

Camra Welcomes Bass-Tetley Block

For immediate use Monday 9th December 1996

CAMRA today warmly welcomed the decision by the Government to refer the Bass takeover of Carlsberg Tetley to the Monopolies and Mergers Commission.

"This merger would create the largest brewer in British history" said CAMRA Campaigns Manager Stephen Cox. "The new enlarged Bass and Scottish Courage, the current number one, would have seventy per cent of the beer market between them."

"The takeover has severe implications for consumer choice. It is likely to lead to widespread brewery closures and job losses, particularly in distribution." said Cox.

"There are severe local monopolies created in the Midlands and Yorkshire. And breweries in Scotland, Burton on Trent and Yorkshire are under threat."

"A reference gives us a chance to prevent still further mergers, and to establish a consistent policy towards the brewing industry, which has been sadly lacking."

HOPVINE

Big changes are afoot at Spinnakers. The restaurant has been closed since mid-January and the pub upstairs is being expanded. A new pool room will occupy the old grain loft; most of the malt will be stored off site. We look forward to seeing it all at our Feb. 11th CAMRA T-shirt night.

Scientists at Carlsberg in Copenhagen have developed a yeast that produces six times as much sulphite as normal. Sulphites prevent beer going stale by combining with oxygen and other compounds that ruin the flavour of beer. Although it is not yet being used commercially, this yeast will be one to watch for by people allergic to sulphites.

Old German proverb: There is no bad beer: some kinds are better than others.

Bowen Island and Horseshoe Bay breweries are moving to either end of the 2nd Narrows Bridge in Vancouver.

The Globe and Mail reports that German brewery Herrenhauser has developed a kosher pilsner. This beer has become trendy in bars in Germany, Hungary, Norway and Spain. Using normal ingredients the brewery guarantees that none of the beer is brewed during Passover.

The Neighbourhood Pubowners Association of B.C. has a distinctly Victoria look. Gordon Card (Monkey tree Pub) has been re-elected president and Brian Dunn (Smugglers Cove Pub) is a director. Paul Hadfield (Spinnakers) has been elected to a new post: VP of brewpubs.

All Okanagan Spring invoices must now be sent to Sleeman Breweries Ltd., Guelph, Ontario.

Look for a new brewery in the Brewery Creek area of Vancouver. Barry Benson and Rick Dellows are the owners of the appropriately named Brewery Creek Brewery Co. Barry has worked at Molson, Shaftebury and Newlands, and Rick at Bass, Whitbread and Granville Island.

Another new brewery, Coquitlam Brewing Co., is specifically targeting the Asian market focusing on China initially.

Swans pub homepage is at www.hunter.net/~swans/pub.html (or substitute "brewery" for "pub" to see and HEAR brewmaster, Chris Johnson). Also check out the Swans ad for their Feb. 27 beer banquet. (Modesty prevents us from mentioning who the guest speaker is.)

If you hear a voice within you saying "You are not a brewer," then by all means brew...and that voice will be silenced.

After Vincent Van Gogh

OYSTER FRITTERS WITH BEER BATTER

from Cityfood

Beer Batter:

2 1/2 cups flour

3 chopped green onions

1/2 tsp baking powder

2 chopped cloves garlic

2 cups flat beer

1/4 tsp garlic paste (optional)

2 Tbsp chopped parsley

1/4 tsp black pepper

Drain oysters and roll in a plate of flour seasoned with salt and pepper. Dip floured oysters in beer batter and deep fry at 380 deg F for about two minutes or until crisp and brown.

CAMRA VICTORIA NEEDS YOUR HELP!! AT THE 1997 GREAT CANADIAN BEER FESTIVAL

Be a volunteer at the 1997 Great Canadian Beer Festival and help make this the best Festival yet. Please be generous with your time. The shifts are four or five hours. We are very grateful to those volunteers who are able to do more than one shift during the Festival.

Please fill out the form overleaf. We ask volunteers to be available for a training session. Please check in at least 15 minutes before your shift for final instructions. Return this form by October 15th, 1997. **If you have access to a modem, it will save us typing if you register electronically via our website: <http://www.pacificcoast.net/~patkinson/vol.htm>**

WHAT'S IN IT FOR YOU? Volunteers will receive free admission, a glass, a staff T-shirt, plus an invitation to attend the Post-Festival Party. And, if you are willing to do more than one shift, you get a years CAMRA membership free. Sorry, but volunteers may not drink while on duty, nor work while under the influence. However, the party afterwards.....

Tasks at the Festival (with numbers of volunteers needed)

- Set-up Friday 1-4 p.m. (5) and Saturday 10 -12 noon (1)
Set up volunteer room. Put up signs, banners, set out programmes and glasses. Move tables, etc. Set out festival equipment (token buckets, jugs, slop buckets, etc.). Staff the exhibitor registration desk. No training needed. Mostly standing, running, etc. Hectic.
- Admission ticket and beer ticket sales (48)
Sell admission and beer tokens to customers; Count cash and tokens. No training needed, although experience with cash handling would be an advantage. Mostly sitting.
- Door hosts: giving out glasses and programmes (10)
Give out glasses and programmes at the entrance and giving directions to attendees. No training needed. Mostly standing.
- Beer and ice set-up and distribution (12)
Move beer kegs and ice from the reefer truck to booths. Distribute water to booths. Empty slop buckets. Fairly strenuous. Mostly standing.
- Booth steward (140)
Take tokens, and may be required to pour beer. Some training necessary. Mostly standing. Can get hectic at popular booths.
- Floor management and venue maintenance (12)
Control traffic flow at entrance and exit. Festival security. Janitorial chores may be necessary. Mostly standing.
- CAMRA Booth staff (24)
Run a booth promoting Real Ale, sell merchandise, books, memberships, etc. CAMRA members only. Standing and sitting.
- Clean-up Friday 9 - 10 p.m. (6) Saturday 8 -9:30 p.m. (24)
Remove signs, banners, unused programmes and glasses. Pack up festival equipment (jugs etc.). Clean up venue. N.B., the volunteer party cannot start until this job is finished on Saturday!

Thank you for volunteering. You will be contacted by phone before the festival to confirm your shift, and arrange a training session time if needed.

Many thanks!

BEDFORD BREWING

Open for business! Even though this Brew-on-Premise is in the heart of the Esquimalt Industrial Park, once you are inside the doors you know you are in a brewers' heaven. This is a beautifully decorated, upscale, funky, fun place to be. Ornamented with Rae Henderson's personal collection of beer memorabilia, there are tap handles, bottles, framed posters, trays, etc., etc. Longtime CAMRA member, Rae, and his partner Dave Harvey, have gone to great lengths to make this a pleasant place to spend an hour or so. The layout is very spacious (4000 square feet) and well thought out.

Bedford Brewing starts by making an all-grain pale malt wort. Brews are in 48-litre batches to which the customer then adds other malt grains for flavouring and colour, just like a real brewery does. The wort is given a true 1½-hour boil so there is a very good extraction. Leaf hops are used exclusively and this really gives a great brewing experience. I recently made three beers there and really enjoyed it! (Both the beer and the experience.)

Bedford Brewing is at 776 Fairview Rd, off Devonshire, near the Esquimalt High School.
Phone 995-2337

John Rowling

Welcome to RBPMail 3.3, March, 1997

Real Beer Page Mail, The Monthly Brew News Digest For the Online Beer Enthusiast.

In this issue:

- * Shifty Brewery Owner Flies Coop
- * Supreme Court Throws Out Labatt Ice Appeal
- * Speculations & Rumors
 - A-B To Buy Into Mid-Atlantic Regional?
 - Stroh Eyeing Pabst?
 - Is It Miller's Time?
- * Web Watch
 - Hey Homebrewers! New BYO Articles
 - Beaumont's On Fire
 - Epps Joins Real Beer Authors
 - Beer Stocks Offered On Web
 - Mendocino Offering Now Public
 - AmBrew International
 - Havana's Fine Cigars
 - Mission Ale House
 - SLO Brewing
 - Toronto's Festival of Beer
 - Quickie Survey
- * Regional Beeriodical Invites Investors
- * Korean Firm Considers Baltimore Brewery
- * Ad Watch
 - Ad Community Divided Over Dick
 - New Miller Ads From Nike Agency
 - Could Be Ice For Bud Penguin
 - Ad Awareness Not Linked to Underage Sales
- * News from BEERWeek
 - Headlines
 - Excerpts
 - Charter Subscription Expires
- * IL Lowers Blood-Alcohol Level On Drivers
- * Anheuser-Busch Adds 4 Brews
- * Coors Reports Good '96
- * Plastic Bottles Considered By Brewers
- * Shameless Plug for Craft Brewers Conference in Seattle
- * Macho Brew Ad Reviews - Editorial

SUPREME COURT THROWS OUT LABATT ICE APPEAL

Without comment, the Supreme Court declined to consider Labatt's appeal of a St. Louis jury trademark infringement verdict that favored St. Louis-based Anheuser-Busch. The court also declined to hear Anheuser-Busch's plea to

reinstate the jury's \$5 million award. Labatt's began marketing Labatt Ice in the United States in August 1993, and A-B began selling its Budweiser Ice Draft two months later. Labatt accused Busch of infringing on its trademark, and both companies sued in federal court in St. Louis. A jury found that the terms "ice beer" and "ice brewed" were not trademarks and that Labatt's had engaged in "injurious falsehoods" by advertising that "If it's not Labatt's, it's not ice beer." The jury awarded Busch \$5 million in punitive damages, but a judge overturned the award because lawyers for Busch hadn't given Labatt's enough notice that they intended to seek the damages. In July, the 8th U.S. Circuit Court of Appeals affirmed the verdict. (Source: Tim Poor; St. Louis Post-Dispatch, February 19, Wednesday, News, Pg. 05A)

***** SPECULATION & RUMORS *****

BEAUMONT'S ON FIRE

We're proud of our association with premier beer writer and philosopher, Stephen Beaumont, and more so with each month's contribution. At his World Of Beer site, Beaumont provides some world news, a torturous review of Niagara Falls Eisbock vertical tasting, events, and -- perhaps most eloquently and importantly -- a powerful editorial and call to action about the deplorable Crazy Horse Malt Liquor. Don't miss this month's edition of World of Beer at:

<http://www.WorldOfBeer.com>

SLO BREWING

'Seems like there's a joke in here somewhere: what do Kathy Ireland, Michael Jackson, Pato Banton, Ronald Reagan and Herm A. Toba have in common? The answer is a SLO Brew from San Luis Obispo, CA, and you can see why while you learn all about the brewpub, brewery, SLO Brews and more. You can even enter their trivia contest for prizes and fun. Take it SLO at:

<http://www.slobrew.com/>

TORONTO'S FESTIVAL OF BEER

First, mark your calendars for Aug 8 - 10, 1997. Then spin by the web site to pick up tickets, itinerary, frequently asked questions, info about historical Fort York, directions, a '96 recap and even enter a contest to win a couple of tickets. We'll see you in Toronto and on the Web at: <http://realbeer.com/torfestbeer/>

The Real Beer Page announces a diverse group of brew websites to check out:

Grant's Ales <http://www.grants.com/>
Molokai Brewing <http://www.MolokaiBrewing.com/>
World of Beer <http://www.WorldOfBeer.com>

BEERWeek of February 3 - 10, 1997

* Molson Closes Brewery in Winnipeg

BEERWeek of February 24 - March 3, 1997

* Molson/Coors Work Out Canadian Contract

* Change in UK's Tied-House Structure

IL LOWERS BLOOD-ALCOHOL LEVEL ON DRIVERS

For the first time in five years, a push to lower the blood-alcohol level for drunken driving advanced in the Illinois Senate Thursday, over the objections of the liquor industry. Secretary of State George Ryan's plan to reduce the allowable amount of alcohol in the bloodstream from the current level of .1 to .08. The measure still faces a long legislative battle this spring in which a prominent opponent figures to be Senate President James "Pate" Philip (R-Wood Dale). In committee Thursday, representatives of the liquor industry railed against the proposal, saying the state should provide tougher penalties against people caught driving well above the current limit. Most drunk driving offenses occur with drivers over the .2 blood-alcohol range. (Source: Dave Mckinney, Chicago Sun-Times, February 28, Friday, NWS; Pg. 1)

ANHEUSER-BUSCH ADDS 4 BREWS

Anheuser-Busch hopes to capitalize on the popularity of microbrews by adding four new brands to its Michelob label. The new beers are Golden Pilsner, Honey Lager, Pale Ale and Porter. The first three are available nationally, while Porter is being test-marketed only in the Northwest. With the latest additions, the St. Louis-based brewery now produces

34 brands of beer and imports about five more. The company said the beers will be made at breweries in Merrimack, N.H.; Fairfield, Calif.; and Fort Collins, Colo. Demand for specialty beers is rising faster than sales of major brands. (Source: The Columbus Dispatch, February 21, Business, Pg. 2G)

MACHO BREW AD REVIEWS - EDITORIAL

Time to look at where beer advertising is headed for the Industrial brewers. We've spent enough e-space on A-B's ad approach, so, what are the other two Big-3 brewers, Coors & Miller, doing? They are busy trying to make their beers macho and combating the decline of their so-called "super premium" products at the hands of imports and specialty beers. Frankly, the Real Beer category should be flattered. The 3-4% of U.S. beer sales, the craft-beer segment, seems to be the tail wagging the (red?) dog. The big brewers are striking back with enormous media clout.

Coors telegraphed its intentions last year when a chesty, breathy brunette welcomed a former beer explorer back his true love -- industrial beer. After you're one with the "fad," you're welcome back to your hot-mama brand. Complete with its characteristic sexploitation. Coors has continued its campaign, with great audacity, claiming to be the last "Real Beer." We could chalk up this kind of ignorance to ad guys drinking from the new wide mouths, but someone at Coors had to approve the campaign. In outdoor ads, the brand uses headlines like "When Hair Stylists Were Barbers and Beer Was Beer." Sounds a lot like the adage, "When men were men and sheep were scared."

Old habits are hard to break and this is especially true of the old-boy network of advertising. As an ad agency alumnus I can assure you that advertising has not changed much in forty years. That may be why the Coors campaign has a nostalgic feel to it. It seems as though the boys at the ad agency and the boys in corporate marketing are waxing sentimentally over the good old days when people just drank industrial beer and the decision was between light or full-calorie beer within a brand.

Miller's new advertising agency may have convinced the company that their old agency lost its way from their original message. A new campaign in print and television brings new commitment to the "Miller Time" marketing message. The subtext tells us that it's not just Miller time, but you better stop messing with the other stuff, too. Call it backlash. We'll call it beer fascism. Here's an excerpt of the 12 page (\$\$!!) Miller insert into the 1997 Sports Illustrated Swim Suit Issue (hey, we were just reading it for the ads...):

Cover: Head - "It's that time again." Graphic - Close-up of cigar-chomping tough-guy smiling as he hoists a tapped-keg over head; Pgs. 2-3: Head - "It's time for beer to quit acting like wine" Graphic - Wide angle of cigar-chomping tough-guy hoisting keg; Pgs. 4-5: Head - "It's time to drink beer that doesn't belong on the same shelf as bottled water." Graphic - Bar scene of four 20-something/grunge/gen-X partying women with matronly barfly; Pgs. 6-7: Head - "It's time to drink beer imported all the way from Milwaukee." Graphic - gutter-level shot of grinning stock guy looking up at woman passing with dog while he shoulders two cases up from basement ; Pgs. 8-9: Head - "It's time for a good old MACRO-BREW." Graphic - five guys shaking bottles of beer and the ropes supporting their compadre on a barrel bronco; Pgs. 10-11: Head - "It's Miller GENUINE Draft Time." Graphic - Dock worker in winter-wear throws keg to another loading truck; Pg. 12: Head - "It's time to shut up and drink some beer." Graphic - guy in "let's party!" tee-shirt (suppressing belch?) raising empty bottle to camera.

Like the Coors campaign, Miller is trying to re-assert itself as a Real/Genuine article. The Miller ads should raise some questions for craft-beer enthusiasts and marketers in the craft-beer segment. The Miller's ads regular-guy cast and production values are as seductive as a music video. The message has a class-appeal that understands that 97% of beer consumed in the U.S. is industrial beer, and, perhaps by coincidence, that most people in the U.S. today are feeling the disparity between upper class and even middle class. If microbrewed beers have an aspirational appeal to them, this is a beer for those who no longer aspire to anything but their lot in life. Hard to imagine, but they may actually be making the point is that the most individualistic statement you make is buying what everyone else drinks.

For those of us who understand craft-beer, we know that part of its appeal is that it is approachable to anyone. After all, it IS beer. And part of craft-beer's appeal is the incredible diversity of flavors -- yes, even the wine-like flavors. It fits any party theme -- guzzling or gourmet. The Miller campaign -- and my guess is that some market research -- says that somehow the craft-class has created snobbery. Each of the Big-3 have taken shots at the craft-beer segment as being, well, effeminate. The pinky-up beer. There are implied gender, class and orientation bashing/baiting messages that can be extrapolated from the campaigns. It's implied in all their ads that industrial beer is for real guys. Microbrews are for the former white wine and sparkling water crowd.

This can't be further from the truth, but there is probably suspicion from the big brand loyalist that this is the case, and the Big 3 are exploiting the perception. So, it's time for craft-beer enthusiast to break down these perceptions. Next time you see someone chugging an industrial beer because the mouth is wider and they can, challenge them to do the same with a microbrew. If they are tossing a keg of beer around, invite them to do so with a higher-gravity keg. Yes, drinking microbrews can be more manly than industrial beers by the measures presented in their advertising. Obviously, I'm invoking some satirical license to make the point that you should exposing the lies and innuendoes of the big brands'

advertising messages if you get the opportunity. Support your local brewers with pride secure that it represents your own sense of individual choice and exploration.

And chuckle when you see the MACRO-BREW headline. After all, it was inspired by your micro-brew enthusiasm.

Book Review

“A Taste of Beer” by Stephen Beaumont, Macmillan Canada, 1995.

Stephen Beaumont has finally written a book I really like. Although targeted somewhat to the US market (I suppose he'd be silly not to) this is a great Canadian book. Its theme is the pairing of beer and food. If you can get by his constant name-dropping, Stephen Beaumont has provide some very good advice on which beers are suitable for which foods and also some very useable recipes. After reading some of Beaumont's earlier publications, this book was a pleasant surprise.

UPCOMING EVENTS

Tuesday 16th September: 7:30 p.m. at Bedford Brewing Company (brew-on-premises), 776 Fairview Road, Esquimalt (off Devonshire). No beer samples (*definitely* against the LCLB regulations) but there will be a raffle of beer stuff and a great door prize.

September 19 - 21, 1997: Great Northwest Microbrewery Invitational, Seattle at Pier 48 on the Waterfront. Phone: 1-800-232-0083 ext. 15

MONDAY October 20th: 7:30 p.m., CAMRA Victoria and CAMRA BC Annual General Meetings on the patio at Christie's Carriage House Pub, 1739 Fort St., Victoria. (Yes, the patio does have a cover!) Beer specials.

November 11 or 18th (***Phil, phone Paul at 812-1529 (cell) about this date***)

November 14 & 15: Great Canadian Beer Festival, Victoria conference Centre

December ?: CAMRA Christmas Party (***Phil, phone Paul at 812-1529 (cell) about this date***)

GCBF '97

A Showcase of the Best of the Brewers Craft

VOLUNTEERS, PLEASE STEP FORWARD!!

The fifth Great Canadian Beer Festival need you on November 14 and 15th! You are the most important part of the Festival (apart from the beer)! This years volunteer form is enclosed. You also have the option of registering electronically, which saves us typing in your data. Find the GCBF WWW page at <http://www.pacificcoast.net/~patkinson/GCBF.html> The tasks are listed on page 7 and the form is on page 8. Please remember to give more than one alternative as you may not get the shift you want. Any volunteer doing more than one shift gets a free membership in CAMRA Victoria.

Please send in the form by October 15th or volunteer via the Net!

HOPVINE by John Rowling

The HOFBRAUHAUS, Munich's most famous beer hall was 100 years old on August 10th. The original beer hall was opened in the 16th century, and by the 19th century was open for business to all comers, both rich and poor, unwashed and gentry alike. It was one single vast room, with a wood beam roof over a dance hall with wooden tables. It was so popular that it was replaced by an even larger building which opened on August 10, 1897, and currently can seat over 3000 people.

Big River Brewing Company, Steveston, and The Creek Restaurant, Brewery and Bar, Granville Island, are both into brewing with sales expected soon.

Whistler Brewing has released Whistler Light this summer. It's the only light beer (4% ABV) in cans from a B.C. microbrewery.

Rick Dellew and Barry Benson's R&B Brewery is launching with Red Devil amber ale and Raven dark ale in early September.

Clint Eastwood's restaurant and bar, The Hog's Breath Inn in Carmel, California, is serving a house beer, Pale Rider Ale. Profits from the beer go to charity.

The COG & KETTLE BREWING CO. is alive and well in Campbell River. The Fogg n'Suds organization is re-opening this establishment and Harley Smith is back running the show.

Vancouver's Alchera Development Corp has been refused a brewpub license for the former Chantecler restaurant site by the LCLB. Royal Oak was considered to have no need for a second pub. The Bird of Paradise pub is about one kilometre from the site, i.e., within the one mile (1.61 km) limit of closeness of pubs.

Nitro-keg continues to be a controversial subject with CAMRA UK members. The purists want it banned. Even Uncle Arthur Guinness is a shadow of its real self - a frigid malt-shake in most pubs, even in Ireland apparently. Caffrey's also has that cream soda consistency. There's nothing worse than scum left at the bottom of the glass when the pint is finished.....ugh!!

Vancouver Island Brewery's Blonde Ale is selling like hotcakes. Brewmaster WOLFGANG FOESS's new beer was test marketed at the GCBF but the recipe has been tweaked since then. The Orca whale featured on the Blonde Ale label and tap handles will soon be seen on all VIB's tap handles.

A trio of experienced brewery personnel, Harold MacKay, Kirk Annand, and Stuart Strathdee, are planning to open the **Maritime Beer Company**, in Dartmouth, Nova Scotia. The brewery's first products are expected to be available for sale during late 1997 or early 1998.

Blood-alcohol level in order to be charged with impaired driving under the Canadian Criminal Code: **0.08**; Blood-alcohol level a driver would need to be as dangerous as a driver using a cellular phone: **0.10** (C.I. Connections, Spring 1997).

COMEDY SECTION: Taken from Q&A in NEW SCIENTIST magazine: Question: "I have heard that it is possible to live on Guinness and milk alone. Is this true?" Answer: This is not quite true. Guinness does contain many vitamins and minerals in small quantities, but is lacking vitamin C, as well as calcium and fat. So, to fulfill all of your daily nutritional requirements you would need to drink a glass of orange juice, two glasses of milk, and 47 pints of Guinness.

CAMRA members should be aware that Molson's have hired reps for The Capilano Brewing Co., which makes Rickards Red. These people will be driving around in Capilano vans wearing Capilano gear looking like an employee for a (non-existent) micro-brewery. Also, Labatt's has a black lager under the Kootenay name which is marketed under the Columbia Brewing Co., which does exist, but is not a micro-brewery.

Molson Breweries has taken a potshot at Labatt Brewing Co for false dating the production dates on some beer cartons. Labatt called the civil suit by its rival, "frivolous and a public relations exercise".....and so the summer goes on...

Remember, once again, life's too short to be Bitter!

CELLARMANSHIP: THE NEXT CHALLENGE FOR CAMRA

by John Rowling

(OK, I know that should be cellarpersonship but it's just too long!)

CAMRA has done a wonderful job in encouraging craft breweries and brewpubs through What's Brewing, monthly meetings, and the Great Canadian Beer Festival. This year, for example, preference has been given at the GCBF to brewers bringing cask-conditioned beers. Six thousand beer lovers will be able to sample great beers served at their peak condition: a showcase of the best of the brewers craft. As result of this and other beer festivals and word of mouth, most beer consumers are aware of craft brewery beer.

But what happens when these enlightened consumers get back to their favourite local pub? Alas, there seems to be a major problem in the cellars of the nation's pubs! I do not claim to know anything about the technical side of keeping lines clean or any other details of cellarmanship, but I do know when my favourite beer is "off". The craft breweries now produce a great selection of beers, by and large, of very good quality. But what gets into the glass and is served to the customer is often stale, contaminated and too cold. Too often the beer does not sell well and gets beyond its due date. This is the result of greed, laziness and a couldn't-care-less attitude by the pub. This implies contempt for the customer: "They'll drink any old slop we put in front of them". With this short-sighted attitude everyone loses: the consumers, the breweries, and the pub-owners.

The time has come for CAMRA to join with the craft breweries and persuade licencees that the public demands good beer served in top condition. We as consumers and individual members can also do our part. Next time you are served poor beer, send it back. Ask for it to be served at the right temperature (about 10 seconds in the microwave will do it). Complain to the management, and also let the brewery know that that pub is doing them a great disservice.

Let's not put up with poor cellarmanship any more.