

The image features four glasses of beer with a thick head of white foam, arranged in a diagonal line on a rustic wooden surface. In the background, there are scattered nuts and pretzels, suggesting a pub or bar setting. The lighting is warm and focused on the glasses.

THE CASK REPORT 2017

HOW TO MAKE
MONEY FROM CASK
BY SOPHIE ATHERTON

THE CASK REPORT

KEY POINTS



- Cask ale continues to grow its market share. It accounts for 58% of on-trade ale and 17% of the total on-trade beer market.
- Cask ale value to pubs has grown 22% in the past five years.
- 72% of pubs sell cask ale and 82% of licensees say their cask sales are in growth.
- The most successful pubs are enthusiastic about cask ale. Some 33% held a cask beer festival in the past 12 months and 40% plan to in the next 12 months. 90% of pubs now offer 'try before you buy' for cask ale.
- Bar staff need cask conversation skills. Only a third (36%) of customers feel bar staff have an understanding of cask ale. Yet 92% of consumers want to know more about beer styles. If bar staff start the cask conversation, it results in 50% of customers ordering cask beer.

72%

of pubs
sell cask
beer

82%



of licensees say
their cask ale sales
are in growth

90%



of consumers say beer
quality is very important
or essential when
choosing where to drink

Source: CGA Strategy; Licensee survey; Beer Quality Report 2016

front cover image: bhofack2/Stock/thinkstock.co.uk



HOW TO MAKE THE MOST OF CASK IN YOUR PUB

The cask conversation – train your staff

Customers appreciate pub staff who know about cask beer and think more highly of pubs where staff have good cask conversation skills.

Great cask conversation = customers will...



What to do...

- Organise staff beer tastings with an opportunity to practise cask conversation skills and describe beer. Ensure staff know and can talk about the beer they are selling.
- Use free training resources. Cask Beer Uncovered is an e-learning course for bar staff. CaskFinder app now includes pumpclip recognition, which will boost staff knowledge.
- Train staff in 'try before you buy'. Encourage understanding of, and enthusiasm for, cask beer. This endorses confirmed cask drinkers and helps create new ones.

Beer quality and range – the right beer perfectly served

90% of consumers think beer quality is important or essential.

60% would rather have perfectly served beer than a wide range.

Customers want a selection of permanent and guest beers with a mix of familiar and unfamiliar brands on the bar.



What to do...

- Always clean beer lines weekly; keep the cellar clean and at the correct temperature; regularly monitor and maintain glasswashers and glassware.
- Review your beer range. If you're not selling two casks a week of a permanent beer, consider replacing it with something more popular.
- An ideal range is two permanent beers and one or two guests; offer different styles, colours and ABVs.

Attracting customers – increasing footfall at your pub

Cask ale drinkers visit the pub more often. Half of cask drinkers visit weekly, compared with only a third of other drinkers. 57% of cask ale drinkers are more likely to go to a pub that advertises craft beer. People want to understand beer. 92% want to know more about beer styles and two thirds want to know more about its ingredients.

What to do...

- Most cask ale is craft beer, and cellar skills are a craft. You can use the term craft beer to promote cask.
- Use a range of methods to promote cask ale: chalkboards or printed beer menus with beers on the bar/coming soon and staff recommendations. Keep pub websites and social media accounts up to date. Join Cask Marque and gain Ale Trailers.
- As well as running beer festivals, organise 'meet the brewer' events where brewers host beer tastings at your pub. This offers beer knowledge to customers and will boost sales.

Customer expectations of pub staff cask ale training and knowledge

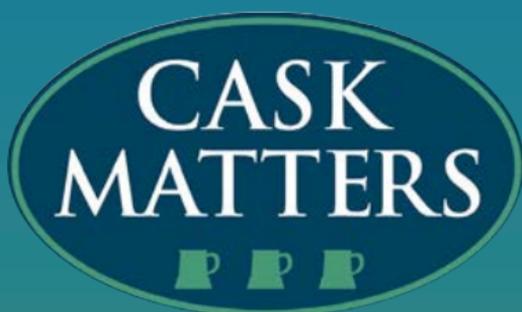


**Download the
FREE
CaskFinder app for
iPhone or Android**



KEY FEATURES:

- Find 10,000 Cask Marque accredited pubs.
- Join the World's Biggest Ale Trail.
- NEW: Beer scanner – pumpclip recognition, quickly find tasting notes and info.
- Beer of the Week.
- Beer blog.
- Beer festivals across the UK.



The one-stop shop for the cask ale licensee, focusing on training and education together with market insight and news. Free e-learning resources, best practice guidelines and printable daily/weekly staff checklists. Download copies of The Cask Report and find out more about the issues it explores.

www.caskmatters.co.uk

Cask Marque 01206 752 212



Cask Beer Uncovered

shironosov/iStock/thinkstock.co.uk

A must for anyone handling or selling cask beer! Cask Beer Uncovered is a free e-learning programme designed for bar staff – the perfect introduction to cask beer and a great way to reinforce in-house training.

Five short videos cover:

- Beer ingredients and what they contribute to flavour; how beer is brewed.
- Keeping cask beer and how it is conditioned in the pub cellar.
- Choosing the right range of cask beers; the importance of throughputs and quality.
- How to serve cask beer perfectly.
- Hints, tips and advice on promoting cask beer sales and matching beer with food.

Each video is followed by a set of multiple choice questions. Get 75% correct and you can print a personalised Cask Beer Uncovered certificate to show your achievement.

Take the course at www.caskmatters.co.uk