# Jeremy Clarkson’s pub game sparks police probe but no action taken



In an amusing turn of events at his Cotswolds pub, The Farmer’s Dog, Jeremy Clarkson found himself at the centre of a police investigation due to a novel drinking game that has drawn mixed reactions. A contraption designed to test the drinking skills of patrons, involving a ‘beer puppeteer’ system imported from Germany, sparked complaints about promoting irresponsible alcohol consumption. The apparatus requires players to use levers and pulleys to sip their pint without the use of their hands, while competing against another drinker, aiming to finish without any spills.

The playful nature of the game, however, was not enough to deter authorities from initially taking the complaint seriously. Following the report, West Oxfordshire’s licensing officers reviewed the situation in conjunction with the police and concluded that the game did not breach any existing licensing laws. Andrea Thomas, the licensing officer for the council, stated, “After reviewing the game with the police licensing officer, we do not deem it to be a breach of any granted licences, and no further action will be taken.” This conclusion allowed the game to continue as a light-hearted promotion for the establishment, reflecting a willingness to embrace humour in public life.

Clarkson's venture into the pub business has not been without its challenges. Since opening The Farmer's Dog in August 2024, he has faced several incidents that have tested the pub’s operation. Recent weeks saw the venue suffer from the theft of 104 branded pint glasses in just one week, prompting Clarkson to introduce anti-theft measures, including beer mats emblazoned with his face accompanied by warnings against pilfering. These issues come on top of persistent complaints from customers and nearby residents regarding the management and functioning of the pub.

Moreover, Clarkson is currently expanding his horizons in the hospitality sector by attempting to acquire another establishment, The Coach and Horses, located near his Hawkstone Brewery. This new venture aims to restore the 18th-century pub, but it has already drawn concerns from locals, who are apprehensive about increased traffic and potential disruptions to the community. The Cotswold District Council has granted him the necessary licences, allowing for daily alcohol sales, with an investment of £750,000 planned for renovations.

Running a pub in today’s economic climate has posed significant obstacles, not only from operational challenges but also from elevated costs associated with sourcing products domestically. Clarkson himself has alluded to these issues, admitting difficulties in navigating the post-Brexit landscape for staffing and supplies, which compounds the strain on his business efforts.

As Clarkson’s reputation for risky antics carries over into his latest professional pursuits, his endeavours to promote British agriculture and local produce remain core to the pub’s identity. His Hawkstone lager, brewed from barley grown at his own Diddly Squat Farm, has gained popularity, further enhancing his brand’s local ties.

In a rather ironic fashion, the episode surrounding the beer puppeteer might just bolster public interest in The Farmer’s Dog, inviting both enthusiasts and curious observers to experience an eccentric aspect of Clarkson’s innovative yet contentious take on hospitality.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14746689/Jeremy-Clarkson-pub-beer-puppet-game-Cotswolds.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.standard.co.uk/showbiz/jeremy-clarkson-pub-police-customers-b1209981.html)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14746689/Jeremy-Clarkson-pub-beer-puppet-game-Cotswolds.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.standard.co.uk/showbiz/jeremy-clarkson-pub-police-customers-b1209981.html), [[6]](https://www.thisismoney.co.uk/tv/article-13847263/jeremy-clarkson-pub-farmers-dog-negative-reviews.html)
* Paragraph 3 – [[3]](https://www.thedrinksbusiness.com/2025/01/jeremy-clarkson-pub-rocked-by-pint-glass-theft/), [[4]](https://www.bbc.com/news/articles/czkvv7rxevgo), [[5]](https://www.oxfordmail.co.uk/news/24571690.watch-jeremy-clarksons-embarrassing-hawkstone-beer-pour/)
* Paragraph 4 – [[6]](https://www.thisismoney.co.uk/tv/article-13847263/jeremy-clarkson-pub-farmers-dog-negative-reviews.html), [[7]](https://en.wikipedia.org/wiki/Hawkstone_Lager)

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

## Bibliography

1. <https://www.dailymail.co.uk/tvshowbiz/article-14746689/Jeremy-Clarkson-pub-beer-puppet-game-Cotswolds.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/showbiz/jeremy-clarkson-pub-police-customers-b1209981.html> - Jeremy Clarkson's pub, The Farmer's Dog in the Cotswolds, faced police warnings due to nearby pony and trap races. Residents were advised to avoid the area to ensure public safety during the event. Clarkson was seen arriving at the pub amid the police presence. Thames Valley Police stated they were monitoring the situation to maintain public safety and prevent any dangerous activities during the privately organized event.
3. <https://www.thedrinksbusiness.com/2025/01/jeremy-clarkson-pub-rocked-by-pint-glass-theft/> - Jeremy Clarkson's pub, The Farmer's Dog in Burford, Oxfordshire, experienced significant thefts of branded pint glasses, with 104 glasses going missing in one week. Clarkson expressed frustration over the losses, which impacted the pub's profitability. To deter further thefts, the pub introduced new beer mats featuring Clarkson's face and a message warning against stealing pint glasses. The pub, which opened in August 2024, has faced challenges in maintaining its operations.
4. <https://www.bbc.com/news/articles/czkvv7rxevgo> - Jeremy Clarkson plans to take over The Coach and Horses pub, located opposite his Hawkstone Brewery near Bourton-on-the-Water. The Cotswold District Council granted a license for the pub to sell alcohol daily from 11:00 to 23:00. Clarkson intends to invest £750,000 to revitalize the 18th-century pub, which is in poor condition. Concerns have been raised by villagers about potential increases in traffic and the impact on the local community.
5. <https://www.oxfordmail.co.uk/news/24571690.watch-jeremy-clarksons-embarrassing-hawkstone-beer-pour/> - Jeremy Clarkson faced scrutiny over his beer-pouring technique after a viral video showed him pouring Hawkstone beer at his pub, The Farmer's Dog. The video, shared on Instagram, sparked discussions about the proper way to pour beer. Clarkson's Hawkstone Brewery, located near Burford in Oxfordshire, offers various beer options, including lager, cider, IPA, and session versions. The pub has attracted numerous visitors since its opening, contributing to the local economy.
6. <https://www.thisismoney.co.uk/tv/article-13847263/jeremy-clarkson-pub-farmers-dog-negative-reviews.html> - Jeremy Clarkson's pub, The Farmer's Dog, has faced challenges, including negative reviews and complaints. Clarkson admitted that running the pub has been difficult, with higher costs for British-sourced products and staffing issues post-Brexit. Despite the challenges, the pub has attracted attention, with Clarkson's friends advising against the venture. The pub's focus on supporting British farmers by using locally sourced produce has contributed to its operational difficulties.
7. <https://en.wikipedia.org/wiki/Hawkstone_Lager> - Hawkstone Lager is a beer created by television presenter Jeremy Clarkson using barley grown at his Diddly Squat Farm in Chipping Norton, Oxfordshire. The beer is brewed by Hawkstone Brewery near Bourton-on-the-Water, Gloucestershire. Introduced in 2021, the lager has a 4.8% ABV and is made with barley from Clarkson's farm. The beer is available online and at Clarkson's farm shop, and has been noted for its popularity and quality.