



**CAMPAIGN
FOR
REAL ALE**



LIVERPOOL AND DISTRICTS CAMRA is going LocAle.

Liverpool and Districts CAMRA branch is launching the LocAle scheme in the Branch area on Monday 9th March from 7pm onwards in Stamps Too on South Road (opposite the Railway Station) in Waterloo.

Stamps Too becomes our first LocAle pub and will receive formal recognition on the evening at 8.30pm. It has a reputation for supporting local real ale brewers, especially the award winning Southport Brewery which recently won the Supreme Champion Beer Award at the SIBA Northern Competition.

The Launch evening is open to all and will feature ales from Southport, Wapping, Cambrinus and hopefully Betwixt and Brimstage.

The Branch will also be launching a LocAle web page on www.merseycamra.org.uk which will list all of the LocAle pubs in the Branch area.

CAMRA LocAle is a new initiative that promotes pubs stocking locally brewed real ale. The scheme builds on a growing consumer demand for quality local produce and an increased awareness of 'green' issues.

The CAMRA LocAle scheme was created in 2007 by CAMRA's Nottingham branch which wanted to help support the tradition of brewing within Nottinghamshire, following the demise of local brewer Hardys and Hansons.

It is now been rolled out nationally with each Branch deciding what their LocAle mileage distance is to be. This is the distance from the brewery to the pub.

Liverpool and District CAMRA have agreed that their LocAle distance is 30 miles and the ale must have a locale identity. Therefore we would not expect a ale that is associated with London to be LocAle in Liverpool, even if its contract brewed locally.

Before displaying any CAMRA LocAle publicity material a pub must be awarded accreditation by the CAMRA Branch. Accreditation is at the sole discretion of the Branch and subject to the licensee agreeing to the following:

- That they will endeavour to ensure at least one locally brewed real ale, as defined by the local CAMRA branch, is on sale at all times.
- Only real ale, as defined by CAMRA, can be promoted as a CAMRA LocAle.
- Where the standard of real ale sold falls below an acceptable quality accreditation will be withdrawn.
- That accreditation can be withdrawn at any time at the discretion of the local CAMRA Branch.
- That should accreditation be withdrawn, or should the licensee withdraw from the

scheme, all publicity material must be removed from the pub and the licensee must cease using the CAMRA LocAle logo.

This is an opportunity for pub ambassadors to encourage their pub to become a LocAle pub. Any pubs interested in joining can either contact their pub ambassador or myself. Once we are satisfied that the pub meets the above criteria we will provide posters, window stickers, leaflets and pump clip toppers.

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