

Out *Inn* CHESHIRE

The independent guide
for the discerning pub-user

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Free!





Real Ale - why and how?

Real Ale = Cask Beer = Cask Ale

We feel that Real Ale is the best way to serve good beer; it allows the taste and aroma to bloom, avoiding the cold or gassiness you can get with many *keg* or 'craft' beers.

Typically, it's served 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.

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.**

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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 **192,000 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.



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!).





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; 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.



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

You can follow your editor at [@editorcamra](#). I "re-tweet" every message from any
pub in Cheshire and further afield which says what cask beers it has on tap and what
music, quiz or community events are happening. **Follow me for a one-stop-shop!**

All pubs are encouraged to take to Twitter so I can pass it on.

THE COVER SHOT

Our cover shot is the **Pheasant Inn** at Higher Burwardsley.
Nestling on top of the Peckforton Hills, this 300 year old
half-timbered, sandstone inn has superb views over the
Cheshire Plain toward the Welsh hills. Set midway along the
Sandstone Trail in magnificent countryside, the Pheasant is
ideal for walkers, as well as diners and beer lovers.



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Remix. Remodel. Refill.



Adult life, played out in pubs,
is not always a neat and complete album.
Sometimes its a surprising remix.

I met him in the pub. I didn't know if it would be weird to kiss him hello. After all, I didn't know him. And I was a mess. I mean, just five days before Christmas I'd heard those brutal words: *'It's over. You need to leave.'*

Head down, I wondered how and when I had become so disposable. My son was about to turn three. I had split from his father when he was nearly two. And, together, we had moved to the seaside to start again.

I was at the beginning of a new relationship. My boyfriend had bought a house nearby. And a puppy. And we moved in. But that was all gone now. Out of the blue, he'd asked us to leave and things just sort of stopped.

I looked at my little boy curled up asleep. He didn't know he'd never be going home again. Or that he'd never see his dog again. I couldn't stop hugging him, apologetically.

4 I took him to the park. While we were there he fell off the roundabout and broke his leg. On Christmas Eve we left the hospital with his leg in plaster. And my heart in pieces. On New Year's Day, I officially registered my son and I as homeless.

The realisation that my boyfriend had begun seeing a married woman had knocked the life out of me. I looked up her husband and we agreed to meet at the pub—to cry into our beer and to compare stories.

The next time we met, he helped us find somewhere to live. He was fast becoming my friend and his consideration was real. I began to get butterflies when he sent me messages. My sister and friends told me not to confuse empathy with affection. They told me to be careful. They told me I had baggage and so had he. But I didn't listen.

Instead, we went from pub to pub, talking and drinking. I guess, our lives had just dissolved behind us and the future was an empty page. We discussed everything. In pubs you can do that. You can retell your story while your palm embraces a pint and feel truly relaxed. Pubs have a unique quality that can put people at ease — it's their informality.

Plus, you can laugh. Really belly laugh. You can throw your head back and roar with laughter or dissolve into giggles. And we did that too — one pub after the other. We laughed in them all.

Homelessness had forced into focus how important shelter and warmth were to wellbeing. Pubs afforded me a place to exist when I belonged nowhere. A place where I could feel at home, despite the absence of one. And, while hearing life stories unravel at each table, pubs made me feel less alone. They made me aware that we are all just a fusion of happenstance — a blend of everything that has occurred in our lives to bring us to that point, muddled with apprehension for a future that will almost certainly contain more plot twists than the hyperbolic indoctrination of a Happily Ever After.

Pubs made sense of life.

The insides of those walls knew more about my deepest desires and misgivings than any storybook or manual could explain. I grew to believe that real life was sculpted by both circumstance and how we dealt with it all. Friendships were borne just like that. And closeness too.

>>>

In the pub, we talked about it all. First dates, worst dates, graduations, growing up, bad jobs, dashed hopes and unfulfilled dreams.

He'd had cancer and the chemotherapy and radiotherapy meant that he couldn't have children. I held his gaze and squeezed his hand. Then I got a round in. We can't fix everything.

Sometimes, we just need more beer and crisps though. Is there anything you can't talk about in the pub? I don't think there is. The atmosphere of a welcoming boozier makes us braver at opening up. It makes us feel no shame. There is no dress code and there are no parameters for discussion.

We covered all topics, back then. We sat across from one another in pubs and we emptied our hearts as regularly as we did our glasses. But then we refilled them. And I'm so glad we did.

His name is Toby and he's my best friend. I married him five years ago. He became stepfather to my eldest son Spencer and who now, incidentally, also has a younger brother, Felix — who was an IVF baby. We live together in the North Laine in Brighton where we visit the pub as a family (rather a lot). And where we keep refilling our glasses.

Jessica Mason

This appears in the latest issue of [Original Gravity](http://www.originalgravitymag.com) (www.originalgravitymag.com), the UK's only independent free beer magazine.

For more details contact editor Adrian Tierney-Jones at adriantierneyjones@gmail.com. Reproduced here by kind permission of Original Gravity and with grateful thanks to Jessica Mason. Jessica is a member of the British Guild of Beer Writers www.beerguild.co.uk and you can follow her on Twitter [@drinksraven](https://twitter.com/drinksraven)



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Get Your January Thinking Caps On!

It may seem like a long time off but in a quiet moment publicans and brewers alike are being encouraged to think about January.

Always a quieter time, **#Tryanuary** was established in 2015 to encourage people to try something new beer-wise in January; whether it's a new beer, a different pub, visiting a brewery or dipping into cans or kegs if cask is your usual thing.

In previous years new beers have debuted under the **#Tryanuary** heading, "meet the brewer" events have taken place, beer and food matching, and brewery collaborations - get your ideas started.

Any events will be publicised for free through the Cheshire **#tryanuary** representative, Michelle Shipman, previously of Offbeat Brewery.

Drop her a quick email on michelleshipman@mail.com once you've got something together and it'll be added to the publicity programme rolling out across social media.

Out Inn Cheshire and [@editorcamra](https://twitter.com/editorcamra) will also publicise your events.

Tryanuary
Cask &
Keg &
Bottle &
Can.

How Twitter helps you know what's going on

I enjoy using Twitter. I 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 a service to pub-lovers, I pass this on by "Re-Tweeting" to my followers (1000+ individuals, pubs & 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. The Twitter feed now appears on our website; www.outinncheshire.co.uk, so you don't even need to sign up to Twitter to read the latest pub news from all over Cheshire. 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](https://twitter.com/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.

- 6 Many CAMRA local groups also use Twitter;
Macclesfield & East Cheshire CAMRA is [@MECCAMRA](https://twitter.com/MECCAMRA), we have [@NorthCheshCAMRA](https://twitter.com/NorthCheshCAMRA) and [@HaltonCamra](https://twitter.com/HaltonCamra), [@THCAMRA](https://twitter.com/THCAMRA) for Trafford & Hulme while Chester & South Clwyd is [@CAMRACaSC](https://twitter.com/CAMRACaSC) and Wirral has [@WirralCAMRA](https://twitter.com/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 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

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!

Contact advertising@outinncheshire.co.uk or editorcamra@googlemail.com

ADVERTISING RATES

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

advertising@outinncheshire.co.uk

Substantial discounts for regular slots

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