



# A TASTE OF THE ORIGINAL PILSNER

Head down to the White Horse to savour the unique taste of Pilsner Urquell at its very best

Steve Cording

A DRINKING revolution is taking place in London with the White Horse on Parson's Green leading the way, having taken their first delivery of tank beer (tankové pivo).

Pilsner Urquell has chosen one of the oldest pubs in the capital to be the first in England to serve its golden beer from authentic Czech tanks, delivering the unique taste of Pilsner Urquell at its very best.

The White Horse's history and heritage sits perfectly with Pilsner Urquell's ethos. There has been a drinking establishment on the site in Parson's Green since 1688, when it was first a coaching inn.

Pilsner Urquell's Brewmaster Vaclav Berka oversaw the installation of the new

tanks in the west London pub and believes that attitudes to how beer is consumed and how it tastes will now change.

"In 1842, the way of brewing changed forever, a beer revolution which created the world's first golden beer," he said. "Our beer is always in perfect condition when it passes through our gate and tank beer ensures we keep the very best taste and quality."

Unpasteurised Pilsner Urquell tank beer is now delivered straight from its brewery, in Pilsen, Czech Republic, direct to the White Horse. Delivered fresh from the brewery and piped into each of their authentic Czech tanks, each tank is opened in turn offering the freshest pint of Pilsner Urquell to its customers.

It means customers at the White Horse



Brewmaster Vaclav Berka and White Horse landlord Jez Manterfield

**'We had a revolution in drinking habits back then and I believe it will be the same here in England'**

are able to enjoy Pilsner Urquell at its best and, if the evidence of the first week is anything to go by, the locals love it.

"We had to refill the tanks twice inside of four days," explained White Horse landlord Jez Manterfield.

"Having the tanks inside our pub has not only created a great talking point,

because they are so visible, but has also helped us to deliver great tasting beer.

Unpasteurised tank beer offers my customers something really special, a taste of the real Czech!

I first saw the copper tanks we have installed at the White Horse in Prague earlier this month.

We visited two outlets and were convinced by the look and the taste of the beer, so much so that we have made it our house beer."

Barman Joshua Smith said that even the regulars had been won over by the depth of flavour.

"Tony Bell has been our pub patron since the 1960s," said Smith. "But he loves the unique taste, flavour and the clean finish."



Try a pint of Pilsner Urquell tank beer at The White Horse 1-3 Parson's Green London, SW6 4UL.

**drinkaware.co.uk for the facts**