

ADVANTAGES OF BEING A CASK MARQUE **CORPORATE MEMBER**



1. The ability to sponsor pubs for Cask Marque accreditation. To help this a third of your subscription costs is returned in the form of credits.
2. The use of the Cask Marque logo on all merchandising and stationery. This shows a commitment to best practice and cask.
3. Our team of Roger Clayson and Annabel Smith are available to advise on increasing profitability from cask ale sales.
4. The team can devise bespoke solutions to grow sales and profits whether through quality initiatives or training.
5. We can support company initiatives both internally by presentations and externally through PR.
6. Membership gives the opportunity to link your company name with Cask Marque and generate PR.
7. Supporting Cask Marque drives the cask category by helping Cask Marque achieve its objectives.
8. Monthly billing of sponsorship and project work.
9. Cask Marque will monitor on each renewal that the sponsor's brands are still being stocked by a pub to ensure that the investment by the sponsoring brewer generates extra sales.
10. Monthly beer quality report showing where during the month we have tested your beer nationwide and the results.
11. Notification within 24 hours where a beer has failed a Cask Marque inspection and recommended action required.
12. Industry analysis of visits i.e. glasscare and the ability to benchmark your beer quality performance against other competitors.
13. Link your company into retailer quality initiatives thus supporting your customers.
14. Members discount on training courses and project work.
15. Company links from our website.
16. If a brewery we will include details of your brewery trips on www.visitabrewery.co.uk a consumer website.
17. Annual invitation to join the Company AGM.