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TIGER TALK

NEWS AND VIEWS FROM EVERARDS BREWERY OCTOBER NOVEMBER 2009

EVERARDS



SHARE YOUR STORY AND WIN A YEAR'S SUPPLY OF TIGER!

Ask for a form at the bar, visit www.everards.co.uk/160 or why not email your stories to share@everards.co.uk



1849 Celebrating 160 Years 2009



why let good times go bad

drinkaware.co.uk

Competition Winner...It pays to enter!

EVERARDS WINES & BREWERY SHOP

OPENING HOURS

MONDAY	10:00am - 3:00pm
TUESDAY	10:00am - 3:00pm
WEDNESDAY	10:00am - 3:00pm
THURSDAY	10:00am - 3:00pm
FRIDAY	10:00am - 3:00pm
SATURDAY	10:00am - 2:00pm



Congratulations to Valarie Mussen of Leicester who was chosen as our August/September issue competition winner.

Look out for more competitions at www.everards.co.uk or join our mailing list to find out about our latest news, events and future competitions.

GUESS THE PUB!

And WIN a Tiger Goody Bag

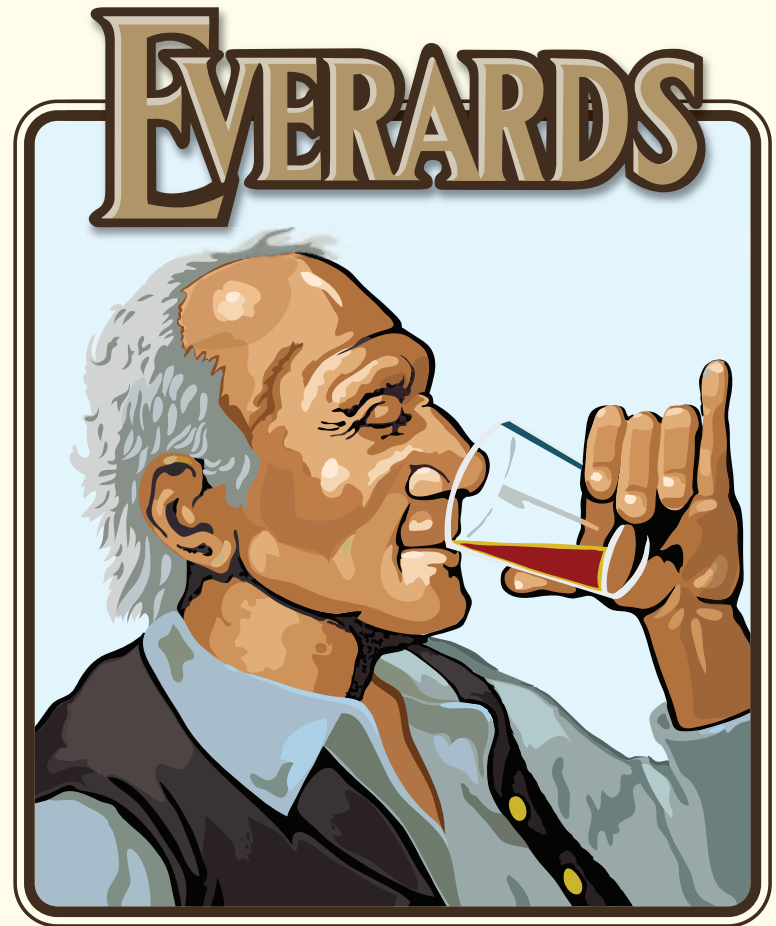
You can email your answer to tigertalk@everards.co.uk and don't forget to leave your contact details, or sign up to our database at www.everards.co.uk. Alternatively send your comments on this form to Tiger Talk, Everards Brewery, Castle Acres, Narborough, Leicestershire LE19 1BY

Name _____

Contact phone no. _____

Email _____

Answer _____



1849  EVERARDS 2009
BREWED IN LEICESTERSHIRE

Celebrating 160 Years



Chairman's message



This October marks 160 years of Everards Brewery and to celebrate this milestone we're inviting you to share any memories and stories you have relating to our pubs or brewery.

The most interesting stories will win a 'Year's Supply of Tiger' so be sure to ask for an entry form at the bar or why not visit www.everards.co.uk/160 where you can upload your story to our website.

You will see that it's been an award winning summer for our pubs a host of which received accolades such as CAMRA Pub of the Season. Congratulations to them all.

We were proud to work with Leicester Tigers on their impressive new CAT Stand. As official beer, Tiger is now available in cask at the new bars. You can also purchase your match tickets from your local pub—see our website for the list of participating pubs.

Best Wishes

Small is beautiful for Somerville Arms

The licensee of the Somerville Arms, Leamington Spa, is blooming after winning a Gold in this year's Leamington in Bloom Awards.



Paul Blathley was given the accolade for his small courtyard which fits just three tables and ten chairs, but is surrounded by flowers and greenery that have been growing for three years.

The garden has been awarded gold and silver over the past two years and out of all the pubs in Leamington Spa it was the overall winner.

Paul said: "I tend the garden with my wife Kay every day. It may only be a small garden but it needs constant care and attention. "We are really thrilled to have our garden recognised for the third year running, especially considering it is such a small space. It is really special to us and to our customers."

Paul has been licensee of the Somerville Arms for the past seven years. The traditional cask ale pub holds a number of special events throughout the month including an open acoustic jam night, quiz and folk music session.

Did You Know?

In Anglo Saxon times drinking goblets were marked with pegs to show how much a person had drunk. This gave rise to the expression to take someone down a peg or two

Crown Hotel is Pub of the Summer 2009

Licensees of the Crown Hotel, Alan Pickersgill and Philippe Laroche have been awarded the prestigious title of CAMRA's 'Pub of the Season Summer 2009.'

The pub was chosen as overall winner for its dedication to quality and consistency of ales and its highly acclaimed beer festivals.



Alan said: "We're delighted that the pub has been chosen for this award and it's a fantastic achievement for all of us. We

pride ourselves on the quality of ale and food at the Crown Hotel and it's a great reflection of all of our hard work and dedication."

Chesterfield Arms is the toast of the town

Local ale enthusiasts have named the Chesterfield Arms their Pub of the Season for Autumn 2009.

The family run pub on Newbold Road, received the accolade from the Chesterfield and District branch of CAMRA, the Campaign for Real Ale.



A new function room called the Barn has been created from a disused storage area at the pub.

Landlord Oliver Brown, who runs the pub with his fiancée Jo and father Dave, said: "We are really proud to be recognised for our achievements by CAMRA. The branch have also confirmed we are one of six pubs nominated for their prestigious Pub of the Year title too.

Tim and Lisa are King and Queen of the Castle

Leicestershire licensees Lisa and Tim Brotherhood are the toast of the town after scooping a prestigious award for the quality of their beer and cellar management skills.



The couple, who run the Elephant and Castle on Main Street, Thurlaston, won Best Cellar for the East and West Midlands region in the Great British Pub Awards.

Lisa said: "We are over the moon because we put a great deal of time and effort into managing the cellar effectively and delivering a first class pint of beer every time to our customers.

Couple scoop award for their Great British Pub



Licensees Nicole and James Lewitt, who run Everards pub the Stag in the village of Barkston, near Grantham, have been named Best Newcomer for the East of England region in the Great British Pub Awards.

Nicole said: "We took over the tenancy at the Stag last June so to be singled out for an award so soon is fantastic news.

At time of going to print Nicole and James have decided to take their award winning talent to the Blue Bell, Stoney Stanton. We wish them well at their new pub.

Mine's A Pint of Tiger and A Ticket to Go With It...

As part of our partnership with the mighty Leicester Tigers, we're pleased to be able to offer both customers and Tigers fans the opportunity to purchase match day tickets whilst you enjoy a pint of Tiger in your local Everards pub.

In addition, you can enter The Birthday Draw, the club's lottery which helps raise funds for the Academy with £100 every weekday and a monthly star prize on offer for just £1 a week. Initially, tickets can be purchased from the following Everards pubs, be sure to visit www.everards.co.uk to find your nearest participating pub:



Barley Mow, Cosgrove
Birch Tree, Coalville;
Crown Inn,
Melton Mowbray;
Crows Nest, Leicester;
Elephant and Castle,
Thurlaston
Free Trade Inn, Sileby;
Hearty Goodfellow,
Southwell,
New Inn, Enderby;
Railway Inn, Ratby;
Richard III, Leicester;

Rose and Crown, Farndon
Three Nuns, Loughborough
Bakers Arms, Blaby
Black Horse, Aylestone
Coach & Horses, Lubenham
The Aberdale, West
Knighton
The Blues, Oadby
The Cricketers, Leicester
Stamford Arms, Groby
The Hurdler, Stamford
Star & Garter, Wigston
Rose & Crown, Thurnby

All 'ale' the nation's top pub poet

A refreshing pint of Sunchaser proved to be the inspiration behind an award winning poem penned by one talented pub regular in Scotland this summer.

Andy Fraser from Broughty Ferry in Dundee entered the Pub Poet competition via his local Vintage Inn, the Kittiwake on Dalhousie Road. The poem has been voted the nation's favourite by Vintage Inn's customers earning Andy a VIP weekend break to London for four people.

Andy managed to skilfully work the brew into his piece From Stannergate to Kittiwake, an evocative account of the walk along Broughty Ferry's picturesque waterfront.

A delighted Andy added: *"I'm surprised but obviously delighted to win. It wasn't hard to be inspired by the six festival golden ales, plus my poem came straight from the heart as I think I live in one of the most beautiful parts of the country."*

The following is a verse from Andys poem, to read more visit www.everards.co.uk

'But no, press on past the lifeboat, moored
All must be quiet out at sea
While in day I was Sunchaser
Now twilight is chasing me.'



Andy Fraser with wife and son Elaine and Scott alongside Manager of the Kittiwake Pub David Jardine and Assistant Manager Karen Forbes.

August Bank Holiday Round-Up

► Licensee Ray Cooper with a customer in the thick of the action at the **Crows Nest, Leicester, Bank Holiday Fun Day**. The pub hosted belly dancing, bouncy castles and a bbq accompanied by live music throughout the day



▲ It was pub games galore at the **Bakers Arms, Blaby** as they held a charity Bank Holiday Fun Day in aid of the Matt Hampson Trust. Matt himself was in attendance as pub regulars and guests enjoyed a fun filled day.



▲ **The Cherry Tree, Little Bowden** held its annual beer festival over the weekend with an array of ales and ciders available to taste over the Bank Holiday weekend. Pictured licensees Karen and Phil with the Cherry Tree Team

▼ It was a musical extravaganza at the **Railway Inn, Ratby** courtesy of headliners 'Stone Park'. The day also included a Karate display and dancing from local childrens dance troop. Pictured are Licensees Mark and Charlotte Fawkes (centre) with customers and guests



Behind the Bar

This month Tiger Talk chats over a pint with Dawn and Moggy Moore, Licensees of the Coach & Horses, Lubenham

TT: You've had an interesting career most of it with Everards, but where did it all begin?

D: I've worked in pubs from as long as I can remember but it was only when Moggy and I had children, I would do a few shifts in the evening at the local pub just to earn a bit of extra money whilst working in Accounts during the day. Moggy worked as an engineer and behind the bar at the local rugby club in the evenings.

TT: What made you decide to run your own pub?

M: I worked as a support engineer and I progressed through the company to a senior level. I remember being on the road on a glorious Monday, stuck in traffic. I thought to myself, the kids are getting older and there's got to be more to life than being stuck in meetings and staring at computer screen all day.

TT: What happened next?

D: We both decided that although we wanted to run a pub it had to be the right pub, with a company that treated us more than just a number.

TT: What made you choose Everards?

M: I had worked with Everards when I was at our local Rugby club and they had really helped us out, so I knew they could offer a great level of service. This stuck in our minds and here we are today.

D: We were keen to develop our existing skills and so we worked under the guidance of the existing licensees at the Free Trade Inn, Sibley. It's an invaluable way of experiencing how to run a pub; so much so that today Moggy and I train new recruits with the same knowledge which was shared with us, all of those years ago.



TT: What do you enjoy most about running your own pub?

M: I enjoy the social side of the trade but I love the challenge of running a pub, each day is different and I thrive on that.

D: I really enjoy being part of the village, there's a real community feel here. I'm part of the Lubenham Ladies Group, Moggy joined the local '4x4' club and the local shoot who bring their weekly catch for me to cook. Of course they're some things I don't like but that's part of being your own boss.

TT: We hear the Coach and Horses has become famous for its fresh food?

D: You're right there is a big following here at the Coach and Horses for fresh game but equally we use the local farm shop for vegetables and the local butcher for fresh meat. It makes a huge difference in the taste and quality of our food and our customers notice it the most. Over the years I have built up a passion for cooking and I'm a strong believer in fresh, locally sourced home-made pub food.

TT: What are your plans for the future?

D: I definitely want to bring more food variety to the pub, we've recently started doing monthly specials and they've proved to be very popular.

M: We certainly want to hold more events here. I've been on the Gold Ale Course and it would be great to hold some beer festivals over the coming year and get the locals trying different cask ales.

Why not pay a visit to the Coach and Horses and taste this week's catch for yourself..

Tiger takes to the seas

A group of pub regulars passionate about Tiger swapped their pints for paddles in aid of a charity raft race for Sue Ryder Care.



Customers at the Bell, Deeping St James put their paddling power to the test in order to raise funds for the local hospice which provides respite care for the terminally ill.

"It was a fantastic day with a huge turnout and a great way to support a local cause," said licensee Howard Proctor. *"Marilyn and I thought of the idea to use Tiger as the theme for the raft but we couldn't have done it without the help of Big John, Stuart and Jim a local artist who helped paint the raft."*

Built entirely by hand, the Bells 'Tiger' raft finished a respectable 4th place in the Pubs category race. A huge thanks go to pub regulars Tim, Mark, Sally and 'Sparky' who took part in the races on the day.

A total of 52 rafts took to the River Welland and were cheered on by the crowd who enjoyed the action and other attractions including live music, fun fair and amusements.

Did you know?

4000 years ago, in Babylon, a new bride's father gave his son-in-law a month's supply of mead or honey beer. Calendars were lunar based, so this was known as "honey month" or what we now call "honeymoon".

Brickie's pub host smashing fun day

The Bricklayers Arms pub in Thornton, Leicestershire recently hosted a family fun day attracting hundreds of local residents and raising over £500 for the village community centre.

The fun day featured numerous community building activities including a piano smashing contest in which local bricklayers competed to demolish pianos with their sledgehammers - just for fun.

The event was organised by licensees of the pub, Ben and Jan Markie. Ben said: *"We had a fantastic fun day and would like to thank everyone in the village for their support. The money raised will be a welcome boost to the community centre project."*

Other activities included tug-o-war contests which entertained the rivalries of Thornton's lower versus upper villages, a 5-a-side football tournament and a BBQ dinner.

The Thornton Community Centre is located at the heart of the village and has a Hall, Sports Hall and Committee Room hosting many events. The £500 donation will help fund furnishings and kitchen equipment for the building extension project.

