

Yorkshire & North East

The Anvil, Sheffield, South Yorkshire

A lot of serious beer drinkers frequent the bar of the Anvil. Therefore, first-class cellarman'ship and a quality pint are vital if licensees Maurice and Lynda Selman want to keep their regulars happy.

They've been pulling pints for close on 30 years with 18 of them spent at the Anvil. The couple say they have seen some dramatic changes in the pub trade over their long careers. Yet one thing has remained constant and that is the requirement for a spotless and functional cellar.

The Sheffield pub serves three cask ales and no less than four keg-conditioned beers.

"We have a fairly mature clientele, so producing consistent quality beers has to be at the heart of what we do," says Maurice.

The Selmans took over the Anvil in 1991 when it was brewery-owned by John Smith's and have seen various owners come and



The Selmans: cellar cleaned daily

go before the pub was acquired by Enterprise Inns.

Cellar equipment has evolved enormously since the couple entered the trade. Today's modern systems have made the job easier, but a dedicated licensee is still needed to ensure the cellar runs smoothly.

Maurice says: "I clean the cellar daily and we line clean on Sunday mornings. Our customers expect a good pint each time and we try hard to ensure they get one."