

## An introduction to



## in the York branch area

### What is CAMRA LocAle?

CAMRA LocAle is an 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 & Hansons. York CAMRA launched its version of the scheme in February 2008, ahead of CAMRA's national launch in the summer of that year.

### Everyone benefits from local pubs stocking locally-brewed real ale...

- **Pubs** as stocking local real ales can increase visits
- **Consumers** who enjoy greater beer choice and diversity
- **Local brewers** who gain from increased sales
- **The local economy** because more money is spent and retained locally
- **The environment** due to fewer "beer miles" resulting in less road congestion and pollution
- **Tourism** due to an increased sense of local identity and pride – let's celebrate what makes our locality different.

### What is York CAMRA's definition of local?

We have opted for a distance of 25 miles from brewery to bar. This reflects the size of our branch area and its rural nature.

### How does a pub qualify?

A pub commits to selling at least one locally-brewed real ale at all times. You might go to a LocAle pub and find there isn't one on; this could be because it has encountered supply difficulties, it's holding a beer festival or a special event promoting one brewery – all acceptable reasons that we have come across during the first year. The most likely reason is that the local beers are selling faster than anticipated!

### How many pubs are signed up?

At present (February 2009) there are 48, around 10% of all the pubs in our area. If you think your local would be interested, please let us know.

### How many brewers qualify?

Over 30 brewers are eligible to supply LocAle somewhere in our branch area.

### How do I know where the LocAle pubs are?

There's a full list on our website and in each edition of our newsletter, *Ouse Boozer*.

### How do I recognise a LocAle pub?

We give pubs a range of point of sale material – posters, beer mats, window stickers, pump clip toppers and these leaflets. Look out for these and if in doubt ask the bar staff for help.



For more information visit our website  
[www.yorkcamra.free-online.co.uk](http://www.yorkcamra.free-online.co.uk)

### Where can I find out more?

Our website has more information: as well as the full list of pubs, there are also more detailed profiles of the participants (this is work in progress, so they are being added all the time). You'll also find a calculator: choose your location and it will tell you which breweries qualify there.

## How can I help?

- Go to the bar
- Order a beer from the LocAle pump
- Raise the glass of quality ale to your lips and...

## Enjoy!



A drinker's guide to

Proud to serve  
locally-brewed  
real ale



Accredited pub

Help support our local  
economy by drinking  
locally-brewed real ale



Please spread the word that we sell  
**Quality local beer**



If you've enjoyed drinking  
local real ale in this pub, why  
not seek out some others?

For a full list of participating  
pubs visit our website  
[www.yorkcamra.free-online.co.uk](http://www.yorkcamra.free-online.co.uk)

For more information  
on the scheme and to  
nominate pubs for inclusion

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in the York branch area  
**Just 25 miles from  
brewery to bar**



Published by the York branch of the  
Campaign for Real Ale

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**Local beers for  
local people**



CAMPAIGN  
FOR  
REAL ALE