



Issue 58



Campaign for Real Ale  
Aylesbury Vale & Wycombe Branch  
[www.swansupping.org.uk](http://www.swansupping.org.uk)

FREE

# Swan Supping

FEB/MAR 2007



## BY ROYAL APPOINTMENT!



**Chiltern Valley Winery & Brewery** of Old Luxters Vineyard, Hambleden, Henley on Thames, Oxon has been awarded a Royal Warrant of appointment to Her Majesty the Queen, which took effect on the first of January 2007.

This is the first such award granted to a micro Brewery let alone an English Vineyard and Winery.

This honour, which has been described as the 'Peerage for trade' is awarded to only a few dozen businesses each year that have supplied the Royal Household goods or services



on a regular basis for no less than five succeeding years.

The Royal Warrant itself will describe **Chiltern Valley**

**Winery and Brewery** as 'Brewers to Her Majesty' as this most closely describes the nature of their business with the Royal Household.

The photograph shows owner David Ealand meeting the Queen at a small party at Windsor Castle for her 80th Birthday celebrations in April last year when they were requested to serve their ales, wines and liqueurs.

The bottle conditioned beers brewed by Old Luxters are Barn Ale Bitter (4%), Barn Ale Special (4.5%) and Dark Roast Ale (5%).

Further details about the brewery and the awarding of the Royal Warrant are given on page 13.

## Bicester Beers & Oxfordshire Ales

Unit 12 Peartree Industrial Units, Marsh Gibbon, Bicester Oxfordshire OX27 0GB  
Tel: 01869 278765 Fax: 01869 278768



### Marshmellow 4.7%

A classic strong beer with a generous warming flavour. Fruity & malty with a lingering bitter aftertaste.



### Triple B 3.7%

A session bitter, well hopped with Styrian & English Golding hops.



### IPA 4.7%

A full flavoured, well balanced mid range quality IPA.

### Seasonal Cask Ales

February 2007

March 2007



### Love Ale 4.1%

A bitter sweet, smooth and malty brew. Well hopped with a rich spicy aroma, this beer is the one to get you in the mood!



### March Hare 4.2%

A truly distinctive and special bitter with toffee undertones and a dry bitter finish. With extra hops!!!

### Bottled Beers



Marshmellow and Triple B bottles available from the brewery and in good quality off licences and supermarkets.

A newsletter with a print run of 5000 for the discerning drinkers of Aylesbury Vale and Wycombe

# Local News

## ASKETT

The **Three Crowns** has been given renewed vigour after being taken over by a new landlord at the end of 2006. Two real ales have recently been available, including one from a microbrewery (*Old Mill Bitter*). It is open all day Friday, Saturday and Sunday.

## AYLESBURY

The Fairford Leys estate may be getting a pub in the near future. The area could definitely do with one as the estate first began ten years ago and the community that has developed needs a focal point. We will keep you informed of any developments.

The planned refurbishment of the **Bell** for January has been postponed until April because of the problems involved with making changes to a listed building.

We announced a new landlord at the **Hop Pole** last issue. We have to announce another one this time! Glen Glenister decided to move to the Channel Islands so *Vale Brewery* had to get over the shock and find new people to take charge of their flagship pub. The new people in charge are

Stuart Royan and Monia Quadrelli. As Monia's name suggests there is an Italian flavour to the food with pizzas now appearing on the menu as well as a range of snacks. Various visits to check on the standard of the beer have been well rewarded and all branch members can find out for themselves by coming along to our Members' Evening on the 5th of February (see page 10 for details).

The **Hop Pole** will be holding a beer festival with over 40 real ales at Easter (5th to 9th of April).

Best wishes to barman Gary Turner from the **Kings Head**. Get well soon!

The **Millwrights**, which is a *Greene King* pub, is now managed by Barry Carr who took over in November. Barry has been in the trade for 13 years and was previously at the **Plough** in Adderbury. Being a chef, he is keen to improve the food trade. Food is now served lunchtimes and evenings (not Sunday evening or Monday) with a roast available on Sunday lunchtime. There is a planned four day refurbishment towards the end of February. When visited they were serving *Greene King IPA* and *Speckled Hen*.

We have been concerned about the future of the **Ship** for a long time! It now looks like our worst fears have been realised. Ben Jenkins has been unable to make a go of running the pub and has handed it back to **Punch Taverns**.

At one stage the pub was boarded up but it now looks ready to be opened again, even though it may just be for a very short period. It has been reported that Aylesbury Vale District Council are going to purchase the **Ship** as part of their controversial plans to redevelop the canal area as part of the Waterside development. Perhaps if more people had been prepared to give the pub support by drinking there instead of moaning about the potential loss then it would have stood a chance of surviving.

## BOURNE END

The **Spade Oak** pub is nearing the completion of a £450,000 refurbishment and is due to open their doors as we write!

## GIBRALTAR

The thatchers have been busy at the **Bottle and Glass** and the pub looks like it is coming back to life again.

It is being offered as a good business opportunity by *Greene King* and it is hoped to be re-opening before the summer.

## HIGH WYCOMBE

Finn McCoul's has now become **Scorpio's Bar** and all traces of the Irish theme have been removed. Unfortunately it looks like all trace of real ale was removed as well.

## LACEY GREEN

The **Whip** had an amazing 452 guest beers last year! They have started this year in a similar vein and will be having a 'Local Beers Week' in February which will feature beers brewed by as many of our local breweries as possible.

## MARLOW

The **hog's head**, formerly the **Hogshead**, is to become a **Slug & Lettuce**, and will be opening soon. When the **Hogshead** opened originally in 1996, the pub boasted an amazing thirteen handpumps, four further real ales available on gravity dispense and a real cider from the poly. Belgian bottled beers were also on offer to the discerning drinker. The new **Slug & Lettuce** (Continued on page 23)

## The Harrow Public House

62 Warrendene Road  
Hughenden Valley, High Wycombe  
HP14 4LW

Telephone No 01494 564105

### Open All Day

**Excellent Food served throughout each day and evening  
(except Tuesdays when last food order is taken at 8pm)**

**Traditional Sunday Roasts  
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Booking Advisable**

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a wide selection of Beers, Wines, Soft Drinks  
and Hot Beverages**

**Quiz Night every Tuesday — Free Buffet Included**

**Large Beer Garden**

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## The Farmers' Bar

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Chiltern Brewery draught beers  
Rotating guest beer

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Aylesbury's  
finest  
Alehouse

+ + +  
AV & W CAMRA's  
Pub of the Year 2006

+ + +  
The Chiltern Brewery  
Terriak Aylesbury

## NATIONAL NEWS

### *Too cheap a price!*

Before Christmas 2006, **CAMRA** carried out a survey of drinks promotions in major supermarkets and this revealed that in some supermarkets Fosters and Carlsberg was available for the equivalent of just 54p a pint – or 16p before tax.

**CAMRA**, members of parliament, trade press and pub industry chiefs are calling for urgent action to prevent promotions that serve to exacerbate the problem of binge drinking.

**CAMRA** Chief Executive Mike Benner said: 'The ridiculous practice of the major supermarkets selling below cost for alcohol to out-price each other is reckless, irresponsible and dangerous. To put it in perspective some bottled water in the supermarket costs 49p a pint and water is not subject to excise duty as alcohol is.'

**CAMRA** believes that irresponsible drinks promotions in the off trade are a major cause of binge-drinking incidents, yet it is licensed premises that suffer the fallout while supermarkets continue with impunity.

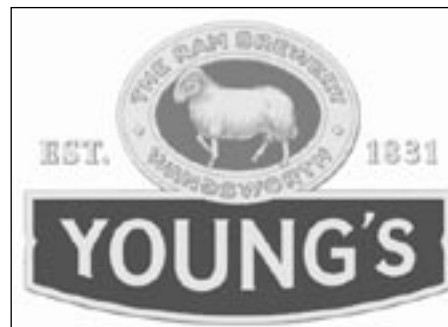
Mike Benner continued: 'Pubs often come under unjustified attack for encouraging binge-drinking, yet the industry has committed itself to curb irresponsible drinking and cheap

alcohol promotions in recent years. This hard work is undermined by supermarkets selling enormous quantities of alcohol at prices that simply cannot be justified.'

'An 18-year-old is free to take advantage of these ludicrous beer prices, walk out the supermarket door and then drink in a completely unsupervised and unsafe environment. Beer can be given by them to under-age drinkers who do not know their limits but pour premium-strength lager down their throats all night. This is in stark contrast to adults enjoying a drink in a pub which is regulated by law as to who they can and cannot serve. Something has to be done now to make supermarkets realise the damage these promotions can cause.'

Mike Benner concluded: 'These promotions are unsustainable, but while they are allowed to continue unchecked they are doing irreparable damage to the licensed trade. A pub is still the best place to enjoy a sociable and sensible drink with friends.'

In December 2006, **Shepherd Neame** brewery Chief Executive Jonathan Neame gave evidence at the All Party Parliamentary Beer Group's inquiry into the future of community pubs, and blasted the supermarket promotions as 'idiotic'.



### *Courage Cask Brands snapped up!*

The **Wells & Young's Brewing Company Ltd**, which was formed by **Young's** and **Charles Wells** in October 2006 has agreed to acquire the **Courage** portfolio of ale brands from **Scottish and Newcastle**.

The deal will mean that the Bedford based brewer will have the brewing, marketing and sales rights for some 'neglected' beers including *Best*, *Directors*, *Dark Mild* and *Light Ale*.

Brewing will be transferred from the **John Smith's** brewery in Tadcaster over several months and a lot of work will be required to make sure that the flavours of the beer remain the same.

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A wide selection to choose from.

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*Live entertainment on Valentines Day!*

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## A PUBLICAN'S LOT

<This article is based on information about his experiences supplied to us by Mr. Crawford and we welcome hearing from the relevant pubcos giving us their side. Ed>

Last issue an appeal was made for letters and information on various discussion points. One of these was on pubcos, especially following the collapse of the **London & Edinburgh** pub company.

In response to this we received details about a nearby pub which shows that the life of a publican is not always full of fun and profit!

Fred Crawford had been in business running a vehicle workshop for about 25 years and therefore is knowledgeable about management and his wife, Jacqueline, had been in the catering trade for about 10 years.

In 2002 they decided to take a stab at the licensed trade and after a number of enquiries they took on the **Plough** at Hyde Heath near Amersham, which was part of the **Punch Taverns** pub group. They knew the area and the pub, which is the only one in the village, and felt that it had potential and would be a good first pub to run.

The accounts of the previous tenant showed



that the pub had a turnover of £120,000 per annum. They inspected the pub and saw that some remedial work was required including the replacement of some windows, work on the fireplace, sorting out a sagging ceiling in the upstairs living accommodation and repairing a defective electricity supply to the outhouses.

They say they were assured that these would be sorted out and in August 2003 they took on a six year tenancy at a rent of £20,800 per annum payable by weekly instalments of £400 per week, and paid the previous tenant £7,500 for fixtures and fittings.

After a three day licensee's course, two days on pub management and one day on the licensing laws, they started their new life full of hope on August bank holiday (see photo).

After the first few months things were going well with a significant increase in the barrelage. They were serving **Fuller's London Pride**, **Courage Best Bitter** and a weekly guest cask ale which was chosen by the customers. These beers were, of course, supplied by the relevant pubco so it was impossible to shop around and take advantage of the offers available to free houses.

In October, **Punch** representatives visited to discuss improvements and repairs. It was agreed that a new conservatory be constructed to provide a dining area. Furthermore, it was agreed to 'consider' carrying out the repairs previously mentioned.

In November plans for the conservatory were drawn up and the cost for it and the proposed repairs was estimated at around £150,000. **Punch** were under the impression that the Crawfords would fund the scheme and suggested that they take on a longer lease of the pub. This meant that they would be paying for the repairs as well instead of these being



# The CAMRA collection

<p>Quest for the Holly Ale T-shirt £18 Sizes S-XLXL (POOL in light grey)</p>	<p>Seven and Seven T-shirt £18 Sizes S-XLXL (POOL in dark blue)</p>	<p>Cyprian T-shirt £18 Sizes S-XLXL (POOL in black)</p>
<p>Straw toy - Pic of beer £3.95</p>	<p>Real Ale in Bottle opener &amp; keyring £3.00</p>	

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Orders can be placed by sending your card details or a cheque made payable to CAMRA to: CAMRA, 230 Hatfield Road St Albans, Herts, AL1 4LW, over the phone on 01727 867201, or via our website [www.camra.org.uk/shop](http://www.camra.org.uk/shop) where you can see the full range of books, clothing and merchandise. We deliver your order as soon as possible. We will normally send your order within 10 business days. This could extend to 15 days in peak periods.

## IS NOT A HAPPY ONE!

done by the pubco.

**Punch** then offered to repair the windows and improve the heating but not to repair the ceilings or the fireplaces as there was 'no money' as they have a budget of £2,000 per annum for essential repairs.

Quotes for upgrading the radiators were obtained and it looked like the windows and the heating would be sorted out by the end of the year.

Then **Punch Taverns** sold the freehold of the pub to **London and Edinburgh Inns Limited (LEI)**. **Punch** said that they would no longer be carrying out the repairs and the responsibility would pass to **LEI**.

According to the Crawfords, conditions in the pub deteriorated during the winter. There were complaints from the customers because of the draughts from the windows, the lack of heating and water leaking into the pub.

Consequently trade dropped significantly. The area manager of **LEI** was told about the work required and **LEI** were asked to carry out the repairs. A survey report was commissioned by the Crawfords, but despite lots of meetings the only work that was carried out had to be paid for by the tenants themselves, not the pubco.

The Crawfords offered to buy the freehold

of the pub but the value **LEI** put on the place was nearly three times that which they were prepared to offer.

More discussions followed with two area managers and a director of **LEI** but the only suggestion that they came up with involved taking on a longer lease!

Trade in the spring improved due to the warmer weather but the disillusioned couple had had enough and gave five months notice as allowed under the terms of their tenancy.

Conditions in the living quarters of the pub had been so bad during the winter that Jacqueline's health had been affected and she had not been able to sleep there. She had to be prescribed anti-depressants and had to stay at the Crawford's house, which the couple had intended to rent out while they were running the pub.

The district council inspected the pub and found that the dwelling part of the pub was unfit for habitation because of the serious disrepair and even the local Member of Parliament viewed the pub and was horrified by its condition.

A proposed action against **Punch Taverns** and **London and Edinburgh** has been abandoned after legal advice was taken and the costs of taking them to court would be disproportionate to the possible outcome. The difficulty of

apportioning what would be classed as repairs that are covered by any lease and what would be structural changes or repairs that were the responsibility of the tenants would be a minefield from which only the lawyers could profit. Of course, since then **London and Edinburgh** have collapsed, so the chance of getting any satisfaction from them has gone.

The total losses incurred by the couple for their year in the pub trade are estimated at £24,000. They have had to sell their house and are now living in rented accommodation. Jacqueline is still under the doctor and Fred's health has deteriorated.

Were they unlucky with what happened and could they have done anything differently? If they had insisted that the repairs were carried out before taking on the tenancy it could well have resulted in someone else taking on the pub. One would have thought that both pubcos could have done more to help make it easier to generate the money required to meet the rent due every week.

The long term success of any pub depends on the landlord being able to make a good living out of what is not a job or a profession. It is a way of life! Since then the **Plough** has been taken over by another landlord, a lot of money has been spent on it (proving the point all along) and it is doing very well!

# THE WHIP INN

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**Food Available lunchtime 12 - 2.30**

**Evenings Mon. 6pm - 8pm**

**Tue - Sat. 6.30pm to 9pm**

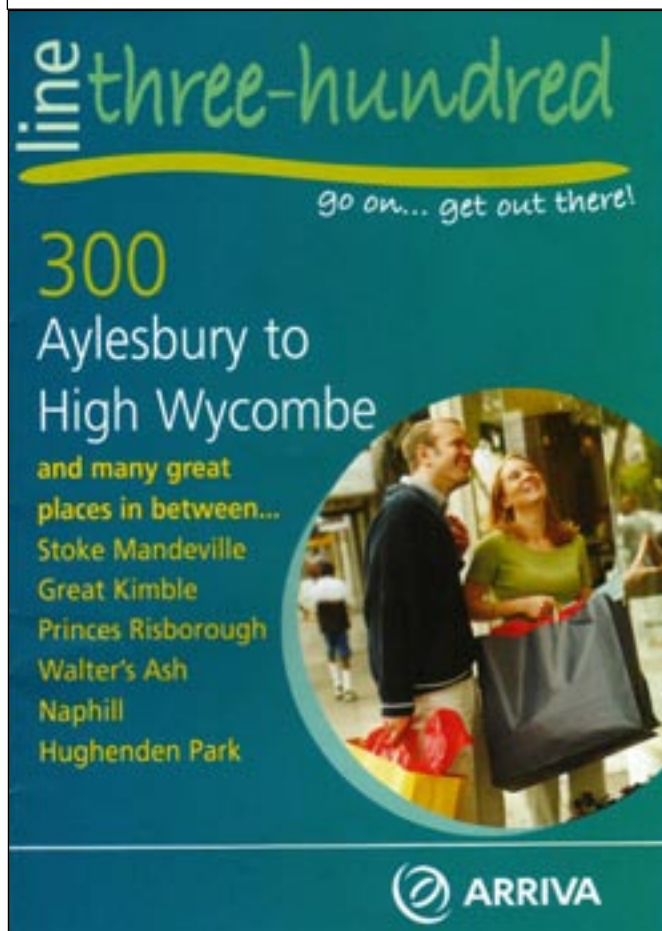
**OPEN ALL DAY EVERY DAY**

**WHIP INN FOR A PINT!**

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## GOOD BEER PUBS ON THE LINE 300



A guide to pubs on the route has been produced to mark CAMRA's Community Pubs week (17<sup>th</sup> – 24<sup>th</sup> February 2007). The full version of the guide will be available in February and details of how to obtain one will be found by contacting the editor (details on page 23) or via the website [www.swansupping.org.uk](http://www.swansupping.org.uk). This article is a summary, the full guide will contain more pictures and full descriptions of the pubs.

CAMRA's Community Pubs week seeks to raise awareness that many of the more rural pubs are literally the only community facilities available in their village. Nationally 26 pubs on average close every week, many rural pubs suffering from insufficient public transport. Countless pubs in this area have been closed and turned into private homes, offices or restaurants so if we want to preserve the village community pub we need to use it. While some may be exceptionally busy on sunny weekends and bank holidays, they are often very quiet on weekday winter nights.

Fortunately, the new 300 route between Aylesbury and Wycombe is one of the most regular public transport links in the area. The service operates every 20 minutes during weekdays, half hourly on Saturdays but it also has an hourly service late into the evening and on Sundays. This timetable makes it an excellent alternative to the car for visiting local pubs.

There are many pubs in the towns at either end of the route – Aylesbury and High Wycombe. However, there are also some excellent pubs serving good real ale either directly on the route of the 300 or within a few minutes walk of a bus stop.

Most of the route goes through the Chilterns' Area of Outstanding Natural Beauty so magnificent views of the great British countryside are guaranteed.

The pubs featured are predominantly those on the rural parts of the route. Most are very close to bus stops although a few pubs worth a detour are up to a fifteen minute walk away from a stop.

At the time of going to press all the pubs offered real ale. However, pubs often undergo rapid changes in ownership and management and availability (and, unfortunately quality) of real ale frequently change. No responsibility can be taken for errors or omissions. Further information on CAMRA endorsed real ale pubs can be found in the *Good Beer Guide 2007* (CAMRA books).

Most pubs are open lunchtime and evening seven days a week. Many open all day at weekends and the town pubs (and a few rural ones) are open all day every day. In the winter, opening hours in rural pubs may be more infrequent, especially late at night. If in any doubt, please call the pubs to clarify exact opening hours using the phone numbers provided. Postcodes are included to aid location finding using internet mapping services.

This summary and the guide which follows demonstrate how easy it is to access some excellent countryside eating and drinking venues using public transport. Using the bus means you don't have to worry about drinking and driving. So get out and visit them. They deserve your support.

### Aylesbury

#### Hop Pole

83 Bicester Road, Aylesbury, Buckinghamshire, HP19 9AZ  
Tel: 01296 482129

About a ten minute walk from the bus station to the north-west of the town centre.

#### King's Head

Kings Head Passage, Market Square, Aylesbury, Buckinghamshire, HP20 2RW Tel: 01296 718 812

The **King's Head** is located just off the central Market Square in Aylesbury town centre.

#### Broad Leys

8 Wendover Rd, Aylesbury, Buckinghamshire, HP21 9LB  
Tel: 01296 423727

The **Broad Leys** is slightly off the gyratory system to the south of Aylesbury town centre.

(Continued on page 8)

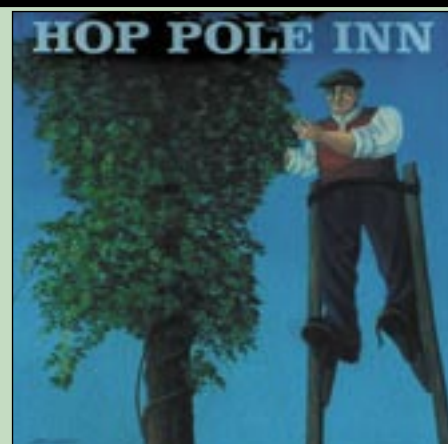


# AYLESBURY'S PERMANENT BEER FESTIVAL

CAMRA listed Real Ale pub with 10 constantly changing traditional real ales from the UK's finest micro brewers.



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Live music every Saturday evening.



## The Hop Pole

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Tel: 01296 482 129

[www.hop-pole.co.uk](http://www.hop-pole.co.uk)

Email: [info@hop-pole.co.uk](mailto:info@hop-pole.co.uk)

## The Hop Pole First Easter Beer Festival!

*Thursday 5th April to Monday 9th April (12 to 12 Daily)*

A selection of over 40 real ales from every angle of the British Isles featuring seasonal specials, one offs and some of the best beers out there.

Freshly baked pizza's available all day from our new pizza menu created by the Hop Pole's new Italian Chef.

Meet the brewer evening on the 5th April when Vale Brewery will launch their new Hop Pole Bitter.

*Entertainment Every Night.*

*Special Festival glasses.*



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the pub, why not  
Take it Home!**

Award winning real ales, direct from the brewery.  
Polypins contain 35 pints, minipins 17 pints.  
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To order telephone: 01844 290008  
Vale Brewery – Thame Road, Haddenham.  
[www.valebrewery.co.uk](http://www.valebrewery.co.uk)

Opening hours: Monday to Friday 9am to 5pm  
Saturday 9.30am to 11.30am



Beer	ABV	Polypin	Minipin	Bottles
Black Swan Dark Mild	3.3%	£44.50	£24.00	500ml
Notley Ale	3.3%	£44.50	£23.50	
Vale Best Bitter	3.7%	£45.50	£24.25	
Wychert Ale	3.9%	£46.50	£24.50	500ml
Vale VPA (NEW!!)	4.2%	£48.00	£25.00	
Edgar's Golden Ale	4.3%	£48.50	£25.50	500ml
Black Beauty Porter	4.3%	£49.50	£26.00	500ml
Vale Special	4.5%	£50.00	£26.25	
Hadda's Spring Gold	4.6%	£50.50	£26.50	
Grumpling Premium	4.6%	£50.50	£26.50	500ml
Hadda's Headbanger	5.0%	£51.00	£27.25	500ml



# LET THE BUS TAKE THE STRAIN!

(Continued from page 6)

## Stoke Mandeville

### Bull

5 Risborough Road, Stoke Mandeville, Buckinghamshire, HP22 5UP

Tel: 01296 613632

The 300 stops directly outside the **Bull** in both directions.

### Woolpack

21 Risborough Road, Stoke Mandeville, Aylesbury, Buckinghamshire, HP22 5UP

Tel: 01296 615970

The 300 stops slightly to the north of the **Woolpack** in both directions.

### Terrick

### Chiltern Brewery

Nash Lee Road, Terrick, Aylesbury, Buckinghamshire HP17 0TQ Tel: 01296 613647

The 300 stops close to the Terrick roundabout in both directions. The **Chiltern Brewery** and shop is within a third of a mile of the roundabout down Nash Lee Road.

### Butler's Cross

### Russell

2 Chalkshire Road, Butlers Cross, Ellesborough, Aylesbury, HP17 0TS

Tel: 01296 622618

The 300 stops right outside the **Russell**.

### Great Kimble

### Bernard Arms

Risborough Rd, Great Kimble, Aylesbury, Bucks. HP17 0XS. Tel: 01844 346172

The 300 stops within 50m of the Bernard Arms by St. Nicholas' Church.

### Swan

Grove Lane, Great Kimble, Aylesbury, Bucks, HP17 9TR Tel: 01844 275288

The Swan is approximately half a mile down Church Lane (later Bridge Street) – which is adjacent to the Bernard Arms.

### Askett

### Three Crowns

Askett Lane, Askett, Princes Risborough, Bucks. HP27 9LU Tel: 01844 343041

Alight from the bus at the Askett roundabout (stops just after the junction in either direction). The pub is a two minute walk down Askett Lane.

### Cadsden

### Plough

Cadsden Rd, Princes Risborough, Bucks, HP27 0NB

Tel: 01844 343302

The Plough is approximately half a mile up Cadsden Road from the roundabout at Askett – the 300 stops just after the roundabout in either direction.

### Whiteleaf

### Red Lion

Upper Icknield Way, Whiteleaf, Princes Risborough, Bucks, HP27 0LL



### Wheel, Naphill

Tel: 01844 344476

The Red Lion is under half a mile walk uphill from Aylesbury Road in Monk's Risborough – either up The Holloway or Peter's Lane.

### Princes Risborough

The 300 stops in Princes Risborough Market Square outside the George and Dragon and Whiteleaf Cross.

### George and Dragon

74 High Street, Princes Risborough, Aylesbury, HP17 0AX Tel: 01844 343087

### Whiteleaf Cross

Market Square, Princes Risborough, Buckinghamshire, HP27 0AN

Tel: 01844 347898

### Bell

21-23 Bell Street, Princes Risborough, Buckinghamshire, HP27 0AA

Tel: 01844 274702

The 300 stops close to the Bell in both directions.

### Bird in Hand

47 Station Rd, Princes Risborough, Bucks, HP27 9DE

Tel: 01844 345602

The Bird in Hand is less than a five minute walk from the 300 bus stops on the south side of Princes Risborough.

### Black Prince

86 Wycombe Rd, Princes Risborough, Bucks, HP27 0EN

Tel: 01844 345569

The 300 stops close to the Black Prince in both directions.

### Lacey Green

### Whip

Pink Rd, Lacey Green, Princes Risborough, Bucks, HP27 0PG

Tel: 01844 344 060

The 300 stops almost opposite the Whip Inn in both directions.



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VILLAGE PUB, SERVING  
FRESH COUNTRY  
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WITH THE SEASONS.

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2007 GOOD BEER GUIDE



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## DRINK AND EXPLORE

### Black Horse

Main Road, Lacey Green, Princes Risborough, HP27 0QU  
Tel: 01844 345195

The bus stops on the main road near the Black Horse.

### *Naphill*

### Black Lion

Woodlands Drive, Naphill, High Wycombe, Bucks, HP14 4SH  
Tel: 01494 563176

There are bus stops in both directions close to Woodlands Drive.

### Wheel

100, Main Rd, High Wycombe, Bucks, HP14 4QA Tel: 01494 562210  
The 300 stops almost exactly outside the wheel in both directions.

### *Hughenden Valley*

### Harrow

62, Warren Deane Rd, Hughenden Valley, High Wycombe, Bucks, HP14 4LW Tel: 01494 564105

Alight from the bus at the roundabout at the junction of Valley Road and Coombe Lane where there are stops in both directions. The Harrow is about half a mile up Valley Road in the opposite direction to High Wycombe.

### *High Wycombe*

### Bell

39, Frogmoor, High Wycombe, Bucks, HP13 5DQ  
Tel: 01494 525588

The 300 stops almost exactly outside the Bell in both directions.



*Harrow, Hughenden Valley*

### Rose and Crown

Desborough Rd, High Wycombe, Bucks, HP11 2PR Tel: 01494 527982  
Exit the bus station to the rear. Desborough Road is signposted.

### Hobgoblin

35, High St, High Wycombe, Bucks, HP11 2AG Tel: 01494 526533  
In Wycombe town centre.

### Falcon

9, Cornmarket, High Wycombe, Bucks, HP11 2AX  
Tel: 01494 538610  
Also in Wycombe town centre.

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## *The Rockwood*

Kingsbury Square, Aylesbury

*Lunchtime food (Monday – Saturday)*

*Beer Garden*

**Wadworth 6X & Guest Ale  
available on handpump!**

*Outside Bars & Functions Catered for!*

## MEMBERS' EVENING

Following the lead by **CAMRA** HQ, we are changing the format of our Annual General Meeting to make it more of an evening for the members. It will be held in the function room at the back of the **Hop Pole** in Aylesbury on Monday 5th February, starting promptly at 8pm.

Besides trying to make the meeting a bit more inviting to our over 500 branch members, it is important to realise that the direction of the branch will be set at it so it is important that all local members attend.

We will, of course, have some business to deal with such as discussing the year's activities, the accounts and having to listen to the Chairman drone on until someone buys him a beer (hint!).

We will then be able to get stuck into the ten real ales available while we listen to our guest speaker, Jake Douglas from **Vale Brewery**.

After leaving Glasgow University, Jake started off in the pub trade at the **Charters Cafe Bar** which is a large Dutch barge moored near the Town Bridge in Peterborough. He became manager and under his stewardship the pub became Peterborough and Cambridgeshire pub of the year (may also have had something to do with the twelve real ales on sale!).

He left in 1995 to become manager of **Oakham Ales**. During the 10 years there **Oakham** received more awards at **GBBF** than any other brewer. In 2005 he left to get married to Steph and have a year's honeymoon on a narrowboat. He started at **Vale** in November 2006 seeking a new challenge in a new area. He is loving the job and the company and for a hop head he thinks the **Vale** beers are stunning and hopes that the company gets the recognition it deserves.

There will be food available and a bottle raffle, plus a lot of likeminded people enjoying talking about their favourite subject - beer! There can be no possible excuse for any local **CAMRA** member to miss it!

## MISSION STATEMENT



**CAMPAIGN  
FOR  
REAL ALE**

**CAMRA** campaigns for real ale, real pubs and consumer rights.

We are an independent, voluntary organisation with over 83,000 members and have been described as the most successful consumer group in Europe.

**CAMRA** promotes good-quality real ale and pubs, as well as acting as the consumer's champion in relation to the UK and European beer and drinks industry.

We aim to:

*Protect and improve consumer rights*

*Promote quality, choice and value for money*

*Support the public house as a focus of community life*

*Campaign for greater appreciation of traditional beers, ciders and perries as part of our national heritage and culture*

*Seek improvements in all licensed premises and throughout the brewing industry*

Why not join us today if you care about great quality real ale and pubs?

A membership form is can always be found in any issue of Swan Supping (please see page 20) or on our website [www.swansupping.org.uk](http://www.swansupping.org.uk).

## THE RED LION

**WHITELEAF**

**Nr PRINCES RISBOROUGH**

**TELEPHONE: 01844 344476**

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**A new function suite that accommodates up to 40 people enabling us to offer a local venue for all types of functions.**

*Open all day at weekends  
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*Food served daily 12 noon - 2 p.m.  
and 7.00 p.m - 9 p.m.*

**Traditional Sunday Roasts 12 noon - 2.00 p.m.**

**3 real ales available together with a selection of lagers**



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**Email: [william\\_fixitall@msn.com](mailto:william_fixitall@msn.com)**

# *The Dashwood Arms*



Old Oxford Road  
Piddington  
West Wycombe  
Buckinghamshire  
HP14 3BH  
Tel: 01494 881330

**Derek & Caz welcome you to the Dashwood Arms,  
a Free House under new management!**

***Four Real Ales on handpump:  
3 Rebellion Beers & Greene King IPA  
19 Bottled Beers also available!***

**Traditional home cooked food at reasonable prices  
in an atmosphere that is warm friendly & welcomes families**

**Food available:**

**Tuesday - Saturday 12 - 4.30pm**

**Sunday Lunch 12.30 - 4.30pm**

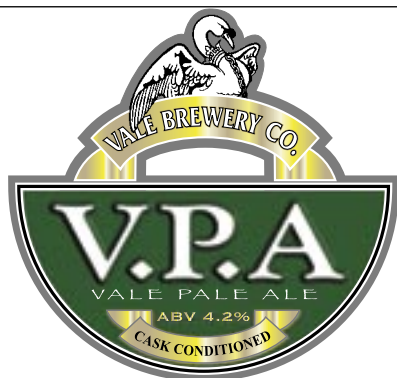
**No booking required!**

The famous Hell Fire Caves, associated with the Hell Fire Club and the infamous Sir Francis Dashwood, are just a short two minute drive from the Dashwood Arms (around 15 on foot) and are a must for all visitors to the area.

***Live music every Saturday Evening  
(Folk, Rock and Blues)***



## NEW BEERS FROM LOCAL BREWERIES



### VALE BREWERY

March will see the launch of *VPA* (ABV 4.2%).

This will be the first new brew from *Vale* this Millenium and Dave Renton, the head brewer, is excited at the prospect of being let loose to try some new recipes this year.

The *VPA* will be a pale dry beer with a more hoppy note than usually found in the *Vale* beers.

*Black Swan Mild* (ABV 3.3%) may not be the strongest of beers but its slowly becoming a media star with requests being made to feature it in the *Beers of the World* magazine and to be tasted on a specialist beer programme on UK Food. *Black Swan Mild* is one of the few

milds that is sold throughout the year and has a band of loyal drinkers.

Vale Brewery's Aylesbury beer emporium, the Hop Pole, will be having their first beer festival over Easter Weekend, Vale Brewery will be brewing a beer specially for their flagship pub. Hop Pole Bitter ABV 4.2% will be launched on the first night of the beer Festival and representatives from the brewery will be down sampling a few pints on Thursday 5th of April and to have a chat about any thing beer related.



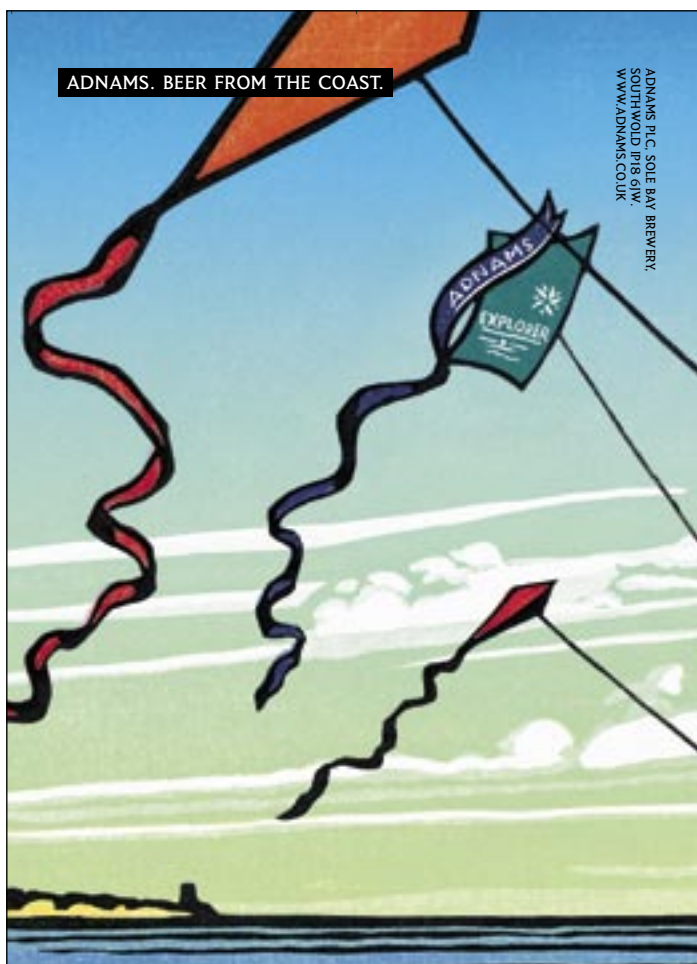
### OXFORDSHIRE ALES



The Marsh Gibbon based brewery, Oxfordshire Ales, are brewing some monthly specials.

For February they are producing a beer to appeal to those who celebrate Valentines Day. This is *Love Ale* which is a 4.1% bitter sweet, smooth and malty brew. It is well hopped with a rich spicy aroma, and is supposed to get you in the mood!

The following month sees the arrival of *March Hare*. It is a distinctive and special bitter with toffee undertones and a dry bitter finish and an ABV of 4.2%. Appropriately it comes with extra hops!



## MICRO BREWERY HONoured



David Ealand, a senior partner of an International Maritime law firm in the city, until the death of his wife Fiona in 1990, started *Chiltern Valley Vineyard and Winery* in 1980 at Old Luxters farmhouse, then a mixed arable and pig farm in the Hambleden valley. The business was a success from the start and their wines gained many national and international awards and soon became available throughout the UK and abroad.

In 1990 David expanded to set up *Old Luxters Farm Brewery* in the old farm buildings at Luxters. This micro brewery specializes in the

production of Traditional English 'full mash real ales' sold in cask at the cellar shop, and more widely in bottle.

This very special process of fermentation/brewing in each individual bottle is similar to that used in the production of Champagne.

Following the launch of their premium, bottle conditioned *Barn Ale* 5.4% Abv, the brewery was in demand for specially designed own label bottle conditioned ales which they created for themselves, several breweries throughout the UK and in the last decade for

non brewers including Fortnum & Mason and more recently, the Royal farm shop in Windsor.

When the Royal Farm shop opened, they were asked to create a single unique bottled brew. Now they supply six, together with most of their range of wine and liqueurs.

'Of course we are all thrilled and honoured to become 'By appointment', said Head Brewer, Frank Bloss who joined the brewery in April 1991.' All the more so when we are the first micro brewery to be so honoured'.

The first rewards for tradesmen and women who served their sovereign came in the form of Royal Charters, which were granted, to the trade guilds, later known as livery companies. Henry II granted the earliest recorded Royal Charter to the Weavers' Company in 1155.

By the 15th century Royal tradesmen were recognised by means of a Royal Warrant of Appointment - a practice that continues to this day. An early recipient was William Caxton, the first English printer, who was appointed King's Printer in 1476 after setting up his press at Westminster.



# Found the pub. Drank the beer. Now get the 'T'.

Send the completed form below, stating your size: M, L, XL or XXL together with a cheque/P.O for £5.95 each, payable to Wadworth & Co Ltd to: Northgate Brewery, Devizes, Wiltshire, SN10 1JW.

Offer closes 31st December 2007. Subject to availability. Please allow 28 days for delivery.

**Order Form** (please complete)

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Postcode: \_\_\_\_\_

Size: \_\_\_\_\_ Quantity: \_\_\_\_\_

No of shirts: \_\_\_\_\_ Total £: \_\_\_\_\_





# REBELLION'S

BREWERY TAP NOW OPEN



## THE THREE HORSESHOES

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Six Rebellion Real Ales (including Mild!)

Quality Wines by Laithwaites/Direct Wines

Extensive Lunchtime Menu Sunday Roasts 12 – 3pm (£10-95 per adult including free dessert)

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Monday Night Specials from £7-95

(One pint of Rebellion or Glass of House Wine free with each meal)

Open all Bank Holiday Weekends!

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2005

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Good sized garden & car park

AV & W  
PUB OF THE YEAR  
2005

## REBELLION BREWERY SHOP

### TAKE HOME BEER PRICING 2007

Having a party? Need some real ale at home? All our beer is served raked bright, ready to take home and drink immediately, and is available in the following sizes, pre-ordering is optional.

Cask Ales	Firkin	Polypin	Polycask	2 litre Jug	3 litre Jug	5 litre Cask
	72 Pints (£30 deposit)	36 Pints (disposable)	18 Pints (disposable)	3.5 Pints (disposable)	5.25 Pints (disposable)	9 Pints (disposable)
IPA - 3.7%	£83.45	£46.95	£24.95	£5.25	£7.88	£14.50
SMUGGLER - 4.1%	£86.95	£49.45	£26.45	£5.50	£8.16	£15.00
SEASONAL - 4.2% - 4.5%	£88.95	£51.45	£27.70	£5.63	£8.44	£15.25
SEASONAL - 4.6% and above	£93.95	£53.95	£28.95	£6.00	£9.00	£16.00

Free glass hire available • Plastic pint glasses £5.00 per 100 •

### CASK INFO AND SHELF LIFE

- All beer comes raked bright, ready to drink.
- Polypins/casks will last 7 days unopened and should be consumed within 7 days of opening.
- All firkins are supplied with a tap & stillage and have a shelf life of 3 days.
- 2, 3 and 5 Litre disposable jugs have a shelf life of 7 days unopened then 3 days after opening.

Beer by mail order - £39.95 for 20 bottle case - case can be mixed

Shop opening hours Mon - Fri 8am - 6.00pm Saturday 9am - 6.00pm

ask about becoming a Rebellion Beer Club Member, 900 people can't be wrong!

Payment. Can be accepted by cash, cheque or debit card. Deposits are required for glasses and firkins.

VISIT THE SHOP, SEE THE BREWERY, TRY THE BEERS!

### BOTTLED BEER

Bottled Blonde  
£1.70 per Bottle  
£18.00 for 12

Bottled Red/White  
£1.75 per Bottle  
£18.50 for 12

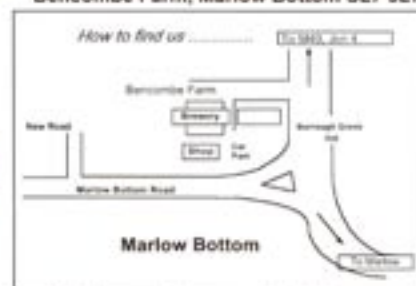
All bottled beer can be bought on a sale or return basis

2 bottle/1 glass presentation pack £6.00

To place an order, or for further information please call:

**01628 476594**

Site Address: Rebellion Beer Company  
Bencombe Farm, Marlow Bottom SL7 3LT.



Visit our website: [www.rebellionbeer.co.uk](http://www.rebellionbeer.co.uk)



## NATIONAL NEWS

### **Former Morning Advertiser Scotland Editor takes the reins at 'What's Brewing'**

**CAMRA** has announced the appointment of Tom Stainer as editor of its flagship members' newspaper, *What's Brewing*. *What's Brewing* is an exclusive monthly colour newspaper for the over 84,000 **CAMRA** members and contains beer and pub news and details events and beer festivals from around the country.

Tom worked as a reporter on the pub trade paper the Morning Advertiser for a number of years before taking up the editorship of the Morning Advertiser Scotland for three years.

He then worked as editor of Police Professional (a journal for high-ranking police officers and support specialists) before moving to a communications agency in Milton Keynes, editing publications and advising on communication strategies for clients such as Shell, Barclays and Daimler Chrysler.

Tom, who is married and lives in Northampton, said: '*What's Brewing* is a high-profile and well-respected publication, with one of the most knowledgeable and active readerships in the newspaper world. I'm very excited about the opportunity I've been given to take it forward and build on what has already

been achieved to make it even more relevant, informative and entertaining for **CAMRA** members.

'It's also an exciting time to be involved with **CAMRA**. It continues to lead a vital battle to protect the UK's brewing and pub heritage and through the pages of *What's Brewing* and *Beer*, I'm keen to continue informing and motivating members to help in that fight.'

Tom takes over the editorship from Ted Bruning, who has carved the path of *What's Brewing* for eight years.

**CAMRA** Chief Executive Mike Benner said: 'I'm delighted to welcome Tom to **CAMRA** and I'm very much looking forward to working with him to make sure *What's Brewing* continues to be the hard-hitting voice of **CAMRA** as well as a great read.'

### **'Ripper' from Green Jack Brewery in Suffolk voted best winter beer in the land!**

*Green Jack Brewery's Ripper* was named as the supreme *Champion Winter Beer of Britain 2007* by a panel of judges at **CAMRA's National Winter Ales Festival** which took place in Manchester in January.

The 8.5% abv barley wine was described as 'A light coloured beer brewed as a homage to Belgian trappist ales, with sweet notes and a strong hoppy flavour.'

At the announcement, Steve Prescott, Organiser of the *National Winter Ales Festival* congratulated *Green Jack* on its victory. He said, 'It's great to see a barley wine win the competition yet again. I sincerely hope people will be inspired to try this fantastic beer style on the back of *Green Jack's* victory.'

On hearing the news, *Green Jack* Head Brewer Tim Dunford said: 'This is absolutely incredible. All my life it has been my ambition to win a national award for my beers and I can't believe it has happened.'

The Silver award went to *Fuller's London Porter* and the Bronze to *Orkney Skullsplitter*.

A panel of **CAMRA** experts and beer writers at the *National Winter Ales Festival* (New Century Hall, Manchester) judged the competition.

Drinkers at the festival were able to sample the winners as well as try over 200 beers showing the wide range of styles available including old ales, milds, stouts, porters, barley wines and bitters.

*Under new ownership*

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Served daily  
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12 - 5 PM*

*Excellent Choice of 4 Quality Real ales*

*Large Beer Garden, with views to the Chiltern hills and  
Watlington's red kites*

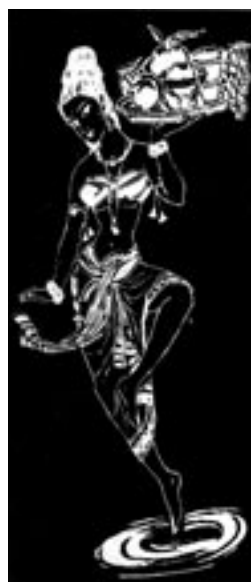
*Tuesday night curry night  
Thursday night quiz night*

## **MOWCHAK**

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Wycombe Road, Stokenchurch**

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***We are in the Good Curry Guide  
and the Good Eating Guide***



***Restaurant &  
separate bar with  
Real Ales***

**Sunday Buffet Menu  
(Noon - 3pm)**

**Onion Bhaji, Sheek Kebab, Aloo  
Vora, Chicken Tikka Massalla,  
Lamb Rogon, Bombay Aloo, Channa  
Massalla, Pillau Rice,  
Nan and Green Salad  
Adult £ 7.50,  
Child (under 12) £ 4.50**

## LOCAL BEER FESTIVALS

### 24<sup>TH</sup> LUTON BEER FESTIVAL



#### LUTON BEER FESTIVAL

The *24th Luton Beer Festival* will be held at the new Hightown Community Sports and Arts Centre, Concorde Street, Luton. The new venue is still only ten minutes walk from Luton station. It's between Hitchin Road and High Town Road.

They expect to provide approximately 80 real ales, 10 real ciders and perries and a range of imported bottled beer over the course of the festival. For the first time they will be using beer cooling equipment from the *Great British Beer Festival* to ensure that the beers are in tip-top condition. Hot and cold food will be available at all sessions.

There will be live music on Friday and Saturday from 8:30pm.

On Thursday evening there will be an opportunity to meet the brewers of some of the ales available.

Luton is a NON-SMOKING festival.

**Dates:** Thursday 15th to Saturday 17th February 2007.

**Opening times:** Thursday: 5pm to 11pm, Friday: Noon to Midnight, Saturday: 11am to 11pm (Last admission 10:30pm)

No admission to persons under 18.

**Charges:** Free to *CAMRA* members at all times except Friday after 6pm (£1.50). Please bring your membership card. Non Members: £2.50 except Friday after 6pm (£3.50) and Saturday after 6pm (£1.50). The reduced price on Saturday evening is due to the likelihood of a more restricted choice of drinks due to selling out of the popular ones!

#### 7TH BANBURY BEER FESTIVAL

The seventh Banbury beer festival will be held at the TA Centre, Oxford Road, Banbury, OX16 9AN from Thursday 22nd to Saturday 24th of March.

The venue is 10-15 minutes walk from the town centre and the bus and rail stations. They will be featuring 80 plus real ales with around 25 beers from Scotland. There will also be a greatly increased selection of cider and perry. The hall layout has been revised to accommodate a larger crowd.

Open: Thursday 5-11pm; Friday Midday-Midnight; Saturday 11am-11pm, last admission 10.30pm each night. Admission Thursday £1; Friday £2 until 5 pm, £3 after 5pm; Saturday £2. FREE to *CAMRA* members at all times with valid membership card. Food available. No music just good conversation. No smoking venue.

Further information can be found at [www.northoxfordshirecamra.org.uk](http://www.northoxfordshirecamra.org.uk).

Volunteers are wanted. Please contact the editor for a staffing form. Any enquires to [bbf@northoxfordshirecamra.org.uk](mailto:bbf@northoxfordshirecamra.org.uk).

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Monday 4.30-11pm  
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12-12pm Friday and Saturday  
12-10.30pm Sunday

**BEER FESTIVAL 27-29<sup>th</sup> April 2007**  
For our events list please visit our website  
[www.thewheelnaphill.com](http://www.thewheelnaphill.com)

## MORE FESTIVALS

### 17TH BATTERSEA BEER FESTIVAL

February 7th-9th (Wednesday-Friday)

Grand Hall behind Battersea Arts Centre, Town Hall Road, Lavender Hill, London SW11 (near Clapham Junction). Over 100 kils of beer from around the country, plus traditional ciders and perries, country wines and Belgian, Czech, Dutch, German & Polish beers. Hot and cold food. Soft drinks available. Open daily from Noon to 11pm. Admission £1 on Wednesday and £2 on Thursday & Friday (£3 after 5pm each day), £1 discount for **CAMRA** members at all times.

### LONDON DRINKER BEER & CIDER FESTIVAL

March 28th-30th (Wednesday-Friday)

Camden Centre, Bidborough St, WC1. Open: Wednesday-Thursday 12-3pm, 5-10.30pm. Friday 12-10.30pm. No admission after 10pm.

Food all sessions, Breweriana Auction Wednesdays night, Imported Beer, Smoking Area. Admission £3, **CAMRA** members £1.50. Wednesday & Thursday lunchtime Free.

Further info see [www.camranorthlondon.org.uk/dbf](http://www.camranorthlondon.org.uk/dbf).



### HADDENHAM REAL ALE FESTIVAL 2007

Haddenham's fourth *Real Ale Festival* will take place on Saturday 30th June 2006 at the Youth and Community Centre, Woodways, Haddenham, Bucks HP17 8DS.

Probably the last beer festival you will be able to smoke at! Further details next issue.

## A SAD LOSS

Colin Lanham of the Berkshire South-East (BSE) branch sadly passed away at the end of last year.

Colin had been a member of **CAMRA** for many years and was a tireless campaigner for the organisation.

He was Regional Director for the Central Southern region for more than three years until February 2004 and was responsible for the creation of the BSE branch.

For many years he was Brewery Liaison Officer for **Brakspears** and campaigned tirelessly to try and prevent their move away from Henley and the subsequent closure of the famous brewery.

At the time of his death he was organising the first major beer festival for the BSE branch at Ascot racecourse.

This festival is due to take place on Friday March 30th and it will be dedicated to Colin's memory. It will be open from 11am to 6pm and there is half price entry available for **CAMRA** members.

Tickets can be booked through [ascot.co.uk](http://ascot.co.uk) and members can get the reduced price by quoting discount code BFC along with their membership number.

Our condolences go to his wife, Teresa, his family and and to his many friends.



**The Red Lion**  
public house and restaurant

Bradenham Village, Bucks HP14 4HF  
01494 562212



A strict no smoking policy exists in all areas

## THE RED LION BRADENHAM

*A friendly warm welcome waits for you here in this newly refurbished establishment. The management pride themselves on the provision of high quality home cooked lunches and evening meals.*

*They offer a good selection of real ales, draught lagers and cider complemented by a wide choice of wines. Sunday lunches are a speciality with food being served until 4.30pm.*

*Book for our Specials on Valentines's Day and Mothering Sunday*

JAZZ  
**THE BOBBY ORR TRIO**  
plus guests  
Sunday 11th February 6.30- 8.30p.m.  
and alternate Sundays



## NEW CYCLOPS SCHEME

### **CAMRA launch new 'licensee' and 'consumer' phase of Cyclops**

**CAMRA** have unveiled a new phase of the Cyclops campaign for licensees and their customers, which aims to demystify the complexities of real ale.

Initially launched by **Everards Brewery** in March 2006, Cyclops was embraced by **CAMRA** and launched industry-wide with 14 brewery partners last August, after **CAMRA** commissioned research revealed that one in three adults thought a universal scheme which simplified real ale would encourage them to try more real ale.



'We were delighted with the initial 14 breweries that signed up as Cyclops partners in August 2006 as they own pubs and distribute beer across the whole of Britain. This now means Cyclops is a universal real ale tasting scheme that can be developed to play its part in increasing real ale sales nationally,' said Tony Jerome, **CAMRA**'s Senior Marketing Manager.

Jerome explains how Cyclops works, 'Cyclops uses easy to understand descriptions and distinctive eye, nose and mouth symbols to help inform and educate occasional or new real ale drinkers of what different beers look, smell and taste like before they even try or buy a beer. Cyclops also promotes the style and strength of the beer and gives each real ale a score out of five for how bitter and sweet the beer is.'

Since the initial launch at the **Great British Beer Festival** last August, Cyclops continues to build on its success with interest from a further 25 breweries who are looking to participate within the next few months.

### **Promoting Cyclops to the consumer and licensee**

To help consumers understand how the actual scheme works, and where to look for material,

**CAMRA** has produced a Cyclops information leaflet which it hopes will increase real ale sales for all the breweries participating in Cyclops. The leaflet will be distributed to thousands of pubs across Britain by **CAMRA** members.

David Bremner, Head of Marketing for **Everards** and the inspiration behind Cyclops, said: 'For Cyclops to continue having an impact on the real ale market, more Cyclops partners need to produce eye catching Point of Sale material and distribute to the pubs across Britain.'

Bremner continued, '**CAMRA**'s new Cyclops leaflet, and more breweries supporting the scheme, will help to increase the consumer awareness of this initiative and lead to more people understanding and drinking real ale.'

While a number of the breweries have already produced Cyclops tasting material, others are still finalising their plans while existing stocks of promotional material are used up. **CAMRA** and **Everards** felt it was important to continue the promotion of the scheme.

Tony Jerome explained 'It is important that we now promote Cyclops to licensees and consumers as there is a lot of support from the real ale industry for this initiative and it is vital to keep the impetus of this campaign going. As some of the Cyclops partners Point

## ACCLAIMED *for high quality...*

### **Kite Mild ( 3.2% ABV ):**

*A traditional medium dark mild. An aroma of roast malt and a smooth body. Tasty for its strength.*

### **Hoppit Classic Bitter ( 3.5% ABV ):**

*Moderate in strength, but packed with flavour.*

### **Hullabaloo ( 4.2% ABV ):**

*A copper coloured Best Bitter with a rich, nutty malt balanced by the dry herby flavour of English Fuggle hops.*

### **Ferryman's Gold ( 4.4% ABV ):**

*Golden, smooth body with masses of zesty, aromatic Styrian Golding hops.*

### **Bamboozle ( 4.8% ABV ):**

*A straw coloured strong pale ale with a pure malty body and a smack of refreshing hops. Have you been Bamboozled?*

### **Get our beers from:**

**WaverleyTBS**, Nationwide, 01635 40136.

**East West Ales**, Kent & Nationwide, 01892 834040.

**AVS Wholesale**, South East, 01474 537767.

**Brewers Wholesale**, Wales, North West, 01384 374050.

**Baby Bottles**, Coventry, Midlands, 024 7636 1518.

**Inn Express**, Alcester, West Midlands, 01789 488008.

**MWS Wholesale**, Stoke, North West, 01782 847755.

**Dayla**, Aylesbury, Thames Valley, 01296 420261.

**Middleton Wholesale**, Midlands, 01604 750040.

**Hamblin Ales**, South, 01256 896985.

**Tring Brewery**, Home Counties, 01442 890721.



## The Loddon Brewery Ltd

Dunsden Green Farm, Church Lane, Dunsden  
Oxfordshire RG4 9QT



Telephone: +44 (0)118 948 1111

[www.loddonbrewery.co.uk](http://www.loddonbrewery.co.uk)

## KEEPING AN EYE ON BEER

of Sale material hasn't been completed yet, we thought it would be important to develop some Cyclops templates that will allow licensees to produce their own Cyclops Point of Sale material such as posters, leaflets and table-toppers to help promote the real ales they have on sale in Cyclops format.'

Licensees can now visit the Cyclops website, select the real ale tasting notes and logos for the beers that they have on sale in their pubs and drop them into the template. These can then be printed off and displayed as posters around the pub or used as beer menus on the tables. There is even space on the templates to add beer prices, pub food that matches the beer or history on the brewery.

Jerome continued, 'There has been a large number of pubs that have contacted **CAMRA** in the last year telling us that they would like to promote their real ales but do not know how to. These Word templates that have been created will be accessible to most licensees that own a PC.

'The templates will allow licensees to create their own Cyclops material and promote their own range of real ales to their customers. Hopefully this will encourage pubs to become more marketing led and help see their real ale sales increase.'

Licensees will also be able to order Cyclops Point of Sale material such as posters, beer mats, tasting cards, leaflets etc direct from breweries that have already produced their material.

Jerome concluded, 'Within the next few months we hope to have a directory of hundreds of Cyclops tasting notes on the website for licensees to use and promote to their customers. We also hope that more breweries will be added to the on-line order form so licensees can order professionally designed Cyclops marketing material direct from the Cyclops brewery partners.'

A sample of the tasting notes available is shown on the right.

The original 14 Cyclops partners are:

**Everards** (Leicestershire), **Marston's PLC** (National), **Woodforde's** (Norfolk), **Cameron's** (County Durham), **Hook Norton** (Oxfordshire), **Fuller's** (London), **Refresh UK** (Oxfordshire), **Robinson's** (Cheshire), **Hall & Woodhouse** (Dorset), **Elgoods** (Cambridgeshire), **Wadworth** (Wiltshire), **Titanic** (Stoke on Trent), **Charles Wells** (Bedfordshire) and **Caledonian** (Edinburgh).

Further details and tasing notes can be found on the Cyclops section of the **CAMRA** website ([www.camra.org.uk/cyclops](http://www.camra.org.uk/cyclops)).

Breweries that would like to sign up to Cyclops, can either visit [www.camra.org.uk/cyclops](http://www.camra.org.uk/cyclops) or email [tony.jerome@camra.org.uk](mailto:tony.jerome@camra.org.uk) to request a Cyclops promotional pack.

**Note: CAMRA only supports the Cyclops scheme for draught and bottle-conditioned real ales.**



**TASTING NOTES**

**6X - 4.3% ABV.**

Wadworth have been brewing 6X in their Devizes brewery for over 80 years.  
This delightful copper-coloured beer has a malty, fruity nose with a restrained hop character.  
The same characteristics emerge on the palate but with more intensity, leading to a lingering malty finish. The beer is full bodied and distinctive but with a high drinkability, ensuring its position as one of the South of England's most requested beers.  
Roger Protz, the renowned beerwriter, describes 6X as: "A brilliant example of a traditional ale at its best, biscuity, fruity, gently hoppy and wonderfully refreshing".  
No matter where you are you can be sure that every pint of 6X is handmade in Devizes.

6X is brewed from 95% pale malt, 4% crystal malt and 3% cane sugar. The bitterness units of 22-24 are obtained from Fuggles hops (85% of total) in the copper and Goldings hops (15%) on the hop back plates. Colour rating is 28.



**WADWORTH BEER**  
Handmade in Devizes

Wadworth and Company Limited, Northgate Brewery, Devizes, Wiltshire SN10 2JW  
Tel: 01380 723345 Fax: 01380 723347 email: [sales@wadworth.co.uk](mailto:sales@wadworth.co.uk) website: [www.wadworth.co.uk](http://www.wadworth.co.uk)

# THE GREEN DRAGON

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[www.eatatthedragon.co.uk](http://www.eatatthedragon.co.uk)

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Soup of the day with a sandwich with salad garnish and chips £6.50

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or

Sausage and Mash + a sweet

or

Sausage + Mash + a pint

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# LETTERS

<In the last issue of *Swan Supping* we published a slightly controversial letter from Chris Webb regarding Football on TV in our pubs. It was hoped that this would generate some response and we were not disappointed! Ed.>

I really must take exception to Chris Webb's letter in the Dec 06/ Jan 07' *Swan Supping*.

He has really taken the line of approach taken by the worst of the tabloid journalists to make a lot out of very little just to sell more of their papers of very doubtful value.

I must be honest, here, and say that I am most definitely not a football enthusiast. In fact I loathe it! He reckons that all football enthusiasts have shaved heads, are foul mouthed and drink lager. Total nonsense! I have a number of football enthusiast friends who suffer this sad affliction for this game but do not fit into Chris's category.

Then he goes on to assert that the **Bell** at Berton resembles a 'Sports Cinema'. I'm pleased to say that I have no idea, or indeed any wish to find out, what one of these emporiums is. I can only guess – and to say the least it does not seem appealing. To classify the **Bell** as one of these places is, I feel, well out of order. I have never seen their TV in operation and I understand from those who have that every

effort is made to avoid it impinging on those who do not want to participate in watching but want a quiet pint of excellent ale.

No, Chris, not the way to approach this in my view. Be more realistic and do a bit more research to get your facts straight before launching off in a diatribe which could harm a publican's business.

**Mike Clemence**

Two of my greatest pleasures are real ale and football. I would very much like to widen Chris Webb's horizons (Letters Dec 2006/Jan 2007 issue).

He is cordially invited to join my son Daniel and I at Wycombe Wanderers where we attend all the games if we possibly can. Afterwards we retire to discuss the merits of the game at the **Three Horseshoes** at Burroughs Grove or perhaps the **Royal Standard** at Wooburn Common (always 10 ales to chose from there).

I would also like Chris to know that I was on holiday in Cornwall during the World Cup. I viewed several of the games in various pubs, always with an excellent glass of ale in my hand, and not a lager lout in sight!

**Brian Platt**

Re: Football and Real Ale (Issue 56) and Letters (Issue 57).

Having read the reply to the Football and Real Ale article by Mr. Chris Webb over Christmas, the season of goodwill, I felt compounded as a diehard football supporter and real ale connoisseur to air my observations on the matter.

Richard Steadman (Stedders), who I first met at his local pub over a pint of real ale, is a keen football follower, who like thousands of similar minded individuals enjoys a few jars of ale before their particular team take to the field to do battle. His 'Stedders' guides are four worthwhile publications for the 2006-07 Season for the relevant divisions in the football leagues.

David Roe, editor of *Swan Supping* and chairman for **CAMRA AV&W**, is a like-minded football supporter and real ale imbibor who can appreciate the Premiership issue for his Tottenham Hotspur alliance. The article by 'Dave' was just promoting the second editions of these guides.

Mr. Chris Webb has unfortunately grasped the wrong end of the nettle to confuse 'football and real ale', with pub delinquents who think that screaming obscenities at a pub television qualifies them as a football supporter!

## Why not join CAMRA Now?

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

Rates are Single Membership (UK & EU) £20 (£22 non Direct Debit), Joint Membership (Partner at the same address) £25 (£27 non Direct Debit)  
For concessionary rates please visit [www.camra.org.uk](http://www.camra.org.uk) or call **01727 867201**

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Address .....

.....

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.....

..... Postcode .....

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

I enclose a cheque for £.....

Signature .....

Date .....

**Save money by  
paying by  
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		<small>Instruction to your Bank or Building Society Please pay CAMRA 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 CAMRA and if so, will be passed electronically to my Bank/Building Society. Note: Banks and Building Societies may not accept Direct Debit instructions for some types of account.</small>	
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Signature(s)			
Date			



Swan Supping  
(Aylesbury Vale &  
Wycombe Branch)





## LETTERS CONT.

Oh no. I have followed my home town non-league team Marlow around Southern England, my 'other' team Chelsea all over the country along with the National team England, over the last twenty-five years.

I have no shaven head, earring, a tattoo or do I wear football replica shirts.

I'm like tens of thousands of other football brethren that live and breathe the beautiful game by participating in supporting our teams, both vocally and financially, week in week out in all weathers.

So please don't be-smudge then tar us with the same brush as the few armchair football pretenders that have probably never indulged at a football match before and shout their limited intelligence off in certain pubs. That is a totally different 'ball game' (no pun intended).

After that rant, I'm off to enjoy Bashley versus Marlow for a few pre-match pints of real ale, probably from the *Ringwood brewery*, in the nearest watering hole to their ground that offers real ale!

Cheers!

*Alan Sheppard*

<Please send your letters on this subject or any other beer related matters to the Editor (contact details on page 23) - Ed>

## GOLDFINCH BREWERY



The *Goldfinch Brewery* was established in 1987 and is located in High East Street, Dorchester, Dorset. The property is now owned by *Oak Taverns Ltd*, a small multiple pub company based in Thame, Oxfordshire, who bought the brewery in early 2006.

The brewery itself is located at the rear of *Tom Browns* public house, a traditional real ale emporium, which is currently undergoing a major sympathetic refurbishment and upgrading of the brew house. The brewery itself was originally a one-barrel plant, and has now been increased to four-barrel capacity.

*Goldfinch* currently brews three, year round real ales, *Tom Browns*, *Midnight Sun*, and *Flashman's Clout*, together with a seasonal beer *Midnight Blinder*, which is available during the winter months. Plans are afoot to increase the range and extend the distribution of these ales.

*Oak Taverns* sell a variety of *Goldfinch* ales in their own pubs, which include the *Old Crown* in Ebley, Stroud, the *Halfway House* in Salisbury, the *White Horse* in Forest Hill, Oxfordshire (a new acquisition) and the

*Rising Sun* in Haddenham.

They have also been sampled in pubs around this area; these include the *Swan* in Thame, the *Red Lion* in Chinnor, the *Shepherds Crook* in Crowell, and the *Lions of Bledlow*, near Princes Risborough.

To enjoy *Goldfinch* ales in this area why not attend one of their weekend beer festivals starting on the 16<sup>th</sup> Feb and the 23<sup>rd</sup> Feb and enjoy a pint of their excellent beers at a fantastic price.

**Goldfinch**  
BREWERY | DORCHESTER

**Goldfinch**  
BREWERY | DORCHESTER

# Goldfinch Beer festivals

All Goldfinch Beers will be sold at **£1.25 a pint**

To introduce our beers we are holding two events in February in your area at the following venues

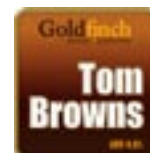
**Rising Sun** 9 Thame Rd Haddenham Bucks HP17 8EN

**16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup> February 2007**

**White Horse** Wheatley Rd Forest Hill Oxford OX33 1EH

**23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup> February 2007**

**Take outs will be available at both pubs**



[www.goldfinchbrewery.com](http://www.goldfinchbrewery.com)



# Branch Diary

*Everybody welcome to all socials and meetings!*

## FEBRUARY

### **Monday 5th BRANCH AGM & MEMBERS' EVENING**

8:00pm Hop Pole (in the function room), Aylesbury

A new venue after many happy years at the Red Lion, Haddenham! We are hoping that the larger function room will be filled as it is important that all local members attend in order to have their say in how our Branch is run for the next year.

Hot snacks will be available and there will be a bottle raffle (we welcome contributions of prizes for the raffle).

Jake Douglas of *Vale Brewery* is our guest speaker this year. Further details can be found on page 10.

### **Friday 16th THAME CRAWL**

Start 7.30pm Falcon, then Black Horse, Swan, Bird Cage.

### **Wednesday 21st COMMUNITY PUBS SOCIAL AND GOOD BEER GUIDE 2008 SELECTION MEETING**

8:00pm Whip, Lacey Green.

Please use public transport! The Line 300 bus drops you just outside so there is no excuse for risking drinking and driving.

### **Saturday 24th JOINT CAMRA SOCIAL**

Starts at Noon Red Lion, Marsworth

As part of the Community Pubs Week initiative by *CAMRA*, this is a joint sports social with Mid Chilterns and South Beds branches.

This will involve Skittles and Crown Top Shives!

Anyone still in the mood can join us at the Angler's Retreat after 3pm when the Red Lion closes.

### **Wednesday 28th WYCOMBE CENTRE SOCIAL**

Starts 8.30pm Falcon, then Hobgoblin, Bell, (perhaps Rose and Crown).

## MARCH

### **Monday 5th FINAL GOOD BEER GUIDE 2008 SELECTION MEETING**

8.30pm Lions of Bledlow

### **Tuesday 13th BRANCH SOCIAL**

8.30pm Dashwood Arms, Piddington

### **Wednesday 21st BRANCH MEETING**

8.30pm Three Horseshoes, Burroughs Grove, Marlow

### **Wednesday 28th OAKLEY SOCIAL**

9:00pm Chandos, 10:00pm Royal Oak

### **Saturday 31st CHAIRMAN'S BIRTHDAY SOCIAL**

1pm Hop Pole, Aylesbury

## APRIL

### **Saturday 28th PROPOSED DATE FOR BREWERY VISIT**

Noon Loddon Brewery. Please check the website for news. Full details will appear in our next issue.

**FOR THE LATEST ON BRANCH NEWS AND ACTIVITIES, CHECK ON THE BRANCH WEBSITE:**

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

We are always looking for ways to encourage our non-active *CAMRA* members (over 500 of you!) to get involved with branch activities.

All *CAMRA* members and potential *CAMRA* members (and anyone else who enjoys real ale) are welcome to join us at any of our socials.

We would also welcome your suggestions for any future socials.



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## More Local News



(Continued from page 2)

**Lettuce** has a lot to live up to! More details in the next issue.

Former pub the **Red Lion**, aka the **Lion**, in West Street, is waiting for the outcome of another planning application that has been submitted to Wycombe District Council. Renovation work was voluntarily suspended recently because of fears from subsidence of the 150 year old building. New owners **Catering UK** are converting this former coaching inn into a Thai restaurant.

### NAPHILL

The **Wheel** is planning to hold a beer festival over the weekend of 27th - 29th of April.

### PIDDINGTON

The new people in charge at the **Dashwood Arms** are Derek Mason and Caz Shepherd. The emphasis at the pub has moved to traditional beer and they are now serving three beers from **Rebellion** plus **Greene King IPA**. Food is available lunchtimes from Tuesday to Sunday. Live music every Saturday evening.

### SPEEN

The **De-Wanium** (previously the **King William IV**) is organising a pick up and drop off service for customers ordering a meal in the restaurant. Please contact the pub to get details of distances allowed and the minimum number of customers required. The **De-Wanium** is also being entered into the latest **Good Curry Guide**.

### STOKENCHURCH

Although the **Mowchak** always offers a full restaurant menu seven days a week both lunchtimes and evenings, it also operates as a pub which hosts a successful darts team and has a range of trophies on show.

### TETSWORTH

The **Old Red Lion** has recently changed hands and the new landlord is Fitzroy Davis. The pub always has three ales available on handpump, one or more generally from the **West Berkshire** brewery.

### WEST WYCOMBE

The ill-fated **Friend at Hand** has had the diggers in and has been demolished. Another local pub lost to developers. **USE IT, OR LOSE IT!**

## Swan Supping

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

**Circulation 5000 copies.**

**Edited by David Roe**

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

**Tel** : 01296 484551

**E-Mail** : editor@swansupping.org.uk

**Advertising rates are :-** 1/4 page £35 (Colour £60), 1/2 page £70 (Colour £120), full page £115 (Colour £200). 10% discounts for payment in advance. Add 10% for front page adverts. All bookings are taken as run-of-paper and colour adverts are on a first come, first served basis. Please make all cheques payable to **CAMRA AV & W.**

**Copy deadline** for next issue, due to be published on 1st April 2007 is 14th March 2007.

**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 50p 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)).

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

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## The Red Lion

3 High Street, Chinnor (☎01844 353468)

*CAMRA Good Beer Guide 2007  
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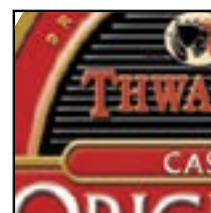
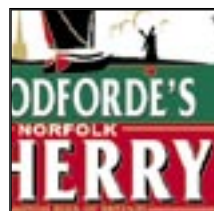
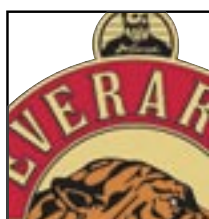
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