

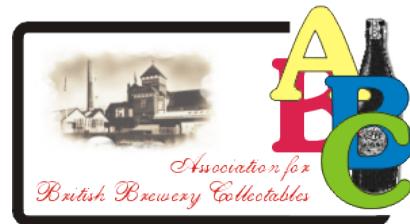
BEER MEMORABILIA,

No. 10

9th January 2017

The Association for British Brewery Collectables e-newsletter

Includes Supplement; 'the Saga of the Missing Beer Mat Collection'.



BREWERIANA NEWS.

If you know of any developments relating to breweriana, please let '[Beer Memorabilia](#)' know, so that your information can be shared with other members.

I received a couple of replies to my query in the last issue as to whether members wanted seasonal beer mentioning in this newsletter. As a result, I propose to include new notable seasonal beers, to include higher strength ones which stand out from the others, and ones with special packaging, such as in large capacity bottles, and/or corked. Anything that is out of the ordinary. So please keep information coming in about anything you come across.

Charnwood Brewery has bottled a special charity beer for Rainbows Children's Hospice in Loughborough.

KelPaul Brewing Co. bottled Street Heroes, in collaboration with the Hereford United Supporters Trust.

Shepherd Neame is producing two limited edition beers, Hog Island East Coast Pale Ale (4.8%) in cask and India Pale Ale (4.5%) in keg. These are available in pubs during January and February.

Hammerton's Brewery is to bottle Tink's Tiny Batch Pale Ale for the Understudy, the National Theatre's riverside pub on the South Bank. This is the first of a series of limited edition beers, and is to publicise Peter Pan at the Theatre. Other plays will also have limited edition beers produced to publicise their performances.

Drygate Brewery has had their cans redesigned by their former drayman turned graphic artist. The designs are very creative, and are a ground breaking set of designs for can collectors.



Brightside Brewery, Radcliffe, Greater Manchester, is launching a new range of keg craft beers at Manchester Beer and Cider Festival, running from 19th to 21st January. The new range includes a barrel-aged Imperial Gold (7%), a German rye Roggenbier (5%), a ginger and orange ale (4.5%), a red chilli and lime lager (4.8%) and an east coast pale ale (4.5%).

TRYANUARY – AN OPPORTUNITY TO PICK UP PLENTY OF NEW BEER ADVERTISING MATERIAL

UK micro-breweries have got together to encourage drinkers to try something new in January 2017. The project is called 'Tryanuary'. This will produce plenty of new items, including beers, to be produced, with lots of accompanying point-of-sale material. Look out for it in pubs, on the internet or in your friendly local bottle shop.

Meanwhile the big brewers, Molson Coors, AB InBev, Carlsberg and Heineken, along with the British Beer and Pub Association, are promoting a campaign they have called 'There's a Beer for That'. The campaign aims 'to change consumers' drinking behaviour'.

BREWDOG'S LONDON BOTTLE SHOP CLOSES

Brewdog's bottle shop on London's Gray's Inn Road has closed, 'so they can concentrate on their other sites'. So if you're looking for collectable beers in London, try elsewhere.

AUCTIONS

It's interesting to see what's happening on the other side of 'the pond'. This **Bass sign** sold on E-bay for \$2,400.00, which is about £1958.00 at the time of writing. The title stated "Tin Sign Pre-Pro 1896 Tuchfarber Embossed Lithograph". Part of the seller's description said "*This is likely the oldest Bass sign made in North America, and probably the oldest remaining Bass sign made for the US market. Tin sign measures approx 20 x 14 [inches], or approx 22 x 16 in hardwood frame that appears original to the sign. Letters and the trade mark are embossed, and painted (base black, outer silver). Edges rusty, especially where the original tacks are/were (some missing)*".



A full bottle of **Brewdog 'Tactical Nuclear Penguin'** (left) sold for £51.00 on E-bay. This is a strong, experimental brew with an ABV of 32% produced around 2009. At the time, it was claimed to be the strongest beer in the world. The bidding started at £50.00, so it's not as if the bidding was particularly competitive. Two people bid for the item. The beer came in a 33cl stoppered bottle, wired and wrapped in brown paper. (Some bottles were crown capped - right). It would be interesting to sample it, but even a 33cl bottle of beer at 31% ABV is not for drinking all at once – which I suppose is why it came with a stopper to reseal it. They have since gone on to produce a stronger beer at 55%.

This item has considerable novelty value, not least for the high ABV, but also for the packaging. Of the 500, 330ml bottles released, 250 were original available for £35 with a further 250 available for £250 – the latter included a share in the BrewDog company as part of its 'Equity for Punks' campaign.



MORTLAKE BREWERY CONTENTS FOR AUCTION

ABInBev is selling off the contents of the Mortlake Brewery, prior to conversion of the premises into flats. The lots consist mostly of brewery vessels, machinery, etc. But there is a strong possibility of there being unusual items of breweriana among the stuff, as the brewery was, of course, formerly Watney's Brewery, and has since

been used to brew Budweiser and Michelob beers. The auctioneer is [Eddisons](#), and the bidding ends on 17th January.

NOTES AND QUERIES

I have had one response to my request for information on what this item is. A member replied that he thinks it is a key fob. I must admit, I am not convinced, but cannot offer any more plausible explanation. It is the right size for a key fob. But I don't think the ring at the top, which would be for attaching keys, is a practical size. Also, why would Worthington want to patent a key fob? With an illegible patent number on the item, I don't suppose we'll get any further with this.



EVENTS

If your breweriana society has an event coming up, I can list it here. Just [e-mail me](#) with the details.

Association for British Brewery Collectables Meetings

Saturday, 28 January 2017, from 12.00 noon. Joint meeting of the Labologists Society and the ABBC at the Royal Oak, 44 Tabard Street, London SE1 4JU (near Borough tube station). A social afternoon with breweriana, good beer (Harvey's) and good food! Everyone is welcome. Organised by the Labologists Society.

Saturday 6th May 2017. Association for British Brewery Collectables meeting at [Barley Mow](#), 39 Barton Road, St Philips, Bristol, [BS2 0LF](#), from 11:30.

Other breweriana meetings of interest

Saturday 21st January 2017. Brewery History Society, North-West Regional Meeting. Ale and Wigan Pie; a tale of two breweries - Wigan Prospect Brewery and Martland Mill Brewery. Meet Wigan Central.

Saturday 11th February 2017. From 12:00. The historic pubs and breweries of Cowes. A [walk around Cowes](#) on the Isle of Wight exploring the historic brewing and pub heritage of this town. This will be a joint venture between the [Brewery History Society](#), Cowes Heritage, which has produced an excellent [book on the pubs of Cowes](#), and the Isle of Wight branch of CAMRA. All welcome but do please let us know you are coming (and to receive further details) by emailing Solent-Region@BreweryHistory.com.

24th March 2017. 11:00 am. Brewery History Society. Pope's Yard Brewery, Unit B5b, 477-479 Whippendell Road, Watford, WD18 7PU.

7th April 2017, 11:00 am. Brewery History Society. Phipps NBC, the Albion Brewery, 54 Kingswell Street, Northampton, NN1 1PR.

15th April 2017. Brewery History Society. Wigan, NW Region, Martland Mill Brewery's Tap n Barrel. Topic: What's in a cask? Dave Sweeney.

13th May 2017. Brewery History Society. Southwark walk, starting at Southwark Bridge. Details from [Ken Smith](#).

19th-21st May 2017. Tychy, Poland. 3rd [Brewery Collectables World Convention](#).

25th May to 4th June 2017. Norwich City of Ale 2017.

15th July 2017, Saturday, 11.00am. BHS North-West Regional Meeting: "CAMRA and Me." (John Ingham) - Bowland Brewery, Holmes Mill, Greenacre Street, Clitheroe BB7 1EB.

ADVERTS.

There is no charge to advertise, and non-members are welcome. If you wish to advertise here, for the protection of persons responding, all adverts should contain the advertiser's name and location, and at least two of the following - email address, phone number, or postal address. All requests for advertisements should be by [e-mail](#). The Association for British Brewery Collectables should be provided with the advertiser's full details, including full address (which will only be published with the advertiser's permission, but may be given to a responder if a dispute arises). The Association for British Brewery Collectables takes no responsibility for any problems arising as a result of any adverts. Transactions are at the responder's risk. Responders should take appropriate precautions.

David Taylor seeks old beer bottle labels, single or collections considered. Contact Dave in Wimborne, on 01202 980 299 or david.deraled@talktalk.net

Roy Walker from Tarporley wants an intact bottle of Lees Harvest Ale, 1989 with label in good/fair condition. Phone 01829 760575. E-mail SibRoy@mail.com

Alan Gardner, 2 Kellet Court, Fairfield Road, Lancaster, LA1 5NP, has a run of the Association for British Brewery Collectables magazine, What's Bottling, no. 1, March 1984, to no. 160, Summer 2016, plus four crates of full bottled beers, mainly 1977 Jubilee, all in good condition. To be collected by the new owner. If you want to donate money to my charity event you are welcome. 01524 66679. Sorry, no e-mail. Post or phone only.

Rich Monte in the USA, is looking for any rare Bass items. Especially interested in ceramic coasters, signs, pitchers (jugs), etc. In fact, anything rare. Good prices paid. E-mail hr4378@aol.com.

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Thanks to Rod Perkins, Rich Monte, David Taylor, [Jeff Evans' web site](#), and breweries too numerous to mention, for information in this issue.

'Beer Memorabilia' is produced whenever I have enough information, so expect your next issue any time. There is no deadline for the next issue, and each issue is never 'full.'

Please [keep in touch with 'Beer Memorabilia'](#) with information I can include, which can be news items, articles of interest, events you know of, advertisements, or whatever.

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