

## FREQUENTLY ASKED QUESTIONS

### WHAT IS A CORPORATE MEMBER AND WHAT IS A SPONSOR?

Cask Marque has the support of a number of breweries and pub companies who are passionate about cask ale (Corporate Members). They are willing to sponsor their customers/tenants who wish to gain the Cask Marque Award. This means that they may pay part of the cost of accreditation and provide technical support should there be any problems. A corporate member is the same as a sponsor and a full and up to date list of corporate members can be seen at [www.cask-marque.co.uk/cor\\_members.php](http://www.cask-marque.co.uk/cor_members.php)

### WHAT DOES IT COST TO JOIN CASK MARQUE?

The fee to join Cask Marque is £150 + VAT for the 1st year and £110 + VAT in each subsequent year. This will normally be part paid for by a sponsor. Cask Marque is a non-profit making organisation and any surpluses are invested in marketing the Cask Marque Award to the consumer.

### WHAT DOES CASK MARQUE DO AND WHAT OTHER SERVICES ARE PROVIDED?

The Cask Marque Award Scheme is our primary focus and is all about recognising and promoting pubs that serve great quality cask ale. We also run cellar management training courses and offer mystery drinker and cellar audit services. Again any surpluses made from these are invested in marketing the Cask Marque Award to the consumer.

### WHAT CAN CASK MARQUE DO FOR MY PUB?

When a pub gains the Cask Marque Award we will promote it through various marketing channels. For example the pubs will be listed in one of our 28 regional guides to the 'best pubs in your area' and also listed on our website. We will provide you with ideas on how to promote your award to increase the number of customers who visit the pub to sample great quality cask ale.

### WHO CAN APPLY?

Any licensee who is serving at least 1 permanent cask ale can apply.

### CAN I APPLY WITHOUT A SPONSOR?

Although we would encourage every applicant to have a sponsor, we accept that there will be occasions when this is not possible and are therefore happy for a licensee to be 'self sponsored'.

### WHAT ARE THE CRITERIA FOR GAINING CASK MARQUE ACCREDITATION AND WHO SETS THEM?

All the cask ales on sale in a pub (up to a maximum of six) will be inspected under four criteria. These are Temperature, Appearance, Aroma and Taste. There are 5 marks available for each category and each beer must score a minimum of 16/20. To score full marks on temperature the beer must be between 10°-14°C. These are specifications recommended by all major brewers and pub groups.

### HOW LONG WILL IT TAKE ME TO GAIN CASK MARQUE ACCREDITATION?

You should receive your first visit within one month of us receiving your application. Your second visit should take place within a further month.



### **WHAT HAPPENS IF I FAIL?**

If a pub fails a visit then they must make the necessary improvements with the help of their sponsor and we will then revisit in one months time. Cask Marque can remove the plaque and the accreditation at any time it feels that standards are not being met. This gives accredited outlets the reassurance that consistency is being met by all pubs in the scheme.

### **IS CASK MARQUE PART OF CAMRA?**

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

### **WHAT HAPPENS IF I LEAVE MY PUB?**

The award goes to the licensee for his/her skill in handling cask ale so if you move premises then you should take the plaque, certificate and point of sale materials with you. You will need to contact Cask Marque and we will arrange a further inspection in your new outlet before you can display the plaque.

### **WHO ASSESSES ME?**

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.

### **WILL THE ASSESSORS MAKE APPOINTMENTS WHEN VISITING?**

No, all visits are unannounced. They will introduce themselves when they arrive and explain the procedures.

### **WILL THE ASSESSOR PAY FOR THEIR SAMPLES?**

No, a 1 pint sample of each beer must be provided free of charge by the licensee.

### **HOW CAN I PAY FOR THE COST OF CASK MARQUE ACCREDITATION?**

You can pay by credit card or debit card over the telephone or you can send us a cheque or postal order.

### **WHERE CAN I FIND A LIST OF CASK MARQUE PUBS?**

Visit [www.cask-marque.co.uk](http://www.cask-marque.co.uk) to view a complete list of Cask Marque Accredited outlets. Or alternatively give us a call and we will send you a printed guide for a particular region.

### **DOES THE AWARD GO TO THE LICENSEE OR THE PUB?**

The award goes to the licensee.

### **HOW CAN I GIVE FEEDBACK ABOUT THE QUALITY OF BEER IN A CASK MARQUE PUB?**

We welcome feedback regarding the quality of beer in a Cask Marque Accredited outlet. Please email us at [feedback@cask-marque.co.uk](mailto:feedback@cask-marque.co.uk) or write to us at the address at the bottom of this page.

### **PLEASE WRITE TO:**

The Cask Marque Trust, B9 Seedbed Centre, Severalls Business Park, Colchester, CO4 9HT. Tel: 01206 752212