# Jeremy Clarkson’s The Farmer’s Dog pub puzzles diners with ketchup-free menu and high prices



Diners at Jeremy Clarkson's pub, The Farmer's Dog, have recently expressed confusion over some unexpected menu omissions linked to the establishment's strict sourcing policy. While the pub, which opened last year, has received accolades for its commitment to local produce and support of British farmers, not all visitors have been impressed by its offerings—or lack thereof.

Patrons have pointed out the absence of common condiments and beverages, notably ketchup and Coca-Cola, as well as coffee. This limitation is a reflection of Clarkson's firm decision to rely exclusively on British ingredients. While the former Top Gear host has publicly championed this approach, some customers seem to have been caught off guard by the peculiarities of the menu. One dissatisfied reviewer lamented, "drinks are limited, no cola, pepsi, lemonade or coffee," while another expressed bewilderment at being unable to obtain pepper, describing the experience as unsatisfactory after just a few bites of their meal. Although many diners respect Clarkson's decision to emphasise local sourcing, they have labelled the exclusions as excessive.

The focus on locally sourced ingredients has financial implications as well, with Clarkson admitting in a column for The Times that his adherence to British-only products causes his business to lose approximately £10 per customer. He reflected on the economic absurdity of his pricing strategy, painting a picture where a simple hotdog could potentially cost around £45 due to the steep expenses associated with home-grown produce. Despite his somewhat laissez-faire approach to pricing, he still offers competitive pub fare, with dishes like vegetable and cheddar crumble starting at £15 and going up to £19 for a Lancashire hotpot.

This business model has, however, raised eyebrows regarding affordability. Earlier in the year, Clarkson stirred controversy with reports of an eye-watering £200 price tag for an "extra, extra large" meat pie at his farm shop. While patrons now have to shell out £5.50 for a pint, this highlighted the potential discrepancies between the establishment's rustic charm and its elevated pricing.

In his pursuit of exclusivity and authenticity, Clarkson has also acknowledged challenges in sourcing all required ingredients from British producers. While most of the meats, vegetables, and dairy products are locally sourced, he admitted that essentials like tonic water remained unavailable in the UK due to the lack of quinine, necessitating some imports. This nuanced approach underscores the dining experience, where local cuisine intersects with broader economic realities, adding layers to the allure of The Farmer's Dog.

Reviews regarding the quality of the food remain generally positive, with the traditional Sunday roast often cited as a highlight. Visitors also appreciate the picturesque Cotswold setting surrounding the pub, although some have noted that the interior decor lacks character, contrasting with the culinary emphasis placed on local produce.

As Clarkson's establishment continues to carve out its niche, balancing between local commitment and customer expectations remains a perplexing challenge. For those seeking the quintessential British pub experience, the journey to The Farmer's Dog offers opportunities for discovery, albeit not without its peculiarities and price considerations.

## 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), [[2]](https://www.the-independent.com/life-style/jeremy-clarkson-farmers-dog-pub-prices-b2603800.html), [[5]](https://newsvoice.info/article/page/manchestereveningnews/whats-on/food-drink-news/went-jeremy-clarksons-pub-sunday-31069220)
* Paragraph 2 – [[6]](https://www.bnnbloomberg.ca/business/2024/08/24/what-its-like-to-eat-at-jeremy-clarksons-new-pub-the-farmers-dog/), [[3]](https://www.thelondoneconomic.com/lifestyle/jeremy-clarkson-hits-back-at-complaints-about-prices-in-his-new-pub-382025/)
* Paragraph 3 – [[4]](https://www.express.co.uk/celebrity-news/1943579/Jeremy-Clarkson-failed-Farmers-Dog-pub), [[7]](https://www.independent.ie/style/celebrity/jeremy-clarkson-responds-to-complaints-about-prices-in-his-new-pub/a1899753501.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 complaints about its pricing. The menu, which includes British classics like sausage and mash, steak pie, and Lancashire hotpot, initially lacked prices, leading to concerns about potential high costs. Clarkson addressed these concerns by stating that a pint costs £5.50. He emphasized that all produce used in the restaurant is locally sourced and produced by British farmers, including items like black pepper and sugar. Some dishes range from £15 for a vegetable and cheddar crumble to £19 for the Lancashire hotpot.
3. <https://www.thelondoneconomic.com/lifestyle/jeremy-clarkson-hits-back-at-complaints-about-prices-in-his-new-pub-382025/> - Jeremy Clarkson's new pub, The Farmer's Dog, has faced criticism over its pricing. The menu, which features British classics such as sausage and mash, steak pie, and Lancashire hotpot, initially lacked prices, leading to concerns about potential high costs. Clarkson addressed these concerns by stating that a pint costs £5.50. He emphasized that all produce used in the restaurant is locally sourced and produced by British farmers, including items like black pepper and sugar. Some dishes range from £15 for a vegetable and cheddar crumble to £19 for the Lancashire hotpot.
4. <https://www.express.co.uk/celebrity-news/1943579/Jeremy-Clarkson-failed-Farmers-Dog-pub> - Jeremy Clarkson has admitted to 'failing' in sourcing all ingredients for his new pub, The Farmer's Dog, from British producers. Despite his efforts, he acknowledged that some items, such as tonic water, had to be imported due to the essential ingredient quinine not being available in the UK. Clarkson emphasized that the pork, beef, lamb, venison, milk, butter, eggs, vegetables, fruit, and even cooking oils are all sourced from British farmers. He expressed his commitment to supporting local agriculture through his pub's offerings.
5. <https://newsvoice.info/article/page/manchestereveningnews/whats-on/food-drink-news/went-jeremy-clarksons-pub-sunday-31069220> - A visit to Jeremy Clarkson's pub, The Farmer's Dog, revealed that certain items are not available due to the establishment's commitment to British produce. The menu features British classics like bangers and mash and steak pies, with all ingredients sourced from local farms. However, items such as coffee, ketchup, and lemonade are not served, as the pub focuses on supporting British farmers. Despite these exclusions, the Sunday roast received positive feedback for its quality and presentation.
6. <https://www.bnnbloomberg.ca/business/2024/08/24/what-its-like-to-eat-at-jeremy-clarksons-new-pub-the-farmers-dog/> - Jeremy Clarkson's new pub, The Farmer's Dog, offers a menu of British classics like bangers and mash and steak pies, with all ingredients sourced from local farms. The pub's commitment to British produce means that items such as Coca-Cola, orange juice, and coffee are not available. The only exception is tonic water, as the essential ingredient quinine cannot be grown in the UK. The dining experience includes scenic views of the Cotswold hills, though the interior decor is described as lacking character.
7. <https://www.independent.ie/style/celebrity/jeremy-clarkson-responds-to-complaints-about-prices-in-his-new-pub/a1899753501.html> - Jeremy Clarkson's new pub, The Farmer's Dog, has faced complaints about its pricing. The menu, which includes British classics like sausage and mash, steak pie, and Lancashire hotpot, initially lacked prices, leading to concerns about potential high costs. Clarkson addressed these concerns by stating that a pint costs £5.50. He emphasized that all produce used in the restaurant is locally sourced and produced by British farmers, including items like black pepper and sugar. Some dishes range from £15 for a vegetable and cheddar crumble to £19 for the Lancashire hotpot.