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MR. FRANCIS SHOWERING ON U.S.A. TRIP



MR. Francis Showering, chairman of Showerings, Vine Products and Whiteways Ltd., the wine, spirit and soft drinks division of Allied Breweries, paid his first ever visit to the United States in August.

Accompanied by SVPW directors Mr. Peter Edwards (marketing) and Mr. Edward Webb (finance), the declared purpose of the trip was "to seek new product opportunities".

The party visited New York, Hartford, Baltimore and Washington from where they returned in Concord on Saturday August 30th.

While in Baltimore Mr. Showering took time off for a sight seeing trip visiting the USS 'Constellation', the oldest warship in the world still to be afloat. The warship dates back from 1797 and Mr. Showering was obviously impressed: "Now that's the kind of ship I'd like to put in a bottle." was his comment.

Supermarket visits were part of the busy itinerary on Mr. Francis Showering's US trip in August.

Aberdeen, Maryland was the location for this picture with (left to right) Mr. Ted Webb; Mr. Francis Showering; Mr. Ron Levison, President of Showerings Inc; and Mr. John Watkins, Vice-President Marketing of Showerings Inc.

Angela Muir, MW



Membership of the Institute of Masters of Wine is the most sought after qualification in the wine trade.

Angela Muir is now the seventh MW to be employed with Grants of St. James's.

ANGELA Muir, assistant buyer for Grants of St. James's Ltd., has passed the examination for membership of the Institute of Masters of Wine Ltd.—the most sought after qualification in the wine trade. There are currently only 104 Masters of Wine and this year's examination passes will bring the total to 108.

Angela Muir, who is 31, joined Grants of St. James's in July 1978 from John Harvey and Son Ltd. A graduate of Bristol University, Angela has a degree in social sciences. She is the only woman to have won the Vintners' Scholarship, the leading wine trade scholarship awarded by the Vintners Company of the City of London. She was awarded the scholarship in 1977 and spent five months touring the wine growing areas of northern Italy, France and Germany.

Entry to the Institute of Masters of Wine is very rigidly controlled. Before candidates are even eligible to sit for the entry examination they must be over 25 and have worked in the wine trade for not less than five years—three of which must have been spent in the British Isles. The examination is divided into two parts—practical and theoretical—and covers every aspect of wine cultivation, production of wine, wine handling, general regulations affecting selling and marketing in Great Britain as well as the history of the wine trade during the nineteenth and twentieth centuries. Candidates are also required to taste a number of unlabelled wines and comment on their quality (including faulty examples) style, area of production, maturity and grape variety.

Some thirty to forty candidates apply for entry to the Institute every year—with an average pass rate of no more than four a year. Having passed the examination, this year's four successful candidates will not be entitled to call themselves Masters of Wine until they have been admitted to the Institute. Before being enrolled they will be required to sign a 'Declaration of Admission' agreeing to abide by a code of conduct. The code requires all Masters of Wine to conform to a high standard of business ethics in their commercial conduct.

Grants of St. James's has always given very high importance to the Master of Wine qualification and Angela's admission to the Institute will bring the total number of Masters of Wine employed by the Company to seven.

AS BRITISH AS BABYCHAM

is the equipment chosen by Tachograph Services (Shepton Mallet). This and more transport news Page

FUN AND FUND RAISING AT SHOWERINGS WEST COUNTRY GARDEN PARTY



This year's Trade Personality of the Year, Mr. Jack Voss, Teacher Trade Relations Executive, shares drink with Mr. Edward Guinness, President of the Licensed Victuallers National Homes, inside the marquee at Showering's West Country Garden Party.

"Twenty-five years ago I was selling Babycham," says Jack. More pictures of Fun and Fund Raising in the Babycham Gardens on Page 4.

More pictures inside Page

KNOW YOUR DIVISIONAL COMPANIES



British industry could learn some useful lessons from the experience of Allied Breweries, Chairman Keith Showering told the shareholders at the last A.G.M.

"What we have done has been to create a company of very considerable size and with formidable economic and human resources, while actively working to maintain the loyalty of employees and customers to particular companies and brand names," said Mr. Showering.

"The three divisions are working harmoniously and efficiently and we have carried further our policy of developing into smaller trading units with a high degree of local autonomy coupled with strong central financial control."

See centre spread Pages 8 and 9. Know your divisional companies

Pages 8 and 9

THE WORLD WINE FAIR at Bristol

Page 1

Multi-purpose pavilion gets a place on the map

Work has now begun on the Showering Pavilion at the Royal Bath and West Showground. This new multi-purpose pavilion is intended primarily for agricultural use, and together with the new cheese pavilion and demonstration theatre opened by HRH Princess Margaret at this year's show, puts the Royal Bath and West Showground well and truly on the map as the agricultural centre of the South and West.

This third and final phase of the major development plan for the Royal Bath & West Showground at Shepton Mallet got underway with a loan on very favourable terms from Showerings Limited of Shepton Mallet, a cheque for which was handed over by the company's chairman, Mr. Francis Showering, to the Honorary Show Director, Mr. Bill Drewett.

The building, which will be called the Showering Pavilion, will house beef cattle during the main show and will be available for a variety of "out of show" events. It is hoped to have the building available for the 1981 Royal Bath & West Show (3-6 June), and for it to be in full use for the Show Society's new all-breeds dairy show on 22 October 1981. Coupled with other permanent buildings on the showground, it will provide 70,000 square feet of undercover exhibition space which will be available for use throughout the year.

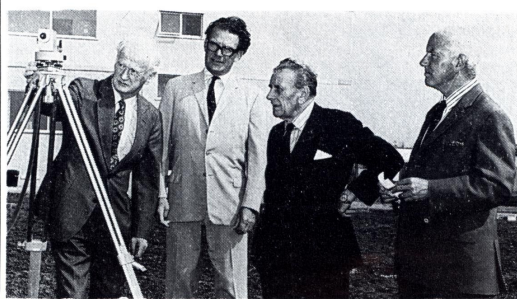
Its arena is some 100' wide x 200' long and can be used for livestock, agricultural and machinery shows, international standard show jumping and indoor sports.

aid the Royal Bath & West Show Society's chief executive, Lt. Col.

James Myatt, "This final phase of our building programme gives us one of the largest undercover exhibition facilities anywhere in the country. As it is designed for agriculture, I have no doubt it will properly earn us the position as the Agricultural Centre of the South and West. We have a good site here at Shepton Mallet, easily accessible, and with plenty of car parking space. By providing the kind of facilities we have, we intend to ensure that the showground is in use the whole year round—not just for four days a year at the main show."

The building contract has been won by the Yeovil based company of F. R. Bartlett Limited, who started work on the building last month. Cluttons of Wells are in charge of the design and construction, as official surveyors to the Show Society.

Mr. Showering is, of course, closely connected with the Royal Bath & West Show Society, as a Council and Executive Committee member. He commented: "The handover of this loan is the culmination of a commitment made some two years ago when it became apparent that this envisaged development was a sound commercial proposition. In the long term, many West Country companies will benefit including our own, with the combined resources of our associated Group companies, we shall be able to cater for most of the food and drink requirements of the site."



Standing on the site of the future Showering Pavilion at the Royal Bath and West Showground are (left to right) Mr. Gordon Glass of Cluttons, the Show Society's official surveyors; Lt. Col. James Myatt, the Show Society's chief executive; Mr. Francis Showering, and Mr. R. W. (Bill) Drewett, Hon. Show Society director.

The development will enable the showground and its facilities to be used all round the year, with Showerings and associated companies able to cater for most of the food and drink requirements.

Teacher's Celebration

WILLIAM Teacher and Sons Limited, the Glasgow Company whose Highland Cream is one of the largest selling Scotch Whiskies in the world, celebrated their 150th anniversary in May.

And to help the company celebrate, about 50 of their agents and their wives flew into Glasgow from many parts of the world, including the United States of America, Canada, Japan, New Zealand, South America, Greece, Sri Lanka, Switzerland, Holland, Germany and France.

They attended a civic reception at Glasgow's magnificent City Chambers followed by dinner hosted by Bailie Jean McFadden, Leader of Glasgow City Council, and attended by other political leaders in Glasgow.

During the day the guests toured Teacher's blending and bottling plant at Craigpark, Springfield.

Teacher's own distilleries at Ardmore and Glendronach in Aberdeenshire. Ardmore was built in 1898 and is now one of the largest and most modern distilleries in Scotland. The company became part of the Allied Breweries Group four years ago, Teacher's having recognised that Allied's management style was similar to their own, and that Allied believes in new members keeping their own individual identity and managements.

The company's 850 employees in

Britain have each been given a crystal goblet engraved with the company's name and crest.



Mr. John J. Blanche, Managing Director of William Teacher & Sons Ltd (left), who has worked for the Allied Group for 20 years, signed a new distribution contract in Miami in June with Bacardi Imports Inc. U.S.A.

Said Mr. William "Bill" Walker (centre), President of Bacardi Imports Inc., "This is a momentous occasion for us and forms part of our policy of further diversification. We shall spare no effort to market 'Teacher's Highland Cream,' both successfully and profitably in the United States."

GREEN DRAGON— biting into the aperitif market as consumers snap it up!



Twenty Green Dragons are being hand-made for the LVA Auxiliaries and will be used in fund-raising for Licensed Victuallers trade charities. Sales of Green Dragon are included in the '5p per extra dozen' scheme by which sales of Babycham will assist a Showerings donation to be shared by

the Licensed Victuallers' National Homes, the Licensed Victuallers' School and the Licensed Victuallers' Convalescent Homes. The scheme is now in its second year. Cheques totalling £21,000 were presented last year.

The launch of Green Dragon last May was a bold move which in convincing terms re-stated Showerings position as king of the 'baby bottle' market.

It is now common knowledge shared by all in the Division (and interested sectors of the drinks trade, too) that the Seagram's product, Crocodillo, entered the arena first by some six weeks, openly declaring that its target adversary was Babycham. This battle cry was given some prominence, naturally enough, in all the trade journals.

That was Seagram's second mistake.

The first, and for them the most serious, was that they chose the wrong competitor. Not only because Showerings—and its chairman in particular—is never likely to leave a challenger to go his own way unheeded, but because they just didn't get their homework right.

At its most basic, there is a world of difference between their product, a sparkling wine aperitif which is openly aimed at young girls (a dubious concept in itself) costing anything from 49p up to 60p per glass in the pub or club and a sparkling pear perry costing an average of 35p which has been enjoyed by a wide spectrum of women over nearly three decades.

There is just no comparison between the two drinks in type, taste, quality or price. At 33p in take-home and 59p in the on-licence setor, Crocodillo is 38% and 59% respectively more expensive than Babycham.

Disregarding Seagram's own statements about what they thought their market would be, the entry of Crocodillo onto the social drinking scene did pose one valid and useful question: was there a gap in the aperitif sector which left room for a new taste?

Asked that very question by the BBC2 'Money Programme' interviewer Valerie Singleton, SVPW chairman Mr. Francis Showering replied, "Perhaps. Ask me in a year's time. But if there is a gap, then we want to be in there, with our product having a major part of it."

That has been the reasoning behind the launch of Showering's Green Dragon. It is a competitive product, now going out to fulfil

any demand there may be—or which may be created by the promotional stirring engendered by recent events.

So what exactly is Green Dragon and how does it rate in this particular arena?

Green Dragon is a lightly sparkling wine aperitif. Like Crocodillo, it is a blend of German and Italian wines, though in taste appeal there is an important difference: Green Dragon is noticeably less dry than its competitor and is thus much more to the palate of most women social drinkers. Those who viewed the 'Money Programme' report will recall that a random taste test was run in Covent Garden with a number of women passers-by. With one accord they rejected Crocodillo in favour of Green Dragon. This test was not an unusual coincidence. A blind tasting which the producer held at the TV studios turned up the same result. Tasting panels, part of the continuous consumer reaction survey being carried out, confirm the findings.

Green Dragon's alcohol content is 9%, by volume, the same as its competitor and fractionally more than Babycham. It is bottled in the standard Babycham 10 cl. green glass bottle—a factor which eases the production operation and is vital in keeping down costs. This in turn has enabled Green Dragon to be sold at 49p in the on-licence and 32p in take-home and still provide a better profit margin for the retailer and licensee than he can get from Crocodillo (even when the consumer price is substantially increased).

The bottle shape chosen by Seagrams for its product has been the subject of considerable attention. Indeed, Seagram's have staked a great deal on it and it could well prove to be their third big mistake. In going out for a shape that is "pretty", or "trendy" or simply eye-catching for other reasons—depending on your age group—Seagrams may succeed in wooing their intended consumer for that first trial, but they have certainly ignored the most basic requirements of the trade, at least so far as on-licence is concerned.

Green Dragon is a returnable bottle. Crocodillo is non-returnable. Green Dragon sits on the cold shelf (or, in its three-bottle link-pack, on the supermarket

shelf taking the minimum of valuable space. At least three Green Dragon bottles can be placed in the space needed by one bottle of the awkwardly shaped Crocodillo.

Two Crocodillo bottles do, however, make a novel pair of candlesticks. But novelty is unlikely to be enough.

Green Dragon was introduced in the Anglia TV region in mid-May, with retail selling starting at the same time as Crocodillo. It was supported by a range of display aids featuring the sophisticated green dragon himself in his white suit and dark glasses—a stylish portrayal which has had an excellent reception. The TV campaign, cinema commercial and use of other regional media were a powerful combination to help convey the message that here was something new and very lively.

Without a gimmicky bottle to catch the eye, Green Dragon began more slowly than its competitor, especially in the take-home trade, but the ground it made has been held; and the gains are mounting. By comparison, it is worth noting that the Seagram's razz-matazz gave Crocodillo a fine start which 'peaked' in its fifth week—and sales have been declining ever since.

In Anglia, all major brewers (except Bass) sell Green Dragon. Or, if you want to take it home, you will find it in Tesco, Civils, Keymarkets, Safeway, the Co-op, Victoria Wine, Unwins and many more.

Having made a satisfactory start in Anglia, Showerings turned next to the Southern TV area. It is worth recording that in the very week in mid-August that Seagrams held a national press conference to announce they were going national (they didn't say when and it turned out to be in October and rather less than national) the Showerings sales force were out on the ground down South selling in Green Dragon. It was useful to have a head start.

The same will occur in other areas. Because Green Dragon is going national (excepting Scotland and Tyne Tees) in mid-November, thereby taking in such territories as Yorkshire and Lancashire not planned to be covered yet by its competitor.

Just how well has Green Dragon performed? According to David Gilchrist, most satisfactorily.

"At the launch, the overall objectives were to secure a profitable stake in the wine aperitif sector and compete directly with Crocodillo. We were looking for both on-licence and off-licence distribution and we had a significantly better margin to offer. Already, in Anglia and Southern areas combined, we have achieved 80% of our retail on-licence distribution target and 120% of our off-licence target.

"At this stage it would be difficult to assess the likely annual volume. The retail distribution is still growing and we have yet to establish any seasonality. But six months data, it looks as there will be a worthwhile margin for Green Dragon."

It remains to be seen whether or not Seagrams can say as much for Crocodillo. While it creates an initial trade interest—and advertising and promotion programmes to the tune of £2 million are claimed to be scheduled to support it nationally—in the end the proof is in the tasting. At least one major group has declined to extend their list. There is certainly no indication Seagrams will let Crocodillo quietly retire, but they could find it tough going (and expensive) to stay in the arena.

It will no doubt be some disappointment to Seagrams who discover that their new product has failed to nibble, alone bite into Babycham's unique position on the market.

Indeed, Babycham sales have actually improved in Anglia since Crocodillo was launched there. It is too early by far to know where, in fact, the sales of Green Dragon and of Crocodillo came from. Perhaps from Mousse de Pomagne.

One thing is certain. Neither the trade buyers nor, it is apparent, the consumer see these new aperitifs as being directly competitive to Babycham.

Perhaps all the banging drums has focused fresh attention on the advantages of a good product in a single-serving bottle. That's always a winning situation for Babycham.



The wide range of display material available to licensees includes showcards, shelf strips, drip mats and posters in green, black and silver, all featuring the Green Dragon personality as a cool character.

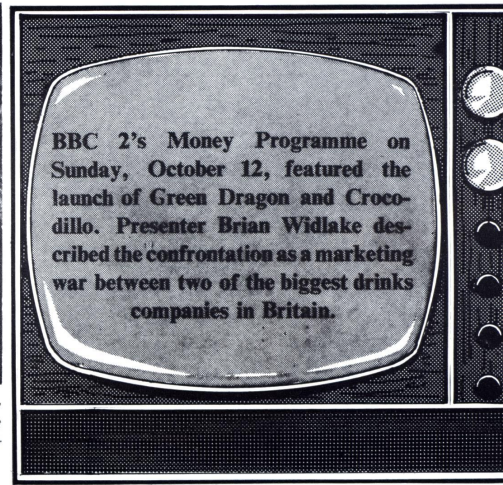


Our cool character has won friends at The Bull, Hatfield, where eighteen year old Gail Southwaite, who serves in this Ind Coope pub's Cavalier Steak Bar, tells us that here Green Dragon is not so much for the jeans

brigade but for those in their twenties "and a bit smarter." Gail likes the drink herself and says: "We have been offering it—successfully—to customers who want a drink of wine."



Interviewer Valerie Singleton and the BBC 2 camera crew spent a whole day filming at Shepton Mallet for the Money programme. In the subsequent interview with Val Singleton, Mr. Francis Showering proved as cool a character as the Green Dragon himself.



BBC 2's Money Programme on Sunday, October 12, featured the launch of Green Dragon and Crocodillo. Presenter Brian Widlake described the confrontation as a marketing war between two of the biggest drinks companies in Britain.



ROAD transport is the lifeline of the SVPW companies as it is to British industry generally. It is also the consumers lifeline, guaranteeing daily supplies of fresh food and drink to our shops and supermarkets.

But nobody loves heavy lorries. Parked in the high street, or grinding along the motorway, they are a perpetual subject of abuse. Nevertheless, as both employees and as members of the public, we rely on them for our daily bread.

Will Armitage come up with some of the answers to the heavy lorry debate?

The Armitage Report, the official inquiry which will determine lorry policy is due to be published on November 21. The report will certainly hit the headlines—the subject is both emotive and controversial. The very title which outlines its brief—The Armitage Inquiry into Lorries, People and the Environment—automatically defines and divides the protagonists before the evidence is even sifted or the report read.

Over 1,000 organisations and individuals have submitted evidence, most of whom belong firmly in either the transport or the environmental camp, not that the interests of these two parties are necessarily opposing or conflicting. Indeed the Freight Transport Association which represents the distribution interests of British trade and industry says very firmly that they hope Sir Arthur Armitage's report will clear up a lot of misapprehension and misunderstanding which needs to be put right.

The lorry v the environment debate has been going on a long time. A report 'Living with the Lorry', published in 1973 and based on work done by the Transport Research Unit at Leicester University made the following comment, which is more than ever pertinent now in the light of Armitage:

"The people of Britain need to be supplied with information which will enable them to choose the mixture of environmental benefits and of 'economic' goods and services which gives them greatest satisfaction. The negative approach of restricting the size of lorries, closing part of the road network to them, and refusing to build new roads will not solve the problem of lorries, or of transport in the environment. More, rather than fewer, resources should be devoted to building better designed and better placed roads, and to producing lorries which fit more happily into the environment."

The Freight Transport Association describe the Armitage report as "pretty leakproof" and won't even hazard a guess as to what its conclusions may be. These are however eagerly awaited because whatever the recommendations, the result is likely to dictate the pattern of road transport over the next decade. The Secretary of State for Transport, Mr. Norman Fowler, has already promised a debate in the House, and this will probably take place before Christmas.

At the same time as the Armitage inquiry there has been increasing pressure from the EEC towards the harmonisation of agreed lorry weights. Britain's current maximum weight of 32 tons is the lowest in Europe and puts the British exporter at a considerable disadvantage abroad against foreign competitors.

But the proposal to open up Britain to foreign juggernauts of up to 44 tonnes could put an intolerable strain on Britain's 155,000 road bridges, according to a recent report

to the Department of Transport by a firm of consulting engineers, a copy of which was also submitted to Armitage. This is the sort of contrasting evidence that has to be assessed and evaluated.

The Freight Transport Association's evidence to Armitage comes out strongly in favour of the heavier lorry and reiterates the arguments put in a previously published document called 'The Case for the Heavier Lorry'.

1. heavier lorries do not mean bigger lorries, but lorries which will be able to carry more payload;
2. substantial economic and fuel savings are potential pluses from properly designed heavier lorries;
3. environmentally the heavier lorry could pave the way for many vehicle design improvements, in particular reduced noise and road damages;
4. there are no grounds for thinking that heavier lorries will not be as safe as existing ones—quite the opposite; and
5. the competitive interface between road and rail need not be affected. There are already well defined markets for both modes efficiently run.

The Freight Transport Association says that the new generation of lorries coming onto our roads today are far better environmentally and safety wise than the vehicles they are replacing. Equally the progress of research and development is such that these beneficial developments will continue. However, despite significant improvements in vehicle design and regulation and the real prospect of more improvements in the future, the Freight Transport Association accepts that environmental consequences and their mitigation is not just a question of technical improvements to the vehicle itself. Lorries will never be completely quiet, smokeless or vibration free. Compromises have to be found.

The Freight Transport Association which has a long record of involvement in the environmental issues associated with lorries has in the past supported proposals to improve standards of noise and smoke emission; has worked closely with local authorities in the development of sensible traffic management schemes; and has been a member of the Lorries and Environment Committee since its inception.

The Freight Transport Association has 15,500 members ranging from small businesses operating only one or two small vans to groups like Allied Breweries with enormous modern transport fleets. The individual companies who form the SVPW Division are members of the Freight Transport Association and Mr. Simon Neale, who is responsible for the transport policy for the Division, is, like everyone else, eagerly awaiting the Armitage Report.

Fitting those Data Disks on the dashboard...

TACHOGRAPH SERVICE (Shepton Mallet) Ltd., a new company formed earlier this year as a subsidiary of Showerings, Vine Products and Whiteways Ltd, had its official opening day on Wednesday, May 14.

Founder directors are Mr. Simon Neale and Mr. Ted Webb, both of whom are also directors of other companies with the SVPW Group.

Located in specially built premises and workshops on the Crowne Industrial Estate, the centre was planned by the SVPW division's own architect and built by Showerings in conjunction with the specified requirements of the new company and was completed in just three months.

Tachograph Services (Shepton Mallet) Ltd., is one of 450 centres around the UK to be approved by the Ministry to calibrate and seal tachograph equipment which is to be compulsory for all vehicles above 3.5 metric tons gross loaded vehicle weight, January 1, 1982 is the official EEC deadline.

The tachograph which fits into the dashboard replacing the existing speedometers contains a disc which automatically records the speed and distance of each journey and the time of rest periods. For many commercial companies operating large fleets, it will greatly facilitate the detailed journey records which now have to be kept on a daily basis by manual means. It is also expected that the tachograph will help determine the cause of accidents in which the vehicle is involved; the vital, data-bearing disc is inside a tough shock resistant housing.

The workshop has three bays, one of 25 metres and two of 17 metres which have inspection pits capable of taking the longest vehicle for full length underneath inspection. There is sophisticated equipment for diagnosing engine performance—the Hartridge Chassis Dynamometer which included power testing and load simulation. Another, the

Hartridge Tachograph Tester, checks calibration. There is also a Smoke-meter which gives a written read-out of smoke levels of the exhaust, believed to be the only equipment of its kind currently working in a retail workshop. New regulations will come into force next year, following EEC rulings to govern exhaust levels.

The centre contains its own specially designed calibration room and walled off work area and to the rear of the workshops is the office and extensive stores area.

The Shepton Mallet Tachograph centre has one of the best workshops in the country and also employs amongst its other staff a female tachograph fitter, Liz Turton. So far, as well as installing tachographs in vehicles belonging to SVPW, the company has amongst its customers Express Dairies, BRS, Geest Industries, Unigate and Blue Circle Cement. Contracts have included fitting vehicles belonging to the Department of the Environment as well as for Bass! The ultimate aim is to extend tachograph facilities to include general maintenance and repairs for all types of vehicles.



S. Neale T. Webb

Simon Neale, Divisional Transport Manager, responsible for getting the lorries on the road, awaits the outcome of the Armitage Inquiry into Lorries, People and the Environment.

He is also a Director of Tachograph Services (Shepton Mallet) Ltd.

Ted Webb, Finance Director, Showerings Limited, and director of SVPW Ltd., is also a director of the newly formed Tachograph Services (Shepton Mallet) Ltd.

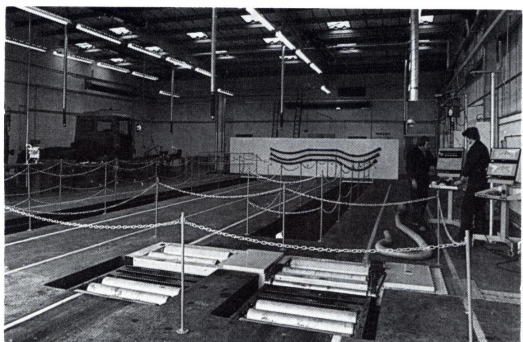


There are three makers of Ministry and EEC approved tachograph equipment. Tachograph Services (Shepton Mallet) has chosen Veeder-Root, the only British make "because it's British." It is approximately the same

height as a bottle of Babycham. As well as installing tachograph vehicles belonging to the Division, customers also include Expresses, BRS, Geest Industries and Circle Cement.

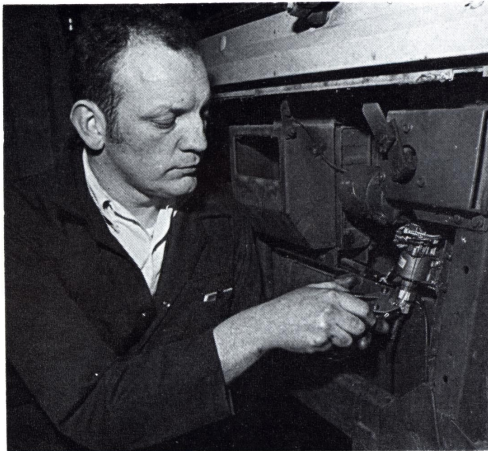


Liz Turton always wanted to work with trucks and wouldn't dream of going back to cars. She took a Government TOPS course in mechanical engineering and is believed to be the only female tachograph fitter in the U.K. so far.



The Shepton Mallet centre is considered one of the best of the 450 Tachograph workshops in the country. Planned by the SVPW Division's own architect and built by Showerings, the workshop was completed within three months. As well as the Hartridge Chassis Dynamometer for power testing and load simulation,

and the Hartridge Tachograph Tester for checking calibration, there is also a Smoke-meter, giving a written read-out of smoke levels from the exhaust. This equipment is so far the only one of its kind in a retail workshop in this country and is in anticipation of new EEC regulations governing exhaust levels.



Chargehand Ken Phipps fits a drive cable to one of Showerings' vehicle



Pictured in front of one of Showerings vehicles are (left to right) David Giles, Veeder-Root's technical manager; Rob Carter, Tachograph station manager; David Warden, publicity manager for Veeder-Root and Rodney Neale, transport engineer.



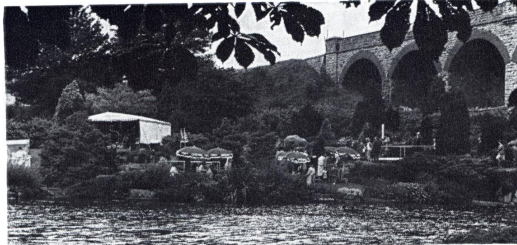
Liz Turton in the Installation room testing the accuracy of the head has to be within 2% of the speed range.

FUN AND FUND RAISING IN THE BABYCHAM GARDENS



The opening speeches took place in front of the bandstand where Mr. Edward Guinness, President of the Licensed Victuallers Homes, commented on Showering's tremendous record in supporting trade charities.

The three lady guests with baskets of flowers presented by Mr. Francis Showering were (left to right) Mrs. Eileen Poulton, Chairman LVNH Ladies' Central Council; Mrs. Jack Sorrell, and Mrs. Edward Guinness.



The weather on the afternoon of the Showerings West Country Garden Party was somewhat cloudy and windy as can be seen from the ripples on the lake. BUT—there wasn't a single drop of rain to dampen anyone's spirits.

"WE ARE set for a great occasion" said Mr. Edward Guinness, President of the Licensed Victuallers National Homes, in the opening speeches of Showering's West Country Garden Party held at Shepton Mallet on Wednesday, September 10. And a great occasion it turned out to be raising a grand total of £6,000 for the trade charity.

This was the second Showering's Garden Party to be held in what must surely be the most perfect landscaped setting for any English garden party. Perfect the weather was not, being cold and windy, but it was still a considerable improvement on the previous occasion in 1978. Mr. Francis Showering in his opening welcome to guests referred to the atrocious weather on that occasion. He apologised for his unfortunate surname, an apology which fortunately turned out to be unnecessary as there was not a single spot of rain during the whole afternoon in spite of ominous looking dark clouds blowing over.

The opening speeches were made in front of the bandstand where the Western Band of the Royal Air Force played for the enjoyment of guests during the afternoon.

Mr. Showering welcomed the many distinguished guests and prominent trade personalities who had come to support Mr. Jack Sorrell, chairman of the Licensed Victuallers National Homes. In particular he welcomed their president Mr. Edward Guinness and Mrs. Guinness; Mrs. Eileen Poulton, chairman of the Ladies Central Council; Mr. Charles Norris, governor of the Licensed Victuallers School and Mrs. Peggy Rayner, chairman of the Ladies School Committee; Mrs. Grace Burton, vice-president of the Trade Convalescent Homes; Mr. Michael Whitbread, president elect, and many of the Board members who had travelled from all parts of the country. He also thanked the many members of the various Ladies Auxiliaries who were running stalls at the garden party and the trade companies for their tremendous support.

Mr. Showering then spoke on current developments in the homes including the completed extension to the nursing home at Denham giving 17 additional rooms, the kitchen/laundry extension to the day room, and the new building work already started to extend the office/social centre.

The first Welsh home, on the Edinburgh Estate, would be opened on September 17. Developments in the West Country

were making good progress with 22 homes to be occupied this autumn in Torbay.

A completely new LVNH estate in Scotland, the Arthur Bell estate, on a beautiful site at Pitlochry near the Bell's Distillery should be ready by spring 1981.

Mr. Showering said it was their proud boast that no trade charity ever left Shepton Mallet empty handed. The cheque presentation which followed included £500 to Mr. Jack Sorrell for the Ambulift at the nursing home; £500 to Mr. Charles Norris, governor of the Licensed Victuallers School and £250 to Mrs. Grace Burton for the convalescent homes. In addition Mr. Showering told the guests that a number of soft toy Green dragons had been made, illustrating Showering's new product, and half a dozen of these would be given to each of the trade charities for Christmas raffles. The regional committee raising the largest amount, irrespective of the charity, would receive a further £100.

Over in the big rainproof and draughtproof marquee were raffles and draws galore run both by the individual companies in the division as well as by the various Ladies Auxiliaries. The 12 ladies from Bournemouth & District were raffling Capodimonte figures together with toy pandas, while the nine members from North Dorset and Blandford Ladies Auxiliary had brought along 98 teddy bears. Torquay Ladies Auxiliary were selling sticks of pink rock, specially made for them by the Blackpool Rock Company, with the lettering LVNH running through the centre. Astrologer Leon Petulengro who took time off in between his sessions on the Babycham stand to chat to Ladies Auxiliary members on their stands admitted he had bought three sticks of rock to take home to his dog. For the rest of the time however, Leon Petulengro was surrounded by a spellbound audience eager for his fortune predictions for particular zodiac signs.

So, in spite of gloomy prediction for the afternoon by way of a bad weather forecast, everyone had a wonderful time enjoying the tastings, dancing to the Dry Cane steel band or just looking at the work of local craftspeople.

As Mr. Jack Sorrell said in his thank-you speech to Mr. Francis Showering, it was a unique opportunity to come and have some fun and to do some fundraising in lovely surroundings.

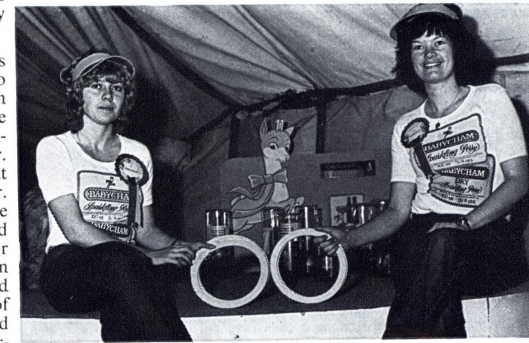


Mrs. Gwenda Merriott, Babycham brand manager, was kept busy mixing cocktails while Romany astrologer Leon Petulengro predicted fortunes for every sign in the zodiac.



Blue carnation buttonholes, a familiar tradition on any Showering's occasion, were sold by flower sellers throughout the afternoon of the garden party. Mrs. Betty Bleathen, past Chairman of the National Committee of the Licensed Victuallers Schools, pins a

flower to Mrs. Joyce Smith, Chairman of Malvern Link Ladies Auxiliary. The accompanying flower seller is Mrs. Kath Banes, Treasurer of Basingstoke Ladies Auxiliary whose members were the flower sellers.



Babycham girls on the Hoopla stand were (left) Tanya Weeks and (right) Sue Chant from Showerings' Sales Department.



Free tastings of apricot, peach, parsnip or ginger wines were just some of the choices being offered on the

Whiteways stand by Andrew Gibson, Lyn Carder, Peter Bray-Warner and Angela Grant.



It was a case of "Hold that tiger" for Mr. Jack Sorrell, chairman of the LVNH Homes when he visited the Coates Gaymer stand along with the official party.

Ceta, a 14 weeks old tiger cub from Longleat, has since appeared on BBC

television in the Blue Peter programme. On the day of the garden party she posed for photographs as the star celebrity on the Coates Gaymer stand where, behind Jack Sorrell, is Jon Standard, Managing Director of Coates Gaymer Ltd.



Astrologer Leon Petulengro took time off from his fortune predicting on the Babycham stand in order to join the Ladies Auxiliary members from Portsmouth and District who

were raffling the bicycle shown in the picture. Second prize was the teddy bear. Their Chairlady (next to Leon) is June Loosley and Jack Cartledge (far left) is their President.



Jonathon Greenyer, marketing planning manager for Grants of St. James pours a glass of Goldener Oktober for Mr. Jack Sorrell and Mr. Francis Showering.

VINE PRODUCTS CELEBRATE

Three Quarters of a Century with Three Barrels Brandy

THE growth of grape brandy as a product category over the past decade has been one of the most dramatic witnessed by the drinks trade for many years.

We reproduce here a summary and extracts of the information recently presented first at a Vine Products sales conference marking the company's 75th year and, later, at a press briefing by Andy Bryce, Product Group Manager of Vine Products Limited, United Kingdom Agents for Three Barrels Brandy.

"The success of the grape brandy market as a whole during the nineteen seventies has been outstanding. In the spirits market its growth rate has been second only to Vodka.

Not many cases of grape brandy were sold in the U.K. before 1968 and Cognac therefore had a very strong hold on the market at that time.

All that changed during the seventies and the product category—grape brandy—became of age.



Three Barrels brandy with its new green, gold and black label design is available in 68 cl. bottles, 32 cl. flasks, 16 cl. travellers flasks, 8 cl. pocket flasks and 5 cl. miniatures. The new gift carton shown above is geared towards Christmas present givers.

How did this come about

Firstly, the high price of Cognacs made them too expensive for the average consumer, and there is every indication that this will continue.

Grape Brandy in the early seventies became accepted as a good quality product at an affordable price, and many new consumers were introduced to brandy drinking because they could now afford it.

The major retailers supported grape brandy from the start and advertising was undertaken to inform consumers that they could buy brandy at a good price. Three Barrels was the main brand, if not the only brand, advertised in the early seventies, and that is one reason why we have such a large brand leadership now.

And all this led to a situation whereby the position in 1968 of grape brandy having only a 15% share of the off licence market as opposed to Cognac's 85%, was reversed by the end of 1979 to a position where Grape Brandy outsold Cognac for the first time 51% to 49%.

There is little doubt that this trend will continue. Cognac prices will rise further next year—towards the £9 a bottle mark. Our repackaging of Three Barrels in August couldn't have been planned for a better time, to catch those Cognac drinkers who can't afford such high prices, but still demand a quality product in a presentation that they can be confident to offer to guests.

Our previous pack design had done a marvellous job. It had been a very successful pack and given a massive brand leadership in the grape brandy market, but, times had changed and consumers had altered their perception of what a bottle of brandy should look

like. Research told us it was time to change, and research also told us that what we were recommending was just what the doctor ordered.

The new pack has all the attributes that consumers require of a bottle of brandy, portraying the imagery of brandy as:

- * A Quality Product, French
- * Luxurious, smooth, warming, strong, full strength, old, traditional
- * Suitable for after dinner drinking and, very importantly, impressive to guests.

And, to aid the quality image further, we introduced the Three Barrels gift carton for the first time this year, so as to win a share of the lucrative Christmas gift market.

Distribution

So, we've improved the quality appeal of the brand, but for what other reason did we produce a new presentation?

As far as retail distribution of the brand was concerned, we needed to make a major breakthrough. Within weeks of launching our new pack we were successful with Asda and Fine Fare, major accounts that we had been trying to crack for a long time.

The positive reaction of these major retailers confirmed to us that we had a success story on our hands. So our reasoning behind relaunching the brand was apparent. We needed to produce a presentation that would help achieve the distribution objectives—and that's happening.

We needed to improve the brand's image and acceptability

to the consumer—we've done that and most importantly we needed to move away from the cheaper brands and position ourselves on a quality platform—and we've done that.

Advertising

You will have noticed that when our trade advertising campaign broke announcing the new pack we allowed the trade to compare the old pack against the new pack. One reason for this was so that they would fully comprehend that the new pack was the old Three Barrels repackaged. We believe that, because the new presentation is quality based, there is the possibility that it could have been perceived by the trade as a V.S.O.P. Three Barrels, or a Five Star Three Barrels. We did not want them to be of that opinion—our message is that, whilst the packaging has been changed for the better, the brandy has remained the same, it was the only part we couldn't improve.

The advertisement also informs the trade of our heavy investment in consumer advertising, which has all but doubled this year.

We're continuing with the smuggling theme in our two consumer advertisements this year, thereby allowing the quality connotations of smuggling to reflect favourably upon our brand. That is, if it's worth taking the trouble to smuggle it, it must be good.

The very heavy advertising campaign planned is one which I feel sure will achieve a high level of recall amongst brandy drinkers and therefore create the desired results.

MAJORCA GRAPEVINE TRAVEL OFFER

LSA Travel (Part of the Allied Breweries Group) have arranged two departures to Majorca for employees and their families.

WE HAVE chosen the Playa de Palma area to offer two Winter Breaks in February and March. Ca'n Pastilla, 5 miles east of Palma, offers a wide choice of day and night pleasures; horse riding, waterskiing, boating, swimming or lazing on the long sandy beach. (The temperature in February/March is usually 60/65°F). This is also an ideal centre for excursions and the local bus into Palma takes only 20 minutes.

Accommodation will be at the Three Star Hotel "Linda" about 400 yards from the beach and near to the shops and entertainments of the resort of Ca'n Pastilla. In the hotel's spacious lounge there is dancing to a group twice weekly and a disco on other nights.

All our rooms have private bath, w.c. and terrace. The hotel arranges games and has its own crazy golf course, swimming pool and tennis court.

Tour price is fully inclusive and is guaranteed against any surcharges.

The cost includes:—

- ★ Return travel by jet aircraft from London (Gatwick) to Palma.
- ★ Accommodation at Hotel Linda with full board.
- ★ Transfer from Palma Airport to the Hotel and return.
- ★ Services of Local Representative
- ★ All Airport Taxes and Security Charges.
- ★ Comprehensive Travel Insurance.

Departure Dates and Prices:—

1st February 1981 returning 8th February 1981. £110.00 (Sharing Twin) per person.

1st March 1981 returning 8th March 1981. £130.00 (Sharing Twin) per person. (Single room supplement on request.)

For further information regarding these holidays please contact LSA World Travel Service Limited, 3 High Street, Beckenham, Kent BR3 1DR. Telephone 01-650 7171.

(These holidays are operated in conjunction with Carousel Holidays Ltd whose terms of business and conditions of booking apply.)

Achievements

So there's little doubt that Three Barrels has everything going for it.

We've already made major distribution gains.

We've improved the brand's acceptability to the consumer

We've moved away from the cheaper brands; and

We've doubled the advertising spend at a time when Cognac is becoming even more expensive.

The 75th year of Vine Products has therefore proved to be important for one of the Company's leading brands, Three Barrels Brandy.

The fourth quarter of our century should prove to be very interesting indeed."

The Spirits Market in the 1970s
Growth Rates : Indexed on 1971

	1971	1979
Vodka	100	399
Grape Brandy	100	356
Liqueurs	100	217
Whisky	100	183
Rum	100	172
Gin	100	163
Cognac	100	123
Total Spirits Market	100	190

Source: Customs Clearances

The creation of a Product Category
Grape Brandy 1969-1979

	Sales ('000 cases)
1969	135
1971	240
1973	540
1975	600
1977	625
1979	855

Source: Customs Clearances and Import Figures

The Growth of Grape Brandy in Off-Licences

	Cognac	Grape Brandy	U.K. Im-Import Figures
1968	85%	15%	STATS MR
1975	56%	44%	
1977	53%	47%	
1979	49%	51%	

Weekenders

THIS autumn, with short breaks in mind, Embassy Holidays have produced an attractive "Hushaway Guide" to England, Wales. The guide has photographs and details of local beauty spots as well as information about week breaks in 50 hotels.

Hushaway hotels all vary in character. There are old and furnished inns such as the Peas Hotel, Rowsley, in the Derbyshire Peaks. There are coastal cliff hotels, such as the Osborne Hotel, Swansea. There are Capital Hotels from £29.00 in top quality properties such as the newly re-opened Empire House Hotel in Kensington, near the Albert Hall and the music and dance to Kensington and Knightsbridge for Christmas shopping.

For those who like a little entertainment there are also away Theatre Weekends, with tickets to a local theatre or club provided in the full weekend price.

Hushaway weekends are not via travel agents, brochures, booking information can be obtained direct by calling 01-584 8222 or writing to Embassy Hotels, Queen's Gate, London SW7 5JL.

The Hushaway programme runs from 10th October, 1980 until April, 1981.

PRINCE PHILIP

accepts Babycham cheque for LV HOMES



Showering's chief executive trade relations, Mr. Harry Tavener, presented HRH The Duke of Edinburgh with a £250 cheque for the Licensed Victuallers National Homes on the occasion of the Change of Keys ceremony. This took place at London's

Connaught Rooms earlier this year. The Duke of Edinburgh, who twice before been a president of LVNH, was guest of honour at a function attended by over 800 licensed and members of the licensed from all over Great Britain.

Babycham title in the bag for South Wales Coal Queen



Two dozen bottles of Babycham, a Babycham bag of goodies plus £100 from the Trustee Savings Bank were amongst the prizes presented by Babycham brand manager Gwenda Merriott to the South Wales Coal Queen, 24 year old Carole Boulton, at the regional finals in June. Coming a close second in the regional contest was Carole's 20 year old younger sister Julie (far right) who manages a boutique. Third

runner up was 18 year old Jacqui Hensley from Ammanford.

Carole, the South Wales Queen, who is a part time nurse, becomes one of 17 regional final winners who will compete in the Babycham Coal Queen of Great Britain Competition in Blackpool in November. This is a highlight of the Mining Week attended by thousands of workers and their families.

The fascinating story of CRABBS PARK

now the Winery of Whiteways of Whimple



Crabbs Park House, which was originally built in about 1750.

FOR almost 50 years grape juice has been coming down the narrow lane to Crabbs Park Winery to be fermented into wine in the old oak vats.

The Winery is set upon the slopes of Clennon Valley and few of the local people realise what is going on. They still refer to it as the "zyder works" which indeed it was before being taken over by Whiteways for conversion into a modern winery complex. The lush green slopes of the valley in which the Winery nestles have contrasted with the blue of the sea for a thousand years but the developers have now ripped out the old stone hedges, uprooted the trees and scored the turf to make way for houses and bungalows. Such is the way of progress and, of necessity, people must be housed.

Crabbs Park was part of the Manor of Paignton held by the first Bishop of Exeter, Leofric, in the time of Edward the Confessor. The Norman victory at Hastings brought William in 1068 to the gates of Exeter, and Leofric, who submitted to the demands of the Conqueror, was left undisturbed to be succeeded in 1072 by Bishop Osbern, a member of the Norman nobility who is recorded in the Domesday Book as holding the "Manor of Paintone".

The Parish Church was re-

built upon the foundations of an old Saxon Church by about 1180 and the old Manor House was replaced by a commodious Bishop's Palace of which the curtain walls and watch tower still exist.

From this time until the Reformation the Bishops of Exeter spent considerable periods of their time at their Seaside Manor, usually entertaining guests who were often holders of high offices of State.

There was a well stocked deer park, a weekly market and important craft workshops in the village.

One penny payment

In 1284 a grant of house and land was made to Roger de Ropeforde for an annual payment of one penny at Easter in consideration of which he was to make bells for the Cathedral of Exeter and to keep the organ and "horologue" in repair. His bell foundry at Paignton was an important industry and is the earliest one recorded in the country. Crabbs Park was an outlying Barton, or fortified farmstead, of the Manor standing just off the track from Exeter to Dartmouth (now the Ring Road). Chaucer came this way in 1273 when he visited Dartmouth. At the end of the 12th century the Crusaders, who joined their ships at

leading to the farm where the Bishop's hospitality was undoubtedly available. Who knows how often a knight and his band of followers spent their last evening in England under its thatch before embarking for the Holy Land? In 1946 the road was declared a "New Street" by the Local Authority despite derisive correspondence from local historians that it had been there since Saxon times.

The Dissolution brought the transfer of the Manor from the Church to the King and in 1549 Edward VI granted it to Thomas Speke, Knight, and he was probably out of favour with Queen Mary I who in 1557 transferred it by Royal



The medieval chapel ruin at Crabbs Park.

Requisition to the Earl of Pembroke, a brother-in-law of Catherine Parr. From the records he supported whichever party was in power.

Winner Street

Paignton at this time was a typical Devon village—a cross-roads with the Church and the Palace being the focal point with houses clustered around them. The Earl, requiring to know what exactly his Manor consisted of, and more likely what it meant to him in revenue, instituted a survey. The Pembroke Survey of 1567 contains a map and detailed information of all aspects of the village. The main western approach linking Paignton with the Dartmouth highway is now known as Winner Street, but in the Survey it is written Wynerde Street. It was the street through the vineyard, so we find that wine making is not a new industry in Paignton. Sacramental wine was essential to the rites of the Church and undoubtedly the Bishops ensured their own supply by establishing their own business. The Winery was a part of the monastic establishment attached to the Palace and the southern slopes of the present Winner Hill were planted with vines to supply the grapes for the Bishop's wine presses. Even today there are ancient vine stocks in the grounds of the old houses behind the modern shops of Winner Street which may be the remains of these medieval vineyards. It is also suggested that the famous Ditcham plum trees, established for centuries on the nearby banks of the River Dart, also a part of the Manor, were first introduced to provide a substitute for wine making should

the grape crop be unsuccessful.

Crabbs Park was probably detached as a separate estate during the 17th century and eventually became the home of the Hunt family who were important yeoman farmers in the area. Philip, the fourth Earl of Pembroke, sold what remained of the Manor to Sir Henry Cary of Cockington in 1644 and the sale did not appear to include the areas to the south where tenure was held by Copy of the Courtroll. The proof of descent of these yeoman farmers, whereby they held their tenure, was recorded on the rolls of the Manor Courts and these entries were all they had to show for their estates. A copy of the entry was regarded as proof and their tenure was a copyhold.

Crabbs Park House

In about 1750 the present Crabbs Park House was built. It is a typical Georgian farmhouse with a square pillared porch and symmetrical multipaned sash windows. A wooden three flight staircase led to the upper rooms and the ceilings were ornamented with acanthus and circular rose pattern mouldings. At the back were stables, sties and barns surrounding a yard, and a walled garden caught the warmth of the sun throughout the year. The limestone of which all of it was built was taken from the quarry across the valley where there is also an old kiln for burning the stone to provide mortar and burnt lime for the meadows in the valley.

A row of old yew trees, estimated to be at least 400 years old, and the remains of a medieval ruin which may have been a chapel prove that the site was occupied many

years before the present house was built.

In 1805 Nicholas Hunt probably decided that the cyder made for consumption on the farm was good enough to see and the business of N. J. Hunt, Cyder Makers, Crabbs Park, Paignton, was established.

Licences

Nicholas was active in local affairs taking a lively interest in the Parish Council. Also, he built a number of gracious houses on the outskirts of the town, and White House, now demolished but its name perpetuated by Whitestone Road, was erected by Nicholas in 1822 with the white limestone from his quarry. It was originally known as Whitestone House. The cyder business was flourishing. He was continually purchasing cottages in the surrounding hamlets and obtaining licences for them to sell his cyder and beer which led to his purchase of Lakemans Maltings and Brewery at Brixham. The acquisition of this old established business put him in a very strong position to dominate the trade in the South Devon area, and later, the thatched barn opposite the house was reroofed and converted to a cyder bottling department.

Much of the movement of goods was at that time done by sea and Paignton was developing a thriving coast-wise traffic in coal, grain and probably cyder apples. The natural harbour was small and inconvenient for anything much larger than a fishing boat or Brixham trawler, so in 1835 the Hunt decided to do something about it.

Continued on Page 6



Crabbs Park Winery.

Wine—No longer a male preserve



GRANTS of St. James's, through its prestige Burgundy fine wine agency of Maison Louis Jadot, is again sponsoring the Sommelier of the Year contest. The promotion is designed to encourage interest and enthusiasm for wine in the hotel and restaurant trade, and is open to all waiters and waitresses whose work entails the service of wine. The contest is organised in conjunction with the Guild of Sommeliers and is

now in its second year. Miss June Gagg, winner of the 1979 title launched the 1980 contest in the Grants of St. James's cellars in London. Miss Gagg is head sommeliere at the Bonne Auberge in Stockport and travelled to London specially to collect a new certificate: not expecting a lady winner the organisers had embarrassingly made out the certificate for a male winner! It was presented to her by Tony

Nutt, managing director of St. James's.

June Gagg won her title in a hotly contested "Mastermind" quiz based entirely on wine. Having chosen the wines of South Africa as her special subject, June obtained 23 points out of a possible 25, giving her a four point half-way lead over her closest rival, Pietro Guglieri of L'Horizon restaurant, Jersey. The second part of the quiz revolved around wine general knowledge, and June managed to maintain her lead, beating Pietro by a clear two points.

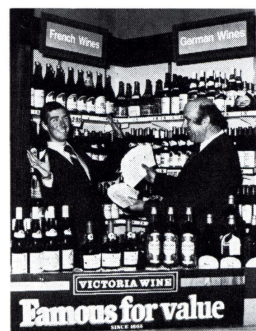
Wine was not June Gagg's first choice as a career. She qualified as a Chartered Librarian, and later worked in the theatre. It was in 1976 that June first entered the catering field when she joined the staff at Hillfield Hall, Solihull, as a barmaid. A vacancy occurred for a cellarman and June applied, and was accepted for the job. From there she graduated to the Alma Lodge first as a chef de range and later as head wine waiter.

The role of the Sommelier today is a demanding one. With the ever increasing popularity of wine, customers expect the wine waiter not only to know the wines on the restaurant list, but also to be able to help them in their choice.

£1,000 vouchers from Vic. Wine for quiz winner

HOWARD ELLIS of Blackpool won £1,000 worth of wines and spirits in the Victoria Wine Christmas leaflet competition. It took four judges several hours to sift through the seven and a half thousand entries received from customers all over the country.

Howard, a local Government officer, was presented with £1,000 worth of Victoria Wine gift tokens in the Dickson Road (Blackpool) branch of Victoria Wine.



A delighted Howard Ellis (left) receives his prize of £1,000 worth of Victoria Wine gift tokens from Derek Wigglesworth, Victoria Wine Area Manager.

In addition to answering a quiz, contestants were required to complete a slogan about their local Victoria Wine shop and Howard's slogan—"Service is fast. Savings vast. Value-wise, it's unsurpassed"—was a winner.

GRAPEVINE WINNERS

The five winners of our Christmas Crossword were:

Mr. A. Collyer, Grants of St. James's Ltd.
Mr. P. C. Trevatt, Accounts Department, John Harvey & Sons Ltd.
Mr. G. T. Coles, Babycham Plant Maintenance, Showerings Ltd.
Miss S. Bennett, File Control, Grants of St. James's Ltd.
Mr. T. R. Batson, Vine Production Ltd.

Each was sent a Babycham "Disc And After" double album.

Solutions:

Across: 2 and 5 down, The Fir Noel; 5, Fling; 7, Cry; 8, Thaw; 10, Soma; 12, Trade; 16, Bridge; 17, Lairs; 19, Opinion; 20, Jingle; 21, Mellow; 22, Yule; 23, Swart; 24, Ate; 26, Sag; 27, Keg. Down: 1, Christmas Spirit; 3, Ally; 4, Inch; 6, Grapevine; 7, Carving; 9, Wassail; 11, Shrine; 13, Carols; 14, Sloe; 15, Slim; 16, Boil; 17, Snow; 24, Ask; 25, Egg.

Holiday Offer

The lucky draw won holidays from Ladbrokes for Mr. E. W. Wille of Chelmsford, Mrs. A. L. Sweeting of Highgate, London N6, and Mrs. J. K. Price of Bristol.

YOUNG CONCERT PIANISTS HELPED BY HARVEYS

HARVEYS of Bristol are once again sponsoring The Leeds International Pianoforte Competition which will take place from September 7-19 next year. This is the second time that Harveys have been involved in the event and their sponsorship this time is considerably more than in 1978.

The Leeds International Pianoforte Competition, held every three years, is generally recognised as the most prestigious piano competition in the world. It was founded in 1963 by Fanny Waterman, a piano teacher of international repute, together with Marion Thorpe who is Vice-Chairman to the competition committee.

A Steinway Grand Piano, currently worth over £8,500 will be awarded to the first prize winner, who will also receive the Princess Mary Gold Medal. The piano is presented with assistance from the

Friends of the Leeds International Pianoforte Competition.

Over one hundred national and international engagements worth approximately £50,000 will be offered to the 1981 prize winners, in addition to twenty prizes totalling £5,750.

The competition is open to professional pianists of all nationalities who were born on or after September 1951. Past first prize winners include Michael Roll (Great Britain), Rafael Orozco (Spain), Radu Lupu (Romania), Murray Perahia (U.S.A.), Dmitri Alexeev (U.S.S.R.) and Michel Dal-

berto (France).

The Leeds International Pianoforte Competition which forms part of Harvey's Arts Sponsorship Programme along with support of classical and contemporary concerts has an international jury whose chairman is the Rt. Hon Lord Boyle of Handsworth. Other members of the judging panel are concert pianists from all over the world including: Dimitri Bashkirov, Maria Leveque de Freitas Branco, Rudolf Fischer, Leon Fleisher, Claude Frank, Orazio Frugoni, Hans Graf, Hephzibah Menuhin, Nina Milkina, Rafael Orozco, Victoria Postnikova, Bela Siki, Hugo Steurer, Rosalyn Tureck, Arie Vardi, Fanny Waterman and Wiktor Weinbaum.



Bristol No. 1 with Norway

Harvey's Bristol Cream recently became the largest selling imported brand in Norway. Seen here are Peter Cobb (right) and Per Ring (left), Harveys' export sales manager presenting coronation magnum to Engestad (centre), of the Oslo-based Engestad Organisation, Harveys' sales agent in Norway.

These coronation magnums first bottled in the same year as 1953 were bottled in the same year that the Engestad Organisation acted for Harveys in Norway.

Mayor visits Vine Products



One of the last mayoral engagements before completing their year of office took Councillor and Mrs. Wilson Barter, former Worshipful Mayor and Mayoress of the Royal Borough of Kingston upon Thames, on a visit to Vine Products Limited.

What at first sight looks like Mrs. Barter magicking the mayoral chains out of a bottle turned out in fact to be a demonstration of the stainless steel dipper used for grape juice sampling supervised by Mr. Alf Saunders.

Continued from Page 6

CRABBS PARK

Paignton Harbour Act
Nicholas Prout Hunt, Thomas his brother, Richard a younger son, and the two Jacksons, John and Thomas, his kinsmen from Stoke Gabriel, sponsored a Bill to Parliament which enabled the harbour to be extended and improved. It was the Paignton Harbour Act 1837, the first Act of the reign of Queen Victoria. In 1863 Richard Hunt sold a cyder orchard behind the "Town Lake" or mill pond

in Paignton to the local Board to enable them to improve the sewage system which then drained into the mill pond. Later the pond was filled in and converted into the town yard where carts and waggons could be parked. A Nicholas Hunt, Richard's son, was elected to the local Board of Health in 1873 and was one of the members of the Paignton Urban District Council formed in 1895.

Paignton churchyard is the

resting place of many Hunts, a number bearing the family name Nicholas. It was the last of these who sold the family business to Messrs. H. & G. Simonds Ltd., the well-known west country brewers in the early 1930's. He never married so had no sons to carry on, but Hunts from the Colonies and Dominions still come to Crabbs Park to see the place their ancestors have talked of and where they grew up.

It was the intention of Messrs. H. & G. Simonds Ltd. to continue to produce cyder at Crabbs Park to supply their many houses in the west country, retaining the brand name,

PRIZE COOK

LYNNE TAYLOR, a student at the Tante Marie School of Cookery in Woking, was the first prizewinner in the Sambuca Romana Cooking Competition organised by Grants of St. James's.

Contestants were asked to create a new dish, either savoury or sweet, using Sambuca Romana, the liquorice fennel flavoured liqueur from Italy, in the recipe.

Lynne created a delicious lamb dish which she called Abbachio Alla Romana, and the extra fennel which she added to her recipe gave the dish a distinctive flavour which earned her top marks from the three judges, Gordon Bucklitsch from the Guild of Sommeliers, Shiela Stone from Sambuca Romana and Sue Boskovic from Grants of St. James's.

Alistair McArthur, Marketing Director of Grants of St. James's said they were enormously impressed with the high standard of entries to the competition, and were looking forward to making it an annual event based on other products in their portfolio.

All three judges commented that Lynne had shown exceptional imagination and originality in the use of the liqueur which is particularly suitable in cookery for use in spectacular flambe dishes.

The traditional Italian way of serving Sambuca Romana is with roasted coffee beans floating on top and set alight. However the younger age group in the U.K. which is re-awakening the liqueur market finds it an interesting flavour to use as a base for long drinks or

cocktails, in a milk shake, with fruit juice or with coffee.

Grants of St. James's has recently taken over the agency for Sambuca Romana, originally held by Grants Wine and Spirit Merchants, the wholesaling company, and this change in agency arrangements is an indication of the growing importance of the liqueur in the U.K. market.

Lynne's Winning Recipe

- ABBACHIO ALLA ROMANA
- 2 lb lean lamb shoulder, boned and cubed
 - 2 tablespoons olive oil
 - 2 oz butter
 - 2-3 anchovy fillets, chopped
 - 1 clove garlic
 - 1 tablespoon chopped fennel
 - 2 tablespoons wine vinegar
 - 2-3 tablespoons Sambuca Romana
 - Salt and pepper
 - 1 oz flour
 - 1 pint stock
 - 1 pint cream

Method: Brown meat in large frying pan with oil a butter for about 10 minutes. Heat Sambuca Romana, pour over meat and flame. Mix anchovies, garlic, fennel and vinegar. When meat is browned, pour off some fat, add salt and pepper and pour over the anchovy mixture. Cook until vinegar is nearly evaporated. Sprinkle meat with flour, add stock, cook for 1 1/2 hours, add cream, cook till thickened.

Garnish with pasta shells and french beans.



Lynne Taylor, a student at the Tante Marie School of Cookery in Woking, won first prize in the Sambuca Romana Cooking Competition organised by Grants of St. James's.

Margaret Gammon, Mayor of Woking (left) is a Hugh Johnson World Atlas of Wine and a set of crystal glasses.

Mr. Alistair McArthur (next to Lynne) Marketing Director of Grants

of St. James's said they hoped to make the Cooking Competition an annual event with the Tante Marie School of Cookery, whose Principal Mrs. Wendy Majerowicz, is on the right.

Huntsman Cyder, under the N. P. Hunt Ltd. label. Simonds took over the Brixham Maltings and Brewery and also the large number of licensed houses, about 150, many of which were only cottages with a back room in which the locals gathered to drink. These licences were "exchanged" for permission to open two new Public Houses to serve the fast growing holiday area. These were eventually built and named "The Waterside" at Goodrington and "The Noah's Ark" at the entrance of Paignton Zoo.

Whiteways take-over
In 1934 the Crabbs Park

premises were offered to Whiteways and taken over by them for the manufacture of British Wines. After some 400 years Paignton again had a Winery and the traditions of the old monastic vintners were revived in the area.

Production was small—during 1935 about 30,000 gallons. As it grew, the Winery was extended. Large installations of wood vats and lined concrete tanks were added in 1936, 1938 and 1940. The war prevented further expansion until the late 50's. In 1966 further improvements to the Winery, Offices and Laboratory were undertaken and production had

increased by more than hundred times by 1970.

In the 70's, in the interest of economy, production was reduced at Paignton but another Devon village, Whimple, whose roots also go back into the early years of history, a new Winery was established to supplement the ever increasing demand for the Comparison products.

Old Bishops Leofric and Osborn, in their resting place in their Cathedral, no doubt are pleased that their Diocese of Exeter still contains Wineries to produce cheer and comfort for both the pious and wayward of their flock.

KNOW YOUR DIVISIONAL COMPANIES

SHOWERINGS, VINE PRODUCTS AND WHITEWAYS DIVISIONS

SHOWERINGS

THE Showering's traditional family business of cider brewing and perry making had been carried on in Somerset for some 200 years before the remarkable Babycham success story which began in 1953.

Mr. Francis Showering's pre-war interest in the fermentation of fruit juices resulted in 1946 in a clear sparkling pear perry which won competition first prizes in every major agricultural show between 1950 and 1953, including the unique championship award of the Royal Agricultural Show itself.

So the four brothers, now joined by Mr. Herbert's son Keith, needed no convincing that they had a winner. Their inspired product was matched with an equally inspired advertising campaign featuring the baby chamois, and the catchphrase "I'd love a Babycham," became a familiar slogan in the post-war years. Success came, like the little baby deer, in leaps and bounds.

It also came in single serving bottles and Showerings, who had learned more about the production and marketing of baby bottle drinks than any other company, added products to the range, including Cherry B Wine and Pony Cream British Sherry, both of which have

maintained their widespread popularity since the sixties.

In 1979, Showerings assessed an important gap in the market, to cater for a trend towards wine by the glass. Single serve bottles of House Wine were launched—and six million bottles were sold in the first 12 months. House Red and House White from Spain were joined in March this year by House Laski Riesling from Yugoslavia, and from France, House Anjou Rosé and House Côtes du Rhône. The whole concept has opened up a whole new sector of the wine market in pubs and clubs, and the idea is also making progress in the take home trade.

Showerings latest product, also in the successful single serving returnable baby bottle, is Green Dragon. This lightly sparkling wine aperitif was test marketed in Anglia in May extended to the Southern region in August, and is now going near national.

The name of Showerings, to everyone in SVWP is synonymous with Babycham, as it is within the drinks trade generally. But it is not a one-product achievement. The real strength is that Showerings has created its own specialist market and continues to develop it in a style no other company has been able to match.



Concorde, the sparkling British wine in 70 cl. bottles distributed by Vine Products Limited, Kingston upon Thames.

VINE PRODUCTS

FOR nearly three quarters of a century Vine Products has produced British wine on the site of its present Kingston upon Thames premises.

It was Louis Pasteur's discovery of the pasteurisation process leading to the vacuum concentration of fruit juices which enabled Emmanuel Roche, a young French emigrant to Greece, to expand his flourishing trade in concentrated Greek grape juice to England in 1901. Vine Products Co. Ltd. was formed four years later.

The Company's early products were cordials, liqueurs and old fashioned brews of the kind which British housewives had traditionally made in their homes for centuries. However, as the wine makers skills were learned, developed and refined, British sherry and ruby British wine soon became best sellers.

In 1937 VP British sherry was launched which is now one of the oldest and most widely known of all branded British sherries. At that time the bottling capacity was 6,000 bottles a day. Today, the combined capacity

of the Kingston and Huddersfield sites is 228,000 bottles a day.

The major achievement of the was the development of Concord product unique in the history of British wine making. Concord quickly established a record as the fastest growing new product to enter the British wine field.

As a major subsidiary of Products and the trading company responsible for imported wines, spirits of the Vine Products Group, Woolley, Duval and Beaumont, markets such well known brands as Three Barrels Brandy; Martell; Port; the Mosaic range of Cognac Sherries; the Keo Cyprus wine; Seagers Golden Cream; S.D.O.C. Italian wines and B.A. Asti and Moscato Spumante.

Added to Vine Products' extensive portfolio of Hudson's Bay Cooper, VP, QC and Kings British Sherries, Concorde, Vintners and Seagers Egg Flip, plus numerous other label products, the achievement of the Company founded by Emmanuel Roche back at the start of the century is very impressive.

WHITEWAYS LTD.

WHITEWAYS of Whimple takes its name from the Devon village which has been its base since the late 19th century. The Whiteway family have been associated with cider-making for many generations though British Wine is the company's main current occupation.

Annually Whiteways produce well over three million gallons of British Sherry on draught, Clan Dew, Fruit Wines, Sanatogen Tonic Wine, Cyder Cydrax, Peardrax and Cyder Vinegar.

Henry Whiteway founded the business and, based on the local availability of apples, set up production at Whimple where good rail transport was available. By 1900 Whiteways had assets of £10,000 and spent £500 per year on advertising. In 1901 depots were opened in London, Glasgow, and Leeds to distribute the naturally sparkling bottled ciders and draught cider. Many years later, Whiteways pioneered in cans.

In the early 20s, with Henry Whiteway's three surviving sons in the business, the Whiteway name was well established in home and overseas markets. On succeeding his father, Ronald Whiteway instituted a vigorous advertising and sales campaign resulting in rapid expansion. The screw quart flagon was introduced and marketing began of British Wines. In 1933 Whiteways acquired Henley & Sons Cider Co. Ltd., of Newton Abbot, together with small factories at Hele, Devon and Crabb's Park, Paignton, later to become the Winery.

In 1961 the alliance with Showerings began. Later the company changed its name to Whiteways of Whimple to reflect that Whiteways interests were not solely in cider, on which its early reputation was made. The company still maintains its family connection with Richard and Eric Whiteway, grandsons of the founder, as Joint Managing Directors.

COATES GAYMERS LTD.

THE company now known as Coates Gaymers Ltd. was formed in 1968 when the cider-making expertise of three individual companies namely R. N. Coates, William Gaymer & Son and Whiteways were merged.

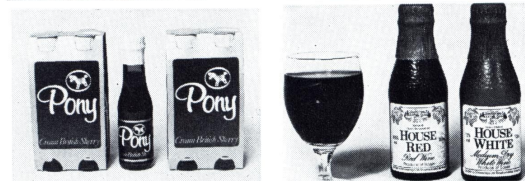
Somerset is famous for its tradition of cider-making but until Mr. Redvers Coate established his business at Nailsea in the early 1920s no one in the county had set up a truly commercial cider factory.

In 1925 he established a small but very modern and advanced cider-making factory at Nailsea and it can be claimed that he was instrumental in bringing the industry in Somerset into the 20th century. It was certainly the first cider company to install the new concrete glass-lined vats for the fermentation and storage of cider.

With the rapid expansion of sales in the post-war years Coates became a subsidiary of Showerings in 1956, providing the backing that enabled the company to grow even more rapidly. It was during this period that the company became particularly famous for its Coates Somerset Cider with its three cartoon farmers singing the popular jingle "Coates comes up from Somerset..."

The Gaymer part of Coates Gaymers Ltd. has a much longer history of involvement in making that goes back to the 18th century, when first father R. Gaymer made his first famous drink on a commercial basis at the family farmhouse at Bawtrey, Norfolk, not many miles from present factory site at Attleborough. It was, however, his great-grandson, William, who in 1870, developed an enterprise from a farmhouse into the major commercial enterprise of the 20th century.

R. N. Coate & Co. and William Gaymer & Son Ltd. and Whiteways were linked as Coates Gaymers Ltd., but subsequent to a result of normal market development, became Coates Gaymers Ltd. It was an historic stage in the history of the cider industry. In joining as part of the Allied Breweries family of companies they were able to meet the needs of the drinks market. The independent skills and pride of the Somerset and Norfolk cider-makers were preserved and the highly individual, traditional blends are still proudly sold under the family names of Coates and Gaymer.



N. V. LOOZA S.A.

N. V. LOOZA S.A., an SVWP company originally purchased by Showerings, has its head office in Brussels, Belgium, and a factory in Hoepertingen. Looza handle sales and distribution of Babycham in Belgium which is the primary European market.

The Looza range of soft drinks and fruit juices is the most comprehensive and best selling in the country. The company's sales force is responsible for selling both Looza and Babycham to the wholesalers who supply the 45,000 discos, bars and cafes.

The supplies of Babycham are delivered by trucker direct from Shepton Mallet by our own drivers who return with the empty bottles. Supplies go direct to the main depot in Hoepertingen from where distribution takes place.

Resta S.A., a food broking operation with its own field sales force, distributes Babycham for the "off" licence trade in the grocery and supermarket sector.

Mr. Francis Showering is Chairman of N. V. Looza S.A., and Peter Edwards, Ted Webb and George Inman are directors.



What's yours?

Everyone knows how successful Armadillo draught wines have been in the regular 5 gallon Polybarrel. But did you know we've introduced a new 2 Litre Container that's specially useful for restaurants, clubs, pubs, hotels and other on-licence premises? These new containers carry the same great range of British Sherries, including Medium Dry and Cream, as well as vermouth, Mead and fine British Wines. And they offer the same great value for money. So whichever one you choose you'll have made a profitable decision.

ARMADILLO

Quality British Sherries, Vermouth, Mead and fine British Wines on draught. Whiteways, Whimple, Devon.

SIMONS HOME ELECTRICS LTD.

SIMONS Home Electrics Ltd., originated from Shepton Mallet in 1936, when Mr. D. Simons started trading as Radio & Electrical Engineer and continued as such until 1957, when the business was taken over by Showerings Ltd.

Two further shops were then opened, one at Weston-super-Mare and one at Burnham-on-Sea. In December 1979 a fourth shop was opened at Street, Somerset.

With the advancement and development of electronics over the years the business now retail Mono televisions, colour televisions, Hi-Fi Audio and Video equipment, together with modern domestic appliances.

The Company hold many well known agencies and brand names, such as, Toshiba, Roberts, Mitsubishi Skantic Korting etc., which enable us to offer top quality merchandise and each of our shops has its own service department, thus enabling us to offer a first class after sales service.

J. R. PHILLIPS & CO. LTD.

J. R. PHILLIPS was founded in 1739 as a small private west country wine merchants and is therefore one of the few companies today which have been operating continuously in the wine and spirit trade for nearly 250 years. It operated as an independent company in the U.K., as well as exporting Phillips Bristol Milk and other marks until it became an agency house in 1962. Today J. R. Phillips is one of a select band of companies representing leading brands of spirits and liqueurs in England, Scotland and Wales.

Courvoisier Cognac was the first famous brand to show an interest in the Bristol Company and since then other agencies who have followed include Cointreau, Chartreuse, Crabbies Green Ginger Wine, Jim Beam, the world's largest selling Bourbon, Ricard, Angostura Aromatic Bitters, Plymouth Gin, Black Bottle and Crawford's Whiskies, Laphroaig Islay Malt and most recently Carolans Irish Cream Liqueur.

J. R. Phillips Old English Alcoholic Cordials are the only product actually manufactured by the company. The range of cordials, which includes Aniseed, Lovage, Green and White Peppermint, Shrub, Pink Cloves and Grenadine, are made at J. R. Phillips' factory in Avonmouth, Bristol. As the largest compounders of alcoholic cordials in the U.K., J. R. Phillips are keen that their Old

English range will always be most popular. J. R. Phillips head office was 240 years ago, based in and in 1967 their London Pall Mall East was opened providing a convenient receiving visiting principal abroad as well as being a central meeting place for the team which is spread all over the country. With such a prestige of products, offices both in London and an experienced hard-hitting, reliable sales force, J. R. Phillips are looking for the next 240 years.





The Victoria Wine Co. premises Osborne Street, London (reproduced from Pictorial World, December, 1880)

VICTORIA WINE

VICTORIA WINE is the largest and only fully national wine and spirit retail chain with over 900 branches throughout the UK. Founded in 1865 as a single wine shop in the East End of London, the company grew rapidly. Within fourteen years the Victoria Wine Company had opened 63 shops in London and "country" areas such as Wimbledon, Croydon, Tottenham and Wandsworth. Company archives include a wealth of valuable links with the drinks trade of Victorian England. Among the most treasured are the petty cash books maintained by William Winch Hughes, the founder, during his first years of trading.

William Winch Hughes was a pioneer of his time and responsible for creating the wine retailing trade as we know it today. The novelty of

his venture lay in providing the ordinary shopper with something more respectable than most off-licensed premises were at that time and something more inviting than were the rather austere dignified premises of the established wine merchants. In this new type of shop all the wines and spirits were on display and the inquiring customer found a new and helpful welcome from behind the counter.

Today Victoria Wine prides itself on an up to the minute approach to retailing. It has recently introduced a new wine list including some 300 wines from countries as far afield as Argentina, Chile, Australia, and even the Lebanon, and operates a very successful incentive marketing operation based on vouchers redeemable at all its 900 branches throughout the country.

B.R. SLADE



The Slades Super Centre at Evercreech.

B. R. SLADE Limited, builders merchants, started from humble beginnings in 1959, working from a nissen hut in the village of Evercreech. This ancient hut soon proved to be quite inadequate for the rapid growth of the Company and in 1963 a move was made to a sixteen-acre site situated on the A.371 between Shepton Mallet and Castle Cary.

During the next ten years business escalated even more quickly and Slades soon outgrew the existing premises, necessitating the building of a new 13,000 ft. Warehouse and converting the old warehouse into a modern Super Centre. This Super Centre complex with its modern self

service type of trading now caters for both the trade and retail customer, offering all that is best in the merchandising of building materials. There are thousands of different items on display within the Super Centre: extensive stocks of heavy-duty materials (i.e. bricks, paving slabs, etc.), in the vast yard outside; and a newly opened garden centre borders the area by the lake.

Slades opened a branch at Clare Street, Bridgwater, in 1970, operating on a similar trade pattern to Evercreech, and plans are firmly set for further development in the South West.

Five of their original staff are still with the Company.

GOLDWELL

WHILE Goldwell, the East Malling, Kent perry and cocktail company still majors on its best-known brand—Snowball—the company has made significant strides with a number of other lines, particularly in the take-home sector.

Goldwell joined SVPW in 1977, having already established a reputation for innovation and aggressive selling within the drinks trade.

Founded in 1946, Goldwell initially made its mark by selling fine quality perry and ciders, drawing apples and pears from Kent's famous orchards.

Today, the company employs about 280 people, mainly on the production side at East Malling, but also incorporating a sales force of about 50 representatives, based nationwide.

Snowball is now second only to Babycham as the nation's largest selling product in the alcoholic baby bottle market and continues to forge ahead, particularly in the on-licence trade.

But recent re-packaging of Jamaica Flip—a blend of fresh eggs, British wine and Jamaica rum—and Party Gold perry has resulted in both brands making major sales gains.

True to their reputation of entrepreneurial flair, Goldwell is currently formulating new products and marketing strategies, geared to improving on last year's turnover increase of 30 per cent.

Production capacity is also being enhanced, with the installation of new filling machines and storage tanks.



GRANTS OF ST. JAMES'S

GRANTS of St. James's Ltd. ships well over six million gallons of wines and spirits every year from countries as far afield as Mexico, Jamaica, Yugoslavia, Spain, France, Germany, Italy, Argentina, Hungary and Algeria. The parent company is divided into two separate companies: Grants of St. James's being the shipper and concentrating on the advertising and promoting of the Grants of St. James's range of

wines and agencies while Grants Wine and Spirit Merchants fulfils a general wholesaling function and is responsible for the sale and distribution of a wide range of wines: 11 spirits to the retail trade.

Grants of St. James's

The Grants of St. James's portfolio includes such well known wine names as Nicolas, Goldener Oktober, Don Cortez and Sansovino. Grants of St. James's holds the sole UK agency for Louis Jadot fine Burgundy wines, for Jose Cuervo Tequila and Sambuca Romana.

Under its own name Grants of St. James's also markets a comprehensive range of quality generic wines from some of the most popular wine growing areas of Europe.

Its most recent achievement was the launch of the first range of Varietal wines ever to be marketed by a British wine merchant. The range consists of five different wines each made from a single grape variety. There is a Cabernet Sauvignon, a Gamay, a Sauvignon, a



The Grants of St. James's range of single grape variety wines—a totally new concept in wine marketing.

HARVEYS OF BRISTOL



ESTABLISHED in 1796 in Denmark Street, Bristol, Harveys has retained the traditions of a family wine business despite the enormous growth of its branded ranges. The company has held a Royal Warrant as wine merchants to the Royal Household through every reign since that of Queen Victoria. But it is as a major international Sherry house that Harveys is best known. Britain is the world's largest Sherry market and Harveys is the undisputed brand leader. The company's long established Bristol Cream not only dominates the home market but is also the biggest selling Sherry brand in the world.

The company's main Sherrys are Bristol Cream, Bristol Milk and Bristol Dry, plus Club Amontillado and Luncheon Dry. Club Amontillado is the leading medium Sherry in Britain.

Harveys' activities as wine merchants are enhanced by the com-

pany's part ownership of Château Latour, the famed first growth Claret.

Another major Harvey investment is the ownership of A. Delor & Cie, Bordeaux wine merchants acquired in 1962, the year before the Latour investment. Delor specialise in fine Clarets and have an unrivalled selection, which are sold all over the world, with special emphasis on the American market.

Harveys' No. 1 Claret, a vintage branded wine launched in 1978, has in a short time established itself as the wine for occasions "when second best won't do".

Harveys also acquired Cockburn Smithes & Company Limited, brand leader in the port market, along with another old fashioned firm of shippers, Martinez Gamott and Company Limited.

Founded in 1815, the year of Waterloo, Cockburns had remained a family firm into the 1960s with Harveys one of its major customers.

Cockburns now has some 32% of the £25 million UK Port market.

Harveys is becoming increasingly an export-orientated company with the United States the principal overseas market. On a global basis, Harveys can now claim one-fifth of the total world Sherry business and this growing enterprise earns Britain at least £16 million a year overseas.

TEACHER'S

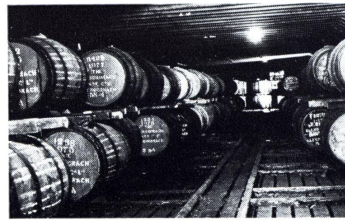


THE Company undoubtedly owes much of its success to the original William Teacher who opened the first of his "dramshops" in the cobbled streets of Glasgow where the present William Teacher & Sons has its headquarters.

After building up the retail side of the business he started a wholesale trade which, at that time, consisted mainly of making up bulk blends of whisky to customers' specifications. From this experience there developed a blend of individual character which was registered in 1884 as Teacher's

Highland Cream and from this small acorn grew the mighty oak of today which accounts for over 50,000,000 bottles per annum.

Teacher's Highland Cream is today sold in over 150 markets but one need look no further than our home market, where the brand has built an exceptionally strong consumer demand, to appreciate the level of success it has achieved. The Company is totally committed to producing a blend of the highest possible quality and on the recently redesigned bottle label has incorporated the statement that Highland Cream contains an exceptionally



Glenronach single Malt Whisky maturing in oak barrels at the distillery in Aberdeenshire.

high proportion of expensive malt whiskies.

The Company's two distilleries at Ardmore and Glenronach in Aberdeenshire produce their own distinctive whiskies by the traditional pot still method and these play an important part in producing the individual character and flavour of the Highland Cream blend today.

STEWART & SON



STEWART & Son of Dundee was founded in the Glenary Inn, Dundee, in 1831. In the 1860s the blending of Scotch Whisky was perfected and by the early part of the twentieth century the Cream of the Barley blend was gaining in popularity.

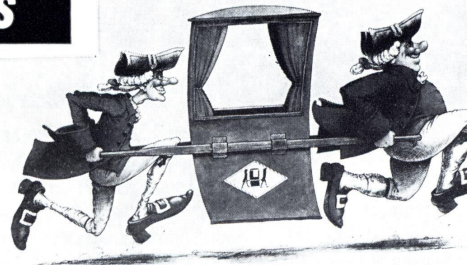
It was not until 1966 that the Stewarts production complex was moved from the crowded city centre to a new purpose built warehouse on the outskirts of Dundee. Since then the plant has continued to expand and has a current capacity of around 10 million bottles per year.

Cream of the Barley is the major brand of the Company. Sales are progressing strongly in Scotland and the Company has recently expanded its sales force. The major success

for Cream of the Barley is in Ireland where it is now the No. 1 Scotch Whisky.

Encouraging progress is being made in many overseas markets, the most notable being in the Canadian Provinces of Ontario and British Columbia. In Holland, Italy, Denmark and Belgium the brand has a solid base.

During the last year a de luxe version, Special Reserve has gained recognition from the principal Duty Free buyers and is now displayed in Duty Free shops. Special Reserve is a premium whisky packed in a Royal Stewart Tartan Bag.



The sympathetic Grants Wine and Spirit Merchants cartoon figures are becoming very well known in the trade.

Traminer and a Muscat. This unique range of wines offers superb quality at very good value for money.

Grants Wine and Spirit Merchants

Grants Wine and Spirit Merchants is the wholesaling specialist. It sells wines and spirits to pubs, hotels, restaurants, licensed grocery outlets and free trade. The company was formed in 1978 to concentrate on the very complex business of whole-

salting. With a network of distributors throughout the UK, Grants and Spirit Merchants offers a superior efficient national delivery service.

Its list of wines and spirits includes all the major brands of whisky, vodka, fortified wines and light as well as a very large selection of liquors. Efficient service is the important objective of the company and among the many services offered to its customers are an active and telegenic force; advice on the design of wine lists for hotels, restaurants and above all, the selection of wines and spirits for the

BRITVIC



BRITVIC, now one of the country's leading fruit juice and drinks manufacturers, has its origins in a chemist's shop in Chelmsford where flavoured mineral waters were produced and sold in the nineteenth century. In 1933 James MacPherson and Co. Ltd. was acquired by Ralph Chapman and Charles Bowen who joined together throughout World War II as an SDI unit.

It was Chapman's inspiration to introduce fruit juice. He realised its appeal to a nation priviled of tropical fruits through the war years and it registered a company which launched the famous Britvic label, a derivative of British Vitamin Products. The venture was immediately successful. Britvic moved its production to a large premise of a former packaging station and later, in 1951 to the present 11 acre site at Witney.

Chapman sold Britvic Limited to Vine Products Limited in 1955, retired to enjoy the fruits of his labours in the West Indies. Subsequent mergers brought about in 1968, the combination of Britvic, Minster, a northern based concern of long standing with production based at Leeds and Liverpool, a full range of mixers, mineral squashes and cordials. This combined with the strength of joint Britvic and Showersings forces resulting from the formation of Showersings, Vine Products and Whiteways Limited created a powerful sales and distribution force.

Britvic products now include juices; mixers; cordials and squashes. The Slimstar range of low calorie products and draught soft drinks marketed under the Minster brand name include Cola, St. Lemonade and other carbonated drinks. New brands and range extensions are continually being added. Most successfully of them all Britvic 55, a completely new 100% bottle soft drink launched in October 1979 and already a £10m brand.

From the end of October 1979 Company ceased to trade under the name Minster (Soft Drinks) Limited although the brand name 'Minster' will continue to be used.

There are now four factories, twenty nine distribution centres covering the United Kingdom, the distribution network is continuously being modernised and extended. Abroad, Britvic Deutschland GmbH was established in 1968 and bottling under licence is now in Holland, Malta, New Ireland and the Irish Republic. In the past years, no less than 10 million bottles and cans were exported to 27 countries.

WORLD WINE FAIR

The Showerings, Vine Products and Whiteways Division was well represented at the 1980 World Wine Fair held at the Exhibition Centre, Bristol, in July. Grants of St. James's, Harveys of Bristol, Victoria Wine and Showerings Ltd., each had very busy individual stands while Vine Products Limited provided tastings of their Keo Cyprus range on their Cyprus Trade Centre stand.

VICTORIA WINE



Hats off to the ladies who signified by the cheerful staff manning the Victoria Wine Stand, Bristol University students (first and second left and far right) Gerard Tissier, Carolyn Lowe and Michael Farrington had discarded their sandwich boards

for the occasion. Behind (from the left) were Geoffrey Jewell, training officer; champion town crier George Carpenter; David Bryce-Smith, training officer; Ian Thompson, special ops manager, and Bernard le Blonde, training officer.

THE lively Victoria Wine stand was a great attraction and became a favourite gathering point for many of the fairgoers. The "mystery" wine tasting—a different wine each day—which won a case of champagne each time for the person correctly identifying the wine as well as answering

associated questions, was very popular with visitors, and so was the daily free wine draw. Champion Town Crier George Carpenter from Wotton-under-Edge, plus three students who carried sandwich boards around the city, ensured that everyone was aware of



Champion Town Crier George Carpenter and the two lovely Victoria Wine ladies, Valerie Light and Shirley Dowling, certainly attracted attention in their own separate ways.

Victoria Wine's participation at the fair, and the two attractive "Victorian" ladies were there to direct them to the stand. This was built as a replica of one of Victoria Wine's national chain of shops using the standard decor and shelf display.

VINE PRODUCTS



This lucky visitor received a generous tasting of Bellapias, from stand hostess Karen Summers, whilst Ken Wright, representative from Woolley, Duval and Beaufoys, made sure she got the facts right.

VINE Products were very much in evidence on the Cyprus Trade Centre stand where tastings of the Keo Cyprus wine range and Mosaic Cyprus Sherries were popular with many visitors.

The marketing of these Cyprus wines in the United Kingdom is handled by the subsidiary company of Woolley, Duval and Beaufoys, and company representatives Dickie Daniels and Ken Wright were on the stand to entertain visitors.

A leaflet competition giving the background to Keo Cyprus wines allowed for twenty competitors correctly answering five simple questions to win £10 Victoria Wine vouchers.

HARVEYS



Harvey's stand included a reconstruction of a traditional wine merchant's office with a tasting area and a cellar background.

office and of a traditional Fair with a special auction. Fine and Rare Wines were taken place in conjunction with Christie's during Connoisseur Day on Friday July 18.



Pictured in front of the Royal Warrant insignia first granted to Harveys by Queen Victoria over a century ago are Robin Frost, public relations officer; Jane Hunt, administration executive; Martin bin, press relations officer and M. Hobbs, export director.

GRANTS OF ST. JAMES'S

THE Nicolas range of French vins ordinaire was promoted from a stand within the Food from France area. Grants of St. James's were also featured in the other national pavilions, and their fine French wines were featured on noisseurs' Day.



Nicolas brand manager Paul Seligman did the pouring whilst marketing trainee Suzanne Presgrave picked up tips. Sue Boskovic, brand manager for Don Cortez, is in the background. Nicolas, by far the biggest selling French wine in the U.K. was available for tasting every day of the fair.

SHOWERINGS

THE posters exhorted passers-by to "Enjoy a Glass of our House Wine" and from the number of visitors who did it was obvious that no second invitation was needed. The entire stand was devoted to the display of House Wine, one

of Showering's newest and most successful products and many people had their first opportunity to taste the most recent development, generic House Wines in three varieties; Laski Riesling, Côtes du Rhône and Anjou Rosé.

NEW PERRY PEAR ORCHARD FOR SHOWERINGS

THE past year has seen the planting of the first Perry Pear orchard on a Showerings Limited farm since 1966.

The new 23 acre orchard is at Yard Farm, Bishops Lydeard, near Taunton, where Mr. Bottomley is manager.

This 435 acre dairy farm was purchased by the Company in 1958, together with five other farms in Somerset, and between 1959 and 1966 420 acres of Perry Pears were planted on the various farms.

The original plantings included 25 of the better known varieties from the traditional perry pear growing districts of the West Midlands, but in the light of the Company's experience with these varieties many have been rejected for new plantings because of various defects.

Now there are three varieties only, Barnet, Brandy and Winnals Longdon. All have been selected for moderate vigour, precocious cropping and relative freedom from disease.

The trees are 6 foot stemmed standard trees and are planted 24 feet apart. This spacing will allow a traditional farm orchard type of management, with the whole area sown to grass.

In the early years of the orchard, while the trees are small, it will be possible to take a silage, or hay, cut from the grass and at all other times it will be grazed with sheep.

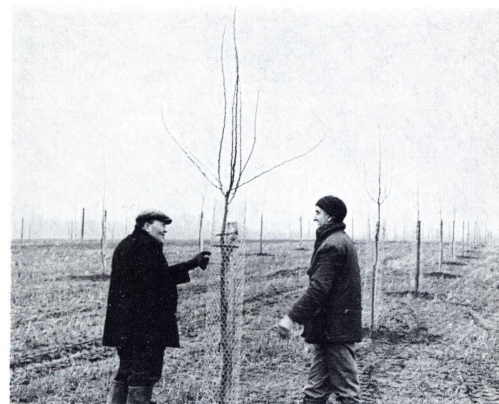
Farm staff number five, one of whom is a full-time dairyman, Eddie Lock is almost full-time in the orchards but does help out on the farm from time to time. He is helped in the orchards by Kevin Ford. Kevin joined the farm staff straight from school five years ago and since then has been learning how to look after the trees, drawing on Eddie's years of experience.



Young standard Perry Pear trees, Bishops Lydeard, nr. Taunton, prior grown in Showerings's nursery near to planting.



Eric Wadham, tractor driver at Showerings Yard Farm, Bishops Lydeard, Somerset, cautiously backs his tractor to position the planting



Rabbits love to nibble the tender bark of newly planted trees. Roy Phillips of Showerings Orchard Service staff (right) gives Eddie Lock of Yard Farm, Bishops Lydeard, Somerset, a hand with the wire guard. When the orchard is sown with grass the guard will also protect the tree from sheep damage.

Goldener Oktober stakes

THE Goldener Oktober stakes, run over one mile, were sponsored by Grants of St. James's, and were held at the Goodwood Racecourse on Friday 12th September.

The Goldener Oktober trophy, a hand-carved wooden barrel, was presented to the owner of the winning horse, Leap Lively, 5-4 favourite.

The presentation of the trophy and prizes worth a total of £3,000 was made by Mrs. Deryn Dane. A case of Goldener Oktober was also presented to Mrs. Pam Balding, and the jockey, John Matthias.



Left to right: J. A. Nutt, Managing Director of St. Ursula Weingut and Director of Grants of St. James's; Rosemary Blankenhorn, Baden Wine Princess; Mrs Pam Balding, wife of trainer: John Matthias, winning jockey; Herr Raeber, Managing Director of St. Ursula Weingut and Weinkellerei.

J. R. Phillips count on Carolans

THE product is made by Grants of Ireland from whisky, honey, chocolate and cream in Clonmel, County Tipperary, in the heart of Eire's dairy area. Carolans took over two years to be formulated to the degree that in independent NOP town hall tests it was preferred against the brand leader. Extensive research was commissioned before the bottle size, design and labelling, not to mention the name of the product, was agreed.

Research into Carolans revealed that basically it is a female drink, although men enjoy it after a meal; the whisky gives its strength, the chocolate and honey give it flavour and the cream gives it a wholesome self-indulgence; it replaces not just conventional liquors but also tea or coffee or even nothing at all. It is

this last category—nothing at all—that identifies a truly successful new product, one that not only fulfills a need but creates that need in the first place.

"I am confident that while The Irish Cream Liqueur market is new, it will have a very long life in the drinks trade", states Tim Miller, managing director of J. R. Phillips.

In March this year Carolans went fully national and by the end of 1980 £600,000 will have been injected into the product. Support includes discounts, point-of-sale material, many tasting demonstrations between now and Christmas, two bursts of trade press advertising, public relations to initiate brand news and feature articles as well as consumer competitions and a new 30 second television commercial.



"Not so much a liqueur as a lively dairy product with a kick." In March 1980 Carolans Finest Irish Cream Liqueur went fully national and by the end of this year

£600,000 will have been invested in the product. With this support it is J. R. Phillip's intention that Carolans will be the strong No. 2 brand in this growing market.

BRITVIC SLIMSTA STAKES AT NEWMARKET

BRITVIC Ltd. sponsored one of the main races on the card at Newmarket on Saturday, July 19th at the Food Brokers meeting, the Slimsta Stakes. The Company also provided musical entertainment over the lunch time period in the Tattersalls area with a concert by Britvic Brass Band Champions, the Grimethorpe Colliery Band.

The race was won by Princes Gate, owned by Mrs. R. Vereker and ridden by John Hills. The prizes of two ships decanters and six cut glass crystal glasses on a silver tray for the owner, plus £150 worth of clothing vouchers for the winning jockey were presented by Mrs. G. E. Inman, wife of Britvic managing director Mr. George Inman.

Picture shows (left to right): Mrs. R. Vereker, Mrs. G. E. Inman, Mr. George Inman, Mr. Desmond Cracknell, chairman and managing director of Food Brokers Ltd.



No hard work these days! tractor driver on Showerings Yard Farm, Bishops Lydeard, Somerset, demonstrates the efficiency of a Danuser post hole borer in digging tree planting holes.

JAPANESE TASTING AT TEACHER'S



When Teacher's played host to a group of bar operators from Japan, a tasting was conducted by a representative of the Company at the Blending and Bottling Complex in the north side of Glasgow.

When Teacher's played host to a group of bar operators from Japan, a tasting was conducted by a representative of the Company at the Blending and Bottling Complex in the north side of Glasgow.

GRAPEVINE TEQUILA COMPETITION



What is HE saying?

And what is SHE thinking?

EVERY picture tells a story and we'd like you to tell all the other readers of Grapevine a bit more about the interaction of these two personalities in the picture. They happen to be characters from one of the poster ads used this summer on London's underground to advertise Cuervo Tequila. But for the purpose of our competition, they can be any two people, anywhere.

So, original picture captions please. We want to know what the male character is saying, AND, more interestingly, exactly what his girlfriend is thinking.

Senders of the most apt and original 12 entries will receive a Cuervo Tequila—"I'm a Great Mixer"—tee shirt, as shown in the other picture, and also a miniature of Cuervo Tequila for you to taste and try.

Grants of St. James's who market Cuervo White Tequila in this country describe it as a crystal clear spirit from Mexico and they recommend drinking it with tonic, lemonade, coke or fruit juices.

Send your entries to: Grapevine Tequila Competition, c/o Post Room, Showerings Ltd., Shepton Mallet, Somerset. Closing date is November 30. Don't forget to enclose your name and work address.



Twelve tee shirts and twelve miniatures of Cuervo Tequila to be won by the most original twelve entries in the Grapevine Tequila Competition.

MOVES ACROSS THE BOARD

ALLIED BREWERIES (U.K.) LIMITED

THERE has been a restructuring in the Beer Division this year and the Board of Allied Breweries (U.K.) Limited was reconstituted with effect from Friday, 27th June, 1980, as follows:—

- | | |
|--------------------------|--|
| Sir Derrick Holden-Brown | Chairman |
| D. F. Strachan | Managing Director |
| M. C. J. Jackaman | Deputy Managing Director |
| H. M. Allen | National Brands Director |
| J. L. Dunwell | Production & Distribution Director |
| J. K. Fergusson | Personnel Director |
| B. G. Frost | Chairman, Tetley Walker |
| R. G. Martin | Chairman, Ind Coope Ltd |
| H. Smith | Finance Director |
| J. R. N. Thompson | Chairman and Managing Director of Ansell |

W. G. A. Warde-Norbury — Managing Director, Joshua Tetley

As a consequence, the following have ceased to be Directors and hold the following appointments:—

- | | |
|------------------|---|
| M. J. Barlow | Director of Engineering Services |
| W. Bunn | Director of Accounting Operations |
| H. F. Campbell | Managing Director Ind Coope |
| H. N. Hall | Director of Estate Services |
| J. S. Mackenzie | Managing Director Ind Coope Alcoa Brewery Company |
| R. T. C. Maxwell | Sales Director Brewing Industry |

BRITVIC LIMITED

The following executives were appointed directors of Britvic as from January 23, 1980: D. N. Dagwell, distribution director; J. J. Hood, marketing director, and W. T. Regan, sales director—England and Wales.

COATES GAYMERS LTD.

R. C. Grunberg and G. F. Frost have been appointed directors with effect from the 9th July, 1980.

N. W. Hill has resigned from the Board.



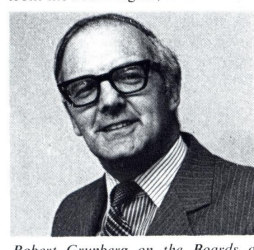
Gerald Frost on the Board of Coates Gaymers Ltd.

WM. GAYMER & SON LIMITED

R. C. Grunberg and S. J. Neale were appointed directors with effect from 11th July, 1980. Redvers Coate has resigned from the Board.

STEWART & SON OF DUNDEE LIMITED

A. Gerrard and S. P. Sanders have been appointed directors with effect from the 28th August, 1980.



Robert Grunberg on the Boards of Coates Gaymers Ltd., and Wm. Gaymer & Son Limited.

GRANTS WINE AND SPIRITS MERCHANTS



Anthony J. Flack was appointed National Sales Manager as from February 13, 1980. He was formerly with the Anglo Dutch Cigar Company Ltd.

R. Mullins, formerly Northern Region Director, was appointed Trade Sales Director in January 1980, and is responsible for sales of wines and spirits to all Allied Brewery outlets.

GRANTS OF ST. JAMES'S SERVICES

W. R. Bentley was appointed Managing Director with effect from June 23, 1980.

J. R. PHILLIPS & CO. LTD.



Ian Emery was appointed Sales Director in January 1980, succeeding Mr. R. S. M. Laird who has retired after 17 years with the company.

R. B. Robinson has been General Sales Manager since January 1980; Michael Greaves has been West End Sales Manager since February 1980.

W. Marlow, formerly with the Taunton Cider Company, was appointed Western Regional Sales Manager in March 1980.

WM. TEACHER & SONS LTD.

D. A. Boswell was appointed Sales Manager United Kingdom Ireland with effect from May 1, 1980. He was previously Sales Manager with Showerings Ltd.

STEWART & SON OF DUNDEE LIMITED

Peter T. Dawson was appointed Marketing Manager with effect from June 1980. He was previously with Arthur Bell & Sons Ltd., Perth.

VICTORIA WINE

D. T. Keogh has been appointed Marketing Director, a newly created post within Victoria Wine, as from March 20, 1980. He was previously Marketing Manager of Grants of St. James's.

QUEEN'S BIRTHDAY HONOURS

John Young, Shipping Manager of Wm. Teacher & Sons Ltd., was awarded the OBE in the Queen's Birthday Honours List.

David Helm, Head of Security, Allied Breweries Limited, was also awarded an OBE.

TRIBUTE TO RALPH SHOWERING

THOUGH he had been in ill health for some years many of us will remember Ralph Showering as one of the key members of the great Showering team who have had such a great impact on the licenced trade in this country in the last 30 years. I first met him about a quarter of a century ago when we were, of course, trade rivals, though a few years later we became colleagues in the original Showerings, Vine Products and Whiteways Group.

He began his career in architecture and became the assistant architect and surveyor to the Honiton R.D.C. in 1930. Two years later, however, he decided to join his own family company which had already been established at Shepton Mallet for 90 years though there are records of the family in the town for more than 3 centuries. Ralph Showering was an extrovert and this helped him fit very naturally into the sales and marketing of Babycham. He established close contacts with the major brewers and wholesalers in the country, but did not neglect the retail side and over a 10-year period was President at more than 100 Licenced Victuallers banquets. After the firm establishment of Babycham as a national drink, he turned his attention to overseas possibilities, visiting both the Far East and South Africa.

He had great ability to make friends and was an excellent after-dinner speaker. I particularly remember one special Babycham function at the "Talk of the Town" in the West End of London. Ralph also found time for outside activities including farming, with 500 acres at Shepton Mallet. A regular attendee at Ashton Gate, he was a former President of Bristol City Supporters' Club.

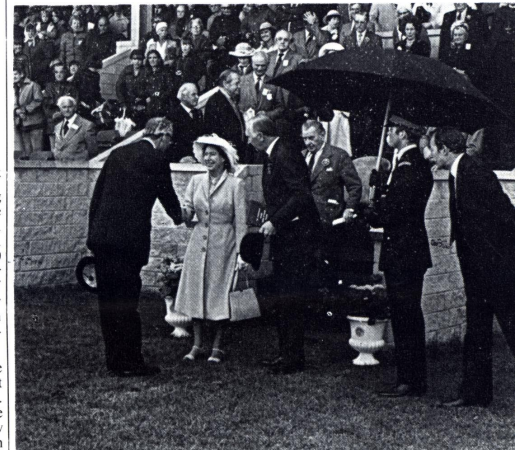
He showed the family interest in sailing and shooting and had a house at Beaulieu. Ralph enjoyed golf and in addition was for some years a very active President of the Somerset County Cricket Club. I recollect how he took the opportunity during one of the annual visits to the Showerings Farms, to recruit many of the executives present as Vice Presidents of the County Club.

After his second marriage in 1969 he lived at Beckington, Nr. Bath. From 1974 he took life somewhat more easily though retaining his directorships in Allied Breweries, S.V.P.W. and Showerings Limited.

My chief memories of Ralph are of someone who was very practical and unassuming but who had a great knack of being able to pick out what was important after a long and involved discussion. Over many years he had been a distinguished member of the Trade, as could be judged from all the people who travelled to Beaulieu in Hampshire for his funeral.

BY RICHARD WHITEWAY

Rainy Welcome for a Royal Guest



When HRH Princess Margaret visited this year's Royal Bath and West Show, she presented the Babycham Gold Cup, worth £4,500 in prize money to the winner, Robert Smith, son of the famous show jumper Harvey Smith. In the picture Princess Margaret is going into the arena to present the cup, and being welcomed by Horse Steward, Mr. Peter Alexander, MBE., TD., (left) and by Sir John Wills, Bt., President of the 1980 Royal Bath and West Show. Mr. Frank Showering, seen behind Sir John later sat next to Princess Margaret in the President's box. On the same occasion, Princess Margaret officially opened the cheese pavilion and the demonstration theatre which form phase 1 and 2 of the showground's development plan. The Showering Pavilion (story P.1) is phase 3.

GRANTS SPONSOR WINNING WINE-TASTERS



The English amateur wine-tasters who beat the French and then the German their own game.

THE same amateur English wine-tasting team from the Evening Standard which beat a French team chosen by readers of Le Figaro last autumn has this time beaten a German team at a German wine-tasting.

Once again Grants of St. James's sponsored the English team, and planned an ambitious programme of German wine 'teach-ins' for the team during the four weeks preceding the challenge which took place in May in Frankfurt.

Prior to the German contest the team went as guests of Goldener

Oktober at the invitation of He Frank, export director (on the left of the picture). Members of Evening Standard team were Robert Mapley, a 76 year old retired company secretary; opera singer Charles Metcalf; Diana Paters Fox, a university administrator; Oz Clarke, a National Theatre actor (The fifth member of the team chartered accountant Keith Salt was unable to be present on the to Bingen, but the team were able take back sixty of the wines tasted in Germany for another tasting with Keith on home ground.

Recent Appointments

SHOWERINGS, VINE PRODUCTS AND WHITEWAYS LIMITED

P. W. Rosewell was appointed Divisional Chief Accountant in May, 1980. His former position as Divisional Financial Accountant has been taken by A. J. Higgins. R. G. Needham has been appointed Divisional Management Accountant with effect from September 15, 1980.

R. G. Reeson has taken over as Deputy Chief Accountant, Showerings Ltd., a post previously held by A. J. Higgins.

M. J. Howard has been Deputy Divisional Company Secretary since February, 1980. His previous post as Assistant Divisional Company Secretary has been filled by J. M. Tomlinson, previously with Grants of St. James's.

BRITVIC LIMITED

R. J. Jordan, formerly Chief Accountant, has been Financial Controller since January 23, 1980.

J. E. Lewis was appointed Production Director with effect from June 2, 1980.

Michael Clark has been appointed Information Systems Manager responsible for the development of computing facilities within the company.

GRANTS OF ST. JAMES'S

Alistair McArthur, former Marketing Manager, was appointed Marketing Director as from June 23, 1980.

P. F. Curnow was appointed Information Systems Manager in January 1980.