

Yorkshire & North-east
Ye Old Sun Inn, Colton, North Yorkshire

Customers are accustomed to getting the best of everything when they visit Ye Old Sun Inn, located in the picture-postcard village of Colton, six miles from York.

The pub's catering has made it a "must-visit" food venue, and introducing an appetising range of cask beers has attracted increasing numbers of local drinkers to its bar. Now, a series of activity nights, many arranged around food themes, is establishing the pub as a real all-rounder.

Just for good measure, licensees Ashley and Kelly McCarthy have created a delicatessen and provisions shop in one of the pub's disused outbuildings. It provides Colton with its only shop and was enthusiastically welcomed by villagers.

The McCarthys admit that establishing a top-notch food business was the key driver when they arrived at the Enterprise Inns pub four years ago.

Ashley says: "We have now got the food to the level we targeted originally, so it's a case of starting to develop other sides of the business. When we took over, drinkers had all but deserted the pub; so we have worked to attract them back. Our four cask beers seem to have done the trick and the drinkers have started to return."

The pub also runs a series of food events such as cookery demonstrations, a popular shopping basket challenge, and regular farmers' markets.