# Jeremy Clarkson’s The Farmer’s Dog pub perplexes diners with no ketchup, coffee or Coca-Cola on the menu



Diners at Jeremy Clarkson's pub, The Farmer's Dog, have recently found themselves perplexed by its unusual menu restrictions. While the establishment has garnered a wealth of praise since its opening last year, with many customers lauding the quality of the food and its dedication to local produce, an equally vocal segment of visitors has expressed disappointment at the absence of some staple items. Notably missing from the menu are widely used condiments and drinks such as ketchup, Coca-Cola, and coffee—items many patrons have come to expect at any dining establishment.

The Farmer’s Dog has taken a firm stance on its sourcing policy, committing to only use produce from British farmers. This strategy, aimed at supporting the local agricultural community, has indeed led to a stripped-back menu focusing on authentic British cuisine. Clarkson himself has been forthright about this policy, stating that the absence of familiar products is part of a broader commitment to showcasing the talent and produce within the country. According to him, the limited drink offerings, which include a pint priced at £5.50, highlight this dedication to quality despite the higher costs associated with local sourcing.

However, some diners have been left scratching their heads. One visitor noted in a review that they were “baffled” when they requested pepper only to be told it was not available. Such encounters have given rise to critiques of Clarkson’s stringent rules, with one diner remarking that it was “extreme” not to serve common table staples like pepper and coffee. The sentiments echoed by patrons suggest a gap between Clarkson's vision for his dining establishment and the expectations of his customers—many of whom might not have been fully aware of the pub's philosophy prior to their visit.

Clarkson’s business model at The Farmer's Dog is not without its challenges. He openly admits that his strict adherence to British-only foods results in a financial loss of approximately £10 per customer, as local ingredients tend to be pricier. In his typically candid fashion, he remarked in a column that while a business-minded person might protest at the costs—which could inflate a simple hotdog to around £45—he prefers to go with “heart” rather than profit-driven pragmatism.

This approach to restaurant management has not been without its controversies. Earlier this year, the pub's adjoining farm shop made headlines for an “extra extra large” pie priced at £199.99—an item that, as Clarkson clarified later, was not intended for consumption but rather as a humorous display piece meant to draw attention. Nevertheless, the incident incited considerable backlash online, leading to discussions about the sustainability and ethics of high pricing at a time when consumers are increasingly budget-conscious.

The interplay between Clarkson's commitment to local produce and the modern diner’s expectations raises an interesting dialogue about contemporary pub culture in Britain. Unlike the traditional image of a local pub—grounded in familiarity and comfort—The Farmer's Dog is carving out a niche that prioritises authenticity over convenience. While this decision resonates with some patrons passionate about supporting local agriculture, others remain unsure, navigating the pub’s offerings with a mix of curiosity and confusion.

As The Farmer's Dog continues to establish its identity, it remains to be seen how Clarkson will balance his ambitious vision with the expectations of an evolving customer base. The conversations sparked by the menu and pricing strategies reflect broader trends within the dining industry, where issues of sustainability, local support, and customer satisfaction increasingly intersect.

## 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), [[4]](https://www.ladbible.com/entertainment/celebrity/jeremy-clarkson-pub-drinks-coca-cola-coffee-420759-20240823)
* Paragraph 2 – [[2]](https://www.independent.co.uk/life-style/jeremy-clarkson-farmers-dog-pub-prices-b2603800.html), [[5]](https://www.standard.co.uk/showbiz/jeremy-clarkson-backlash-steak-price-food-farmers-dog-pub-oxfordshire-b1197601.html)
* Paragraph 3 – [[3]](https://www.standard.co.uk/showbiz/jeremy-clarkson-pie-cotswolds-farm-shop-b1206857.html), [[6]](https://www.gbnews.com/celebrity/jeremy-clarkson-pie-pub-200-backlash-the-farmers-dog)

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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.independent.co.uk/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, does not display prices, leading some patrons to worry about potential high costs. Clarkson addressed these concerns by stating that a pint costs £5.50 and emphasized that all produce used is locally sourced from British farmers. He also mentioned that the menu changes based on available ingredients, and that items like Coca-Cola and coffee are not offered to maintain a focus on British food.
3. <https://www.standard.co.uk/showbiz/jeremy-clarkson-pie-cotswolds-farm-shop-b1206857.html> - Jeremy Clarkson's farm shop, adjacent to his pub The Farmer's Dog, has sparked controversy over a £200 'extra extra large' pie. A video from a visitor highlighted the high price, leading to public outrage. Clarkson responded by clarifying that the pie was not a food item but a non-edible display piece, and that it was not intended for consumption. This clarification aimed to address misconceptions and the backlash regarding the pricing.
4. <https://www.ladbible.com/entertainment/celebrity/jeremy-clarkson-pub-drinks-coca-cola-coffee-420759-20240823> - Jeremy Clarkson's pub, The Farmer's Dog, has implemented a policy of not serving certain drinks, including Coca-Cola and coffee. Clarkson explained that the menu changes based on available ingredients, and that items like Coca-Cola and coffee are not offered to maintain a focus on British food. This decision aligns with his commitment to supporting British farmers by using locally sourced produce in all aspects of the pub's offerings.
5. <https://www.standard.co.uk/showbiz/jeremy-clarkson-backlash-steak-price-food-farmers-dog-pub-oxfordshire-b1197601.html> - Jeremy Clarkson's pub, The Farmer's Dog, has faced criticism over the pricing of its dishes. A recent offering of fillet steak with carrots, mash, and cabbage was priced at £28, leading some patrons to question the value. Clarkson defended the pricing, stating that it reflects the quality and sourcing of the ingredients, which are locally sourced from British farmers. He emphasized that the pub's focus is on providing high-quality British food.
6. <https://www.gbnews.com/celebrity/jeremy-clarkson-pie-pub-200-backlash-the-farmers-dog> - Jeremy Clarkson addressed the backlash over a £200 pie at his farm shop near The Farmer's Dog pub. A social media video claimed the pie was for sale at £199.99, leading to public outrage. Clarkson clarified that the pie was not a food item but a non-edible display piece, and that it was not intended for consumption. He invited customers to purchase it if they wished but emphasized that it was not meant to be eaten.
7. <https://www.express.co.uk/celebrity-news/1940318/Jeremy-Clarkson-ketchup-banned-pub-The-Farmer-s-Dog> - Jeremy Clarkson's pub, The Farmer's Dog, has implemented a policy of not serving certain condiments, including ketchup, to support British farmers. A sign near the entrance reads: 'Everything we cook, serve and sell is grown or raised or produced in Great Britain - even the salt and pepper! This means we don't serve Coca Cola or ketchup! #BackBritishFarming.' Clarkson's decision aims to promote the use of locally sourced produce and support the British agricultural industry.