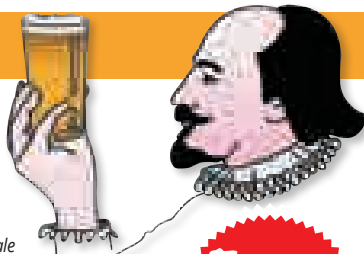


Shakespearebeer

Newsletter of Shakespeare branch of CAMRA - Real ale in Shakespeare Country and The Vale



FREE
Please
take one

CAMRA Revitalised

The whole focus and direction of CAMRA is currently being reviewed under a process called the Revitalisation Project. Extensive consultation of members, brewers and the general public has been undertaken. The initial report published in November 2016 for the National Executive raises a number of issues and makes recommendations. Several of these issues will be discussed at the CAMRA AGM (see below) and in 2018 many proposed changes to CAMRA will be put forward to reflect these recommendations. CAMRA now have higher membership numbers than the Conservative Party!

CAMRA have been increasingly active in recent years raising awareness nationally with a series of key campaigns across the country covering issues such as taxation and the impact upon community pubs. The focus however has changed since CAMRA was first started, when increasing the availability of quality cask ales was the primary motivation. The focus is now to ensure that we retain the traditional pubs in which we can enjoy the ales and ciders. This has resulted in campaigns to resist weak planning regulations which have allowed 21 pubs a week to close and be replaced by private accommodation or other retail outlets. There have also been steps forward in the adoption of Assets of Community Value orders to help protect pubs from change of use or demolition. These provide valuable opportunities to gain time in order to save threatened pubs. In fact the CAMRA Pub of the Year (see Pub News in this magazine) is a community owned pub in North Yorkshire that had closed down and was bought and revitalised by the local community.

Technology has also changed and raised a number of questions. What is a real ale? Is a cask ale still recognised as a real ale if a breather/ aspirator is used? The rise of numerous craft beer offerings has also challenged the boundaries of what constitutes ale and it's a similar story for cider and Perry. Perhaps CAMRA in moving

into the future needs to focus on campaigning for quality? Perhaps with Cask Real Ale as the pinnacle of a quality pyramid for Beer and "real" cider and Perry holding a similar role? Perhaps CAMRA needs to evolve into providing a quality benchmark for ales, ciders and Perry?

Many breweries already have craft microbreweries alongside their traditional brewery sites. They recognise that craft beer

craft based and enjoyed some excellent and thoroughly enjoyable pints. My own view is that the quality of the offerings is the key. Why does a technical innovation mean that one beer is ale and another is not?

With a plethora of different outlets for beer sales what do we actually mean by a pub anymore? Successful retail outlets need to be profitable to survive and therefore need to offer more than just good ale. This may be quality food but it could also be other offerings such as high quality coffee alongside their beer. Many local pubs are increasing realising the importance of encouraging a community approach and there is evidence that pubs (particularly in isolated communities) have an important role to play in supporting community cohesion. There is a greater focus on clubs as outlets for ales, cider and Perry and the difference between clubs and pubs is blurring. Our pubs play a great part



appeals to a younger generation who do not remember quite how poor the quality of some beers were when today's pensioners were young. Many consumers of beer, cider and Perry do not understand the differences and may not even care when all they want is a high quality experience of consuming their chosen product.

There is no doubt that the quality of some craft beers is exceptional. Your editor has recently sampled a number of beers which are technically

in developing community spirit and are the backbone of our tourist industry.

If CAMRA is to retain a key role moving forward it is vital that CAMRA members are active in supporting future campaigns. Please get involved!

The national AGM is taking place next month and all members have the opportunity to attend and make a contribution. Why not sign up and have your say.



Use your mobile phone's QR reader to scan

See our website www.shakespearecamra.org.uk



OUR WATER, OUR HOPS, OUR FINE CRAFT ALES

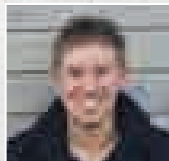
STRATFORD UPON AVON'S OWN AWARD-WINNING BREWERY

In fact, we're more than Stratford Upon Avon's only brewery. **We're also one of the UK's most eco-friendly too.** Luckily for our customers, being ecologically sound goes nicely hand-in-hand with producing great tasting beer with no additives or chemicals...

Water from our own well, six varieties of **hops grown on our land** and our **solar powered brewery** are just part of what makes the Stratford Upon Avon Brewery unique. Even **our left-over malts and hops get recycled** with the help of our hungry pigs.



Contact 07866 495 232
rich@sua-brewery.co.uk
www.sua-brewery.co.uk
@suabrewery
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Chairman's Letter

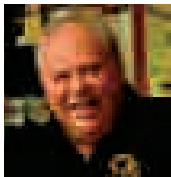
Hello Everyone

The start of the year has already proved to be a very busy time for the branch with a variety of very different meetings already having been held since the Christmas period. As a result of these one of our major decisions that we have resolved is our proposals for our pub entries into the 2018 GBG and I would like to offer my thanks to Pete Godfrey our GBG Officer for all the work that he has done in taking this process forward on behalf of the branch.

Branch POTY's will also be officially announced soon so watch out for details of the presentation evenings as historically they always result in good social evenings being enjoyed by all those present. The branch appreciates the time that our members John Ross and Liz Kirby gave in helping us to make these decisions.

Finally, I must also mention a big thank you to James Clark and Graham Satterley for the hospitality extended to the branch on a recent social visit to the Hook Norton brewery.

Best wishes as always, Lloyd



The editor reserves the right to amend or shorten contributions for publication.
Email: shakesbeer@shakespearecamra.org.uk

Disclaimer The views expressed in Shakesbeer are those of individual contributors and are not necessarily those of the Shakespeare branch or The Campaign for Real Ale Ltd. CAMRA accepts no liability in relation to the accuracy of articles or advertisements, readers must rely on their own enquiries. It should also be noted that acceptance of an advertisement in this publication should not be deemed an endorsement of quality by Shakespeare CAMRA.

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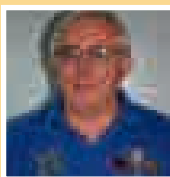
Editorial...

This edition goes to print as CAMRA nationally is reviewing its future direction and focus. The Shakespeare branch needs to gain more active members and in particular attract new younger members. We welcome support from all members even if you can help send in news stories from your local pub or are willing to contribute to branch activities in any way.

Please send any contribution to Shakesbeer@shakespearecamra.org.uk

Thanks for your support

Roger



NEXT Branch Meeting

Wednesday 19th April
CROWN INN, Main Street, Tiddington
CV37 7AZ

NEXT Beer Festival Meeting

Wednesday 12th April
FLEECE, The Cross, Bretforton
WR11 7JE

(A full list of future meetings can be found in the CAMRA Members Section)

ADVERTISING RATES AND CUT-OFF DATE SHAKESBEER 66

Full Page Advert: £125 • Half Page Advert: £80 • Quantity special offer 4 for the price of 3

Cut off date for advertising copy **26th May 2017**



Pub News & Beer Reports...

Shakespeare Branch Pub Awards

Following extensive reviews of pubs within the Shakespeare area (which covers parts of Warwickshire and Worcestershire) the Good Beer Guide committee have recognised the outstanding work of the following pubs.

Shakespeare CAMRA Pub of the Season 2017

is awarded to

THE HOWARD ARMS
ILMINGTON

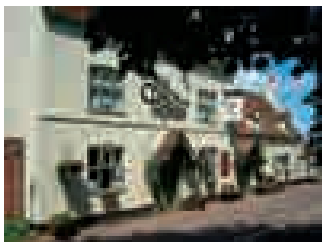


A formal presentation will be held to recognise their achievement in providing high quality ales and regularly stocking locale ales.

Shakespeare CAMRA Pub of the Year (Worcestershire) 2017

is awarded to

THE COACH AND HORSES
HARVINGTON



Beer Drinker, Reader or CAMRA Member - the reports and short stories below all come from people like yourself, so if you find yourself in one of our wonderful pubs, feel free to drop us a note about anything you think should be in this section! shakesbeer@shakespearecamra.org.uk

A formal presentation will be held to recognise Steve and Di's achievement in winning this award for the 4th year running.

Shakespeare CAMRA Pub of the Year (Warwickshire) 2017

is awarded to

THE NORMAN KNIGHT
WHICHFORD



A formal presentation will be held to recognise their achievement. The Norman Knight is owned by Stratford on Avon brewery and show cases their range of ales alongside rotating guest ales.

Regular Pub News

Alcester

THE WHITE LION, which has been closed for some time, has applied for planning permission to be converted into two dwellings.

Bidford-on-Avon

THE BULLS HEAD remains open but

without a manager and THE ROYAL formerly the British Legion closed their doors in January. This leaves "drunken Bidford" with just THE FROG looking secure for the future.

Broom

THE BROOM HALL has added a third guest (currently *Sharp's Atlantic*) to the regulars, *Doombar* and *Butty Bach HPA*. Just the thing to wash down their famously large mixed grill! THE BROOM TAVERN continues to offer four hand pumped ales (a *Purity* and *Doombar* alongside rotating guest ales and real ciders.

Childswickham

THE CHILDSWICKENHAM INN has an extensive food offering but also offers a substantial range of ciders (includes *Old Rosie* and *Thatchers Heritage* alongside three ales usually *Bombardier*, *Doombar* and a rotating guest ale.

Evesham

Rose and Adrian at THE SWAN in Port Street celebrated 25 years at the helm here at Christmas. The pub opens at 7pm during the week but all day at weekends. Every Friday a cask of *Prescott Track Record* is available for consumption – when it's gone it's gone.

P.J.S in the Town Centre had been closed for some time and in January was replaced by THE VALKYRIE café bar. Offering a café culture during the day and transforming into an ale house in the



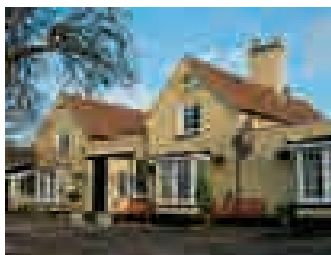
evening. A sister pub to THE TRUMPET the Valkyrie offers four real ales - two Hook Norton and two rotating guests.

Harvington

THE COACH AND HORSES are celebrating the tri-centenary of the pub this year and Steve and Di are planning to offer 300 different beers during 2017. They will also be holding a Beer and Cider Festival on 22-24th September so remember to save the day.

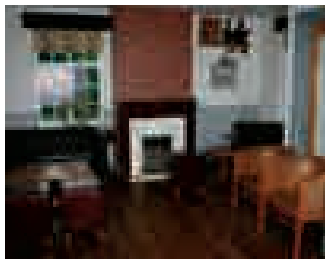
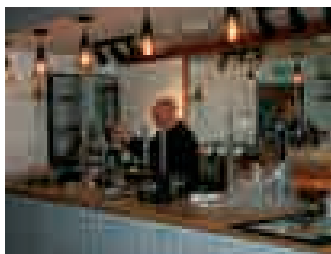
Offenham

THE BRIDGE AND FERRY INN has a new tenant since John Higgins took over in February. They stock three real ales including *Fullers London Pride* and/or *Black Sheep*.



Salford Priors

THE BELL which has been closed for some time has been bought by James and Sally-Anne Meakins. Currently being complete refurbished it will be



re-opening at the start of April and will offer traditional food alongside a traditional pub atmosphere (no plans for a TV). James, who has run large busy pubs in Solihull (RED HOUSE) and Wyre Piddle previously, is keen to create a friendly local pub with quality cask ales alongside *Guinness* and a range of lagers.

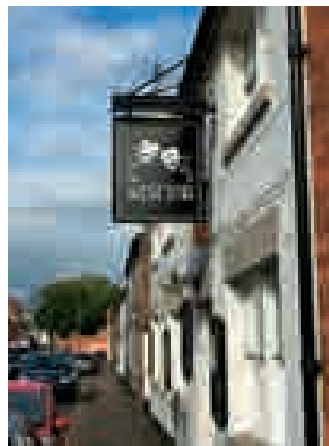
Sedgeberow

THE QUEENS HEAD is no longer a sister to pub to THE TRUMPET but is now run by Siobhan and Ian Smith. They offer a well-kept range of *Hook Norton* ales and the *Greedy Goose*, sampled on the Editor's last visit, was excellent.

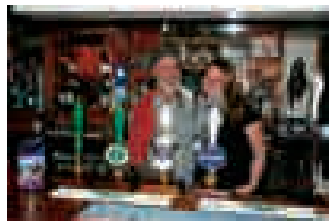


Stratford-upon-Avon

Chris Burton, landlord of THE GARRICK INN has got the all clear after suffering from Hodgkin Lymphoma. Chris will thus be able to continue pulling pints at this popular local much to the delight, on both counts, of his regulars.



THE WEST END has been reborn as new landlords have taken over at the NEW BULL'S HEAD. Grant and Ashley are the new landlords supported by Cooper (their enormous Great Dane).



Currently stocking *Doombar*, *Purity (UBU or Goose)* and *Timothy Taylors Landlord* and planning to add a fourth locally brewed guest ale. The old shop is being replaced by a cosy traditional snug bar. A "tear and share" based menu is being introduced and the rear garden area will in future be equipped with a pizza oven. Blues acoustic sessions will run on Sunday afternoons.

THE STAG at Redhill formerly owned by Old English Inn has re-opened under the ownership of Wadworths.

CONTINUED ON PAGE 6

Pub News & Beer Reports...

Other Pub News...

The CAMRA Pub of the Year
2016 has been announced as:

GEORGE AND DRAGON
HUDSWELL, YORKSHIRE

This is a pub that closed down, was taken over by the community and re-opened after refurbishment.

Stu Miller, Landlord of the George and Dragon says: "We're a small Yorkshire Dales pub, owned by the community and run by me and my family, I'm extremely proud of what our little pub has achieved."

Paul Ainsworth, CAMRA's Pub of the Year Finalist Coordinator says: "The GEORGE & DRAGON is a great example of

how a pub has been resurrected as a true community asset. To go from closed doors to winning national Pub of the Year in just a few short years is a fantastic achievement for any pub – and all the more impressive for one that is cooperatively owned.

The story of the GEORGE & DRAGON goes to show that in the right hands a closed pub can become viable and successful. We are very impressed with the work the community group has undertaken

to save their local and hope that other communities are encouraged by the example when faced with an ongoing battle to save their own local."

Congratulations!



- Four Real Ales
- Real Cider
- 5 Star Food Hygiene Rating
- Cask Marque

plus Quiz Night every Sunday!

FOOD SERVED:

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Mon-Sat: 6pm-8.30pm : Sunday Lunch: 12pm-3pm

We show

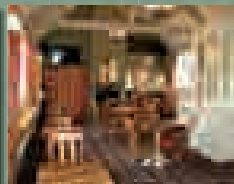


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Closing date for copy for the next issue of **Shakespeare** is **Friday 26th May 2017**



AWARD WINNING BEERS CRAFTED WITH A CONSCIENCE...

CHAMPION BEER AND FOOD MATCHING

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WE ARE PASSIONATE ABOUT COMMUNITY

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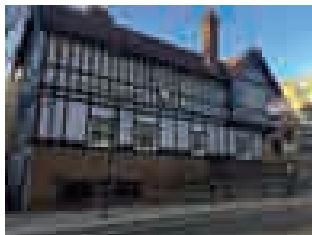
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Brewery News...

HOOK NORTON

by Editor

A recent visit by local CAMRA branch committee's to Hook Norton Brewery provided a useful insight into the future direction of the brewery as well as a chance to sample their offerings. A briefing at this visit discussed the re-design of their traditional Lion branding images and the increasing focus on specialist ales particularly for the bottled market. It was also interesting to see that the Director's see the future incorporating a greater focus on a broader leisure sector alongside their brewing activities. This is reflected in the acquisition of Hook Norton's first Oxford pub (THE CASTLE TAVERN) at the end of last year.



Bruce Benyon, Operations Manager of Hook Norton Brewery Tied Estate adds "This is an exciting time for the Brewery. We have 38 great pubs and THE CASTLE TAVERN will really strengthen



our portfolio. We will be serving a great mix of quality cask ales and craft keg beers"

Hook Norton have added a number of bottled ales to their popular traditional cask ales in recent years. CAMRA members were able to sample some of these as draught ales and I can confirm that the *Double Stout* was particularly moreish. Many of these are also available in draft form as seasonal offerings through Hooky tied houses.

PURITY

by Editor

Purity are exploring new directions alongside their successful traditional ales. A collaboration with *Westons Cider* produced an innovative *Hopped Cider*. They have also



recently announced the launch of a Keg version of *Bunny Hop* – extra hopped pale ale.

These innovations and the recognition of craft ales mirror proposed changes in CAMRA's revitalisation project recommendations covered in the front cover article.

CLOUDED MINDS

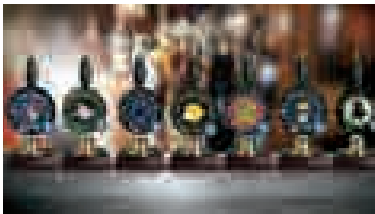
by Andy Gough

A range of *Clouded Minds* bottled beers are currently on sale at the STRATFORD ALEHOUSE, on a recent visit *Double Clout Stout* was going down exceptionally well.

STRATFORD-UPON-AVON BREWERY

by Editor

Stratford offer a full range of ales and stouts. Available at a number of outlets in the area including the NORMAN KNIGHT at Wichford.

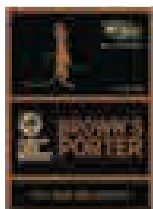


CHURCH FARM

by Editor

www.churchfarmbrewery.co.uk

Based at Budbrook on the outskirts of Warwick, Church Farm Brewery distribute a range of cask and craft ales. Watch out



for their availability as guest beers in your local.

Their craft *Double IPA* at 7.2% is definitely not a session ale but it is delicious.

Available to order via website and brewery visits can be arranged for groups.

CANNON ROYALL BREWERY

www.cannonroyall.co.uk

Based in a former cider house behind the FRUITERS ARMS at Uphampton Cannon Royall produce eight regular beers. They also offer a range of seasonal beers.

A range of their ales can be found at the RED LION in Evesham, a regular stockist. Cannon Royall have also taken over at the SEBRIGHT ARMS on the London Road in Worcester.

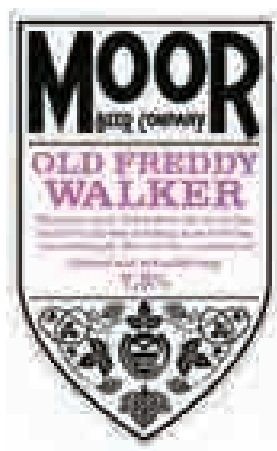
Beers can also be purchased on-line (see

web site for details).

GREENE KING

Finally *Greene King* have recruited their first apprentices as part of a programme to develop craft beer designed for the younger drinkers market place. Working alongside experienced brewers they have developed a series of 5 new brews which are being rolled out in over 100 free trade pubs and are soon to be sold in 170 *Greene King* pubs. Branding and packaging for these new craft beers, developed in a microbrewery built specially next to their main brewery, have been specially designed for the younger consumers.

Breaking News... Breaking News



Champion Winter Ale of Britain announced as

Old Freddy Walker
brewed by the Moor Beer Company

Many congratulations!



Chairman Lloyd Evans volunteered to drive thus enabling the other branch attendees to taste the offerings on show. The full traditional range was available alongside the seasonal ales on draught. The trip was completed with a short stop at THE NORMAN KNIGHT in Whichford.



THE STRATFORD

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Cask Ales, Ciders & Wines

We are a family-run business with a passion to support local producers as well as ensuring our real ale is sold in the purest manner of the British Ale & Wine Association's regulations so you can enjoy the best of both worlds.

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Real Ale

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REAL ALE

STRATFORD UPON AVON

CV37 6LF

Tel: 01829 481794

www.thestratfordalehouse.com

Stratford Beer Festival 2017

Having been involved with this beer festival for several years in various roles I am now delighted to have picked up the mantle of Festival Organiser and hopefully I can guide us to another successful event as have been the last 10 years.



We are now well underway with planning for this year's festival with it being the eleventh for this branch, which sees one signification change: the date has moved to **July 7th and 8th** and hopefully this provide us with some great summer weather and access to some lovely summer beers. We are planning a great mix of beers from far and wide taking in some interesting micros including some very new ones to go along side our extensive cider offering. In all there should be 75 beers and 30 ciders. Our local breweries will be well supported with offerings from *Stratford Brewery, North Cotswolds, Purity, Turpin* and *Pershore* to name just a few.

We are very pleased to have on board for this year our dedicated sponsors continuing to make the festival a success and we will be welcoming again the Shakespeare Hospice as our chosen charity, hopefully you will all support them as generously as before with your unused beer tokens and buying raffle tickets.

There is camping on the site managed by the Stratford Touring Park, you should book direct with them to ensure you can enjoy a full weekend with us and they are offering a festival special price for three nights camping - for more information go to www.stratfordtouringpark.com. If you're not staying locally then the ever-popular courtesy bus will be available to shuttle you between the town's railway station and the festival site.

As always, we are also looking for help in setting up and running the festival from Tuesday 4th evening through to take down on the Sunday 9th July. So if you're a CAMRA member then keep an eye out on the website for volunteer registration for whatever time you can spare. If you volunteer during the festival opening times you will be rewarded for your efforts with camping if you chose and of course a sensible tasting of the ale, cider and food offerings available.

Details of how to do this will become available soon on the festival website. To find out information as things develop please keep a look to the website / Facebook / twitter

Most importantly you will find the beer and cider list there a little closer to the event.

Regards Jason



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STUDLEY

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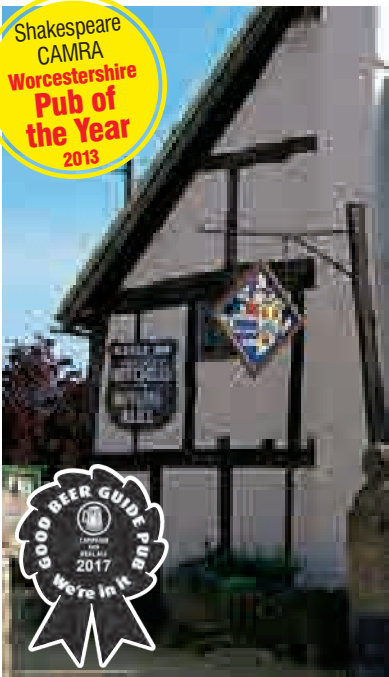
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THU	12.30pm - 10.30pm
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SAT	12.00pm - 11.00pm
SUN	12.00pm - 9.00pm



21a High Street, Studley, B80 7HN. For further information call 01527 854433, email toby@weatheroakbrewery.co.uk or visit our website www.weatheroakbrewery.co.uk

Shakespeare
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- run with love of tradition

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Check out the website for forthcoming events



THE NORMAN
KNIGHT



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Plus - Hog Roasts, Barbeques, Sunday Lunch and much more.

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for queries or reservations**



The Norman Knight is now
owned by SUA Brewery

Cider and Perry News

by Liz Kirby

The Shakespeare CAMRA Branch Good Beer Guide Committee have recognised the following pubs within our branch area as offering exceptional quality real cider.

Shakespeare CAMRA Cider Pub of the Year (Worcestershire) 2017

is awarded to

THE CROWN AND TRUMPET
BROADWAY

Congratulations to Andrew and his team. A formal presentation will be held in the near future to recognise this great achievement.

Shakespeare CAMRA Cider Pub of the Year (Warwickshire) 2017

is awarded to

BROOM TAVERN
BROOM

Congratulations to Fritz and his team. A formal presentation will be held in the near future.

How we chose our Cider Pubs Of The Year?

Pub of the Year (POTY) is a great accolade whether awarded for beer or cider. So what must a pub do to win it? First and most obviously, to win Cider POTY a pub must sell real cider, not just any old cider. Ciders such as *Strongbow* and *Stowford Press* are not what we're looking for here. Real cider is defined by CAMRA as "a long-established traditional drink which is produced naturally from apples and is not carbonated or pasteurised". It excludes ciders made from concentrates and other flavour additives. Once we've established that the pub sells

real cider, then that cider must be kept in good condition. If we have more than one pub selling good cider perhaps with a similar range what makes one stand out above the others? Something we look for is enthusiastic and knowledgeable bar staff. Do they know what they're selling, can they tell us which is the driest cider available or which the strongest? Do they offer tasters before we buy? The glasses the cider comes in can also make a difference. It may not affect the taste, but drinking real cider out of a Carling glass is just plain wrong! Is cider promoted and clearly advertised or is it kept a dark secret for those in the know only?

A lot of it also comes down to that nebulous beast, ambience. Do we want

to stay for another? Are we feeling welcomed and comfortable? Would we come back? Is this pub sympathetic to CAMRA aims and does it support the local community?

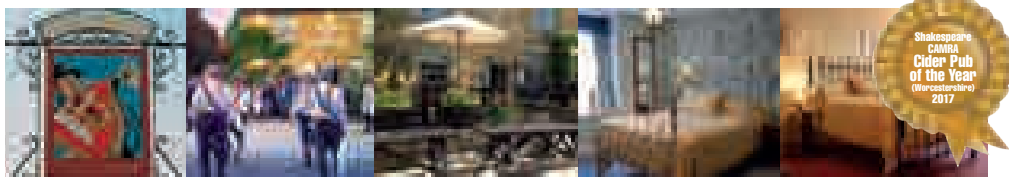
Lots of questions, but for the pub with the correct answers the prize is Cider Pub of the Year. Having been chosen by a CAMRA branch it is put forward to a regional competition which leads eventually to the crowning of the National Cider Pub of the Year. Think your local could meet all of the above criteria? Let us know. We will be more than happy to visit to try out a few ciders - all in the name of research, of course.



THE CROWN & TRUMPET



BROOM TAVERN



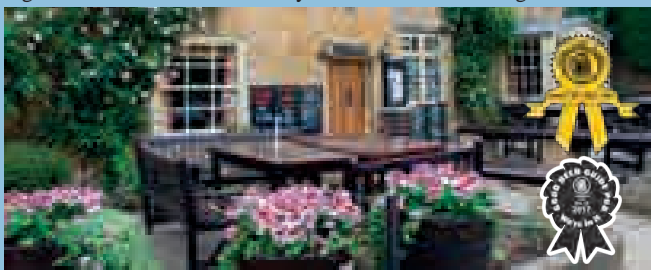
The Crown & Trumpet

The Crown & Trumpet is located behind the village green of Broadway, this 17th Century Inn provides excellent accommodation. Being centrally located and just off the Cotswold Way, it is an ideal base for touring Shakespeare's Country and the surrounding Cotswold and Malvern Hills.

Serving Lunch and Dinners all through the week, all our seasonal homemade dishes are created on the premises using locally produced ingredients. Voted Shakespeare's CAMRA pub of the year in 2012/ CAMRA Good Beer and rated in Room at an Inn and Good Pub guides, we have four exclusively brewed seasonal beers. Come along and drink them at our weekly Jazz and Blues evenings.



14 Church Street, Broadway,
Worcs. WR12 7AE
0044 (0)1386 853202
info@cotswoldholidays.co.uk
www.cotswoldholidays.co.uk



The Broom Tavern



BEAUTIFUL 16TH CENTURY PUBLIC HOUSE

Traditional bar serving local award winning real ales, ciders and fine wines and situated in one of Shakespeare's drinking haunts

Sunny spacious front and rear beer gardens for the warm weather and roaring log fires for those cold rainy days

Great quality, fresh local ingredients brought together to create fantastic seasonal menus from two well established Midlands chefs

Refurbished and restored both inside and out, offering free WiFi and daily newspapers

Lovely Sunday lunches with Fritz's famous Yorkshire puddings served every week from 12pm

OPENING HOURS:

Monday to Friday 12pm-3pm and 5pm onwards : Saturday & Sunday All day from 12pm

FOOD SERVICE: Monday to Friday 12pm-2.30pm and 6pm-9.30pm

Saturday 12pm-9.30pm and Sunday 12pm-4pm

32, High Street, Broom, Alcester, Warwickshire B50 4HL

Email us on enquiries@thebroomtavern.co.uk or call us on 01789 778199

www.thebroomtavern.co.uk 

 /thebroomtavern

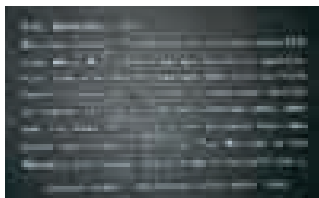
 @TheBroomTavern

Stratford's Oldest Pub

by Jim Sargeant

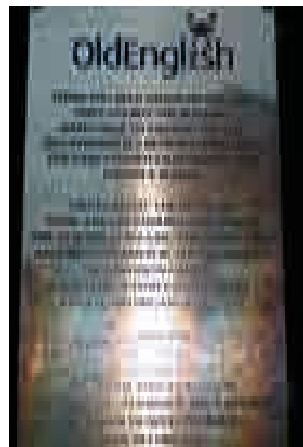
Stratford has a rich history and it's most famous son, Shakespeare, had a reputation as an enthusiast real ale fan. Our roving reporter investigates the historic plaques and written displays that provide evidence for some of the contenders for Stratford's Oldest Pub. Why not follow the route for yourself and enjoy making your own mind up?

Starting at THE WINDMILL (1) in Church Street there is a plaque dated 1955 and celebrating 350 years serving beer. In 1605 William Shakespeare and family would have been living nearby at New Place so this may even have been his local!.



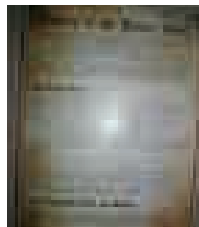
Inside the Windmill I found *Old Speckled Hen* on hand-pump and more written history indicating 1599 as the opening date. Leaving The Windmill and turning right towards High Street you will find The Garrick on your left.

THE GARRICK (2) has a plaque claiming it is the oldest pub in town and yet whilst sampling the *Abbot Ale* within and reading a leaflet explaining the history no ale was actually served till 1718 when it became a pub and was initially called the Reindeer. Buildings had occupied the site earlier and it was a barber's shop in 1446 before being rebuilt after the disastrous fire of 1594 when much of central Stratford was destroyed. So the Garrick may well be the oldest building that is a pub but not necessarily the oldest pub! Leaving the Garrick and turning left you will soon see



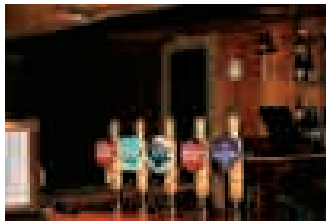
the Falcon Hotel on the corner opposite Shakespeare's school.

The ancient FALCON HOTEL (3) has a plaque in the entrance to the Oak Room Bar which reveals that this pub first became a tavern in 1645. The hotel is about to undergo refurbishment but will retain the historical features. Leaving the Falcon and turning left you approach the roundabout and turn left down Wood Street

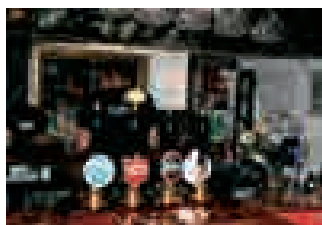


to the Rother Market. At the Rother Market you will see The White Swan to your right.

THE WHITE SWAN (4) was originally built as a house in 1450 for a Stratford merchant and became a pub 100 years later in 1550 however the deliciously hoppy *Bengal Lancer* was on hand-pump to compensate.



Leaving the White Swan you will see diagonally opposite across the traffic lights the OLD THATCH TAVERN (5) which also serves Fullers beers and here your reporter found the refreshing *Gales*



Seafarers Ale. A written history tells how it was built in 1470 and since has been called the Star, the Fiddle and the Malt Shovel. It escaped the disastrous 1594 fire and so retains a thatched roof - all rebuilds after 1594 were legally required to have tiled or slate roofs.



4

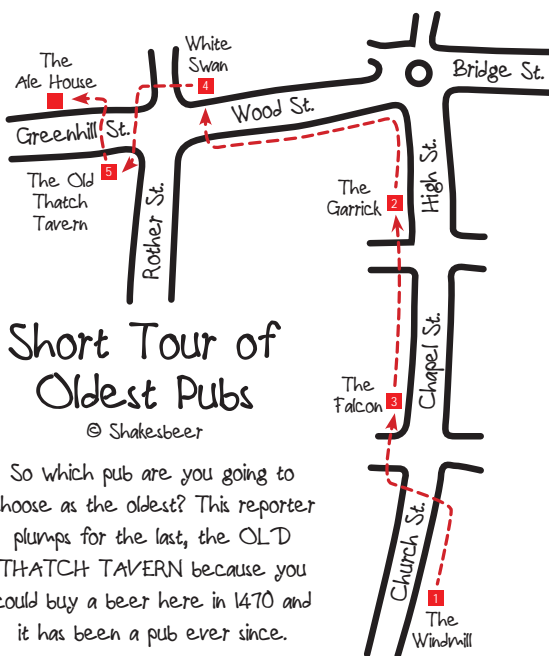
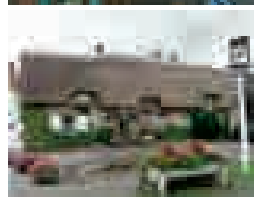
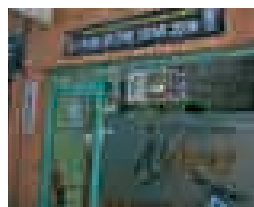


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What do you think?

For anyone following this route perhaps the answer is to retire to the newest pub in Stratford, THE ALE HOUSE, and revisit your notes whilst trying some of the great ales available there.

The author himself caught the bus back to Shipston-on-Stour and alighted at the thatched BLACK HORSE. A plaque outside declares that a licence was first granted in 1540 so this inn would certainly have been open if the Bard was tempted to call in on his way to London!



All for Me Grogg

with Alan Whitbread, Folk Singer & Concertina Player

Founder Chairman, Shakespeare CAMRA (1982)

www.alanwhitbread.co.uk

So what is there to say about this well-known Irish drinking song, which had iconic recordings by the Dubliners in 1967 and by the Clancy Brothers in 1972? It celebrates a sailor's proclivity to "spend his money fast and free", telling the tale of a man who sells all his possessions, and even his wife, to pay for beer and tobacco. What a great story line!

But it's not Irish, it's English! In fact, it is a traditional song which was originally collected from retired sailors in Britain (and also Canada).

It was later adopted by folk music performers and pub singers. In 1956 AL (Bert) Lloyd (1908-1980), the English folk song collector and singer, recorded it on his LP "English Drinking Songs". In the sleeve notes Lloyd refers to THE EEL'S FOOT INN, a pub in East Bridge, Suffolk, dating back to 1642 where "on a Saturday night the farmworkers bring their songs and match them against the songs of sailors and cattle-dealers and travelling tinsmiths. Mostly the songs are of the Saturday night kind that the genteel would call bacchanalian". He also says: "the beer drinkers at The Eel's

Foot Inn like their songs to tell a bit of a story. And they like the singing to go on till closing time . . . and a little after". I love Lloyd's lyrical writing style. He refers to "songs as sly as a tinker's wink, as rough as a ploughman's hand, songs as snug and social as The Eel's Foot itself, with the wind and the rain outside and the firelight and music within". What a great description

Nowadays, The Eel's Foot Inn is now an Adnam pub and it isn't a secret any more. It's even in this year's GBG and it has a traditional music session every Thursday and a once-a-month folk club on a Sunday.

So what about grog? Do you know what it is? Old Grog was the nickname of Admiral Edward Vernon (1684-1757), who habitually wore a cloak made of Grogram (a mixture of silk and wool). In order to reduce sailors' drunkenness, in 1740 he decided to dilute the sailors' half pint daily rations of rum with a quart of water, adding lime juice to mask the water's foulness – the result was Grog. It was only later discovered that the daily dose of Vitamin C helped to prevent scurvy amongst the sailors. This custom of adding lime juice to the grog gained the British the nickname of "limeys". However, the growing temperance movement gradually affected the Royal Navy's practices: in 1850 the tot was

halved; in 1881 it ceased to be given to officers; in 1918 it was withdrawn from warrant officers; and finally in 1970 it was phased out for ratings, being replaced by an extra can of beer daily. How awful, can you imagine it: a *can* of beer!



“Old Grog was the nickname of Admiral Edward Vernon (1684-1757), who habitually wore a cloak made of Grogram (a mixture of silk and wool)”



All For Me Grogg...

version based on the 1956 recording by Al Lloyd

Chorus:

All for me grog, me jolly, jolly grog
All for me beer and tobacco
For I spent all me tin on the lassies drinking gin
And across the Western Ocean I must wander

Where are me boots, me nogging, nogging
boots
All gone for beer and tobacco
And the heels they are worn out and the soles
are knocked about
And me toes are looking out for better
weather

Im sick in the head and I havent been to bed
Since first I came ashore with me plunder
I see centipedes and snakes and Im full of pains
and aches
So I better make a push for way out yonder

Where is me shirt, me nogging, nogging shirt
All gone for beer and tobacco
And the collar is worn out and the front is
knocked about
And the tail is looking out for better weather

Where is me wife, me nogging, nogging wife
All gone for beer and tobacco
Well her front it was worn out and her tails
been kicked about
And Im sure shes looking out for better
weather

If you want to hear and join in with the choruses of traditional songs in the Shakespeare CAMRA area, try the following places:-

- Every Thursday at THE FLEECE INN at Bretforton (a NT property in the GBG) WR11 7JE
- First Friday at THE CHERINGTON ARMS at Cherington CV36 5HS
- First Sunday at THE GATE INN at Upper Brailles (GBG) OX15 5AX
- Second Sunday at THE MARY ARDEN at Wilmcote CV37 9XJ;
- Third Sunday at THE BLUE BOAR INN at Temple Grafton B49 6NR
- Fourth Sunday at THE RED LION at Ilmington CV36 4LX

Upcoming Local Beer Festivals

Walsall 36th Beer and Cider Festival

www.walsallcamra.org

Thursday 9th - 11th March 2017

MPV, Intown Row, Walsall WS1 2AD

The Walsall festival promises 75+ ales and ciders and an extensive range of bottled beers from across the globe.

Coventry Beer and Cider Festival

www.coventry.camra.org.uk

Friday 17th - 18th March 2017

Coventry Rugby Football Club, Butts Park Arena
CV1 3GE

Offering a great range of ales, ciders and perry but also wines as well.



Burton and South Derbyshire 38th Beer and Cider Festival

Thursday 30th March - Saturday 1st April 2017

Burton upon Trent Town Hall DE14 9JG

Stourbridge Beer festival

www.stourbridgebeerfest.org.uk

Thursday 30th March - Saturday 1st April 2017

Crown Centre, Stourbridge DY8 1YE

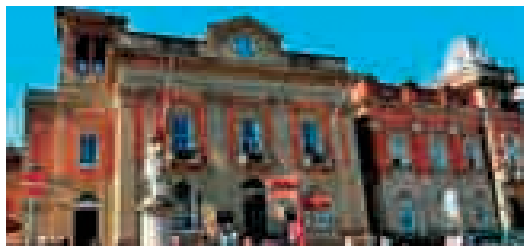


Kidderminster Beer and Cider Festival

www.wyreforest.camra.org.uk

Thursday 1st - Saturday 3rd June 2017

(Thursday night CAMRA members only)
Kidderminster Town Hall



The magnificent Kidderminster Town Hall is again the setting for this year's festival featuring 70 beers, ciders and perries. It's just a ten minute walk from Kidderminster railway station.

You'll be taken on a Beer Safari in a tour of interesting and unusual beers from nearby and farther afield. All beer styles will be there, from golden ales, rich and hoppy bitters, copper ales, full-flavoured IPAs culminating with dark mysterious porters and stouts. There'll be beer styles to suit everyone and all tastes!

With a rich cider heritage in the area, we'll be offering a selection from local producers displaying the marvellous range of flavours and styles being produced. And there'll also be locally produced fragrant delicious wines to enjoy.

Entertainment on the Friday evening is being provided by popular local bands The Murmur and Some Other Beings, each with a wide range of soulful and exciting musical styles. Saturday evening sees the return of The Ranters belting out their lively Irish music and songs.

Festival opening times:

Thursday 1st June: 6-11pm (4pm CAMRA member's preview)

Friday 2nd June: 11am-11pm

Saturday 3rd June: 11am-11pm

Entrance £2, £3 Friday evening after 5pm, CAMRA members free admission all sessions. Free re-admission on following days is also available. Souvenir glass £2 (refundable). Tickets can be pre-ordered through the festival website soon.

Further afield...

Bristol Beer Festival (CAMRA)

www.camrabristol.org.uk

Thu 23rd March - Sat 25th March

Brunel's Old Station, Temple Meads, Bristol

Thu 6.30pm-11pm, Fri & Sat 11.30am-4pm & 6.30pm-11pm

140 real ales & 40 ciders/perries

Chippenham Beer Festival (CAMRA)

www.nwwiltscamra.org.uk

Friday 31st Mar - Sat 1st April 2017

Olympiad, Sadlers Mead, Chippenham,
Wilts SN15 3PA

Friday 6pm-11pm, Saturday 11am-4pm & 7pm-11pm

90+ real ales

Hull Real Ale & Cider Festival (CAMRA)

www.hullcamra.org.uk

Thursday/Friday Noon-11pm, Saturday Noon-9pm

Thu 27th April - Sat 29th April

Holy Trinity Church Market Place, Hull

150 Real Ales, 40 Ciders + foreign Bottled Beers

Hull City of Culture 2017!

Great British Beer Festival

www.gbbf.org.uk

Tuesday 8th -

Saturday 12th

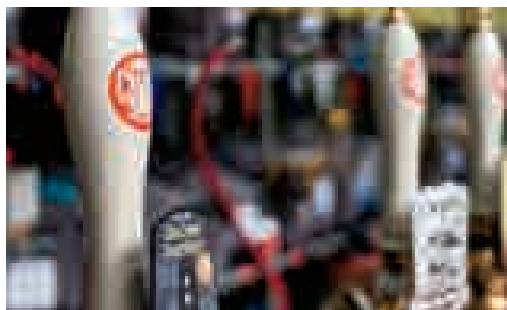
August 2017

Olympia, London

The ultimate beer tasting

experience. Vast range of traditional, foreign, and craft beers as well as great ciders and perry. You can book tutored tasing course alongside your tickets

The Great British beer festival isn't just about beer. They have a whole host of entertainment such as rock, pop and alternative bands which appear alongside auctions, traditional pub games and Saturday's Big Pub Quiz.



Visit to Tewkesbury Winter Ale Festival

Once again Bob Kirby organised a highly successful social trip by coach to the Tewkesbury Winter Ale Festival held at the Watson Hall (CAMRA members only Thursday 2nd February 2017).

A full coach load of enthusiastic CAMRA members attended from a variety of pick-up points across the branch area. A great range of winter beers were on offer 17 from the Gloucestershire area alone. *The Corinium Ales Imperial Porter*, definitely not for session drinking at 7.8% ABV was an interesting taste and the *Prescott Ales Winter Seasons Best* was a particularly pleasant ruby stout. From further afield *Branscombe Vale Brewery* from Dorset offered *Yo Ho Ho* and a *Bottle of Rum* as the name implies a rum fortified dark ale a 6.9% ABV which added a nice twist to

the flavour. *Dark Star's Crème Brulee* had to be sampled as the festival winner in both 2015 and 2016. The ever reliable *Winter Solstice* from *North Cotswold* did not disappoint either. Finally *Tail Wagger* from *Mad Dog Brewery* in Monmouthshire had to be sampled just because of the name. The three happy Shakespeare CAMRA members (pictured) were just a few of the grateful visitors who enjoyed not only great ale but a selection of high quality local food as well. All too soon we all had to re-join the coach for the tired and emotional journey home.

“Tail Wagger from Mad Dog Brewery in Monmouthshire had to be sampled just because of the name.”



CAMRA Members' Section

Shakespeare Branch Diary and Beer Festival Round up

All events 8pm unless otherwise stated

BRANCH MEETINGS

Wed 15th March RED LION, Front Street,
Ilmington CV36 4LX

Wed 19th April CROWN INN, 14 Main St, Tiddington
CV37 7AZ

Wed 3rd May AGM, Coach & Horses, Station Road,
Harvington WR11 8NJ

Wed 21st June **QUEENS' HEAD**, Main Street, Sedgeberrow
WR11 7UE

BEER FESTIVAL MEETINGS

Wed 8th March HOLLY BUSH, Henley Street, Alcester
B49 5QX

Wed 12th April FLEECE, The Cross, Bretforton WR11 7JE

Wed 10th May BROOM TAVERN, 32 High Street, Broom
B50 4HL

Wed 14th June BEAR, Swans Nest Hotel, Stratford-upon-
Avon CV37 7LT

FUTURE BEER FESTIVALS

Thursday 9th - 11th March 2017

36th Walsall Beer and Cider Festival

80 beers, 20 ciders and selection of foreign beers.
MPV, Intown Row, Walsall WS1 2AD more info
www.walsallcamra.org

Friday 17th - 18th March 2017

Coventry Beer and Cider Festival

80+ beers plus ciders, perries, country wines.
Coventry Rugby Football Club, Butts Park Arena CV1 3GE more
info www.coventry.camra.org.uk

Thursday 30th March - Saturday 1st April 2017
**38th Burton and South Derbyshire CAMRA Beer
and Cider Festival**

130+ real ales and 30+ cider and perries.
Burton upon Trent Town Hall DE14 9JG more info
dickiemint@lineone.net

Thursday 10th - Saturday 13th May 2017

Stourbridge Beer Festival

80+ beers plus cider/ perries. Crown Centre, Stourbridge DY8
1YE more info www.stourbridgebeerfest.org.uk

Thursday 1st - Saturday 3rd June

Kidderminster Beer and cider Festival

Thursday night CAMRA members only. Promises a Beer and
Cider Safari and evening entertainment. Kidderminster Town
Hall www.wyreforest.camra.org.uk

**See Shakespeare CAMRA web site for the
latest news, updates and full details on
meetings and diary appointments:**

www.shakespearecamra.org.uk

The Boars Head

Church Street, Hampton Lucy CV35 8BE



Opening Hours:

12.00pm - 12.00am Fri. & Sat. • 12.00pm - 8.00pm Sun
12.00pm-11.00pm Mon. to Thurs.

Food served:

ALL DAY Fri. & Sat. • 12.00pm - 3.00pm Sun.
12.00pm - 2.30pm & 6.00pm-9.00pm Mon. to Thurs.

01789 840533

www.theboarsheadhamptonlucy.com
theboarsheadhamptonlucy@gmail.com

~ Find us on Facebook/theboarshead ~

CAMRA Branch Contacts

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• Membership: JOHN ROSS	membership@shakespearecamra.org.uk
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• Branch Contact: KEITH BARKER	contact@shakespearecamra.org.uk
• Branch Young Members Contact:	bymc@shakespearecamra.org.uk
• Campaigns Officer: JASON NORLEDGE	campaigns@shakespearecamra.org.uk
• Editor - Shakesbeer Newsletter: ROGER BATY	shakesbeer@shakespearecamra.org.uk
• GBG Selection Officer: PETE GODFREY	gbg@shakespearecamra.org.uk
• Public Affairs Officer: JASON NORLEDGE	publicaffairs@shakespearecamra.org.uk
• Social Secretary: BOB KIRBY	socials@shakespearecamra.org.uk
• Website Support: KEITH BARKER	websupport@shakespearecamra.org.uk

Are you interested in joining your local Shakespeare CAMRA committee?

We would like to hear from you if you could help us to help our local members.

Do you have a few spare moments during the week you could help our local committee with organising social events - if so we would like to hear from you. Or could you assist in gathering news or assist publishing this magazine by being part of our editorial team. What about liaising with the local landlords and pubs within our branch? If so we would like to hear from you however much time you can spare in any capacity. **Please contact us if you have any questions or would like to join:** chair@shakespearecamra.org.uk



SUBSCRIBE TO SHAKESBEER...

If you are a CAMRA member in the Shakespeare branch, you should receive a copy of Shakesbeer through the post (one per household). If you prefer, a PDF copy can be sent to you by email - just let Shakesbeer know. If you live outside the area or are not a CAMRA member but would like to subscribe and receive copies through the post, then please send an email to shakesbeer@shakespearecamra.org.uk for further details or write to us at: **Shakesbeer, Editor c/o The Coach & Horses, Station Rd, Harvington WR11 8NJ**



Town centre location close to Abbey Park & iconic Bell Tower

THE RED LION —EVESHAM—

Wide selection of locally brewed real ales, ciders and perry served in a fun and friendly atmosphere

- Selection of wines, lager & soft drinks •
- Regular Quiz Night •
- Live Music Events every Friday •
- Dog Friendly • Bring your own food •
- Beer & Banter Pub with real fires •



Telephone: 01386 761688

Red Lion, 6 Market Place, Evesham WR11 4RW

LocAle

CAMRA LocAle - promoting pubs that sell locally-brewed real ale, reducing the number of 'beer miles', and supporting local breweries. CAMRA LocAle is an initiative that promotes pubs stocking locally-brewed real ale. The scheme builds on a growing consumer demand for quality local produce and an increased awareness of 'green' issues.

The CAMRA LocAle scheme was created in 2007 by CAMRA's Nottingham branch which wanted to help support the tradition of brewing within Nottinghamshire, following the demise of local brewer Hardys and Hansons. Following on from our Locale feature in Shakesbeer Spring 2013 we will be keeping you up to date on the most recent Locale accredited pubs. Below are our most recent locale conscriptors and so you should be able to track down a pint of beer produced with 30 miles of that pub.

Everyone benefits from local pubs stocking locally-brewed real ale...

- Public houses as stocking local real ales can increase pub visits
- Consumers who enjoy greater beer choice and diversity
- Local brewers who gain from increased sales
- The local economy because more money is spent and retained locally
- The environment due to fewer 'beer miles' resulting in less road congestion and pollution
- Tourism due to an increased sense of local identity and pride - let's celebrate what makes our locality different

Accreditation is at the sole discretion of the local CAMRA branch and subject to the licensee agreeing to the following...

- That they will endeavour to ensure at least one locally brewed real ale, as defined by the local branch, is on sale at all times
- Only real ale, as defined by CAMRA, can be promoted as a CAMRA LocAle
- Where the standard of real ale sold falls below an acceptable quality, accreditation will be withdrawn
- That accreditation can be withdrawn at any time at the discretion of the local branch
- That should accreditation be withdrawn, or should the licensee withdraw from the scheme, all LocAle publicity material must be removed from the pub and the licensee cease using the CAMRA LocAle logo.

Definition of Local

The Sustainable Communities Act, which CAMRA strongly supports, provides a definition of local as up to 30 miles from the point of sale. CAMRA recommends that the distance is calculated from the pub to the brewery and should be based on the shortest driving distance. Real ales from regional and national breweries as well as from microbreweries can be

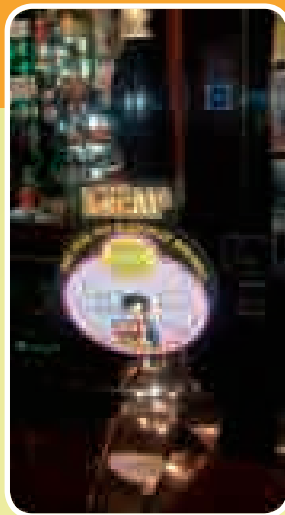
regarded as "local" if they are brewed within what the branch has decided as being the local area.

How do I find a LocAle Pub?

Pubs which have been given LocAle status by their local CAMRA branch can display the LocAle sticker on their windows/doors. The stickers have the

year for which they have been accredited as LocAle pubs by their branch. They may also have posters up in the pub and on the pumps that are serving locally brewed beers there will be LocAle pump clip crowners.

To find a locale accredited pub in this area see the branch website and look for the <http://www.shakespearecamra.org.uk/rainshc/>



Armscote **FUZZY DUCK**; Brailles (Lower) **GEORGE INN**; Brailles (Upper) **GATE INN**; Bretforton **FLEECE INN**; Broadway **CROWN & TRUMPET, BROADWAY HOTEL**; Broom **BROOM TAVERN**; Cherington **CHERINGTON ARMS**; Edgehill **CASTLE INN**; Evesham **RED LION, ROYAL OAK, TRUMPET**; Great Alne **MOTHER HUFF CAP**; Hampton Lucy **BOARS HEAD**; Ilmington **HOWARD ARMS, RED LION**; Little Compton **RED LION**; Long Compton **RED LION**; Newbold-on-Stour **WHITE HART INN**; Oxhill **PEACOCK**; Sedgeberrow **QUEENS HEAD**; Shipston-on-Stour **BLACK HORSE INN, COACH & HORSE, GEORGE INN**; Stratford-upon-Avon **BEAR (SWANS NEST), FALCON HOTEL, GOLDEN BEE, ONE ELM, STRATFORD ALE HOUSE**; Stretton-on-Fosse **PLOUGH**; Welford-on-Avon **BELL INN**; Whichford **NORMAN KNIGHT**.

CAMRA Membership Benefits









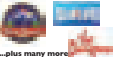
150,000
members
and growing!

For just £24* a year, that's less than a pint a month, you can join CAMRA and enjoy the following benefits:

- A quarterly copy of our magazine BEER which is packed with features on pubs, beers and breweries.
- Our monthly newspaper, 'What's Brewing', informing you on beer and pub news and detailing events and beer festivals around the country.
- Reduced entry to over 160 national, regional and local beer festivals.
- Socials and brewery trips, with national, regional and local groups.
- The opportunity to campaign to save pubs and breweries under threat of closure.
- The chance to join CAMRA / Brewery Complimentary Clubs that are exclusive to CAMRA members. These clubs offer a variety of promotions including free pint vouchers, brewery trips, competitions, and merchandise offers.
- Discounts on all CAMRA books including the Good Beer Guide.



Plus these amazing discounts...

	£20 worth of JD Wetherspoon Real Ale Vouchers.**		15% discount with National Express coach services.		10% discount on toprooms.com.
	10% savings at Cotswold Outdoor.		15% off boat hire with start locations form Falkirk to Hilpertons.		20% off brewery and beer tasting tours.
	10% discount on booking with cottages4you.		10% discount on booking with Hoseasons.		Up to 52% off - with attractions for the family too numerous to name.

For more on your CAMRA Membership Benefits please visit www.camra.org.uk/benefits

* This price is based on the Direct Debit discount. ** Joint CAMRA memberships will receive one set of vouchers to share. CAMRA reserves the right to withdraw any offer at any time without warning and members should check CAMRA website for updated and details of current offers.

A Campaign of Two Halves

Fair deal on beer tax!
save Britain's Pubs!



Join CAMRA Today

Complete the Direct Debit form and you will receive 15 months membership for the price of 12 and a fantastic discount on your membership subscription.

Alternatively you can send a cheque payable to CAMRA Ltd with your completed form, visit www.camra.org.uk/joinus or call **01727 867201**. All forms should be addressed to the: Membership Department, CAMRA, 230 Hatfield Road, St Albans, AL1 4LW.

Your Details

Title _____ Surname _____
Forename(s) _____
Date of Birth (dd/mm/yyyy) _____
Address _____

Postcode _____
Email address _____
Tel No(s) _____

Direct Debit Non DD

Single Membership £24 ☐ £26 ☐
(UK & EU)

Joint Membership £29.50 ☐ £31.50 ☐
(Partner at the same address)

For Young Member and other concessionary rates please visit www.camra.org.uk or call **01727 867201**.

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

Partner's Details (if Joint Membership)

Title _____ Surname _____
Forename(s) _____
Date of Birth (dd/mm/yyyy) _____
Email address (if different from main member) _____

01/15

Campaigning for Pub Goers & Beer Drinkers

Enjoying Real Ale & Pubs

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Instruction to your Bank or Building Society to pay by Direct Debit

Please fill in the whole form using a ball point pen 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 **Service User Number**

To the Manager _____ Bank or Building Society _____

Address _____

Postcode _____

Name(s) of Account Holder _____

Bank or Building Society Account Number

Branch Sort Code

Reference

9 2 6 1 2 9

FOR CAMPAIGN FOR REAL ALE LTD OFFICIAL USE ONLY
This is not part of the instruction to your Bank or Building Society

Membership Number

Name

Postcode

Instructions to your Bank or Building Society

Please pay Campaign For Real Ale Limited Direct Debits from the account detailed on this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Campaign For Real Ale Limited and, if so will be passed electronically to my Bank/Building Society.

Signature(s) _____

Date _____



This Guarantee should be detached and retained by the payer.

The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay by Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit The Campaign for Real Ale Ltd will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request The Campaign for Real Ale Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit by The Campaign for Real Ale Ltd or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
 - If you receive a refund you are not entitled to, you must pay it back when The Campaign For Real Ale Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.



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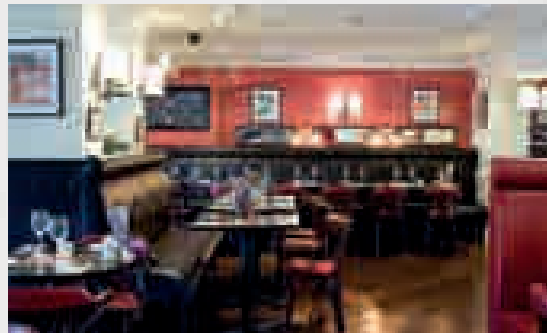
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