

Out *Inn* CHESHIRE

Free!



CAMPAIGN
FOR
REAL ALE

The independent guide
for the discerning pub-user

Issue 77
Spring 2018



Real Ale - why and how?

Real Ale = Cask Beer = Cask Ale

We feel Real Ale is the best way to serve good beer; it allows the taste and aroma to bloom, avoiding the cold or gassiness of many *keg* or so-called 'craft' beers.

...in the pub -

Typically, it's on a **hand pump**.

You can see the bar person physically pulling the beer to serve it.

You may occasionally see beer served direct from the cask, by gravity from a tap. You often see this at a Beer Festival.

Go for the tasty real thing on the hand pump.

...in the supermarket or off-licence -

Read the label.



There may be a CAMRA logo like this >
or the label may refer to a **yeast sediment**,
to **cloudiness** or may actually call it
"Real Ale in a Bottle" or "Bottle Conditioned".



Don't be misled by the silly names or fancy

bottles and labels; you have to do your homework and read the label!



What's it all about?

Surely there is plenty of real ale: what is CAMRA needed for any more?

Lots of reasons!

Much-loved pubs are closing at a frightening rate, more than 20 a week are lost for ever.

Pubs with a good choice of local Real Ales stop trying and sell only boring national brands, or even worse, **no cask beer** at all. **We do our best to support our pubs.**

So what can you do about it?

⇒ **Go to the pub more often.**

There are many alternatives competing for your precious time and cash, but the only one of them that is rapidly disappearing after serving the people of this happy land for centuries, is the traditional pub.

There is a pub for everyone. Our pubs are a part of our precious heritage. Very simply, you must **use them or lose them.**

⇒ **Be less timid when you go to the bar.**

With literally thousands of Real Ales to choose from in this blessed island, only the staggeringly unadventurous would stick to the handful of heavily advertised mass market brands.

You might find a truly great beer; **go for the hand pump.**

⇒ **Join us.**

The campaign is growing rapidly and has **190,000 members.**

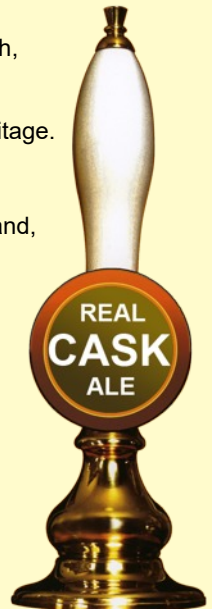
People of all types and ages, united by a love of quality and choice.

Europe's most successful consumer organisation and its best social club.

Give us a call, or talk to us at one of our socials or Beer Festivals.

You will be most welcome.

**Your membership application form
is on the inside back cover.**





CAMRA: The Campaign for Real Ale...

is a volunteer organisation;
the only body speaking for all pub users.



We are all doing this in our spare time,
because we care about good pubs and great beer.

CAMRA; the most successful consumer organisation of all time;
the voice of the consumer can make a difference,
even against uncaring Big Business.

We can't do it without you; we need your help.

New members are always very welcome.

We are open to new ideas and value your skills and enthusiasm

We want to widen our use of social media - you can help.

We are keen to find new ways be relevant to the needs of pub users, beer drinkers
and the trade; you can help.

If you have joined CAMRA but not shown yourself yet, please feel free to get in touch
so you can join in with the campaigning - and the fun.

Even if you are not a CAMRA member, we value your views;
feel free to contact us electronically or face to face at any of our events.

What's happening?

There are lots of ways to keep up with what is
going on in the bar, pub and beer scene in Cheshire.
Websites are good, with the national CAMRA site
and one for each area in the County.



Twitter is a continuous stream of information;
dig in and see what you can find.

You can follow your editor at [@editorcamra](https://twitter.com/#!/editorcamra). I "re-tweet" every message from any
pub in Cheshire and further afield which says what cask beers it has on tap and what
music, quiz or community events are happening. **Follow me for a one-stop-shop!**

All pubs are encouraged to take to Twitter so I can pass it on.

THE COVER SHOT

Our cover shot is the **Brewhouse & Kitchen** in Wilmslow,
one of two examples in Cheshire, the other being in Chester.
All of the Real Ale served in the pub is brewed on the premises
and a group of CAMRA members recently took the opportunity
of assisting with the brewing for a day. Bollin Ruby was the ale
we were brewing. See page 14 for further details.



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The Campaign for Real Ale (CAMRA) is set to widen its remit to represent drinkers of quality beers, ciders and perries of all types, as well as moving its focus beyond traditional pubs, **if** its members approve recommendations put before them in April.



While **continuing to advocate that real ale is the pinnacle of the brewer's craft**, the Campaign's wider focus will mean all drinkers who enjoy a range of beers, ciders and perries will feel welcome in the organisation.

If the changes are approved, the Campaign will work to provide an **enhanced education and information** experience for its members, and all drinkers who attend CAMRA festivals, to help them appreciate and learn about all types and styles of beer, cider and perry - and **make informed decisions about what constitutes "quality"**.

While **campaigning for the continued production and consumption of real ale, cider and perry will remain at the core of CAMRA's objectives**, members will be asked to consider changes to the organisation's Articles of Association which will widen the range of types of beer that it represents - including quality beer which does not meet the organisation's definition of "real ale".

4 The recommendations also propose that as a result of widening its scope of interest CAMRA will be able to represent and engage with all beer drinkers and with all pub-goers, irrespective of what they choose to drink, increasing its ability to campaign in the interests of a much larger constituency.

This broadening of consumer representation will also see CAMRA demonstrate an interest in and lobby for a much wider range of on-trade outlets. While the organisation will **continue to campaign for the preservation of the traditional British pub**, it will also encourage on-trade outlets of all kinds to serve quality beer, cider and perry. CAMRA will **continue to advocate drinking in public social venues**, rather than the increasing practise of consumers buying their drinks from supermarkets for home consumption.

The proposed changes **may** take the form of:

- CAMRA festivals offering a wider range of quality beers, ciders and perries in all formats
- CAMRA engaging with drinkers of all types - with the hope of taking them on a 'journey of discovery' of why real ale, cider and perry is particularly special
- CAMRA supporting members in their appreciation of beer, their ability to both recognise quality products and campaign effectively for them to be stocked in pubs and bars
- CAMRA providing information about all kinds of beer, not just real ale, as well as opportunities for members to learn more about brewing and the different types and styles available to drinkers
- CAMRA recognising a wider range of drinks and establishments in its local and national competitions

The 46-year-old consumer organisation launched a root and branch review of its purpose and objectives, called the **Revitalisation Project**, at the start of 2016. CAMRA's 190,000 members have been involved and consulted throughout the process and will soon have their say on whether the resulting proposals for change are adopted.

Seeking approval for their recommendations, the Campaign's leadership argue that a wider appeal and closer connection with the current revolution in beer and bars will enable the organisation to connect with modern-day beer drinkers and pub goers. This in turn will strengthen CAMRA's campaigning voice: enabling it to increase the already-considerable influence it exerts on the Government and industry decision-makers. >>>

>>>

CAMRA chairman Colin Valentine said: *“It’s always been **important that our members have had a say** throughout this review process and we’re now at the point where we’ll be **giving all our members the chance to vote** on the final Revitalisation Project recommendations.*

“The vote will be held at our Annual General Meeting, in Coventry in April. In the months between now and then we’ll be making sure members can access the full details of the changes we’re recommending, along with the analysis of the impacts and potential opportunities the changes will have.

“My colleagues and I will be making ourselves available at meetings around the country over the next three months so that members can ask us questions about the proposed changes. We’ll also be making sure that we’re available online at frequent intervals. At the end of this process our aim is to make sure that every member has been given the opportunity to learn more about the proposals before they voted.

“Our recommendations mark an important stage in CAMRA’s long history. We recognise that the beer and pub landscape has changed and continues to evolve, and our place in that landscape has changed as well. We’re determined to make sure that we continue to change and evolve so that we are relevant to drinkers of all types and continue to offer a compelling reason for people to join our organisation.”

All members should see <https://discourse.camra.org.uk> and vote.

Watch this space!

Free water in pubs; your rights

Pubs and bars are likely to offer free water refill points in every major city and town in England by 2021. It is not clear how this works and what happens if you are not a major city or town. I would like to think that all pubs would do this as a matter of course. Some of our favourite pubs already offer water to customers. I enjoy a water chaser, as some beers tend to dehydrate me, especially highly-hopped IPAs and some stouts. On my overseas trips, I am often given a glass of water without asking; great customer service. Healthy, an enjoyable enhancement to the enjoyment of your other drink and it reduces the need for people to buy plastic bottles that only get used once. Just do it!

5



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How Twitter helps you know what's going on

This is fun. I have found out all sorts of useful stuff, from new pub and bar openings, to beer festivals and interesting new beers, comedy nights and live music. As an Out Inn Cheshire service, I pass this on by "Re-Tweeting" to my followers (1000 individuals, pubs & brewers).



I re-tweet every message I see about any pub in Cheshire, whether from the pub itself or its customers, with details of the cask ales on sale, quiz or music nights, special offers, community events etc. The Twitter feed now appears on our website; www.outinncheshire.co.uk, so you don't even need to sign up to Twitter to read the latest pub news from all over Cheshire. I am very happy to do this as a way of spreading news to you, the pub-user.

Licensees; let me know anything that you want to share.
(It is surprising that so few pubs and brewers use this incredibly easy and free way to publicise their business. I urge all licensees and brewers to join in.)

Pub-users; follow me for a one-stop-shop of pub and beer information! [@editorcamra](#)
If you follow me, you don't need to find all those other pubs to follow!

...and you can help out the busy licensee of your local either by helping them sign up to Twitter or sending me Direct Messages with key pub news.

Many CAMRA local groups also use Twitter;

6 Macclesfield & East Cheshire CAMRA is [@MECCAMRA](#), we have [@NorthCheshCAMRA](#) and [@HaltonCamra](#), [@THCAMRA](#) for Trafford & Hulme while Chester & South Clwyd is [@CAMRACaSC](#) and Wirral has [@WirralCAMRA](#)

To keep up to date with pubs, beers, breweries and CAMRA events in your area, you can use **Twitter**. Simply go to www.twitter.com and sign up. I found it very straightforward.

There is a river of information flowing unseen past your door; dip your toe in it. You have nothing to lose but ignorance. It works for me!

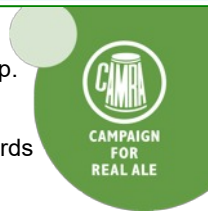
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YOUR RIGHTS AS A PUB CUSTOMER

You should receive a **full pint**, not 90% - don't hesitate to ask for a top up.

If you suffer a poor customer experience, let the staff know, politely.

If they won't put things right, then as appropriate contact Trading Standards or Environmental Health (-or call us!).



Advertise with us - let our readers be your customers!

Out Inn Cheshire welcomes new advertisers, no matter what your business.

Reach 50,000 discerning readers!

We publish quarterly, with a print run of **11,000** being distributed free to over 400 pubs, off-licences and other outlets across the county.

We are happy to design your ad for you!

New advertisers are always welcome.

Out Inn Cheshire is a not-for-profit publication of the Campaign for Real Ale; itself a not-for-profit Consumer Group. Printing costs are funded entirely by advertising income.

We accept advertising from just about anybody, so long as it does not offend our campaigning or other sensibilities!

ADVERTISING RATES

	Colour	Black & White
Small	£75	£50
Medium	£150	£90
Full page	£300	£180

advertising@outinncheshire.co.uk

Substantial discounts for regular slots

Next Issue;

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