



**Homely from home**



**A truly local local**



### **A good pub is a wonderful thing**

A pub should feel like a pub: welcoming and warm, with original features and flickering fires

### **The landlord or landlady is the heart of a great pub**

Ever-present behind the bar, visibly leading their young team from the front, the expert landlord or landlady is friendly and efficient, with a joke for a regular or an intelligent wine recommendation for a stranger.

A great landlord can mix a fine Bloody Mary and knows what a brandy balloon is but can also point you to the nearest cashpoint.

### **A good pub**

has traditional beers, wines by the glass or by the bottle — and the staff are lovely

- there are pork pies from an award-winning local butcher on the bar

## *The Bell at Yarpole*



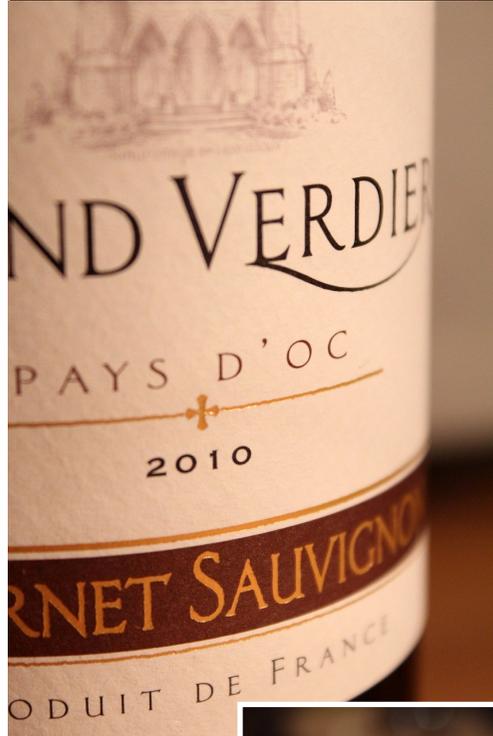
# Welcome

# Drink

## A short, zippy wine list

The era of boxed-wines on the bar and an offer of 'sweet or medium?' is behind us, thankfully. But in a pub, we want to drink, natter and relax, not think too hard about terroir. We want a short, sharp list, which still packs a few surprises.

Outside of the old dependables – new world Sauvignon Blanc on a Wednesday; Chablis for a treat – we love to see a couple of bottles on there, a Viognier, Godello, a Riesling, that offer more complexity. We want wines we can linger over, not throw down, served in elegant stemware, with significant by-the-glass choice.

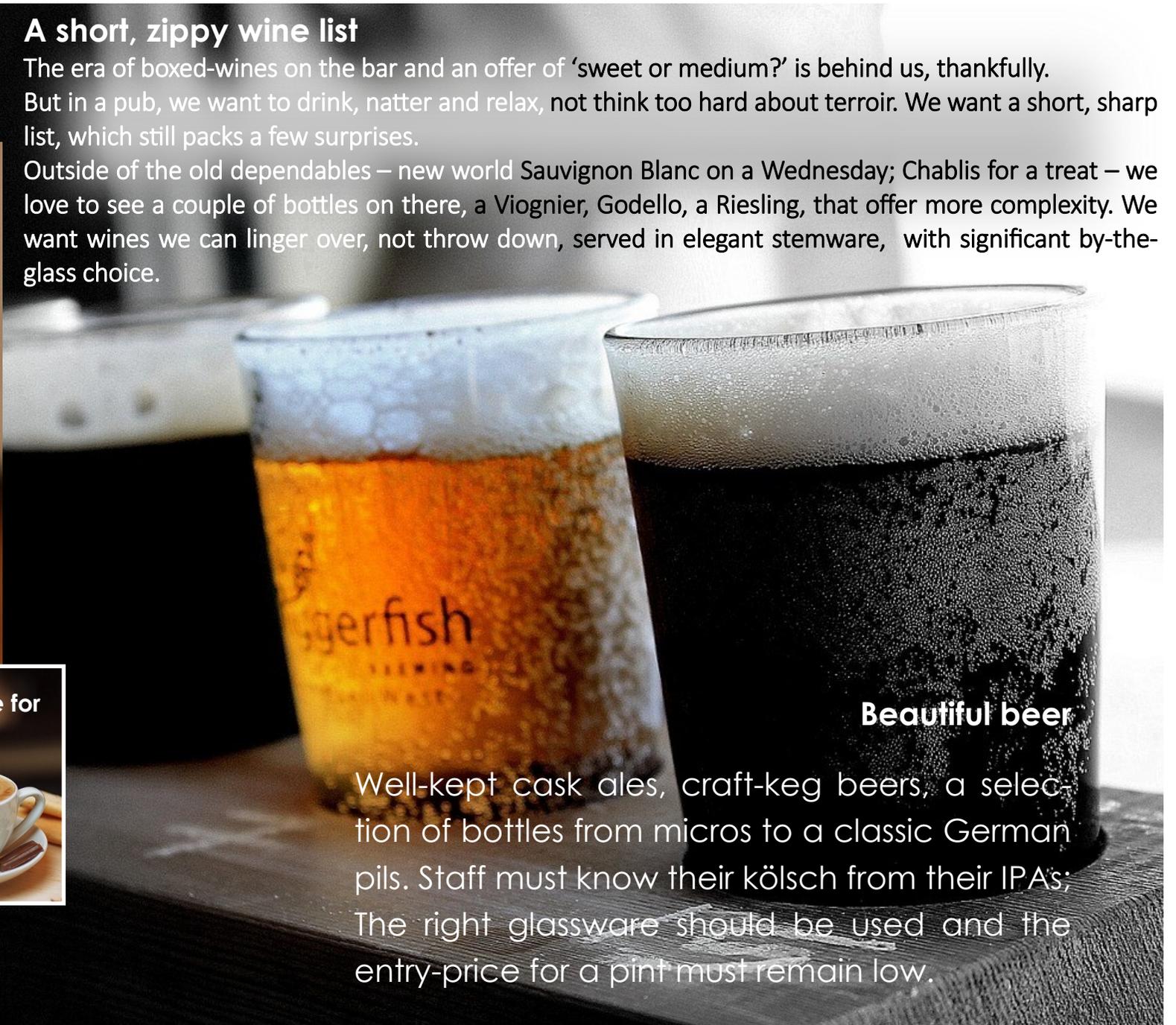


The best coffee for miles



## Beautiful beer

Well-kept cask ales, craft-keg beers, a selection of bottles from micros to a classic German pils. Staff must know their kölsch from their IPAs; The right glassware should be used and the entry-price for a pint must remain low.



...a blackboard of wholesome, rustic specials changed daily...

...a chef creative with the cheaper cuts: think oxtail, local rabbit, breast of lamb...

..home produced chutneys and pickles ..



### Honest cooking, artisan skills

There should be no faking it, no buying-in from corporate caterers. We want meat butchered on-site and used cleverly to keep costs down. We want the brigade to make and bake everything from the pub's legendary daily pie, to its gravy and the crumble from scratch.

**The kitchen should be the engine at the heart of the pub, its energy contagious. And why stop there? The informal nature of a pub makes it the perfect place for an enthusiastic team to diversify into baking and butchery classes or meet-the-brewer nights.**

### Keep it local

A pub known for its traditional county dishes or its regional cheeseboard is invariably a fantastic pub

Nearby farm suppliers will be listed on the menu

### We don't want any throwback pub food:

Prawn cocktail, frozen scampi, onion rings that taste like it's still 1978

...does not need to be extravagant or have an extensive menu



# Food

Family friendly – with consideration

**Children should be welcomed and catered for on the menu.** But this is not a crèche.

**Fundamentally, this is an adult space.**

Well-behaved dogs should be welcomed, too.

There should be **newspapers, flowers, candles,** corners for couples, and one or two big tables where a group can catch up

**...good ale, lager, wine, and food – not forgetting sympathetic conversation, hospitality and lighting**

# Style

Maybe an outdoor pizza oven?



What we DON'T want

A prissy **stage-set**, which has been **blinged-up** with expensive wallpapers and designer furniture

**Bangin' tunes:** We're here to talk, **not shout.** See also: karaoke

Fresh flowers from our garden

