# Jeremy Clarkson’s The Farmer’s Dog divides diners with strict British-only menu and high prices



Diners at Jeremy Clarkson's The Farmer's Dog have found themselves perplexed by some of the pub's unconventional rules and menu limitations, which reflect the former television host's staunch commitment to supporting British agriculture. Since its launch last year, the establishment has garnered positive reviews from many patrons. However, some customers have taken to social media and review platforms to express their dissatisfaction with the absence of staple items like ketchup, Coca-Cola, and coffee from the menu.

Clarkson's pub operates under a strict policy of only using produce sourced from Great Britain, a decision taken to bolster local farmers. Yet, this commitment has led to some notable omissions that have baffled guests. Reviews have highlighted complaints that "drinks are limited", with one disappointed diner relaying their frustration upon learning that a request for pepper—often a standard seasoning—was met with, “sorry no!!” Others appreciated the ethos of using local ingredients but deemed the lack of everyday condiments excessive.

The pricing structure also raises eyebrows. Clarkson, who openly acknowledges the financial implications of his business model, revealed that he could be losing approximately £10 for every customer served. In a column for The Times, he reflected humourously, stating, “A business-minded person would look at these costs and realise that with British-only rules in place, a hotdog was going be priced at about £45.” Nonetheless, Clarkson has chosen to keep his menu prices reflective of local averages rather than the actual costs incurred by sticking to British sourcing.

Discontentment extends beyond menu choices to the price of items as well. Reports have surfaced of a £200 “extra extra large” meat pie sold at his farm shop, alongside a £22 candle that jokingly claims to smell like “my Christmas balls.” This has prompted criticism from patrons who argue that the costs are exorbitant and unjustified, even as others defend his approach as part of a larger effort to promote local produce and sustainable practices.

Visitors also have to contend with parking fees, which further contribute to the overarching sense of frustration for some diners. A £2 charge for parking in what has been described as a “muddy field” has drawn ire from a number of guests, who feel it adds an unnecessary burden to their pub experience.

Despite the mixed reception, there remains a cohort of supporters who appreciate the scenic location and the rustic charm of The Farmer's Dog, which features simple décor and traditional British fare. Situated in picturesque Cotswold, diners are treated to a view that enhances the overall atmosphere, making it clear that Clarkson's venture, while polarising, is not without its merits.

As Jeremy Clarkson continues to uphold his vision for The Farmer's Dog, the questions surrounding the balance of traditional pub offerings and a modern, ethically-driven business model will undoubtedly linger. Whether or not this approach will resonate with all customers remains to be seen, but the discourse surrounding it has undoubtedly added a layer of intrigue to his latest venture.

## 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), [[5]](https://www.carthrottle.com/features/we-went-jeremy-clarksons-pub-and-heres-what-we-thought)
* 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), [[6]](https://www.ladbible.com/lifestyle/food-and-drink/jeremy-clarkson-defends-pub-prices-952867-20240829)
* Paragraph 3 – [[3]](https://www.standard.co.uk/showbiz/jeremy-clarkson-pie-cotswolds-farm-shop-b1206857.html), [[4]](https://www.express.co.uk/news/uk/1944646/jeremy-clarksons-new-pub-customer-reviews-the-farmers-dog), [[7]](https://www.bnnbloomberg.ca/business/2024/08/24/what-its-like-to-eat-at-jeremy-clarksons-new-pub-the-farmers-dog/)
* Paragraph 4 – [[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), [[4]](https://www.express.co.uk/news/uk/1944646/jeremy-clarksons-new-pub-customer-reviews-the-farmers-dog)
* Paragraph 5 – [[5]](https://www.carthrottle.com/features/we-went-jeremy-clarksons-pub-and-heres-what-we-thought), [[6]](https://www.ladbible.com/lifestyle/food-and-drink/jeremy-clarkson-defends-pub-prices-952867-20240829)

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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 pub, The Farmer's Dog, has faced criticism over its pricing. Some patrons have expressed concerns about the cost of items, noting that the menu lacks listed prices, leading to speculation about elevated costs. Clarkson has defended the pricing, emphasizing the use of locally sourced British produce, which contributes to higher expenses. He mentioned that a pint of Hawkstone beer is priced at £5.50, addressing concerns about affordability. The pub's commitment to supporting British farmers is central to its business model, despite the higher prices.
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 selling an 'extra extra large' pie priced at £200. A reviewer shared a video highlighting the pie's price and other items, including a £22 candle. Fans have expressed outrage over the high prices, with some questioning the justification for such costs. Despite the backlash, others have defended Clarkson's pricing, noting that while expensive, it aligns with the pub's ethos of supporting British farmers and sourcing local produce.
4. <https://www.express.co.uk/news/uk/1944646/jeremy-clarksons-new-pub-customer-reviews-the-farmers-dog> - Jeremy Clarkson's new pub, The Farmer's Dog, has received mixed reviews from customers. Some patrons have complained about the quality and portion sizes of the food, citing dishes like cold burgers and small servings. Additionally, the pub charges £2 for parking, which has been a point of contention for some visitors. Despite these criticisms, the pub has also received positive feedback for its atmosphere and the opportunity to experience Clarkson's latest venture.
5. <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, revealed a focus on locally sourced British ingredients. The pub does not serve items like Coca-Cola or ketchup, aligning with Clarkson's commitment to supporting British farmers. The menu offers traditional British pub fare, and the pub has been embraced by locals and visitors alike. The experience highlights the pub's dedication to its unique business model and the use of local produce.
6. <https://www.ladbible.com/lifestyle/food-and-drink/jeremy-clarkson-defends-pub-prices-952867-20240829> - Jeremy Clarkson's pub, The Farmer's Dog, has faced criticism over its pricing, with some patrons expressing concerns about the cost of items. Clarkson has defended the pricing, emphasizing the use of locally sourced British produce, which contributes to higher expenses. He mentioned that a pint of Hawkstone beer is priced at £5.50, addressing concerns about affordability. The pub's commitment to supporting British farmers is central to its business model, despite the higher prices.
7. <https://www.bnnbloomberg.ca/business/2024/08/24/what-its-like-to-eat-at-jeremy-clarksons-new-pub-the-farmers-dog/> - Jeremy Clarkson's pub, The Farmer's Dog, offers a menu focused on traditional British pub fare made from entirely British ingredients. The pub does not serve items like Coca-Cola or coffee, aligning with Clarkson's commitment to supporting British farmers. The dining experience includes a terrace overlooking the Cotswold hills, providing a scenic backdrop. The interior decor is simple, with references to Clarkson's farm, and the menu is limited to classic British dishes.