

Yorkshire & North East

The Station, Whitby, North Yorkshire

Real-ale sales have seen a dramatic boost at the Station since enthusiastic business partners Colin Stonehouse and Andrew Waller took over the pub in January 2007. Cask barrelage volumes have more than doubled in just two years and the pub is on course to record another healthy increase at the end of year three.

It's all down to hard work, business flair and marketing by the two partners, which has succeeded in putting the pub firmly on the North Yorkshire real-ale map. Eight different cask beers are always on sale at the pub, which sits in a strategic location opposite the seaside resort's railway station and close to the town centre.

Improvements to the Enterprise Inns' hostelry, including installing real fires, have helped boost the pub's popularity. But it's the quality and choice of the ales that remains the Station's biggest draw.



Stonehouse & Waller: enthusiastic

Improvements to the pub's cellar have helped the Station attain Cask Marque accreditation and gain a listing in the Campaign for Real Ale's *Good Beer Guide*.

Stonehouse says: "We try to source most of our beers through northern breweries and order most of them through the Society of Independent Brewers' direct delivery scheme. We promote our beers on-line and take part in events such as National Cask Ale Week to promote the pub."