



THE GRAPEVINE

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SHOWERINGS, VINE PRODUCTS AND WHITEWAYS DIVISION

December 1980

MESSAGE FROM THE CHAIRMAN

1980 has proved to be the most difficult year for profitable trading since the war.

It was towards the latter part of the first half of the year when the effects of the recession began to bite deeply and the situation worsened month by month.

In these difficult circumstances our Division did well—albeit not as well as last year. That we were able to perform so well again underlines the soundness of our disciplines, objectives and policies, but these in turn have to be backed up of course by a willing and loyal workforce. In this respect we are indeed fortunate and I take this opportunity to thank you for your efforts and support during this year.

Salary scales and wage rates are important but job security takes precedence and we have borne this very much in mind in dealing with the difficult decisions which we have had to make during the past few months. Inevitably a few redundancies were unavoidable but these have been kept to the very minimum. Above all else and in the interests of the majority, our efficiency must at all times be maintained, and when sales fall off that can only mean either fewer jobs or shorter hours or both, according to the severity of the recession.

Hopefully trade generally should begin to show an upward trend again towards the end of next year. Our Division will then be able to resume its forward looking policy of growth and expansion, but in the meantime we must operate our business as a tight little ship by keeping our costs and expenses to the very minimum and maintaining our efficiency to the maximum. If we do that, when the dawn breaks we shall be able to leap ahead of the competition and so take full advantage of the new opportunities which will then be with us.



I wish you and your families an enjoyable Christmas and hope that when looking to 1981 you cast your eyes beyond the rather inhospitable early months to the much more promising Autumn

and pre Christmas period. For if one does this, I think that still possible, and without insincerity, to wish someone in country a happy New Year for 1981.



S.V.P.W. DIVISION NOTICE S.V.P.W. Division Profit-Sharing Scheme

I am very pleased to advise you that despite the recession, the profit share participating companies in our Division did sufficiently well to enable us to distribute a profit share this year only slightly less than that paid out last year. This year's figure is £898,000 which equates to 1¼ weeks basic pay (less normal deductions) compared with the all time record last year of £930,000 actually paid.

Half of the above figure will be paid to those employees not qualifying for the full amount providing they have completed 26 weeks' continuous service at the commencement of the 1980/81 Scheme year, i.e. the 1st October, 1980.

Everyone is to be congratulated upon these results and it is intended to include this year's payment with the normal wages and salaries on or about 4th December, 1980.

F. E. SHOWERING
Chairman

Christmas Message 1980

AS WELL as a religious festival, Christmas is essentially a family occasion. It is the moment each year when, if we are wise, we count our blessings in family terms and recognise both the benefits and the responsibilities of belonging to a family.

The year just ending has been a momentous and troubled one, not only in the outside world but also in our national economy at home, a year not without hope for the future but "hard pounding" at the time. I forecast that it would be a difficult year and this has certainly proved to be the case. That we in Allied find ourselves in as sound a position as we do at the end of a year like this and at the threshold of 1981 is due—just as it is in any family group—both to the strength of individual contributions and our combined strength as a group. Each individual contribution is vitally important but the whole is greater than the sum of the parts.



This is the thought that find uppermost in my mind this year at this Christmas season. It is this thought that would particularly wish leave with you, together with my thanks for what you have done and are doing for strength and progress. Group and with my personal warm good wishes for a Merry Christmas and Happy New Year.

When industry sponsors the arts Page 3
Teacher's look back on 150 years of selling whisky Page 4

Vine Products celebrate 75th Birthday Page 4
Tribute to Richard Whiteway Page 4

Announcements

ALLIED BREWERIES (U.K.) LIMITED

R. J. L. Bristow is to retire, and will be leaving on the 2nd January, 1981.

R. J. Tetley is to retire, and will be leaving on the 2nd January, 1981.

STEWART & SON OF DUNDEE LIMITED

The retirement from the Board of Directors of J. C. Miller on the grounds of continued poor health is announced with regret.

Having covered the function during Mr. Miller's absence due to illness, I. Brown's position as Assistant Company Secretary, carrying out the duties of the Secretary of Stewarts is confirmed, with M. Beattie continuing as Chief Accountant with overall responsibility for Company administration.

It is announced with the deepest regret that W. Bunn died on the 17th November, 1980, after a long struggle against illness.

Mr. Bunn was Director of Accounting Operations, Allied Breweries (U.K.) Limited.

WHITWAYS OF WHIMPLE LIMITED

Consequent upon the death of Richard Whiteway, Eric Whiteway has been appointed Chairman and Managing Director of Whiteways of Whimple Limited. (See next column)

It is also announced that Christopher Bradford has been appointed Finance Director, Peter Garrett has been appointed Sales Director and Derek Lascelles has been appointed Production Director.

All the above appointments are with effect from the 27th November, 1980.

HARVEYS OF BRISTOL

Ted Hale M W, well-known trade personality and Chief Light Wine Buyer of Harveys of Bristol, has been Chairman of the Institute of Masters of Wine since July.

The Institute was set up in 1953 and the M W examination was introduced in 1955. Ted has been a Master of Wine for 20 years now and has been with Harveys for the past 10 years. Initially he joined Harveys in 1953, left in 1959 and rejoined the company in 1970, since when he has been responsible for selecting the wines for Harveys extensive lists.



Eric Whiteway, new Chairman and Managing Director of Whiteways.

ERIC WHITEWAY is the son of Reginald Whiteway, who was Chairman of the Company for over 20 years. He was educated at Sherborne School and London University. During the War he enlisted in the Army, being commissioned in the Royal Artillery, serving in India and Ceylon.

He joined Whiteways Cyder Co. Ltd., in 1947 and became a member of the Board in the early 1950's, on the production side. On the death of Reginald Whiteway in 1978, he became Joint Managing Director. Eric Whiteway is also a member of Showerings Limited Board.

He has been a member of Exeter City Council for 14 years. His leisure interests include Veteran Car Rallies.

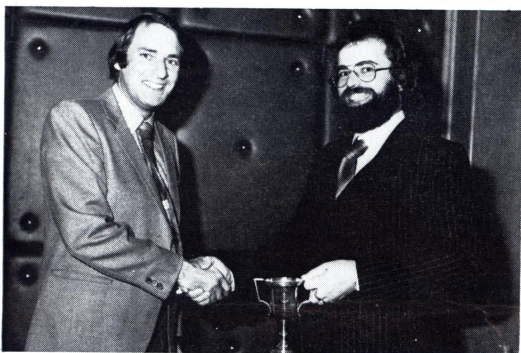
Derby—New nerve centre of Grants of St. James's Ltd.

GRANTS of St. James's Ltd. has moved its head offices to Derby. Information, stock control and financial and budgetary management for the entire Grants of St. James's Ltd. group of companies will henceforth be handled from the Derby offices, which consist of the entire west wing of Eastgate House, an office complex consisting of four blocks built around a quadrangle open in the centre with seats and shrubs surrounding four fountains.

The subsidiary company: Grants of St. James's Services, also based in Derby, co-ordinates the running of the physical operations of Grants of St. James's Ltd. It provides

a vital link from the shipping of the wine to its delivery to the customer. Grants of St. James's Services controls operations of the two bottling plants at Woolston and Guildford, the many distribution depots, the vast Grant St. James's fleet of delivery vehicles and the three bottling warehouses where the wine and spirits can be kept before passing through customs and the levying of taxes and duties. These services are used by the Grants of St. James's Ltd. companies as well as by others in the Allied Breweries Group (of which Grants of St. James's Ltd. is a member). They include Victoria Wine, the largest national wine and spirit retailer.

SILVER TROPHY FOR SOMERSET MANAGER



Mr. Peter Slade, Director of B. R. Slade Limited, Evercreech, Shepton Mallet, Somerset, congratulates Mr. Mike Marshall on winning the Silver Trophy awarded by the Builders Merchants Federation.

years, won second prize in the 'Standard Light' 'A' examination as well as the highest aggregate marks over two years in national examinations.

The occasion was the AGM of the Builders Merchants Federation held at the Connaught Rooms, London WC2 in October.

Mike, who has managed Slades Bridgwater Branch for over five



The Babycham animal is a famous scene-stealer, immediately associated with the product. Here are a couple of lesser-known species of animal advertisers

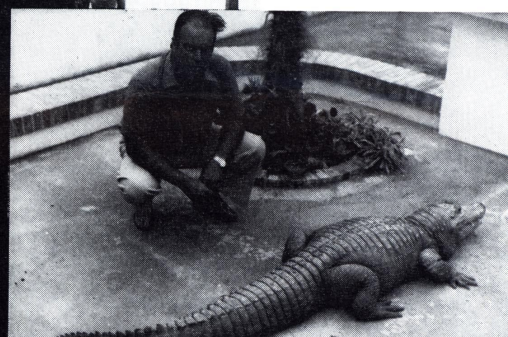


A CASE OF BEAR-FACED PUBLICITY

HERCULES the bear who went missing in the Hebrides some months ago, regains his health and strength helped by Duncan MacFarlane, Sales Manager for Samuel Dow Limited.

Brian McGrath, Chairman of Warninks UK, requested that Samuel Dow Limited, Scottish agents for Warninks, present Hercules with a case of Warninks Advocaat in appreciation of the pleasure the bear had given since news of his wanderings made the headlines.

Andy Robin, the bear's owner has been quoted as saying . . . "Evenings and mornings—Hercules drinks Warninks". Let's hope it doesn't prove to be Bruin's ruin.



HARVEYS inherited this alligator when they acquired the Bodegas in Jerez last year.

The alligator has been brought to Merito, from a South American hunting expedition over 50 years ago.

One of the responsibilities of Company Secretary, Ignacio Lopez Carrizosa, of John Harvey and Sons (España) is arranging the alligator's annual insurance cover!

Hopefully the small print contains a jaws clause!

SVPW people at play: Mary Hull—football referee

NOW that the football season is with us once more, the weekends for one of the girls at Attleborough are very busy. She is Mary Hull, who works for Grants of St. James's at the S. V. W. (D) depot and she is secretary to a ladies football team, secretary to the East Anglian Ladies Football League and now has the title of being Norfolk's first qualified ladies referee.



Mary says this all keeps her very busy and it does not give her much time for any other 'hobbies'. Her one regret is

that she doesn't now have the time to follow her favourite team of West Ham United as often as she would like.

Although last season was Mary's last for active football playing she still organises her own team for their game each week and trains with them each Wednesday evening, so helping to keep her fit. Mary told me that when she decided to give up playing and become a referee she informed her team of her intentions and suggested they should have someone else for secretary, but she is very happy to say that they wanted her to stay with them, as it is a job she really enjoys.

All football—whether ladies or mens—is played to the same laws of the game, but on the odd occasion ladies matches can differ! The East Anglian Ladies League team was playing in a ladies charity match last summer when the ref held the game up for a while in order that an undone bra could be rehooked, much to

the delight and amusement of the spectators. Another time, at a five-a-side indoor game two girls went for the ball and unfortunately the ref was not quick enough in getting out of the way. He backed against the wall and was pushed along the wall by one of the girls, and in so doing a box of matches in his shorts pocket was smashed and with the pressure the matches ignited, and ouch, his shorts went up in flames!

If any Grapevine readers would like to see a ladies match on a Sunday afternoon there will almost certainly be a team who plays locally. Just enquire around. You will be surprised how many teams there are.

One last word from the ref herself—goodluck for the new season to all you lady football players, wherever you work. Go out and enjoy your game and if you have any problem in finding a local club, give Mary a call and she will try to help you.

GREEN DRAGON

ARTHUR WOODMAN, Promotions Manager, Showerings Ltd., gets in the mood with the girls of the Green Dragon demonstration disco dancing team, professional troupe trained by Caroline Alexander.

A pulsating display of specialised disco dancing by the Green Dragons is now the highlight of a series of Green Dragon Disco Nights sponsored by Showerings Limited, producers of the trendy new lightly sparkling wine aperitif.

The demonstration by the Green Dragons is part of an evening's programme which also includes tasting of the product, a fashion show of disco gear and an open disco competition for customers with prizes of vouchers worth £25 redeemable at any Snob Boutique.

Well attended evenings have already taken place in Brighton, Portsmouth, Southampton, Norwich and Bournemouth.

Further December bookings include Great Yarmouth, Lowestoft, Southampton, Brighton and Portsmouth.



WHEN THE CONCERT PLATFORM IS A PLATFORM FOR THE PRODUCT

SOME £50m per year is spent by industry on sports sponsorship. The comparable figure for the arts is £5m. Business has been slow in realising the potential publicity value inherent in helping the arts and equally arts organisations have been slow in seeking help from industry.

One of the leading commercial firms contributing to the arts is Harveys of Bristol who in November 1978 received an award for the Best Corporate Sponsorship Programme from the recently formed and rapidly growing Association for the Business Sponsorship of the Arts.

"Harveys were one of the pioneers in accepting that arts sponsorship could be good for them. They recognised the audience profile as being similar to their own customer identity," says Bill Kallaway, whose organisation, set up 8 years ago, aims to bring industry and the arts together.

Harveys and Kallaway (Consultants & Management) have worked together for five

years now during which time Harveys have tailored their programme to create a strong local identity in their home city of Bristol and the West Country in general, with their backing of the Bournemouth Symphony Orchestra, its sister orchestra, the Bournemouth Sinfonietta, the Bath Festival, contemporary music at the Arnolfini Gallery, Bristol and the Bristol Old Vic.

In September this year Harveys announced Part I of their expanded national programme for the next twelve months with £55,000 in the kitty for classical and contemporary music, recording and theatre.

The main recipients are the Bournemouth Symphony Or-

chestra and the Bournemouth Sinfonietta who will, in addition to concerts in the West Country, also give performances at the Royal Festival and Queen Elizabeth Halls, London. The Bournemouth Sinfonietta will also complete their 14 discs series of Harveys sponsored RCA/EMI recordings with work by British composers such as Vaughan Williams, Elgar and Delius.

Details of Part II of Harveys increased arts programme will be announced in March 1981 and will include major developments, such as concert tours and recordings in support of the famous Leeds International Pianoforte Competition of which Harveys became principal sponsors in 1978. This event, which is recognised as the most prestigious piano competition in the world, succeeded in 1978 in getting five

hours' coverage on television and some 13 hours of radio time—a remarkable platform for corporate identification with an audience.

Harveys Head of Public Relations, Robin Frost, comments as follows on the Company's important sponsorship programme:—

"The arts, and music in particular, are sources of enjoyment and enrichment for many people. They are highly esteemed and the need to preserve our cultural heritage is widely appreciated. By supporting the arts, Harveys are associating themselves with the finer things in life and are also seen to be assuming their social responsibility. For a company built on a reputation of tradition and quality this is a valuable link and enhances our image with the many Harveys consumers throughout the world."



Harveys have recently acquired a rare stipple-engraved wine glass to add to their collection of 18th century English drinking glasses displayed in their celebratory Wine Museum in Bristol visited by over 15,000 people a year.

Dated c.1785, the glass valued at over £8,000, bears engraving by L. Wolff, one of the leading exponents of this style of delicate engraving performed in the Netherlands during the 18th century. This glass is an outstandingly valuable addition to Harveys Museum, which possesses one of the finest private collections of antique glass in the country.

Harveys of Bristol English Series

Two records will be released next year to complete the series of six on the EMI label sponsored by Harveys of Bristol and worth £23,000 to the Bournemouth Sinfonietta. Vaughan Williams' "Windsor Forest" and other works will be released next spring and a record of music by Elgar, including "From the Bavarian Highlands" will be recorded this December for release during summer 1981.

Records already released in the series include two albums of music by Delius, concertos by Charles Avison and works for flute and orchestra by Malcolm Arnold.

Arnolfini Music

Harveys continue their support of contemporary music for the sixth successive year at the Arnolfini Gallery, Bristol, with their sponsorship of two major concerts in the 1980-81 season. On 2 October, Music Projects of London played music for string orchestra and harpsichord. On 14 March the Double Reed Ensemble's programme includes works by Pachelbel, Handel, Satie and the Ensemble's Director, Dominic Muldowney.

Bath Festival

Harveys were one of the original sponsors of the Bath Festival and will again be sponsoring a major concert at the 1981 Festival.

Grants of St. James's has produced an attractive, full colour poster on wine storage for distribution to all leading stockists of Grants of St. James's wines.

The amusing cartoons (see above) combined with helpful hints are aimed at encouraging wine retailers and their sales staff to appreciate the importance of careful wine storage.

In addition, Grants of St. James's has produced an elegant Wine Guide which gives background information on the complete range of Grants of St. James's wines.

Grapevine readers can obtain a free copy of the Wine Guide by writing to: Grants of St. James's, Brook House, Chertsey Road, Woking, Surrey.



Harveys Bristol Series

The Harveys Bristol Series of twelve concerts at the Colston Hall opened on Wednesday 29 October. The Bournemouth Symphony Orchestra conducted by Guido Ajmone Marsan performed the Tippett Concerto for Double String Orchestra, Beethoven's Symphony No. 2 in D and Schumann's Symphony No. 2 in C.

Prior to the Bristol Series, the Bournemouth Symphony Orchestra played three performances of Beethoven's Fidelio Overture, Beethoven's Violin Concerto in D and the Romeo and Juliet Suite by Prokofiev, as part of the additional Harveys Concert Series at West Country venues other than Bristol. Concerts were given at Bournemouth, Swindon and Paignton on 2, 3 and 4 October respectively. The soloist was Korean violinist Dong-Suk Kang and the conductor was Uri Segal.

The West Country regional programme will continue in February 1981 with concerts in Plymouth, Bournemouth and Exeter, with the Bournemouth Symphony Orchestra conducted by Rudolf Barshai and the 1975 Leeds International Pianoforte Competition winner Dmitri Alexeev, on 11, 12 and 13 February. The programme will be Weber's overture Abu Hassan, Mozart's Piano Concerto in C, K.503 and Mahler's First Symphony.

Harveys London Series

The 1980-81 series is the fourth in the Harveys sponsored London series by both the Bournemouth Orchestras. The Bournemouth Sinfonietta conducted by Ronald Thomas played two performances at the Royal Festival Hall on 17 November when the soloist was violinist Silvia Marcovici. On 2 March the pianist will be Emmanuel Ax.

In addition, through their association with the Leeds International Pianoforte Competition, Harveys are sponsoring recitals by two past winners. Diana Kacso, the 1978 Competition runner-up, performed at the Queen Elizabeth Hall on 19 October and the last winner, Michel Dalberto will appear at Welwyn Garden City on 17 January.

Bristol Old Vic Company—Theatre Royal, Bristol

Harveys' association with the Bristol Old Vic Company continued their sponsorship of the major autumn production of "The Tempest" which opened on 22 October. Previous productions sponsored by Harveys include "The Seagull" (1978) and "The Recruiting Officer" ("Troilus and Cressida" (1979).

For the third time, Harveys sponsored the National Theatre's performance foyer music when the company visit the Bristol Hippodrome in November.

Irish Theatre Awards

The first Harveys of Bristol Irish Theatre Awards were presented at the Peacock Theatre, Dublin, in May.

Speaking at the presentations Mr. Michael Hobbs, Export Sales Marketing Director, Harveys of Bristol, said that he hoped that the presentations would be the first of many. He explained that Harveys already have many links with the arts in Britain and that it was policy where possible to also become involved in the arts in overseas markets. "Industry has often neglected the arts and yet is there any that needs sponsorship more?", he said.

He went on to say that he believed sponsorship to be a two way process and that successful organisations should put something back into the community on which they depend for their success.

Rain nearly stopped play until Nicolas stepped in with a colourful umbrella to save the day at the prestigious London-French Boules match held this autumn. The match, promoting Anglo-French relations, was held on a rather damp day morning in the grounds of the Royal Hospital Chelsea. The teams which included the Mayors of London, the town of Nice, and the French Embassy, far from discouraged, however, and competed for the trophies with tremendous enthusiasm.

Nicholas, which has been running its own "Spot the Boule" competition holiday prizes worth £4,000, took the opportunity of promoting the competition by distributing leaflets at the match and organising a small wine tasting.



CELEBRATING A CENTURY AND A HALF

Wm. Teacher & Son Ltd look back over 150 years of making and selling whisky

LITTLE could William Teacher have realised, when in 1830 he started selling spirits in a Glasgow shop run by the lady who was later to become his mother-in-law, that he was laying the foundation of a business which would develop its interests around the world; a business, too, in which descendants of the founder still play their part in management some 150 years after those simple beginnings.

The period until 1855 saw the build-up of a group of eighteen "dram shops" throughout the city. In contrast to today's slick and sophisticated licensed premises, William Teacher's establishments were rather bare and functional. Nevertheless, his attitude to business life earned him the nickname "Old Thorough". Evidence

of this outlook was contained in the Shop Rules which specified that in a Teacher Pub there would be:—

NO SMOKING
NO TREATING
NO INSOBRIETY

Before the founder died in 1876 the business had already expanded into wholesaling and exporting and by the end of the 19th Century the present Head Office building in Glasgow city centre had been completed as had building work at "Ardmore". Teacher's principal Malt Whisky Distillery in Aberdeenshire was well underway and a start had been made with Blending and Bottling. It was in 1884 that the TEACHER'S HIGHLAND CREAM label and Trade Mark was first registered.

During the First World War whisky became very scarce and to overcome the difficulty in setting a fair allocation to regular shop customers a ration

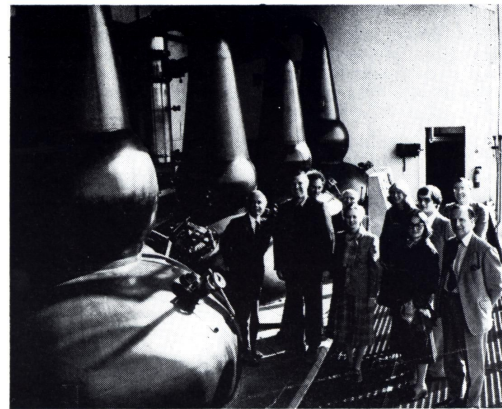
card was devised which allowed for the purchase of five glasses of whisky per week, or a bottle per fortnight—measures being somewhat more generous in those days! The rationing scheme was so successful that an explanation of it was sought by the Local Food Authority and thereafter copied for the rationing of meat supplies.

Restrictions and restraints were even more severe during the Second World War and it was not until 1959 that Scotch Whisky supplies to the home market were freed from quota. Immediately this occurred, the company embarked on an expansion programme, initially centred on London and the South of England. This sought to build on a small but solid base already laid in the English market and the early thrust of this programme was aimed at educating women to serve whisky properly. To this end "Teacher's 50/50 with Water" advertisements appeared in women's magazines and an attractive half-bottle pack priced at 19/6 supported this platform. The success of this programme is now a matter of history, but it cannot be denied that it was the launching pad which took Teacher's to the commanding position it enjoys today.

In 1960 the "dram shops" were sold, partly because these were principally in areas of the city scheduled for re-development, but also because the company had expanded to the point where it had outgrown its humble beginnings.

It was also in 1960 that Glendronach Distillery was purchased.

By 1976 it had become increasingly obvious that by remaining independent opportunities to expand and develop further were being seriously hampered. In November of that year Teacher's joined Allied Breweries



At the Glendronach Distillery, Hew McCall Smith is responsible for ensuring that the guests are introduced to the intricate mysteries of the distilling process. Hew McCall Smith, a local farmer, has carried out this role for the past three years. Linked to a visit to the Distillery, on many occasions, can be a tour of the Farm Museum also operated by Hew McCall Smith. This progression is a logical one due to barley being the basic material in

whisky manufacture, while the company, in fact, owns a farm close to the Distillery.

Our photograph shows Adam Bergius, former chairman of the company, accompanying the Parliamentary Secretary for the Ministry of Agriculture, Mr. Jerry Weggan, and his wife, on a tour of the Distillery. In the background can be seen the Stills which play a particularly vital part in the whisky making process.



The interiors of the old William Teacher pubs were bare and functional. Early shop rules specified No Smoking, No Treating, and No Insobriety.

1980 brought with it celebrations to commemorate the 150th anniversary of the company's operation.

The company were honoured to be provided with a Civic Reception where their overseas agents met with long-serving employees and pensioners all

of whom had made their own particular contribution to the company's development. On this memorable occasion, the Chairman, Mr. G. Teacher Dunlop presented the Host-Baillie Jean McFadden—with a silver goblet in a traditional Scottish design—a quach, which is now on

display in the City Chambers. In the speeches, reference was made to the important part that the company had played in the commercial life of the city, and the strong representation which it had enjoyed over the years in the multi-various civic activities.



A truly international gathering! 500 Teacher's Overseas Agents were present for the company's 150th anniversary celebrations, and posed for an official photograph to mark this special occasion in Teacher's historic

Directors, seated left to right, are William Bergius, Jack Oliver, Nairn Hill, Robert Dunlop, John Blundell (Managing), G. Teacher Dunlop (Chairman), Adam Bergius, John Erwin, Ronald Anderson and Robert Munro.

At the Craigpark Bottling Complex, it has been company policy in more recent years to have visitors shown round by former employees who themselves have spent many years working in the plant. The three main guides have between them a total of over 160 years service. Our photograph shows W. Paterson, Plant Manager, explaining the operation of the line to Chinese visitors from a news agency, watched by I. Kinneer, Visitors Guide and a representative from the Scottish Office.



IOJ VISIT...

LEADING members of the Institute of Journalists paid an informal visit to Shepton Mallet in October as guests of Showerings.

The occasion was the annual conference of the Institute when the hosts were the West Country branch of the IOJ. The visit was part of the hospitality programme.

Included in the party were visiting journalists and broadcasters from all over the country who enjoyed a tour around the Babycham Gardens before dusk fell; and who then took part in a special tasting evening in the Showerings conference hall which involved a wide selection of products from companies in the SVPW division.



Sundowners in the Babycham Gardens for the men from the media: (Right to left): Peter Edwards, SVPW host; Chris Underwood, President of the Institute of Journalists; Harry

Tavener, Chief Executive Trade Relations; R. F. Farmer, General Secretary, Institute of Journalists; and Deputy General Secretary, I.O.J., J. K. Paterson.



Behind the bar are Pat Haynes and David Love. Pat is serving Allen Holden, former manager of Radio London, who together with Chris

Underwood is a member of the Broadcasting Division. Chris Underwood is BBC Home Affairs correspondent.

VINE PRODUCTS CELEBRATES 75 YEARS

FOR nearly three-quarters of a century Vine Products has produced British wine from the site of its present premises in the Royal Borough of Kingston upon Thames. Throughout this time, the company has played a leading part in the development of the wine makers skills in this country and has reigned supreme as the foremost British wine producer.

It was to Louis Pasteur that British wine and, more directly, Vine Products, owes its origin. His discovery of the pasteurisation process leading to the vacuum concentration of fruit juices enabled a young French emigré in Greece, Emmanuel Roche, to develop a flourishing trade in concentrated Greek grape juice with his native land. So successful was this venture that Roche, who married into the Greek Mitzotakis family, decided to expand the business into England. In 1901 his brothers-in-law, Minos and Alexander Mitzotakis, established the Crown Grape Company Limited in Fulham for the manufacture of British wine with grape juice imported from

the family vineyards in Greece.

The venture achieved a sufficiently modest success to encourage the brothers to form Vine Products Co. Ltd. in 1905. Gradually the demand for Vine Products' British wines increased, the view being, as reported in the Daily Express of 3rd October 1907, that "there is little doubt that they are far better than the cheaper brands of foreign origin".

Thus encouraged, the company moved to the winery at Kingston in 1907 (a building previously used as a brewery). Although somewhat extended since that time it is on this land that the present winery still stands.

The early products were cordials, liqueurs and old fashioned brews of the kind which British housewives had made in their own homes for centuries. Soon, however, British sherry and sweet ruby British wine became the best sellers. Originally retailers were supplied direct but, after the move to Kingston, marketing policy was changed and the wine was despatched in casks for firms to bottle and distribute either under their own label or under labels supplied by Vine Products.

Although in the early 1900's Vine Products led the field in the development of British wines, it was the arrival of George Roche, son of Emmanuel, in the company in 1925 which established Vine Products as the biggest British wine producer and enabled it to outstrip many would-be rivals. Like his father, he had read chemistry at Toulouse University and from the moment he arrived in Kingston, science was strictly applied to the wine making process resulting in immediate production improvements.

The skill of the winemaker lies in selection of raw materials, control of fermentation and ageing the constituent wines, and blending them to achieve exact specifications and a consistent character. George Roche added a well equipped laboratory to the Kingston works, establishing quality control on sound scientific principles at a time when British wine-making in general was often a hit-and-miss affair. Thereafter the reliable consistency of each product from year to year, and the stringency of its quality control were major factors in the building of Vine Products' reputation.

In 1936 the company decided to revert to bottling and four lines were installed having a total capacity of 6,000 bottles per day. Today that figure stands at 120,000. In 1937 VP British Sherry was launched and it is now one of the oldest and most widely known of all branded British Sheries.

One of Vine Products' most outstanding achievements in the post-war years was the development of a special yeast to assist in the making of dry British sheries. This yeast grows on the surface of the wine during the maturation process and imparts special characteristics in the final product.

In the early 1950's, a bacteriological laboratory was built, specialist staff engaged and much systematic effort was eventually rewarded by a technological breakthrough that enabled Vine Products alone out of all other wine producers to propagate the yeast at will and so to produce fine British sheries of Pale Dry and Medium Dry character.

The immediate result of this great breakthrough was the launching, in 1958, of RSPV. This was recognised as the premium British sherry until its replacement by an improved range under the Hudson & Cooper name in 1976.

The major achievement of the 70's was the development and launching of Concorde, a product unique in the annals of British wine-making. Produced in red, white and rosé varieties, this "unusually light and refreshing, slightly sparkling British wine, for casual drinking" established a record as the fastest-growing new product ever to enter the British wine field.

Throughout the years of its development, Vine Products has benefited from various mergers, takeovers and acquisitions. The result of one of these was the establishment of a Vine Products winery at Marston Magna, a consequence of the merger with Showerings and Whiteways Cyder in 1961 to form Showerings Vine Products and Whiteways Ltd. Another was the setting up of a



For decades much of the concentrated grape juice from overseas was shipped to Britain in steel drums, each containing 120 gallons. These were brought to Kingston in barges and unloaded at Palmer's Wharf in the High Street, which had the only crane in the Royal Borough large enough to do the job.

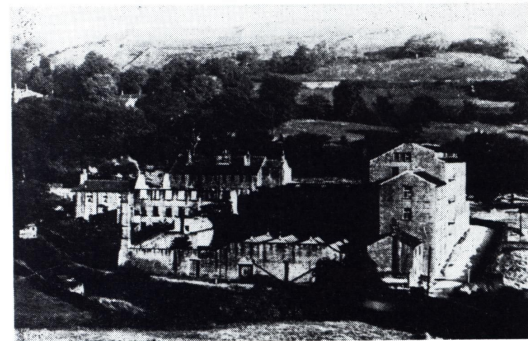
Doeks from Cyprus in a veteran tanker named St. Joseph and the concentrated juice was pumped into road tankers for distribution to Kingston and other distribution depots. The only major drawback to the system was that no fewer than 50 road tankers operating on a continuous shuttle system were needed to take a thousand tons of grape juice from the vessel.

In 1965 the Company embarked on trial runs with sea tankers. The first delivery arrived at the Katherine

The solution to this was the Shoreham installation which was established in 1975. Here tankers can

off load straight into the Company's own tanks. There are 23 of these, each holding 2 1/2 thousand gallons and so efficient is the equipment that over 1,500 tons of concentrated grape juice can be off loaded in a single day, enabling the ship to leave on the following tide.

In the picture, taken before the storage tanks were built, road tankers are seen loading direct from the sea vessels.



The Huddersfield Winery, pictured here in a photograph believed to have been taken in 1936, began life as a 19th century textile mill. Known as Magdale, it was, from 1920, engaged in the making, bottling and selling of British Wine. The business of Magdale Winery Limited was acquired by Vine Products Limited in 1940 and, after World War II, continued as wholesale distributor for the Midlands and the

North of England. Magdale's separate existence remained even after the merger of Vine Products with Showerings in 1961 to form Showerings, Vine Products and Whiteways Limited.

All making and selling ceased at Magdale in 1966. The Winery is now a Vine Products bottling unit with four major bottling lines with an average capacity of 3,500 dozen per day.

bottling plant at Magdale, Huddersfield, in what was originally a winery belonging to Magdale Winery Ltd. Both these plants play an important part in the success of the company today.

Through a complex series of mergers and purchases commencing as far back as 1930, the firm now known as Woolley, Duval and Beaufoys Limited became a major subsidiary of Vine Products in 1967. Today it is the trading company of the Vine Products Group for the sale of imported wine and spirits, marketing such well known brands as Three Barrels Brandy; Martinez Port; the Mosaic range of Cyprus sherry; the Keo Cyprus wine range; Seagers Golden Cream; Sterzi DOC Italian wine and Barbero Asti and Moscato Spumante.

Vine Products is a strong, though anonymous, force in the "own label" business and many a good blend sold under the name of a supermarket chain is, in fact, produced at the company's winery at Kingston and Marston. But Vine Products major supremacy is in the branded products sector where it was the British pioneer in the field.

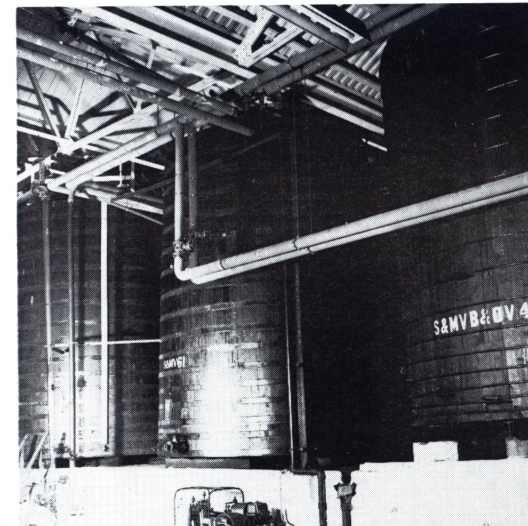
British wines now account for one in every four bottles of fortified wine sold in the UK, and Vine Products is outstandingly the largest producer of British wines.



The Vine Products' Kingston upon Thames Winery is situated near the centre of what used to be Surrey's county town. The eight acre site was originally on a muddy country track in the outskirts of Kingston when it was acquired, in 1866, by a Mr. Joseph East, who built on it one of the country's most up to date breweries. The original Albion Brewery building still exists and is modernised and incorporated into the present day complex. Many of the twenty-two pubs owned by the brewery before their sale to the brewing firm of Charringtons

also survive including The Albion in nearby Fairfield.

Vine Products moved to the site in 1907 and right from the start was known to local residents as "The Winery". It opened up new job prospects in an area where labouring in the nearby farm, brickfields and nursery gardens had long been a major source of employment, and some families began a line of service that has remained unbroken to this day with generation succeeding generation in the Vine Products' Winery.



Some of the wooden ageing vats.

Bottles passing through the Concorde filling line.



right) Dickie Daniels of Vine Products offers a tasting of Bellapais Peter Edwards, IOJ President Chris Underwood and Shirley Wheatle.



Tony Williams listens to what seems to be a tall fishing story from H. J. A. French, life fellow of the IOJ's London district, formerly of The Sunday Times.



Peter Edwards looks on as his secretary, Sally White, offers a drink to Chris Underwood, IOJ President. Far left is the Past President of the IOJ, Cynric Mytton-Davies.



John Slim, Past President of the IOJ and feature writer on the Birmingham Post snaps up a Green Dragon.



Sampling some Olde English Cyder is Joan Sheed, Publications Executive of Radio Telefe's Eireann and a member of the Institute of Journalists Dublin District. Tom Chandler, area manager for Coates Gaymers does the pouring out.



Britvic's Bob Whitmore with K. J. Brookes, an IOJ Freelance delegate at the conference.

CHRISTMAS CAMPAIGNS — The 30 second screen stealers

MANY companies are spending more money this year than ever before on television and radio promotion for their products.

Sometimes as with Babycham, a sparkling new commercial reminds viewers of a familiar and popular product. Sometimes as with J. R. Phillips and Carolans, or Goldwell's Country Manor, the 30 second persuader provides an instant launch for a new product.

One thing is sure, there are more jingles to be heard indoors this Christmas than outside.

TV Sparkle for Babycham this Christmas



THE Showerings campaign puts a new 30-second commercial on all stations excluding Channel.

On top of that, four spots a night continue on Radio Luxembourg, part of the year-long campaign, and in Anglia the second 8-week burst of cinema advertising is in full swing.

'Love a Babycham' is the cryptic, concise and punchy message of the new Babycham commercial, produced by D'Arcy-MacManus and Masius, the agency which first dreamed up the "I'd love a Babycham" slogan over a quarter century ago. Since that time,

every generation has heard it, said it, and I bought it.

Babycham sparkling perry is shown as integral to the party scene at home and out in the pub and restaurant. The pace of the commercial admirably conveys the mood of the lively, alive 'on-the-go' set and some catchy music sparkles with it.

Station bookings over Christmas will give 80% adult coverage on London, Southern, ATV, Westward, Harlech and Anglia, and 70% elsewhere.

PALE CREAM ON THE SCREEN

VINE Products Limited has introduced a Pale Cream variety of QC British Sherry to join the five styles already on sale. The new style has been available from early October in both 1 litre and 70 cl. bottles.

The brand is receiving intensive advertising support in a T.V. campaign running for the three week period December 4th-24th in the Midlands, North of England, Scotland, Wales and Ulster with a schedule which allows for 80% of all adults within these areas to be reached.

reached.

Pale Cream is the fastest growing sector of the market and the introduction of the style to the QC range will strengthen the position of QC British Sherry as joint brand leader with VP, the other leading brand in the Vine Products portfolio. Both these products are nationally distributed.

Sales indicate that one in four consumers so far this year prefer to buy QC British Sherry in 1 litre bottles, continuing the increasing trend towards this size.

Telly campaign for the dairy product with a kick

As this will be the first Christmas that Carolans Finest Irish Cream Liqueur has been available nationally, a brand new television campaign will be launched. This delicious, smooth, creamy liqueur, already the number

two brand in the Irish cream liqueur market, will appeal as an exciting new drink to offer a visiting friend or alternatively make a welcome and unusual gift for any member of the family.

Simons Home Electrics Limited Special SVPW staff offers

Grapevine readers will already be familiar with the reduced rental and hire purchase charges available to all staff within the SVPW division. Payments may be made by salary deduction if requested.

Current offers include a five year guarantee for parts and labour on Mitsubishi, Toshiba and Korting televisions.

There are also several special offers of Hi Fi separates including tuners, amplifiers, record decks and cassette decks etc. all at cost price.

Enquiries to the Shepton Mallet branch, Telephone Shepton Mallet 2153. A price list can be sent by post.

Creating an image for Country Manor

GOLDWELL is planning its first venture into television advertising for a decade with a new product, Country Manor.

Country Manor is a traditional English still perry, in medium dry and medium sweet styles, and will particularly appeal to the consumer of good quality table wines.

The launch of Country Manor as an original and unique alternative to table wine comes at a time when table wine is selling over fifty million gallons per annum, with an annual increase rate of 16%.

Said Goldwell marketing manager John Brown, a Master of Wine who worked for Grants of St. James's for 10 years, "Country Manor has a style and quality which invites comparison with any wine.

"That is not just our opinion, but the clear conclusion from the market research we carried out. The results of that research were not merely excellent, they were little short of astonishing."

The research was carried out using a sample of just over 300 people. No fewer than 86% said they like the taste of Country Manor, 84% said they would buy the product and 66% said they would choose to serve it with meals.



Added John Brown: "I cannot remember ever having come across research results which confirmed the effectiveness of the product and its commercial attractiveness quite so strongly."

Goldwell sales director, Bob Graham, sees distribution of Country Manor splitting 80% into the off-trade and 20% into pubs, clubs and restaurants.

He said: "Country Manor is an enormously exciting project. It is not just a radically new departure for Goldwell, it is also one of the few completely new concepts in the drinks market of the last few years."

CONCORDE COMES THROUGH ON SOUND

IN a brisk two-week radio campaign for Concorde slightly sparkling British wine, the gently humorous 'Daphne's Diary' commercials will go out 1,150 times spread over 25 local radio stations, including the four new stations: 2CR, Devonair, Tay and Severn Sound. This will ensure a weekly average of 23 spots on each of the stations booked.

'Daphne's Diary', the diary of an upper-crust lady, is a series of situation vignettes in which Concorde, naturally, emerges the star. The pre-Christmas advertising is a development of the five week campaign which ran during the summer months and which was very well received by the trade as well as consumers.

Four new 30-second seasonal advertisements have been specially

produced for the campaign, featuring new humorous extracts from Daphne's Diary. These are being rotated throughout the two week period (from December 8) except for the first week on 2CR, Devonair and Severn Sound which will hear three of the 45 second commercials from the earlier campaign.

Concorde is produced in White, Red and Rosé styles and, as the radio commercials underline: it's "the taste that rises to any occasion."

Launched nationally in January 1978, its packaging was redesigned in July 1979 with immediate positive effect on sales and distribution. A range of point of sale aids is available as additional support for the pre-Christmas campaign.



Cointreau Commercial aims at Under 30s

DURING the pre-Christmas buying period, Cointreau will be advertised on television not only in the famous 'oranges' after dinner film but also in a completely new T.V. commercial, promoting this as a refreshing long drink on ice—Cointreau on the Rocks.

"We thought it was an appropriate time to change the commercial as we discovered that an increasing number of the under 30's are drinking Cointreau with ice. And, as the growth in Cointreau sales is coming from the younger drinkers, we are aiming at a very important section of

the market", explained Tim Miles, managing director of J. R. Phillips who are UK agents for Cointreau, world's largest selling high strength liqueur. "We believe the new commercial is a natural successor to the famous dinner party scene and hope that it will be just as successful popular with viewers", he added.

Cointreau's campaign is running during December. Doyle Dane Bernbach, who were responsible for the previous award winning commercial, are confident that the television commercial will be equally successful.

BOX BOOSTS BRISTOL CREAM

HARVEYS Bristol Cream is the subject of a national T.V. campaign with a new 30 second commercial being shown from early October through to New Year's Eve. The campaign is being supported by two new press advertisements appearing in prestige magazines, in the Radio

Times, Readers' Digest and Sunday newspaper colour supplement from September up to Christmas. In addition Harveys are running their first ever radio campaign on Capital Radio and LBC in the London area which started in mid-November and continues through to mid-December.

Cockburn's come-back for Hercule Poirot

THIS Christmas Cockburn's are once again giving television advertising support to their prestige port brand, Cockburn's Special Reserve. Launched only ten years ago, Cockburn's Special Reserve now commands an 11% annual share of the total market, rising to 17% during the important Christmas period, and is the fastest-growing port brand in the country.

A national television campaign is being run from the end of November through to Christmas Eve featuring last year's successful 'Hercule Poirot' commercial and this is backed by colour press advertising in the London Evening Standard and Evening News. This year also sees the return of Cockburn's 'tube cards' on the London Underground from October to December.



CHRISTMAS CONSUMER PROMOTIONS

Seagers deal the cards

Seagers Wines Limited is aiming to exploit the current resurgence of interest in cocktails with an on-pack promotional offer of a free pack of branded quality playing cards for each bottle of Seagers Egg Flip purchased. The offer will run until 25th April 1981.

The playing card offer will be described on a promotional collar which will be placed on retailers' stocks of Seagers Egg Flip during the Christmas period by the Vine Products sales force. The collateral will have space for the consumer to insert his name and return address and is the only proof of purchase needed.

Seagers Egg Flip was first produced in 1933 in the heyday of the cocktail as an instant, ready mixed wine based cocktail. The fortunes of the cocktail since that time have never reached the peak of those days but the recent revival of interest in mixed drinks generally indicates an increased market potential.

A touch of glass

The traditional, ever popular Babycham glasses are now available to the retail trade nationally for the first time supplied in an attractive 6-glass "Party Pack".

The packs are going into off licences and grocery supermarkets where they are expected to retail at around £3.30 + VAT for 6 glasses.

The idea follows a successful test last pre-Christmas season, when two glass packs, Lennons and Morrisons, between them sold over 10,000.

The Babycham glass, with its distinctive motif, has been a favourite item in the trade for many years, as instantly recognisable and branded as the bottle itself. It exactly holds one single bottle of Babycham.

This alone gives it tremendous appeal as an impulse purchase item when the product is bought. The party pack of glasses to go with the drink is a natural buy—especially at gift time.

Looking good—feeling great, with Cherry B

Showersings Ltd. has joined with Salisbury's, the national chain of shops selling bags and other fashion accessories, to present a unique promotion for Cherry B cherry wine promoted through drip mats now going into pubs and clubs.

'Looking Good—Feeling Great' is the title of an easy to enter fashion competition designed to appeal to both young and older women. There are 40 big prizes to be won, vouchers of £100 redeemable in any of Salisbury's stores throughout the country.

Any number of entries may be submitted, provided each is accompanied by four Cherry B foil bottle tops.

Every one who completes a competition entry will receive a free 10% discount voucher redeemable at any branch of Salisbury's.

The Looking Good—Feeling Great competition is promoted on Cherry B 4 bottle packs in the off-licence as well as on drip mats, and will be featured in the in-store displays at Salisbury's shops over the Christmas period.



GRAPEVINE TEQUILA COMPETITION STILL TIME TO ENTER

ENTRIES are still coming in for the Cuervo Tequila caption competition from the autumn issue of Grapevine.

You'll remember we invited Grapevine readers to invent original captions for the couple sitting at the bar, as above, drinking Cuervo Tequila which is marketed by Grants of St. James's.

We wanted to know what the male character was saying AND what his girlfriend was thinking. We've had some amusing entries, but there's still time to submit more, c/o Post Room, Showerings Ltd., Shepton Mallet, Somerset.



There are 12 tee shirts and 12 miniatures of Cuervo Tequila to be won by the most original 12 entries in the Grapevine Tequila Competition. The closing date has now been extended to January 6, 1981.



Mix 'n' match your drinks this summer

Of course, there are other white spirits. But none with the unique impeccable taste of Cuervo Tequila. Splash out on ice and mix with tonic or orange juice. Or mix 'n' match it anyway you fancy. Whatever your style - you'll enjoy Tequila.



Drink it in your own fashion

Why not throw a cocktail party?



The party season's with us once more, but this year why don't you try something a little different, and throw a cocktail party? Cocktails are all the rage right now, with chic cocktail lounges springing up around the West End. Trouble is, they're expensive and the high prices tend to put people off the idea of drinking cocktails for good. Yet they needn't be pricey and with a little know-how, can be just as easy to serve as any other drink. Here's where Britvic comes in, for they have prepared a super cocktail leaflet, with recipes for 38 different drinks, ranging from the innocuous 'Britvic Pussyfoot' to the aptly titled 'Merry Monster'. Instructions are clear and concise, and the drinks are all photographed, so you can see what they should look like. If you would like a free copy of this leaflet, drop a line to Grapevine, and we'll gladly send you one.

Christmas Word Doodle

Hidden amongst these letters are several elusive words, all with a Christmas flavour to them. See how many you can find. Over twenty and you're doing alright.

Answers in the next issue of Grapevine.

F	T	I	N	S	E	L	X	H	K	C	A	S	Y
E	A	M	O	N	I	B	O	R	M	W	S	E	R
L	T	I	Z	O	E	L	F	I	R	T	E	I	A
U	N	S	R	W	L	P	D	U	S	R	E	P	M
Y	A	T	N	Y	T	I	V	I	T	A	N	E	S
S	S	L	S	A	L	N	V	S	K	H	I	C	H
T	R	E	M	T	U	I	A	Y	C	C	R	N	E
U	S	T	P	T	N	M	G	O	E	A	E	I	P
N	L	O	S	U	T	E	J	H	V	K	G	M	H
T	E	E	A	S	D	P	S	O	T	E	N	W	E
S	I	W	I	G	U	D	B	E	S	S	A	O	R
E	G	R	E	E	D	N	I	E	R	E	T	E	D
H	H	R	E	G	N	A	M	N	V	P	P	I	S
C	R	A	C	K	E	R	S	E	G	O	L	H	T



On the customer's side of the bar for a change was none other than Manuel, the waiter from Fawlty Towers, sampling a glass of Babycham on the Showerings stand at the International Food and Wine Exhibition in Bristol in November.

L.S.A. Travel in conjunction with Prins Ferries offer Allied Breweries staff and their families minitrips and five day trips to Hamburg at special rates

FROM December to March we are offering Allied Breweries staff and their families the opportunity of visiting Hamburg—one of Germany's most exciting and beautiful cities, at special company rates.

The 3 day minitrip is an ideal break during the winter months, giving 2 nights on board the excellent Prins Ferries 'Prinz Hamlet' and a few hours ashore in Hamburg—all the sights including the Reeperbahn are within walking distance of the quay.

The 5 day trip provides 2 nights on board and 2 nights in Hamburg. Its rich cultural life is in full swing during the winter, with theatre, opera, concerts and exhibitions and of course the famous nightlife!

On board the M.S. Prinz Hamlet you can either eat in the elegant restaurant or the cafeteria, drink in the Navigator Bar, dance in the discotheque and even go to the cinema.

Minitrip sailing dates:

Even dates in December, February and March, odd dates in January.
 1st Day: Depart Harwich 12.00
 2nd Day: Arrive Hamburg 09.00
 3rd Day: Depart Hamburg 13.00
 4th Day: Arrive Harwich 08.30
 Price per person £15

(supplement for sailings Thursday to Sunday £3) includes berth in 4-berth cabin and a 1 hour Hamburg harbour sightseeing cruise. Meals on board not included.

Grapevine Crossword

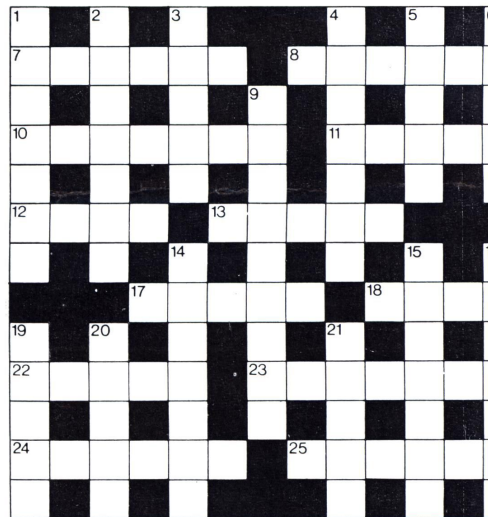
Clues Across

- 7. Cider makers! (6)
- 8. How the sailor felt after too much rum? (6)
- 10. Dry white Burgundy (7)
- 11. Coins (5)
- 12. Exploited (4)
- 13. Drink to (5)
- 17. Does it make gin stronger? No! (5)
- 18. Plunder the wine (4)
- 22. Tippy (5)
- 23. Heinous crime (7)
- 24. Abates (4-2)
- 25. Miss Holliday (6)

Clues Down

- 1. God of wine (7)
- 2. Sprinkled (7)
- 3. Aspic for instance (5)
- 4. Suggest a Bac. (7)
- 5. Representative (5)
- 6. Rubber bands! (5)
- 9. Colleague (9)
- 14. Beer mug (4-3)
- 15. Light wine resembling sherry (7)
- 16. Peeled (7)
- 19. Grin (5)
- 20. Chatter aimlessly (5)
- 21. de Mille (5)

SOLUTION in the next issue



5 day trip departure dates:

15th January, 1981, 12th February, 1981

Timetable:

1st Day: Depart Harwich 12.00
 2nd Day: Arrive Hamburg 09.00
 2 nights accommodation in tourist class hotel (sharing twin bedded room with private facilities), 2 breakfasts, tips and taxes at hotel.
 4th Day: Depart Hamburg 13.00
 5th Day: Arrive Harwich 08.30

Price per person £45 includes berth in 4-berth cabin, 2 nights accommodation in Hamburg (see above). Meals on board not included.

Supplements for superior accommodation (both minitrips and 5 day Hamburg trips):
 For berth in Main deck inside 4-berth cabin £2.40
 For berth in Main deck outside 4-berth cabin £3.20
 For berth in Main deck inside 2-berth cabin £11.60
 For berth in Main deck outside 2-berth cabin £13.80 (all Main deck cabins have private shower and toilet)

For further information on these offers contact:
 L.S.A. WORLD TRAVEL SERVICE LIMITED,
 3 High Street,
 Beckenham,
 Kent BR3 1DR.
 Telephone: 01-650 7173.

An appreciation of Richard Whiteway

IF EVER a man lived life to the full, it was Richard Whiteway, and his only complaint was that there were not more days in every week to enjoy.

His boundless energy carried him through a life of unusual interest and activity. Quite apart from the business to which he was so dedicated, Mr. Richard had a life-long affair with sport. It was said of him "If it is round and you can hit or kick it, or even watch it . . . he's there".

I well remember on one occasion following an International Rugby Match at Twickenham, on his way back to Devon, he stopped at an inn on Salisbury Plain for dinner . . . but

not without first checking to make sure he could see the "highlights" of the Match on BBC2 at the same time.

He had an infectious enthusiasm for everything he tackled—every moment had its use—to catch him between meetings meant, on one occasion, discussing an advertising schedule whilst travelling round the Inner Circle Underground.

To Mr. Richard, catching a train at 5.30 meant just that and not

5.29 . . . even if it involved running down Platform 2 at Paddington, passing baggage through a carriage window as the train accelerated past gesticulating station staff.

Of his many talents, none was more useful than an instant ability to do mental arithmetic—to await his colleagues with their calculators confirm his figures was always a fascinating experience.

As a Captain in The Parachute Regiment, he was dropped on Normandy on the night before D Day—even then he found time to post home a Camembert Cheese from the Bridgehead. It later arrived safely, and as he remarked was left "unopened by censor—they had no doubt about its

contents". Then on to the Rhine crossing with the 6th Airborne Division.

He regarded the Whiteway's family business with the same team spirit as his sporting activities where his loyalty to the side was always so important. The rules and fairness in all his dealings with colleagues and business acquaintances were a characteristic of his lifestyle and often leavened with an impish humour which could help take the stress out of difficult decisions.

To us all who had the good fortune to share a part of his happy and rewarding life, he was a man who really had his priorities right and whom we recall with affection and gratitude.

John Bosch



Remembrance of sunnier days—this picture out of the Whiteways cricketing album shows Richard Whiteway together with the visiting Trinidad and Tobago team in 1977.



Winner of the Hampshire County Pony Ladies Darts Championship was Mrs. Jenny Fenton from Portsmouth and the runner-up Mrs. Kate Higman from Gosport.

A total of 167 contestants competed at the event held at South Parade Pier, Southsea, on November 9.

On the far right is Chris Patten and on the far left John Chilcott, both from Showerings, while standing next to the ladies is Ernie Cummings of the Perseverance Inn, Havant, who is the Chairman of Hampshire County Darts Organisation.

Finals of the Pony Darts Championship will be on May 10, 1981 at Pontins Holiday Village, Bream Sands, Somerset.



ITN's Anna Ford was the compere at the Britvic Brass Band Festival Concert, held in the Opera House, Blackpool on Friday, November 7, as part of National Mining week.

Anna Ford is seen here at rehearsal with the Grimethorpe Colliery Band who next day became the champions

(for the second year running) Britvic Brass Band Contest. Standing behind Anna is Charles . . . Britvic's rep for the Fylde District Carlton Maine Frickley Colliery, also played to a packed house concert and the solo pianist Moura Lympany.

SHOWERINGS ASSIST LOCAL COMMUNITY ORGANISATIONS

MRS. GWENDA MERRIOTT, Babycham brand manager, recently presented cheques to representatives of seven Shepton Mallet cultural and charitable organisations following a request in

Swan for readers to nominate the local charity most deserving support from the £500 proceeds of 'pub games' in the Babycham Pavilion at the Bath and West Show.



Back row, left to right: Mr. Eddie Cheasley, (£50 to buy the Babycham Challenge Cup for the Shepton Mallet Carnival Association); Mrs. Gwenda Merriott; Mr. Roger Male (£50 to the Shepton Mallet Museum); Foreground, left to right: Mrs. Gill Charles (£50 to Hillcroft Kennels); Mrs. Caroline Hayes (£50 to the Centre Light Opera Society); Linda

Nesome (£50 to the Shepton Mallet in Bloom Society); Mrs. Ethel Fowler (£100 to the British Rheumatism and Arthritis Association of which Mrs. Fowler is Chairman); Mrs. Emily Poole (£150 to the City of Wells Friends of the Imperial Cancer Research Fund of which Mrs. Poole is honorary treasurer); and, Miss Gwen Haskins (who also nominated Hillcroft Kennels).

DELEGATES to the Licensed Victuallers National Homes annual convention at Jersey could have been forgiven for getting confused—for everywhere they looked they saw cardboard cut-out photographic representations of their national chairman, Jack Sorrell.

It was the novel scheme promoted by the Coates Gaymers sales team to raise funds for the LVNH by inviting everyone at the convention to guess Jack's weight. The result was a cheque for £500 presented by sales director John Standard at the convention fancy dress ball, which was attended by 1,500 people.



Pictured here at the weigh-in are (left to right): sales representative Gary Hughes, regional sales executive Stan Wheate, Jack Sorrell, John Standard, and sales representative Bob Suddaby.



This is the sixth year that Showerings has sponsored the Coal Queens who are chosen by miners from all over the country.

Seventeen lovely girls representing

different regions in the United Kingdom lined up for Grapevine's photographer when they appeared at the Winter Gardens, Blackpool during the Mining Festival weekend in November.

During Mining weekend, they were also the sparkling star of a Fashion Show in front of an audience at the Opera House, Gardens.

IN MEMORIAM— RICHARD WHITEWAY— CRICKETER

When summer comes to Whimple's Field And Willow the King reigns once again, When bats are oiled, and squares are marked, And skies are scanned for signs of rain; And all the lads in white arrayed, with merry hearts Go out to play the game that England made.

We will remember you. When the toss is lost or won, And the field is set both close and wide, When the keeper crouches behind the stumps, And the batsman glances from side to side; A sudden hush on the field descends, As the bowler launches his first attack, When the ground resounds to the loud 'Owsat?' And the finger points to the long walk back.

We will remember you. When the game is over, and stumps are drawn, Leaving some to sigh, and some to cheer, When the ifs and buts and sad laments, Are drowned in glasses of English Beer; When we recall past battles won, And who did bowl and who did bat, And how we might have lost the game, And Dick did this, and Dick said that.

We will remember you. When darkness falls on Whimple's Field, The last door locked, the last glass drained, The trampled grass whispers to the trees, "He's here again! He's here again!" And the old oak tree, shakes his branches with a sigh, And counting his bruises two by two, Lifts his head to catch the murmur of the breeze, As of a Spirit passing through.

We will remember you. by Jack Webb
Jack is a retired employee of Whiteways who is probably the oldest playing member of Whimple and Whiteways Cricket Club.