

AN ORAL HISTORY OF BREWING IN 3 LONDON BREWERIES

INTERVIEWEE	Mark Weymouth, Salesman
DATE OF BIRTH	1959
PARENTS OCCUPATIONS	Father (decd) originally teacher Mother housewife
INTERVIEW LOCATION	Fullers Brewery
DATE OF INTERVIEW	27 th March 2019
INTERVIEWER	SUMMARISER Chris Conway

Mark has worked at brewery since 1984. Started as salesman and has remained so throughout his time there. Previously worked in other sales jobs in other larger, national breweries. He describes the big difference between a national and family run brewery and talks about the way that the family members ran the brewery. First impression was that Fullers was very quirky although the company was highly respected in the trade because of the quality of its products. Working for a larger brewery which had many sites was very different in that the work was far more remote from the brewery itself. In Fullers brewery you knew everybody and as a consequence you could respond to customer demands quicker and therefore punch above their weight when compared to other larger breweries.

Mark talks about the process of going out selling beer to potential customers where sampling the beer was a major part and refers to the wide variety of outlets where he sold beer. Mark describes how he would often buy around a round of drinks in a visiting pub as part of the sales/public relations role. Stressed that in the early days the job was as much PR for the company as much as selling.

Mark talks about the changes that have taken place in brewing since the 1980's both in the process and the distribution.

He describes a typical day which would involve planning where to go but would flexibility was a watchword. Mark gives examples of how an initial meeting in the pub could take him all over the city as contacts were suggested.

He makes an interesting distinction in how orders were placed with the brewery before the introduction of mobile technology and other IT and goes on to discuss the impact of IT on his job. By way of example Mark refers to the need to have to find a pay phone to phone orders back to the brewery.

Mark has a number of anecdotes of instances at the brewery. Talks about some of the characters who have worked at the brewery including the directors and reflects how today's working environment tends to mitigate against the more colourful behaviour. Mark refers to the brewery community that originally existed with sports and social events between breweries and various sections within the brewery. Sadly, ceased as breweries closed and staff no longer lived close to the site.

Mark discusses the diverse nature of the staff that has existed through his time with Fullers and reflects how conversations between staff that were considered appropriate in the 1980's would not be considered so appropriate in today's society. He also discusses how many staff were long term employees of the brewery.

One of the best things about the brewery has been the quality of the products, coupled with the characters that he has worked with.

Mark concludes by commenting on how the sales job has moved from a strict sales and PR job to more a transactional job where Mark is as likely to be dealing with an accountant rather than a pub landlord.