



How Cask Marque benefits your business

- The Cask Marque plaque displayed outside the pub says to customers that you are serious about cask ale.
- Your pub details will be available on our I-Phone/Android mobile phone application allowing customers to find you.
- 47,000 people in the UK are using the app each month to find Cask Marque pubs. We want to replicate that in the US.
- Your pub, together with details of its facilities will be listed on the Cask Marque website and hot linked into your own website.
- A licensee with the Award is entitled to use the Cask Marque logo on all promotional materials, menus and advertising.
- There is a unique text messaging service for customers to receive the names of the two nearest Cask Marque outlets to any town or postcode.
- 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.
- Cask Marque membership can now be downloaded via laptops or PC's to satellite navigation systems including Garmins and Tom Tom, the most popular. This service is free of charge and will enable cask ale consumers to identify Cask Marque pubs on their point of interest facility, on points of interest near you, at break of journey and end of journey

FAQs:

Who are Cask Marque?

Cask Marque are an independent non profit making organisation set up to improve the quality of cask ale in pubs by way of an accreditation scheme.

How does the accreditation scheme work?

One of our 45 qualified assessors will visit each pub a minimum of twice a year and sample all the cask ales on sale. Each beer on sale must pass the test.

What does it cost?

To join Cask Marque costs \$350 for the 1st year and \$300 for subsequent years.

I only sell one cask ale, can I apply?

We are interested in the quality of cask ale, not the quantity of different beers on sale. Customers would much rather have one perfect beer, than three average beers to choose from. So yes, one beer is fine. However, you must serve cask ale on a permanent basis.

How do you decide if the beer is good enough?

Each beer on sale will be tested using four criteria. These are temperature, appearance, aroma and taste. Each beer must score at least 16/20 marks. To score full marks on temperature beers must be between 50-57 °F. This temperature specification is recommended by most brewers and pub groups.

How long does it take to apply?

We can start the ball rolling right now! Just give us a call on **717-560-9447** and we can take all the details and payment and an assessor will be out within 1-4 weeks. A second visit will be made within a further four weeks.

What happens if I fail an inspection?

If a pub fails an inspection then they must make the necessary improvements with the help of the assessor and we will then revisit in one month. Cask Marque can remove the plaque and accreditation at any time it feels standards are not being met.

Is Cask Marque part of CAMRA?

No, Cask Marque is completely independent and has no ties to any other company.

What training do the assessors have?

All Cask Marque Assessors are highly qualified with extensive experience in the cask ale industry. In addition, each assessor's tasting skills are tested every year by Brewing Research International who are internationally recognised for taste profiling of beers.

What time of day will assessors visit me?

All visits will be conducted during opening hours, and could be at any time of the day. Please ensure all staff are briefed to expect the assessor.

Will assessors pay for the beers they test?

No, all samples must be provided free of charge.