

BENEFITS TO THE LICENSEE

Cask Marque is recognised throughout the licensed retail industry as an independent quality check used by many licensees and companies to signal their commitment to the quality of cask ale. 8 out of 10 accredited pubs have seen an increase in cask ale sales and 9 out of 10 have seen a benefit to their business as a whole. It is a prestigious award and can benefit you and your business in a number of ways:

1. The qualification is awarded to the licensee, not the pub, recognizing excellent standards and practices within the outlet. The Cask Marque plaque indicates this assurance of quality to your customers and we operate a national PR campaign to ensure the consumer always looks for the Cask Marque plaque to guarantee a great pint of cask ale.
2. Once accredited, Cask Marque provide a complete point of sale package to promote the award to new and existing customers including an external plaque, framed certificate of excellence, drip mats, tent cards, pump clips and window stickers. Point of sale can be re-ordered free of charge throughout the year.
3. Cask Marque send a newsletter to accredited outlets three times a year keeping the licensee up to date on current market trends, research and statistics, licensee testimonials and bright ideas on how to market your award
4. Cask Marque are sponsors of the CAMRA Good Beer Guide. Should the outlet appear in the guide, then the Cask Marque logo will be placed by the side of the entry. A newly accredited outlet will also be listed in 'What's Brewing', the national monthly CAMRA newspaper distributed to 77,000 members.
5. Cask Marque produce 28 free regional guides. These are sent to all award-winning licensees, tourist offices, visitor centres, local beer festivals and CAMRA branches, and the guides can also be downloaded from our website.



6. Details of the licensee and the outlet will be displayed on the Cask Marque website. We encourage licensees to submit photographs and additional details about their outlet. We also offer the opportunity to link into a licensee's website from our database.
7. Cask Marque have produced a DVD to assist in the training of bar staff - "A Bar Person's Guide to Real Beer". This DVD is available to Cask Marque members at a 50% discount at just £7.50 including VAT and postage & packing. Cask Marque also run courses to gain the BII accredited Award in Beer and Cellar Quality qualifications. Details can be found on our website or by calling Cask Marque on 01206 752212.
8. Accredited outlets are authorised to use the Cask Marque logo (available to download from our website) on menus, advertisements and any literature promoting the outlet.