

## RAILWAY IS REGIONAL CHAMPION

### Stockport Local is Greater Manchester Pub of the Year

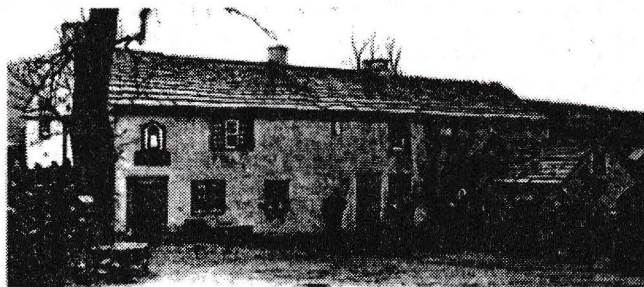
**F**or the seventh consecutive year, the Regional Pub of the Year title for CAMRA, the Campaign for Real Ale, in Greater Manchester has gone to a pub in the Opening Times area. The Railway on Avenue Street, Portwood, scooped the top award, crowning a year of achievement for the pub.



### QUIET WOMAN MAKES A NOISE

#### High Peak Pub Picks Up Regional Award

It's been a double victory for pubs in the Opening Times area this year. Not only has the Railway Portwood picked up the Greater Manchester regional award, but the High Peak Pub of the Year, the Quiet Woman at Earl Sterndale has become the CAMRA East Midlands champion.



Located in the depths of deepest Derbyshire, The Quiet Woman Inn has stood in the village of Earl Sterndale since 1675.

It is a two room pub with low ceilings and original oak beams with plenty of atmosphere and a homely cottage feel. The Quiet Woman is very much a community local where everyone really does know each other. The pub also sells eggs, postcards of the pub as well as books by local poet Tom Wise. On a Sunday there is live traditional folk music played by local musicians which only adds to the country atmosphere.

Landlord Ken Mellor has been at the helm of this former Marstons freehouse for 12 years which he runs with his wife. There are five handpumps with a variety of beers on offer. Marstons Bitter and Pedigree are the mainstays along with Mansfield Cask Dark Mild. Recent guests have included Timothy Taylor's Landlord as well as beers from Brains, Slaters and Wychwood. Ken is an expert at looking after his beer and on the occasions High Peak Branch has visited the pub the beer has always been on top form.

The Quiet Woman and the Railway now go on to the 'Super Regional' rounds of judging where, by chance, they are in the same group along with pubs in the West Midlands and North Wales. First however, is the little matter of the presentation of the Regional award and this is on Saturday 7 September. High Peak branch will be running a minibus and for details and to reserve your seat please contact Frank Wood on 01457 865426.

The pub can also be reached using public transport by getting a train from Manchester Piccadilly to Buxton and then getting the bus (442-Ashbourne) to Earl Sterndale (journey takes 12 minutes).

It's a case of lightning striking twice for the Railway, as the pub also picked up the Stockport & South Manchester CAMRA Pub of the Year award earlier in the year. This was a springboard for the pub's entry into the Regional competition time and its double victory is a tribute to the hard work and commitment of licensee Alex Lord.

Back in 1996, the Railway was re-opened by the Porter Brewing Co as their third tied house. Under the stewardship of Paul and Bev Stanyer, the Railway became an instant success and something of a flagship for the Porters brewery. At around the same time Alex Lord started working for the company as a barman, and then also as an odd-job man.

Paul and Bev left the Railway after notching up two Pub of the Month awards there, and subsequent events have been well documented in these pages. Suffice it to say that the pub appeared to enter a period of decline culminating in a sudden management change in September 2000. This resulted in Alex taking charge and facing the task of restoring the Railway's fortunes.

Luckily, in Alex Lord the Railway has found itself in the hands of one of the most hard-working and committed licensees you are likely to encounter. And the hard work has paid off with the Railway now restored to its place as one of the top cask beer pubs in Stockport. The full range of Porter's hand-pulled beers, including the house beer, Railway Sleeper, traditional cider and foreign beers are all back to the top quality demanded by the pub's customers. A comprehensive menu of home-made food has also been restored.

A new innovation, introduced by Alex, is a wide range of Belgian and German bottled beers. The range, which would look well at home in Manchester's *Northern Quarter*, has really taken off with the pub's customers. The latest development is an ever-changing, independently sourced guest beer on at weekends.

On hearing of the award Alex told Opening Times "Everyone is very, very happy and all of the customers are over the moon. This really is excellent news."

The presentation will be on Saturday 5 October from about 8.00pm onwards. The Railway isn't the biggest pub and it's likely to be a very busy night, so get there early. The pub is an easy walk from the centre of Stockport, and a variety of buses including services 325 and 330 will drop you almost at the door.

#### IN SEPTEMBER'S OPENING TIMES

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## IN THE EDITORS' VIEW..

The launch of a new premium cask beer by Coors Brewers is welcome news indeed. Especially as it is to be supported by a substantial advertising campaign. Now, Coors are now soft hearted sentimentalists and they clearly see a market for this new beer, despite the much touted decline in cask ale sales. It is therefore interesting to reflect on the words of Scott Wilson, the Worthington brand director. They are worth quoting in full:

"Accounting for one in four pints of ale, and with share increasing between 2001 and 2002, there is growing evidence that cask ale is re-emerging."

Pardon me? Did he say 'share increasing'? OK, it may be only a straw in the wind but there's certainly something going on out there. For some time now, reports of cask ale's continuing decline have sat uncomfortably with reports from breweries large and small that their cask ale volumes are at worst static and usually increasing, sometimes quite substantially. The breweries reporting theses results have, however, been the regional, family and micro-brewers who between them only account for something like 15% of the beer market and their increases have been overshadowed by the continuing decline in cask ale volumes by the giant national brewers. If however, the likes of Coors are detecting volume increases then it is likely that the next national production figures could well indicate that cask ale is back on the increase.

And what will to doom and gloom merchants have to write about then?

★ ★ ★ ★ ★

Hearty congratulations to two of our local Pubs if the Year making it through as their respective regional champions. Both are excellent pubs and it is unfortunate that they face each other in the next round of the national Pub of the Year competition. The judges are certainly going to have their work cut out. This is also further proof, as if it were needed, that the Opening Times area has arguably the highest concentration of good pubs anywhere in the country.

*John Clarke*

Once again, CAMRA's national pub prices showed that we in the North west are lucky enough to enjoy the nation's lowest beer prices. My fellow editor lamented last month that his appeal to letter writers about the price issue got a zero response, perhaps this is why. One letter this month takes the Beer Monster to task for complaining about prices at the Great British Beer Festival. Well they were not extortionate by London prices, and in light of the Sunday papers heralding the arrival of a £10 loaf of bread in the capital (I kid you not) they were probably a bargain.

*P.B. Hutchings*

## OPENING TIMES ISSUE 221

**OPENING TIMES** is published by Stockport & South Manchester CAMRA - The Campaign for Real Ale. Views expressed are not necessarily those of the campaign either locally or nationally. Editors: John Clarke, 45 Bulkeley Street, Edgeley, Stockport SK3 9HD. ☎ (0161) 477 1973; Paul Hutchings, 8 The Green, Heaton Norris, Stockport Cheshire, SK4 2NP. ☎ & Fax (0161) 432 8384. News, articles and letters welcome. All editorial items may be submitted in **most** popular WP formats or preferably ASCII on IBM-PC format 3.5" disks (which will eventually be returned!) or CD-R, or via e-mail to [johnclarke@stocam.u-net.com](mailto:johnclarke@stocam.u-net.com). Adverts or photos should be "hard copy" or in CorelDraw 3.5 or 7 (\*.cdr) format or TIFF or EPS files (submit printed proofs for checking and ensure that any "include all fonts" options are on). All editorial items © CAMRA: may be reproduced if source acknowledged. All Advertising images are copyright the respective design sources (Largely CPPR, but all other copyrights and trademarks acknowledged).

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**Fight for Consumer Choice in Pubs - Join CAMRA now - see page 19!**



## PUB OF THE MONTH SEPTEMBER 2002

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



**T**he Stockport & South Manchester CAMRA Pub of the Month award for September 2002 will be the Queens Arms on Stockport Road (A560) in Cheadle.

The ill health of the previous licensee had resulted in the pub becoming run down and neglected, but this all changed with the arrival of Tony Dunn, his wife Helen, and their team of enthusiastic bar staff and helpers. Prior to running the Queens, Tony and Helen had run the Unity in Stockport, the Travellers Call on Hyde Road in Gorton, and the Nags Head, also on Hyde Road. Tony and Helen decided to grasp the gauntlet of running the Queens in November last year and set about to improve the pub in every respect.

One of the first things to change was the ambience of the pub in that customers were made to feel welcome. The beer order was resized to suit the initial low turnover of the pub and the erratic opening hours were standardised so that everyone knew when the pub would be open, which is now all permitted opening hours. With few creature comforts, central heating was installed as a priority, before an extensive internal redecoration was undertaken.

The results of these changes have created a busy friendly pub serving excellent quality Robinson's Hatters Mild and Best Bitter. But the improvements are not just limited to those already mentioned. In addition the Queens has now introduced lunchtime meals with daily specials, served seven days a week. On Sundays you can also enjoy the Queens traditional Sunday lunch (children's portions are also available). If you are working nearby, the Queens even offers free food, late afternoon on a Friday, to allow you to wind down after that particularly heavy week. The famous rear garden with its play equipment is also still in use making the pub extremely popular with families in good weather and during holiday periods.

Since the pubs change of management last November barrellage has more than trebled. With the order for Old Tom already conditioning in the pub cellar and scheduled for sale in the winter months, this increase in turnover looks set to continue. From a pub that struggled to tick over, the Queens is now one of the busiest, friendliest, community pubs in the area, which also sells top quality Robinson's cask conditioned beers. Can you afford to miss the Pub of the Month celebrations at the Queens Arms in Cheadle? I suspect not!

Why not join us to celebrate this richly deserved award on Thursday 26th September 2002? Expect a busy night! SB.

*The local branch of CAMRA decide on a Pub of the Month by a democratic vote at the monthly branch meeting.*

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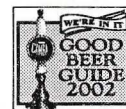
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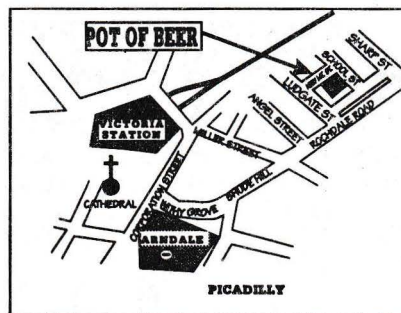
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# STAGGER

with Mark McConachie

## Gorton

I knew something special was in the air tonight as I decked off the 203 bus from Stockport outside of the Travellers Call in Gorton, for this was the famous Hyde Road crawl. Or was it, perhaps, that my mind had been clouded by some romantic vision...

Anyway, upon entering the Travellers Call one finds a smallish L-shaped space with the bar fronting the road and a room occupying the rear. These were once two separate rooms that have now been combined in a way that is not displeasing to the eye. The front Vault has carpeted walls but, sensibly, none upon the floor; apart from the carpet, the walls are covered with framed monochrome images of every pub that ever existed (or that were photographed, at least) on Hyde Road. The landlady has sourced these from the vast electronic image archive based at Manchester Central Library - it makes for a good display and provides a ready source of inquisitive banter. The Travellers being a Hydes' house, it sells their bitter and that beer alone; of the four people starting the Stagger here, we all rated it identically as being above average.

Our next call was at Robinson's **Coach & Horses** on the corner of Belle Vue Street - we had checked the **Imperial** and **Nags Head** but found both to be selling keg beers only. It is great to see the Coach open and trading again after it had a fallow period of several months being closed and awaiting new tenants. I do not think it will ever have the same character as when Beryl and her family ran the place for well over a decade, but things move on. Thus you find a simply decorated two-roomer where a lovely, tiled bar counter greets the thirsty with handpulls for Robbies Hatters and Best. Both beers were sampled and found to be very good with the mild just shading it over the Best. The Public Bar has darts, TV and

bunting to keep one amused, and whilst the side Lounge was fairly spartan, it did have what appeared to be a disco in the making as we bade our farewells.

A five minute walk to our rendezvous took us past the long-closed **Cheshire Hunt** (now a shop of some kind), the greenery of Gorton Park, a budget hotel that occupies the site of the **Lakes Hotel** near the old bowling alley, and the extant, but long-closed **Midland** by Belle Vue BR station. Cross the railway bridge and over Kwik Save's car park gets you to Garratt Way and to the **Pineapple**. This is a modern house giving the impression of being large and airy, no doubt due in part to the use of Scandinavian-style open roof space and boarded ceiling. It has two large and comfortable drinking areas and, to my mind, a fairly heavy emphasis on football - well every time I go in, there always appears to be a game in progress on a large-screen television. Like the Travellers, this too is a Hydes' house and one too that merely sells bitter (it has sold mild in the past but now sales no longer warrant it, a sensible decision to maintain quality, one must agree). Our party had swollen to ten in number by now and with that came a discord about the merits of the beer with scores ranging from average to good.

Next up was the **Suburban**, a JW Lees house a short walk up Garratt Way. An older building this, that has been extended to give it a modern appeal; the most famous thing about the 'Sub' is that it is home to the Gorton Morris Men - a band of merry gents who maintain that most English of traditions, Morris Dancing. These days the 'Sub' is a most unremarkable affair that boasts two rooms serving Lees GB mild and bitter. The former beer was not at all on good form but was changed for bitter without fuss by the kindly landlord who told us that mild sales were low; the bitter was another story - just how Lees bitter should be, the assembled company thought it to be absolutely splendid and scored it accordingly. From one splendid pint to another, this time at the **Plough** back on Hyde Road. Robinson's Hatters and Best were served in exceptionally good form to a still appreciative crowd - the mild was deemed wonderful (probably some of the best in Gtr. Manchester, anyway), whilst the best bitter was only slightly less drooled over. The Plough is a listed property that was to have made way for a widened Hyde Road some years ago had it not been for the campaigning efforts of CAMRA and other interested bodies. This three room house plus beer garden is now getting the attention it deserves through the tenant couple who both care about the building, the beer and the folk who sup it there - surely a recipe for success and a future nominee for a Pub of the Month award one thinks? Do take a visit to the Plough to see the marvellous tiling in the corridors, the quality bar counter and the fine matchboard seating in the vault.

Two pubs awaited us in the back streets on Gorton Cross Lane. The first, the **Cotton Tree** was an all keg affair so we crossed the road to the double-fronted, Boddingtons signed **Royal Oak**. The place was bustling, boisterous, jovial and almost raucous; apparently the landlord is the son of TV actor Bill Tarmey. That aside, John Smiths Cask was the sole cask ale on offer which we sampled outside in the cool evening air - this did nothing to enhance it and it was all rather disappointing really. More wandering through back streets and some wooded paths that I didn't know about brought us the **Vale Cottage** - this lies only a cockstride from Hyde Road (just beyond the **Lord Nelson** which was keg by the way). The Vale Cottage still has that air of the 'pub in the country' with its rustic, cottagey feel, low beams and chintz. It is not the Cottage of old, however, so if you remember a good selection of ales including Landlord then think on, as the sole beer now is John Smiths Cask (it gets everywhere, this stuff). This example was far better than the Oak's it must be said, but it would not vie for the beer of the night.

Our final port of call was Holt's **Waggon & Horses** back on Hyde Road. I say final because some of our party returned to the Plough for last orders such was their enthusiasm for the beer and pub. For

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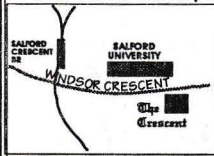
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**COPY DATE FOR THE OCTOBER ISSUE  
OF OPENING TIMES  
IS SEPTEMBER 27**





many of us this was our first opportunity to try Holts Baton bitter (or Silver as it was dubbed) as this beer was considerably more difficult to encounter than the Baton Gold. I must say it was alright and scored quite highly, but for me it was no match for the original - Joey's bitter, still a classic beer by anyone's reckoning. Holt mild and bitter were also on sale and they too scored well; indeed, they are the standard offerings here. The Waggon is in the mock-Tudor, roadhouse style; it is large and comfortable and always seems well used, tonight was no exception to that. A final pint here provided one with a most fitting end to a good evening's entertainment, I look forward to the next Gorton stagger. As I had begun the evening on a 203, thus I ended it so on my return to Stockport.

## SILVER JUBILEE FOR TRAFFORD & HULME

*Details of the Branch Festivities - All Welcome!*

**T**he Trafford & Hulme Branch of CAMRA was established in October 1977, when the Queen was only celebrating her Silver Jubilee. This year therefore sees the branch's own Silver Jubilee, which will be marked by a celebration party in the Old Market Tavern, Altrincham. This is where the branch's inaugural meeting was held back in the days of kipper ties, Watney's Party Sevens and other horrors. The date of the festivities is Thursday 3rd October, starting around 8 o'clock. *All past and present members of the Branch, and indeed of neighbouring branches, are invited to attend.*

The actual date of the branch's foundation was the third Thursday of October, 1977. Thanks to the generosity of Tony Philips at Hydes, we will mark the third Thursday of October 2002 with a visit to the biggest brewery in the branch area - Hydes' Anvil Brewery in Hulme. The brewery can only accommodate 25 of us so priority must go to CAMRA members living in the Trafford & Hulme branch area. That's roughly the area bounded by the Irwell, Blackfriars, Market Street, Mosley Street and Oxford Street in Manchester city centre, plus Hulme (west of Princess Road) and of course the Borough of Trafford. There's a small charge of £2 a head in aid of branch funds. Please contact Neil Worthington on 0161 749 4882 if you want to come along. You'll have to make your own way there but the brewery is well served by several bus routes.

The Branch has been rather quiet in recent times, despite being one of the Campaign's largest branches with some 300 members. But it is now becoming much more active, with regular monthly meetings once again. In a very slight break with tradition, the branch meetings are now on the first Thursday of the month, usually at Altrincham's Old Market Tavern and starting at 8 p.m. *The branch contact is still Dave Ward, tel. 0161 980 1170, or you can contact the new branch chairman, Neil Worthington, on 0161 749 4882.*

### Meeting dates, Trafford & Hulme Branch:

- ★ **Monday 9th September** - social with East Cheshire branch at the Greyhound, Ashley (8 p.m.)
- ★ **Wednesday 25th September** - pub crawl with North Manchester branch, starting at the Malt Shovels, Altrincham (7.30 p.m.)
- ★ **Thursday 3rd October** - branch meeting and Jubilee Party at the Old Market Tavern, Altrincham (8 p.m.)
- ★ **Saturday 5th October** - joint social with Stockport & South Manchester Branch at the Railway, Stockport for Regional Pub of the Year presentation.
- ★ **Thursday 17th October** - visit to Hydes' Brewery, Hulme (7 p.m.)

### CONTRIBUTORS TO OPENING TIMES 221:

John Clarke, Paul Hutchings, Peter Butler, Peter Edwardson, Phil Levison, John Taylor, Tom Lord, Frank Wood, Neil Worthington, Stuart Ballantyne, Mark McConachie, Dave Platt, Dave Hallows, Anthony Firmin, Stewart Revell, Trevor Gammage



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Graham & Jeanette Mascord

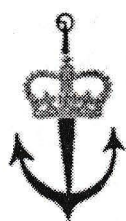
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6

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## THE QUEENS ARMS

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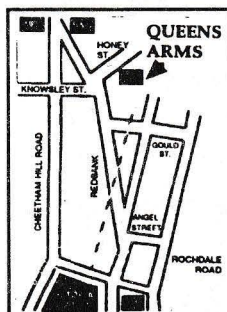
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## CHAMPION BEER OF BRITAIN

### Scottish Beer Wins Top Title For First Time

Deuchars IPA brewed by Caledonian of Edinburgh was judged to be the best beer in Britain by a panel of brewers, beer writers and journalists at last month's Great British Beer Festival. This is the first time that a Scottish beer has ever won the title of Champion Beer of Britain.

The beer is described in the 2002 edition of the Good Beer Guide as, 'An extremely tasty and refreshing amber-coloured session beer. Hops and fruit are very evident and are balanced by malt throughout. The lingering aftertaste is delightfully bitter and hoppy.' The Edinburgh brewed beer was chosen as the overall winner from over fifty finalists in eight categories.

Roger Protz, one of the finalist judges and Editor of the Good Beer Guide said 'I think that the victory for Caledonian is well overdue. Deuchars IPA is a fabulous beer. A brilliant blend of malt and hop character and above all a drink with enormous drinkability. A great victory for Scotland!' David Brown, Caledonian's Director of Marketing said 'We are absolutely thrilled to have won this award, particularly as we are the first Scottish brewery to do so. Deuchars has been a great success in Scotland for many years and appreciate the support that CAMRA has given us.' The Silver award went to East Street Cream from RCH (Somerset). Bronze went to Moondance from Triple FFF (Hampshire). The full list of winners is:

### Champion Beers of Britain 2002

Supreme Champion: Deuchars IPA - Caledonian (Edinburgh)

Silver: East Street Cream - RCH (Somerset)

Bronze: Moondance - Triple fff (Hampshire)

### Milds

Gold: Pressed Rat & Warthog - Triple fff (Hampshire)

Silver: Man In The Boat - Boat (West Yorks)

Bronze: Black Cat - Moorhouses (Lancashire)

### Bitters

Gold: Deuchars IPA - Caledonian (Edinburgh)

Silver: Viking - Rudgate (York)

Joint Bronze: Hewish IPA - RCH (Somerset), JHB - Oakham (Peterborough)

### Best Bitters

Gold: Moondance - Triple fff (Hampshire)

Silver: Brewers Gold - Crouch Vale (Essex)

Joint Bronze: Red Macgregor - Orkney (Orkney), London Pride - Fuller's (London)

### Strong Bitters

Gold: East Street Cream - RCH (Somerset)

Silver: ESB - Fuller's (London)

Bronze: Hop Garden Gold - Hogs Back (Surrey)

### Speciality Beers

Gold: White Dwarf - Oakham (Peterborough)

Silver: Schiehallion - Harviestoun (Clackmannanshire)

Bronze: Umbel Magna - Nethergate (Suffolk)

### Guardian/CAMRA Bottle-Conditioned Beers

Gold: 1845 - Fuller's (London)

Silver: Live Organic - Brakspear (Oxfordshire)

Bronze: Summer Lightning - Hop Back (Wiltshire)

## THE CASTLE

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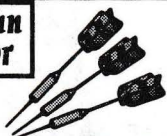


*A WARM WELCOME IN A TRADITIONAL PUB*



# Stockie on The Oche

By John Taylor



The two 'heavyweights' of local darts (without taking the phrase literally) are Tony O'Shea and Darryl Fitton. Both these players are naturally gifted in their chosen sport and with the right kind of backing would have made the top grade of international darts years ago.

That didn't happen, but in the last couple of year, especially with Tony, things have started moving in the right direction. It cannot be easy travelling all over Europe every other weekend, attempting to pick up ranking points, especially when you have to give up your annual leave from work to achieve it. But that is what Tony has done, and having reached two Embassy World finals, he has just qualified for this year's as well. A couple of weeks ago he came to within an inch of winning his first European title, when he lost in the final of the Belgian Open to Ted Hankey.

Darryl, on the other hand, has seen what is possible and this year has travelled to all points of the compass, along with Tony, to fulfil his dream of being a top-notch dartsman, not just at local level but on the international scene too. At present, and with just two competitions left, Darryl is just one point away from qualifying for the best darts tournament in the world. On their day both these players are capable of being World Champion. We have seen it in the past - both Deller and Walton came from obscurity to win the world crown. On the back of his recent success, Tony is now a regular in the England team. Let's hope Darryl can follow in his footsteps. It would be great to see two Stockport-based players on the most famous oche in the world.

★ ★ ★ ★

More recently, the above two, along with other local players such as John Hollins, Paul Yates, Andy Wright, Mick Haynes and Brian Derbyshire, have taken the Cheshire Super League team from Stockport into the national team finals. This was achieved, firstly by being the best team in the Cheshire Northern Section and then beating the winners of the county's southern division. They then moved on to the area finals where they beat Staffordshire 7-2 in the quarter finals, thrashed Clywd 8-1 in the semis, and demolished Merseyside 7-2 in the final. What made the final more emphatic was that the Merseyside team had beaten the national champions for the last four years, Rochdale, in the semi-finals. So, it's on to the national finals at the Lakeside to be held early this month. The home base for this team is the Ash Hotel in Heaton Norris and their next home fixtures are scheduled for Sunday 6 October (against Crewe) and 1 December (against Stoke). So if you like watching top class darts get yourself down there. You could be watching the national team champions and, who knows, a possible future world champion.

★ ★ ★ ★ ★

Unusually, I have been contacted with results of another local league, but too late to make it into this issue - full details will be revealed next month - but this month I will concentrate on the Stockport Licensed Houses Leagues. The top teams in the Super League, Reddish WMC, Union Inn and Royal Mortar, are all still unbeaten, but that is about to change because they are all due to play each other over the next couple of weeks. If the points system in this division was a point a game and two for the match, then the Mortar would be a country mile in front, but as they know having the best team on paper does not always guarantee success, as they found to their cost last season. I doubt if they will take things for granted this year. In the Premier Division, the Gateway from Kingsway presently lead the charge for promotion, followed by Brinnington side, Salisbury Club, the Old King from Portwood and

## OPENING TIMES SPECIFICATIONS

Column Widths, single 84mm, double 172mm. image height 26cm. NB Advertisers who supply camera ready artwork designed for another publication that cannot be resized to our standard sizes will be charged the equivalent column/centimetre rate plus a surcharge of at least 30%. Adverts that require unusually large amounts of design work will have the extra work carried out by a studio at full commercial rate.

Offerton's Golden Hind. The top of the table are shown below:

### Super League

Team	Pld	Won	Pts	Crib
Royal Mortar	7	7	14	14
RWMC	7	7	14	8
Union Inn	7	7	14	5
Bobby Peel	7	6	12	12
Magnet	7	5	10	13
Copperfields B	7	5	10	12
North Reddish	7	4	8	11
Copperfields A	7	2	4	12
Printers Arms	7	2	4	9
Club Leisure	7	2	4	9

### Premier Division

Team	Pld	Won	Pts	Crib
Gateway	5	5	10	10
Salisbury	6	4	8	10
Old King	6	4	8	8
Golden Hind	6	4	8	6
Grey Horse	6	3	6	12
Florist	6	3	6	10
Fiddlers Green	5	3	6	7
George & Dragn	6	3	6	7
Romiley Lib	5	2	4	7
Sidings	6	2	4	10

Well, it's that time again. See you soon, John Taylor

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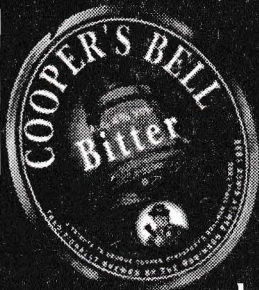


7

CAMPAIN  
FOR  
REAL ALE



# Robinson's COMPETITION



This fully bitter autumn ale is the seasonal beer for September and October. Its malty character is complemented by a pleasant hop aroma derived from the addition of choicest hops late in the brewing process.

There's the chance to sample a new beer in this month's competition by winning a tray of Northern Glory.

This 4.4% ABV ale has been brewed for the American market and will be on sale in the UK next year.

It's also congratulations to Ian Cameron of Warrington who won a tray of Best Bitter in the July competition.

To enter this month's competition, all you have to do is answer the following two questions.

1. What was the occupation of Stockport resident George Cooper circa 1865?
2. To what ABV is Cooper's Bell brewed?

Send your answers by the end of the month to: Robinson's Competition, BHA, 94 Churchgate, Stockport, Cheshire, SK1 1XJ

Or by fax to 0161 477-0809  
or e-mail [info@barryhook.com](mailto:info@barryhook.com)  
Normal competition rules apply

**HELP HOLD BACK THE NITROKEG TIDE!  
JOIN CAMRA (PAGE 19) & DRINK REAL ALE**

## HALE NINKASI!

New 'Goddess of Beer' unveiled to attract women to British beer

**CAMRA**, the Campaign for Real Ale, has launched a daring and powerful new campaign to encourage women to try real cask ale, Britain's traditional pub drink.

The campaign is in response to research into the nation's beer drinking habits released by CAMRA which highlights how brewers have failed to attract women to beer. It features a modern version of 'Ninkasi', the 4000-year-old Sumerian Goddess of Beer, and creates a powerful icon for real British beer.

The research reveals that:

Over one fifth (22%) of women don't drink real cask ale because it isn't promoted to them

- ✱ 17% of women think it is 'old fashioned'
- ✱ 29% don't try it because their friends don't drink it
- ✱ 17% think it will make them fat!
- ✱ Only 23% of women have tried real ale in a pub
- ✱ 19% of women would try real cask ale if it were served in more stylish and fashionable glasses

The CAMRA campaign was a key feature at last month's Great British Beer Festival and included a huge (the biggest ever!) sixty foot banner and life-size cut outs of the Goddess of Beer as well as a 'live' appearance by Ninkasi. This is supported by posters, beer mats and leaflets in thousands of pubs across the country. Mike Benner, Head of Campaigns and Communications said, "We think real British beer is something to be proud of and it should be marketed to women as well as men. Our research shows that many women don't try it because it isn't promoted to them. Almost all of the advertising we see on our TV screens for beer is too laddish, too lager-based and a real turn-off for women. Ninkasi, the new Goddess of British beer is here to change all that and sets a new precedent for marketing a great product."

"Our survey also shows that many women think real cask ale will make them fat. This is a common myth and the truth is that beer contains no fat at all. We hope Ninkasi will help change their minds!" Goddess Ninkasi is said to have created her recipe for beer some 4,000 years ago and was worshipped by both men and women at a time when women brewed the beer and ran the taverns. Ninkasi's dream lives on today and the new Ninkasi is urging drinkers to 'get real and discover the cool natural taste of real cask ale.'

CAMRA claims that beer advertising is too macho and needs to become more female-friendly through promoting the taste, diversity and enjoying beer with food as an alternative to wine. CAMRA is calling on restaurants to offer a more interesting range of British beers which have been matched to dishes on their menus.

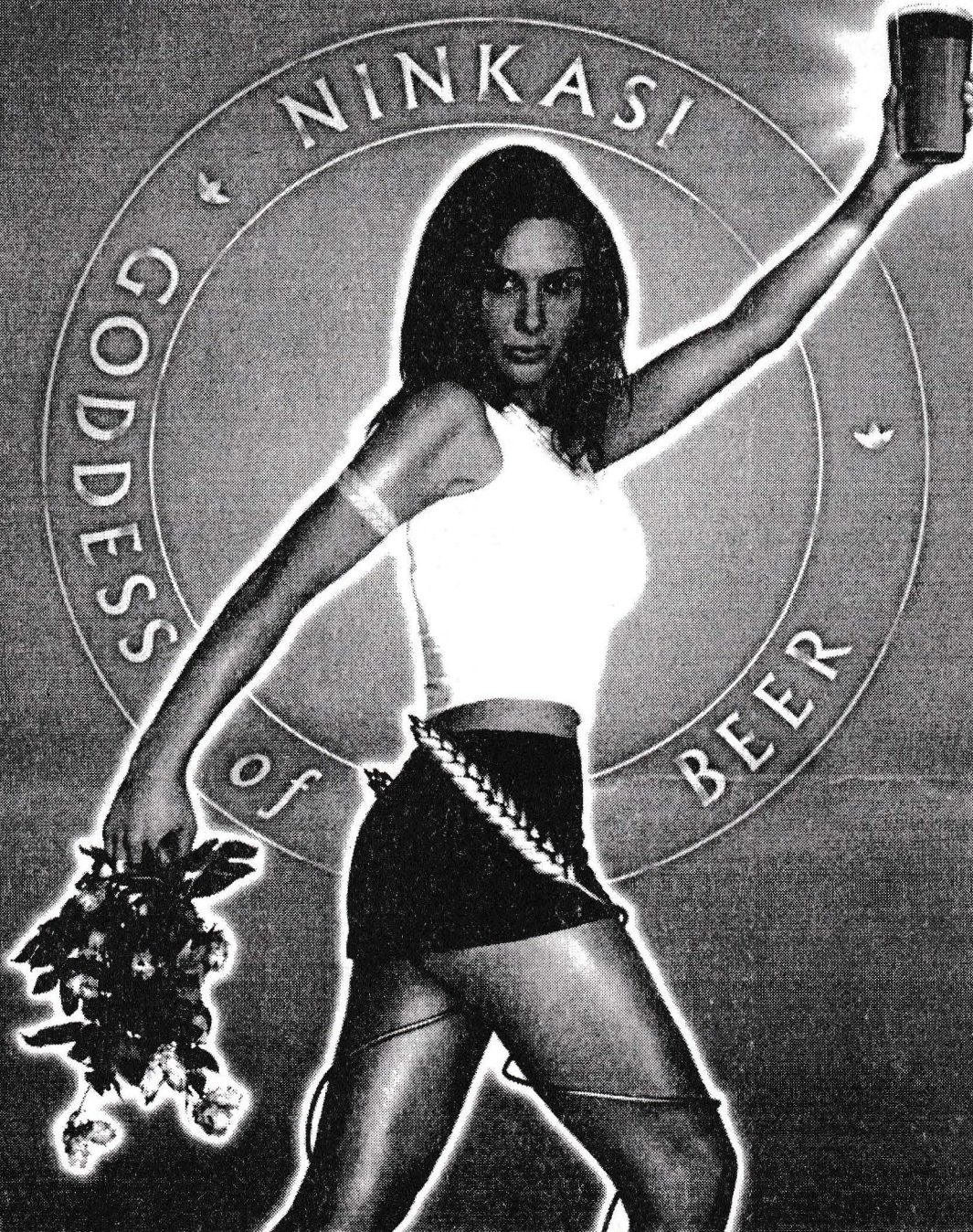
Mike Benner said, "The huge range of different varieties of real cask ale make it every bit as enjoyable and sophisticated as wine and these aspects need to be promoted to attract women and beat the decline in the UK beer market. If you look at both Germany and Belgium, far more women choose beer than here in the UK."

'Hale NINKASI' builds on CAMRA's '100% NATURale' campaign which was launched in 2001 to an explosion of media interest. CAMRA's research shows an increase in the number of people, particularly men, who have tried real cask ale in a pub since last year. In February 2001, 58% of men and 21% of women had tried real cask ale, but by June 2002 this had increased to 71% of men and 23% of women. The campaign, which featured male and female models on a bed of malted barley, targeted the key 25-35 year old market.

Mike Benner added, "Last year's campaign helped us shake off real ale's flat cap image and proved very popular, particularly with younger men. With Ninkasi we are turning our attention to women and creating a new, powerful icon for female as well as male beer drinkers. We now need to see real ale brewers following our lead with innovative and exciting marketing campaigns to put British beer back at the top of the shopping list for the increasing numbers of female pub-goers." CAMRA's research also showed that nearly a fifth of women would be more likely to drink real cask ale if it was served in more stylish and fashionable glasses. 31% of adults also thought women who drank from pint glasses were 'unfeminine', 18% thought it 'undignified' and only 7% found it stylish and attractive.

Mike Benner said, "British beer is quite rightly associated with the good old pint pot which is popular with many female beer drinkers, but brewers need to present beer in a more original and modern way if they are going to build a following with women generally as well as men. Real ale needs to be associated a little less with Inspector Morse and a little more with a modern icon like Ninkasi!"





## Hale NINKASI

The Goddess of Beer says "Get Real. Discover the cool, natural taste of real cask ale. I discovered it 4000 years ago and look at me now."

CHECK US OUT AT [www.ninkasirealcask.com](http://www.ninkasirealcask.com)

SOME THINGS NEVER GO OUT OF STYLE

CAMRA, the Campaign for Real Ale







### National News

**Coors Brewers** (the brewer formerly known as Bass) is to introduce a new premium bitter to replace the gap in its portfolio left by Draught Bass, a brand retained by Interbrew when it sold the former Bass Brewers to the American concern.

The new brew is to be named Worthington's 1744 is named after the date William Worthington started brewing at Burton-on-Trent and is to be supported by a substantial advertising programme. The announcement was accompanied by some interesting comments by Scott Wilson, Worthington's brand director. He commented thus "Accounting for one in four pints of ale, and with share increasing between 2001 and 2002, there is growing evidence that cask ale is re-emerging." There has already been some pre-launch tasting of the beer but no news yet of when it is to hit the nation's bars.

### Family Brewers

This month sees the launch of the next seasonal beers from our local family brewers. Robinson's, are back (for the third time) with Cooper's Bell, a 4% bitter described as "a fully bitter autumn ale with a distinctive malty character complemented by a pleasing hop aroma derived by the addition of choicest hops late in the brewing process".

Lees, meanwhile are bringing out a brand new beer, Ruddy Glow a 4.5% "rich ruby ale" which is "brewed with a high percentage of crystal malt to give a sweet ale with a hint of liquorice. A well balanced ale flavoured with Target hops for bitterness and Styrian Goldings hops for aroma".

The new beer from Hydes' is also a 4.5% brew. This is Autumn Goldings, the latest in this year's craft ale programme based on the theme of "Pick of the Hops" and will be hopped with...Goldings.

Finally, Holt's latest seasonal beer, Thunderholt (around 5%) is expected to be on sale at the launch of Real Beer Week on 30 September (see below). The brewery is also considering producing a new bottled beer to complement "1849".

### Holt Mild Gains

Last month Dave Hallows reported on the availability of handpumped real mild in a number of Holt's pubs. Readers may recall that he went out to test Holt's brewery policy whereby all pubs selling the 'smooth' mild should also offer the handpumped version, too. The results weren't good but Dave's been back and things are looking up. The Grove, Clayton; Orion, Withington; and Duke of York, Cheetham Hill, all now have handpumped mild on tap - and all in good form, too. Thumbs down, though, to the Halfway House, Droylsden; Kingsway, Levenshulme, and Claremont, Moss Side, who still only have 'smooth' available.

### Real Beer Week

The Independent Family Brewers of Britain (IFBB) is holding a Real Beer Week in September/October, aimed at introducing more drinkers to the delights of real ale. Formed in 1993, the IFBB is made up of the 33 remaining family-owned and run UK brewers and pub retailers. They account for just 5% of the UK's beer production but brew half of all the UK's real beer. The IFBB's activities include lobbying government on pertinent issues and raising awareness of and for real beer.

Real Beer Week will run from 30 September to 6 October, and follows the success of Cask Ale Week last years. The IFBB promotions will include 'Try Before You Buy' in their pubs and competitions to win brewery tours or beer for a year.

In Manchester, the week will be launched in the Ape & Apple (John Dalton Street, City Centre) by Holts, Lees, Robinson's, Hydes' and, making their first appearance, Thwaites.

### Micro Magic

*There's only been time for a quick run round some of the local micros this month - apologies to those who have missed out.*

**Beartown** - there are really exciting things happening here. Due to a refinancing, the brewery now aims to buy three new tied houses in this year, 2003 and 2004. Three have already been snapped up. One is in St Helens but the other two are closer to home. In Collyhurst, the Junction was expected to reopen as a Beartown tied house in the first week of this month, while in Fallowfield, the conversion of the former Bamboo Café and neighbouring phone shop on Wilmslow Road will hopefully be complete by mid-November. Look for a full report on this in OT in due course. On the beer front, another name to be found on the bar soon is Bearley Literate. This beer will be a 4.5% golden ale which will be dry hopped. The beer is being launched in conjunction with the poetry society. Another fruit beer is also in the pipeline, following the success of Strawberry. It will either be a peach of strawberry beer - testing was still ongoing as OT went to press with, we hear, Angella at Stockport's Navigation acting as informal taster!

**Khean** - Congleton's other brewery is also going strong. Trade continues to build with the beers proving particularly popular at the Queens in Congleton (it's right next to the station) and the Swan in Kettleshulme. A lower gravity beer has also been introduced. All Rounder is a 3.9% session bitter, the same colour as Premium but more bitter and dry.

**Pictish** - this month's seasonal is a welcome return for Staddle Stone, a 4.5% premium tawny coloured ale with a ruby red hue. "A robust hop aroma precedes a full bodied malty taste with caramel notes and a dry bitter finish" says the description. OT certainly recalls that it's a very moreish beer.

**Bank Top** - the brewery move is now complete and brewing was due to start at the new premises as we went to press. A new beer to mark the successful move will be launched at the Howcroft Beer Festival (9-13 October and highly recommended). This will be "Game, Set &



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