Design the pub of the future

PAGE 2

New voice for franchisees

PAGE 6

PUB OF THE YEAR

See a round-up of this year’s winners for the Pub of the Year Awards 2014.

Go to page 3
As one of the country’s biggest pub groups, Marston’s is obviously always thinking ahead to the pub of the future. What will it look like? Who will the customers be? What will they expect from it?

Marston’s is hoping a specially selected panel of volunteers will give some creative answers to these and other important questions about tomorrow’s pubs.

“When I was young, my social life revolved around the pub,” explained Roger Devlin, Chairman of Marston’s. “Everyone used to meet there, and you could say that it was the original social network. So I began wondering what would bring young people back into pubs?”

The campaign to future-proof Marston’s pubs began with an invitation to readers of The Sun to submit their creative ideas as to why they thought they should be on the Pub of the Future Board. The competition was also open to Marston’s employees who could also enter via The Sun website, to help shape the future of our pubs.

The competition for entries closed August 15th.

“We’ve been delighted at the response,” commented Una Beck Johnson, commercial marketing director for Marston’s Inns and Taverns. “We’ve already had some cracking ideas and we can’t wait to see what the board will propose when it gets together.”

We’ll now work our way through all the ideas and choose a full board of volunteers from some of the best submissions. An initial introductory meeting is planned for these board members in October, and then the chairman will welcome them at the first formal meeting in November.

“If the pub is to survive, it has to change, just like everything else,” said Una, “we hope the board will help us to evolve the whole pub experience to suit changing needs, ensuring our pubs remain an integral part of communities for future generations.”

Design pub of the future

The coveted Pub of the Year award was presented to licensees Mike and Tracy Kingston at a gala evening on Thursday June 5 in the Hotel du Vin in Birmingham.

“We’re absolutely over the moon,” said Mike. “We’re delighted, it’s fantastic and I’d like to give a huge thank you to everyone who’s worked with us over the past five years, the staff have been brilliant. And to everyone who’s been involved in supporting us and understanding what we’ve been doing here. Onwards and upwards!”

The Feather’s Inn was chosen against stiff competition from hundreds of Marston’s pubs up and down the country. The pub won the Marston’s Community Pub of the Year award earlier in the same evening.

“The Feather’s Inn is a perfect example of a community pub — everybody is sure of a warm welcome,” said Peter Dalzell, managing director of Marston’s Inns & Taverns. “They’re at the heart of their community, they do a lot of work for charity, and there is always something going on thanks to Mike and Tracy’s endless energy and enthusiasm for their business.”

“This is the eighth year that Marston’s have run their Pub of the Year awards,” said Peter, “and this year the field of entries was stronger than ever. It’s a testament to all the hard work and imagination our licensees put into their work that so many pubs offer such a high standard to so many customers.”

Other winners

Feathers caps them all with Pub of the Year win

The Feather’s Inn in Lichfield has won the coveted Tenanted and Leased Marston’s Pub of the Year for 2014.
BREWER OF THE YEAR

Emma Gilleland, supply chain director for Marston’s, was awarded the honour by chairman of the APPBG, Andrew Griffiths MP for Burton and Uttoxeter – the first time a woman has been given the award.

EMMA GILLELAND IS THE FIRST FEMALE TO BE AWARDED ‘BREWER OF THE YEAR’ AT THE ALL PARTY PARLIAMENTARY BEER GROUP AWARDS.

Emma Gilleland, supply chain director for Marston’s was awarded the honour by chairman of the APPBG, Andrew Griffiths MP for Burton and Uttoxeter – the first time a woman has been given the award.

BANKS’S & AGE UK IN WIN WINS SITUATION

Banks’s has announced the first lucky winner of its year long Win-Wins promotion. Win-Wins offers beer fans the chance to win a cash prize of £500 which Banks’s will match and donate to a charity of the winner’s choice.

The first lucky winner nominated Age UK to receive a £500 donation as part of the promotion.

To enter the prize draw Banks’s fans can purchase a special edition Bank’s beer and enter their competition entry code which is then entered on www.bankssbeer.co.uk/winwins to be in with a chance.

The first lucky winner nominated Age UK to receive a £500 donation as part of the promotion.

To enter the prize draw Banks’s fans can purchase a special edition Bank’s beer and enter their competition entry code which is then entered on www.bankssbeer.co.uk/winwins to be in with a chance.

Marston’s will feature in a new Channel 5 programme airing from August 29th called One Ale Of A Job, narrated by Al Murray “The Pub Landlord”. This three part series produced by Shine TV follows the men and women of Marston’s, as one of the biggest and oldest breweries in Britain, as they go about their everyday business.

From the hop growers to the brewers, the bottlers and the people who work in our pubs, this series shows a 360-degree portrait of a Marston’s Brewery and the people who work hard to keep Britain’s pubs pulling.

Richard Westwood, MD for Marston’s Beer Company said: “Our team thoroughly enjoyed being part of the programme-making process earlier this year. The end result offers some entertaining insights into the workings of our industry and the unsung heroes who just get on with their work with humour, expertise and an overriding love for their job.”

Chris Evans, Head of Group Logistics, who was the man behind the project for Marston’s said: “The original concept was very similar to Channel 5’s highly successful Stobart series which would demonstrate the breadth of our business. The production company Shine TV visited Wolverhampton’s Park Brewery to shoot some footage of a Stobart delivery being made before the last series and were familiar with us as they had a brewery tour when they were here. After a number of follow up meetings and various site visits, there was enough interest for Channel 5 to commission a taster film based on Marston’s Beer Company’s wider supply chain.

We couldn’t have done it without special thanks must go to Tony Cheater, Logistics Operations Manager — Southern Logistics, Graham Benford, Fleet Manager — Burton Logistics and Kevin O’Rourke, Warehouse Manager — Wolverhampton Logistics for helping the production team throughout the filming.”
Andrew Edwards recently took his place on the council is Andrew Edwards at the Monkstone Inn, Cardiff. He first became a Marston’s franchisee in April 2013 and six months later he also opened a second pub, the Barn in Llantrisant. Andrew’s ambitious plans include having four pubs within five years. He said “I wanted to be instrumental in representing the South region’s franchisees and shaping the multiple franchise model within Marston’s so that it has a positive future.”

Andrew genuinely benefited from the structured advice and training available from Marston’s and now wants to give something back to help the company and other franchisees like him. He commented: “The Council is not a replacement for individualised communication and attention. However, we are taking an important step toward a more cohesive management of the network and hope that all franchisees will take full advantage of it.”

Franchisees play a key role in determining the company’s future growth and to ensure their continued success, clear and regular communication between franchisees and Marston’s is vital. Based on franchisee feedback, Marston’s has established a Franchise Advisory Council, with membership elected from and by all franchisees across the UK. Following elections held in June, the newly formed council meets quarterly to review Marston’s plans and provide input, particularly around issues which are of concern to the franchisees and propose new ideas to drive improvement and innovation within the network. Franchise development manager Celene Normoyle has driven the creation of the Franchise Advisory Council.

Introducing the franchisees on the council...

FRANCHISEES

CAROLINE WEATHERSTON

Caroline Weatherston runs The Poverina, a former coaching inn at Normby on the outskirts of Middlesbrough. Before becoming a North region franchisee this year, 30 year old Caroline had been employed by Marston’s across a variety of roles and feels her experiences as a pub manager were key to equipping her with the skills and knowledge required of a franchisee. “I loved it and it fuelled my ambition to work for myself,” she said.

Caroline is enthusiastic about sharing her experiences as a franchisee and saw joining the Council as an opportunity to do just that. She said “I’m passionate about the Marston’s franchise model and feel motivated to strengthen the partnership that franchisees have with the company for mutual benefit.”

For more information about the Franchise Advisory Council or starting a franchise with Marston’s, call 0844 245 7422.

AARON STEWART

Aaron Stewart at the Fairway in Sheffield has been shortlisted for the upcoming ‘Young Franchisee of the Year’ in the bfa HSBC Franchisee of the Year Awards.

Dedicated and ambitious, 28 year old Aaron has recently opened his second franchise site, the Rufford in Mansfield and now heads up a team of over 75 people. The Fairway is Marston’s highest turnover franchise site and since taking it over in June 2013, Aaron has increased sales by over 40%.

Keen to be involved in the Franchise Advisory Council from the outset, Aaron said “Through involvement in the Council, I can help share my knowledge and experience and that of the Midlands region’s franchisees with Marston’s to maintain its position as a leading franchise model and ensure constant improvement.”
Summer 2014

The Customer Support Teams at Marston’s Beer Company have been given a prestigious Customer Service Excellence award.

“It’s a formal qualification that’s forced us to recognize where we are, what we can do to improve, how to be better and what we can do to measure our progress,” explained Rod Grainger, head of customer support at Marston’s Beer Company.

Previously called the Charter Mark, the CSE award used to be exclusively for government and other public services. Two years ago, it was widened to include any company with dedicated customer support services.

“This award has really improved our standards and our team morale, too,” added Paul Latham, the award’s assessor. “There were no partial compliances and three parts were deemed to be worthy of Compliance Plus ratings, which is rare but thoroughly deserved.”

Paul was with the teams for two days, interviewing individual members and sitting in on live support calls.

Rod continued: “Special thanks go to Helen Lynch, Lynne Latich, Emma Sccor, Heidi Bradley, Claire Tweed and Sarah Baylan from Wolverhampton; Linda Chilton, Aine Heasly, Geraldine Martin, Karen North, Anna Thompson and Wendy Browne from Burton.”

Old Spring Well’s long history revealed

Local historian Colin Waite has uncovered the long history behind the Old Spring Well at Killinghall.

“The pub was originally built to look after travellers on the old road and turnpike,” said Mr Waite, who added that the village can trace its history as far back as the Domesday Book. The pub, which reopened last summer after a major refurbishment and revamping programme, has a history going back at least 250 years.

“It was initially a small farmhouse which became known as The Traveller’s Rest. I added Mr Waite a Killinghall resident and author of the village’s millennium book Reflections of Killinghall. The original building used to be one of three pubs that held council meetings for the village.”

The pub has Mr. Waite’s work on display so anyone who’s interested can read it.

“As a gesture of thanks to Mr Waite for his work, we’ve given a donation to the village hall restoration fund,” added Nigel Whitfield, area operations manager for Marston’s.

The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia, courtesy of Marston’s pubs across the country.”

Gary Millard from the Hollow Tree pub in Buckshaw Village, Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

Greg Drummond, Olympic silver medal winning curler, visited the Dunnichen Stone in Forfar as part of the pub’s participation in the annual Marafun event.

“The Marafun raises money for all sorts of local charities,” said Bruce Sheridan, manager of the pub. “This year we sponsored the Sports Zone and helped to raise more money with a wishing well in the pub and by selling cupcakes on Mother’s Day.”

The Marafun is a long distance team event, which also has shorter mini-miles events for kids. Over the past 10 years, the Marafun has raised over £160,000 for the Ninewells Cancer Campaign.

Old Spring Well with Colin Waite.

Jeannette Denning, manager at the Hollow Tree pub in Buckshaw Village.

Gary Millard from the Hollow Tree pub in Buckshaw Village, Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

The manager of one of the oldest pubs in Greater London, has branched out into film-making in partnership with local amateur dramatic group, the Breakfast Cats Theatre Company. Dean Terry of The Ship on Croydon’s High Street has also involved staff and some of the pub regulars in the making of the short film entitled ‘The Lock In’.

Dean, who has managed The Ship since 2005 said: “An avid film fan from a young age, my dad bought me a Super 8mm camera and a projector and I made short films using friends as actors.

“After years of hearing ghost stories about The Ship, I decided to roll back my film-making years and write and make a short film based loosely on the stories and tales about ghosts and hauntings. The film is turning out to be the first part of a trilogy.”

The Pub: Old Spring Well.

IT’S A HARDYS LIFE

Irene Crabtree is the lucky winner of a dream holiday to Australia, courtesy of the UK’s best-selling wine brand Hardys.

Run exclusively with around 250 Marston’s pubs, the competition first came to Irene’s attention when purchasing a bottle of Hardys at her favourite pub, The Bobbin Mill pub in Buckshaw Village.

Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

IT’S A HARDYS LIFE

Irene Crabtree is the lucky winner of a dream holiday to Australia, courtesy of the UK’s best-selling wine brand Hardys.

Run exclusively with around 250 Marston’s pubs, the competition first came to Irene’s attention when purchasing a bottle of Hardys at her favourite pub, The Bobbin Mill pub in Buckshaw Village.

Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

The Pub: Old Spring Well with Colin Waite.

Jeannette Denning, manager at the Hollow Tree pub in Buckshaw Village.

Gary Millard from the Hollow Tree pub in Buckshaw Village, Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

The manager of one of the oldest pubs in Greater London, has branched out into film-making in partnership with local amateur dramatic group, the Breakfast Cats Theatre Company. Dean Terry of The Ship on Croydon’s High Street has also involved staff and some of the pub regulars in the making of the short film entitled ‘The Lock In’.

Dean, who has managed The Ship since 2005 said: “An avid film fan from a young age, my dad bought me a Super 8mm camera and a projector and I made short films using friends as actors.

“After years of hearing ghost stories about The Ship, I decided to roll back my film-making years and write and make a short film based loosely on the stories and tales about ghosts and hauntings. The film is turning out to be the first part of a trilogy.”

The Pub: Old Spring Well with Colin Waite.

Jeannette Denning, manager at the Hollow Tree pub in Buckshaw Village.

Gary Millard from the Hollow Tree pub in Buckshaw Village, Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

The manager of one of the oldest pubs in Greater London, has branched out into film-making in partnership with local amateur dramatic group, the Breakfast Cats Theatre Company. Dean Terry of The Ship on Croydon’s High Street has also involved staff and some of the pub regulars in the making of the short film entitled ‘The Lock In’.

Dean, who has managed The Ship since 2005 said: “An avid film fan from a young age, my dad bought me a Super 8mm camera and a projector and I made short films using friends as actors.

“After years of hearing ghost stories about The Ship, I decided to roll back my film-making years and write and make a short film based loosely on the stories and tales about ghosts and hauntings. The film is turning out to be the first part of a trilogy.”

The Pub: Old Spring Well with Colin Waite.

Jeannette Denning, manager at the Hollow Tree pub in Buckshaw Village.

Gary Millard from the Hollow Tree pub in Buckshaw Village, Manager of The Bobbin Mill, Gerard Barnes said: “The competition was run in Marston’s pubs across the country so we were thrilled that one of our own customers won the grand prize. We wish Irene all the very best in Australia.”

The manager of one of the oldest pubs in Greater London, has branched out into film-making in partnership with local amateur dramatic group, the Breakfast Cats Theatre Company. Dean Terry of The Ship on Croydon’s High Street has also involved staff and some of the pub regulars in the making of the short film entitled ‘The Lock In’.

Dean, who has managed The Ship since 2005 said: “An avid film fan from a young age, my dad bought me a Super 8mm camera and a projector and I made short films using friends as actors.

“After years of hearing ghost stories about The Ship, I decided to roll back my film-making years and write and make a short film based loosely on the stories and tales about ghosts and hauntings. The film is turning out to be the first part of a trilogy.”
**NEW BUILD UPDATE**

Our new build programme has gone from strength to strength with openings in places as far afield as Sheffield, Weston Super Mare, Lancaster and Burton upon Trent. The Flying Shuttle in Haverhill, Sussex, for instance, took off from day one. “We easily surpassed all of our expectations,” said Carleen Middleton, head of sales and export at Marston’s. “We were in competition against all of the bigger multi-national suppliers in this category and we beat them.”

**HOBGOBLIN GOES FOR GOLD**

Hobgoblin continues its change in the off trade with two summary additions to its portfolio. A five litre mini cask is now being stocked by off licence shelves nationwide, retaining all the characteristics that customers expect of the UK’s No.2 premium bottled ale. The range has also been extended with Hobgoblin Gold, which although lighter in colour, is definitely no lightweight at 4.5% ABV. Combining four hop varieties and an infusion of wheat and malted barley, Hobgoblin Gold is a perfectly balanced golden beer. It is available in 6x500ml bottles from www.classicales.co.uk and selected Tesco and Waitrose stores.

Chris Keating, marketing manager for Wychoed Brewery said: “This is another step forward in making Hobgoblin accessible to a wider audience. The cask is perfect for summer barbecues and provides a fantastic gift for beer fans. Hobgoblin Gold expertly captures the consumer desire for golden beers.”

**PREMIUM BOTTLED ALE SET TO BE WORTH £1BN BY 2020**

The Marston’s Premium Bottled Ale (PBA) Report, launched in June reveals that the category has a potential worth of £1bn by 2020. Last year’s report laid out the five year target to double the size of the category to £560m by 2018, this year’s report clearly outlines that current results are well above the target of this original mission — with the value of the category already increasing by £30m to £420m.

To reach the coveted target by 2020, Marston’s outlines that three areas are pivotal to future success:

- Shopper engagement (£210m)
- Retailer environment (£260m)
- Innovation (£30m)

Customer behaviour has shown a leaning toward premiumisation, with PBA’s raking up a further 500,000 shoppers over the last twelve months — beating the beer market growth — hands down.

Head of take home & export at Marston’s Beer Company, Carl Middleton said: “This continuing trend of premiumisation shows that consumers are happy to pay a bit more for quality, variety and taste that the PBA category offers them. “The category has been allocated more space by retailers this year which has paid off dividends, delivering an incremental £29m value — we are delighted that the growth of the category continues to exceed that of the beer market in general and we are confident that it will continue to do so.”

Hobgoblin is definitely a clear winner in the off trade, with a 20% growth Y-O-Y — crucially being cited as the ‘most shopped ale brand’ and it also retains its crown as the ‘biggest recruiter brand’ for the category.

Carl adds: “The fastest growing overall beer styles in the bottled ales are once again golden and blonde beer varieties — and our recent product launches; New World Pale Ale and more recently, Hobgoblin Gold will continue this trend which recruits new drinkers to the category.”

**GARDEN GRILLS FOR BBQ THRILLS**

The Garden Grill Company is a new “fast casual” food concept that has launched this summer in half a dozen Marston’s pub gardens. The Bell at Tong, near Shifnal, was the first pub to feature this ‘pop up’ style concept. The concept is all about new experiences — our existing customers can try something new in familiar surroundings, while potential customers that might not usually ‘do’ pub food have a reason to give us a try and finally it gives our hardworking bar and kitchen staff something new to get involved in.

Sites were selected based on a number of factors including its garden to kitchen ratio. The Garden Grill should help reduce wait times when pubs with big gardens suddenly get very busy when the sun pops out. The concept can be operated 7 days a week in most locations.

The menu is based on the principal that there are two BBQ tribes: those that want to customise every last detail (the usual proteins and grilled veg can be combined with a myriad of toppings and sides, and crammed in to a choice of wrap/bap/naan). Secondly, there’s those that want to pick the signature dish that turns hands (and fits stomachs) like The Whole Hog, the Boss Burger or the Chickatikkanaan.

Given the growing attraction of designer burgers — it’s hardly surprising that The Garden Grill Company is attracting herds of burger fans. Burgers (whether ‘DIY’ or one of the house specials) make up almost 50% of sales.

The Garden Grill Company is attracting herds of burger fans. Given the growing attraction of designer burgers — it’s hardly surprising that The Garden Grill Company is attracting herds of burger fans.
Riding to the Rescue

Marston’s team members have been getting on their bikes in big numbers lately, raising thousands of pounds for charity in the process. Here are just four of the events they’ve been part of.

Riding the Rivers

Marston’s joined in with more bike fun in the Jennings River Rides on May 25th.

They’re a series of charity bike rides that start and finish in Keswick, helping to raise funds for the Cumbria Foundation. All the proceeds went towards grants for local charities that work with visually impaired people, the disabled, vulnerable young adults and lots more.

Jennings works closely with the Cumbria Foundation, and this year, two teams of Marston’s employees, their friends and family got lycra-ed up to help raise money for the charity. To date the charity has raised £3 million.

Hobgoblin in Barcelona

A team from the Kingsbridge in Bourton on the Water recently cycled back from Barcelona — on a gaudy Hobgoblin tandem!

The team covered over 1,200 miles and raised over £6,500 before Marston’s topped it up with another contribution of £500.

It wasn’t all plain riding, though. “Thanks to everyone who sponsored me,” added James. “I raised over £2,000 and it’s very much appreciated. It’s a very worthly cause and a huge thanks goes to the organisers and support team, because we simply wouldn’t have made it without them.”

It was a serious challenge, too — over 300 miles in just three days’ cycling from York to Aberdovey, including part of Stage 2 of the Tour de France route and a very stiff alternative route round Dinamawddwy.

Richard has raised over £2,000 to date!

Saddle Sore from London to Paris

In May, James Coyle cycled from London-Paris with 38 colleagues, helping to raise over £20,000 for a cancer charity.

“Thanks to everyone who sponsored me,” added James. “I raised over £2,000 and it’s very much appreciated. It’s a very worthy cause and a huge thanks goes to the organisers and support team, because we simply couldn’t have made it without them.”

It wasn’t all plain riding, though. “I needed all the tips on gels and soothing creams that I could get,” added James. “15 hours on a racing bike isn’t the most comfortable experience I’ve ever had!”

Crossing the Country the Hard Way

It’s not just the employees and team members of Marston’s who are pedalling their way round the country for charity — at the end of June, Richard Westwood, Marston’s Beer Company managing director, took on one of the biggest and most challenging events yet.

“It was the Aberdeens 3 Day Bike Challenge,” said Richard. “Only 40 people entered the challenge, and I did it for the Macmillan Cancer Fund.”

It was a serious challenge, too — over 300 miles’ cycling from York to Aberdeavie, including part of Stage 2 of the Tour de France route and a very stiff alternative route round Dinamawddwy.

Richard has raised over £2,000 to date!
"Tis The Season of Mischief...

Let the Hobgoblin’s ‘Season of Mischief’ commence! So the countdown has begun to the scariest season of them all – Halloween. This year is no different & Hobgoblin will be unleashing his unique ‘Season of Mischief’ yet again - in his 9th year as the ‘Unofficial Beer of Halloween’. Pubs, clubs & bars are encouraged to participate in the third largest retailing event of the year by celebrating with Wychwood Brewery’s legendary pint. Look out for the Hobgoblin’s Tastefinder iPhone & Android app making it easier for consumers to find Hobgoblin on sale. This year enjoy Halloween with Hobgoblin.

HOBGOBLIN The Unofficial Beer of Halloween

Hobgoblin, the Unofficial Beer of Halloween, is at the ready to unleash mischief during this year’s spooktacular season.

As part of its aptly named Season of Mischief, Hobgoblin is distributing 7,000 POS kits to pubs across the country, making it the biggest Halloween campaign to date. The new kit emblazoned with Hobgoblin’s new ‘Wheel of Misfortune’, will be delivered to anyone ordering Hobgoblin for the Season of Mischief, featuring:
• A pumpkin handpull topper and handpull Halloween sleeve with a flashing pump clip
• T-shirts
• Bar runner
• Drip mats

As a brand known for being adventurous, this Halloween will be no different. Hobgoblin is hosting a live version of his Wheel of Misfortune. Fans are encouraged to audition to take part in one of four live shows broadcast on Halloween via www.wychwood.co.uk and Facebook. There’s £5,000 up for grabs and prizes like his and hers sheep skin coats, a fondue set and a canteen of cutlery – mocking past TV game shows in his trademark mischievous style.

Wychwood marketing manager, Chris Keating adds: “It’s Hobgoblin’s ninth consecutive year as the ‘Unofficial Beer of Halloween’ and consumers expect to see the Hobgoblin on the bar throughout October. Halloween, falling on a Friday this year, means that pubs can really capitalise on the event.”

Hobgoblin is a full-bodied ruby beer with a delicious chocolate toffee malt flavour, balanced with a rounded moderate bitterness and an overall fruity, cheeky character — making it perfect for a spooky Halloween evening.
GREAT SPORT

without a hitch, with the organisation at a time. He said the whole event went which could seat up to 1,200 athletes positioned in the athlete’s restaurant and Waste team at the games, mainly Glasgow earlier this month. Peter for the Commonwealth Games in

Steam Wheeler, has been hanging out a Speedy donation service this YHA all year round, which means Land Rover by Marston’s has enabled us to everyone. The generous donation of the accommodation. We have something for (England and Wales) said: “YHA Black Sail is one of the oldest Youth Hostels in Britain and the warm hospitality, good food and intimate, communal atmosphere is much-loved by the thousands of walkers, climbers and cyclists who visit each year. Marston’s has also made a further generous donation which YHA plans to use to support new BBQ Cabins to be installed alongside the Camping Pads at Hawkshead and New Forest YHAs.

hospitatly and the beautiful surroundings of this unique property.”

YHA Black Sail is one of the most famous athletes from around the Commonwealth, Peter also got tickets to watch the incredible opening ceremony. He commented that “I had never had such an amazing three weeks in my life, and a big thank you to work, family and friends, who have put up with me talking about non-stop and giving me the time off work to do it. I have never been so emotional when something ended in my life. Glasgow has been amazing.”

A SPEEDY DONATION

The teams at the Black Sail and Ennerdale Youth Hostels in Cumbria recently received a shiny, new present courtesy of Marston’s, YHA (England and Wales) drinks supplier. The new Land Rover is used on a daily basis by the team to shuttle between the two sites. A must-have to operate Black Sail successfully, which is located in the Ennerdale Valley and only accessible on foot or by bike... and the new Land Rover can carry up to 5 people plus a huge amount of supplies; food, beer, gas bottles, laundry, cleaning products, rubbish and recycling.

Caroline White, Chief Executive of YHA (England and Wales) said: “YHA Black Sail is a great example of the diversity of YHA’s accommodation. We have something for everyone. The generous donation of the Land Rover by Marston’s has enabled us to service this YHA all year round, which means many more people can visit and enjoy YHA’s

4X4 ADVENTURE

The associations with Land Rover don’t stop there, one lucky winner is set to ‘explore more’ thanks to the Jennings. Win a 4x4 trade promotion.

Run in the off trade throughout July and also in the on trade via 500ml promotional bottles of Cocker Jennings ‘Win a 4x4’ trade promotion. One lucky winner is set to ‘explore more’ thanks to the associations with Land Rover don’t stop there, one lucky winner is set to ‘explore more’ thanks to the Jennings. Win a 4x4 trade promotion.

4X4 ADVENTURE

4X4 ADVENTURE

4X4 ADVENTURE

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”

The associations with Land Rover don’t stop there, one lucky winner is set to ‘explore more’ thanks to the Jennings. Win a 4x4 trade promotion.

Run in the off trade throughout July and also in the off trade via 500ml promotional bottles of Cocker Jennings ‘Win a 4x4’ trade promotion. One lucky winner is set to ‘explore more’ thanks to the associations with Land Rover don’t stop there, one lucky winner is set to ‘explore more’ thanks to the Jennings. Win a 4x4 trade promotion.

The Milestone in Hindley really got on their trikes to raise money for a local charity recently.

“We had a charity fun day on April 13 for all the family,” said Kelly Jones, who works on the bar at the Milestone. “There was face-painting, a kids’ entertainer, giant games, a craft area for kids, a bric-a-brac stall and a race night that evening, too.”

Staff also spent a month peddling raffle tickets for prizes donated by local businesses.

“In all we raised over £1,700 for the Dorothy Goodman Centre for children with learning difficulties,” Kelly added. “They’re buying a specially adapted trike for the kids and it’s gone down so well, they want to buy another.”

$1700 Charity Milestone

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”

LIFE BEGINS AT 40

WEST BERKS CAMRA

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”

The West Berkshire branch of the Campaign for Real Ale turned 40 with a celebration at the pub where they formed, the Bacon Arms in Newbury.

“it was great to be their host,” said Warren, the pub’s licensee. “We’ve only been here a year or so, but we know our regulars like their real ale.”

“We’re more than happy to help out an organization that’s done some great things for real ale,” added Mervyn Handley of Marston’s. “Jeff Drew, the head brewer from Wychwood, held a tasting for the 40th Anniversary of the Campaign for Real Ale at the pub. It was a great event, and we’re pleased to be able to support it.”
Summer 2014

**THE FIRS BRANCHES OUT AFTER COMPLETE REFURBISHMENT**

The Firs in Castlecroft has gone back to its roots as a community pub in April that’s seen them become more family friendly than ever.

“The pub has been completely refurbished,” said Shaun Blackshaw, manager of the pub. “The whole pub was redecorated, new booths have been installed with their own TV, as well as both Sky and BT Sports, and we have lots of new things for kids, too.”

There’s a new menu that includes family favourites such as mouth-watering grills, filling pies and spicy curries, as well as fun meals like snackking boxes with popcorn chicken, build-your-own burger, deliciously cool milk shakes and much more. Not forgetting the tuck shop for the kids, too, with all sorts of choccies and sweets.

“We also do takeaways now,” added Shaun. “And there’s a lunch club every day from Monday to Saturday, with a traditional Sunday roast every weekend.”

All this and real ale, too, with Banks’s Bitter, Banks’s Sunbeam and permanent on the bar, with guest ales changing every few weeks, and a whole range of cocktails, wines and other choices, too. It seems The Firs is really going back to its roots!

**ICE ICE BABY**

The Dog & Partridge, Failsworth has just had a new ice cream parlour installed and it’s going down a treat with customers.

After closing for a short period for refurbishment, the pub re-opened its doors on the 14th July. The pub has had a fantastic response, with a whole first week of opening

**CARVING OUT A NEW NICHE**

Marston’s has introduced a new Master Carver qualification. Chris Harvey from Marston’s explains.

“We wanted to raise the bar on quality across all of our kitchens. So we’re offering a 1-day course covering everything from managing meat stock to seasonal vegetables, with a set of special whites and a certificate to recognise your new skills.”

“Wow, thank you! You have really made my weekend!” Stephanie Jackson, Chalkhill Blue (right).

**KEEP SMILING**

The launch of our Smile Scratchcard has been a huge success and since roll out has seen over 200 lucky and very well deserving team members win prizes including iTunes vouchers, cinema tickets and overnight stays!

Every winner who registers their unique Smile Scratchcard code is entered into our £100 monthly prize draw. So far John Hughes from the Reoback in Market Harborough and Stephanie Jackson from the Chalkhill Blue in Andover have been successful! Well done to all you Smile Scratchcard winners for all your outstanding customer service and going the extra mile!

**CHEERS! AGE CONCERN HAMPSHIRE CLIENTS ENJOY A PINT**

You’re never too old to enjoy a pint according to Age Concern Hampshire’s Gerrill Wellbeing Centre in Olden Purlieu, following a visit from Ringwood Brewery.

The centre in Challenger Place offers a number for social events throughout the year to bring older people together and promote their services which include exercise classes, computer training and healthy eating. The brewery visit raised funds for the centre, allowing it to extend its services throughout the year.

“Wow, thank you! You have really made my weekend!” Stephanie Jackson, Chalkhill Blue (right).

**‘ELLO, ‘ELLO, ‘ELLO**

Ringwood received a visit from Hampshire Police — not because you were worried about anything but as part of a campaign to send round 30 members of its Leisure and Sports Society to send round 30 members for a full brewery tour.

“We invited them to say thanks for all the good work they do in the community,” explained Alex Harrison, assistant brand manager at Ringwood. “We used to do it every year, and we think its well worth reviving the custom.”

**LONG-SERVICE RECOGNITION**

Andew Buckingham (centre), from the Original White Hart in Ringwood, has been given a special award for long service.

“Andrew has been at the pub for over 10 years,” said Amanda Webb, who manages the pub. “He’s seen quite a few managers come and go, but he’s stayed here throughout it all.”

“We wanted to recognise all the work Andrew’s done in his years at the pub,” added Amanda. Andrew was absolutely delighted with his award, which he received from Amanda and Marston’s AGM Philip Jones.
SEE US ON TV

EPISODE 1  Friday 29th August  8pm
EPISODE 2  Friday 5th September  8pm
EPISODE 3  Friday 12th September  8pm

Plus catch it on Channel 5+1 at 9pm each week