

Good Beer Guide 2020 Style Sheet

Emma Haines

November 2018



**CAMPAIGN
FOR
REAL ALE**

Contact Details and Directions

- Pub names should be grammatically correct (even if publicans think differently), so use an apostrophe in names such as King's Arms, Queen's Head. Where there is some doubt, eg Brewers Arms (was there one or two brewers?), it is OK to omit the apostrophe
- Remove 'The' or 'Ye' before pub names and replace 'and' with '&'
- No comma after house number in address line
- Check for stray spaces after each part of the postcode
- Directions to start lower case
- In directions abbreviate junction to jct. An example of style would be 'M4 jct 6' (space between words)
- Use opp (for opposite) in the directions but not in written text
- Distances – use imperial measurements. In directions use, for example, 200yds (closed up) S of station, but, if in body copy, write in full, eg the pub is just 100 yards from the bus stop. Convert kilometres to miles (round up or down to nearest half mile), but just exchange metres for yards
- Do not leave a space in OS references between letters and numbers. No OS reference should begin with 'OS'

Opening hours

Take care to follow style – if in doubt check against 2019 Guide. Dates and times – am is to be included in opening hours for clarification if after midnight (10-2, 4-1am, for example) or if pub opens early for breakfast, otherwise am and pm not used. Midnight is used in place of 12am but noon is NOT used in place of 12pm

Use 9am-6 for pub opening times; use 9am not 9 am.

If the pub is closed on Monday put this first in list. For example 'closed Mon; 12-2, 5-10 Tue-Thu; 12-11 Fri; 12-10 Sat & Sun'

Incorporate Sun hours into the Mon-Sat ones if Sun hours do not differ

Telephone Numbers

Follow these conventions:

Code + six digits = (01582) 861050

Code + 7 (or more) digits = (0161) 624 5795 or (020) 7836 6930

Mobile numbers are listed as five digits + six digits, without brackets = 07979 678456

NB: The Editorial system automatically puts brackets around anything in the STD Code field

Mobile numbers are entered into the Telephone field on the Editorial system in their entirety (not split between the STD Code and Telephone fields as for landline numbers). Look out for mobile numbers when going through entries to make sure they appear in the correct field

Websites

Website addresses to be included for pubs only if pub's own website and not a brewery one (eg Wetherspoon – these are usually easily identifiable). Make sure email addresses are not included in the website field. Drop www. and/or http:// from web address.

NB: The Editorial system automatically removes www. from the website field but not http://

Facebook and Twitter references to be removed if given

Email Address

Email addresses do not feature in the Guide but do not delete this field as it is used for marketing purposes

Beers List – Cask-conditioned beers only

- Permanent beers are listed by brewery in alphabetical order with beers in ascending order of strength within brewery. Use the brewery section of the current Guide to check ABVs of beers
- 'Seasonal beers' and 'guest beers' are no longer listed separately. These are now listed as a number of changing beers followed by whether or not they are generally available locally, regionally or nationally (one option only) and up to three breweries that the beers are often available from (if known), listed alphabetically. Please note that branches do not have to use the latter two bits of information in beer listings, just the number of changing beers will suffice if the other information is not known or varies too greatly
- 'Beer range varies' is no longer used in the Guide and has been replaced by the above
- House beers are listed but only if the originating brewery name is given
- If the permanent beers list is in the correct order on the Editorial system there is no need to enter numbers in the 'Sort Order' boxes

Pub Descriptions

- For pub descriptions, always write in full sentences, however the first sentence in any description can be written without a verb, eg 'Large pub on the south side of town near Lansdowne Gardens.' This also applies to final comments (but only if absolutely necessary) eg Wi-Fi available
- Try to avoid starting with 'This' – rewrite if possible. Avoid a long list of adjectives eg well-run, cosy, ancient, friendly pub (three max)
- Use 'and' in full in the text, but '&' in pub names
- Use -ise, not -ize for endings
- Use 'while' and 'among', rather than 'whilst' and 'amongst'
- Grade II, not Grade 2, for listed buildings. Pub is Grade II listed/a Grade II-listed pub
- WWI or WWII are acceptable abbreviations
- Do not use caps for 'morris dancing'
- Do not use caps for 'bank holidays' as in bank holiday Monday
- Do not include bank holiday opening times in pub hours
- Use 'oriented' rather than 'orientated' as in 'food-oriented' pub'; avoid over-use

- Do not use italics for foreign words, titles of books etc or awards, simply capitalise initials, such as Master Cellarman award
- Avoid use of contractions, such as 'don't'
- Numbers: one to nine written out, 10 and above use numerals. Insert a comma for thousands, eg 2,000 not 2000 (except for dates)
- Use caps for time/architectural periods, such as Georgian, Victorian, Tudor
- Use cap for 'in this Guide' when referring to GBG – don't use full title
- Abbreviations - Days of the week abbreviated in brackets only. Out of brackets, write in full
- Do not put pub nicknames in quotes eg not 'the Blackie' just the Blackie, unless it's a very quirky name you can't understand
- Meals need clarity: avoid 'good lunches (not Sun)' syndrome, and instead use 'good lunches (no food Sun or not served Sun)' or similar. Days of the week and eve etc should only be abbreviated in brackets, otherwise write in full. No need to add meal details if they are served all week at 'normal' times. Try to avoid a long sentence on meal times and omit serving times unless relevant – it's not interesting to read and is subject to change before the Guide comes out. So, for example, the sentence: Food is served 12-2 and 5-9 Monday to Friday, lunchtimes and evenings weekdays, all day at the weekend. If food is served lunchtimes and evenings every day, no need to mention this or include serving times as symbols reflect this
- Look out for ciders listed in pub descriptions. Branches are meant to include the name of the permanent cider served in the description if the apple symbol appears. Please check that this is not on the list of 'Ciders not recognised as being real' at the end of this document
- Check for stray spaces at the end of the description as this will show up as a larger than normal gap before the icons when proofing
- Accents are not needed on French words as the system will automatically add these
- When including information about a CAMRA award for a pub, refer to it as the local CAMRA Pub of the Year (for example). Do not include the branch name
- Do not include reference to any CAMRA discounts (as per Motion 13 carried at Conference 2014)

Symbols Line and Qualifiers

- Include bus qualifiers in symbol line as shown (84,121) but only up to **two** route numbers, if there are more please omit. No spaces between numbers, only comma
- Do not include bus operating company names
- Only give station name if different from name of city/town/village. Where the station name is the city/town/village name plus another word, only include the extra word eg Reading West should appear as just 'West' and Bristol Temple Meads as 'Temple Meads'
- No qualifiers needed after station or tramlink names after the TFL roundel or Tram symbol ie remove the words underground, overground, DLR or Tramlink if used

National Inventory Pubs

Correct wording for those entries carrying a National Inventory Star symbol is as follows 'Has been identified by CAMRA as having a nationally (or regionally, as applicable) important historic pub interior.'

General

Places and Names

- If non-specific, use lower case for places such as airport, station, canal, university, cathedral etc, as in 'near the canal', 'opposite the cathedral', 'within easy reach of the airport', 'behind the university' etc. However, use caps if the actual name is mentioned, as in Heathrow Airport, Leeds-Liverpool Canal, St Albans City Station, University of London, St Paul's Cathedral
- Similarly tourist attractions and sites should have initial caps, as in Swanage Steam Railway, Borrowdale Fells (but just 'the fells' if no name given)
- Products that have proper names, such as Cheddar, Stilton and Champagne should have initial caps

Hyphens

Hyphenate when phrases are adjectival, eg 'a 15th-century pub', but 'a pub built in the 15th century' does not require a hyphen. Similarly use 'a town-centre pub', but a 'pub in the town centre'. Areas of the country, such as north-east should be hyphenated. See too the list below of words that commonly crop up and the alphabetical list for clarification: -

Hyphenated words

a 200-year-old pub	low-beamed pub
back-street pub	no-smoking area
beer-drinkers' (-lovers') pub	north-east
ever-changing (beer range etc)	olde-worlde
food-oriented pub	one-way system
home-brewers	stone-flagged floor
home-brewing	wood-burning stove

Not hyphenated

ale house	homebrew
brewhouse	microbrewery
brewpub	northbound
dartboard	pumpclips

Check in Collins dictionary if in doubt – <http://www.collinsdictionary.com>

Dates and Times

- 1 January 2000
- 1950s (no apostrophe) or '50s
- Pairs of dates to be elided, eg 1980-81, but use 'from 1924 to 1926' not 'from 1924-26'
- Use the 12-hour clock system for opening hours and meal availability
- Seasons: always use lower case – spring, autumn etc
- Abbreviate days of the week as follows: Mon, Tue, Wed, Thu, Fri, Sat, Sun
- Use 'eve' as an abbreviation for evening only if following an abbreviated day and only when set in brackets, eg (no meals Sat eve)

Games

- All games should have lower case initials, unless it is a trade game (such as Jenga) or incorporates a proper noun, such as Northants skittles or Aunt Sally
- Football – never use soccer. Rugby takes a lower case 'r' but Rugby Union and Rugby League are proper nouns
- When a pub is said to be close to a football ground, the name of the club should be spelt out, even though it takes more space, ie West Bromwich Albion, not West Brom, Wolverhampton Wanderers not Wolves, West Ham United not West Ham.

Full Points and Quote Marks

- Don't use full points in etc, eg and ie but avoid use of these abbreviations as much as possible
- No full points after contractions such as Dr, Mrs, Revd, Ltd, St
- PLC does not require full points (use upper or lower case as given by the company)
- No full points in UK, UNESCO, USA etc
- Use single quotes, except for direct speech. Book and film titles etc do not need quotes

STYLE SHEET – GOOD BEER GUIDE (ALPHABETICAL LIST)

3D television
4-star accommodation

ABV (caps)
à la carte
alehouse
alfresco
almshouse
ambience
annexe (when extension to building)
Art Deco
Art Nouveau
Aunt Sally

B&B
Backgammon
back-street local
back yard but backyard (adj.)
bar-back
bar counter
barbecue
bar billiards
bat and trap (game)
beer-drinkers' pub
beefburger
beer garden
beer house
beer mat
Beer Seller's list
bell pushes
benefited
Best-Kept Cellar award
big-screen TV
birdwatchers
blackboard
brassware
Brewers' Tudor
Brewhouse
brew-plant
brewpub
brewer's yeast
brewery tap (but, eg Otter Brewery tap)
bric-a-brac
bus stop
bygones
bypass

café
campsite
CAMRA award-winning
canalside
car park

Cask Marque (accreditation)
chalkboard
characterise
children's certificate
chilli
churtyard
the Civil War
circa (spell out; not c.)
Coast-to-Coast walk
courthouse
Crown Green bowls
cul-de-sac

dartboard
daytrip(per)
decor (no accent)
devil among the tailors
dining room
dominoes
dovecot
downmarket
duckpond

easy-going
email
end-of-terrace pub
en-suite rooms
ever-changing

facade
facelift
family-friendly
family-run
Festival Ale House
fête
fireplace
fishpond
flagstone floor
flagstoned
flatscreen
focused
foot-and-mouth disease
footpath
four-poster (bed)
free house
freestanding
fruit machine
Fuller's Ale & Pie house
fundraising

games room
gastropub
Gents (toilets)
good-value meals
goulash
guesthouse
guest room
guide book

halfway
handpulled beers
handpump
highchair
home-cooked food
home-made
horse brasses
horsey-horsey (game)
horse racing
horseshoe
huffer (Essex bap)

inglenook
internet

Jenga (game)
Jukebox

karaoke
knick-knacks
knowledgeable

Ladies (toilets)
large-screen
layout
licensee
Lloyds No. 1 bar
LocAle
log-burning stove
long alley skittles
L-shaped bar
lunchtime

mantelpiece
marketplace
Master Cellarman
match days
May Day
mecca (a mecca for beer lovers)
medieval
Meet the Brewer (evenings)

mementos (no final 'e')
microbrewery
midway
midweek
mini beer festival
mini-fest
mish-mash
mock-Tudor
mod cons
morris dancing
mouthwatering

National Inventory (caps)
nightclub
nine men's morris
Northants skittles
northbound
north-east (-west etc)
no-smoking area
noticeboard

off-street parking
olde-worlde
old-fashioned (adj.)
one-way (road system)
open mic evenings
open-plan (adj.)
opp (in directions only)
oriental
outbuilding
oversized

pâté
Pay & Display (car park)
per cent
perries (pl. of perry)
pétanque
phone
pinball machine
ploughman's lunch
pre-arranged
priest's hole
pubgoer
Pub of the Year
pumpclip

quayside

racecourse
racegoer

racehorse
racetrack
reasonably-priced meals
red-brick pub
reopen
ring road
roundhouse
runner-up

sat nav
Scotch egg
scrumpy (not Scrumpy Jack)
seafront
self-catering
serving-hatch
shepherd's pie
shove-ha'penny
side room
side street (but side-street pub)
sizeable
skittle alley
Sky Sports
slate-flagged floor
stone-flagged floor
smoky
southbound
south-east (-west etc)
stop-off point
stopover
street-corner (pub) (adj.)
subdivided
suntrap
Sustrans cycle path

take-away facility
takeaways
tapas (lower case)
taproom
term-time
Tex-Mex
theatre-goer
time warp
toastie
toby jug
toll bridge
toll gate
town-centre (pub) (adj.)
town hall
trad jazz
Transpennine Rail Ale Trail
tug o' war
TV

upmarket
U-shaped bar

veranda

watering hole
water jug
weatherboard(ed)
website
weekday

Weisse, Weissbier
well-behaved
West Country
white-painted
whitewashed
widescreen
Wi-Fi
Wii (Nintendo)
window boxes
wine bar
woodburner
wood-burning stove

Places and names:

St Giles church
Richmond Station
Heathrow/Stansted/Exeter Airport
Leeds-Liverpool Canal

Tesco
Sainsbury's
McDonald's
Wetherspoon

Troublesome brewery/beer names:

Banks's
Banks's Mild (not Original)
Batemans
Bathams
Boddingtons
Brains
Brains The Rev James
Brakspear
Bulmers

Caledonian 80
Camerons
Cassels (cider)
Courage Best Bitter
Courage Directors

Draught Bass

Elgood's
Everards

Fuller's

Gadds'
Gale's
Gray's

Hancock's
Hanlon's (not O'Hanlon's)
Hardys & Hansons (H&H)
Harvey's Sussex Best Bitter
Hobsons
Holden's
Hook Norton Hooky Bitter

John Smith's Bitter

Marston's
McEwan's
Moorhouses's

Palmers

Rich's (cider)
Robinsons

Samuel Smith
Sharp's
Skinner's

Tetley Bitter
Thatchers cider
Theakston
Tomos Watkin

Wadworth
Westons cider
Wood
Woodforde's
Worthington's

Young's

Ciders not recognised as being real:

Please use the link <http://www.camra.org.uk/cider-not-recognised-as-being-real> to check details