

Out *Inn* CHESHIRE



CAMPAIN
FOR
REAL ALE

The independent guide
for the discerning pub-user

Issue 78
Summer 2018

Free!



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 **191,000 members.**

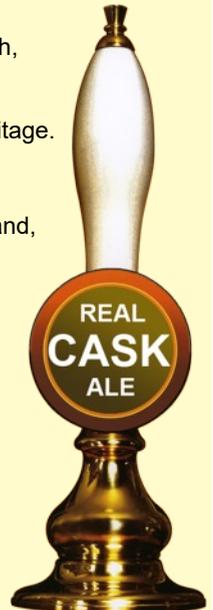
People of all types and ages, united by a love of quality and choice.

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 lovely 17th C Letters Inn at Tattenhall.
Deriving its name from a former incarnation as a sorting office,
its attractive unspoilt interior features wooden beams, lots of
brassware and a splendid log fire. Just the spot for a jaunt out
into the countryside!

A Chinese restaurant is incorporated unobtrusively at the rear.



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The Campaign for Real Ale (CAMRA)

Members of the Campaign for Real Ale have voted to approve all but one of its National Executive's (*its board of directors*) recommendations designed to take the organisation into the future.

Almost 18,000 members voted online and at the AGM in Coventry to express their views on changes to the Articles of Association to re-define the 47-year-old organisation's purpose and campaigning activities.

Members voted to remove the organisation's current "objects" in the Articles of Association – the statement of what the Campaign exists to achieve.

In place of the old objects, members voted to approve recommendations to add these new objects for the Campaign, designed to make the organisation more inclusive, relevant and welcoming:

- To secure the long term future of real ale, real cider and real perry by increasing their quality, availability and popularity
- To promote and protect pubs and clubs as social centres as part of the UK's cultural heritage
- To increase recognition of the benefits of responsible, moderate social drinking
- To play a leading role in the provision of information, education and training to all those with an interest in beer, cider and perry of any type
- To ensure, where possible, that producers and retailers of beer, cider and perry act in the best interests of the customer.

However, despite 72% of members agreeing to the measure, the 75% percent threshold required under the Companies Act was not met to approve the recommendation to add one additional object to CAMRA's Articles of Association:

- *To act as the voice and represent the interests of all pub goers and beer, cider and perry drinkers.*

The changes will see CAMRA put increased focus on educating members (and non-members) about different types of beer.

It also sees campaigning for real cider and perry added to the objects for the first time, as well as recognising pub and club protection as a key object for the organisation.

CAMRA's outgoing National Chairman, Colin Valentine said:

"The recommendations for change were based entirely on feedback received from members when we consulted them as part of the Revitalisation Project.

"It was the largest consultation CAMRA has ever carried out and we listened to the views of over 25,000 of our members, who filled in online surveys and attended consultation meetings across the country.

"We were determined to give every member the right to have a say on the recommendations by voting on the changes to the Articles of Association. The membership has taken advantage of that right and made its views clear.

"We're delighted that all but one of the Special Resolutions was approved, which shows the majority of members agreed with the consultation findings that CAMRA needs to change to remain a relevant and effective campaigning organisation.

"The hard work now starts to define new strategies to position CAMRA where our members have told us they want it to be.





>>> We appreciate that, that while the majority of members voted in favour most of the recommendations, there is some disagreement about how we deliver the required changes.

“We need to do all we can to reassure all members that our core campaigning objectives remain focused on real ale, cider and perry as ever.

Those who called for more far reaching changes, which has not been supported in the vote, and those who disagreed with any change, can be confident that their contribution to the Campaign remains as valued as ever – and that

all members can continue to work together to achieve common objectives.”

All members are recommended to read <https://discourse.camra.org.uk>

Good Beer Guide to Belgium

The 8th edition of CAMRA's Good Beer Guide Belgium is an indispensable companion for anyone planning to visit Belgium.

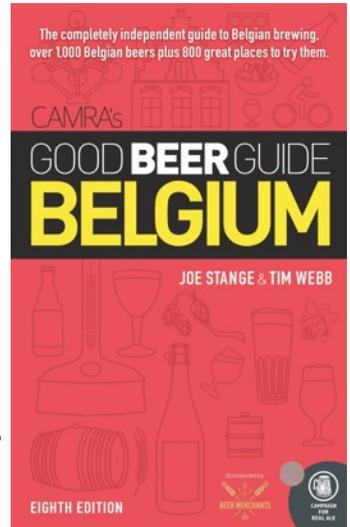
A complete guide to the world of Belgian beer, it is packed with information on breweries, beers and bars. It features comprehensive advice on getting there, what to eat, where to stay and how to bring the best of Belgium's beer offering back home with you.

It guide contains full-colour province-by-province maps and detailed city maps with bar locations and includes details on over 800 bars, cafes and beer shops.

I was agreeably surprised by its accessibility, friendliness and comprehensive detail. Context and history are provided, not in tiresome detail, but in an engaging and amusing way. By the 8th edition, you would expect that they will have got their act together, and indeed they have. This tour-de-force by two massively-respected beer writers is like a well-informed friend showing you his favourite places, with all the warmth, humour, enthusiasm and insight you treasure.

A brilliant introduction for the beginner to one of the world's most fascinating beer destinations. It makes you want to go! For the old hand, this is a gold-mine of a reference book as well as a guide. Of course, you don't need to travel to use it: it serves as a superb guide to the bottles that you can drink at home.

Available from CAMRA online at <https://shop.camra.org.uk/books/beer-travel/foreign-beer-travel/good-beer-guide-belgium-8th-edition.html> and probably some other places as well. **GS**



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Free Publicity!

One of the perennial problems I face as Editor is finding good quality **photographs** to illustrate the articles in this magazine. I would like to pass this problem to the people best able to solve it; licensees themselves.

If you have any good pictures of your pub, internal or external, conventional or artistic, please e-mail them to me at editor@outinncheshire.co.uk

If you can't help, perhaps your brewery, area manager, publicity agency or customers can. Amateur photographers, pub lovers and Photographic Clubs are welcome to submit their work for publication.

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!

Ed

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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