



THE GRAPEVINE

SHOWERINGS, VINE PRODUCTS AND WHITEWAYS DIVISION

December 1979

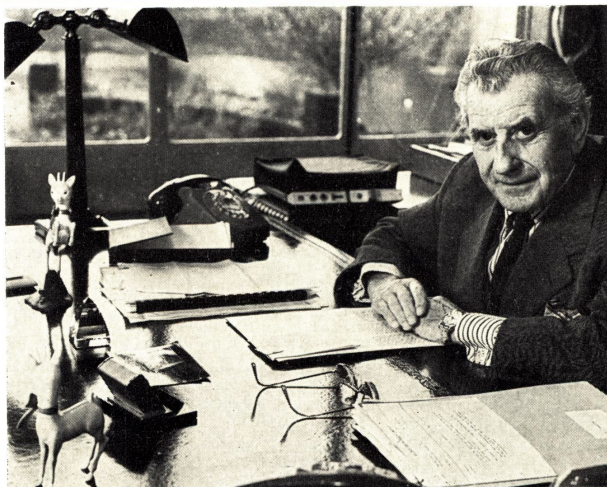
THE CHAIRMAN'S MESSAGE

WE are now approaching the end of another year, and it is very satisfactory that 1979 again proved to be a very successful twelve months for us. It is even more heartening to know that this was due to improved performance by each of the main companies in our Division, Britvic, C. & C., Coates Gaymers, Goldwell, Grants, Harveys, J. R. Phillips, Showerings, Teachers, Vine Products, Victoria Wine and Whiteways all did significantly better in 1979 than they did in 1978.

But these very good results did not "just happen". They had to be planned and worked for and could not have been achieved without a high standard of efficiency and performance in all departments. The management of each of the companies must have managed their businesses very well. Their planning was right, as was their assessment of the markets and control of expenditure. Furthermore they must each have had a reliable system for picking up unexpected trends and danger signals to enable

them to take remedial action in time to keep their ships on safe course.

As with normal travel so with business, the faster one's progress the greater the potential hazard and the more necessary it is to be constantly on the alert every second of the day.



Mr. Francis Showering in his pear wood panelled office in the Divisional headquarters at Shepton Mallet. His windows overlook the famous landscaped Babycham gardens which are the subject of our Christmas card below.

But in addition to having done well, full marks also to the sales forces, our transport men, production people, office staff, security men and maintenance men who make up the rest of the vital work forces.

Everyone knows that the basic requirement of every successful business is good able management supported by a good and able work force with both working together for the one common objective to make the best use of the company's assets. But even then, above average results

will not be achieved unless a very special effort is made and the urge to do better is constantly maintained.

Our S.V.P.W. Division has made that special effort and has achieved above average results, not only for 1979 but ever since our Division was formed eighteen years ago. I do not believe that there can be found anywhere in the kingdom a better body of managements and workforces than we have in S.V.P.W.

We have consistently outperformed the other Divisions in profit growth and return on capital employed. If our other colleagues in Allied Breweries could match our performance then Allied would be way out in front of the rest of the brewery field, and if the whole of British Industry could do the same, most of the economic troubles of this country would be over, and we would all enjoy a much higher standard of living—and be well deserving of it.

Looking back across 1979 and beyond, over the eighteen years to the beginning of our Division, we can be satisfied with our progress and our performance. Allied certainly has reason to be pleased with S.V.P.W. for we have pulled our full weight—and more—from when we first joined the fold eleven years ago, and I'm sure that not one of us would have wished it to have been otherwise. I have no doubt also that we shall continue to do this with undiminished zeal—and there is no reason why we cannot meet with the same measure of success—as far into the future as we each are allowed or want to travel.

My colleagues and I thank you for your continued efforts and support and send best wishes to you and your families for Christmas and the New Year.

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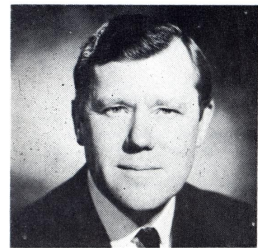
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MERRY CHRISTMAS AND A HAPPY NEW YEAR



KNOW YOUR BOARD

AND WHITEWAYS DIVISION



Sir Derrick Holden-Brown, CA
Allied Breweries Ltd.

SIR DERRICK began his business career at the outbreak of World War II and spent a year articulated to chartered accountants in the City before joining the Royal Navy, serving in minesweepers on the North Sea and, after being commissioned, in Coastal Forces, MGBs and MTBs.

Invalided out in 1946, he returned to chartered accountancy, qualifying as a member of the Glasgow Institute before joining, in 1949, Hiram Walker & Son Ltd., Distillers. In 1954 he joined Ind Coope, switched to Cairns Ltd., Brewers, in Eire as managing director, then in 1957 joined B. Grant & Co. Ltd. as sales manager, following this with board appointments to Grants of St. James's, Ind Coope, Victoria Wine and then, in 1967, to the board of Allied Breweries Ltd. He is now chairman of several Group companies and on the boards of many others including outside concerns.

He has been chairman of the brewing sector working group of NEDO since it was first established in 1976, and is currently chairman of the Brewers Society. He was knighted in the 1979 New Year's Honours List.

Leisure interest: Sailing (off-shore cruising).



Mr. George E. Inman
Britvic Ltd.

UNTIL joining the SVPW Soft Drinks Company in 1972, Mr. Inman's career was spent mainly in the North and Midlands. Educated at Ashley House School, Worksop, he served as a pilot in the R.A.F. during the war, in Europe and the Far East.

In 1946 he joined the Sheffield brewers and wine and spirits merchants Duncan Gilmour & Co. Ltd. as a trainee in the accounts section. He was managed house manager when the company was taken over by Joshua Tetley and Son Ltd. in 1954. During the next 10 years he held several brewery appointments. In 1965 he was appointed director of Grants of St. James's (Northern) Ltd. and a year later was appointed to the board of Joshua Tetley as director in charge of managed brewers, becoming managing director in 1967 and a director of Tetley Walker Ltd. Two years later he became Retail Sales Director of Allied Breweries (U.K.), resigning in 1971 prior to taking up the managing directorship of the conglomerate of soft drinks companies now part of Britvic Ltd.

Leisure interests: golf, gardening, horse racing.



Mr. Michael Jackaman, BA
Allied Breweries Ltd.

MR. JACKAMAN read French and German at Jesus College, Cambridge, after two years National Service as a Royal Artillery subaltern from 1954-1956. In 1959 he joined Yardley Ltd. as a management trainee, a year later becoming a brand manager with Beechams Foods Ltd.

He has had two periods with Harveys, the first as brand manager for two years from 1963, rejoining in 1965 as marketing manager and after subsequent appointments, becoming deputy chief executive in 1976.

In 1978 he became simultaneously marketing director of the Allied Breweries U.K. Beer Division and a member of the Allied Breweries Board. He has six other principal directorships, including Grants of St. James's and Teachers.



Mr. A. Michael McWatters, MA
Harveys of Bristol Ltd.

MR. McWATTERS, a great grandson of John Harvey I, joined John Harvey & Sons Limited in 1949. He was elected company secretary in 1951, and appointed a Director of the Company in 1956.

Mr. McWatters, who was educated at Clifton College and Oxford University, served as Chairman of the Sherry Shippers Association of Great Britain 1974/1977. He was appointed Managing Director of Harveys of Bristol in 1976 and also at that date to the Board of SVPW Limited.

Leisure interests: golf, skiing, tennis, swimming, gardening.



Mr. Derek Stuart Todd, MW
Vine Products Ltd.

MR. STUART TODD started his career in the R.A.F. as a trainee navigator. On cessation of the Empire Training Scheme at the end of the War, he switched to the Scots Guards prior to going to Sandhurst and was subsequently commissioned into the Seaforth Highlanders.

When he came out of the Army in 1948 he joined his own family's wine business, becoming a Master of Wine in 1956. Hatch, Mansfield took over the family business in 1959, the first of a series of takeovers which three years later found Mr. Stuart Todd as managing director of Hatch, Mansfield and Smith & Hoey, in turn taken over by Grants of St. James's Ltd.

In 1964 he became managing director of Grants of St. James's (Midlands) Ltd., the wine and spirits company of Ansell and after three years was appointed marketing director to Grants of St. James's Ltd. and subsequently went to Coates Gaymers as Managing Director. In 1977 he joined Vine Products Ltd., becoming managing director in January 1978.



Mr. Edward Webb, FCMA
Finance Director

Educated at Reading Grammar School, where he was an ABA boxing finalist, Mr. Webb saw war service on flying duties with RAF Bomber Command.

He joined Nestles in 1947 as a trainee accountant and later spent three months at I.M.E.D.E. (Swiss Management Training College) followed by two years in the USA studying new techniques of budgetary-control and standard costings. He returned to implement these within Nestles UK factories.

In 1961 he joined Whiteways Cider Company as cost accountant and on the subsequent formation of Showerings, Vine Products and Whiteways Ltd. he transferred to Shepton Mallet as a Group cost accountant.

He became SVPW Divisional finance controller early in 1970 and finance director in March 1974.

Leisure interests: photography and industrial archaeology.

CALLING ALL READERS

Every employee of each member company within the Division should receive a copy of Grapevine. The assistance is requested of those responsible in each Company to ensure that maximum distribution is achieved.

It is hoped to publish a mid-year edition in 1980. Information, pictures and proposed features will be welcomed. Please forward to: Grapevine, c/o Post Room, Showerings Ltd, Shepton Mallet, Somerset.

Next copy date: 18th April, 1980.

Metcalf an opera singer currently appearing in the New Singers production of the *Barber of Seville*, took second prize of two magnums of Ch. La Conseillante '73. Third place was taken by Keith Salway, a chartered accountant, fourth was O. Z. Clark an actor with the National Theatre (currently appearing in *As You Like It* and *Richard III*). Fifth place was at last a Frenchman, Monsieur Vespier, an insurance broker from Louveciennes, the fifth member of the team, Mrs. Diana Paterson-Fox, came seventh, and the rest of the French team took the remaining places. An absolute victory for the British.

The results were announced at a celebration lunch following the contest by Monsieur Jacques Sartor, President Director General of Etablissements Nicolas. After just an instant of stunned silence the entire French contingent broke into a generous storm of warm applause.

Whoever said the French were bad losers? The *Figaro* has already accepted the challenge of a return match to take place next year in London.

The English team had flown to Paris the evening before the contest and met the French opposition over a superb gourmet dinner at one of the best restaurants in Paris, the Dodin Bouffant. The two teams sized each other up over glasses of vintage wine and a "most" magnificent example of French cuisine.

requirements. An alternative was selected in the form of a premix unit whereby the preparation of the product in a concentrated form, with the water added in the premix unit, made any increase in tank capacity unnecessary.

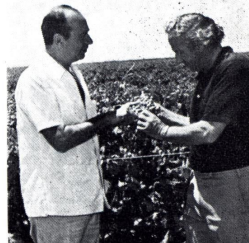
Babychem and various forms of cider have been produced and bottled by Showerings at Clonmel since 1962. Showerings also produce Cidona, a non-alcoholic carbonated apple based drink which is highly popular in the Republic of Ireland where it ranks as the fourth biggest selling soft drink. Cidona concentrate is also supplied by Showerings to many other soft drink bottlers in Ireland.

In recent years, Showerings (Ireland) Ltd. has developed into a major force in the Irish drinks industry. Turnover has doubled, the company has reinforced its position as the largest employer in the Clonmel area, and an expanding export business has been opened up with Northern Ireland. The capital investment programme has been implemented to cope with present growth and to allow for further expansion in the future.

EXPANSION IN SPAIN



View of one of Harveys bodegas in Jerez de la Frontera, the sherry capital of South West Spain, where millions of gallons of sherry lie maturing.



Harveys Deputy Managing Director John Squirell and Don Diego Ferguson, Managing Director of Harveys associate company in Jerez, examining grapes in one of Harveys extensive Sherry vineyards in the Jerez de la Frontera area of South West Spain.



Tending the grapes in one of Harveys Sherry vineyards in the Jerez de la Frontera area of South West Spain.

IN view of the increasing international demand for Harveys sheries, particularly Bristol Cream, the U.K. market leader and the world's biggest selling sherry brand, Harveys earlier this year expanded its maturing and bottling facilities in the sherry production centre of Jerez de la Frontera in South West Spain.

Harveys of Bristol now commands almost one fifth of the entire world sherry market. During 1978 sales of Harveys sheries rose by over 25 per cent in the U.K. and total Harveys export sales have increased by 70 per cent during the past five years. So far this year Harveys sherry sales in the U.K. have risen by 19 per cent.

Harveys sheries currently sell in 130 world markets and in 1977 the Bristol company won the Queen's Award for Exports for the third time.

In order to meet this increased demand Harveys have expanded their existing facilities in Spain by acquiring from the Spanish company, RUMASA, the large Manuel Misa bodegas which adjoin the Harveys premises in Jerez, together with bodega equipment and certain stocks of casks and wine.

This old-established property consists of numerous attractive bodegas with a storage capacity of 15,000 butts (over one and a half million gallons), ancillary buildings and a house, all of which covers a 9-acre site in the centre of Jerez.

The company, M. Misa, S.A. wholly owned by RUMASA, will continue to produce and sell its wines as in the past.

Harveys jointly own vineyards in the Jerez area covering over 2,000 acres, which makes them one of the major landowners in the district. At

the time of this purchase in February Harveys Managing Director, Michael McWatters, said: "With this important acquisition we are able to strengthen our position in Jerez, expand our current bodega capacity and secure the necessary additional supplies of fine wine to meet increased world demands for our brands."

"The new bodegas are in a most convenient site in central Jerez, immediately adjacent to Harveys existing premises which were becoming overcrowded."

"With the vastly increased maturing, storage and bottling capacity provided by this new complex we can confidently meet the continually growing demand for Harveys Sheries in all world markets."

"I must, however, emphasise that this new development will in no way disrupt our existing supply arrangements in Jerez."



Left to right: Robert Mapley, O. Z. Clark, Diana Paterson-Fox, Charles Metcalf and Keith Salway—the team that beat the French at their own game.

ENGLISH TEAM TAKES THE CUP AT WINE TASTING IN PARIS

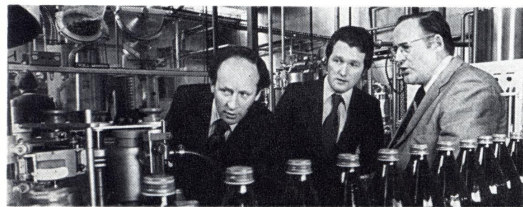
"When on a Monday morning *Le Figaro* runs to five columns of good humoured tribute to a British triumph in a field the French regard as peculiarly their own, a British Ambassador in Paris cannot help feeling he is starting the week on the right foot." Extract from a letter of congratulation from the British ambassador in Paris.

selected from readers of the *London Evening Standard* who flew to Paris to test their palates against a French team chosen by the *Figaro* newspaper.

The contest was based entirely on French wines and devised by French oenologists from Etablissements Nicolas. In spite of the (pre-agreed) French bias of the contest the English team took their French rivals by storm.

Not only did the English team take the trophy, offered as a team prize, but also took the top four individual prizes out of ten.

Robert Mapley a retired chartered secretary from Loughton in Essex took the first prize of a jeroboam of Ch. Pichon Lalande '70. Charles



New Line For Showerings (Ireland)

SHOWERINGS (Ireland) Ltd. have this year spent in excess of £1m on the first phase of a major five year capital investment plan at their headquarters in Clonmel, Co. Tipperary. Phase One included a new high speed bottling line and a new 22,000 sq. ft. warehouse.

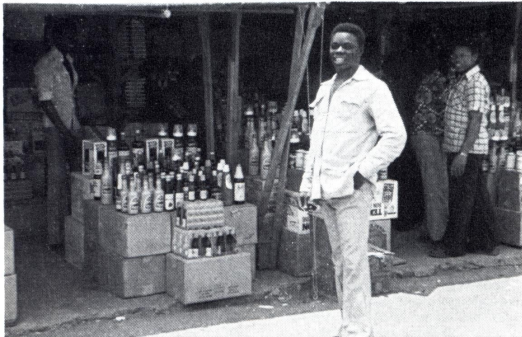
The new bottling line, installed this year in just two weeks, replaces a flagon line which had a capacity of 380 dozen bottles per hour and which could not handle pint bottles. The new line has a capacity of 1,150 dozen per hour and can fill flagons, litres, 26 oz. and pints.

In planning the new line, the requirements of later phases of the development programme were considered and the flow pattern has been arranged to make future expansion of bottling capacity possible on a rational basis.

One important factor when the speed of the new line was selected was the method of product preparation. This had previously been done entirely in bulk and if the same method had been retained for the new line a three fold increase in tank capacity would have been necessary with the resultant cost and space

Around The World With Babycham

Win Some—Lose Some



Evidence that Babycham can be bought in many far and distant lands is this typical African stall with Babycham prominently displayed. The picture was supplied by Showerings' overseas representative, Mr. Dick Russell.

1979 has been a year of expansion and consolidation for Babycham exports. Sometimes we lose markets because of no fault of our organisation, or our product. This year has been the first year that we have not been able to export any Babycham to Nigeria since 1960. The Nigerian Government have not allowed the import of Babycham (and most other wines, spirits and beer) because of the country's adverse economic situation.

During the year the Federal Military Government persisted with deflationary economic policies including tight controls on public expenditure, the general freeze on wages and salaries and restrictions on imports. A new

civilian Government took over on 1st October and so far the future lines on economic policy are unclear, but we can only hope that it will not be too long before we are once again able to service this important Babycham market.

Meanwhile all those working on exports have directed their attentions to the expansion of other existing Babycham export markets and to finding new world outlets.

Many markets have been visited by our staff during the year. Our most intrepid traveller was our Overseas Representative Dick Russell who by the end of 1979 will have visited 25 countries in four continents during the calendar year. He has spent most of the

year away from England promoting Babycham sales in some of our bigger as well as some smaller markets.

Martin Thompson, Marketing Executive in charge of the E.E.C. has been so often to his overseas territories that to him, a flight to Hamburg or Brussels is really no more exciting than a bus ride down the road. His success can be measured by the fact that Belgium continues to be our largest Babycham export market and now Germany is the second largest.

Tony Wells, Showerings' Export Manager visited South Africa earlier in the year and it is pleasing to note that Babycham sales to that country are this year the best since 1974 and South Africa is currently our third largest export market for bottled Babycham, only marginally behind Germany.

He also visited Cyprus and this visit has led to a re-launch of Babycham in that island.

Ken Cleary has been busy on behalf of Showerings as well as Coates Gaymers and has visited the Continent several times and at the time of writing he is visiting Japan and Korea.

Furthermore, SVPW Marketing Director, Peter Edwards has made visits to our various operations in Europe accompanied by Martin Thompson. He also visited the United States more than once during the year.

We were pleased to welcome a Shepton Mallet during the year overseas visitors from Holland, Belgium, Germany, Denmark, Panama, Nigeria, South Africa, Cyprus, Malaysia, Hong Kong, Indonesia, Venezuela, Colombia, Curacao, Aruba, Kenya, Japan and the United States of America.

HARVEST REVIEW

Looking at the effects of late Spring, wet Autumn

As is always the case in farming and fruit growing, the weather tends to dictate the pace and timing of operations and 1979 has been no exception.

Perry Pears

The very cold winter followed by a wet, cold spring led to the latest flowering by perry pears ever recorded since the company first planted pears in 1958.

Usually the earliest variety flowers at the beginning of April but this year it was a month late, and although the later varieties caught up slightly, the whole season has reflected this late start.

Fortunately, the late blossoming meant that the worst of the spring frosts were over and the fruit set quite well.

October produced ideal fruit development conditions, warmth at the beginning of the month and heavy rain towards the end and by the time harvesting ended late in November, a heaviest-ever crop of around 1,000 tons had been collected.

Despite the good performance of some machinery, such as the tree shaker (pictured here) the actual harvesting machines which pick up the fruit from the ground have given a lot of trouble, almost always due to the fact that they are still under development and consequently unproven under all the varying orchard conditions.

Cider Apples

The cider apple crop has turned out, as expected, to be very poor due to the biennial cropping habit of most varieties.

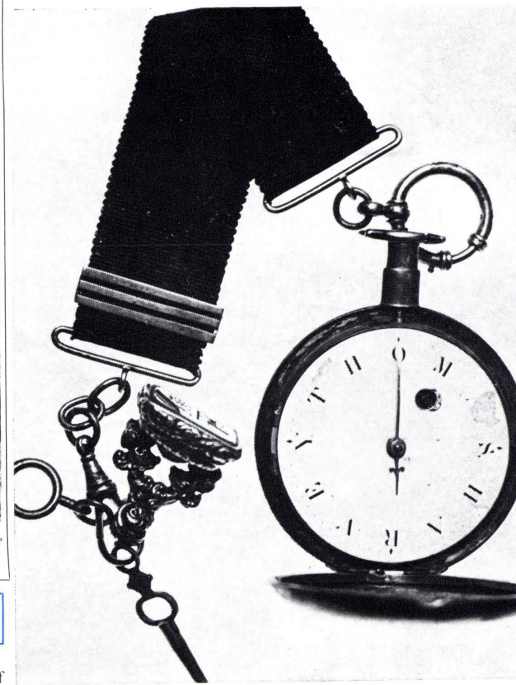
1978 gave up the heaviest crop for many years and it is hoped that 1980 will be a good year again, but it has only been some of the younger well-managed company orchards which have shown any reasonable yield this year.

The recently planted orchards of bush trees are beginning to show their potential, and one 6-acre orchard at the Allowenshay Unit has cropped at around 5 tons per acre compared with 3 tons in 1978.



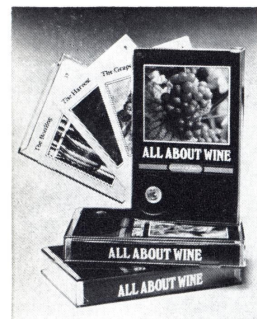
The Lightning Tree Shaker, now used on five of the six fruit units, can shake 100 trees an hour in the hands of a skilled operator.

HISTORIC TIMEPIECE



CAPTAIN THOMAS HARVEY JUNIOR'S WATCH—This unusual watch was presented to Captain Harvey, father of the first John Harvey and a famous Bristol sailor of his day, by grateful passengers for his skilful seamanship which had saved his ship the "Aeolus" in an Atlantic gale.

SPECIAL OFFER



SPECIAL OFFER—ALL ABOUT WINE "All About Wine" consists of seven full colour illustrated wall charts, which together tell the complete story of wine: how the vineyards are prepared; the grapes grown and carefully tended until they are ready for pressing and fermentation; the skill used in bottling and finally how the wine is delivered

in sound condition. The text has been written by Masters of Wine working for Grants of St. James's. It is illustrated by descriptive, full colour pictures.

These posters have been used in schools and colleges throughout the country and are considered to be the definitive educational work in this style.

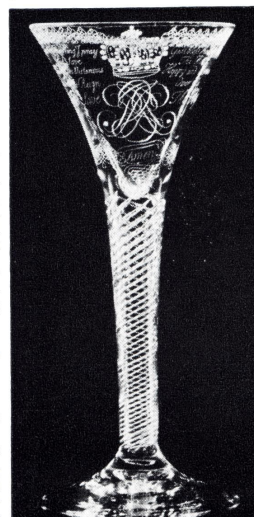
As a companion to the posters, Grants of St. James's has also produced a book cassette called "All About Wine". A resume of the seven wine posters, the "All About Wine" book cassette consists of 50 pages (100 sides) of text, full colour pictures, maps and illustrations and it tells the full story of wine in a novel, easy to use format.

There is a special offer to *Grapevine* readers. The seven "All About Wine" Posters may be purchased for £1 per set and the book cassette at 50p. Cheques should be made payable, to Grants of St. James's and sent with your order to: "All About Wine", Press Office, Grants of St. James's, Brook House, Chertsey Road, Woking, Surrey. Offer closes 31st January, 1980 (or when stocks expire). Only one order per SVPW employee.

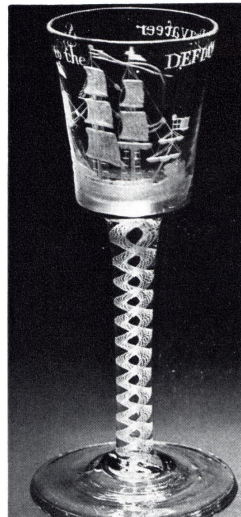
MUSEUM TREASURES

RARE PAIR A rare 18th century Bristol Privateer glass is part of Harvey's extensive antique English collection in Harvey's Wine Museum situated in the company's medieval cellars in the centre of Bristol.

There are probably twelve Amen Glasses known to exist and these are mostly in National Museums. They are variants of Jacobite Glasses used by supporters of the Young Pretender to toast the King "over the water". This particular glass is inscribed with two verses of the Jacobite Anthem and the Royal Cipher. It is believed to be the only surviving glass dedicated to Prince Henry, the brother of Bonnie Prince Charlie.



Amen glass.



Bristol Privateer Glass.

BUSINESS TRAVEL SERVICE

L.S.A. World Travel Service Limited, which is a subsidiary of J. Lyons & Company Limited, carries out the provision of all the normal travel facilities and arrangements and its address is 12d The Broadway, Hammer-smith, London W6. It also has

three branches in the South London area.

It is acknowledged that some divisional companies find it desirable to deal with a local travel agency for convenience, but companies are asked to bear the above company in mind.

TOT OF TEACHERS KEEPS CONNIE YOUNG

APTLY named Mrs. Constance Young celebrated her 110th birthday on 1st November—with a tot of what she most fancies. As every picture tells a story, it is easy to spot her favourite brand.

This was not just a birthday treat, either. For lively Mrs. Young who is at Winchester Clinic (going from strength to strength, say the staff) insists on a drop of the good stuff with her lunch and supper every day of the week.

Mrs. Young is Hampshire bred and bred, the daughter of Mr. Barrow Simmonds, and a keen horsewoman for many years. Unusually for her age she was also driving, after that the authorities would renew her licence.

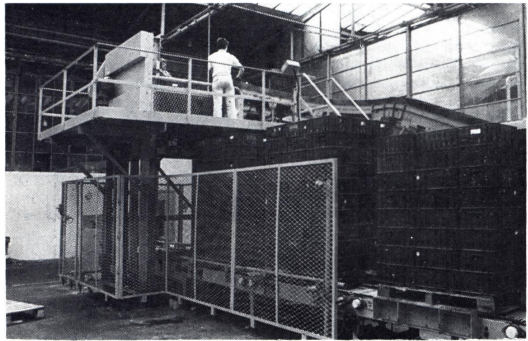
In the *Southern Evening Echo*, whom we are indebted for the delightful picture, Mrs. Young quoted as saying: "I think I'd be good advertisement for whisk. Indeed, she is."



BRITVIC INVESTMENT IN NEW FRUIT JUICE LINE

A FORECAST of a continuation into the 1980s of the already substantial annual increase in demand for Britvic's fruit juice products has led to the investment this year of some £700,000 in a new fruit juice line at the Widford, Essex factory. The installation, which replaced the previous Line 2 having a capacity of 1,500 dozen baby 4 oz. bottles per hour, was carried out over a four month period at the beginning of 1979 and doubles the capacity of the previous line.

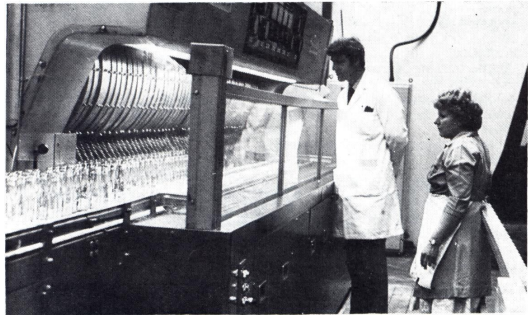
Considerable research was carried out into the higher capacity machinery offered by today's machinery engineers and the new Line 2 was installed using the most modern equipment capable of meeting Britvic's demanding volume and hygiene requirements.



The input end of the Pantin semi-automatic crate de-palletiser.

Replacement of manual bottle and crate handling areas by an automated operation was essential to ensure a high volume flow and the Pantin semi-automatic crate de-palletiser is the start of the fruit juice bottling line. In fact, the de-palletiser has a capacity beyond that required for Line 2 alone and has been sited in such a way as to provide a simultaneous service for the adjacent fruit juice line.

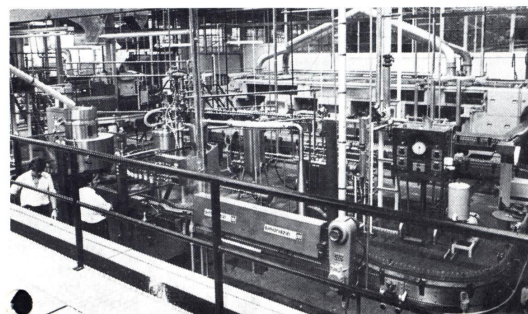
The movement of both bottles and crates between points from the beginning to the end of the bottling line is fully automated by the use of a Simonazzi conveyor system. Crates which have been removed from their pallets are routed to the Simonazzi decramatic 2 head decrating machine which has a capacity of handling 1100 crates per hour. Once the bottles are removed, the crates are routed round the perimeter of the bottling line, through a Hills crate washing machine and end at the re-crating area ready to be refilled.



Bottles being discharged from the Vickers Dawson Super H bottle washing machine.

From the decrating machine, bottles are conveyed to the Vickers Dawson Super H bottle washing machine. The washer passes bottles through its 3 detergent tanks and hot rinse tank at a rate of 3,500 dozen bottles per hour. The feed into the machine is fully automatic and the removal and discharge of labels is carried out during the cycle.

Still hot from the washing cycle bottles are next pasteurised by the Alfa Laval HTST (High Temperature, Short Time) fruit juice processing plant. From this point until the filling cycle, bottles pass through three inspection points where, at each, they are inspected by eye for flaws and through a Barry Wehmler optic scan which enables each bottle to be examined vertically as a final check against residual elements.

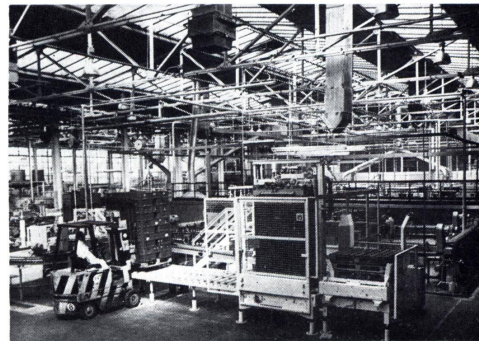


A general view of the Line 2 bottle filling area.

The Simonazzi Veloce 40/20 both hot fills and crowns the bottles within the same immediate area at a rate of 36,000 bottles per hour using, in the same period, some 900 gallons of pasteurised fruit juice. From the filling area bottles are channelled to the Sander Hansen cooling machine into which they are automatically fed and discharged on their conveyor at a rate matching that of the filling area.



A Kronos Cronomatic Type 55 labelling machine being replenished without interrupting the flow of bottles.



Palletised crates being removed to the storage area.

Once cool, bottles are fed in two parallel streams to two Kronomatic Type 55 labelling machines each with a handling capacity of 1,830 dozen bottles per hour. Both neck and body labels are in the same operation and replenishment of the machines is done out causing a break in the flow.

The filled, cooled and labelled bottles are finally removed from conveyor belt by the Crown Baele re-crating machine which fills at a rate of 900 per hour. The crates themselves are then passed automatically to the Certus low level automatic palletising machine stacks them in 10 layers of 8 crates for removal by fork lift truck

PROVIDING FOR THE FUTURE

Grapevine puts some questions to Mr. Maurice Oldfield, Allied Breweries Group Pensions Executive.

INTERVIEWER: From the very first day someone joins Allied Breweries, they're in the pension fund. That's right isn't it? And yet from what the various personnel officers say, people don't begin to take much interest in pensions until a year or so before they retire.

M.O.: It's certainly true that people are more interested in pay than in a pension, which after all for most people is a long time ahead. But the protection afforded to dependents is being appreciated from the date of joining and nowadays the pension fund is also seen as a deferred element of a person's pay. Each year every employee gets an individual personal statement showing their earnings and based on those earnings what their entitlement will be according to the length of service they will have achieved by the time they retire.

INTERVIEWER: Every company scheme has to be approved by the Government Occupational Pensions Board doesn't it? So presumably that infers that any private scheme must be better than the State scheme?

M.O.: Not only better, but in the case of Allied, a distinct improvement. You could say that because the scheme is mandatory, employees are made to join, but it is very much in their own interests.

People still tend to think of pensions as a series of money boxes on the mantelpiece with them putting in 50p each week and the company putting in a £1 note, but there is more to it than that.

The Allied scheme has embraced 500 different company schemes over the past few years as the group has grown, and every one of these private schemes had its own special conditions. They all carried their own inheritance from the past, the terms of which had to be honoured. But we've managed to streamline them and are continuing to do so. And the task of reviewing and updating the pension fund is going on all the time, with the next major updating taking place in April 1980.

INTERVIEWER: Can you give me an example of how far ahead of the State scheme the Allied pension scheme is?

M.O.: Let's take the life insurance element. An occupational scheme such as Allied's also replaces some, if not all, of a person's life insurance cover. Here's an example. Let's take a 25 year old man in the sales office, earning say £5,500 a year, with a wife of 23 and two children of four and one. Now, heaven forbid, but if he did land up under a bus and got killed, his widow would immediately receive a tax free cash sum of £5,250. She'd get £672 a year widow's pension for life plus £504 for the two children as long as they were dependent and £336 as long as one was dependent (these benefits will be better improved after 5th April, 1980). And all that would be in addition to her State widow's pension and child allowances. So you see that people in private pensions schemes may need to buy less life insurance cover, if any at all.

INTERVIEWER: That example does tend to follow the traditional sort of insurance company case history of say 50 years ago. What about the reality of life today with a divorce rate of something like one in four marriages? Not everyone leads well ordered tidy lives which fit neatly into conveniently prescribed patterns. Does that mean a lot of people are going to lose out on benefits?

M.O.: No it doesn't. In fact it's another example of how much ahead an occupational scheme like Allied's can be. We can cope with what you might call matrimonial complications through the discretion of our trustees. Let's say a man of 40 or so has been divorced or separated from his legal wife for some time, since when he's set up home with another lady, his common-law wife. All the circumstances would be taken into consideration including the written wishes of the man who died.

You also get alternative marriage patterns with different nationalities. Many of our employees have religious and traditional differences in their cultures and these are borne in mind, by our trustees, who can be far more flexible than the State.

INTERVIEWER: Are there any differences left in how the pension fund affects women as apart from male employees?

As well as being Vice-Chairman of the National Association of Pension Funds, Maurice Oldfield is also Vice-Chairman of the Pre-Retirement Association.

Each month the Association publishes a lively magazine called Retirement Choice which emphasises the positive and enjoyable aspects of retirement, with features and interviews on leisure activities, hobbies and holidays. In every issue there is an eight page supplement especially for former employees of Allied Breweries.

"We wanted a magazine for our pensioners, so we came to a special arrangement with the Association", says Maurice Oldfield who feels strongly that the emotional adjustment to retirement is even more important than the financial side.

"Twenty years ago there was definitely a financial angle involved in retirement, but that's not the case now. And in a way not having to worry about bread and butter exacerbates the problem of old because people don't have to fend for themselves."

"But there's still this tremendous fear of retirement which is largely a fear of the unknown. So many people, it means a loss of identity and status... a giving up of the key."



M.O.: The only remaining difference in how men and women are treated regarding the age of retirement—women retire at 60 and men at 65—and this happens to be the current position in the State scheme. It's difficult for a number of reasons for the Allied scheme to change.

INTERVIEWER: What happens to a person's pension rights if and when they change jobs?

M.O.: One of the big disadvantages of private schemes in the old days was a lot of company pensions were not preserved on a job change. Now five years service a pension must be preserved on transfer by way of no-one loses out on a contributor pension.

There are a number of ways of safeguarding pension rights, which can be worked out individually according to circumstances. If the employee has been with Allied for under five years, they can be "bought into" the State scheme. They can elect to take the balance as a cash sum which would be taxed at a current rate of 10 per cent. Or negotiations can be made with the new company for their pension fund to take the liability. Or they can leave their piece of pension where it is, to be called for later, as it were.

INTERVIEWER: Doesn't all this mean a great deal of work for the administration of company pension funds?

M.O.: It certainly does. There are something like 11 million people in company pension funds. Assuming they might on average move every 10 years, then in 30 years time you've got 30 million pensioners here and there to be tidied up and sorted out. There's a very strong argument to be made for some sort of clearing house to cope with the problem.

INTERVIEWER: As well as being Group Pensions Executive for Allied Breweries you're also Vice-Chairman of the National Association of Pension Funds, so obviously you're in an ideal position to know just how the Allied scheme compares with other company schemes. How does Allied Breweries compare?

M.O.: It's about twelfth in size in the private sector, certainly in terms of money, and our aim is to keep it there, well ahead. The National Association of Pension Funds does an annual survey of pension schemes and there are wide variations. For example something like 47 per cent of schemes carry a minimum eligibility age of twenty-one. Only ten per cent of schemes carry no minimum age and Allied is in that top 10 per cent.

INTERVIEWER: I suppose that any employee with a pension problem should take up first of all with their personnel officer?

M.O.: And any beneficiary can always write to us: Allied Breweries Fund, Allied Breweries Ltd., Denmark Street, Bristol, BS1 5LH 0272 28882.

GREAT LAUNCH IN SMALL BOTTLES

SHOWERING'S Ltd. can now look back on nine months since the first consignments of House Wine began to reach the on-licence customers. It must surely rank as one of the most interesting projects the trade has seen during the past year, both in terms of the reception to the product and of the extensive ripples it has caused.

The whole concept of House Wine, that of presenting an acceptable good value vin ordinaire in convenient single-serving 4 oz. bottles, was not so much an experiment as one further demonstration that, when it comes to the small bottle market, Showerings knows better than any other company just what it is all about.

House Red and House White, distinctively presented, with a name virtually faultless for breadth

of application, unimpaired quality and a guaranteed profit margin in every bottle, have slotted onto the back bar and into the chiller cabinet as if they were custom made for them—as indeed, they were.

The primary target for Showerings was the 30,000 or so licensed outlets (pubs and clubs) which have not normally found it practicable to serve "wine by the glass" even though there has been, for some time, evidence that the demand was there.

One of the fascinating immediate results of the launch has been that not only these target pubs have responded enthusiastically to the package, but so also have many outlets already serving wine by the glass from large bottles, who have not been slow to see, and seize, the advantages of House Wine.

More recently, House Wine was launched first in cash and carry then, in September, to the take-home sector. The market for small bottles (under 25 cl.) is under exploited in the off-licence and sales of them is estimated at below £5 million a year. Compare this with the total table wine market worth an estimated £500 million of which well over half is in the off-licence sector, and it is obvious that there has to be a sizeable potential and, equally obviously, some change in sales techniques and selling attitudes on the part of the retailer. The signs are that these changes will come—perhaps more quickly than we would have dared to guess a year ago.

The impact of House Wine in the on-licence sector and, even in these fairly early days, on the off-licence sector also, is such that it

can be fairly said to have influenced the whole market.

Showerings recognised from the outset that, if the time was right for the launching of House Wine then there would probably be a little more than a six month head start before the competition took practical steps to try to climb on the band wagon. So it has turned out. But it remains to be seen whether others have quite the same flair for getting it right—the bottle size, name, presentation and sales promotion.

Suffice to say that Showerings is now into production of the fifth million of House Wine and bottling facilities have had to be extended to cater for the resounding success which this well chosen new product is enjoying.



MOLASSES

ONE of the most unusual companies in the Division is Appleford Ltd., a subsidiary of Vine Products Ltd.

Appleford produces pure foods and dietary foods which are leading brands in the health foods market and are becoming increasingly sold to the hospital catering sector. It is an old established production unit—one of its most famous brand names to health food addicts is Eustace Miles, after the food reformer at the turn of the century who recog-

nised the values of special protein foods and developed them for general use. For many years, Appleford products (and those labelled Delicia and Dietade) have been exported to a number of overseas countries.

Crude Black Strap Molasses is a top-selling product, and Appleford's is Europe's leading brand.

The food is the rich, concentrated syrup which remains after sugar cane has been through

A NATURAL FOOD

several processes of boiling to extract the refined, crystallized sugar. It contains fructose, mineral matter and protein—and is widely regarded as an aid to good health and energy.

It makes delicious cakes and puddings and there is considerable demand for the recipe information which Appleford's home economist devises and tests in the company's small "country kitchen" style food development unit within the factory on the edge of Heathrow airport.

CHRISTMAS COOKING

CHRISTMAS CAKE

- 6 oz./175g plain wholewheat flour
 - 1 tsp./5 ml. mixed spice
 - 6 oz./175g. butter
 - 6 oz./175g. muscovado raw brown sugar
 - 5 eggs
 - 2 tbs./80g. Appleford molasses
 - 8 oz./225g. currants, cleaned
 - 4 oz./100g. mixed peel, chopped
 - Rind and juice of 1 lemon
 - 6 oz./175g. sultanas, cleaned
 - 6 oz./175g. raisins, cleaned
 - 3 oz./75g. ground almonds
 - 3 oz./75g. angelica, fairly finely chopped
 - 4 oz./100g. glace cherries
 - 2 oz./50g. flaked almonds
 - 1 tbspn./15 ml. brandy (optional)
- Makes one 8" (20 cm.) round cake

Method

Set oven at 300 F (150 C) gas mark 2; position shelf in centre of oven. Grease an 8" (20 cm) round tin or a 7" square cake tin, line with three thicknesses of greased greaseproof paper. Tie the brown paper round the outside of the tin so that it extends about 2" (5 cm.) above the top; secure with string.

Sift together the flour and mixed spice, mixing in the residue of bran left in the sieve. Cream the butter and sugar in a bowl until light and fluffy, then add the eggs one by one, beating well after each. Add a little of the flour if the mixture curdles. Stir in the molasses, then fold in the flour and stir in the currants, flaked almonds, mixed peel, lemon rind and juice, sultanas, raisins, ground almonds and angelica. Rinse the glace cherries under hot running water and cut into halves; add to the mixture and stir well. Put the mixture into prepared tin. Bake in the centre of the pre-heated oven for 4½-5 hours or until a warmed knife inserted into the centre comes out clean.

Turn the cake out carefully onto a wire rack to cool. When it is quite cold, strip off the paper.

If you are using brandy, prick the top of the cold cake with a skewer or knitting needle. Pour the brandy over the top and allow it to soak in. Wrap the cake in greaseproof paper and foil and store in an air-tight tin until ready for icing. Ice in the usual way with almond paste and royal icing.

MOLASSES YULE-LOG

- Swiss Roll**
 - 3 large eggs
 - 3 oz./75g. barbados sugar
 - 4 oz./100g. plain wholemeal flour
 - 1 tbspn. hot water
 - Topping**
 - 1 oz./25g. barbados sugar
 - 2 oz./50g. plain wholemeal flour
 - 2 tbspn./40g. Appleford molasses
 - 2 oz./50g. butter
- Grease and line a 12" x 9" swiss roll tin

Method for Swiss Roll

Cream the sugar and eggs together until a trail remains for the count of eight. Fold in the flour and then mix in the hot water. Pour into the prepared swiss roll tin. Bake on the top shelf of a pre-heated oven at 425 F (220 C) gas mark 7 for nine minutes.

Cool for one minute and then turn out on to a sheet of grease-proof paper dusted with flour. Cut a 1" (5 cm.) strip from all sides and immediately roll up the sponge placing grease-



proof paper in the roll to prevent sticking. Leave to cool.

Method for Topping

First spread the swiss roll with Appleford's molasses marmalade or Delicia jam. Melt together sugar, butter and molasses and fold in flour. Spread over the swiss roll with a greased knife. Bake swiss roll at 350 F (180 C) gas mark 4 for twenty minutes.

If the topping 'spreads' on to the baking tray from the swiss roll, after cooking re-spread again with a greased and hot knife on to the sponge.

When cool decorate with holly and robins.

RUM BUTTER

- 4 oz./100g. caster sugar
 - 4 oz./100g. butter
 - 2 tbspn./40g. Appleford molasses
 - 2 tbspn./40g. rum
- Mix all ingredients together.

CHRISTMAS PUDDING

- 1 egg
- 7 tbspn./80g. vegetable oil
- Pinch each of cinnamon, nutmeg, mixed spice and salt
- 6 oz./175g. soft breadcrumbs
- 6 oz./175g. muscovado raw brown sugar

Grated rind of 1 orange
Juice of 1 orange made up to ¼ pint/70 ml. with milk

- 1 tbspn./15ml. brandy (optional)
 - 4 oz./100g. raisins, cleaned
 - 4 oz./100g. currants, cleaned
 - 4 oz./100g. sultanas, cleaned
 - 4 oz./100g. mixed peel, chopped
 - 2 oz./50g. flaked almonds
- Small cooking apple, peeled and grated—125g.
- 2 tbspn./60g. Appleford molasses
- Makes one 2 lb. pudding

Method

Mix together the egg and the oil, then add all the other ingredients and mix well together. Leave overnight.

Next day, grease a 2 pint pudding basin and have ready a large piece of foil to cover the basin.

Stir the pudding again and spoon it into the pudding basin. Cover with foil, secure with string and steam for eight hours. Remove foil, re-cover firmly, then store in a cool, dry place.

On Christmas Day, steam the pudding for a further 2 hours before serving with brandy butter, sweet white sauce with rum flavouring or single cream.

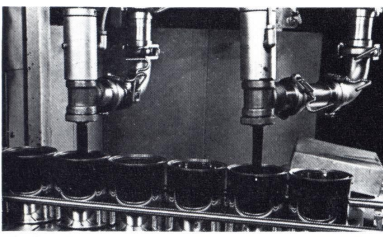
This is a lovely pudding, light, but full of flavour.

QUICK MOLASSES CHUTNEY

- 1 lb./450 g. stoneless dates
 - 1 lb./450g. sultanas
 - 1 lb./450g. onions, chopped
 - 1 lb./450g. cooking apples, peeled and cored
 - 1 pint/570 ml. vinegar
 - 1 tbspn./8g. salt
 - 5 tbspn./150g. Appleford molasses
 - Pepper
 - Dash cayenne, allspice and ground ginger
 - 12 oz./350g. muscovado raw brown sugar
- Makes 6-7 lbs.

Method

Mince together the dates, sultanas, apples and onions; put into a large bowl and add the sugar, vinegar, salt and spices. Add molasses, mix and leave to stand for 24 hours, the bottle as usual. This quick-to-make chutney keeps well, and is delicious with cold Christmas savouries.



The filling line, showing a jet of molasses from filling head going into cans passing underneath.



The operator on left is shown applying lids as cans pass down line, and the second operator is placing cans under lid compressor.

THE 5P STORY

THE acceptable face of capitalism" is how Showerings Ltd. was described recently by a leading member of the drinks trade.

The comment came from Mr. Terry Blakeney, president of the licensed trade Convalescent Homes, at a luncheon held (16th November) at the Babyham headquarters in Shepton Mallet hosted by Mr. Francis Showering.

The gathering was a unique occasion for the Company, with guests comprising the presidents, governors and heads of ladies' committees of all the three national charities which

care for the retired or needy members of the licensed trade and their dependants. The charities are governed by working publicans who devote their own time to raising funds for the retirement homes for old people, a school and a convalescent home. It was the first time that the heads of all three charities had been present together at Shepton Mallet.

Highlight of the occasion was the presentation by Mr. Showering of cheques to a total of £21,000 divided as £8,400 for the LV School, £8,400 for the LV National Homes and £4,200 for the LT Convalescent Homes.



Picture shows, left to right: Mr. Francis Showering, Mr. Peter Aitken, Chairman of LVNH; Mr. Bill Goldsmith, Governor of LVS; Mr. Terry Blakeney, President of LTCH.

The gifts were linked to a special scheme over the last twelve months in which Mr. Showering had promised the trade that 5p would be donated to charity for every dozen bottles of Babyham sold which was in excess of sales made the previous year. He announced that an extra 5 million bottles had been sold during the year and he also said that a similar scheme would be run during the year beginning next 2nd March. Sales of Babyham have continued to be buoyant and the company's forecast for next year is confidently optimistic.

The 21 guests heard Mr. Peter Aitken, chairman of the National Homes, describe the gifts as "totally unexpected" and "overwhelming". He recalled some of the many charitable actions taken by Mr. Showering and his Company over the years and said: "The amount of money you have given over the years is absolutely phenomenal. There is not another company like Showerings, nor a chairman who puts himself out as you do. It shows the wonderful nature of your heart. I sincerely hope that the next year will be equally as good and we will see your Company growing year by year regardless of whether or not it may benefit our charities."

Mr. Showering was given a standing ovation by his guests. He said: "We are very much part of the Licensed Trade and have been for generations and so we shall always be pleased to help to further the interests of the Trade and its charities."

Harveys No. 1 Claret

Cashing in on the wine boom—with the quality vintage brand for those special occasions.

IN the past ten years wine consumption in the United Kingdom has increased by 100 per cent and the number of wine drinkers has more than doubled. Over half the total adult population now drink wine. In 1978 we drank 448 million gallons wine, worth over £550 million retail selling prices.

In spite of this enormous increase our per capita consumption is still very small, particularly when compared with continental wine drinking habits:

- 7 bottles per head per annum, against
- 144 bottles per head in France
- 143 bottles per head in Italy
- 101 bottles per head in Spain

It was against this buoyant market background that Harveys of Bristol who have been selling fine wine since the firm was founded at the end of the 18th century, decided to launch last year Harveys No. 1 Claret, a vintage, branded wine, of consistent high quality.

No. 1 Claret is available from Victoria Wine and other national off-licence chains and supermarkets at around £2.75 per bottle.

Advertised against the theme "When second best won't do" Harveys No. 1 Claret is an idyllic better than usual, special occasion wine.

Britvic 55



Unique Product has 100% Sparkle!

'Britvic 55', a sparkling orange drink, was launched on 1st October and is Britvic's biggest ever launch.

OVER two years of research and development work has gone into 'Britvic 55', so called because it contains at least 55 per cent pure orange juice. The other ingredients are a closely guarded trade secret but they give 'Britvic 55' a refreshing sparkle without affecting the full fruit flavour of the drink. There is no other sparkling drink anywhere in the world which contains so much fruit juice.

Research into 'Britvic 55' included taste testing, name and packaging studies, and advertising research. Over 90,000 names were developed with the help of a computer programme, an international naming agency, and Britvic's new product development advertising agency, Freeman, Mathews & Milne.

Britvic's marketing and sales teams took to the road at the beginning of September to announce the launch to national account customers, then to both Minster and Showings sales forces, and finally for the grand launch at the National Club Show where the 'Britvic 55' stand occupied the prime position.

It was launched with the help of the 'Britvic Fruit Machine Game', a lottery ticket game, whereby consumers who ordered 'Britvic 55' were given a free lottery ticket giving them a chance to win up to

£5,000. This promotion ran so successfully that in many parts of the country, tickets ran out after just four weeks. Judging from the subsequent re-order level it is now apparent that this promotion has been successful in achieving consumer trial and widespread acceptance.

Point of sale material includes posters, showcards, drip-mats, ice-buckets, and glasses. Personality girls have been used to obtain sampling in a programme of nationwide promotional evenings: T-shirts and badges have been used to merchandise these evenings.

'Britvic 55' went on T.V. in December and further advertising is scheduled for next Spring and Summer. The new drink was already well established in Allied Breweries premises even before T.V. advertising began: now it is poised to become yet another brand leader crossing the traditional brewery barriers, as consumers become familiar with the new advertising theme sung by Madeline Bell—

"Now there's a new fruit drink from Britvic
Britvic 55
With delicious refreshing orange juice
And a sparkle that's alive
Britvic 55—55% pure orange juice
Britvic 55—100% sparkle!"

PRIZE MONEY TREBLE!

Big attractions for next Bath and West

THE Babycham Gold Cup, one of the big show jumping attractions of the Royal Bath and West Show, will carry prize money of £4,500 for the next seven years, starting in 1980.

This trebles the previous prize money of £1,500 and makes it the premier event outside Wembley. The decision will no doubt attract even more of the international riders, although many of them have been regular contenders in the 13 years since the event was established, and it could well bump up show attendance which is already around 20,000 a day when the weather is good.

The Babycham Gold Cup is the qualifier for the Royal International Horse Show in July. This year's winner was Robert Frost on Sanyo Video (pictured here receiving the cup from Mrs. Keith Showering).

The Showings stand, overlooking the main show ring, is always a big attraction at the Show, as are the Coates Gaymers orchards near by. In the 1980 Show, visitors to Babycham will be "seeing stars", with renowned astrologer Leon Petulengro on hand to predict the fortunes of visitors. This will be a highlight of the six month horoscope promotion linked to the product next year.

Other star visits will include the delectable Debbie—the current Babycham Coal Queen of Great Britain, and the Country Girl. The contest to find the Royal Bath & West

Country Girl/Miss HTV West is currently taking place. The winner will receive gold horoscope jewellery (value £100) to her own zodiac design.



STOCKING UP

Miniatures make ideal stocking filler presents especially when they contain Cointreau, Chartreuse, Courvoisier Cognac, Ricard, Regnier Cherry and Apricot Brandy, Jim Beam Bourbon, Warninks Advocaat, Crawford and Black Bottom Whisky.

All are from J. R. Phillips this Christmas.



NEWS HIGHLIGHTS

Teachers and Britvic mix it for charity



A GRAND total of £330 raised from a competition tastings by Britvic and Teachers' Association during the November Charity Buffet Evening at the Cambridge Motel, Sherpreth. As well as a disco, Pat Mooney, the well known comedian, provided entertainment and the evening was a great success. Both Chairman of the Northern Suburban L.V.A., Mr. B. Connolly the President, Mr. J. Wilkinson attended, as did Madam Chairman of the Auxiliary, Mrs. Norman and the President, Alexander.

Left to right: Mr. M. J. Teachers' Representative; Mrs. Norman, Chairman of the Northern Suburban Ladies' Auxiliary; Pat Mooney, Comedian; Mr. E. Alexander, President, London Suburban L.V.A. Manager, Britvic.

Courvoisier Scales New Heights



COURVOISIER is seen in many places but it's unusual to see a case winding its way up the Himalayan mountains!

A full case of Courvoisier was, however, one of the few luxuries the members of the French Dhaulagiri

team took with them on their Himalaya Expedition. One of the team is seen here with the snow capped mountains in the background, clutching the precious case of Courvoisier which was to warm them in the days to come.

NEW GRENADINE ADDED TO OLD ENGLISH RANGE

J. R. PHILLIPS have introduced Grenadine to their range of Old English alcoholic cordials.

Grenadine can be drunk on its own but added to a fruit juice or used in a host of cocktails its strong red colour and distinctive flavour give a lift to an otherwise ordinary drink.

Alcoholic cordials have been popular for centuries. Years ago they were brewed at home from herbs and spices gathered in the gardens and fields and their recipes were handed down by word of mouth from generation to generation. Alas, today the ingredients are no longer gathered

by hand although the basic recipes remain the same. Furthermore, instead of being taken medicinally, as in the past, they are now consumed for pleasure—either neat or with other drinks.

As the largest compounders of alcoholic cordials in the U.K., J. R. Phillips have introduced Grenadine as a natural addition to their existing range of Old English cordials—Aniseed, Lovage, Green and White Peppermint, Shrub and Pink Cloves.

Back in the saddle

COURVOISIER Cognac return to sponsorship this month at the Olympia International Show Jumping Championships for the first time since their association with show jumping at Wembley some years ago.

Ticket sales for the show (13-17 December) outstripped previous years! In addition the Courvoisier Cognac events were scheduled to be seen nationally on television on the Friday evening and the Sunday afternoon.

NEWS HIGHLIGHTS



Whiteways of Whimple, probably the oldest sponsor in the Devon County Show, has supported the main jumping event on the second day of the Show for nearly 20 years. This year the Show was honoured by the visit of HRH Prince Charles and among those he met in the sponsors' tent were Mr. and Mrs. Richard Whiteway.

COLLECTOR'S EDITION WANTED

Geoffrey Rowson, Orchards Controller, has a collection of all previous Grapevine issues except No. 5 in 1967 and No. 33 in 1977. Can any readers help him? If you are lucky enough to have one or both of these gathering dust in a corner perhaps, and would be willing to pass them across, please contact Geoff Rowson at Showings, Fruit Production Division, West Newton Bridgewater, telephone West Monkton 2336.

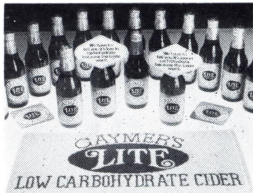
COATES GAYMERS 'TAKE HOME' SALES UP 11 PER CENT IN STATIC MARKET

Gaymer's Lite low carbohydrate brand wins new brewery accounts

COATES Gaymers has produced some surprises for the cider market opposition. Latest figures reveal that, in the first nine months of 1979, there has been a dramatic 23 per cent increase in the "take home" sales of Gaymer's Olde English Cyder and an overall growth rate for all the company's brands of 11.3 per cent in the off-licence sector.

"The remarkable thing about these results is that they have been achieved at a time when the overall cider market has been relatively static," reports marketing manager Gerald Frost.

"Despite the enormous amount of television and press advertising for opposition brands, Olde English is pressing hard for number two position in the off licence market. In fact, between February and May, Olde English actually



snatched this position in the brand leadership stakes."

The second big achievement of the year has been the successful launch into the pub and club trade of Gaymer's Lite low carbohydrate cider. "The trade gave an enthusiastic welcome to this new brand, the first cider to be specifically positioned as a low carbohydrate drink," he told *Grapevine*.

"There was a peevish reaction from the largest opposition cider company, who tried to claim that they had been in this market since 1890, and all it appears to have done is convince our customers that Gaymer's Lite is a winner."

Evidence of the good accept-

ance is that a number of brewers, not previously stocking Coates Gaymers products, have agreed to stock Gaymer's Lite.

Within Allied pubs there has been an extraordinarily good reaction. In one trading region, Ansell's, nine out of ten pubs have ordered the brand—a performance that has not been matched by any of the other company brands.

"Obviously it is too soon for us to make any predictions but, the customer reaction has been enthusiastic and there are numerous examples of publicans making hasty repeat orders," says Gerald.

The sales force have had a unique opportunity to expand

sales in the profitable on-licence sector of the market and have been working exceptionally hard to take full advantage of the opportunities, reports national sales manager John Holmes.

"We have had a hectic time trying to ensure that we make the most of all the sales openings coming our way, but there is no doubt that 1979 is going to go on record as the most exciting year in the company's history."

"Apart from Gaymer's Lite we have also had the re-branding of keg cyder as Olde English and this has also been a success with the trade and consumers. Sales figures which are already up 20

per cent prove how popular becoming" he said.

Gerald Frost added: "It has been an extremely challenging year and I am convinced that we have been able to make advances because of the enthusiasm of everyone in the company for what we are trying to do. Everyone in the cider industry agrees that the dreary nationwide average sales were caused by miserable weather conditions at the beginning of the year and increase in VAT. The important results that we have achieved become even more significant when considered against the background of the total market."

GROWING GRACEFULLY

A new floor is added to Shepton Mallet offices

DOWN the years since, in 1843, the Ship Inn on Kilver Street, Shepton Mallet was purchased by the Showering family, the site has grown gradually to accommodate expanding business. The head offices and the factory now stand on this same site, constructed around the original building.

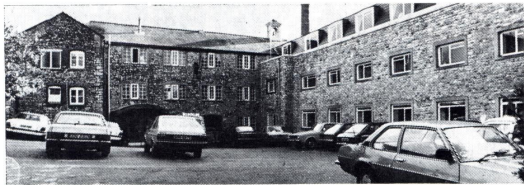
The complex is surrounded by typical old Somerset cottages and flanked by Great House, occupied by sales and marketing. Preserving the natural identity of the old environment has always been of paramount concern and Showerings Estates Committee was very conscious of this when asking its Architects to add a new floor to the main office block.

The new work was skilfully done by the Company's own Building Department and was completed earlier this year in advance of schedule and within the original cost estimate. The new floor adjoins and backs on to the original area of the Ship Inn and is topped with a sloping roof, called a Mansard roof, and dormer windows.

This is in keeping with the character of the surrounding cottages and natural stone buildings making it far more attractive than the alternative of a flat roof and conventional windows.

Company Secretary, Mr. Eric Seabright who is also Chairman of Showerings Estates Committee confirmed this fact recently and added:

"As well as meeting all the needs of the surrounding environment, this development has enabled the Company to house its personnel dealing with overseas activities under one roof and, at the same time, to provide most needed office space in the most economical way."



The main reception area and offices showing at sight the recently added floor with its sloping roof.



The bottling halls are fronted by a modern office block over space that was once used for warehousing only.

In fact the whole building programme at Shepton Mallet since 1965 has been aimed at retaining the old world atmosphere in the most economical way. The reception area and offices which house management, secretariat and personnel, known in the past as the Jardines Block, used to be a mill which was converted in 1965 with the upper floors used for storage space.

Across Kilver Street, and linked to the original by an enclosed bridging

passageway, lies the Babycham factory and office complex. This, too, was at one time a more modern building across the road used for storage. When a further two stories were added on to provide more office accommodation everything possible was done to maintain the atmosphere.

The design and construction of the latest new office floor provides yet another noteworthy example of how new buildings and old ones can face each other in perfect harmony.

CUERVO FEVER

CUERVO Disco Parties were held at more than twenty different locations during October and November. Visitors to the discos were given the opportunity of trying out new ways of serving Tequila, as well as enjoying the full evening of entertainment organised by the Cuervo Girls.

There were competitions offering prizes of records, T shirts and Cuervo miniatures, as well as disco dancing throughout the evening. The first one hundred visitors to arrive at the disco on a Cuervo party night received a free Tequila Sunrise, and for the first hour Tequila drinks were offered at half price.

Jose Cuervo is the world's oldest established and biggest selling Tequila, on both the Mexican and export markets. The company was founded in 1795 by Jose Cuervo who also introduced the distilling process by which all Tequila is distilled to this day. Cuervo was launched on the British market in 1973 and its popularity has increased rapidly.



CONCORDE ALL SET FOR A BRIGHT FUTURE

sales volume, both brands are shown by independent research to have a clear lead over other brands of British Sherry.

Although these two form the backbone of the Company's sales, recent years have seen the launch of successful new brands such as Hudson & Cooper which is developing a well deserved reputation as a British Sherry of remarkable quality. However, the most successful new product launch of the Company's history has undoubtedly been that of Concorde, a slightly sparkling British wine.

It was first introduced into test market through Victoria Wine Company stores in May 1977. Packaged in 70cl Burgundy shaped

bottles with a screw cap, Concorde quickly caught the attention of many consumers who recognised the good value offered. The success achieved in the test led to the full national launch in February 1978.

Since then Concorde has been accepted by almost every major retailer in the country. Backed by a colour press advertising campaign in the Spring of 1978 and a lively radio advertising campaign during the summer of 1979 Vine Products are planning for a very ambitious level of sales leading up to Christmas this year.

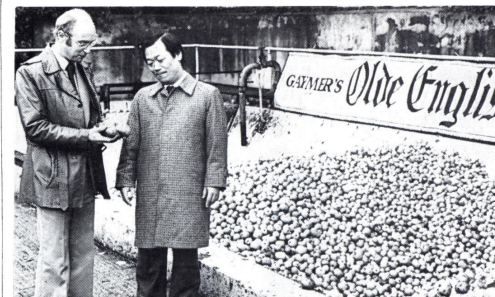
The radio advertising coincided with the introduction of a bright new label. The label used for the launch had performed a useful education job for the brand

explaining what the product was like, but consumer research showed that more impact was required. An exhaustive design programme resulted in a label which was well received as being both unusual and attractive, reflecting the unique nature of the product.

There is every indication that Concorde is developing for itself a separate niche within the drinks market. Research shows that purchase is not restricted to any single group of consumers, but is spread broadly across all ages and income brackets. Some consumers buy Concorde to drink with a meal, others for social occasions such as parties, picnics and barbecues. With this breadth of appeal future prospects are good, and could result in Concorde being one of the most successful and innovative new products launched in the drinks trade since Babycham was launched in 1953.



VINE Products Limited is probably best known for its two largest brands of British Sherry, VP and Q.C. Having a similar



Coates Gaymers in Japanese Deal

Cider is gaining popularity in Tokyo as a result of the efforts of the Japanese distribution company, Kikkomatsu Ltd., and their president, Mr. Toshio Ichikawa, who recently visited Shepton Mallet to see how Coates Gaymers brands are produced. Particularly popular with the Japanese is Gaymer's Olde English Cider. Gaymer's Pommecetta sparkling cider. Here production director Mr. J. Henley is seen explaining to Mr. Ichikawa the importance of different types of apples in the cider-making process. As a result of his visit, an order was placed for two container loads of cider for Japan. This interesting sidelight on the taste of the Japanese occasioned considerable attention by the regional T. press media.

Training For Distinction



Education is a serious business in Victoria Wine. Dan Keough, marketing manager, supervises one of the semi-final heats.



Two of the winning managers: Ken Beckell (left) and Clive Fell (right) taking part in the final of the Victoria Wine Education Scholarships.



First row: left to right: Frederick Angerer, Bexley Heath; David Griffiths, Welling; Mask Brunel-Cohen, Marketing Assistant Brook House, Ian McFarlane, Relief Manager St. Albans; Derek Davis, Relief Manager Witham. Second step: Peter Rolph, Bury Street, SW1; Kenneth MacGregor, Relief Manager Deal; John Cousins, Relief Manager Bishops Stortford. Third step: Kenneth Beckell, Maidstone; Jim Hughes, Promotions Controller Brook House; John Layton, Leeds; Fourth Step: Clive Fell, Relief Manager, Dewsbury. Top step: the three Masters of Wine: Bill Gunn, Buyer for Victoria Wine, Hugh Suter, Quality Control Manager, Victoria Wine and David Bedford, Sales Director of Victoria Wine. Candidates were tested on all aspects of wine knowledge including

TWO Victoria Wine shop managers and two relief managers were the winners of this year's Victoria Wine Education Scholarships—open to all Victoria Wine employees nationwide. The prize was a two week tour of the wine growing areas of Champagne and Cognac at harvest time. As the vintage is announced only a week or so before it starts, the four had to be ready to fly off at very short notice.

The two shop managers are Kenneth Beckell from Maidstone in Kent and Peter Rolph from Bury Street in London's St. James's. The two relief managers are Clive Fell from Dewsbury in Yorkshire and Kenneth MacGregor from Deal in Kent.

The four won their way to victory in a fierce battle held in the company's historic old Cellars in London in July. There were twelve finalists. Each finalist was individually interrogated by three different Masters of Wine—Bill Gunn, Buyer for Victoria Wine, Hugh Suter, Quality Control Manager, Victoria Wine and David Bedford, Sales Director of Victoria Wine. Candidates were tested on all aspects of wine knowledge including

a blind wine tasting. The other eight finalists win a three day tour of Scottish distilleries as guests of Teachers Whisky.

This is the third year that the Victoria Wine Education Scholarships, run in conjunction with the Wine & Spirit Education Trust, have been held. It is interesting to note that no less than six of this year's finalists were also in the finals last year.

The Victoria Wine Education Scholarships are an authentic training exercise, open to all permanent Victoria Wine employees. Candidates are given the opportunity of winning exciting prizes of wine, books and travel as well as a chance to improve their product knowledge.

This year's event has been the most successful to date with well over 900 entries and 300 prizes awarded at various stages in the competition. At semi-final stage, the papers were set and marked by the Wine & Spirit Education Trust. Seventy-seven passes at Higher Certificate level were awarded and thirteen distinctions.

VIPs in Champagne country

The winners' visit to Champagne, as guests of Moët & Chandon, began with a thorough investigation of the vineyards on the Côte and Vallée de la Marne and the Montagne de Reims where they saw vast areas of Chardonnay, Pinot Meunier and Pinot Noir vines. En route they sampled some local wines such as Ambonnay Rouge, Cumières and Bouzy Rouge. They were surprised to find that these wines varied enormously even from one bottle to the next, but sometimes could be quite superb.

Going underground next day, the managers visited the cellars of Moët & Chandon where are stored some 48 million bottles in various stages of maturation.

During the first few days the group stayed at the Chateau Saran, headquarters of Moët & Chandon, where they enjoyed the very finest French food, vintage champagne, and savoured the delights of Mandarin liqueur and Marc de Champagne. Then, leaving all this behind they spent the next two days in the vineyards picking grapes for Dom Pérignon Champagne and the superb

Saran nature. They followed a regime of the regular pickers: meals of bread, cheese, meat wine at 9 a.m.—rabbit stew, lunch and dinner at the Vendan with the Chef des Vignes and jolly helpers.

In complete contrast again the group next travelled to Cognac, stayed at the Chateau Courvoisier. They spent a week in Cognac, went into the vineyards and studied the different soil types, grape varieties and viticultural problems faced by the growers. They visited a distillery where they learned the various processes of distillation, and the cooperage where they studied maturation and storage of cognac before blending. Highlight of the stay in Cognac was a visit to "Paradis" at Courvoisier where sampled Cognacs bottled in 1848-1858.

As one of the group commented when they had finally settled into their everyday working again, "It certainly is a great asset to have seen the vineyards, the bottling lines, cellars and the real also brings home to one the experience in producing just one bottle of Champagne or Cognac."

GOLDWELL EXPECTS SALES TO SNOWBALL!

If the gloom and doom of the pundits' forecasts for 1980 have created an air of uncertainty in many sections of British industry, there's one company within the SVPW division where the New Year is viewed with optimism.

That's at Goldwell Ltd., the perry, cocktails and British wine company which has flourished since it joined Allied Breweries in 1977.

Explains managing director Ron Niblett: "We've always had a reputation for innovation and entrepreneurial flair, and it's these qualities that give us such high hopes for 1980."

The company certainly has the figures to back it up. Turnover in 1979 has increased by around 30 per cent over last year, and company products are going from strength to strength.

Snowball, the company's biggest selling line, has put on sales gains of some 15 per cent, and in the alcoholic baby bottle market, say Goldwell, now ranks second only to Babycham.

Other lines are also making their presence felt in the marketplace. Party Gold perry and Jamaica Flip are two cases in point.

Both brands have recently been re-packaged in time for the big Christmas sales season. Party Gold sales are already 50 per cent up on last year, while Jamaica Flip—a blend of fresh eggs, Jamaica rum and British wine—is recording increases of 70 per cent.

Stresses Mr. Niblett: "There's no doubt that one of the major factors in our continuing success story is the fact that we've joined the Allied 'family', with all the new markets that it's opened up for us.

"We're now recognised as a truly national company with the stability of big group backing,

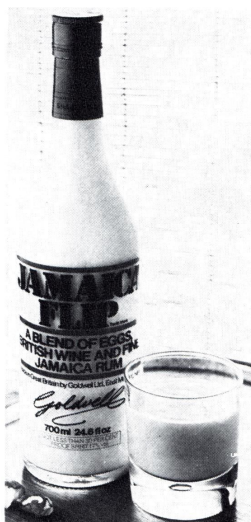
while retaining the aggression of a small company carving out new markets."

These new markets in 1979 have included some major take-home retailers, including Fine Fare, Peter Dominic and Westminster Wine. It is in the take-home field that Goldwell intends to excel in 1980.

Comments sales director, Bob Graham: "While all the economic forecasts for 1980 make dismal reading, we're budgeting for major sales increases.

"We've always given Goldwell consumers value for money, and that will be the foundation for our continued prosperity in 1980—providing the consumer with a reliable, high-quality product at the right price."

Certainly, it is to Goldwell's advantage that the company has not only been able to break into existing markets, but has created new product areas of its own, notably with Snowball and



Jamaica Flip, and Party Gold and Pink Lady perries in big 75cl. bottles.

Production capacity at Goldwell's East Malling, Kent headquarters will also be improved next year with the installation of new filling machines and storage tanks.

Already the production line is working flat out to produce more than 30 million bottles of Snowball each year, and during the pre-Christmas rush, the line was turning out up to 210,000 bottles of the British advocaat lime and lemonade cocktail each day.

There's heavy demand, too, for the company's major entry into the marketplace this year, Pink Panther, a tasty sparkling pink aniseed and British wine cocktail.

Initial returns have made it the company's second biggest seller but Goldwell isn't content to sit back and watch existing products grow.

Plans for new lines are at an advanced state, and while they're still under wraps, there's no secret about the fact that Goldwell intends to market their new products with considerable vigour.

Says Mr. Niblett: "Our annual turnover has already broken through the £6 million mark, and with the sales force we've got—and I reckon they're one of the best in the country—we aim to keep up the pressure in 1980."

FIVE BABYCHAM DOUBLE ALBUMS TO BE WON



CLUES ACROSS

- 2 and 5 dn. Feel no thirst after fluffing a Christmas carol? (3,5,4)
- 5 Throw loudly and fish (5)
- 7 Mimicry after loss of opera heroine makes one weep (3)
- 8 Bright hawthorn can be seen after the snow melts (4)
- 10 Amos staggered because of a drug. (4)
- 12 Deal with attack at junction, do you hear? (5)
- 16 Little brother swallows one with spirit (4)
- 17 Hearing instruments are false (5)
- 19 Nothing on the wing? That's what you think! (7)
- 20 A tune that advertises Christmas? With bells on! (6)
- 21 Mature, having had one under the eight (6)
- 22 This Christmas say "you will" (4)
- 23 Bird found in the Aswan Dam (4)
- 24 Goddess is consumed (3)
- 26 Collapse, having upset gossip (3)
- 27 You don't pack eggs in this container! (3)

CLUES DOWN

- 1 Feeling a lot of this will be consumed in December (9,6)
- 3 Comrade gets account without capital (4)
- 4 Measure used in plain-chant (4)
- 5 See 2 across.
- 6 Source of the Bordeaux rumour? (9)
- 7 Motor to get French wine. Good start for cutting up the turkey (7)
- 9 Moan about idiot at the Christmas festivity (7)
- 11 Her sin is purged at a place of worship . . . (6)
- 13 . . . with her seasonal songs (6)
- 14 Some lovely old essence can be made with the beginnings of this berry (4)
- 15 Slender and almost disgustingly dirty (4)
- 16 Heat a swelling (4)
- 18 There is nothing in the directions to give a seasonal weather forecast (4)
- 24 Beg to sunbathe with no hat on (3)
- 25 For example, a great beginning for a chicken! (3)

IN OUR GRAPEVINE CHRISTMAS CROSSWORD



ONE of the best bargains around this season is the special offer Babycham consumers. Just £3.49 12 foil tops of Babycham or Babycham Dry claims "Disco, After", a superb top standard double album. It's an exclusive to Showings, on the CBS/GTO label put together some of the top vocalists in groups in a collection of 32 love disco "greats". One record is a with disco music (Heatwave, Three Degrees, Billy Ocean, T. Charles) and the other sings romances (Andy Williams, Minnie Ripert, Albert Hammond, The Wall Brothers). Grapevine has secured FIVE "DISCO, AND AFTER" DOUBLE ALBUMS for the Christmas Crossword solvers who send in the first five correct solutions. If you don't want to spend your copy, just list the clue number and answers on a separate sheet. Send, with your name and address (home or work), in clear capital please, to Grapevine Crossword, c/o Post Room, Showings L, Shepton Mallet, Somerset. Last day for receipt of entries is Wednesday 2nd January.



R. W. Niblett, Managing Director, Goldwell Ltd.



Mr. R. Graham, Sales Director, Goldwell Ltd.

The unknown face of Harveys

FINE WINE GETS A BOOST

ALTHOUGH Harveys have been shippers of fine wines since 1796, the Bristol Company has become internationally famous over the years for its range of distinct sherrys, particularly Bristol Cream, the biggest selling sherry brand in the world. In spite of its fame for sherry Harveys holds the Royal Warrant as wine merchants to Her Majesty the Queen. Harveys has the unique distinction of supplying wines to six British monarchs ever since Queen Victoria first instituted the "By Appointment" procedure in the last century.

John Harvey & Sons of Bristol is one of the oldest and most famous wine firms in the world. Founded in the historic city of Bristol at the end of the eighteenth century, the names Harveys and Bristol are now synonymous the world over with superb sherry.

However, John Harvey & Sons Ltd., began its long career as a family wine merchant and the company continues to offer an extensive wine merchant service to the private customer, hotels, restaurants, specialist wine shops and other traditional wine outlets.

Harveys is now an important international organisation but it still retains the essential character of a "family" business with a fine reputation for service and quality which are the hallmarks of the best traditional firms.

Although basically a Spanish product, sherry has been developed over the centuries to British taste, and much of the mystique which surrounds it is now British. As a result, connoisseurs the world over tend to look to British firms for the finest blends of sherry, especially to Bristol, England, where Harveys, the U.K. sherry market brand leaders have built up priceless stocks.

However, Harveys' important wine merchant business continues to flourish. Tradition and family continuity are still strong in this old established Company. Managing Director, Michael McWatters is a great grandson of the first John Harvey and the Fine Wine Division has recently been enlarged and revitalized under the control of John Harvey V, a direct descendant of John Harvey I.

There is a story about a son whose father was famous in the diplomatic world. He apparently became tired of being introduced as the son of his father, and determined to reverse their roles. He chose a career in music upon which to launch his ambition, and today his father now experiences

the same traumas he unconsciously bequeathed to his son.

Harveys Fine Wine Division could be said to have found itself in the same position. Having nurtured a side of the company which launched itself into a specialist knowledge of wine from the Iberian peninsula, and in particular sherry blending, the older part of the company now finds itself very much the forgotten parent.

There are those, however, who have known the other side of Harveys well over the last 179 years, and Harveys Royal Warrant, as suppliers of fine wine to the Royal Household, is a direct recognition of the traditional wine merchant aspect of the Bristol firm.

In 1794 a merchant, William Perry, used the cellars of a twelfth century Augustinian monastery near Bristol's famous waterfront to start a wine merchant business, and the company he began in 1796 is the business now known as John Harvey & Sons Limited, or Harveys of Bristol. In 1815 Perry took a partner, whose sister married a sea captain, Thomas Harvey. Their son, John, the first John Harvey, joined his uncle's business in 1822.

In 1871 the firm became in name what it had long been in practice—John Harvey & Sons—a family partnership, and members of the Harvey family held the Chairmanship in turn through the first six decades of the twentieth century. In the late 'fifties and early 'sixties, Harveys developed into a group through the acquisition of other wine, spirit and catering interests, before becoming part of the Showerings Group of companies in 1965.

Harveys business continued to be centred on the original cellars in Denmark Street, in the heart of Bristol, until 1960, when new premises were built at Whitchurch, on the outskirts of the

city. The move to Whitchurch, at that time Europe's largest wine cellars above ground (representing an investment of more than £1 million), was necessary to cope with ever increasing world demands for Harveys sherrys, particularly Bristol Cream. In 1962, the size and capacity of the huge Whitchurch plant was doubled, and further expansion has since been carried out.

Harveys ancient cellars are still used for the storage of fine wine but they now mainly house Harveys Restaurant, one of the country's finest, which, appropriately has one of the most comprehensive wine lists in the world. The remainder of the cellars has been converted into Britain's only Wine Museum, which houses a fascinating selection of antique items associated with the production and enjoyment of wine.

The Museum attracts over 15,000 visitors a year. A great feeling for the past pervades Harveys Restaurant. Museum visitors who go there can continue their instruction by admiring the displays of decanter labels, antique bottles and wine prints, which decorate the walls. All the wines offered in the Restaurant's monumental list are stored in the ancient adjoining cellars.

Many thousands more are able to appreciate Harveys fine collection of antique wine glasses, decanters, silverware and other wine related objects in the company's Bristol Museum, from the transportable display which continuously tours the country. This unique exhibition can be seen at the Science Museum, South Kensington, London until 6th January, 1980.

As the importance of sherry and port grew, the temptation to let the traditional side of the company slip away may have made good sense. Interestingly enough, however, it was never threatened, and Harveys insistence on their reputation as wine merchants (and not simply shippers) is probably the key to this decision.

It encouraged the company to purchase a substantial share in Chateau Latour in 1960 with full confidence in the investment potential it represented. It is interesting to note that Harveys was established 49 years before the 1885 classification, which officially placed Chateau Latour amongst the first four chateaux of the Medoc. In 1960, Harveys also bought A. Delor et Cie through which to channel the majority of their Bordeaux business. Delor is now the largest negociant in Bordeaux, specialising in Claret sales all over the world. As the interest in table wines began to revive with the affluence of the '60s, Harvey affiliations were formed in Burgundy and Germany, and a series of branded table wine launches were pioneered. Analysis later suggested that these were ahead of their time. Certainly, the considerable success of Harveys new vintage table wine brand, Harveys No. 1 Claret, which is taking advantage of the current wine boom, would appear to support this view.

In the early 'sixties, recruitment into the wine trade was booming. Once more the wine merchant aspect of the company attracted those interested in the wine trade as a career. Out of the current total of 103 Masters of Wine,



John Harvey V (right) pictured in the Company's medieval cellars with a selection of commemorative magnams.

15 have spent some part of their careers with Harveys.

Last year, signs of further expansion in the table wine market promoted a revitalization of the wine merchant side of the company. Re-named the Fine Wine Division, it was re-housed in separate offices and warehouses at Harveys Whitchurch headquarters and re-formed under the responsibility of John Harvey, a member of the fifth generation of the Harvey family to serve the company. It is his aim to draw attention to the other side of Harveys, and to display Harveys broad range of table wines as amongst the best of quality and value available today.

The current Fine Wine List has been selected with enormous attention to detail. For example, the small buying panel considered with infinite care not only the spread of vintages, but also the balance of communes, and the varying styles they offer. Some of these wines are for drinking now, others are for future enjoyment.

This laying down section of the list is very important, as it relies on selling potentially outstanding clarets and Burgundies at their least attractive stage. To gain the confidence of the wine lover and the investor alike, therefore, takes a long time, and Harveys are aiming to expand this aspect of the business.

There are effectively three rows of quality in the list. The top row includes the classified crus from Bordeaux, together with Domaine bottled Burgundies, and Estate Bottled Hocks and Moselles.

Next to these acknowledged supreme qualities, come the second and third rows whose purpose is to suit the palate and the pocket of a broader section of the market. It is buying for this section of the list that the new Fine Wine Division team find so stimulating. Anyone can buy the best wines, they argue—and Harveys do—the trick is selecting the lesser-known wines as well!

There have been many wines which have become best sellers that have passed through these lower levels, which are now firmly established at the top. Wines like Sancerre, Blanc Fume de Pouilly, and the Alsatian wines, for example, are now able to command twice their relative value

10 or 15 years ago. There are others in the list even now that the company believe will one day command a very different respect. But then, looking for winners is what Harveys have been doing for nearly 200 years!

Sales of Harveys sherrys, ports and table wines continue to rise not only in Britain, where sherry is still enormously popular, but throughout the world.

The reputation of John Harvey & Sons, the wine merchant business which started in small dock-side cellars in the port of Bristol nearly two hundred years ago, is higher and wider known than ever before. The name Harveys of Bristol still stands for supreme quality.



Three minds with but a single thought: is it good enough for Harveys? Left right: Ted Hale, M.W., John Harvey and James John, M.W., in the Fine Wine Division's tasting room.



Part of Harveys vast stocks, capacity approximately 1 million gallons, stored at their Whitchurch, Bristol headquarters.

PARTY DRINKS

Pineapple Punch

2 cans Britvic Pineapple Juice
6 fl. oz. Gin
10 fl. oz. Soda water
8 drops of Angostura Bitters
Cucumber slices to garnish
Mix ingredients for punch together. Serve chilled with cucumber slices to garnish. Serves 6.

Grapefruit Punch

2 cans Britvic Grapefruit Juice
6 fl. oz. Vodka
16 fl. oz. Lemonade
Mint leaves to garnish
Mix all ingredients together. Serve chilled with sprig leaves to garnish. Serves 6.

Orange Punch

2 cans Britvic Orange Juice
10 fl. oz. Ginger Ale
2 teaspoons Cointreau
6 fl. oz. Brandy
Slices of orange to garnish
Mix all ingredients together. Serve chilled with slices of orange. Serves 6.

Pineapple Cocktail

2 fl. oz. (50 ml.) Britvic Pineapple Juice
½ fl. oz. (15 ml.) Gin
2 fl. oz. (50 ml.) Slimsta Indian Tonic Water
Ice



Place ice in a glass. Pour in Gin, then pineapple juice and top up with tonic. Stir, add a cocktail cherry and serve. Serves 1. 58 cals per person.

Orange Cocktail

½ fl. oz. (15 ml.) Whisky
2 fl. oz. (50 ml.) Slimsta American Ginger Ale
2 fl. oz. (50 ml.) Britvic Orange Juice
Ice

Put ice into a glass and pour over the whisky. Add orange juice and top up with Ginger Ale. Serves 1.

South Sea Island Punch

2 x 6 fl. oz. cans Britvic Orange Juice, or
3 x 4 fl. oz. bottles
2 x 6 fl. oz. cans Britvic Pineapple Juice, or
3 x 4 fl. oz. bottles
6 x 4 fl. oz. bottles Slimsta American Ginger Ale
2½ fl. oz. (60 ml.) lemon juice
A little grated nutmeg
Mix all the ingredients together. Chill well before serving. Serves 6.

Tomato Tonic

4 fl. oz. (100 ml.) Britvic Tomato Cocktail
1 fl. oz. (25 ml.) Slimsta Indian Tonic

TIPS FOR A GOOD CELLAR THIS CHRISTMAS

from David Bedford
Master of Wine

FOR many people, Christmas is the only time of the year when they really study seriously the contents of the Off Licence shelves and they are often confused at the variety of lines with which they are confronted. My Christmas recommendations are tailored with three factors in mind.

Firstly, to help consumers by making the selection as simple as possible.

Secondly, to keep the choice traditional at this most traditional time of year.

Thirdly, to make certain that the Bank Managers' hearts are not broken.

Pre-prandial session

Sherry is so obvious we have left it out! But maybe a "cup" or a "punch" could be useful over the three day period.

There are many of them, but primarily for "cups" or "punches" you can keep things simple by using as a base red wine or white wine, then heat or chill it; add some lemonade to sweeten, or, if you prefer it dry, add some soda water, and for a red, hot or cold, add some cinnamon.

Finally, some decoration in the form of mint leaves, chopped apple, cucumber etc.

You can add Brandy or any other spirit to taste to suit yourselves if you want to make it stronger, and, if you happen to have any remains of liqueur you can always drop that in as well.

Frequent tasting is necessary to get it just right, but my advice is, keep it simple.

We have also included in this section a Vin Vif de Touraine, Blanc Foussy, which we like and its price especially in view of the shortage and prices of champagne. It is also a good base for Bucks Fizz or Black Velvet. Orange Juice and Guinness is all you need to mix it yourselves. Two thirds fizz to one third additive, I suggest for the starter, moving rapidly to a 50-50 mixture to preserve the pocket if large numbers are involved.

There now follows what I think is a reasonable selection of Christmas drinks.

Red

Yugoslav Red Wine, Victoria Wine, £1.49 Nice, clean, fresh, fruity nose, balanced, attractive rounded palate.

Vin de St. Chinian, Minervois V. FB £1.69 Good, attractive light, grapey, well developed very good balance.

Cotes du Rhone, Victoria Wine, £1.49 Good, fruity nose. Rich and round wine with plenty of body.

Chianti Classico Santa Cristina, neri 1B, £2.35 Nice, clean, v. nose. Big, full bodied powerful wine, almost in Bordeaux style.

Harveys No. 1 Claret, £2.85 C. elegant classical nose. Soft, balanced wine. Drinking well. Typical claret.

1973 Louis Jadot Reserve Red £3.89 Good, big, full bouquet. C. round quality flavour. Drinking now. Typical burgundy.

White

Yugoslav Laski Riesling, Victoria Wine, £1.49 Clean, fresh, gr. nose. Medium to medium dry.

Soave, Grants of St. James's, £1.49 Dry, fresh, pleasant bouquet. C. smooth well balanced dry to medium Italian white.

Sauvignon Sec Delor, £1.89 L. clean nose. Dry, crisp and fruit. The palate. Good, well balanced.

Monbazillac, Grants of St. James, £1.99 Big, fragrant nose. A sweet, delicious wine, similar to Sauternes. Very good value.

Babycham in the kitchen

BUFFET meals, whether for five or fifty, need that extra something in the party season just to help make the occasion memorable.

Many a cook makes an ordinary dish into something special with the addition of a little wine, though it has its limitations and not everyone likes it.

An attractive idea with wide taste appeal is to use Babycham sparkling perry as the ingredient which adds a luxury flavour to a number of dishes, sweet or savoury.

Now, when more than ever we entertain at home, it can be fun to offer tasty new dishes to the family and their friends. Here are a few to try.

BABYCHAM VEGETABLE RISOTTO

Ingredients
2 medium size onions, peeled and chopped
4 oz. rindless smoked back bacon, chopped
1 oz. butter
8 oz. long grain rice
2 Babycham made up to 1 pint with water

1 green pepper, de-seeded and chopped
2 cloves garlic, crushed
1 tablespoon oil
salt and pepper
Method
1. Prepare the vegetables and bacon and fry together with the garlic for five minutes in the butter and oil.
2. Add the Babycham, water and rice.
3. Cook for 15-20 minutes with the lid on, until all the liquid has been absorbed.
Serves four.

BABYCHAM LAMB KEBABS

Ingredients
8 oz. lamb chump chop, cut into pieces
8 button mushrooms, washed and de-stalked
2 tomatoes, cut into wedges
½ green pepper, cut into pieces
8 small onions, peeled

Marinade
1 bottle Babycham
salt and black pepper
2 dashes Worcester Sauce
2 teaspoons lemon juice
1 teaspoon powdered rosemary
3 tablespoons oil



Method

1. Mix all the ingredients for the marinade together and marinate the meat for two hours.
2. Thread the pieces of meat, alternately with the other ingredients, onto four skewers or kebab sticks.
3. Cook under a hot grill for approx. 20 minutes, basting frequently with the marinade.
4. Serve with rice and mixed salad. Serves two.

BABYCHAM SWEET 'N' SOUR SAUSAGE DIP

Ingredients
2 tablespoons oil
1 onion, peeled and chopped
juice of 1 lemon
1 tablespoon brown sugar
4 tablespoons Worcester Sauce
1 tablespoon cornflour
1 clove garlic, crushed
1 small can tomato puree (5 fl. oz.)
1 teaspoon salt, a little black pepper
2 bottles Babycham
2 teaspoons dry mustard
party cocktail sausages
Method
1. Cook the garlic and onion in oil for 3 minutes until soft.
2. Add remaining ingredients and simmer for 10 minutes.
3. Blend cornflour with tablespoon of water and add to Dip. Cook for a further 2 minutes.
4. Serve hot with party sausages.

APRICOT HALVES IN BABYCHAM SAUCE

Ingredients
1 large can apricot halves (1 lb. 13 oz.)
½ pint double cream
1 oz. soft brown sugar
1 bottle Babycham
Method
1. Drain the apricots, reserving a few for decoration.
2. Place a layer of apricots in the bottom of a 1½pt. oven proof dish.

3. Sprinkle with a little of the brown sugar.
4. Whip the cream until stiff, with the Babycham.
5. Spread a layer of cream over the sugar and apricots. Repeat the layers ending with the brown sugar.
6. Place in the refrigerator overnight or for a few hours in the deep freeze.
7. Place under a hot grill for 5 minutes until sugar caramelises.
8. Serve immediately, garnished with apricots.
Serves six to eight.

BABYCHAM PEARS POACHED

Ingredients
6 ripe dessert pears
Syrup: 2 oz. sugar
strip of lemon peel
4 cloves
2 Babycham made up to ½ pt. with water
pinch of cinnamon
1 teaspoon arrowroot
1 oz. flaked almonds, browned
whipped cream to serve
Method
1. Keeping stalks on pears, remove peel and "eye" from base.
2. Put all the ingredients for syrup in a large saucepan and dissolve sugar slowly. Bring to the boil and boil for 1 minute.
3. Poach the pears in the saucepan with the lid on for 20-30 minutes.
4. Remove pears and strain syrup into a basin.
5. Mix arrowroot with a little water before adding to syrup. Return to saucepan and boil for a further minute.
6. Place almonds under a hot grill to brown.
7. Arrange pears in a serving dish and spoon over sauce.
8. Scatter with almonds.
9. Serve with a bowl of whipped cream.
Serves four to six.



NEWS HIGHLIGHTS



GALA NIGHT 'Britvic 55' Gala Night held at Torbay Bingo Club, Torquay last month was aimed specifically at projecting the new product in this Club. It was a great success with all stocks held by the Club being sold out during the evening. The man in the middle is Britvic Plymouth area sales representative, Mr. J. Holmes.

LADBROKES HOLIDAY OFFER

DISCOUNTS for all staff and employees of Showersings, Vine Products and Whiteways Division are now being offered for 1980 season at Ladbroke Holiday Centres.

1. **Self-Catering:**
From the beginning of the season up to and including week commencing 14th June, 1980, the discount will be 10 per cent.

The discount also applies from week commencing 23rd August, 1980 until the end of season.

2. **Full-Board:**
From the beginning of the season up to and including week commencing 14th June, 1980, the discount will be 10 per cent.

The discount also applies from week commencing 23rd August, 1980 until the end of season.

3. **Boating Holidays:** (Norfolk Broads, The Thames and Brittany)

From the beginning of the season up to and including week commencing 17th May, 1980, the discount will be 15 per cent.

The discount also applies from week commencing 13th September, 1980 until the end of season.

There will be no discount at any time of the year on camping, touring, caravanning, "Super-tents" or Ventnor Villas.

There will be no discount during Peak Season.

Only booking forms with the official code designated to our Division will be accepted for discount.

Use this coupon to ask for the 1980 Ladbroke Holiday Brochure. Discount details and forward to: Jo Farthing, Bookings Manager, Ladbroke Hotels and Holidays Ltd., P.O. Box 137, Millbuck Hill, Clarendon Road, Watford, Herts. WD1 1DN.



Lucky Draw Coupon—Three Holidays to Win

There will be a draw from all coupons sent in by SVPV players asking for the Ladbroke 1980 brochure. The winner gets ONE WEEK SELF-CATERING HOLIDAY FOR UP TO 6 PEOPLE at Great Yarmouth Seashore Holiday Village during the week, Friday, 16th May to Saturday, 24th May.

Coupons drawn second third will get a weekend, Friday 16th May to Monday, 19th May 1980 for up to 6 people, also Great Yarmouth.

What's so special about weekend?

Simply—it will be the national finals of the 1980 British Ladies Pony Darts Championship, exciting and very sociable prospect. It proved a great attraction earlier this year. But you do have to be a darts enthusiast to enjoy your prize (if you are lucky one) since there are no other surrounding attractions.

Picture shows world champion Maureen Flowers (the professional) with Pony brand man John Lee at this year's official launch of the 1980 contest.

LADBROKE HOLIDAYS LUCKY DRAW COUPON

NAME

ADDRESS

SHOW

Civic Heads Visit to Showerings



Mr. Francis Showering with members of the Association of Civic Heads in front of the Centre, Shepton Mallet.

A UNIQUE occasion took place at Showerings Limited in September when a party of some fifty past and present Mayors and Mayoresses and their consorts visited the Company's Shepton Mallet headquarters. The party was entertained to lunch by Mr. Francis Showering, Chairman of Showerings Limited, and several directors of the Company and was then taken on a tour of the factory and surrounding area.

The Association of Civic Heads is believed to be a unique organisation made up of past and present Mayors from the four counties of West Midlands, Shropshire, Staffordshire and Worcestershire. Formed in 1948, the Association has some seventy members all of whom take an active interest in the social and industrial development of the country. In his short speech of welcome Mr. Francis Showering said that the visit marked a great day in the history of the Company as, in well over two hundred years of operation, never before had the Company

had the privilege of being host to so many civic dignitaries in one day.

After seeing how the famous Babycham sparkling perry is made the visitors had time to admire the renowned Babycham Gardens before concluding their visit with tea at the Centre. The Centre is just one part of a complex of buildings consisting of shops, a supermarket, old peoples' homes and a library which was built and gifted to the town of Shepton Mallet by Mr. Francis Showering in 1975.

BRITVIC CALLS TUNE AT BLACKPOOL

THE Britvic Mineworkers' National Brass Band Contest was just one part of the 1979 Britvic Mineworkers' National Brass Band Festival held at Blackpool over the weekend 2nd to 4th November.

For the first time the weekend, sponsored by Britvic Ltd. and organised by the Coal Industry Social Welfare Organisation, began with a concert on the Friday evening. Performances of brass band music by the Grimethorpe Colliery Band and the Carlton Main Frickley Colliery Band shared the well attended evening with the Welsh voices of the Ystradgynlais Male Voice Choir.

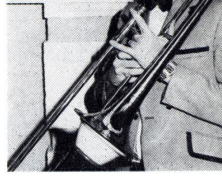
The Britvic Mineworkers Brass Band Championship winners, the Grimethorpe Colliery Band, were presented with the Warwick vase by Sir Derek Ezra, Chairman, National Coal Board, after the contest on Saturday. Mr. Graeme Scott, deputy managing director of Britvic Ltd. presented the band's conductor, Mr. J. Scott, with a solid silver goblet to be retained by the band.

A Britvic sponsored solo contest for the Joe Gormley Challenge Trophy took place on the Sunday, which was won by K. Holdgate, trombone, of the Carlton Main Frickley Colliery Band who received his trophy from Mr. Gormley.



The winners of the 1979 Britvic Mineworkers' National Brass Band Championships, the Grimethorpe Colliery Band, with (left to right) Mr. Joe Gormley, President of the National Union of Mineworkers, Mr. J. Scott, conductor of the Grimethorpe Colliery Band, Sir Derek Ezra, Chairman, National Coal Board, and Mr. Graeme Scott, deputy managing director of Britvic Ltd.

Britvic MINERWORKERS BRASS FESTIVAL SOLO CONTEST



Mr. K. Holdgate, winner of the Britvic Mineworkers' Brass Instrumental Solo Contest, the Joe Gormley Challenge Trophy.

Beautiful Blonde Gets The Babycham Title

TWENTY-ONE year old Deborah Johnson, a beautiful long-haired blonde from Bromley, Kent



has been crowned the 1979 Babycham Coal Queen of Great Britain. She won the title from 16 other regional finalists at the Opera House, Blackpool (3rd November) where the Final was the chief attraction of the Mining Weekend. Deborah's vital statistics are 34-23-34 and she is 5 ft. 5 in. tall and has brown eyes. Her hobbies are riding and swimming.

The event, sponsored by Babycham for the fifth year running, was organised by Coal News in co-operation with the Coal Industry Social Welfare Organisation.

Deborah represented the National Coal Board's London headquarters, where she works as a secretary. Her main prize was a cheque from Babycham which was presented to her by Mr. David Gilechrist, Marketing Director



(U.K.) for Showerings Limited, who had been a member of the judging panel.

The latter responsibility could hardly be described as arduous, but it was certainly difficult—as readers can judge for themselves by studying this picture of the finalists:

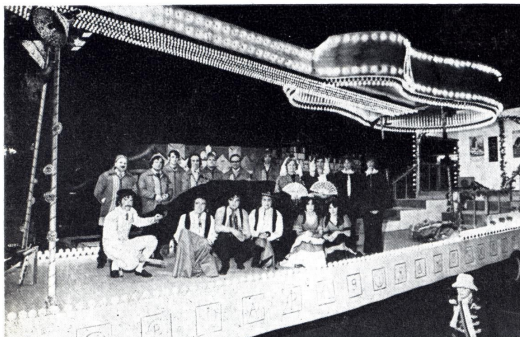
The new Babycham Coal Queen made her first public appearance on the Coal Board float in the Lord Mayor's show and she will undertake a number of personal appearances for Babycham during the next year, including a visit to Royal Bath and West Show.

NEWS HIGHLIGHTS



PENSIONERS' DAY OUT A party of Allied Breweries pensioners paid a visit to the Britvic factory at Widford, Chelmsford in October. The tour of the factory was followed by refreshments in the canteen.

"The Night of the Bandolieros"



THE Bambi Carnival Club of Showerings Ltd.; at Shepton Mallet was awarded two trophies and commemorative certificates for taking first, second and third places during the Carnival in Somerset during November.

Before a crowd of more than 125,000 they took joint first place in the local feature category at Midsomer Norton with their spectacular float "The Night of the Bandolieros". The float which took since June to build and was completed on the night of the first procession on 8th November, included 2,275 coloured lights.

The costumes of matadors, picadors and flamenco dancers were made by Showering's bottling hall operative, Jean Davis.

The club raised the £3,000 needed for material through raffles, draws and dances during the year. Cups were awarded in 12 different sections with points being given for costumes, building, make-up, overall appearance and music. Some 200 to 300 floats took part in the two weeks of Carnival from 8th November to 20th November.

The Club took second place at Shepton Mallet and third in Wells.

ANN'S A WINNER WITH HMS ACTIVE



Ann Melling, the lively Lancashire lass who was the Babycham Coal Queen until her reign ended on 3rd November, was voted the pin-up of the crew of HMS Active, the ship sponsored by Showerings. Earlier this year Ann went to Devonport to hand over a large colour photograph of herself in swim suit—and the boys thought the lovely 3D version was in fine trim.

NEWS HIGHLIGHTS



NOVELTY AFTERNOON

The Novelties Afternoon sponsored by Britvic at the LVNH Convention raised £1,000 for the National Homes.

Left to right: Mr. Terry Regan (Britvic sales manager); Mrs. Carol

Russell; Mrs. Corrine Thorpe; Mr. Robin Thompson (Immediate Past President LVNH and Director Allied Breweries); Mr. Peter Carreras (President LVNH and Sales Director of Carreras Rothman).

NEWS HIGHLIGHTS



Top Sales Win Paris Trip

A competition run jointly by Grants of St. James's and Lennons, the North West based supermarket and off licence company was won by Mrs. Joan Mottram, manageress of Lennons, Liverpool by achieving the highest percentage over target of sales of Nicolas, the largest selling French branded table wine in the U.K.

From left: Mr. Ted Banks, Managing Director, Lennons; Mr. Michael Dane, Sales Director, Grants of St. James's; Mrs. Joan Mottram, Manageress, Lennons Store, whose prize was a weekend in Paris for two.

NEWS HIGHLIGHTS



CREAM OF THE BARLEY PRO-AM GOLF Photographed at the prize of the Stewart's Cream of the Barley Pro-Am Golf Tournament held recently at Balmoral Golf Club, Belfast, were: left to right: Derrick Fillingham, managing director of Stewart's; David Jones, winning professional; Jerry McWaters, captain of Balmoral Golf Club, and Mr. J. C. Miller, a director of Stewart's.

CURLING At the recent curling competition held at the North West Castle Hotel, Stranraer, 60 teams competed for the Stewart's Cream of the Barley Curling Trophy, sponsored by Stewart & Son of Dundee Limited.

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