

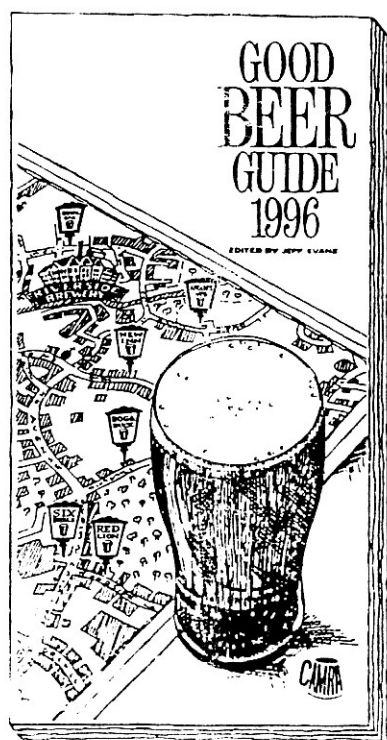
# WIGHTWASH



THE ISLE OF WIGHT BRANCH  
NEWSLETTER NO 14, DECEMBER 1995

*Circulation 1,000*

*DON'T FORGET THE AGM AT THE CASTLE INN,  
NEWPORT - 26<sup>th</sup> JAN 1996 @ 8pm!*



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## DATES FOR YOUR DIARY

<b>AGM</b>	Fri 26 January	Castle Inn, Newport, 8p.m.
<b>BREWERY VISIT</b>	Jan/ Feb	Harveys, Lewes
<b>BREWERY VISIT</b>	Fri 12 January	Hall & Woodhouse
<b>SOCIAL</b>	Fri 23 February	Princess Royal, followed by wander round Newport, 8 30p.m
<b>BRANCH MEETING</b>	Wed 13 March	Volunteer, Ventnor, 8pm

### Committee:

Chairman	Brian Jacobs	527093
Secretary/Branch Contact	Derek Smith	298024
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Social Secretary	Richard Sussex	874962
Membership/Branch Diary	Nick Ward	299477
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	<small>(CSE Woodwork)</small>	

## THE REAL ALE OF WIGHT

*The official CAMRA guide to Real Ale on the Isle of Wight is still available in a handy, pocket-sized volume, priced at £2-75 (discount to members). It lists all the pubs on the Island, including the odd few not selling real ale, so that you can avoid disappointment. Full descriptions are given as well as a list of facilities provided. On sale in many pubs and bookshops, if you can't find it ring Brian Jacobs on 527093.*

### W<sub>IGHT</sub> B<sub>USINESS</sub> S<sub>ERVICES</sub>

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# BREWERY NEWS

## Burts

As anyone who reads the County Press will know, Burts have now opened 3 more pubs: the Cask and Codpiece in Sandown (Formerly the Commercial); the Cask and Cucumber, Ryde (Railway); and the Cask and Custard Pot, Parkhurst (Stag). The Cask and Codpiece is to have its own brewery. Opinions differ about the choice of names, but there can be no denying that they have attracted attention, which is essential for any successful launch. Burts have also brought out a new beer - Rattlemouse, which is a bitter in the best Burts style.

Jeff Hartridge, from Burts, has informed us that some of their Christmas Beer, Santa's Rocket Fuel, is off to Stockholm (presumably to power the sleigh). This 5% porter is flavoured with seasonal ingredients and will be available on the Island shortly. Burts are also looking to Island growers for their Maris Otter barley, next year. They would like to do an all-Island brew. Does anyone know if there is a hop producer on the Island?

**The Cask and Codpiece should be up and running by this spring and Jeff has invited the Branch to come up with a name for the first five barrel brew. The wackier the better. The pub will, also, have a traditional skittle alley.**

## Goddards

By contrast the other Island brewery has kept fairly quiet, maintaining production of Goddards Special Bitter and Fuggle-Dee-Dum and winning the SIBA Best Bitter prize (for the Special), 2<sup>nd</sup> overall (to forty-niner) in Brighton in November. Anthony Goddard has, however, joined in the controversy over pub names, offering a case Fuggle-Dee-Dum for really silly suggestions. He was reported to be "demi-amused" at the strange reports of schisms and factional conflict between supporters of the different brews (last issue).

Bottled Sales of FDD are up, with distribution through Eastwest Ales and Goddards are now constantly brewing Dark Star for Dark Star Brewing Co.

## Whitbread

Predictably the mention of Whitbreads in a favourable light in the last issue caused seditious rumblings, so let's do it again. The present offering in the series of special beers is "Old Smokey"\*, a 5.3 % old ale with a (very slight) smokey flavour resulting from the use of malt from peat-fired maltings. Not spectacular, but worth trying. The next is reported to be flavoured with Myrrh, providing deadbeat hacks with an easy punning headline "Myrrhy Christmas". It is also reputed to have aphrodisiac qualities, another surefire way of getting it into the papers. Whether these qualities increase with the quantity consumed remains to be seen.

*\*Try also Bunces "Old Smokey"*

# STAGE STRUCK?

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### Ballards

A long time favourite with many branch members, this micro in deepest Sussex was the lucky recipient of a visit from the branch, ably assisted by a strange group of theatrical people, believed to be associated with our Social Secretary, Richard Sussex, who organised the trip. We were very hospitably received at the brewery and fortunately it was a nice day so that we could stand outside sampling the beer. The thespians seemed to have grasped the fundamentals of brewery visits quite well and kept everybody entertained the while. Then we repaired to the Elsted Inn, former site of the brewery, for an excellent lunch.

I can't tell you what happened after that - not because I can't remember, but because I had to go somewhere else (see From Our Afloat Correspondent).

### Hampshire

The latest beer from this excellent brewery at Andover is called Ironside. It is a nicely balanced 4.2% bitter with plenty of hops. It is believed to be the "mystery" Hampshire brew made available for our Social at the Anchor in Cowes last February. The brewery had asked for suggestions for a name. Julian at the Anchor wrote to them proposing - Ironside.

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*CAMRA Branch "Pub of the Year" award.*

## The White Lion at Niton

Following our successful meeting at the White Lion in July

It is not possible to state with certainty when the White Lion first became a public house. In 1863, however, William Lee Marchant bequeathed the White Lion to Henry Whicker. It had certainly been an inn before that date as it was leased to Thomas P. Mew, brewer of Newport, in 1860. On Henry Whicker's death, in 1897, the house passed to his wife, Margaret and daughter Margaret Leware, and after his wife's death to his son Edwin Henry Leware.

In 1913 Edwin Henry Leware sold the inn to Mew Langton and Company, who had remained in control of the house since 1860. The White Lion became a Whitbread house when that company acquired the business of Mew Langton and Company.

A much earlier existence as an inn is argued by writers. In the 1630s Sir John Oglander wrote of the Midsummer Ball "...in those days that very honest recreation was very common, and not dishonourable, but as a meanes to make manie matches and to drawe good companie together, ye gayne whereof went to ye mayntenance of ye church...". Around 1800 it was written that "...Midsummer Day was chosen for the public ball which took place in the large room of the White Lion which was usually attended by the local lads and lasses of the village and by some middle aged paters and maters. The music was discoursed on an ancient fiddle by a then old fisherman, bronzed by exposure, with hands of horn and big withal that the wonder was how he managed to finger the strings. However, he accomplished it so well as to give general satisfaction and had occupied the post during many years both at midsummer and Christmas when another dance took place in the evening of Boxing Day which was also public. The dances were the so called country sort in which from ten to twenty couples took part. Some of the figures danced were swing corners, the first three couples crossing hands once round and back again in couples down the middle back again and set or pouset as the French say...".

At about the same time Dobell wrote of Niton "The whole population here are smugglers. Everyone has an ostensible occupation, but nobody gets his money by it, or cares to work in it. Here are fisherman who never fish, but always have pockets full of money, and farmers whose farming consists of ploughing the deep by night and whose daily time is spent standing like herons on lookout posts". He also commented that the men of Niton had a variety of pseudonyms, a characteristic shared by smugglers elsewhere in the country. Possibly as a relic of those times, the White Lion is alleged to be haunted although the present landlord has not seen the ghost.



The White Lion was redeveloped by Whitbreads in 1989 (reopening on the 1st May that year) retaining the original character whilst providing a warm welcoming house with modern amenities. The present licensees, Christopher and Beryl Wald, pride themselves on providing good home prepared and cooked food and keg and real ales in good condition. Both the food menu and the real ales on offer are changed frequently.

## **THE ULLAGE REPORT**

**BY PROF I.P. ALISTAIR ULLAGE**

An enquiry into the socio-economic factors appertaining to changes in traditional British pub names.

This report was commissioned by CRAPS (Campaign for Real Ale Pub Signs)

Pub names have always been subject to change; take the eponymous Shoulder of Mutton. A Pub with this name would probably have started life being named after the monarch of the day but, due to widespread illiteracy would only have been identifiable by the large portrait of that monarch on its sign.

The problem with this, however, was that over the years the paint would fade, leaving only bits of the portrait recognisable, in this case the Shoulder. It would not take long before the locals started calling it the Shoulder of Mutton; as that is what appears to be on the sign.

The same process applies, of course, to pubs called the Kings Arms, but one question that does puzzle me is why there are no pubs called the Two Weights & a Player?

As you can see, in the past, the main factor responsible for causing a pub to change its name was sociological (i.e. illiteracy). Now, however, the overriding factor is economic.

Take Burts for example, at first glance you might think they have gone completely off their trolley; renaming the Railway the Cask & Cucumber. However, on close examination it emerges that this name change came about purely as a result of rail privatisation.

The knock on effects of this were that BR stopped ordering new rolling stock which, in turn, resulted in IoW train spotters running out of new trains to spot and turning to Cucumber Spotting instead. Burts must be congratulated in the way they responded to this situation, not just a name change but a sumptuously refurbished pub, stuffed full of Cucumber memorabilia, such as a painting of the last Cucumber in Ventnor tunnel and a collection of Hornby Cucumbers!

The Stag was also a victim of economic circumstances. This name change occurred because of the recession in the building trade. Due to lack of orders for their cement, the cement mills at the bottom of Stag Lane were forced to produce Custard powder instead. Then, with rumours going round that Stag Lane was being renamed Custard Pot Lane, Burts, not wanting to fly in the face of tradition by having a pub that bore no relation to the locality, responded magnificently by renaming the Stag the Cask & Custard Pot.

One consequence of all this, of course, is that, if you want a new Lada, you will now have to order it from Custard Pot Motors!

Finally, we come to the Commercial, whose new moniker, the Cask & Codpiece, has caused more outrage than all the others put together. After extensive investigation, I can now reveal this name came about due to a faux pas by Burts marketing department. It appears that they came to the conclusion that as the Commercial was to become a brew pub, a name associated with the brewing process was required. Unfortunately, they appeared to be under the impression that, in the final stages of this process, the landlord was required to 'er' dip his codpiece in the cask so as to make the sediment settle.

Now you have to hand it to Burts, for to celebrate this faux pas the pub is now going 'er' I mean allegedly going to be renamed the Cask & Cock-Up! The only problem I can foresee with this is what on earth are they going to put on the sign?!

*(Is there any truth in the rumour that in the spirit of this renaming trend our illustrious chairperson -see previous issue Wightwash - has renamed himself Brian Jacobs-Cask-and-Cream-Cracker?)*

## SWAN NECKS AND SPARKLERS

A personal view from the pump

(Des Hawkins, Landlord Prince of Wales, Newport)

*What are swan necks? A means to swirl beer around, waste beer and, if a fresh glass is not used every time, a personal hygiene problem. How many beers were served this way ten years ago? Not many, but the all-pervading swan neck has taken over in many a pub to meet "consumer demand". The fact that they have been installed more frequently, especially in the South, since the advent of Boddingtons' mass advertising is no coincidence. It is marketing hype, not consumer demand. The hype is that the thick creamy head is seen at the top of the glass and follows down as the beer is drunk, so it must be a good pint, mustn't it?*

*Swan necks with sparklers! A thicker, creamier head is formed and those from north of Watford approve because a 1" to 2" head is formed and this must mean good beer (and usually less than a pint). The head in this case forms a crust on the side of the glass and once used the customer wants to keep the same glass and so up it goes round the communal swan neck for the next pint. Yuk!*

*Another drawback with swan necks is the time it takes the beer to settle. Perhaps a variation on Swan Lake could be played while waiting for a full pint?*

*So, if you want to stop the rot, at least insist on the sparkler being removed and a fresh glass for every pint - and tell the landlord why. If breweries get a large feedback that their customers want southern beers served in the traditional way, then the swan neck can be returned to where it belongs - on a swan.*

*For those who prefer a thick creamy head and a bland tasting beer, there is always Caffreys or Courage Extra Smooth.*

## I LOVE WIGHT BREWS

For many years, people returning from the Isle of Wight brought warming tales of brews sampled there. Good, wholesome stuff and very reasonably priced too. All that changed in 1992 when the last barrel rolled out from Burts Brewery, Ventnor. Thankfully, the seeds of that business are now showing signs of growth in two small breweries which are now established on the Island.

One of the Islands celebrated new brewing ventures, Goddards Brewery, is located amidst a scattering of old agricultural buildings, hidden away at the end of a long, snaking lane, at Barnsley Farm. Anthony Goddard began brewing here in 1993, with a 15 brewlength plant. Jonathan Stancill (formerly with Pitfield, London; Premier Ales, in W. Midlands and Burts on the Island) joined as brewer to produce GSB - Goddards Special Bitter - a beer that turns many a head on the Island. Later that year, Winter Warmer was produced and acclaimed "Beer of the Festival" at the 1993 Beerex, in Newport.

The vessels, essential to the brewing process, stand at one end of the building while, at the opposite end, the casks are brought prior to racking of the beer. Next door is a refrigerated store room where the beer is conditioned in the casks for

by Paul Warren, Portsmouth Branch

A week or two before delivery. The highest demand for Goddards beers comes during the Summer season but production is limited to 15 barrels per week since Jonathan normally works with an occasional assistant only, Debbie Lane.

Of the two beers brewed (GSB @ 4% abv and the tantalisingly named Fuggle-Dee-Dum @ 4.8% abv), Jonathan philosophically says: "GSB is designed to be well balanced whereas Fuggle-Dee-Dum is out of balance, with surprising results!" He believes Fuggle-Dee-Dum will have a love-hate relationship with the public due to this imbalance of ingredients. In both cases one thing is clear: Jonathan loves to use loads of hops.

GSB has gone from strength to strength since the first brew in 1993. Maris Otter malt gives the beer a lovely light, malty flavour, beautifully balanced by heaps of English Golding and Challenger hops, with the addition of hop oil at racking off into cask, to produce the staggering dry hop effect. Jonathan has worked long and hard and now believes he has perfected GSB.

The secret of Fuggle-Dee-Dum lies in the name. Mellow English Fuggles and stronger Oregon Fuggles from the States combine to produce a beer with a surprisingly deep malty flavour before the hop



content cuts in with an intense dry, bitter kick to the nose and throat. Jonathan has gone for brashness with this beer; the decision to use the American hop variety has paid off and the experience lingers long after the last drop of liquid is drained from the glass. It is more difficult to find than GSB but has developed a loyal enthusiasm on the Island and is still gaining in popularity. Runner-up in the Strong Ale class at the GGBF,

*Fuggle-Dec-Dum can now also be found in bottled form.*

*Goddards beers are available in 36 outlets at present. Unfortunately, those are all on the Island. Anthony has declared an interest in exporting to the mainland in the future and, I think, we should try to persuade him to do this as soon as possible! Until then, what better excuse do you need for a holiday on the Isle of Wight?*

### **Hints & Tips on Maintaining Good Beer** *(from A Brewer)*

If you are going to keep Real Ale, proper conditioning and care of the beer makes good sense, because:-

- \* It makes the beer more desirable to the drinker
- \* The beer keeps better and longer
- \* It reduces waste, dissatisfied customers and returns of unsatisfactory beer
- \* Which, in turn, increases profits, reputation and repeat business  
*(Remember, it's the customer who is dissatisfied but says nothing that you should worry about!)*

**Seven Deadly Sins.** Rules that, if not religiously followed, will lead down a slippery path to the ultimate damnation of, otherwise, good beer:-

1. Maintain an even and appropriate temperature (normally 12°C - 14°C)
2. Once vented, allow the beer to drop bright and mature sufficiently, on stillage, before serving
3. Proper use of hard and soft spiles maintains beer condition. Slow moving, unspiled beer will quickly go flat and off condition
4. Avoid returning beer to the cask. This is foolhardy and will very quickly lead to spoilage as well as contravene hygiene rules
5. Test your beer regularly - do not wait for the customer to send a beer back - you are the expert and are expected to be in control
6. Do not take on more beers than you can turn-over
7. Always keep the beer's environment (the cellar, its air, all that the beer comes into contact with) scrupulously clean and free from contamination

*\*For more information contact CAMRA HQ*

## FROM OUR AFLOAT CORRESPONDENT:

In the absence of a contribution from Tim Marshall (stranded on some desert isle?), the editor will fill in with an account of beer in Cape Town:-

It may seem trivial to talk about the beer situation in South Africa, when the society and politics of that country are developing in such a breathtaking way. Still where would this publication be without trivia?

The brewing industry in South Africa is the logical conclusion of merger madness - one giant company producing just two brands of beer-flavoured soda water: Lion and Castle. Actually the Castle is not bad as fizzy lager goes. However, there is something better. In the waterfront development of Cape Town, a splendid collection of bars, restaurants, shops, museums and theatres built in and around the warehouses of the old docks, there is a brewery called Mitchells. It actually started in 1989 and is associated with a beer hall cum eating place called Ferrymans.

Since my last visit a second brewery has been opened in Knysna a few hundred kms up the East coast, so outlets are spreading. The beers are: Bosuns Bitter a full-bodied English type brew at 4.1%; Foresters Draught, a light, sweetish pilsner style at 4.4%; Raven, an excellent, smooth and hoppy stout (6.5%); and Ferryman's Ale, a spicy, full-bodied, strong ale alleged to be 13%. I say alleged because one would expect some effect from a pint of that strength and it really did not have the feel of a very strong beer. Further research needed on that one.

All the beers are unpasteurised and unfiltered, but served by CO<sub>2</sub>. Still, as Confucius said: if you find an oasis in the desert you don't complain about the smell of the camels... or maybe it wasn't Confucius...

Nick Ward

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## Social Secretary's Roundup

The branch recently proceeded in a Northerly direction where upon they happened across Ballards in East Sussex (Branch) and Ringwood in 'ampshire, m'lud.

Laurie at the Lake Superior is arranging a trip to Hall & Woodhouse on Friday 12th January. This trip has limited spaces so ring Laurie or me quickly.

The planned trip to Harveys for Jan/ Feb is still on, date to be confirmed.

Do you fancy a weekend away at George Bateman & Sons? They are offering CAMRA branches a weekend tour, including B&B and food after the brewery tour for £25/ head. Call me if you are interested.

Other breweries I am planning visits for are Poole Brewery, Dorset; Cuckmere Haven, East Sussex; Arundel Brewery, West Sussex; King & Barnes, West Sussex; Ushers and Wadworths in Wiltshire. If you can think of others let me know.

Richard Sussex

*One date for your diary is 27<sup>th</sup> January 1996, when Richard & Kate will be having their big 30/40 SAE party (Richard 40 : Kate 30). The invitations are being sent out shortly (except to the editor & publisher for taking the p\*\*\*)*

## NOT ALL BAD NEWS

Amid all the gloom about brewery take-overs and nitro-keg there are several positive developments worthy of comment. Courage realised the worth of Directors as a premium draft beer some years ago, after CAMRA persuaded them not to kill it off in the early days of the real ale revival. Now they have brought out a bottle conditioned version. Perhaps they will eventually realise what a potential winner they have (had?) in the splendid Imperial Russian Stout.

Greene King have also had a change of heart and abandoned the use of hop oil in Abbot. They have revised the recipe and slowed down the fermentation, so that it takes a full week and is appropriately "blessed by the Sabbath". The result is superb, with all the Abbot flavour and hoppiness, but without that acrid aftertaste.



*Latest pump clip for the rejuvenated Truman rival*

JUAN

## **Technical Topics** (strictly for consenting Beer Bores only)

### **ALL THAT SPARKLES**

How is your beer served? Flat, frothy or overflowing? Apart from the controversy about under-measure, frothy heads affect the quality of your pint.

Recent investigations by CAMRA indicate that agitation significantly alters carbonation. As a result it will also affect flavour perception - and possibly the quality of your beer.

Levels of carbon dioxide are higher in beer dispensed directly from the cask than that from pumps - the time beer reaches the bar 4% c. lost. Pulling through a loose sparkler can lose a further 20% of carbonation. Blasting through a tight sparkler loses another 10%.

Much variation in carbonation is evident between different pints of the same beer pulled through sparklers depending on serving technique. Fancy a fizzier pint. Chose the last one through the tap. Prefer something softer? Grab the first one out, before the serving arms get cramp.

### **WHAT'S GOING ON IN CASKS?**

We all know that real ale undergoes secondary fermentation. After all it says so in the dictionary. But what actually happens inside the cask? More pertinently. just what is secondary fermentation? Traditional thinking accepts that the requirements for secondary fermentation are adequate yeast levels and sufficient sugar, but how much yeast is needed and how much sugar?

Brewers with more interest in clarity than in conditioning have been accused of deliberately adjusting the level of yeast,

leaving only a minuscule amount in the cask, so that the beer is almost as bright before settling as after.

Cellar problems are instantly solved, just stillage the beer and serve away. To check whether the level of yeast in such beers is sufficient to allow secondary fermentation, CAMRA has conducted experiments with yeast at a range of concentrations in the same beer. Pressure containers allowed the carbonation to develop and be measured. In addition sugar levels and gravity drop were monitored.

From these studies it is now possible to say that adequate carbonation and fermentation can be achieved using only 0.1 million cells per ml of beer. Lower levels of 0.01 m cells per ml were tested, but produced little fermentation or CO<sup>2</sup>

Can these results now be taken as the definition of real ale? Well possibly not. A gravity drop of between 0.5 and 1 unit is also necessary to ensure that carbon dioxide is produced. Not all beers are racked at a point where this can be achieved.

Moreover some beers already contain dissolved carbon dioxide when racked. Some of this comes from primary fermentation, but it would be possible to carbonate the beer to a high level by storing it under pressure. Look closely at the carbonation of your pint. Does it correlate with the freshness? If it drops with age it is likely to have been conditioned in the cask. If the level of fizz stays high, some form of top pressure may be in use.

(From CAMRA Technical News No 2)

## LINE EM UP LANDLORD!

---

The following pubs have a policy to use only lined glasses for their Real Ale. This not only means that you get a full pint or half pint measure of liquid but it makes your pint cheaper in real terms (1cm foam head in a brim measure glass for a pint costing £1.70 equals 15p worth of beer).

PRINCE OF WALES (Ushers)	Newport
PRINCESS ROYAL (Ushers)	Newport
TRAVELLERS JOY	Northwood
HIGHDOWN (Ushers)	Totland
CHEQUERS	Rookley
ROBIN HOOD (Ushers)	Newport
SUN	Hulverstone

Ushers, as a brewery, actively encourage their pubs to use lined glasses (unlike some other breweries). We have not been able to check all 14 Ushers pubs on the Island for this edition, but would welcome information from member volunteers. The other Ushers Pubs are:-

PAINTERS ARMS	Cowes	BOWBARS	Ryde
STAR	E. Cowes	PARTLANDS	Ryde
ANGLESEA TAVERN	Ryde	VILLAGE INN	Bembridge
SOLENT INN	Ryde	WHEATSHEAF	Brading
WORSLEY	Wroxall	SPORTSMANS	Porchfield

Apologies to any pub that uses lined glasses and is not on the list. Please write to or phone the Editor with details.

### **TONY'S**

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 with beers from the following list:-*

SPYGLASS INN	Ventnor
VOLUNTEER	Ventnor
BLENHEIM	Ventnor
MILL BAY	Ventnor
WHITE LION	Niton
BUDDLE	Niton
COACH HOUSE	Blackgang
COOPERS INN	Brighstone
COUNTRYMAN	Brighstone
CROWN	Shorwell
HORSE & GROOM	Ningwood
BUGLE	Yarmouth
EIGHT BELLS	Carisbrooke
BLACKSMITHS ARMS	Rowridge
GEORGE	Newport
CHEQUERS	Rookley
MALLARDS	Rookley
WHITE HART	Haven Street
TRAVELLERS JOY	Northwood
ANCHOR	Cowes
HARE & HOUNDS	Arreton
FISHBOURNE INN	Fishbourne
CASTLE	Sandown
ROWBARGE INN	Bembridge
SHIP & CASTLE	East Cowes
YE OLD VILLAGE INN	Bembridge
WOODMANS ARMS	Wootton
CULVER HAVEN	Bembridge
PROPELLOR INN	Bembridge
FALCON	Ryde
SIMEON ARMS	Ryde
CAULKHEADS	Shanklin
LAKE SUPERIOR	Ryde
ARRETON BARN	Arreton
CHINE INN	Shanklin

<b>Adnams</b>	Bitter Old Extra
<b>Batemans:</b>	XXXB Valiant
<b>Burtonwood:</b>	Top Hat Almond Stout James Forshaw
<b>Charles Wells:</b>	Eagle Bombardier
<b>Everards</b>	Tiger Old Original
<b>Hall &amp; Woodhouse:</b>	Badger Best Hard Tackle Kingpin Tanglefoot
<b>Hampshire:</b>	King Alfred Lionheart Pendragon 1066
<b>Hogs Back:</b>	TEA Rip Snorter
<b>Inches:</b>	Stonehouse
<b>Oakhill:</b>	Black Magic Stout Yeoman
<b>Ringwood:</b>	Best Bitter Forty-niner Old Thumper
<b>Smiles:</b>	Best Bitter
<b>Timothy Taylor:</b>	Landlord
<b>Wadworth:</b>	6X
<b>Wychwood:</b>	Hobgoblin The Dogs Bollocks

## ***AFFORDABLE ALE***

Here is a list of pubs where you can still get a pint for less than £1.60.

<i>RAILWAY MEDINA</i>	<i>Newport</i>	<i>ROBIN HOOD</i>	<i>Newport</i>
<i>PRINCE OF WALES</i>	<i>Newport</i>	<i>STAR</i>	<i>Wroxall</i>
<i>TAVERNERS</i>	<i>Godshill</i>	<i>TRAVELLERS JOY</i>	<i>Northwood</i>
<i>CASK AND CRISPIN</i>	<i>Newport</i>	<i>VOLUNTEER</i>	<i>Ventnor</i>
<i>SUN</i>	<i>Hulverstone</i>	<i>HORSE &amp; GROOM</i>	<i>Ningwood</i>
<i>PRINCESS ROYAL</i>	<i>Newport</i>		

If I have missed any pubs please accept my apologies. Details of pubs that qualify for inclusion should be forwarded to the Editor.

*Cheers, The Beer Punter*

### **In Response:-(Des Hawkins, Landlord of the Prince of Wales, Newport)**

The Beer Punter, writing in the last issue of Wightwash, acknowledges that a pub offers a "complete social experience", but bemoans the prices charged in many locals. Yes, some pubs do charge excessive prices, but for most the price charged reflects the overheads incurred in running the business, as well as the cost of the beer.

Some pubs charge prices which, to the average beer drinker, appear extortionate, but as with any business these are based on what the market will bear. Usually such establishments are eating houses (restaurants with a bar) where the licensee wants to discourage the casual drinker.

In my own case overheads have risen way beyond the Retail Price Index. The increases over the last year, for the same service, were:

Utilities (gas, electricity etc.)	5-8%
Rates	14%
Rent	19%
Wages	8%
Consumables (e.g. paper products)	12%

The lowest increase, believe it or not, was the price of the product sold - beer prices, which only went up by 4.5%, including the 1p a pint put on by the government at the beginning of 1995.

Yes, the price of a pint to the customer has risen quite considerably over the last few years, but before you start knocking the breweries look at your own increases in overheads. Relate these to your local landlord and ask him or her how much more money is being made. The answer may well be in the vernacular.

Ah, I hear you say, why don't you cut the cost of beer and sell more of it. It doesn't work that way. Firstly there is a finite and reducing number of pub drinkers today, because of the competition from the continent and the supermarkets, which are often selling beer at cost. Secondly, for every 10p reduction on a pint, the tenant has to sell, on average, 25% more pints before making any extra profit. I have seen several landlords go out of business recently through adopting this idea.

## TIME TO JOIN!

You can join CAMRA for only £10 in July (£2 off the normal rate). For this you will receive a lively newspaper - What's Brewing - full of news about beer and pubs, advance notice of 140 CAMRA beer festivals every year and a chance to take part in the activities of one of the 180 CAMRA Branches throughout the country. You will also obtain discounts on many CAMRA publications and other goods. Above all you will become part of the most successful consumer pressure group ever. The threat to traditional beer and pubs is as serious as ever, we need your support to PROTECT YOUR PINT! (membership form on the back of this newsletter, or pick up a beer mat with the £2 reduction offer)

## APPLICATION TO JOIN CAMRA

I/We wish to become members of the Campaign for Real Ale Limited and agree to abide by the Memorandum and Articles of Association of the Campaign.

Name(s) .....

Address .....

Post Code .....

Signature .....

Date .....

I/We enclose the appropriate remittance for individual/joint membership:

	Individual Annual	Joint Annual	Individual Life	Joint Life
UK & EEC	£12 <input type="checkbox"/>	£14 <input type="checkbox"/>	£120 <input type="checkbox"/>	£140 <input type="checkbox"/>
Rest of World	£16 <input type="checkbox"/>	£18 <input type="checkbox"/>	£160 <input type="checkbox"/>	£180 <input type="checkbox"/>
Student/Unwaged	£6 <input type="checkbox"/>	£7 <input type="checkbox"/>		
Disabled	£6 <input type="checkbox"/>	£7 <input type="checkbox"/>	£60 <input type="checkbox"/>	£70 <input type="checkbox"/>
Retired	£6 <input type="checkbox"/>	£7 <input type="checkbox"/>	£60 <input type="checkbox"/>	£70 <input type="checkbox"/>

Send your remittance (payable to CAMRA Ltd) to: The Membership Secretary,  
CAMRA Ltd., 230 Hatfield Road, St. Albans, Herts., AL1 4LW

### About this newsletter:

*Wightwash is produced at about three-monthly intervals and is distributed free through a number of pubs, including the Volunteer, Ventnor, Lake Superior, Ryde, Travellers Joy, Prince of Wales, Newport, Star, Wroxall, Wight Mouse, Chale. Anybody who would like to receive copies of future newsletters by post can do so on payment of £1 (per year).*

*The views expressed are not necessarily those of the Editors or the Campaign for Real Ale, either locally or nationally.*

*If you have any adverts or material: articles, information, pictures, recipes, please contact Nick Ward (299477) or John Nicholson (299436).*