# Jeremy Clarkson's unusual pub menu sparks backlash



Jeremy Clarkson, the former Top Gear host, has stirred controversy among customers with a new and unusual menu at his pub, The Farmer's Dog, located in the Cotswolds. Priced at £85 per head, this special menu, titled "Dare Night," features an array of unconventional dishes including pan-fried brains, lamb's hearts, and snail caviar. The event is set to take place on 28 April and will also feature in an upcoming episode of his Amazon Prime series, Clarkson's Farm, giving eager patrons a chance to appear on the show.

The menu was designed to challenge diners’ palates, as described on the pub's website. It invites adventurous eaters to "join us" if they are "fed up with beige, safe food," and is specifically tailored for those who are willing to try "difficult," "new," and "weird" things. However, this approach has not been universally welcomed. Customers have taken to social media to voice their disgust and disbelief about the offerings, with comments ranging from "Disgusting" to "I think you are a barbarian." One user even remarked, "I like me a nice big piece of meat, but I'm going nowhere near it if it's still looking at me."

The reaction has highlighted a divide among potential customers, as the unique food items have resulted in a wave of negative feedback, particularly on the pub's Instagram page.

Adding to the challenges facing Clarkson, the pub has encountered issues related to its car park, which he aims to expand. Since taking ownership of The Farmer's Dog in August 2022, visitor numbers have increased significantly, prompting Clarkson to submit a planning application to enhance parking facilities and plant trees. However, local residents have expressed concerns regarding the increased traffic and potential damage to a nearby ancient burial mound, which is around 1,400 years old and believed to contain the remains of an Anglo-Saxon warlord.

Oxfordshire County Council has indicated it would raise no objections to Clarkson's parking application but noted that if the district council considers the current car parking arrangement not to be established, further applications may be needed. There were also concerns raised about visibility at the exit, the risk of flooding, and traffic management.

A spokesperson for the council stated, "Taking into account the site's potential levels of traffic generation and higher levels of parking demand, it is requested that a Traffic Management Method Statement (TMMS) be suitably conditioned if consent were to be granted."

Clarkson's financial commitment to the pub has been substantial, reportedly costing him £1 million. He has publicly acknowledged the challenges he has faced in the hospitality industry, including thefts, traffic issues, and operational difficulties. Last month, he underwent a heart operation reportedly linked to the stress he has experienced since taking over the establishment.

Originally opened to great fanfare, The Farmer's Dog attracted many visitors, with the car park often filling up within an hour of its opening. Despite the excitement surrounding the venue, Clarkson has described the operation as a "total disaster" behind the scenes, indicating the complexities of running a pub in a competitive and ever-changing environment.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ladbible.com/lifestyle/food-and-drink/jeremy-clarkson-pub-food-drink-menu-prices-pint-023110-20240823> - This article corroborates Jeremy Clarkson's ownership of The Farmer's Dog pub and its unique offerings, including menu items and pricing.
2. <https://www.gbnews.com/celebrity/jeremy-clarkson-bully-peta-squirrel-pub-menu-farmers-dog> - GB News reports on Clarkson's 'Dare Night' menu, featuring unusual dishes, and notes the criticism from PETA due to the inclusion of squirrel.
3. <https://thefarmersdogpub.com> - The official website of The Farmer's Dog highlights its use of British produce and mentions the 'Dare Night' event, encouraging adventurous eaters.
4. <https://www.ladbible.com/news/latest-news/jeremy-clarkson-the-farmers-dog-pub-to-expand-car-park-amid-local-opposition-20240906> - Although not directly mentioned, similar reports discuss Clarkson's efforts to expand The Farmer's Dog and address local concerns.
5. <https://www.msn.com/en-gb/lifestyle/style/jeremy-clarkson-says-he-s-had-a-heart-op-just-months-after-the-farmers-dog-pub-launched/ar-AA1iCo6q> - Reports on Clarkson undergoing a heart operation highlight the stress he has experienced since taking over the pub.
6. <https://www.oxfordtimes.co.uk/news/23021585.jeremy-clarkson-applies-planning-permission-expand-pub-car-park/> - This article discusses Clarkson's planning application for The Farmer's Dog car park, including concerns about local impact.
7. <https://www.dailymail.co.uk/tvshowbiz/article-14600079/Jeremy-Clarkson-Cotswolds-brain-snail-menu.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data