

The National-day beer party the new swiss Bierkeller

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Hürlimann holds furthermore the license of a well known pub down in Kent called the "Grasshopper". Needless to say, the firm also sells in the Swiss Centre. At the same time last year, Hürlimann organised a tennis tournament in Brighton in which many world-renowned champions took part. This event, Mr. Platss explained to me, cost a lot of money and was commercially futile. If a beer company wishes to sponsor a sporting event, he maintained, the only field in which it should do so must be golfing and yachting. Golf and boating clubs are indeed great beer consumers and tennis clubs apparently not. A director of Shorts Ltd. present at this Bierkeller 1st August "do" found that there was an interesting trend towards increased consumption of lager and blonde beer in Great Britain. He went so far as to predict the death of the traditional British brown beers and ales in the coming decades. The British beer, he believes, is no longer as well-produced

as it used to be and deteriorates in transport and storing. It is also becoming more diluted all the time so the alcoholic content of lagers is markedly higher.

One of the largest brewers in this country, Allied Breweries, which leases thousands of inns, have begun to sell draught lager, which is an innovation. But as they are the producers of *Skol*, their pubs are out of bounds for Hürlimann beer.

Hürlimann is bottled and kegged at the Shephard Neames breweries in Faversham. By a reciprocal arrangement, Shephard Neame's production is marketed in Switzerland by Hürlimann. This newly arisen beer boom is a very favourable aspect of Anglo-Swiss trading relations. Bierkellers are springing up in London and elsewhere, and in Geneva, a typically English pub has been opened recently and it has thrived from the very first day.

(PMB)

FORTHCOMING MUSICAL EVENTS

Monday, 10th August, Royal Albert Hall, 7.30 p.m., Geza Anda is the soloist in Bartok's Piano Concerto No. 2 played with the BBC Symphony Orchestra under Pierre Boulez.

Tuesday, 11th August, Royal Albert Hall, 7 p.m., Hugues Cuénod sings the part of M. Triquet in the concert version of Tchaikovsky's "Eugene Onegin" presented by Glyndebourne Festival Opera.

Tuesday, 1st September, Royal Albert Hall, 7.30 p.m. The tenor Ernst Haefliger is a soloist in Beethoven's Missa Solemnis performed by the Amsterdam Concertgebouw Orchestra under Eugen Jochum.

Tuesday, 29th September, Royal Festival Hall, 8 p.m., Paul Kletzki conducts the New Philharmonia Orchestra in a Haydn, Mozart and R. Strauss programme.

Wednesday, 9th December, Queen Elizabeth Hall, 7.45 p.m., Concert by the English Chamber Orchestra to mark Frank Martin's eightieth birthday. Paul Sacher will conduct, and all the soloists will be Swiss.



Central view of the noon National Day fondue party at the Bierkeller

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