

# Out *Inn* CHESHIRE

The independent guide  
for the discerning pub-user

Issue 75  
Autumn 2017



CAMPAIGN  
FOR  
REAL ALE



# Real Ale - why and how?

**Real Ale = Cask Beer = Cask Ale**

We feel Real Ale is the best way to serve good beer; it allows the taste and aroma to bloom, avoiding the cold or gassiness of many *keg* or so-called 'craft' beers.

**...in the pub -**

Typically, it's on a **hand pump**.

You can see the bar person physically pulling the beer to serve it.

*You may occasionally see beer served direct from the cask, by gravity from a tap. You often see this at a Beer Festival.*

Go for the tasty real thing on the hand pump.

**...in the supermarket or off-licence -**

**Read the label.**



There may be a CAMRA logo like this >  
or the label may refer to a **yeast sediment**,  
to **cloudiness** or may actually call it  
"Real Ale in a Bottle" or "Bottle Conditioned".



Don't be misled by the silly names or fancy

bottles and labels; you have to do your homework and read the label!



## What's it all about?

***Surely there is plenty of real ale: what is CAMRA needed for any more?***

Lots of reasons!

**Much-loved pubs are closing at a frightening rate**, more than 20 a week are lost for ever.

Pubs with a good choice of local Real Ales stop trying and sell only boring national brands, or even worse, **no cask beer** at all. **We do our best to support our pubs.**

So what can you do about it?

⇒ **Go to the pub more often.**

There are many alternatives competing for your precious time and cash, but the only one of them that is rapidly disappearing after serving the people of this happy land for centuries, is the traditional pub.

**There is a pub for everyone.** Our pubs are a part of our precious heritage. Very simply, you must **use them or lose them.**

⇒ **Be less timid when you go to the bar.**

With literally thousands of Real Ales to choose from in this blessed island, only the staggeringly unadventurous would stick to the handful of heavily advertised mass market brands.

You might find a truly great beer; **go for the hand pump.**

⇒ **Join us.**

The campaign is growing rapidly and has **189,000 members.**

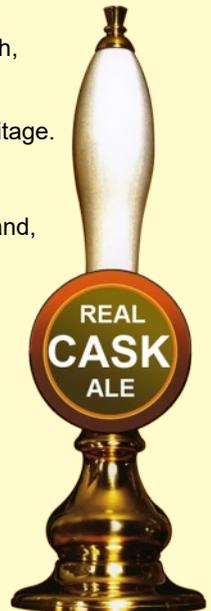
People of all types and ages, united by a love of quality and choice.

**Europe's most successful consumer organisation** and its best social club.

Give us a call, or talk to us at one of our socials or Beer Festivals.

You will be most welcome.

**Your membership application form  
is on the inside back cover.**





# CAMRA: The Campaign for Real Ale...



is a volunteer organisation,  
the only body speaking for all pub users.

We are all doing this in our spare time,  
because we care about good pubs and great beer.

**CAMRA is the most successful consumer organisation of all time;**  
the voice of the consumer can make a difference,  
even against uncaring Big Business.

**We can't do it without you; we need your help.**

New members are always very welcome.

We are open to new ideas and value your skills and enthusiasm

We want to widen our use of social media - you can help.

We are keen to find new ways be relevant to the needs of pub users, beer drinkers and the trade;  
you can help.

If you have joined CAMRA but not shown yourself yet, please feel free to get in touch  
so you can join in with the campaigning - and the fun.

Even if you are not a CAMRA member, we value your views;  
feel free to contact us electronically or face to face at any of our events.

## What's happening?



There are lots of ways to keep up with what is  
going on in the bar, pub and beer scene in Cheshire.  
Websites are good, with the national CAMRA site  
and one for each area in the County.



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Twitter is a continuous stream of information;  
dig in and see what you can find and follow the most  
interesting.

Now you can follow your editor at [@editorcamra](https://twitter.com/#!/editorcamra). I am sharing my beer and pub  
sampling experiences round Cheshire and further afield. **Follow me and share the fun!**

I also "re-tweet" every message from any pub in Cheshire which says what cask beers  
it has on tap, so you can find interesting and favourite brews. Facts at your fingertips!

**All pubs are encouraged to take to Twitter to let me know.**

## THE COVER SHOT

Our cover shot is the attractive Swettenham Arms in  
Swettenham near Congleton, a fine example of a rural pub  
in a superb setting.  
See the article on page 14 of this issue for full details and look  
at [Whatpub.com](http://Whatpub.com) for our online entry to this and thousands of  
other pubs.



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## How Twitter helps you know what's going on

I am having fun with this. I "follow" about 470 accounts and have found out all sorts of useful stuff, from new pub and bar openings, to beer festivals and interesting new beers, comedy nights and live music. As an Out Inn Cheshire service, I pass this on by "Re-Tweeting" to my followers, which includes 890 individuals, pubs and brewers.



I re-tweet every message I see about any pub in Cheshire, whether from the pub itself or its customers, with details of the cask ales on sale, quiz or music nights, special offers, community events etc.

I am very happy to do this as a way of spreading news to you, the pub-user.

- # **Licensees**; let me know anything that you want to share.  
*(It is surprising that so few pubs and brewers use this incredibly easy and free way to publicise their business. I urge all licensees and brewers to join in.)*
- # **Pub-users**; follow me for a one-stop-shop of pub and beer information! [@editorcamra](#)  
If you follow me, you don't need to find all those other pubs to follow!  
...and [you can help](#) out the busy licensee of your local either by
  - helping them sign up to Twitter or
  - sending me Direct Messages with key pub news.

Many CAMRA local groups also use Twitter;  
4 Macclesfield & East Cheshire CAMRA is [@MECCAMRA](#), we have [@NorthCheshCAMRA](#) and [@HaltonCamra](#), [@THCAMRA](#) for Trafford & Hulme while Chester & South Clwyd is [@CAMRACaSC](#) and Wirral has [@WirralCAMRA](#)

To keep up to date with pubs, beers, breweries and CAMRA events in your area, you can use [Twitter](#). Simply go to [www.twitter.com](http://www.twitter.com) and sign up. I found it very straightforward.

There is a river of information flowing unseen past your door; dip your toe in it. You have nothing to lose but ignorance. It works for me!

Ed

## YOUR RIGHTS AS A PUB CUSTOMER

You should receive a **full pint**, not 90% - don't hesitate to ask for a top up.

If you suffer a poor customer experience, let the staff know, politely.

If they won't put things right, then as appropriate contact Trading Standards or Environmental Health (-or call us!).



## Advertise with us - let our readers be your customers!

Out Inn Cheshire welcomes new advertisers, no matter what your business.

**Reach 50,000 discerning readers!**

We publish quarterly, with a print run of **11,000** being distributed free to over 400 pubs, off-licences and other outlets across the county.

**We are happy to design your ad for you!**

**New advertisers are always welcome.**

Out Inn Cheshire is a not-for-profit publication of the Campaign for Real Ale; itself a not-for-profit Consumer Group. Printing costs are funded entirely by advertising income.

We accept advertising from just about anybody, so long as it does not offend our campaigning or other sensibilities!

### ADVERTISING RATES

	Colour	Black & White
Small	£75	£50
Medium	£150	£90
Full page	£300	£180

[advertising@outinncheshire.co.uk](mailto:advertising@outinncheshire.co.uk)

**Substantial discounts** for regular slots

**Next Issue;**

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