



Edition 16

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FRIENDS of WARMINSTER MALTINGS

LIVING NATIONAL TREASURE!

It's official, within the pages of COUNTRY LIFE magazine, the April 4th issue, we featured as one of the 'stars' of this long running series.



Alongside Hurdle Makers, Glass Blowers, and even a Mole Catcher we have been dubbed with a title that sets us apart from the hum drum technology driven world that now dominates our lives. We do, of course, appreciate this, and it is a great privilege to have the opportunity that our maltings represents. We just hope that history will record that we did make the most of it.

“FOOTBALL CRAZY, FOOTBALL MAD...”

“...It's taken away every bit of sense he ever had!”. So ran the 1960's pop song. Hopefully not in our case, because Warminster Maltings are going to be next season's main sponsors of Warminster Town Football Club.

Sponsorship, of course, is rarely down to philanthropy, it is mostly all about product exposure, and pay back, and I am afraid that has to apply to Warminster Maltings too. Now, we realize that no-one who wends their way up Weymouth Street on a Saturday afternoon to watch a good game of soccer is going to be much interested in buying a bag of malt. So we have to come at this arrangement from a different angle. The answer had to be our 'in house' beer, 'Maltings Gold'.



What we have done is, we have teamed up with the Wessex Brewery of Longbridge Deverill who brew this delicious beer, and we have created a new label for it. This will be the basis of our sponsorship message which is “**Maltings Gold brewed from Warminster Malt**”. Then the ‘Maltings Gold’ logo will be emblazoned on the front of Warminster Town F.C.’s football shirts, on the advertising hoardings on the ground, and in the clubhouse, and of course it will be the new ‘real ale’ on the clubhouse bar.

Warminster Town F.C.’s first team play in the ‘Tool Station Western League’ in the 2nd Division. This last season has not been their best, but with our new sponsorship, and the promise of a glass of ‘Maltings Gold’ at the end of every match, we are hoping for better things going forward.

Not only that, another day, we are hoping ‘Maltings Gold’ will be available, not just in the football clubhouse, but in a pub near to you. So look out for it, it is an outstanding beer with the finest provenance around!

‘CAMRA’ SURVIVES!

We can breathe again! At their AGM in Coventry held on 20th – 22nd April, members narrowly voted in favour of “**No Change**” to what CAMRA (Campaign for Real Ale) stands for, namely, and only, “**Real Ale**”!

Founded in 1972, and once dubbed “The Most Successful Consumer Campaign in Europe”, it was recently decided to carry out a protracted review of its policies, designed to make the organisation “more relevant”. As a result, over the past few months CAMRA looked set to sell out to what the Daily Telegraph dubbed as ‘Naff’ – the Nasty and Fizzy Foundation. The proposal was that CAMRA should represent ALL drinkers of beer, cider and perry.

But when it came to the final vote, just 72% (minimum 75% required) voted for this change, so the proposal was defeated, thank heavens.

To CAMRA we owe an enormous debt of gratitude for consigning Watneys Red Barrel and the like to the soakaway (probably), and to cultivating a taste for ales with real bite and 'feel good' flavour. To renounce that policy now would leave the door wide open, again, to the exploitation of the global brands.

LONG LIVE



TEAS IN THE GARDEN



Even if the weather has not always quite lived up to expectations, the tulips in our garden have. Anyway, we can hope for better weather to come, because it's that time of year again, we are coming upto those 4 summer months (June – September) when we attempt to stage Teas in the Maltings Garden. So as a quick reminder:

Every 2nd Wednesday Afternoon (of each month) **2.00 - 4.00pm, £6.00 per head**

Tea served from real china cups, Pat Witty's delicious homemade scones with jam and cream, along with homemade cakes. There might even be a cake made by myself (a new hobby)! Of course, it is all dependent on good weather, but if that favours us, do come along.



Robin Appel