



## in the York branch area

### What is CAMRA LocAle?

CAMRA LocAle is an initiative that promotes pubs stocking locally-brewed real ale. The free 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 in February 2008, ahead of CAMRA's national launch in the summer of that year. It's been a great success, with sales of locally-brewed real ale booming, while beer sales overall are in decline..

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

- **Pubs** as local real ale can attract more customers
- **Customers** 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 distinctive.

CAMRA LocAle is about customer choice, local jobs, supporting a sustainable environment and promoting local pubs – what's not to like?

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

We have opted for a distance of 25 miles from brewery to bar, which reflects the size of our branch area and its rural nature. At the same time the breweries still 'feel' local to the drinker.

### How does a pub qualify?

The licensee commits to selling at least one locally-brewed real ale at all times, not necessarily the same one. You might go to a participating pub and find there's not a LocAle; this could be because it has encountered supply difficulties, it's holding a beer festival or running a special event promoting one brewery – all acceptable reasons we've come across. A more likely explanation is that the local beers are selling faster than anticipated! We visit our accredited pubs regularly and remove any that don't maintain their commitment from the scheme.

### How many pubs are signed up?

At present (January 2011), 64 pubs and clubs, around 14% of all our outlets, are accredited.

### How many brewers qualify?

Around 60 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 free publicity 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.



### Where can I find out more?

You'll find much more information on our website, [www.yorkcamra.free-online.co.uk](http://www.yorkcamra.free-online.co.uk). As well as the full list of pubs, there's also a device to tell you which breweries qualify as LocAle suppliers where you live and regular news about participating pubs and breweries.

### Why should I drink LocAle?

Because it's fresh, natural, full of flavour and comes from somewhere near here – a massive improvement on low-cost, mass-market keg beers from miles away! And you'll be supporting local jobs and the environment at the same time.

## What should I do next?

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

## Enjoy!



A drinker's guide to

Proud to serve  
locally-brewed  
real ale



Accredited pub



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

in the York branch area  
Help the environment  
and support your  
local brewery!

Just 25 miles from  
brewery to bar

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

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**Local beers for  
local people**

