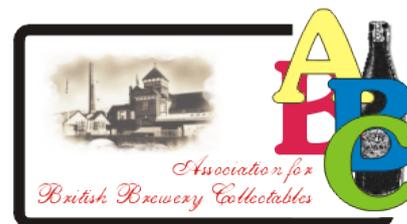


# BEER MEMORABILIA,

No. 13

27th February 2017

The Association for British Brewery Collectables e-newsletter



**PLEASE NOTE:** I am away from 3rd to 6th March.

## CRAFT BEER – WHAT IS IT?

A couple of members who collect craft beer memorabilia, have asked why I report beers as craft beers when they come from a large brewery, and are obviously not 'crafted'. I agree that the description 'craft' sets a beer apart from mass produced beers by the choice and quantity of ingredients and the care that's gone into producing it. SIBA insists that only small breweries (i.e., their members) can produce craft beers, and have introduced their own accreditation scheme for their members' beers. However, medium sized, and some large breweries, are producing what they term 'craft beers' and having not sampled them myself, I am not in a position to disagree. In cases like that I take the brewery's word for it and describe their product as 'craft beer' if they do. Many large breweries are installing low brew-length plant specially for the craft beer market. Greene King, as reported in this issue, is a case in point. Beers produced in these can probably reasonably be described as craft beers. If you are a craft beer memorabilia collector, and you disagree with the description of large breweries' products as craft beer, you can easily arrive at your own definition. Perhaps you could try using [SIBA's accreditation scheme](#), which has a lot to recommend it.

## 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.

**The Norfolk Brewhouse** has bottled a limited edition beer to commemorate the life of Juggling Jim of King's Lynn. I understand it is available from the seller, [Beers of Europe](#).

**Brigadista Ale** has launched a bottled beer called Trade Union Pale Ale. This is a limited edition beer, which is probably also occasionally available on draught.

**Greene King** has set up the St. Edmund Brewhouse in Bury St. Edmunds. This is a small batch brewery that enables them to create, experiment with and perfect a whole range of niche products. They have also launched their Craft Academy to offer young people an opportunity to earn an income while learning a range of industry-specific skills and achieving a professional qualification. As a result a number of limited edition beers is being

produced (see picture). These are Over Easy (a 3.8% ABV session IPA), Bitter Sweet (a 6% black IPA), High & Dry (a 5% dry-hopped lager). Big Bang IPA (5.6%) and Desert Ryeder (a 4.8% rye beer). There's more to come.



**Wimbledon Brewery** has collaborated with **Greene King** to produce cask Windmill Pale, an Oatmeal Pale Ale to commemorate 200 years of the windmill on Wimbledon Common.

**Innis & Gunn's** latest limited edition effort is Kith & Kinn. It is a 5.8% ABV stout matured in Teeling's Small Batch Irish Whiskey casks and is available in bottles, with a 'limited' run of 130,000.



**The Kiln Brewery** has produced Southern Pale to lampoon the disruption experienced by Southern Rail. One for the 'rail ale' collectors.

**Stripey Cat Craft Brewery**, set up recently in Bridport, is producing short runs of one-off beers. The first two in the range were 'Feline Good' and 'Paws for thought'.

**Peerless Brewing** is revitalising its cask ale range with new point of sale material. At the same time it's getting out of the craft beer market, which it says is 'saturated'. You need a sense of humour to say something like that. Meanwhile **Cloudwater Brewery** has gone the opposite way by dropping its range of cask beer and concentrating on keg.

**St. Austell** has bottled Ellis's Original, to commemorate Walter Hicks & Co of St Austell, and Christopher Ellis & Co of Hayle combining forces to create what we know today as St Austell Brewery.

**Budweiser Beer** has been relabelled to commemorate the success of Lincoln's football team.

**KelPaul Brewing Co** has produced a bottled beer called Wing Wizard which depicts the former Hereford Football Club favourite Dudley Tyler on the bottle sleeve. This is in conjunction with Hereford United Supporters Trust.

**The new Brewery History Society Newsletter editor is Roger Putman.** The ABBC wishes him well with his unenviable task. He has taken over from the very capable, but retiring editor, Mike Brown, who raised the Newsletter to an enviable level of excellence. Roger can be contacted by e-mail at [rogerputman@manx.net](mailto:rogerputman@manx.net), or by writing to him at 2 Ballafurt Close, Port Erin, Isle of Man, IM9 6HS.

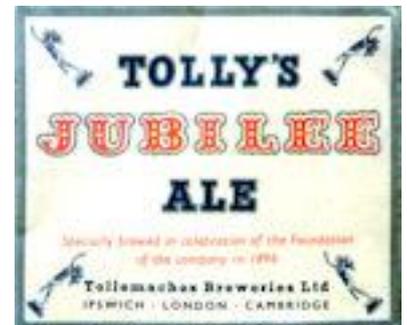
## AUCTIONS

**A Pont-y-Capel Brewery mirror** sold on E-bay for £232.00. This is an extremely rare mirror, from a Merthyr Tydfil brewery from which not much else has survived. The only thing I have seen from Pont-y-Capel is a large poster advert stating Pont-y-Capel ales and stout, or something similar. The brewery was wound up in 1921; in fact it only became a limited company in 1912. As the brewery name on the mirror does not have 'Ltd.', after the name, it will almost certainly date to before 1912, and possibly to the late 19th century. The frame is original. If the photograph on E-bay is true to life, it does look as though the reflective surface has been restored or replaced. Nonetheless it is an excellent item, rarely appearing on the market. Incidentally, the brewery's tied houses were taken over by Rhymney in 1930.



**A Barnsley Bitter plastic sign** sold for £149.00 on E-bay. The item could have sold for considerably more, but the seller didn't state which size the item was, which meant that serious competition between bidders was limited to people who were familiar with the size of this item, which I understand in this case was the smaller size.

**A Tolly's 1946 Jubilee Ale** label sold on E-bay for £78.00, once more bearing witness to the excellent health of the beer label market. This is an extremely rare label from Tollemache's Breweries.



## EVENTS

**We're looking for a venue for an ABBC meeting in September.** Has anybody got any ideas for one? We need a decent pub, where we can get good quality beer, and it needs to be near to a railway station, so that members can get to it from all parts of the country without having to drive. All meetings are held on a Saturday. Any ideas? E-mail our Chairman, [david.deraled@talktalk.net](mailto:david.deraled@talktalk.net), Dave Taylor, who would welcome any suggestions members have to offer.

*If your organisation has a breweriana event coming up, I can list it here. Just [e-mail me](mailto:david.deraled@talktalk.net) with the details.*

### **Association for British Brewery Collectables Meetings**

**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**

**13th – 19th March.** London Beer Week. A chance of plenty of new point of sale material.

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

**25th March 2017.** British Brewery Playing Card Society, at the Coseley Working Mens Club, 57 Ivyhouse Lane, Coseley, Bilston, [WV14 9JH](#). Meeting starts at midday.

**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.  
**19th-25th June.** Nottingham Craft Beer Week.  
**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.

## ABBC ACCOUNTS

### PROFIT & LOSS A/C Y/E 31 DECEMBER 2016

#### ADMINISTRATION COSTS

Internet Costs	19.99
Postage & Stationery	162.00
Printing	374.80
	<u>556.79</u>

<u>SUBSCRIPTIONS</u>	464.00
<u>DONATIONS</u>	5.00
<u>LOSS for the YEAR</u>	<u>87.79</u>
	<u>556.79</u>

### BALANCE SHEET @ 31 DECEMBER 2016

#### LIABILITIES

##### CREDITORS

Administration costs	36.77
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<u>ACCUMULATED SURPLUS</u>	<u>2168.35</u>
	<u>2205.12</u>

#### ASSETS

##### DEBTORS

Administration Costs in advance	20.77
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##### CASH

Bank Current	<u>2184.35</u>
	<u>2205.12</u>

### TREASURERS REPORT 2016

2016 was the last "standard" year and was not greatly different from preceding years although there was a 10% drop in subscription income. After 2016, however, income will be nil or virtually nil and postage, stationery and printing costs should also be very low. The accumulated surplus, pretty much represented by money in the bank, should keep us going for some considerable time.

Axel James

## 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](mailto:david.deraled@talktalk.net)

**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](mailto:hr4378@aol.com).

**Tony Krasij** in Kent is looking for Tennents, Double Diamond, McEwans Export and Heineken bar fonts from the 70s and 80s. Tel 01634 371 157, Mobile 07762 252 819. [tonykrasij@outlook.com](mailto:tonykrasij@outlook.com).

**David McCleave**, in London wants Young's Pump Clips for 70s/80s era. Ordinary, Special, Winter Warmer or Lager. 07885 272435. [david.mccleave@btinternet.com](mailto:david.mccleave@btinternet.com)

#### AND FINALLY...

Fullers is running a promotion that offers Twitter users a free pint of beer every time it rains. The promotion is fronted by guess who ... Michael Fish!

AND – I understand that an app has been produced for sports runners, telling them how much beer they are permitted to drink related to the distance they have run.

#### ASSOCIATION FOR BRITISH BREWERY COLLECTABLES CONTACTS

**Chairman.** David Taylor. [david.deraled@talktalk.net](mailto:david.deraled@talktalk.net)

**Treasurer.** Axel James. [zen126111@zen.co.uk](mailto:zen126111@zen.co.uk)

**Membership Secretary and Archivist.** Richard Lilley. [richardelilley@hotmail.co.uk](mailto:richardelilley@hotmail.co.uk)

**Newsletter Editor.** Mike Peterson. [mike.breweriana@gmail.com](mailto:mike.breweriana@gmail.com)

**Joint Editor.** Rod Perkins. [rod@rodperkins.co.uk](mailto:rod@rodperkins.co.uk)

Special thanks to Rod Perkins, who comes up with loads of stuff for this newsletter. Thanks also to David Taylor, Axel James, [Jeff Evans' web site](#), and breweries too numerous to mention, for information.

'*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.

Mike Peterson, '*Beer Memorabilia*' Editor

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(If you are writing a letter, and want a letter in reply, please include a sae).

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Don't forget to look at the ABBC web site [www.breweriana.org.uk](http://www.breweriana.org.uk)



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