

# HOW TO GAIN THE CASK MARQUE AWARD

## WHAT PROCEDURE DO I GO THROUGH TO GAIN THE CASK MARQUE AWARD?

The principle of the scheme is to highlight your achievement in serving quality cask ale and the Assessor's job is to help you achieve this. The Cask Marque plaque is personal to you and a dated certificate is awarded annually. The following are the procedures you go through.

- 1.1 You will receive an application form which asks for details of your outlet. Please return this with appropriate payment to Cask Marque, B9 Seedbed Centre, Severalls Park, Colchester, CO4 9HT. Cheques should be made payable to Cask Marque Trust.
- 1.2 When this is returned to Cask Marque, you will receive the first inspection within approximately one month and a second inspection within approximately two months of your application.
- 1.3 The Assessor will be a qualified person and his visit will be unannounced. He will introduce himself, show an identity card and ask for the person nominated on the application form or, if absent, the most senior person present. Please ensure all your staff are briefed on this scheme as they may be on duty when the Assessor calls.
- 1.4 The Assessor will ask for one pint of each beer (provided free of charge) up to a maximum of six beers on the bar, assessing one product at a time and completing his report. He will be looking at temperature, appearance, aroma and taste. A pump clip facing the customer will be deemed to be on sale and therefore subject to examination.
- 1.5 The beer served will be the beer tested - no second sample will be allowed.
- 1.6 The Assessor will mark each beer under the headings above giving either 5, 3, 2 or 0 marks. There are four categories. You will need to gain 16 points on each beer to pass for accreditation. To gain full marks on temperature the beer will need to be measured at 10°-14°C.
- 1.7 The landlord or the most senior person will be asked to sign the inspection form. A copy will be left with you. The Assessor will, if requested, explain his findings. His decision is final.
- 1.8 There is a comment line under each brand on the form and this will be used to help with any explanations needed.
- 1.9 The Assessor will not venture behind the bar unless specifically requested as we are only concerned with the beer in the glass.
- 1.10 A failed assessment will be phoned through to the sponsoring brewer.
- 1.11 The visit should last approximately 15-30 minutes.



## WHAT HAPPENS IF I FAIL?

- 2 You will have details of why you failed on the Inspection form and your sponsoring brewer will discuss the issues and may offer training and other help to resolve the problem areas. When you are ready you can re-apply to be re-inspected. A further fee will be payable.

## WHAT HAPPENS WHEN I PASS?

- 3.1 Two passed inspections mean that you are Cask Marque accredited and you will be sent the Cask Marque plaque. This must be displayed on the outside of the outlet by the entrance. The plaque remains the property of Cask Marque and can be removed at any time.
- 3.2 You will also receive an annual certificate which must be displayed at all times inside the outlet, together with a merchandising pack which will help publicise the award to your customers.
- 3.3 You may receive a surprise inspection at any time.

## SUBSEQUENT YEARS

- 4 In subsequent years, you will be subject to two inspections (one in the summer and one in the winter), and annually issued with a new certificate for display. Further merchandising materials can be obtained free of charge from Cask Marque.

## CONSUMER FEEDBACK

- 5.1 Your customers can write to Cask Marque and comment on the quality of the beer - both good and bad.
- 5.2 If we receive a number of complaints, we will inform you and ask for your comments.
- 5.3 We may ask the sponsoring brewer to investigate and report back to Cask Marque and we also have the option of carrying out a further unannounced inspection.

## WHERE IS CASK MARQUE?

- 6.1 We can be contacted via the following:

By post:	Cask Marque Trust Seedbed Centre Severalls Park Colchester Essex CO4 9HT
By telephone:	01206 752212
By email:	<a href="mailto:info@cask-marque.co.uk">info@cask-marque.co.uk</a>
Or view our website at:	<a href="http://www.cask-marque.co.uk">http://www.cask-marque.co.uk</a>

