Guide will also be on sale.

A highlight of the month will be the announcement, at CAMRA's annual awards lunch at the Canal House in Nottingham on 14 August, of the winner of the second Cider & Perry Pub of the Year competition.

The inaugural award was won by the Miners Arms at Whitecroft, Gloucestershire, and the four finalists this year are the Old Poets Corner at Ashover, Derbyshire, the Penrhyn Arms at Penrynside, Conwy, the Barrel at Banham, Norfolk, and the Square & Compass at Worth Matravers, Dorset.

Also due to be announced at the lunch is the winner of the Pomona Award for outstanding services to traditional cider and perry, currently held by Dunkerton's Cider of Pembridge, Herefordshire.

The nominees this year are:

* Stockport branch and John Clarke, editor of its award winning newsletter Opening Times,

for the 16-pub Cider Circuit passport trail;

* CAMRA's Newcastle Beer Festival for 25 years of supporting real cider & perry in one of Britain's cider deserts;

* the National Cider & Perry Collection at the English Farm Cider Centre, Middle Farm, Firle, Sussex;

* JD Wetherspoon for its continuing commitment to real cider and perry;

* Jon Hallam and Merrylegs, two small distributors which supply real ciders and perries nationwide, offering pubs and beer festivals a range that would not otherwise be available;

* outgoing Welsh Perry & Cider Society chairman, orchard and rare variety preservationist and leading cider writer Dave Matthews; and

* CAMRA's Reading Beer & Cider Festival, host of our national competition, which carries a tremendous range of real ciders and perries from all over the country.

Other highlights of the month are the annual cider trip on 21 October, which is also Common Ground's national Apple Day. to reigning Cider of the Year producer Heck's and other producers in Somerset, and the judging of the revived East Anglian Cider & Perry Competition at Norwich Beer Festival on 23 October. One of the aims of the competition is to attract entries from makers previously unknown to CAMRA, and this year they include one from Huntingdon.

Organiser Sue Brooks said: "Norfolk and Suffolk are the main East Anglian producers but there are some we know of in both Cambridgeshire and Essex. We would be over the moon if anyone from Bedfordshire or Hertfordshire came forward as we know of no-one in these counties producing cider."

CAMRA Angle

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The views expressed in this publication are those of the individual contributors and not necessarily those of the editor, the branch or the Campaign for Real Ale Ltd.

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Published four times a year and available free in pubs throughout East Berks and South Bucks, it is an ideal cost effective way to bring your business to the attention of thousands of discerning consumers.

The rates are: Full Page - £120, half page - £70, quarter page - £40 and eighth page - £25. Space on front and back covers carries a 10% surcharge. A discount is available when booking three consecutive issues.

Why isn't my Real Ale pub in the Guide?

Although the new Good Beer Guide lists 4,500 pubs publishing restrictions mean demand for entries outstrips space despite there being 596 new-entries this year.

"Many pubs that probably deserve an entry have not made it," editor Roger Protz concedes.

"This is a recurring problem for us and I am already braced for a flood of phone calls from disappointed licensees."

Unfortunately there is not enough room in the GBG to include all the pubs serving real ale in good condition. We would ask all those disappointed publicans to keep up their good work and aim to be better than their rivals when surveying for the next guide comes round.

What about the competition? "There is fierce competition from a wealth of other guides but we are the only one that centres on beer quality this means it is a unique and invaluable friend to thousands of real-ale drinkers," Protz said.

Christmas Gift Membership Offers

It is always difficult to decide what to buy family and friends at Christmas. Look no further! CAMRA is offering a variety of Gift Membership packages that can be enjoyed by Dad, Mum, Brother and even Aunt Flo!

Single membership with Tie and Bottle Opener Key-ring £30 – over 10% discount! (usually retails at £33.45 including postage)

This package offers CAMRA membership for a year, a nicely designed blue silk CAMRA tie and bottle opener key-ring. This is the ideal gift for any male in the family.

Single membership with a Good Bottled Beer Guide 6th Edition and Bottle Opener Key-ring £25 – 33% discount (usually retails at £33.44 including postage)

The second package is aimed at members of the family or friends that enjoy bottled real ale whether it be in a pub or in the comfort of his / her own home. A year's CAMRA membership

and the new Good Bottled Beer Guide, which is the bible for all aficionados of real ale in a bottle and profiles nearly 800 bottle-conditioned beers is a great match. The Bottle Opener key-ring finishes off this ideal gift package!

Single membership with Good Beer Guide 2007 £28 – over 20% discount! (usually retail at £34.49 including postage)

Every beer lover's idea gift for Christmas! A year's CAMRA membership and a copy of CAMRA's best selling Good Beer Guide which profiles the best 4,500 pubs in Britain.

Single membership with Big Book of Beer £28 – over 20% discount! (usually retails at £34.49 including postage)

The final gift package offers a year's CAMRA membership and a copy of the fantastic Big Book of Beer. This book includes everything you need to know about beer including its history and traditions and explains in depth who brews the beer and the breweries that produce it from the UK to Europe and beyond!

If you are interested in purchasing a Christmas Gift Offer then please call 01727 867201 or visit www.camra.org.uk/shop Please note that postage is free for these promotional offers.

Dear Diary

Wednesday 8th November at 8.30pm, Branch Meeting, Rose (upstairs room), King St, Maidenhead.

Wednesday 22nd November at 8.30pm, Publican of the Year Presentation George, High St, Burnham.

Wednesday 6th December at 8.30pm, Branch Meeting, Black Horse, Slough Rd, Iver Heath

Sunday 17th December at 10.00am, Winter Real Ale Ramble Meet at Hedgerley Pond, near the White Horse Visit 4 pubs with over 20 Real Ales, with optional pub lunch Contact Mark Carter on (01753) 534777 for further details



Branch meetings start

Also worth visiting

Friday 20th to Tuesday 31st October, Wetherspoons "Full Moon" Beer Festival.

Friday 27th to Sunday 29th October, The Jolly Farmer Cookham Dean Halloween beer festival.

Watford : Thursday 9th - Sat 11th November at West Herts Sports Club, Park Avenue. For further details see: www.watfordcamra.org.uk

Woking : Friday 10th - Saturday 11th November at Woking Leisure Centre, Kingfield Rd. For further details see: www.camrasurrey.org.uk

Pig's Ear (East London) : Tuesday 5th - Saturday 9th December at "Ocean" 270 Mare St, Hackney For further details see: www.pigsear.org.uk

Important Contacts

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Official home page: <http://www.camra.org.uk>
e-mail : camra@camra.org.uk
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It takes all sorts to campaign for real ale



Join CAMRA Today...

Just fill in the form below and send, with a cheque (payable to CAMRA Ltd) or for Three Months Free membership (for those renewing or joining by Direct Debit) complete the Direct Debit Form. All forms should be addressed to membership secretary, CAMRA, 230 Hatfield Road, St Albans, Herts, AL1 4LW. Alternatively you can join online at www.camra.org.uk. Rates for single membership are £18 and joint £21. Concession rates are available on request.

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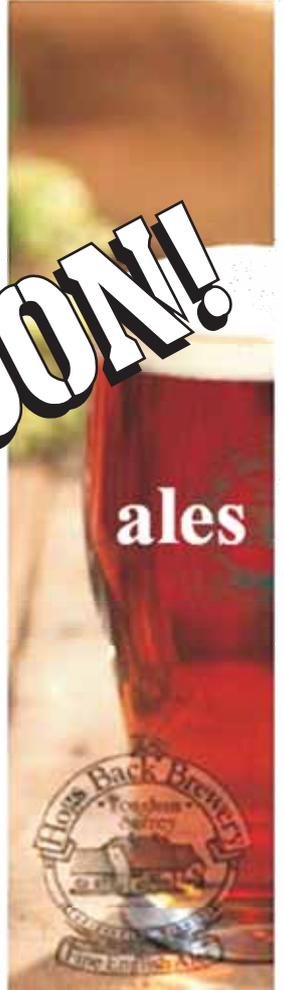
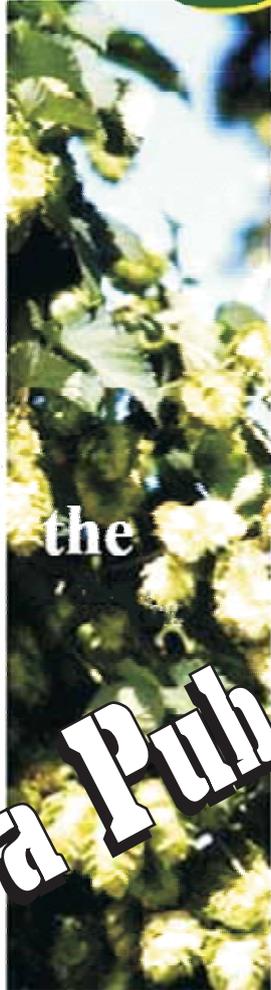
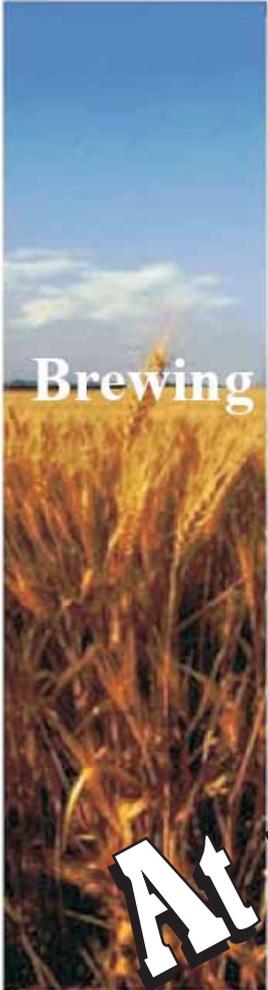
I wish to join the Campaign for Real Ale, and agree to abide by the Memorandum and Articles of Association.

I enclose a cheque for..... Signed..... Date.....

Applications will be processed within 21 days

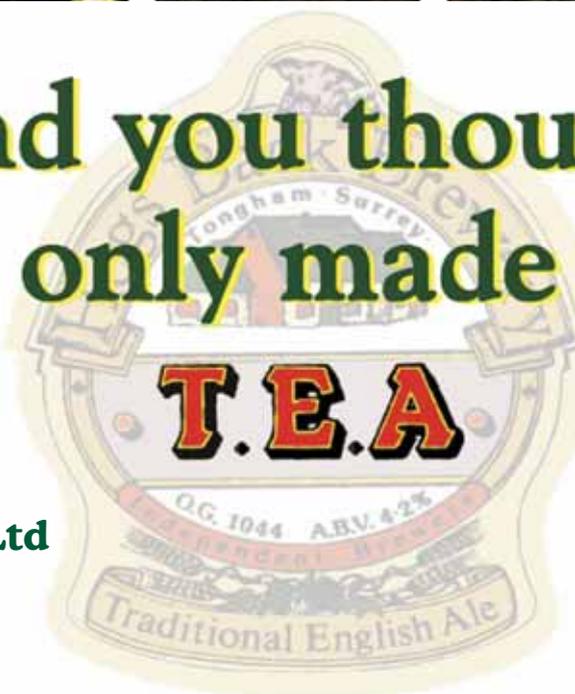
Instruction to your Bank or Building Society to pay by Direct Debit			
<small>Please fill in the form and send to: Campaign for Real Ale Ltd, 230 Hatfield Road, St Albans, Herts, AL1 4LW Name and full postal address of your Bank or Building Society</small>			
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<small>Name (s) of Account Holder (s)</small> Name Postcode		<small>FOR CAMRA OFFICIAL USE ONLY This is not part of the instruction to your Bank or Building Society</small> <small>Membership Number</small> Name Postcode	
<small>Bank or Building Society account number</small> Branch Sort Code		<small>Instruction to your Bank or Building Society Please pay CAMRA Direct Debits from the account detailed on this instruction subject to the safeguards secured by the Direct Debit Guarantee. I understand that this instruction may remain with CAMRA and, if so, will be passed electronically to my Bank/Building Society.</small> Signature(s) Date	
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Hogs Back



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