# The Flying Duck rolls back pint prices to 1945 levels for VE Day 80th anniversary



In a unique celebration of the 80th anniversary of Victory in Europe (VE) Day, The Flying Duck pub in Ilkley, West Yorkshire, has announced a nostalgic pricing initiative, rolling back the cost of a pint of beer to an astonishing 7 pence. This promotional offer mirrors the prices from 1945 when Britons celebrated their victory over Nazi Germany on May 8. At that time, the average cost of a pint had risen significantly, reflecting the economic strains of the Second World War, from 5 pence in 1939 to around 12 pence by the war's end.

To commemorate this historic occasion, The Flying Duck will serve the first 80 pints of its Wharfedale Brewery Gold at the vintage price on May 8. This initiative is expected to resonate with patrons eager to connect with the past, evoking memories of simpler times during a period when many Britons managed to enjoy a drink despite the challenges of wartime rationing.

Gerard Simpson, the Operations Director at The Flying Duck and Wharfedale Brewery, remarked, "I just thought it would be nice to do something to celebrate 80 years." The initiative also serves as a counterpoint to the current climate in the hospitality sector, which has faced significant challenges, including surging energy costs, rising business rates, and an increase in National Insurance contributions, which have contributed to the average price of a pint in the UK now exceeding £5, with prices in central London often reaching around £8.

The pub's announcement, shared on social media, invited patrons to partake in this historical reflection, stating: "Come join us on the 8th May where we will be celebrating VE Day's 80th anniversary. 80 pints for 80 years at 1945 prices." The historical homage via pricing is intended not only to honour the past but also to provide a lighthearted escape from the current economic pressures facing local communities.

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

## Bibliography

1. <https://www.morningadvertiser.co.uk/Article/2024/09/04/The-MA-Pint-Price-Survey-latest-results-August-2024/> - This article reports that the average price of a pint of beer across Great Britain is £4.98, highlighting the significant increase from 5 pence in 1939 to the present day.
2. <https://www.morningadvertiser.co.uk/Article/2024/04/05/Average-pint-price-in-England-Scotland-and-Wales-in-2024/> - The article provides regional breakdowns of pint prices, noting that London has the highest average at £5.59, while the north-east has the lowest at £4.56, illustrating the economic strains affecting the hospitality sector.
3. <https://www.reuters.com/world/uk/tax-hit-looms-uk-employers-prepare-push-up-prices-2025-04-04/> - This piece discusses the £25 billion increase in social security contributions for UK employers, leading to anticipated price hikes in sectors like hospitality, where businesses like pubs and small manufacturers expect to raise prices to cope with increased costs.
4. <https://www.theguardian.com/business/2025/mar/24/sobering-news-pubs-say-average-cost-of-a-pint-will-rise-above-5> - The article highlights that the average price of a pint of beer is set to rise above £5, with publicans attributing the increase to tax rises introduced by the chancellor, Rachel Reeves.
5. <https://www.morningadvertiser.co.uk/Article/2025/01/27/cost-of-a-pint-in-a-pub-up-by-25-in-december-2024/> - This report reveals that the average price of a pint of draught lager in pubs increased by 2.5% between December 2023 and December 2024, from £4.70 to £4.82, indicating ongoing price rises in the hospitality sector.
6. <https://www.mylondon.news/news/cost-of-living/cost-living-average-pint-beer-24733497> - The article discusses predictions that the average cost of a pint in London will reach £13.98 by 2025, reflecting the significant economic pressures on the hospitality industry.
7. <https://www.express.co.uk/news/uk/2049398/uk-pub-selling-pints-7p-ve-day> - Please view link - unable to able to access data