

CaskFinder App Terms of Use and Ale Trail Terms and Conditions – Updated 07.01.2026

Cask Finder App – Terms and Conditions

General Terms

1. By downloading or updating the Cask Finder app, creating a user account, or participating in an Ale Trail hosted through the Cask Finder app, you agree to these Terms and Conditions. Additional terms may apply to individual Ale Trails, promotions or prize draws and, where applicable, will be made available separately.
2. The Cask Finder app and the Ale Trails available through it, including the “World’s Biggest Ale Trail”, are operated by The Cask Marque Trust Ltd (“Cask Marque”, “we”, “us” or “our”).
3. The Cask Finder app is free to download and use. There is no charge to download the app and there are no in-app purchases. Points earned through the app cannot be purchased for money.
4. You must be aged 18 or over to create an account and participate in an Ale Trail through the Cask Finder app.
5. By creating an account or participating in an Ale Trail, you confirm that you meet the relevant eligibility requirements and are eligible to receive or redeem any applicable prizes.
6. You are responsible for ensuring that the information associated with your Cask Finder account, including your email address and any contact or delivery details you provide, is complete, accurate and kept up to date.
7. Employees of The Cask Marque Trust Ltd and its associated or group companies may participate in Ale Trails but are not eligible to receive prizes awarded through promotional Ale Trails, competitions or prize draws, unless otherwise stated in the applicable terms.
8. Cask Marque may cancel, suspend or amend an Ale Trail where reasonably necessary, including where circumstances arise outside our reasonable control.
9. We may update these Terms and Conditions from time to time. The latest version will be made available through the Cask Finder app or Cask Marque website. Where a change materially affects your participation in an Ale Trail or use of points or prizes, we will take reasonable steps to bring the change to your attention.

Earning and Using Points

10. Users may earn points through eligible activities within the Cask Finder app, including participation in eligible Ale Trails. The number of points awarded and the activities for which points are available will be shown in the app or in any additional terms applying to the relevant Ale Trail.
11. Points have no cash value and cannot be exchanged for cash, transferred, sold or exchanged between users.
12. Points may be redeemed for prizes available in the Cask Finder Prize Shop. The number of points required for each prize will be displayed in the app at the time of redemption.
13. Unless otherwise stated in the app or in the terms of a particular Ale Trail, any query concerning missing or incorrectly recorded points must be raised with Cask Marque within 31 days of the relevant activity.
14. Points do not expire while the Cask Finder points scheme remains in operation and will remain in a user's account until they are redeemed or are removed or corrected in accordance with these Terms.
15. Cask Marque reserves the right to amend, suspend or withdraw the points scheme and/or Prize Shop. Where reasonably practicable, we will provide users with notice of any withdrawal of the points scheme and an opportunity to redeem existing points before the scheme closes. Any applicable deadline for redemption will be communicated to users through the app or other reasonable means. Points remaining after that deadline may be cancelled and will have no cash value.

CaskFinder App Terms of Use and Ale Trail Terms and Conditions – Updated 07.01.2026

16. Cask Marque may correct points that have been awarded in error and may withhold, cancel or reverse points where we reasonably believe they have resulted from fraud, misuse of the app, technical error or a breach of these Terms or the terms of an applicable Ale Trail.

Prize Shop Prizes

17. Points may be used to redeem prizes displayed in the Cask Finder Prize Shop. All prizes are subject to availability.
18. When a user redeems a prize, the required number of points will be deducted from their account.
19. Once a Prize Shop prize has been redeemed, the redemption cannot normally be cancelled and points will not normally be refunded, except where Cask Marque is unable to supply the prize or where otherwise required by law.
20. If a Prize Shop prize that has been redeemed becomes unavailable, Cask Marque may substitute it with a prize of equivalent or greater value or return the points used to redeem the prize to the user's account.
21. Unless otherwise stated, Prize Shop prizes are non-transferable, cannot be exchanged for cash and no cash alternative will be offered.
22. The inclusion of a prize in the Prize Shop does not guarantee that it will remain available. Cask Marque may add, remove or change the prizes available and the number of points required to redeem them from time to time. Any change to the points required for a prize will not affect a redemption already completed.

Prizes Awarded Outside the Prize Shop

22. From time to time, Cask Marque may award prizes outside the Prize Shop, including in connection with particular Ale Trails, promotions, competitions or prize draws.
23. Additional terms may apply to a particular Ale Trail, promotion, competition or prize draw. Where additional terms apply, they will be made available as part of the relevant promotion or activity.
24. Unless otherwise stated, prizes awarded outside the Prize Shop are subject to availability, are non-transferable and non-exchangeable, and no cash alternative will be offered.
25. If circumstances outside Cask Marque's reasonable control make it necessary, Cask Marque may substitute a prize with an alternative prize of equivalent or greater value.
26. Where Cask Marque needs further information from a user in order to provide a prize, we will contact the user using the email address associated with their Cask Finder account. We may make up to two attempts to contact the user.
27. If the user does not respond within 14 days of the second contact attempt, Cask Marque may treat the user's entitlement to the prize as forfeited.

Delivery and Fulfilment of Prizes

28. Unless otherwise expressly stated, postage and delivery of physical prizes is only included to valid UK postal addresses.
29. Users are responsible for providing complete and accurate contact and delivery information. Cask Marque will not be responsible for a prize being delayed or not received as a result of incomplete or inaccurate information supplied by the user.
30. Where applicable, please allow up to 14 days for dispatch or delivery of a prize. Delivery times are estimates and may be affected by circumstances outside Cask Marque's reasonable control.

CaskFinder App Terms of Use and Ale Trail Terms and Conditions – Updated 07.01.2026

31. Where appropriate, alternative collection or delivery arrangements may be agreed between Cask Marque and the recipient.
32. Some prizes may be supplied or distributed directly by a third party on behalf of Cask Marque. Where this is necessary, relevant contact or delivery information may be shared with that third party for the purpose of fulfilling the prize.
33. Where a prize is provided electronically, it may be sent to the email address associated with the user's Cask Finder account or another email address provided by the user for that purpose.

Third-Party Prizes and Brands

34. Some prizes available through the Cask Finder app may be products or services provided by third-party brands.
35. Unless expressly stated otherwise, the inclusion of a third-party brand, product or service within the Cask Finder app, an Ale Trail or the Prize Shop does not imply any affiliation with, sponsorship by or endorsement from that third party.

Personal Information

36. Personal information collected through the Cask Finder app will be handled in accordance with Cask Marque's Privacy Policy.
37. Where personal information is required to administer, fulfil or deliver a prize, Cask Marque will use that information for those purposes and in accordance with its Privacy Policy.
38. Where a third party is used to fulfil or deliver a prize, Cask Marque may share the personal information reasonably necessary for that purpose with the relevant third party.

Fair Use and Participation

39. Users must participate in Ale Trails and earn points fairly and in accordance with these Terms and any additional terms applying to the relevant Ale Trail.
40. Cask Marque reserves the right to withhold or cancel points or prizes, reverse a Prize Shop redemption, or restrict participation in an Ale Trail where we reasonably believe that a user has acted fraudulently, abused or manipulated the app or points system, provided false information, or otherwise materially breached these Terms.
41. Where a decision relates to the administration of an Ale Trail, points or prizes, Cask Marque will make that decision reasonably and in accordance with these Terms and any applicable additional terms.

Liability

42. Cask Marque is not responsible for losses or delays caused by circumstances outside its reasonable control.
43. Nothing in these Terms excludes or limits any liability that cannot lawfully be excluded or limited, or affects any statutory rights you may have.

Changes, Cancellation and General Terms

44. Cask Marque may cancel, suspend or make changes to an Ale Trail, the points scheme or the Prize Shop where reasonably necessary, including for operational, technical, legal or security reasons or because of circumstances outside our reasonable control.
45. Where reasonably practicable, Cask Marque will take steps to minimise the effect of any significant change on points or Prize Shop prizes that users have already redeemed.

CaskFinder App Terms of Use and Ale Trail Terms and Conditions – Updated 07.01.2026

46. If any provision of these Terms is found to be invalid or unenforceable, the remaining provisions will continue to apply.
47. These Terms and Conditions replace all previous versions.
48. These Terms and Conditions are governed by the laws of England and Wales. Any dispute will be subject to the jurisdiction of the courts of England and Wales, subject to any rights you may have under applicable consumer law.