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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:

88.6% said having the Cask Marque Award had helped increase cask ale sales

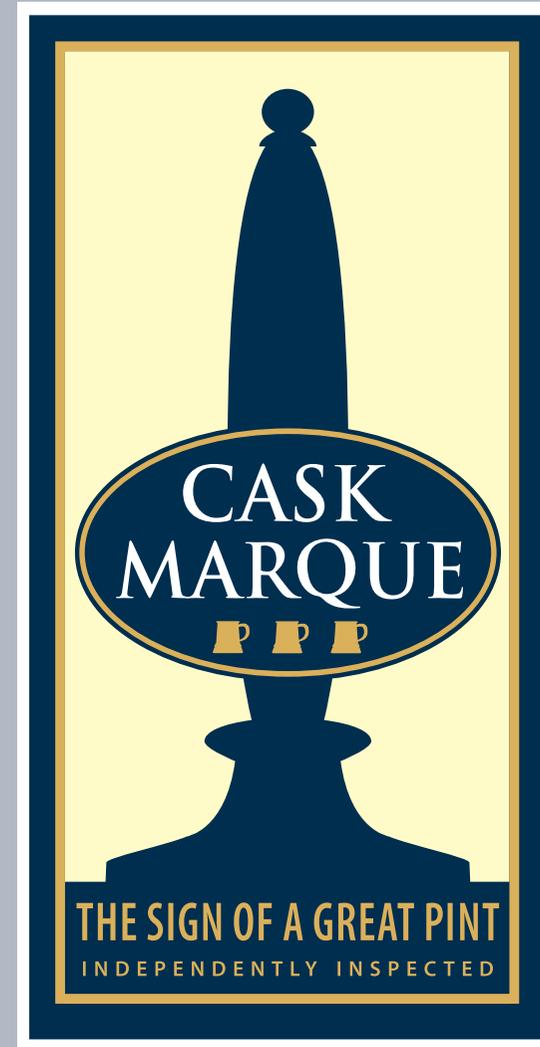
98.6% would recommend other licensees apply for the award

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



The Opportunity

Cask ale is currently the only beer category growing market share. This is good news particularly as cask beer is only available in pubs. Research shows that the cask ale drinker tends to be more affluent and visits the pub more regularly - which makes them ideal customers.

Cask ale drinkers are more knowledgeable and demanding when it comes to beer quality and many drinkers will not return to a pub that serves a poor pint; however 71% of cask drinkers are prepared to pay more for good quality beer.

This is where Cask Marque can help promote pubs which deliver the Perfect Pint and capitalise on the growth of cask ale.

(All stats Marston's Cask Report 2013)



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?

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

An independent assessor will visit unannounced on two separate occasions and assess all the cask ales you have on sale. Free samples must be provided.

Each beer will be tested on temperature, appearance, aroma and taste. The beers should be dispensed between 10 and 14°C.

Once accredited, you the licensee will receive:

-  **Cask Marque plaque**
-  **Framed certificate for 1 year**
-  **Point of sale materials**
-  **Random inspections to ensure quality is being 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?

▶ The Cask Marque plaque displayed outside the pub says to customers that you are serious about cask ale. The plaque is recognised by 57% of cask ale drinkers (NOP Survey 2012)

▶ Your pub, together with details of its facilities will be listed on the Cask Marque website and hot linked into your own website. www.cask-marque.co.uk

▶ A licensee with the award is entitled to use the Cask Marque logo on all promotional materials, menus and advertising.

▶ Your pub details will appear on **CaskFinder**, our FREE iPhone/Android app allowing customers to find you whilst on the move. Using the Cyclops tasting notes they will be able to find information on the beers you are serving. Used over 60,000 times a month to find Cask Marque pubs.

▶ Your pub will automatically be included in the 'World's Biggest Ale Trail' where customers can scan your Cask Marque certificate to win prizes. Download the CaskFinder app and select 'ale trail' to give it a go.

▶ Cask Marque pubs can now be downloaded onto sat nav systems. This service is free and enables cask drinkers to identify Cask Marque pubs using the Point of Interest facility on their sat navs.

▶ Three newsletters a year are sent to Cask Marque accredited licensees to help them keep up to date on market trends, statistics and consumer research.

▶ An opportunity to access Cask Marque cellar management training programmes at preferential rates. This is a nationally recognised qualification.

▶ Point of sale material is free of charge which includes drip mats, tent cards, window stickers, pump clip stickers and more for you to publicise your success.

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

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