

in



season

Showcasing Hook Norton Brewery | Winter 2007 | FREE



Double the Pleasure

Look out for our latest seasonal brew, Double Stout at 4.8 per cent ABV.

It is a wonderful, smooth, full-bodied stout with a refreshing hoppy aftertaste. Brewed

with proportions of black malt for colour and toast flavour and brown malt for dryness. Based on a recipe over 100 years old, brewing was revived in 1996 after a break of 79 years.

Hook Norton says "Drink or Drive... You Decide"

Hook Norton Brewery is giving its full support to the Drinkaware Trust's Drink or Drive Campaign.

Aimed at pub and club goers, the campaign message of Drink or Drive... You Decide is simple - if you're planning to drink, don't drive.

Hook Norton Managing Director James Clarke said: "We are committed to responsible drinking and tackling drink driving.

We are supporting the Drinkaware Trust's Drink or Drive... You Decide Campaign and have ordered a quantity of its' campaigning material - including drip mats and posters for use in pubs, clubs and Off-Licences.

In addition, we have produced a poster for use in pubs on which the telephone numbers of local taxi and minicab firms can be displayed."

For information on the Drinkaware Trust go to www.drinkawaretrust.org.uk

New Boots Fill The Wellington See Inside for Details.



Check Out Our New Seasonal Ale Programme for 2007!

drink OR drive
you decide

MORE HOOK NORTON NEWS INSIDE!

Hook Norton Brewery Seasonal Ales 2007

January and February



March and April



May and June



July and August



September and October



November and December



Hooky Customers Strike Gold!

Hook Norton customers strike Gold with new beer, Hooky Gold. First produced as a limited edition seasonal beer at the beginning of 2006, it has proved so popular with CAMRA members and other beer drinkers that it is coming back as a permanent draught beer on the bar in 2007.

Hooky Gold, at 4.1 per cent ABV, joins Hooky Dark, Hooky Bitter and Old Hooky as one of Hook Norton's four regular draught beers which will all be on sale in pubs throughout the year.

Hooky Gold is a pale, crisp beer; the Maris Otter malt gives it a bold, clear, confidence, while the traditional English Fuggles and Goldings and American Willamette hops give it the best of the old and the new worlds.



The Falcon soars to new heights

A friendship of 20 years has helped form the business relationship between Paula Dimmock and Chrissie Harris the new licensees at The Falcon, in Thame Park Road, Thame.

The couple were looking for a business to run together and were unsure what to do - but Chrissie's husband Jonathan solved the problem. - he told the pair that he had found the perfect business for them - their local pub.

One of the most recent pubs purchased by Hook Norton Brewery was in need of tenants. "We didn't think we had the slightest hope of getting it," said Paula, "We were just two mums with the ambition to run a proper local pub."

But the pair were determined that their dream would come true - they put together a business plan - went on training courses and acquired their licences to sell alcohol.

And it worked - it is now Paula's and Chrissie's ambition to make the Falcon a thriving community pub again - "selling good Hooky beer and food like my mother used to make," said Chrissie.

The pub is small and intimate and the ideal place for people to pop in for a coffee mid-morning, and at the end of the day there is nowhere better in Thame for a relaxing pint of Hooky beer.



"This place has a lot of potential to be a proper local pub," said Paula, "we want to start a football team, there will be regular quiz nights and the bonus ball competition has returned."

The Falcon is a traditional market town pub, situated to the southern end of the town of Thame. It fronts the main road towards Postcombe, in a commanding roadside location. The Falcon 01844 212118

New boots fill the Wellington

The people of Moreton in Marsh must have pretty green fingers say Graham Provins and David Organ, the new tenants at The Wellington on London Road. An appeal to locals to supply the pub with freshly picked vegetables for use in the pub's kitchen has proved to be a huge success.

At one point an excess of pumpkins meant that some were adapted to decorate the pub too. Graham Provins and David Organ say that running a Local means using locally supplied fresh ingredients for the pub's menu as well as serving locally produced Hook Norton beer.

"Being a proper community pub is important to us, and cooking with locally produced ingredients was something we wanted to do," said Graham.

"We want this to be a family pub, where people can drop in for a drink, and be welcome, and if they want they can have something to eat," said David.

Certainly the menu with its emphasis on quality food at value for money should prove a hit with locals and visitors alike.

Sunday lunches are particularly special - especially the beef - which comes from locally reared Dexter cattle - a breed renowned for the quality and taste of its meat.

For the rest of the week there is a two-course lunch for £8.

And as an interesting twist, the homemade chips are served from a newspaper.

"We are determined that the Wellington will have a reputation for good food, good beer and good company," said Graham.

There is a small, but stunning range of wines by the glass or bottle - with wines from Chile, Australia, Italy and Spain. For those very special occasions- or in fact whenever you fancy it there is Moet et Chandon Brut Champagne.

The Wellington Inn 01608 650936



Three Hooky pubs win new beer award

Three Hooky pubs have joined a unique group of 100 pubs in the country to receive a Beautiful Beer Gold Award.

The licensees of the Ye Olde Reindeer, Banbury; The Bell Inn, Adderbury and The Red Lion, Ilmington have each won a prestigious new award for the quality of their beer.

The Beautiful Beer Awards are a new scheme, open to applications from pubs across the country.

"The Gold Award, presented to these pubs recognises that they serve great quality beer- both draught and bottled," says Beautiful Beer spokeswoman Ros Shiel.

To win the award, specially trained inspectors carried out a thorough audit of the three pubs, from the storage of beer in the cellar through to the pouring of the beer behind the bar.

Hooky 's James Clarke said: "We pride ourselves on the quality of our beer at all of our pubs so it's great to receive this external recognition. The Beautiful Beer plaque will tell customers that when they order a beer in these three pubs, they can be guaranteed it's a great one."



Tony Puddifoot, John and Trisha Bellinger and Percy Caufield receive the Award.

Relax in style at The Fox

That our customers should relax in style is the ambition of Jane Parnell, the new tenant at The Fox Hotel in Chipping Norton, Oxfordshire. She and her husband Tony have been at the Fox for several weeks and have spent the time getting to know the regular customers and the town of Chipping Norton. "This is a wonderful, vibrant community pub, well used by local town people, who might pop in for a coffee mid-morning or for a pint of Hooky Bitter later in the day," said Jane.

A chef by training, Jane has ambitious plans for developing the menu at the Fox. "Everything will be value for money, decent food and not expensive, - it will be English with a twist using locally sourced ingredients," she said.

Jane and Tony, who have moved to Oxfordshire from London, have thrown themselves into town life and say they will live in Chipping Norton for many years. They are supporting the pub's darts, dominoes and crib teams and are looking forward to forming a cricket team, intending to challenge other Hooky pubs to matches. However, The Fox is much more than a friendly local ideal for locals and visitors. It is also a hotel.

"We are here for the long term," said Jane, "This is our home and business. We want The Fox to be a place where people can pop in and relax, sitting and chatting with family or friends or just reading a newspaper."

The Fox Hotel 01608 642658



Bigger,
Buzzier and
Easier to use
- Hook
Norton's new
website is up
and running.

Live for the last few weeks, the new design is cleaner and simpler to navigate, and the site will play a major role in providing information about Hooky beers and pubs.

You can find out about our history and how to brew the perfect pint. And if you want to buy beer online there is no better place to go.

Visit www.hooky.co.uk to find out our latest news.

Win a Trip for Two Around The Hook Norton Brewery in Our Latest Competition

The lucky winner will win a ticket for two people to join one of our tours around The Brewery. The tour lasts approximately two hours and consists of a guided trip around The Brewery, the museum and the village museum.

An opportunity to sample our beers (available to over 18s only) follows this and on leaving you will receive a badged glass as a memento of the visit.

All you have to do is tell us which of our seasonal beers is now available all year round in pubs. Please tick the correct box - is it:

Hooky Gold

Old Hooky

303AD

Double Stout

Name.....

Address.....

Phone number.....

Email address.....

Please Tick Box if you are happy to receive information in the future

The first correct entry chosen after the competition's closing date on 15 March will receive the voucher for a brewery tour; 10 runner ups will receive a Double Stout Mug.

If you are over 18 what was the name and location of the pub where you drank your most recent pint of Hook Norton beer?.....
Terms and conditions: Hook Norton must receive all entries by 15/03/07. Please send entries to Winter 2007 Competition, Hook Norton Brewery, Brewery Lane, Hook Norton, Oxon OX15 5NY. Alternatively you can email the answer to info@hook-norton-brewery.co.uk - remember to include your name and address as well as the answer.

The winner of Dinner, Bed and Breakfast at The Angel, Burford competition in the Autumn newsletter was Mr P Dalton. The 10 runners up are Mr M Barron, Snowhill; Mr A Linforth, Tredington; Ms A Bisatt, Cheltenham; Mr G Mabey, Aspley Guise; Mr D Newton, Hook Norton; Mr A Beeden, Whittlebury; Mrs S Marsden, Bude; Mr P Gibson, Coventry; T Morgan, Kettering; Mr N Brown, Cropredy who each receive a Hooky Bitter coffee mug