

Join the Club

We find out what's behind The New Inn at Coln St Aldwyns' new customer loyalty card scheme

WHEN Hillbrooke Hotels took over The New Inn at Coln St Aldwyns at the end of 2008, it only required a few cosmetic changes to the 16th-century inn before it fitted into the group's award-winning formula of 'quirky luxury'.

As with the other pubs in the Hillbrooke Hotels collection, which also includes The Bath Arms at Longleat, The New Inn offers rooms in addition to its restaurant and bar.

But it's the company's philosophy in service and customer focus that makes The New Inn that little bit different.

Customers remain "paramount", according to General Manager Stuart Hodges, and that means their local and loyal clientele, as much as visitors from further afield.

"One way we show our gratitude to locals is The Club – Hillbrooke's own loyalty card scheme," says Stuart.

"The Club is designed to give a little back to regulars and returning guests, from those who simply pop in for a quick pint of Wye Valley ale to those who book a table for dinner or stay the night."

Joining The Club is easy and signing up involves filling in a simple online form on the pub's website. Participants can earn



points by simply ordering a glass of wine (350 points) or pushing the boat out with a meal from the bar menu (1,500 points).

The New Inn has gained a strong local reputation for its modern British cuisine thanks to head chef Olivier Addis, who has run the kitchen for the past three years.

A typical menu might start with Coln Valley smoked salmon and scallop mousseline, sweet mache and egg salad, red pepper coulis and follow with duo of



roasted lamb chump, mini shepherd's pie topped with a sweet potato mash, buttered spinach and red wine jus.

Olivier's menu philosophy is, he says, "to use the very best, locally sourced produce to create superb, mouth-watering food."

There is certainly plenty on the menu to keep both fish and meat lovers happy, as well as vegetarians, and local produce gets star billing.

The New Inn has become renowned for



The spring issue of Fork magazine, edited by Mark Taylor, is available now at www.forkmagazine.com or at restaurants and markets around the region



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its game menu, which runs alongside the game season, and cheese has also become something of a speciality, with Simon Weaver's Cotswold Brie (produced locally on a farm in Upper Slaughter) and Cerney Ash (a goat's cheese produced just outside nearby Cirencester) both on the menu.

Olivier Addis says: "The New Inn utilises the facilities on its door step, buying fresh produce on a daily basis."

"I am passionate about following seasons, not fashion. Purchasing locally sourced produce not only supports the local economy but it benefits our customers, too, as the price of seasonal food is considerably less expensive when in season, making the menu high quality at affordable prices."

This is commitment to local sourcing is clearly demonstrated by the suppliers they use, such as Jesse Smith butchers, D.C



Ingles (dairy) and Burford Eggs.

The pub even turns its old cooking oil into green bio-diesel and bi-fuel for renewable energy production, courtesy of C&D Oils.

Dining out at The New Inn isn't left just for the weekend, either. Cotswold Classics is a firm favourite with the locals every Tuesday night and sees the kitchen team producing a special menu of four different Cotswold classic dishes to choose from, with a pint or glass of wine for just £10.

Another huge success has been the deli boards, which range from a meat board to a fish board that includes Bibury smoked trout and Coln Valley smoked salmon.

Olivier says: "The Deli boards began with the cheese board, which was such a success the meat and fish boards swiftly followed, highlighting the finest selection of locally sourced produce that the Cotswolds has to offer."

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The New Inn at Coln St Aldwyns, near Cirencester. Tel: 0844 8153434. www.new-inn.co.uk

ROB REES'S JUNE RECIPE

STRAWBERRY BAVAROIS

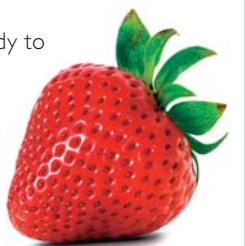
Portions: 6/8

Ingredients

300ml water
175g caster sugar
350g Primrose Vale strawberries, hulled and puréed
7 Gelatine Leaves, soaked in a little cold water until soft
600ml Cotteswold Whipping Cream

Method

1. Into a saucepan place the water and caster sugar and put on a medium heat until the sugar has dissolved then turn up the heat and bring to the boil. Allow to boil for about 3 minutes then remove from the heat.
2. Squeeze the gelatine of water then stir into the sugar water and stir until the gelatine has dissolved.
3. Allow the sugar water to cool a little before adding the strawberry puree, but don't leave it too long as once the gelatine cools it will begin to set.
4. Whisk the whipping cream until soft peak stage and when there is no heat left in the strawberry mixture gently fold in the whipped cream. If the liquid is too warm then the cream will lose its structure.
5. Pour the mixture into ramekins and allow to set in the fridge.
6. When you are ready to serve, turn out the strawberry bavaois onto a serving plate and serve with some fresh strawberries and a dusting of icing sugar.



TASTING NOTES



CHEF PAUL COLLINS LAUNCHES NEW BUSINESS

After working in a number of high profile kitchens, including The Dorchester, Cliveden, Lucknam Park and Daylesford Organic, chef Paul Collins has launched a new

business cooking in people's homes. In his 25 years experience as a chef, Collins has cooked for royalty, prime



ministers and pop stars, as well as working as private chef to the Bamford family, catering for shooting lunches and formal dinners to Caribbean beach parties.

His recently-launched venture, ChefPaulCollins, offers his culinary skills to people who entertain at home and enjoy quality food but

want an award-winning chef to do the cooking for them.

The chef, who lives in Little Milton,

wants to share his passion for seasonal, local and organic food, creating a bespoke menu with clients.

As well as the home-dining side of the business, Collins is also offering one-to-one cookery demonstrations in people's homes. The two-hour courses cover fish or meat preparation, stocks and sauces, making fresh pasta, vegetarian cooking and pastry-making.

For further information, visit www.chefpaulcollins.co.uk

KITCHEN GARDEN PRESERVES

Stroud preserve-makers Kitchen Garden has decided to source the beer for its Organic Real Ale Chutney from the town's fast-expanding brewery.

Until recently, Kitchen Garden had been using another South West brewery for the award-winning chutney's vital ingredient, but now that honour goes to the Stroud Brewery.

"We've been making our Organic Real Ale Chutney for many years, using an excellent West Country beer,"



says Barbara Moinet, who runs Kitchen Garden with husband, Robin.

"When possible, we like to use local ingredients; so we were really excited when Greg Pilley started to make his Stroud Organic Ale. After experimenting with it, we made the decision to change."

Interestingly, Kitchen Garden operates from buildings on the Salmon

Springs Trading Estate, which were part of the bottling plant for the original Stroud Brewery (formerly Godsell and Sons), before it was taken over by Whitbreads in the 1960s.

Organic Real Ale Chutney is available locally at Made in Stroud in Kendrick Street, The Natural Grocery Store (Cheltenham) and The Organic Farm Shop (Cirencester) among others.

For more information, visit www.kitchengardenpreserves.co.uk or phone 01453 759612.