

**FREE**

# Swan Supping

**Issue 82**

**Feb/Mar 2011**



**COVER STORY**  
**The team at Vale in**  
**their newly expanded**  
**brewery!**  
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**CAMPAIGN  
FOR  
REAL ALE**

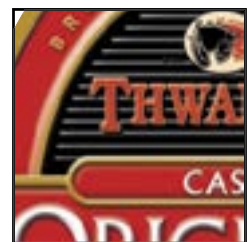
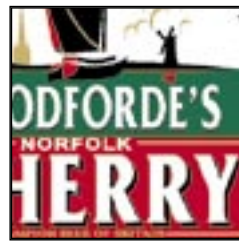
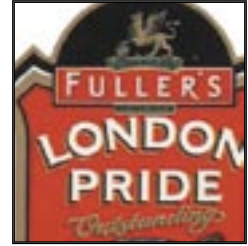
**Newsletter of the Aylesbury Vale & Wycombe Branch of CAMRA**

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## NEWS FROM THE EDITOR



**CAMRA** will be celebrating forty years of campaigning on the 16th of March!

I've been a **CAMRA** member since 1975 and been actively involved with the **Aylesbury Vale & Wycombe Branch** since shortly after I moved into the area.

I first attended a branch meeting at the **Two Brewers** in Marlow on Wednesday 22nd of October in 1980 and I've been part of the branch ever since. I would never have guessed when I nervously introduced myself to the other eleven **CAMRA** members in attendance, that this

was the start of something that was going to last so long!

Over the past thirty years, I've made a lot of lifelong friends, some of which we have unfortunately lost, and I've enjoyed virtually every minute of it!

Before you all can say 'thank goodness - we're getting rid of him at last!', I'm intending to carry on as active Committee member, organiser of the **Aylesbury Vale Beer Festival** and editor of **Swan Supping** for as long as I'm able.

However, after over twenty years in the post, I'm stepping down as Chairman as I feel that I've done as much as I can and it is time for a new hand to go on the tiller.

This means that it is even more important this year that we get as many **CAMRA** members at our AGM! This will be held at the **Hop Pole** in Aylesbury on Monday 21st of February, starting at 8pm. Besides the necessary business side of the meeting and the election of the new Chairman and the Committee, there will be a buffet, a bottle raffle and, of course, plenty of time to sample the large selection of beers on offer.

### Pub of the Year

In our last issue, I asked for votes for our annual **POTY** competition and many thanks to all those who took the time to email me their selection (and my apologies if I haven't already thanked them by email).

Votes came for all the pubs on our list, but the winner of the **Aylesbury Vale & Wycombe Pub of the Year** for 2011 is the **Wheel**, Naphill.

Mark and Claire Christian took over the **Wheel** four years ago and have transformed a pub which we thought was doomed to close. Their hard work, friendliness and love of their work has been rewarded with a deservedly packed bar full of people enjoying their ever changing selection of real ales. Their regular beer festivals have also proved to be very popular as well as their sponsorship of High Wycombe Rugby Club.

In a time of despondency in the pub trade, it shows the way forward! It may take a lot of effort, and, of course, a great selection of real ale, but running a successful pub is still possible, despite successive governments doing their best to hinder the trade at every turn.

The importance of real ale in revitalising pubs is also shown by the demand for the real ales provided by our local brewers. **Vale Brewery**, featured on our front cover, have recently expanded their brewing capacity to meet demand, as have **Chiltern** and **Rebellion** who are currently having to do the same. The message is clear to all the struggling pubs out there - support your local breweries as well as offering a selection of other real ales from all across the country and you stand a chance of getting through this period of financial uncertainty intact and we can all enjoy some well kept ales along the way!

My usual thanks to all our contributors and a special thank-you to Colin Stanford for another of his wonderful cartoons.

**David Roe**

**Swan Supping** Editor and Chairman of the **AVW** branch of **CAMRA**

## NATIONAL CAMRA NEWS

### Government green light for supermarkets to keep selling booze at pocket-money prices

**CAMRA** has expressed regret at the Government's failure to ban the sale of alcohol below cost. The Government are instead banning the sale of alcohol at below excise duty and VAT which is just 47p a pint. This will have virtually no impact on the rock-bottom prices of beer in supermarkets and will do nothing to alleviate the pressure on pubs where the average price of a pint is rapidly approaching £3.

**CAMRA** has long been campaigning for a ban on below cost sales of alcohol, which was a clear manifesto commitment of both the Conservatives and the Liberal Democrats. However, for any ban to have a meaningful impact it is vital that the cost of alcohol production is factored in, which for beer will produce a floor price of around 40p a unit - double what is being proposed. Following the news, Mike Benner, **CAMRA**'s Chief Executive said: 'Today's decision means pubs will continue to close as they are undercut by supermarkets selling canned beers at pocket money prices. A ban on selling beer at below duty plus VAT will have a negligible impact as supermarkets sell only a tiny proportion of beer at below these levels.'

'**CAMRA** believes a floor price of around 40 pence a unit would be required to prevent supermarkets selling alcohol at a loss. The Government's decision to set a floor price of only

21 pence a unit is a betrayal of their previous promise to ban the sale of alcohol at below cost and means supermarkets will continue to be able to sell alcohol as a loss leader.'

'It is a blow to pub goers that with pub prices approaching £3 a pint the Government have decided to give the green light to the supermarkets to charge as little as 47 pence a pint.'

'The Government appear all too ready to impose higher costs and regulations on well-run community pubs but are prepared to turn a blind eye to the irresponsible attitude towards alcohol expressed by the supermarkets.'

### Tax Cut for Low Strength Beers a Boost for Pub-Goers

**CAMRA** has welcomed the Government's decision to introduce a reduced rate of excise duty for beers at or below 2.8% abv and will be pushing for a reduction of at least 50%. This decision follows a campaign launched by **CAMRA** in 2009 at the **Great British Beer Festival** when research was published showing that 55% of all drinkers support a lower strength beer option in pubs (**CAMRA** consumer survey, June 2009, compiled by TNS).

Mike Benner, **CAMRA** Chief Executive said: 'News that tax will be increased on beers above 7.5% abv is disappointing. However we are pleased that this widely expected increase will be counterbalanced by a tax cut on low strength beers. Reduced tax on low strength beers is good

news for pub goers at a time when 29 pubs are closing every week. This move will incentivise brewers to invest in producing new low strength real ales packed full of flavour.'

'Current EU rules mean that the UK Government can only reduce duty on low strength beers at or below 2.8% abv. These rules are under review and, at a meeting with the European Commission tomorrow, **CAMRA** will push for the 2.8% abv cap to be increased, potentially up to 3.5% abv.'

### National Winter Beer Festival Champion Beer Champion Winter Beer of Britain 2011

*Entire Stout* from the **Hop Back Brewery** in Wiltshire, has been crowned the **Supreme Champion Winter Beer of Britain 2011** by a panel of judges at the **National Winter Ales Festival** held in Manchester in January.

The 4.5% abv stout is described in **CAMRA**'s **Good Beer Guide** as 'A rich, dark stout with a strong roasted malt flavour and a long, sweet and malty aftertaste. A beer suitable for vegans.'

35 beers (9 Porters, 9 Stouts, 9 Old Ales / Milds and 8 Barley Wines) had been entered into the final and these had been chosen by **CAMRA** branches and tasting panels.

The Silver award went to **Chocolate** from the **Marble Brewery** based in Manchester and the Bronze went to **Praetorian Porter** brewed by **Dow Bridge** from Leicestershire.

## COVER STORY



In July 2007 *Vale Brewery* moved to the quiet Buckinghamshire hilltop village of Brill following a year long search for suitable premises.

They finally discovered their present site in the beautiful rolling countryside, which inspired JR Tolkein's Shire, in the 'Lord Of The Rings'. With plenty of room to expand, the move has proved highly successful and since then, the old 11-barrel plant has been replaced by a new 20-barrel kit and additional staff recruited to manage the sales increase.

Sales are up 220% when comparing 2010 to 2007, and in the summer of 2010 they found it difficult to keep up with the growing demand for their beers. In a climate when pubs are closing on far too frequent a basis it is good to see that if a pub has the right situation and attention to quality real ales they can still succeed.

The all-new bespoke 20 barrel plant, manufactured by DME in Canada with four 20 barrel and one 40 barrel fermenters was installed in May 2010. Two of the old ten barrel fermenters have been kept to offer flexibility and total weekly capacity has more than doubled to 140 barrels a week.

Additionally the new brewery is capable of back-to-back brewing, which means that *Vale* can again double their capacity with the purchase of additional fermenters.

Producing a quality product remains key and with a *SIBA* Silver for *VPA* in the Midlands 2010 competition and Gold awards for *Gravitas* at Reading and Oxford festivals, they are delighted with their progress.

The new plant is featured on our cover and the people pictured there, listed from the top of the ladder, are Mark Stevens (Owner), David Renton (Head Brewer), Simon Stone (Assistant Brewer and Logistics Manager), Jo Gill (Telesales), Dan Gill (No relation! – Drayman), Ben Wiggett (Drayman) and Ian Mackey (General Manager).

The wide range of international bottled beers available at the brewery shop has been increased and they have 65 different continental and

American bottled beers available.

Belgium makes up the largest number with as much variety as possible offered including gueuzes, lambics and fruit beers.

Germany is represented with two different Kolsch beers and from the USA they have beers from *Goose Island*, *Flying Dog* and *Brooklyn* breweries. Beers from other UK breweries are also available, these will be changing all the time.

The next in their highly successful series of special monthly beers is named after several frequent visitors to the brewery yard. The February special, *Plucky Pheasant*, is a 4.1% bitter, reddish chestnut in colour. A unique combination of four hops offer hints of fruit and spices on the palette and a fragrant berry fruit aroma.

Hopefully we will be able to partake of *Plucky Pheasant* at our AGM at the *Hop Pole* in Aylesbury on Monday 21st of February.



## VALE BREWERY - Brill Beer!

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## PUB OF THE YEAR



Last issue, we requested our members to select our **Pub of the Year**, and the most votes went to the **Wheel**, Naphill.

In June 2006 Mark and Claire Christian stepped away from their middle management roles in the pub industry and decided to come back to what they enjoyed most, running a pub themselves. After two years of searching the length and breadth of the country one became available only nine miles from their home.

The **Wheel** was that pub, although at the time you would not have thought it to be a potential

for the **Pub of the Year** award. In fact, there were genuine concerns within the branch that the pub would be lost forever and the large village of Naphill would be reduced to only having one pub.

However Mark and Claire, with over thirty years combined experience in the industry, could see the potential of the place that so many others had missed. So after nearly five years of proving themselves in the **Good Beer Guide**, being runners-up in the past two years **POTY** nominations and holding over ten of the biggest

beer festivals in the area, it has finally arrived.

What's the secret? In all honesty according to Mark, it is hard work, and an appreciation and knowledge of ale. It's not a case of picking what you like, you need to provide a range of ales for all types of taste buds.

Claire adds that that includes the ladies! She also believes that creating the right environment for all ages and also for families can entice people who otherwise would not come to an old traditional pub.

Mark and Claire were delighted when they were informed of the award. They also took the opportunity to say thank you to all of the team at the **Wheel** who

have also been a big part in this achievement, but most importantly a big thank you to all of their customers, old and new, who have given them so much support since day one.

A presentation of the **POTY** award will take place in the near future - please check the website for the date. The **Wheel** will now be entered in the regional competition for **POTY** which leads to the final national competition which covers the whole of Britain.

*David Roe*

# *The Wheel*

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## LOCAL NEWS

## ASHENDEN

The **Gatehangers'** active management team is running mid week and weekend events with active support of 'The Red Lion' social club. The **Gatehangers** used to be called the **Red Lion**, and each year there is a male-only dinner to present a trophy to the villager who has contributed most to the benefit of the village. One year, a villager re-hung the gate to the allotments that has been hanging off its hinges for a very long time, and the landlord changed the name of the pub in his honour. Currently serving **Greene King IPA**, which is ever popular with the villagers, plus **Vale Wychert** and a guest – maybe **Sharp's Doom Bar** or **St Austell Tribute** or **Tring Side Pocket for a Toad**.

## AYLESBURY

The **Harrow** is likely to be refurbished in late February and early March, part of which will include new toilets.

The **Hobgoblin** closed after their New Year's Eve session and has never reopened! We have no further details, however the rumour mill is suggesting that it may become a restaurant.

As we were heading to the printers, we were shocked to learn that Richard and Lisa are leaving the **Hop Pole**. They are taking over the **Claro Beagle** in Harrogate which is only two miles away from where Richard's parents live and the move will take place in March.

The **New Zealand** has an ominous sign outside stating 'For Sale with development potential'. The asking

price is allegedly £250,000 and the manager Rob says that it will probably not be a fast sale as the existing lease expires later on this year.

The **Queens Head** is still closed and looks more and more dilapidated as time goes by. **Punch Taverns**, the pubco which owns the pub, are willing to put money into repairing the pub and getting it going again, but there has been no news yet if they have found anyone interested in taking it over. It will be a great shame if we lose the **Queens Head** altogether as this used to be one of the finest pubs in the town and was a haven for real ale drinkers in the eighties when it was a regular in the **Good Beer Guide**!

## CHEARSLEY

The **Bell** (our profound apologies for calling it the **Crown** last issue!!) serves **Fullers Chiswick**, **London Pride** and **ESB**, but during the rugby Six Nations, **Front Row** (3.7) will be available. Sharon & Oliver are planning an event for September with tickets for adults £30 for the weekend – watch this space.

## CUDDINGTON

The **Crown** has **Adnam's Bitter** as well as **Fullers London Pride** and **George Gale HSB** with **Front Row** coming on for the Six Nations season.

## DINTON

At the **Seven Stars** you can choose between **Sharp's Doom Bar** and **Black Sheep Best Bitter** plus a guest. Sunday carvery £10.95. New website: 7starsdinton.

## FORD

The **Dinton Hermit** was serving **Vale Best Bitter** and **Winter Solstice** when visited recently. New manager Alex has encouraged and welcomed villagers to partake in sampling some fresh ideas on the food side with special two course deals and innovative menus.

## GIBRALTER

The **Bottle and Glass** is keeping **Greene King Morland Original Bitter** and **Greene King Old Speckled Hen**. The manager is trying to get a local ale in, and is in negotiations with **Greene King** on this subject.

## HADDENHAM

Diary Date – The Haddenham Beer Festivals Trust Summer Festival will be on Saturday 2nd July 2011 – plan your summer hols accordingly – see [www.haddenham-beer-festival.co.uk](http://www.haddenham-beer-festival.co.uk). Thanks to everyone who attended the Winterfest and emailed with their comments that the change of venue was a success.

The **Rising Sun** is regularly serving two **Vale** beers and at least one, if not two interesting guests. All the beer is served straight from the barrel.

At the **Green Dragon** there's a choice between regulars **Sharp's Doom Bar** and **Woodforde's Wherry** and a guest such as **Ringwood Best**.

The **Kings Head** serves **Adnam's Bitter** and **Fullers London Pride** plus a guest such as **Sharp's Doom Bar**.

The **Red Lion's** 'Free-of-Tie Lease' is still for sale – don't miss this opportunity

of a lifetime. This local's pub is popular with darts and cribbage teams. Permanent fixtures are **Black Sheep Bitter** and **Adnam's Bitter** supported by one or two guests.

Roger Romyn, also of the **Wheatsheaf** in Chinnor, took over the **Rose & Thistle** on 24 January 2011. He's going to keep **Greene King IPA** on as a permanent fixture and was serving **Tolly Cobbold Phoenix** and **Holden's Golden Glow**, all in beautiful condition when interviewed by our roving reporter for **Swan Supping**. The kitchen has been deep cleaned with a new cooker and a new stainless steel extraction system is on the way. His full time chef, formally at the **Wheatsheaf**, will be concentrating on real food with real gravy, at sensible prices - £8-12 mains. We wish Roger and his team all the best at the 'RAT'.

## HAMBLEDEN

Sally and David Hault are the new landlords at the **Stag & Huntsman**.

## HIGH WYCOMBE

The **Bootlegger** pub is a convenient watering hole for anyone travelling to or from the railway station as it is on the opposite side of the road at the start of Amersham Hill. On production of a valid membership card **CAMRA** members may enjoy a 10% discount on the price of a pint of real ale up to 6pm on weekdays (be aware that currently opening time is 4pm Monday to Thursday). From a most varied choice of breweries there are usually five handpumped beers available – plus a selection of **Rebellion**



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**The Falcon Pub**

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**Calling all Locals!**

**Kate's 10 Year Anniversary**

To celebrate we are trying to find all ex locals any one who has worked or drunk at the pub for a get together on the

**12th of March**

It will be an evening for catching up with people we haven't seen for years, we have photos dating back from 1920 to the present day and so many stories to put up around the pub.

***So pop in and have a beer or two and bring photos and stories to add to the wall!***



# LOCAL NEWS

**Brewery** beers served straight from the barrel in the pub's Tap Room.

The **Downley Donkey** is open again! The new licensee is Stuart and he is expecting to have two real ales on and will be doing roast lunches on Sundays. Otherwise he is intending to canvas his punters to find out what they want provided at the pub. More news when we get it.

The **Hobgoblin** (ex **Three Tuns**) seems to be thriving since it was reopened as an **Oak Taverns** pub and Dean and Karen are offering five real ales including regular guest beers which don't tend to last very long! The regular beers on offer have included **Wells Bombardier**, **St. Austell Tribute** and **Wychwood Hobgoblin**.

## MARLOW

The **Duke of Cambridge** continues to delight the real ale fans with an unending choice of beers from far and wide. Recent goodies on offer have included two 5.0% ABV stouts from the new **Bingham's Brewery** in Twyford - **Coffee Stout** and **Doodle Stout** (named after the brewery dog). Wednesday evening (5pm-9pm) is now Fish and Chips evening for £5 eat-in or take-away and includes beer-battered fresh cod, home-made chips and mushy peas. The first Saturday each month is steak night so the next will be Saturday 5th February.

The **Hare and Hounds** on Henley Road is still closed and we have no news as to its future. A notice in the window refers

to the end of the lease by the freehold owners **Enterprise Inns**.

The **Marlow Donkey** pub in Station Road now offers at least one guest ale at any time in addition to its regular **Greene King** range of beers. Recent rarities to the local drinking scene - and served straight from the barrel - have included **Tadpole** (3.8%) from **Toad Brewery**, **Keltek Winter Ale** (3.8%), **Winter on the Piste** (4.3%) from **Wyre Piddle Brewery**, and **Inverlmond Ossian** (4.3%). The extensive food menu now includes 'Dine for £5' all day Monday to Saturday.

The **Slug and Lettuce** pub in the High Street have two real ales available and priced most competitively. Currently on the handpulls are **Wells Bombardier** at £2.15 per pint and **Rebellion Roasted Nuts** at £2.35 per pint - hurry for your **Nuts** while stocks last.

## NAPHILL

Mark Christian at the **Wheel** has reported that they sold 898 firkins of ale last year which is an increase of 218 on the previous year's total!

## STOKE MANDEVILLE

Peter Purvis has reported that the **Bull** is now featuring guest beers (replacing the **Adnams**). Currently **Tinners Ale** from Cornwall is available with **Chiltern Beechwood** from Terrick next and he has recommended the **Cobblestones** for the summer. Graham the landlord indicates that the guest beers will be a feature from now on, with session beers rather than 'sticky-glass' beers.

The pub has had a complete make-over and seems to be thriving nicely. The locals (old and new) seem to have got the message: use it or lose it! **Tetleys Bitter** and **Fullers London Pride** look set to stay and all the ales are in tip-top condition, continuing the fine tradition set by Stuart the previous guv'nor and which has made the pub a mainstay in the **Good Beer Guide**. No, he doesn't have shares in the place, he just likes to support his local, a place his dad first took him to in 1960 when he sat outside and had a lemonade!

## THAME

The **Birdcage** had **Brakspear Bitter** and **Wells Bombardier** when visited during a recent branch trip to Thame.

The bad news is that the **Cross Keys** will be removing their six handpumps. However, the good news is that they will be replaced with nine handpumps! One of these will be for a permanent traditional cider from **Thatchers** and another will have **Vale Best Bitter** on all the time. Double stillages will be installed in the cellar and some of the other handpulls will be allocated to specific styles of beer.

**Jimmy Figgs** had **Purity Mad Goose**, **Vale Best Bitter**, **Wells Bombardier** and **Hook Norton Jackpot** on offer when visited at the end of January.

The **Six Bells** is currently closed for refurbishment and is due to reopen on Friday 4th of February.

A pleasant surprise awaited your editor as he popped into the **Two Brewers**.

Alongside the **Greene King IPA** and the **Ruddles Bitter**, there was a third pump serving the rarely seen (in this area especially) **Greene King XX Mild** (3.0% ABV) and very tasty it was too!

## WIDMER END

Elvis Evans has reported that the **Royal Standard** shut in December and is now boarded up. All fixtures and fittings have been taken out and it looks like another dead pub. This is a personal loss for Elvis as his grandfather used to be the landlord there.

## WOOBURN MOOR

Kate Lamb will have been running the **Falcon** for 10 years on the 9th of March and to celebrate she is looking to find all the old locals and staff for a get together on the Saturday 12th March. She has many photos dating from 1920 to present day which are going to be on display, but would love more and would like to hear any stories about the pub.

## WYCOMBE MARSH

The **Halfway House** has been knocked down and the **Swan** shows no sign of ever reopening. Perhaps the drinkers in the area should make a special effort to support their remaining pubs before they lose any more!

The **General Havelock** has organised their first beer festival for the bank holiday weekend of the royal wedding from Friday 29th April until Monday 2nd May. The pub will be hosting twenty different ales from all around the country for customers to enjoy.

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# CROYDON TRAMLINK CRAWL



Some of our fellow **CAMRA** branch members thought it would be a good idea to continue with their ongoing Christmas festivities, with a Croydon tramlink crawl - using a route devised by Reading **CAMRA** member, Antony Willis. This route (or at least a variant of it, has been visited by some of our branch members in the past). The route and tramlink information is found on: <http://www.thetrams.co.uk/croydon/railwayroutes.php>.

We started at Beckenham, which is reached via the overground trains from Victoria station. The first pub was the **Jolly Woodman**, 9 Chancery Lane, a small 'community pub' and the home of a rather 'hopeful' pub dog. Not particularly busy at the time (around 12:30 pm) but the lunchtime trade was starting to build. Of the five ales, two were interesting - the **O' Hanlon's Port Stout** and the **Skinner's Betty Stogs**. I took the **Port Stout** but I think for a first pint this was a little too much, although mighty tasty I must say. The prices at £3.40 per pint were a little steep.

Literally yards away, our second port of call was the **Oakhill Tavern**, 90 Bromley Road, another plain pub with two fires and a little bit more space. Of the ales on, we took to the **Westerham 1965**, which incidentally was my year of birth, a fruity little number I thought - unlike the price which was £3.50 a pint! Oh dear, surely not all London pubs are this pricey now?

Now for the tram. After a 10-15 minute ride we arrived at Addiscombe, and availed ourselves at the **Claret Free House**, 5a Bingham Corner. This was a much busier pub but a simpler one, being a large rectangle inside with a soft plush interior. There were several interesting ales and I took the **Dark Star Winter Meltdown**; my mistake, one sip and found it was infused with ginger - my least favourite of all spices (in beer that is). I drank it rather reluctantly - at least it was only £2.90 a pint (although I don't think I was buying at the time!)



Another hop on the tram and we arrived in Croydon. A short walk through the high street led us to the **Green Dragon**, 60 High Street - a two floor cavernous pub, that **Wetherspoons** would be proud of. The ales were interesting and one was even on gravity - this was the **Hogs Back Rip Shorter**, I tried this because the **Dark Star Critical Mass** at 7.8% ran out! Oh woe! The prices were reasonable around the £3 mark.

A short walk away was the **Dog & Bull**, 24 Surrey Street, not on our itinerary, but it was nearby so... This was a **Young's** pub with a bit of character, and a decent jukebox. We tried the **Winter Warmer** whilst drunkenly trying to help our friend work his new mobile phone! I think £3.20 a pint.

The **George** (pictured below), 17-21 George Street, is a **Wetherspoons** pub, a good offset for those expensive beers we had earlier on - £2.15 or so per pint. The **Thornbridge Jaipur IPA** was excellent - a beer you occasionally find at beer festivals, but it's usually sold out. This was a pleasant comfortable pub in a busy part of the town.

Things got a little blurry at this pint er...point, but we made it to the **Prince of Wales**, 98 Morden Road. Two **Young's** beers were on, which was a little disappointing considering this pub has beer festivals throughout the



year - however feedback from the landlord was that this is due to the 'lull' between Christmas and the New Year, so perhaps another visit during the year when I can remember more about it!

Finally, we made it to the **Trafalgar**, 23 High Path, Merton. Well to be honest with you, things stopped recording by then, but I was reliably informed that I did indeed get my hands on **Dark Star Critical Mass** - shame I can't remember it!

My trip back was er...rather eventful, and I do thank my friends for getting me home safely. A good crawl and I think I need to concentrate on slightly weaker beers in the future!

## Lemon Snail

<Pictures kindly supplied by members of the Croydon branch of **CAMRA**. Our correspondent was for some unaccountable reason unable to take them himself. Perhaps readers of the article may be able to form a possible answer to the question of why this was the case! - Ed.>



## LOCAL BREWERY NEWS

### Chiltern Brewery

2010 was an eventful year for the **Chiltern Brewery** as it was their 30th anniversary of starting brewing.

The Brewery launched three seasonal draughts to celebrate the anniversary – *Chiltern Pearl*, *Golden Ale* and *Winter's Tail*. All were highly praised and popular. A special limited edition triple-hopped bottle conditioned *India Pale Ale* rounded off the year.

The brewery won the following six awards during 2010: a Gold for *300's Old Ale* at the **SIBA** Midland Beer Competition; Diploma



wins for *Lord-Lieutenant's Porter* and *Bodger's Barley Wine* from the **BBI** National Awards; Bronze for the bottled *Glad Tidings* beer at the **SIBA** National Bottled Beer Competition; and *Chiltern Pearl* and *Beechwood Bitter* won Gold respectively in the Bitter Category and the Best Bitter Category at the **2010 CAMRA Reading Beer Festival**.

A charity bottled beer, *Monument Ale*, was also brewed in support of the Coombe Hill Monument Appeal for which it raised over £2000.

The brewery has invested in a new, bespoke fermenting vessel soon to be installed. This will increase capacity by 30% to up to 45 barrels per week.

The brewery also invested in a snow plough and fitted snow tyres to their delivery vehicle allowing them to maintain 100% delivery success rate and keep the brewery shop open throughout the inclement weather.

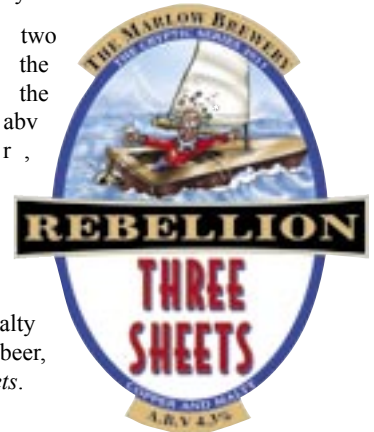
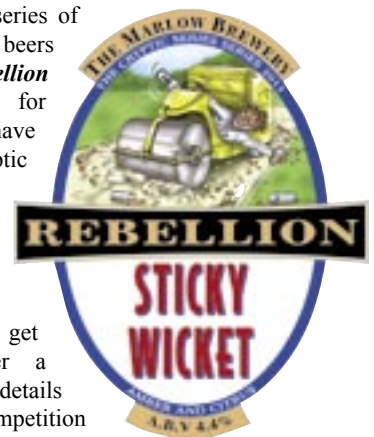
Now on to the next thirty years!



### Rebellion Brewery

The new series of seasonal beers from **Rebellion Brewery** for 2011 will have a cryptic theme which each give a clue to a puzzle which will get the solver a prize. Full details of the competition will be available later on this year.

The first two beers in the series are the 4.4% abv amber, citrus *Sticky Wicket* and the copper and malty 4.3% abv beer, *Three Sheets*.



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Open all day Friday, Saturday and Sunday  
Good Beer Guide Listed  
Quiz Night 1<sup>st</sup> Thursday in the month**



## TEXT A FRIEND A PINT!



Three pubs in Buckinghamshire have put a new service on trial that is an innovative way to buy someone a drink.

The **Belle Vue** (High Wycombe), the **Harrow** (Aylesbury) and the **Woolpack** (Buckingham) have joined the scheme set up by county firm *Pint Drop*.

This unique service allows someone to buy a friend an electronic drink voucher through a website, which sends the receiver a text containing a personalised message and a voucher number.

The person receiving the text can then visit any of the participating outlets to redeem the voucher towards the cost of a drink. Pint Drop sees this service as an alternative to sending someone a greetings card.

Alan Hedgecock landlord of the **Belle Vue** pub said his 'regulars seem interested in the idea'. Karman Amos landlady at the **Harrow** pub said 'I think it's a good scheme to introduce people to the pub. Hopefully people will come in for the initial pint they have been given as a gift, and enjoy the pub so much that they stay for more and become a regular themselves'.

Alan Edmeads, landlord at the **Woolpack**, said 'I thought it was an interesting idea, something different. It is a novel way to buy someone a pint'.

*Pint Drop* is a family run business that only started in 2010. One of the founders, William Steward, developed the idea when he was trying to think of an instant affordable gift for a remote colleague.

William was leaving work in London after a six month assignment and a friend from work said as he left 'I'll buy you a drink sometime'. William thought about this on the train home and this how the scheme was born.

He runs the business with his father Martin (pictured below with landlord Alan Hedgecock, at the **Belle Vue**), whose father Talbot, was born into the pub trade in Shropshire.

Visit [www.pintdrop.com](http://www.pintdrop.com) to text your friend a drink.



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## FORTY YEARS OF CAMPAIGNING!



You may not be aware of it, but **CAMRA** will celebrate its 40th birthday on the 16th of March this year. **CAMRA** will launch a national promotion on this date and we intend to participate and celebrate this achievement throughout 2011.

The promotion will focus on celebrating the fantastic success of the organisation since 1971 and the main aims of the 40th anniversary campaign are:

- To highlight to members and prospective members that we have been campaigning for four decades. This will enhance our reputation and hopefully encourage more people to join / rejoin **CAMRA**.
- To promote our 40 years of campaigning for beer drinkers and pub-goers rights to the consumer and trade media. Again to enhance our reputation and encourage more people to support our campaign.
- To encourage branches to participate in this success and organise a number of enjoyable events to celebrate this achievement.

**CAMRA** was founded in the most Westerly pub in Europe - **Kruger's Bar** in Dunquin, Co Kerry, when four young men from the north west of England, Michael Hardman, Graham Lees, Bill Mellor and Jim Makin were on holiday. Fed up with the increasing bad quality of beer in Britain that was too fizzy, and had neither character nor taste they decided to form a *Campaign for the Revitalisation of Ale*.

A year after the founding the first AGM was held at the **Rose Inn**, Nuneaton; and membership started to grow. Articles by the late Richard Boston in the Guardian (Boston on Beer) boosted membership when Richard happened to mention the fledgling organisation **CAMRA**. In 1973 to make the Campaign's name easier it was changed to the *Campaign for Real Ale*.

**CAMRA** is the most successful single issue consumer campaign group in Britain. If **CAMRA** had not been formed to save real ale then this classic, great-tasting British drink would have become extinct. Since its formation in 1971 **CAMRA** has achieved the following:

In the 1970s **CAMRA** successfully fought the efforts of the big brewers to replace traditional ales with tasteless keg beers.

In the 1980s **CAMRA** lobbied against the lack of choice in Britain's pubs. In 1989 the Government responded with wide reaching reforms called the Beer Orders. The Beer Orders forced the big six brewers to sell or free from the tie over 11,000 pubs as well as introducing the Guest Beer provision.

In the 1990s **CAMRA** actively encouraged and supported real ale resurgence. During the decade **CAMRA** thwarted efforts by the EU Commission to abolish Britain's Guest Beer provision.

Since 2000 **CAMRA** has succeeded in campaigning for the:

- Extension of mandatory rate relief to public houses
- Reform of the outdated licensing laws in England and Wales leading to a more flexible licensing system
- Introduction of reduced excise duty for small brewers which means that small brewers are able to compete on a more level playing field with the large brewers

**CAMRA** has run literally thousands of initiatives to promote and safeguard real ale and pubs including staging beer festivals, publishing books and guides, running National Pubs Week and the Saving Your Local Pub which was launched by Prince Charles, producing a generic beer campaign, holding regular promotions for endangered beer styles and cider, producing national and regional inventories for pubs with interiors of historical significance and much more.

We will be celebrating the anniversary on the 16th of March at the **Rose & Crown**, Saunderton, which featured very highly in the early days of the branch. We would love to see as many **CAMRA** members, both old and new, as possible at the social.

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## USE THEM OR LOSE THEM !

Next time you go down to your local don't be surprised if the order for the daily paper has been cancelled and that last orders have been called on all its radios and TVs – because there's recently been nothing but an almost constant stream of bad news for the pub trade.

Just as *Swan Supping* was going to press the governor of the Bank of England, Mervyn King announced that the country is seeing the longest decline in real take-home wages since the 1920s. This was hot on the heels of a shock contraction of growth in the economy, which has been combined with rising inflation.

Prices going up are bad enough but it's the government itself that's been making the biggest contribution to ratcheting the cost of pints in many of our locals. This has been heading through the £3 a pint level in many pubs due to the 2.5% rise in VAT and there will be another above-inflation rise in beer duty in the spring.

Contrast this with the taxpayers' billions that have been shovelled into bailing out the banks – and are now being recycled into lining the bankers' pockets with huge bonuses once again.

Rather than irresponsible bankers, it seems that those in the beer and pub trade are being marked out as the new pariahs – with the constant drip of alcohol scare stories being fed to the media as enthusiastically now as before the change of government – even though the total amount of alcohol consumed nationally has fallen sharply in recent years.

The rising price of beer and the synthetic hysteria over binge drinking are combining to make the start of 2011 particularly challenging for pubs, along with other factors, such as generally poor consumer confidence, the smoking ban and the rise of multi-channel TV and the solitary pleasures of the internet.

The *British Beer and Pub Association* recently reported that total beer sales in pubs in 2010 had plunged by an alarming 7.5% – something obviously not unrelated to the 26.1 per cent hike in duty on beer since March 2008.

Off-trade sales, by contrast, rose 0.6%. These are mainly through supermarkets since they have all but finished off the independent off-licence sector. While the government has indicated it intends to implement the *CAMRA*-endorsed policy of a minimum pricing policy for alcohol, the proposed cap per unit of about 30p will do nothing to help pubs – it's set at just under the level the supermarkets use for their pile-'em-high-sell-'em-cheap promotions. A can of 5.2% Stella would, for example, need to cost all of 69p.

In the face of this onslaught, even commentators in hard-nosed, business-orientated publications such as the *Economist* are worried for the future of the British pub. Its Christmas-New Year double issue featured an excellent article titled 'Time, Gentlemen' and written by its obituaries editor (which is still available for free in the non-subscription part of its website).

The article is a little reminiscent of George Orwell's famous 'Moon Under Water' essay that appeared in the *London Evening Standard* in 1946 which so inspired Tim Martin that he named many of his early *Wetherspoon* pubs after it. While Orwell might not have been too impressed with *Wetherspoons* barn-like interiors and supermarket type promotions, he might have seen some merit in its offering of staggeringly cheap food and very reasonably priced, and usually good, real ale.

Whatever their merits, and despite the interesting historical photographs that often decorate their walls, *Wetherspoons* don't represent the profound continuity with the past of traditional pubs. Even the names of traditional pubs provide links that span centuries, if not millennia – the *Green Man* echoing pagan rituals and the *Vine* being associated with Roman viticulture. The many *Red Lions*, *Royal Oaks* and countless others hold rich associations with the country's history.

When a pub closes, an irreplaceable piece of continuity with the past also dies. This link is mocked by the nerve with which some developers allude to the former user of the land that they've lucratively concreted over with commuter boxes with faux historical names such as 'Innkeepers Court' or 'Red Lion Mews'.

Yet in this hostile economic climate it is an uncomfortable fact of life that many pubs, particularly but, not exclusively, in lovely, bucolic villages are worth far more developed as private houses than they are as businesses. It's only the application of planning policies that prevents many more pub closures. Even so, pubs often sit on valuable plots of land and many



are bulldozed and smashed to the ground even when no alternative use permission has been granted – maybe preventing anyone taking it over and making a better go of running it (like the *Duck*, Aylesbury, pictured here).

And no planning permission is needed at all to change a pub into a business that the government and planning departments (but no-one else) regards as similar to a pub – usually restaurants. That's why so many pubs have metamorphosed into the *Olde Village Tandoori*. Not that there's anything wrong with a curry every so often but a restaurant performs a fundamentally different social function than a pub – where people interact casually at the bar and pop in and out.

The locals of Bledlow Ridge, whose communal action resulted in the happy reopening of the *Boot*, may heartily agree with the *Economist*'s correspondent who argues: 'the vanishing of a pub means, by common consent, the loss of the beating heart of a community, in town or countryside. A pub can become a sort of encapsulation of place, containing some small turning's grainy photographs, its dog-eared posters for last year's fete, its snoozing cats, its prettiest girls behind the bar and its strangest characters in front of it.'

Many commentators have gone further in asserting that the pub is one of the very foundations of national identity. In her excellent book, *Watching the English*, reviewed in a previous *Swan Supping*, social anthropologist Kate Fox claims that 'it would be impossible to even attempt to understand Englishness without spending a lot of time in pubs'. There are few other institutions as democratic as a good local pub, open to everyone and where people from all walks of society meet and mingle.

Pubs may be so ingrained into the British consciousness that too many people take their existence for granted. *CAMRA* provides plenty of resources for communities who feel that their local is endangered – the 'Save Our Pubs' campaign has detailed guidance on trying to rejuvenate a pub, invigorating a community to undertake a buy-out, understanding the minefield of planning law and so on. In fact, making it easier for communities to take over village pubs, a vaunted example of David Cameron's 'Big Society', may be the most tangible support that this government is offering to the pub trade.

Nevertheless, pubs are businesses which will only stay open if they continue to be viable. There are plenty of people who have only themselves to blame for the demise of their local – the sorts who pop down to their local once a year at Christmas but then become outraged if the landlord wants to sell up (possibly at the negative effect a loss of amenity will have on their house price).

As *CAMRA* says, use them or lose them, even if it's just for an occasional meal or few pints it will make a huge difference if enough people join in. Why not join the local *CAMRA* on one of our socials – and enjoy real ale from the cask in the way it's impossible to at home?

The last word can be left to the possibly one of the most impassioned sentences that has been published in the *Economist* – an exhortation about pubs that reflects, perhaps, that some things are more important than mere economics: 'Time slows; company gathers; speech is freed; beer flows, like the very lifeblood of the land. Pubs are needed, even when every social and economic indicator is running hard against them.'

The 'very lifeblood of the land' – I'll drink to that.

*Charlie Mackle*





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## THE GRAVEDIGGERS - PART NINE

Mid-January – the dead time of year when the more respectable of the **Gravediggers**’ regulars, those who didn’t work exclusively for cash-in-hand or had been on benefit all their lives, had suffered nearcoronaries when they’d received their post-Christmas bank statements and credit card bills.

Fortunately, Mazz had thought ahead and planned an event she thought would bring in the young, high-spending demographic and pump up the business’s volume.

‘Looking forward to the G-Factor tonight? It’ll be great,’ she said to

James as he stood at the bar calculating how much extra the VAT increase would raise their prices.

‘Drunken, tone-deaf teenagers called Will and Catriona trying to mumble some ear-splitting rap about machine-gunning their ‘hos’ in a crack den?’ said James. ‘I can’t wait.’

‘Listen – you said it – drunken – money behind the bar – and all the contestants will bring twice as many friends – just make sure you’ve got enough of those ‘Chernobyl’ luminous alcopops,’ Mazz said.

‘I’ve got so many that I feel I should carry a Geiger counter when I go down to the cellar,’ he said, flicking through the diary. ‘Hold on. I don’t see the G-Factor in the diary for tonight. I’ve got The Fungus Folk Ensemble down for eight o’clock.’

‘Which diary is that?’

‘The new one I bought when I couldn’t find the old one a week or two ago?’ he said.

‘So we’ve been using two different diaries?’ she said, aghast. ‘We’ve been so quiet, though, it doesn’t seem to have mattered so far. The G-Factor’s been advertised – look at the posters. We can’t cancel it.’

‘We’ll have to put the old fungus faces in the public bar and the screaming teenagers in the lounge – good job we haven’t knocked that wall through yet.’

\*\*\*\*

‘Glad to see you got our favourite real cider in for us,’ said a round man with a huge woolly jumper and a beard that looked like it was home to several field mice. James handed over a pint of a reddish-orange semi-liquid that reminded him of what he’d had to hose off the floor of the gents after the Young Farmers Charity Drinking Marathon.

‘Organic Old Mildew – twelve percent, the little beauty,’ said the folkie, turning to his female companion, who looked like a scarecrow only lacking its sense of fashion.

‘It’s got to be made in the spring from apples that have rotted on the ground all winter – and those floaty bits come from the worms and maggots that get thrown in the vat – what makes it organic, you see.’

Taking their places in the public bar with the rest of the Fungus Ensemble the man picked up his instrument – an ‘authentic’ bagpipe type affair fashioned from a preserved badger’s stomach – while the woman took up



her seven-stringed lyre. An ancient old woman stood ready to tap out a rhythm on a selection of animal skulls.

‘Now, this song is a ballad about a pretty wench called Elizah Poorsod whose whole family was wiped out by a meteorite before she catches the plague which then makes her nose drop off...’ he continued to address the solemn group of folkies with his introduction for another ten minutes. He was just about to put the bagpipes under his arm when an ear-splitting, electronic blast came from next door. It sounded like someone was being murdered on stage with a pneumatic drill. The vibration knocked Old Pete off the stool where he’d taken refuge at the back of the public bar.

‘BABY! I’M HOT 4 YA. GIMME SOME OF IT NOW. YEAH YEAH.’ The G-Factor had started with whelps and hollers in the lounge bar from the teenage revellers. When James saw the singer was a sixth-form girl from the convent school gyrating in a leopard-skin leotard and tiny skirt he decided the G-Factor wasn’t such a bad idea and congratulated Mazz on the idea.

‘But won’t we have a riot when the folkies and the teenies get sick of each others’ noise? That lot in the bar will have another massacre to sing about,’ said Mazz as the Fungus Ensemble joined with the audience in their half of the pub with a defiant, deafening chorus of ‘Elizah Poorsod’.

‘Let the Chernobyl and Old Mildew work their magic,’ James said.

\*\*\*\*

Eleven o’clock and there was a riot at the **Gravediggers** – except it was on the stage where the unlikely winners of the G-Factor, Nuclear Fungus, were performing an encore.

Barely able to stand, but putting in a performance that was out of this world, was the **Gravediggers**’ own crossover group. The bagpipe-blasting, skull-tapping folkies shimmied in time to pole-dancing Cressida while shiny-faced Sebastian performed a soulful duet of ‘I Will Always Love You’ with Old Pete, all accompanied by the local village grunge band.

The pub door opened unexpectedly and a woman so thin she couldn’t be seen sideways walked through the door with a few burly minders.

‘That’s Belinda Botox,’ said Mazz, in awe.

Belinda brandished her phone. ‘Someone posted this amazin’ video of your act on me Facebook wall. I’m signin’ ‘em up right now before Simon gets his hand on ‘em. How much do you want?’

*Charlie Mackle*



# THE WHIP INN

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## RAILWAY NEWS

Just as *Swan Supping* went to press we heard the shock news that the Wrexham and Shropshire Railway Company was ceasing its operations between London Marylebone and North Wales and Shropshire from Friday 28th January.

The local *CAMRA* branch is particularly saddened by the end of the company's services as we used the service for a hugely enjoyable pub crawl of Shrewsbury in January 2010.

We joined the train in Banbury and travelled in great comfort directly to Shrewsbury in refurbished InterCity 125 carriages. The return journey was even more enjoyable as most of us let the train take the strain and either snoozed off the effects of the great real ale or explored the well-stocked buffet.

After the excellent service on board, we would certainly have either repeated the trip in the future or perhaps explored the beer at other of their destinations.

The company had been taken over by the owner of Chiltern Railways, Deutsche Bahn, which says it is looking to place the 55 staff into other railways jobs. Remembering the politeness of the ticket inspectors on our trip, their customer service skills might plug something of a gap at Chiltern Railways, according to the recent impression of a few train-travelling local members.

The branch had hoped to travel with our friends on Chiltern Railways for a pre-Christmas pub crawl around Birmingham. This had to be called off due to the heavy snow that fell on the day

of the trip. We could probably have made it to Birmingham that morning but it was fortunate we didn't as the trains ground to a halt during the afternoon and it would be almost a week later before Chiltern Railways managed to run anything like its advertised normal service. Fortunately they'd managed to start running trains, although sadly not to time, for our railway social to Great Missenden on 6th January.

Not that Arriva buses were any better during the bad weather – they left a couple of local members stranded at a freezing bus stop outside a pub at 9pm in the week before Christmas. It was rumoured by another passenger who said he'd spoken to a bus driver that all the buses were sent back to the garage at 7.30pm that night. This was several days after any significant snowfall. Parts of the 300 route around Butler's Cross and through Lacey Green and Naphill were abandoned for several days.

Of course, we must always appreciate that Arriva have to put safety first but this begs the question of why Bucks County Council couldn't provide a clear, ice-free route for an important bus route for a lengthy period. Many non-drivers in these areas would have been left without transport – something perhaps even more serious than not being able to get to the *Whip Inn* for a few pre-Christmas pints.

The trip to Birmingham was originally scheduled for late December as there was then a pause in the interminable engineering works that have closed Chiltern's main line for virtually every weekend



in the last six months and which threaten to continue well into this year. Perhaps we'll be safe from any snow disruption if we visit Birmingham at the end of May when the works are scheduled to finish – although who knows?

Once the track has been re-laid to shave the fat-cat commuters a few precious minutes off their morning journey from Banbury or Bicester or wherever then perhaps then ale lovers will get our trains back at weekends?

There are some fantastic pubs along the line – as featured in Chiltern Railways's own Rail Ale trail leaflet – a commendable publication promoting public transport that has been produced in association with *CAMRA*. Poignantly the Rail Ale Trail was expanded in its latest version to include pubs on the Wrexham and Shropshire Line, that will now no longer be served by that company, such as those we enjoyed visiting so much in Shrewsbury.

*Charlie Mackle*

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12am Thur—Fri  
1am Saturday  
10:30pm Sunday

**Good Beer Guide**  
2011



**The Belle Vue Pub**  
45 Gordon Road  
High Wycombe  
HP13 6EQ

tel: 01494 524728  
email: [pub@thebv.co.uk](mailto:pub@thebv.co.uk)  
Web: [www.thebv.co.uk](http://www.thebv.co.uk)



## BEER FESTIVAL



### *London Festival celebrates the rebirth of London Beer*

The *London Drinker Beer and Cider Festival* is celebrating the growth of brewing in London after so many years of decline.

Christine Cryne, the Festival Organiser, said 'Breweries have struggled to get a foothold in London. High rents and the difficulty in getting into the free trade have taken its toll. Over the last decade or so, we have seen a number of breweries close or move out of London, such as Young's of Wandsworth. This left London, which is one of the greatest historic brewing cities in the world, with just two cask ale breweries: Fuller's and Twickenham. Doom and gloom was a very apt description! So it's great to see the recent growth of new breweries in London and we have decided to celebrate this by having a bar dedicated to just London breweries. We hope people will come and try the great beer that is now being brewed on their doorstep. We will be featuring eight London brewers'.

Christine added 'In fact, this year's event is a double celebration. *CAMRA* is 40 years old this year and the festival will have two specially commissioned 40th anniversary beers along with around seventy other real ales from around Britain plus imported beers and real ciders'.

The festival is run entirely by volunteers including the kitchen, which cooks a whole range of different dishes including two daily specials and it's easy to get to, just a few minutes walk from King's Cross Station. The festival is at the Camden Centre, Bidborough Street, WC1H 9AU and is open 12-3; 5-10.30 Wednesday 9th and Thursday 10th March; 12-10.30 Friday 11th March. It is free Wednesday and Thursday lunchtimes; £3.50 other times (£2.50 *CAMRA* members).



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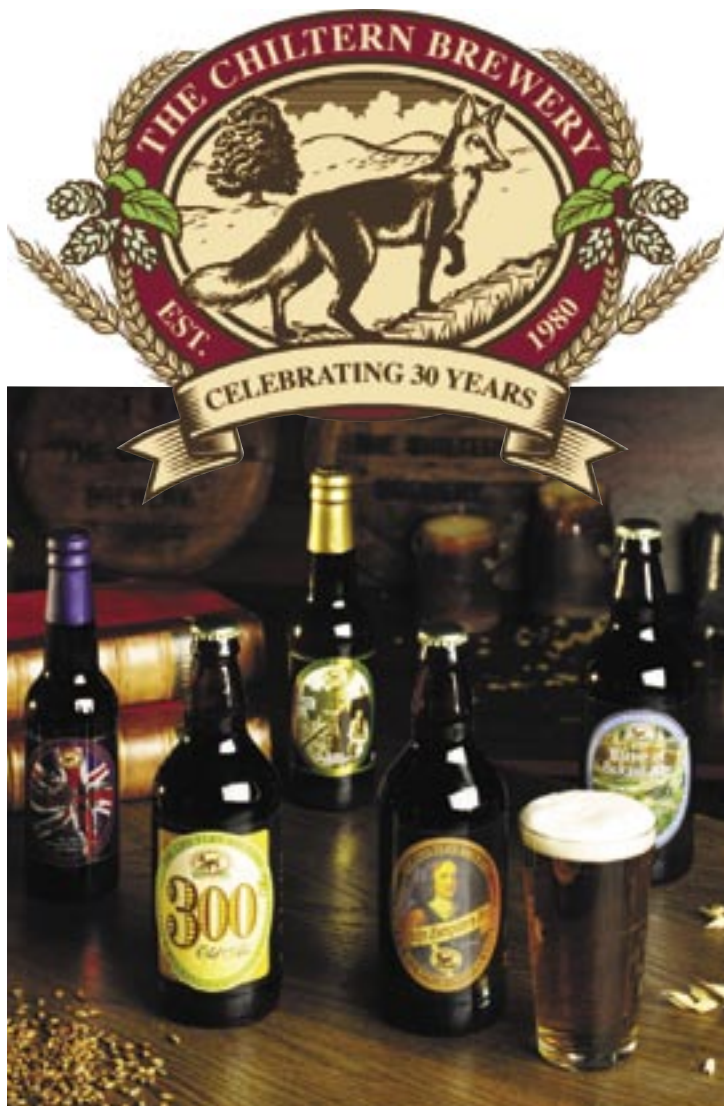
### FORTHCOMING EVENTS:

Thursday 17th February  
Live Music - Country/Folk  
**CONCRETE COWBOYS**

Friday 5th March  
Live Music - Rock Covers  
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Tel 01296 613647

## Branch Diary

*Everybody welcome to all socials and meetings!*

### February

#### Wednesday 2nd BRANCH SOCIAL

8.30pm Dashwood Arms, Piddington,  
9.30pm George and Dragon, West Wycombe

#### Wednesday 9th SAVED PUB SOCIAL

8.30pm Boot, Bledlow Ridge

#### Thursday 17th ASTON CLINTON SOCIAL

8.30pm Bell  
9.15pm Partridge  
9.45pm Oak

#### Monday 21st ANNUAL GENERAL MEETING

8.00pm, Hop Pole, Aylesbury

If you are a local **CAMRA** member, it is important that you should attend! This is the meeting that sets the direction for the branch for the coming year and therefore this is your chance to have your say!

We are always looking for help for the branch, but as this mainly means going to pubs, we are not asking for anything too arduous. We always need information on our local pubs, especially during these credit crunching times. This information will be useful for deciding which of our pubs go into the *Good Beer Guide*.

As the evening will not be all business, there will be plenty of opportunity for conversation over some of the superb range of beers available at this *Good Beer Guide* pub!

A buffet will be provided and we will be running a bottle raffle.

As the raffle proceeds go towards branch funds, we would be grateful for donations of bottles to be raffled!



### March

#### Wednesday 2nd AYLESBURY WETHERSPOON SOCIAL

8.00pm Bell, 9.00pm White Hart

A great opportunity to use some of your money off vouchers!

#### Wednesday 9th QUANTON SOCIAL

8.30pm Swan and Castle  
9.15pm George and Dragon

#### Wednesday 16th 40th ANNIVERSARY SOCIAL

8.30pm, Rose and Crown, Saunderton  
Celebrate forty years of campaigning for beer!

#### Monday 21st BRANCH MEETING

8.30pm William Robert Loosley, High Wycombe

#### Thursday 31st BRANCH SOCIAL

8.30pm Clifden Arms, Worminghall,  
9.15pm Rising Sun, Ickford



Further details can be found on our website

[www.swansupping.org.uk](http://www.swansupping.org.uk)

**CATCH UP DURING BRANCH SOCIALS:-**

**PHONE 0792 215 8971**

## DON'T MISS OUT!

Keep up with the latest local pub news, be given beer festival information plus the latest social details, please join our e-mailing list by going to:-

[www.swansupping.org.uk/joinin](http://www.swansupping.org.uk/joinin)

## Swan Supping

Swan Supping is distributed free of charge to pubs in the branch area.

Circulation **6000** copies.

Edited by David Roe

Editorial Address : 16 Jasmine Close, Aylesbury, Bucks HP21 9SH.

Tel : 01296 484551

E-Mail : [editor@swansupping.org.uk](mailto:editor@swansupping.org.uk)

Advertising rates are :- 1/4 page £60, 1/2 page £120, full page £200.

10% discounts for payment in advance. Block bookings for six issues available.

We can even create the advert for you at no extra charge! All bookings are taken as run-of-paper (colour adverts take precedence). You can now pay for a year of adverts in advance and avoid any possible price increases! Please make all cheques payable to **CAMRA V & W**.

Copy deadline for next issue, due out 1st April, is 14th March 2011.

**Subscriptions :-** *Swan Supping* is distributed to over 250 pubs in our area but if you would prefer to receive your copy by post we can mail it to you immediately it is published. All you have to do is send £1 for each edition you wish to receive to the Editor and leave the rest to us! This applies to single copies to UK addresses only.

We can mail overseas, but the price will vary depending on the country to which it is to be delivered. Remember that most issues of *Swan Supping* can be downloaded from our website ([www.swansupping.org.uk](http://www.swansupping.org.uk)).

### ©Aylesbury Vale & Wycombe CAMRA 2011

Opinions expressed in *Swan Supping* are not necessarily those of the editor, or the *Campaign for Real Ale*.

Acceptance of an advertisement in *Swan Supping* by a pub or its availability there does not guarantee CAMRA approval.

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

**Your Details**

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Date of Birth (dd/mm/yyyy) \_\_\_\_\_  
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Postcode \_\_\_\_\_  
Email address \_\_\_\_\_  
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**Partner's Details (if Joint Membership)**

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Date of Birth (dd/mm/yyyy) \_\_\_\_\_

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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

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