

SMALL BREWER OF THE MONTH Number Eight: Hammerpot Brewery, West Sussex

Club Mirror stumbled upon the Hammerpot Brewery by accident. A pub in Richmond, the Duke, always has a good selection of real ales on the bar and recently it had Hammerpot's rather tasty Pale Ale, ideal for a hot summer's evening. Available between April and August, this seasonal ale is described on the brewery's website as being a 'light, golden, tangy pale ale with a full, fresh flavour'.

Hammerpot Brewery is located two miles east of Arundel in West Sussex and was established in 2005. It produces around 1,000 barrels per annum of 'authentic, local real ale' and describes itself more as a 'nano brewery' than a micro brewery, the latter being reserved for small brewers producing less than 15,000 barrels per annum.

There are five core beer brands produced by Hammerpot and they are: Meteor, White Wing, Red Hunter, Woodcote Bitter and Madgwick



Gold. These beers can be found in shops and pubs in Surrey, Sussex, Hampshire and Berkshire.

There are seasonal ales too, like the aforementioned Pale Ale, and these include Shepherd's Warmer (5.5 per cent), which is available between November and January and is described as a 'dark, fruity ale brewed with fresh ginger'.

Other beers not listed as regular include Bottle Wreck Porter (4.7 per cent). It is described as 'a traditional black porter with chocolate, coffee and rich roast malt flavours' and won CAMRA's Porter of the Year at last year's Woking Beer Festival. Bottle Wreck now goes into the national finals next March.

For further information, call Hammerpot on 01903 883338 or email sales@hammerpot-brewery.co.uk There is an online shop too, so log on to www.hammerpot-brewery.co.uk for more details.

Alcohol deaths rise steadily

Deaths from excessive drinking are rising steadily and there has been a 12 per cent surge in the number of prescriptions for drugs used to treat alcoholism, according to the latest government statistics.

Figures for deaths from alcohol in England reached 6,769 in 2008. Fatalities have risen by 24 per cent since 2001, but overall consumption of alcohol has fallen

and this won't be reflected in the figures for some time.

Pubs and off licences are being used less often by underage drinkers, although young people drinking outside (in parks and on the street) has risen from 21 per cent in 1999 to 27 per cent in 2008.

The figures also highlight a regional divide with Londoners

drinking far less than anywhere else in the country and the Yorkshire and Humberside region putting forward the highest percentage of adults drinking more than eight units on at least one day (25 per cent). In London the figure was 15 per cent and for both England and Great Britain the figure was 18 per cent. The North West figure was 22 per cent.

Cask drinkers are big spenders

Cask ale consumers spend more than other drinkers, according to Paul Nunny, director of Cask Marque, and that is why club stewards who serve their ale at the correct temperature and in perfect condition will safeguard cask sales.

According to Nunny, cask ale is not generally regarded as a big summer seller. It all boils down to consumer confidence in the product during the hotter months of the year. Cask is supposed to be kept and served at between 11°C and 13°C but many drinkers switch to lager.

Serving a consistently good pint of cask during the hotter months, said Nunny, will earn you credibility from a discerning, high-earning group of consumers.



People's pint proves perfect partner

John Smith's is to sponsor the Club Awards for the seventh year running, underlining its on-going commitment to the club industry.

"This continuity is testimony to the importance placed on the club market and indeed to *Club Mirror*," said editor Matthew Moggridge. "It's not a decision taken lightly either; John Smith's has many calls on its budget as you'd imagine. This sponsorship proves yet again that clubs remain a key part of its plans."

The People's Pint, now part of the Heineken stable, will sponsor Community Club of the Year (as it has since 2003) as well as the prestigious King of Clubs category.

"It's going to be yet another great evening in Manchester on



November 10th this year," said Mr Moggridge. "We'll be announcing more details online and in the next issue."

Clubs who haven't yet entered themselves for the Awards should turn to the Awards pages in this issue, or enter online at www.clubmirror.com

CAMRA award for Con club

Formby Conservative Club has been named as Southport and District CAMRA Club of the Year and will go forward into the regional rounds of the 2011 CAMRA National Club of the Year, the overall winner of which will be announced next May.

The club has received LocAle accreditation for its support of local breweries, such as the Southport

Brewery and the George Wright Brewery in nearby Rainford.

Assistant steward Vicki Winder said the club was pleased with its award, claiming it recognised all the hard work that goes in to looking after cask ale.

Ian Garner, CAMRA's director for Merseyside, Cheshire and North Wales, said the award was well-deserved.

Cornwall club wants out of the Legion

A Royal British Legion club in Redruth, Cornwall, wants to disaffiliate itself from the organisation because it believes it will close unless it breaks free of the association.

The management of the club believe that the image of the Royal British Legion was the key factor in discouraging people from joining the club and might, ultimately, lead to the club's closure.

Peter McDonald, the club's chairman, said that the Royal

British Legion image was that of old men telling war stories and that young and middle-aged people were put off 'coming through our doors' for this reason.

To break away from the national organisation, the club will need 75 per cent of its 220 members to be in agreement with the plan. However, Keith Naylor, the Legion's county manager, said it was 75 per cent of local Royal British Legion branch members (of which there are 358) that need to agree, not club members.