# Jeremy Clarkson’s Farmer’s Dog pub baffling diners by banning ketchup, cola and coffee



Diners flocking to Jeremy Clarkson's pub, The Farmer's Dog, have encountered an unexpected bewilderment over the establishment's stringent menu restrictions. Opened to much fanfare last year, the pub quickly garnered a reputation for its commitment to exclusively using ingredients sourced from Great Britain—a philosophy that resonates with Clarkson's advocacy for local farming. However, this dedication to homegrown produce has left some patrons scratching their heads after discovering the absence of basic but popular condiments like ketchup, Coca-Cola, and even coffee.

Customer feedback pointed to a sense of frustration over what some deemed unnecessary limitations. One visitor remarked on the drinks menu, expressing disappointment that options such as cola and lemonade were conspicuously absent, while another noted their meal could have benefited from a simple dash of pepper. While some reviewers respected Clarkson’s commitment to local sourcing, they felt the omission of these staples was a step too far. The absence of pepper and coffee, they argued, detracted from the dining experience, highlighting how diners often take these additions for granted in a pub setting.

Clarkson's approach is not merely an aesthetic choice; it’s financially driven as well. In a candid reflection shared in a column for The Times, he admitted to incurring losses on each meal served. He stated, "For every customer who comes through the door, I’d lose about £10," a consequence of the higher costs associated with sourcing British-only ingredients. Despite this financial strain, Clarkson appears unfazed, opting to ignore traditional business calculations in favour of an experience he believes is worth the price. Critics have noted that menu prices for dishes like sausage and mash or steak pie sit between £15 and £19, with a pint of beer costing £5.50. Yet, these numbers have not moved all guests to sing the pub's praises, with some expressing dissatisfaction over portion sizes and menu variety.

The pub's pricing strategy came under additional scrutiny earlier this year when Clarkson created a stir with a £200 "extra extra large" meat pie. A viral video showcasing this extravagant item ignited public outrage until it was clarified that the pie was not intended for consumption and rather served as a tongue-in-cheek commentary on the absurdities of food pricing. Furthermore, items in the shop have been met with mixed reviews for their eye-watering prices—such as a £22 Christmas candle branded with the humorous slogan, "This smells like my Christmas balls."

Despite these controversies, The Farmer's Dog has attracted considerable attention, both locally and nationally. The pub stands as a complex venue, functioning as a restaurant, farm shop, and butcher, enriching the rural community by providing employment opportunities. Local council support has also been noted, particularly in managing the influx of visitors eager to experience what Clarkson has dubbed a uniquely British dining venture.

As diners navigate the often bizarre landscape of Clarkson’s culinary choices, the pub has become something of a social phenomenon, applauded for its principled stance on local sourcing yet equally critiqued for its apparent culinary limits. Whether Clarkson’s gamble in shaping a distinctive pub experience will yield long-term success remains to be seen, but for now, The Farmer's Dog continues to spark conversations—both fervent and perplexed—among its patrons.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14744429/Clueless-diners-Jeremy-Clarksons-pub-say-baffled.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.joe.ie/food/jeremy-clarkson-pub-prices-815969)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14744429/Clueless-diners-Jeremy-Clarksons-pub-say-baffled.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.the-independent.com/life-style/jeremy-clarkson-farmers-dog-pub-prices-b2603800.html), [[4]](https://www.gloucestershirelive.co.uk/whats-on/food-drink/jeremy-clarksons-new-pub-reviews-9509667)
* Paragraph 3 – [[3]](https://www.standard.co.uk/showbiz/jeremy-clarkson-pie-cotswolds-farm-shop-b1206857.html), [[5]](https://www.gbnews.com/celebrity/jeremy-clarkson-pie-pub-200-backlash-the-farmers-dog), [[7]](https://www.carthrottle.com/features/we-went-jeremy-clarksons-pub-and-heres-what-we-thought)
* Paragraph 4 – [[6]](https://www.joe.ie/food/jeremy-clarkson-pub-prices-815969), [[2]](https://www.the-independent.com/life-style/jeremy-clarkson-farmers-dog-pub-prices-b2603800.html)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14744429/Clueless-diners-Jeremy-Clarksons-pub-say-baffled.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.the-independent.com/life-style/jeremy-clarkson-farmers-dog-pub-prices-b2603800.html> - Jeremy Clarkson's new pub, The Farmer's Dog, has faced criticism over its pricing. The menu, which includes British classics like sausage and mash, steak pie, and Lancashire hotpot, initially lacked price listings, leading patrons to speculate about higher costs. Clarkson addressed these concerns by stating that a pint costs £5.50. The pub emphasizes using locally sourced ingredients to support British farmers, with dishes priced between £15 and £19. Clarkson also mentioned that while most items are British-sourced, some exceptions exist, such as the tonic water.
3. <https://www.standard.co.uk/showbiz/jeremy-clarkson-pie-cotswolds-farm-shop-b1206857.html> - Jeremy Clarkson's farm shop in the Cotswolds has sparked controversy by offering a £200 'extra extra large' pie. A visitor shared a video highlighting the pie's price, leading to public outrage. Clarkson clarified that the pie is not intended for consumption, as it's not made of food. The shop also features other items like a £22 candle and a £6.10 bottle of non-organic milk. Despite the high prices, some customers defended Clarkson, noting that many products are expensive, and the experience is unique.
4. <https://www.gloucestershirelive.co.uk/whats-on/food-drink/jeremy-clarksons-new-pub-reviews-9509667> - Jeremy Clarkson's pub, The Farmer's Dog, has received mixed reviews since its opening. While some patrons praised the establishment, others criticized aspects like portion sizes and pricing. One reviewer mentioned that the sausage and mash portion was tiny and overpriced, while another noted the lack of vegan options. The pub offers traditional British fare, including Lancashire Hotpot and apple crumble. Clarkson emphasized the use of locally sourced ingredients and described the venue as a pub, restaurant, farm shop, and butcher all in one.
5. <https://www.gbnews.com/celebrity/jeremy-clarkson-pie-pub-200-backlash-the-farmers-dog> - Jeremy Clarkson addressed backlash over a £200 pie at his Cotswolds pub, The Farmer's Dog. A social media video claimed the pie was for sale at this price, leading to public outrage. Clarkson clarified that the pie is not made of food and is not intended for consumption. He humorously responded to the controversy, stating that while customers are welcome to buy it for £200, he wouldn't recommend eating it. The incident highlights the challenges Clarkson faces in managing public perceptions of his new venture.
6. <https://www.joe.ie/food/jeremy-clarkson-pub-prices-815969> - Jeremy Clarkson's pub, The Farmer's Dog, has faced scrutiny over its pricing and menu offerings. The menu, which initially lacked price listings, led patrons to speculate about higher costs. Clarkson addressed these concerns by stating that a pint costs £5.50. The pub emphasizes using locally sourced ingredients to support British farmers, with dishes priced between £15 and £19. Clarkson also mentioned that while most items are British-sourced, some exceptions exist, such as the tonic water. The establishment has received mixed reviews regarding its pricing and food quality.
7. <https://www.carthrottle.com/features/we-went-jeremy-clarksons-pub-and-heres-what-we-thought> - A visit to Jeremy Clarkson's pub, The Farmer's Dog, reveals a strong emphasis on locally sourced ingredients. The establishment proudly states that it doesn't serve Coke or ketchup, as neither is produced in the UK. The pub has attracted visitors from across the country and has been embraced by locals. The local council has been supportive, implementing measures to manage traffic and parking. The pub offers a variety of British dishes and has provided an employment boost to the rural area. The experience is unique, reflecting Clarkson's commitment to supporting British agriculture.