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Testimonials

“When customers see my accreditation they ask what it means – I explain that my cask ales have been independently tested for clarity, temperature, aroma and taste – and I have been awarded a certificate of excellence. The Cask Marque accreditation is a great way of communicating the quality of our beer”

Nigel Ball, The Rosebud, Rothwell

In a survey of the licensees who hold our Award:

89.75% said having the Cask Marque Award had helped increase cask ale sales

98.13% would recommend other licensees apply for the award

Contact us for more information or advice on

01206 752212

info@cask-marque.co.uk

or visit our website **www.cask-marque.co.uk**



“The Cask Marque Award helps us to communicate the quality of our cask ale to consumers who may not have stepped through the door for a number of years. They now regularly drink and eat at the Halfway House so it has improved our overall sales”

Adam Cohen, Halfway House, Shipley



Do you want to attract more cask ale drinkers?

A recent You Gov Survey found that Cask Ale Drinkers:

- Visit the pub more often – 42% go to the pub weekly or more
- They spend more money in the pub – 30% more than the average drinker
- They bring other friends into the pub – 72% will recommend the pub to their friends

The Cask Marque plaque is recognised by 77% of Cask Ale Drinkers. If your cask ale is good enough, then joining Cask Marque will allow you to gain more cask drinkers and all the benefits they bring.



What is Cask Marque?

An independent accreditation scheme to recognise those pubs which serve great cask ale. It is awarded to the licensee rather than to the pub and supported by over 40 brewers and pub companies.



How do I gain the award?

The quickest and easiest way is to phone us on **01206 752212** and complete the form over the phone. This saves time and paperwork for you.

Alternatively visit www.cask-marque.co.uk/join

An assessor will contact you to let you know when the first visit will happen, in order to give you or the cellar manager a chance to attend. All future visits will be unannounced and can happen at any time when you are open for business; these happen approximately 6 months apart.

Visit 1 will include a short cellar audit www.sotcd.co.uk

Free samples must be provided. Up to 6 cask ales will be tested for temperature, appearance, aroma and taste. Beers should be served between 10 and 14 °C

Once accredited, you the licensee will receive:

-  Cask Marque plaque
-  Framed certificate covering 1 year
-  Point of sale materials
-  Random inspections to ensure quality is maintained



The award is renewable each year

Your customers will be able to comment independently to Cask Marque on the quality of your cask ales



Why should I join Cask Marque?

Displaying the Cask Marque plaque outside your pub says to your customers that you are serious about cask ale. The plaque is recognised by 77% of cask ale drinkers (You Gov Survey)

Your pub will be listed on the Cask Marque website and linked to your own website, helping your google ranking

The Cask Marque logo is available to use on all your promotional materials, menus and advertising

Your pub will appear on **CaskFinder**, our FREE IOS/Android app allowing drinkers to find you on the go. Used over 60,000 times each month, drinkers will be able to find tasting notes on the beers you sell.

Your pub will be included in the World's Biggest Ale Trail where customers can scan your Cask Marque certificate to win prizes. Download **CaskFinder** to give it a go

96% of pubs achieved or partly achieved their objectives when joining Cask Marque (Licensee Survey 2017)

98% of pubs thought their allocated assessor was professional and polite. 91% felt they took the time to improve beer quality (Licensee Survey 2017)

Point of Sale material is free of charge, which includes drip mats, tent cards, window stickers, pump clip stickers and more, helping you to promote your achievement

Your Cask Marque assessor is on hand to offer advice, tips and hints about achieving perfect beer quality

Fill in the application form, visit the website or call us on **01206 752212** to register