

## Arkell's rolls out barrels of Bee's Organic

The first casks of Bee's Organic Ale rolled out of the brewery as Arkell's begins supplying its award-winning organic ale in casks for the first time.

Ten Arkell's pubs took delivery of Bee's Organic in Casks ready to offer it to their customers over the Easter weekend.

Don Bracher, Arkell's Head Brewer, created the beer in October 2001. He said: "There's no difference in how the beer is brewed - we still use the same organic ingredients including honey and organic First Gold hops from our supplier in Worcestershire - but we're supplying it as cask-conditioned instead of bottled conditioned."

Arkell's Brewery supplied its award-winning Bee's Organic Ale in casks ale for the first time last year as a limited edition for a special event, and it proved so popular that the brewery decided to add the beer to its regular roster of special, Seasonal Ales.

Before going ahead with the cask ale last year, the brewery had to apply for further Soil Association approval before it could be supplied with organic certification.

Nick Arkell, sales director at Arkell's, said: "Very few breweries sell organic ale in casks, so we are offering a taste of real ale which isn't readily available. We were delighted with the vote of approval we received from our customers last year



when we produced our first Bee's Organic in casks. It will now take its rightful place on our regular 'specials' list, which means that whilst it won't be one of our regular beers, we will be brewing it from time to time during the year, to give our customers a wider variety of Arkell's Ales."

Launched in 2001, Bee's is Arkell's first organic ale - and has been voted 'Organic Ale of the Year' in a number of awards over the years.

Organically grown malted barley, hops and, unusually, organically produced honey are used in the brew. These give this golden premium ale a light, fresh taste - with the organic honey providing a delightful and surprising flavour. ABV: 4.5%.

## Sir Colin Campbell gets the girl

Some people grumble about being on the go morning, noon and night and for one Gloucester landlady it's true - but she's not complaining.

Katherine Chater has taken over as landlady at Arkell's pub The Sir Colin Campbell on Llanthony Road - Gloucester's only pub on stilts, and she's opening up for breakfast, lunch and evening meals.

Even at just 23 years of age, Katherine's got a lot of experience in the leisure industry behind her. At The Sir Colin Campbell she's also got the support of her husband Jonathan, who also happens to be Gloucester's lock-keeper on the canal.

"We decided to open early because Jonathan has to get up for work - and the men from Tommy Neilson's boatyard like to drop by for breakfast, as well as other early bird workers who work in and around the docks," said Katherine.

Katherine and Jonathan are born and bred Gloucesterians. Katherine went to Oxstalls School

## KINGSDOWN NEWS

### Moonrakers pays tribute to the tribute bands

'Queen' were such a success at The Moonrakers at Stratton in January, that the Arkell's pub is inviting 'Madness', 'Abba' and 'Elton John' to entertain their customers during 2007.

Debbie Sharpe, landlady at The Moonrakers, said: "Our customers asked us to invite a tribute band to play at the Moonrakers, and as we've got the space in our function room we thought we'd give it a go. We couldn't believe how popular it would be - we could have sold the 300 tickets four times over."

So, due to popular demand, the tribute bands are back at the Moonrakers this year, starting with 'Madness' on 21st April, followed by a special Motown night on 19th May and 'Abba' on 28th July.

"The 'Queen' night was fantastic," said Debbie. It was standing-room only and the atmosphere was electric. I almost forgot that it wasn't really Freddie Mercury or Brian May up there - they were so good and the music was fantastic. I can't wait for Madness.

"We're lucky to be one of the few venues in Swindon which can put on such an event because we've got the space," she added. "I think there is too little good live music in the town - judging by our first tribute night there is certainly the demand. So if our customers tell us what they want to hear, we'll try and organise it."

and Jonathan to Churchdown. They got married three years ago, and Jonathan took over as lock-keeper last year.

Located on the corner of Llanthony Road and the new South West Bypass, for years The Sir Colin Campbell was on the road to no-where, but as the regeneration of the City gains pace, and with the new Gloscat College building next door opening to students this September, the pub is about to find itself right in the centre of city-centre life again - and Katherine can't wait.



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# KINGSDOWN NEWS

THE NEWSLETTER FROM ARKELL'S BREWERY

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## Arkell's Beer Festival launched

Some of the best cask ales from across the country will be on show at Arkell's this September when the brewery throws open its gates and welcomes in real ale fans to the 2007 Beer Festival.

The festival, on Saturday 8th September, from 11.00am - 6.30pm, will feature all Arkell's regular beers as well as guest beers from many members of the Independent Family Brewers of Britain (IFBB).

Visitors will also have the unique opportunity to tour around the Kingsdown brewery, one of the finest examples of a Victorian steam brewery anywhere in the world, and discover how the brewery works and how real ale is made.



James Arkell, managing director of Arkell's Brewery, said: "We love inviting people to visit our beautiful brewery, and always turn our beer festivals into celebrations, providing music and other attractions to make it a great grown-up day out. We also aim to raise as much money as we can for charity. Most importantly, though, this is a celebration of one of the oldest industries in Britain and certainly the oldest surviving in Swindon. This is part of our country's heritage, of which we are all very proud indeed.

"The brewing of traditional real ale has changed little over the years and whilst technology has taken over in other areas of our lives - you can't ask a computer to brew beer. For that you need a traditional brewery and a talented head brewer."

Arkell's head brewer, Don Bracher, is also looking forward to the event: "This is a true celebration of real ale, and of some of the oldest, traditional, independent breweries in the country - such as Arkell's. We're looking forward to tasting the huge range of tastes and flavours that make up cask beers produced from all over Britain."

An Arkell's Beer Festival was last held in 2005, when it attracted over 1000 beer enthusiasts from all over Great Britain.

This year the beer festival will raise money for The Prospect Hospice and the Army Benevolent Fund.



## Passionate about his beer

Landlord, Andy Moss, is passionate about his beer and The White Hart at Whitchurch, bought by Arkell's in 2005, is one of the country's most historic inns.

The pub is mentioned in the Camra Good B&B Guide and Andy has recently won himself a Cask Marque for his Arkell's real ales 3Bs, Kingsdown and Moonlight. "Most of our customers know a good beer when they taste one, and I'm delighted to have been awarded a cask marque," said Andy.

## The Royal Oak, Bishopstone

If you like organic, you'll love The Royal Oak at Bishopstone.

Late last year organic farmer Helen Browning and her partner Tim Finney who run EastBrook Farm next door, took over behind the bar. Now this village pub's kitchen is producing exceptional food for locals and visitors from further afield.



## Arkell's Draymen roll out the barrel for over 200 years.

**It's a tough job – but someone's got to do it.**

At certain times of the year – Christmas, Easter and bank holidays for instance, unlike most of the population who are winding down for a well-earned break, Arkell's nine draymen are flat out delivering beer, wines and spirits to pubs, clubs and hotels across the South West.

Most of the draymen have been with the brewery for over 20 years, with Trevor Blackford clocking up an incredible 36, beating his brother Steve by more than ten years on the Arkell's dray lorry. That's over 200 years between all nine draymen.

The day starts early for the draymen. They leave the brewery with a full load at 6am - but what other job would offer a coffee or a bacon sandwich at practically every stop along the way?

"Most days we'll deliver to over a dozen pubs," said Trevor. "So that's a lot of tea, coffee or cokes – and more than one snack along the way because the landlords know we can work up an appetite loading and unloading their beer barrels."

It's all a very long way from the olden days, when draymen used to drive horse-drawn delivery drays loaded with barrels to their destinations. Then they had a pint or two at each pub on their delivery route to keep warm in the winter, and relied on their trusty shire horses to return them down the rolling English roads safely back to the brewery when the day's deliveries were finished.

These days, according to John Williams, transport manager at the Brewery, the draymen keep warm and safe inside the cabs of one of five Arkell's trucks which they drive around the countryside practically every day of the year.

Luckily, Trevor lives opposite the brewery at Stratton so he doesn't have to go far to get to work – or get home again afterwards.

Arkell's run five drays – two 15-tonne lorries and three 14-tonne lorries, each holding around 100 x 11-gallon kegs plus wines and spirits.

John said: "We bought our latest dray last year and each one should last around 15 years – that's a lot of miles and a lot of beer deliveries to quench the thirst of thousands of Arkell's customers."

In fact Trevor reckons that he drives almost 50,000 miles a year for the brewery, but it doesn't seem to bother him. "I love driving – and you always know there will be a warm welcome at each delivery."

James Arkell, managing director at Arkell's Brewery, said: "Not all breweries these days employ their own draymen, but we think it's essential communication between our landlords and the brewery. Although the directors at Arkell's visit the pubs regularly, this is the best way to keep in touch every week – to find out if our customers are happy and things are going well for our landlords. Our draymen don't just deliver our beer; they are great bush telegraph too."



Gillian and Gary at The Lord Lyon

## The Lord Lyon

**If you love fish, then The Lord Lyon at Stockcross, is the place to visit.**

Landlord Gary Jones is passionate about fish (having been brought up in Jersey, he was surrounded by them as a kipper, sorry, nipper). Most days up to six seasonal fish can be found on the menu – generally cooked by Gary himself.



Mr Clark (centre) with the Mayor of Swindon, Mike Bawden

## Nice doing business

**Arkell's Brewery and Edmont Joinery celebrated a successful 30 years of association recently.**

The partnership began in 1977 when Arkell's began to use Edmont to fit out and refurbish its pubs, clubs and hotels. Three decades later and Edmont, almost without exception, carries out all the building and refurbishment of Arkell's pubs across the brewery's estate. The Tawny Owl at Taw Hill, The Jovial Monk at Abbey Meads, The Woodshaw at Wootton Bassett and The Liden Arms at Liden were all built and/or fitted out by Edmont.

Three decades later and both Arkell's and Edmont have grown. Arkell's have almost doubled their estate of pubs and Edmont has widened its business, fitting out service stations and corporate head offices, working at airports such as Stansted Airport, Heathrow's Terminal 4 and Terminal 5 and on refurbishing private houses. It also carries out a lot of work for The Nationwide Building Society.

"It's been a really successful relationship right from the beginning, based on great personalities and good business," said James

## 'Arch' rivals become friends

**It took landlord Roy Sansum less than a year to succeed where many others had failed. The friendly rivalry between The George at Kempford's lounge and public bars has finally been demolished – along with the wall separating the two.**

Now an elegant arch links the two bars, and locals are getting to know each other.

Arkell's had wanted to update and improve the pub for almost two decades, but had been persuaded against it by the locals who wanted to keep the bars separate - even though it meant those drinking in the public bar had to go outside to get to the toilets.

James Arkell said: "The last thing we wanted to do was to upset our loyal customers, so even though we wanted to improve the pub, we decided to wait. Eventually, we decided to unleash our secret weapon - Roy Sansum. Roy has been an Arkell's landlord for twenty years – he's one of our best, so when he took over The George last year, we knew the customers would soon meet their match."

As well as being an experienced landlord, Roy is also a keen amateur builder and couldn't wait to get his hands on the pub.

"There was so much potential, it just needed someone to persuade the customers that it would be a good idea. My brother David and son Matthew are both in the building trade, so I knew they'd help, all I had to do was work on the locals - and as I was here every night behind the bar, I soon wore them down. Even Mickey, one of our most regular customers who said he wouldn't use the archway to get to the loos, took one look at the wet weather when the work had been done and decided to take the shortest route. Then we knew we'd succeeded!"

Now the pub's renovations have been completed, the old fireplaces have been opened up and the former off-licence turned into a dining room.

James said: "Roy's not only helped up give the customers the pub they deserve, but he's kept them all happy too."



Roy Sansum at The George

## Landlords receive a pat on the back

**Arkell's Brewery has recently paid tribute to two of its longest-serving landlords when three generations of the brewing family visited Judy Dudley at The Bull Hotel at Fairford and Chris Piper at The King's in Old Town, Swindon.**

Judy has so far clocked up 22 years behind an Arkell's bar, 15 at The Bull Hotel and 7 at The Red Lion at Lechlade.

Chris, and his wife Pat, have run The King's Hotel in Wood Street since 2000, moving from another Arkell's pub, the Carpenter's Arms which they ran for 14 years.



James Arkell, Judy Dudley and Peter Arkell

James Arkell, managing director at Arkell's Brewery, said: "Landlords are a brewery's biggest asset. Good landlords are worth their weight in gold. Judy, Chris and Pat represent the best: welcoming, hard-working and great with their customers."

Judy now works at The Bull Hotel with her son Mark and his wife Sheree, who have run the hotel alongside her since her husband Keith sadly passed away 12 years ago.

The Dudley's career with Arkell's started in 1985 with a pin in a map in Zambia, where Judy and Keith, a mining engineer, were deciding where to retire when Keith's job came to an end.

"We wanted to come home to the UK but couldn't decide where to settle. The Cotswolds were beautiful, so we stuck the pin in the map and it rested on Fairford."

It took a few months before they found their ideal pub - which happened to be just down the road in Lechlade.

"We ran The Red Lion for Arkell's for seven years, in the last year taking over at The Bull at Fairford as well."

The Bull was much bigger and needed all their attention, so they left The Red Lion and have thrown all their energies into The Bull - a gorgeous hotel, warm, comfortable and just what visitors love about The Cotswolds.

Chris and Pat Piper started their pub career in 1978 behind the bar at The Moonrakers, before moving away for a few years. But Swindon drew him back and he became a relief landlord for Arkell's before being offered the tenancy of The Swiss Chalet in Gorse Hill in 1987. Whilst they were there the brewery completely refurbished and renamed the pub, previously called The Carpenter's Arms which had been built by Arkell's in 1964.

They put The Swiss Chalet on the local map with their live music nights, something they've carried on at The King's.

Soon after Chris and Pat took over at The King's, Arkell's refurbished the Old Town hotel, including moving the bar from one side of the pub to the other.

"That was a tricky time for me," said Chris. "I'd just taken over behind the bar, people don't like change and it was difficult to persuade some of our customers that we were improving the hotel. When they saw what we'd done, though, most of them were delighted and now they wouldn't have it any other way."

"20 years is a long time to work as a landlord," said James. "And Judy and Chris probably work twice the hours of those working 9-5 – so you could almost say they've done 40 years. That's definitely worth a big thank you."