



P R E S S R E L E A S E

Embargoed: not for publication before 00.01 on 10 September 2009

Top title goes to Oxhill pub

Pam Farrell and Yvonne Hamlett, licensees of The Peacock at Oxhill have been crowned Newcomers of the Year, seeing off competitors from pubs across the country to scoop the top prize in the Great British Pub Awards 2009. The pub was also named as Best Pub in the Midlands at the Awards ceremony last night in London.

Hundreds of pubs entered the Awards, organised by industry 'bible' the Morning Advertiser, so to win the national title is a spectacular coup for Pam and Yvonne. Presenting them with their trophy, Paul Charity, editor of the Morning Advertiser, said, "Winning these Awards is a tremendous achievement and a testament to the talent, dedication and hard work shown by Pam and Yvonne. Despite the difficulties currently facing the licensed trade, The Peacock is proof that the great British pub is still alive and kicking - and pulling in customers eager to enjoy its unique atmosphere."

The Award judges added, "Pam and Yvonne are to be commended for their clear vision when they entered the pub business. At The Peacock, they have developed a thriving food business while retaining a traditional village pub atmosphere and welcoming everyone from suited business types to muddy-booted walkers. That they have achieved so much in a short space of time is a real credit to them."

Pam and Yvonne's triumph yesterday followed an initial 'paper' judging and a visit from an industry expert earlier this year. Eight regional Best Newcomers winners were announced last month and The Peacock was also the Midlands winner in the Best Food Pub category.

The Newcomers of the Year Award is sponsored by Punch Taverns, who operate 8,400 pubs nationwide and the Best Pub in the Midlands Award by Gamucci, the leading brand of electronic cigarettes and cigars.

-ends-

Notes to editor: The Great British Pub Awards are recognised as the most prestigious in the pub industry and attract hundreds of entries from pubs throughout England and Wales. Pubs compete in 13 categories, divided into eight regions, and a finalist is selected for each. The national winners were announced on 9 September at an Awards event at the London Hilton Hotel, in front of an audience of other finalists and industry guests. For more information, visit <http://www.greatbritishpubawards.co.uk/page/home.html>

* * * * *

Issued on behalf of:	The Great British Pub Awards
By:	Shiel Communications
For information on the Awards:	Ros Shiel on 07841 694137/ 01403 267971 ros@shielcomms.co.uk
To speak to the winning licensees:	Yvonne Hamlett/Pam Farrell The Peacock, Main Street, Oxhill, CV35 0QU 01295 688060 / 07770 358084