

Cellar Management Training

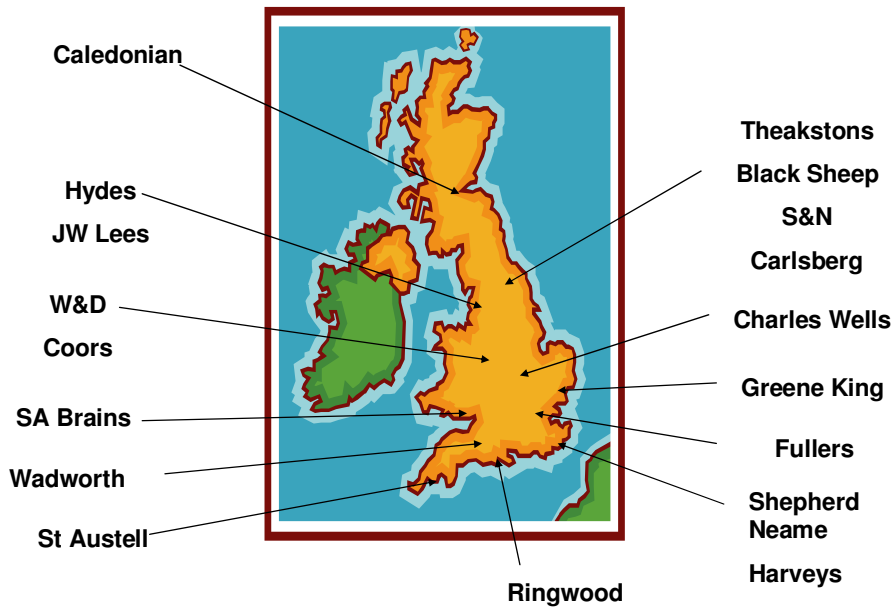
The Publican published its annual beer report in November 2006, and a staggering 30% of licensees said they had never received any cellar management training.

The BII, Cask Marque, and other industry bodies have put together an accredited training course which helps any licensee, and their staff, optimise beer quality and hence increase yields and sales.

The course – The Award in Beer and Cellar Quality – is a must for anyone working in the on-trade. This is a full day course using theory, interactive exercises, practical demonstrations and tests. All the courses are facilitated by highly experienced Cask Marque trainers. The course is consolidated with the ABCQ exam, administered by the BIIAB and a certificate is issued to all those who attend the course and pass the exam.

All our cellar management courses are held at breweries throughout the UK.

Where are our Centres of Excellence?



Draught sales account for 63% of all on trade wet sales – it is a vitally important part of the business. Getting the quality right is essential as this can impact on the business as a whole.

If consumer confidence in the draught offering declines because of poor quality/lack of knowledge, beer is on sale for longer leading to a poor quality product and declining sales.



This downward quality spiral can be harmful not only to draught sales but can be perceived as reflective on other categories such as food, wine and accommodation.

A drive for quality will increase consumer confidence in the draught offering leading to increased sales. Through Cellar Management Training we aim to achieve an upward quality spiral which impacts on:

- Yields
- Volumes
- Raising the sales of other categories



“We ensure that the beer leaving our breweries is of the highest quality. We rely on the licensee to care, handle and dispense our products correctly to deliver the ‘perfect pint’ to the customer. The ABCQ qualification is a must to achieve this goal”
Richard Westwood, Production and Distribution Director, W&DB

“With beer consumption in pubs down by 14 million barrels in two decades increasing numbers of breweries and pub companies are recommending cellar training as a necessity” The Publican 2004

In The Publican’s Annual Beer Report printed in November 2006 it was reported that “just one bad pint of beer could be enough to put a customer off your pub for life”. The most common faults reported by licensees could be easily alleviated by a simple diagnostics process delivered via Cellar Management Training:

Most common faults are:

Fobbing	39%
Temperature	18%
Head	15%

(source The Publican Nov 2006)

There are powerful commercial arguments for licensees to address these issues at source – including preventing beer wastage, halting loss of sales, retaining consumers and increasing GP.

Getting it right in the cellar provides the perfect foundation to the perfect pint –

- It expands knowledge on each of the 5 fundamentals to benefit the draught category as a whole (product, dispense systems, hygiene, glassware, serve)
- It can improve yields (by up to 7%)
- It can increase sales (by up to 3%)
- It can decrease wastage
- Candidates will receive a national qualification awarded by the BIIAB – the Award in Beer and Cellar Quality

All our courses are advertised on our website www.cask-marque.co.uk. However, if there is not a course in your area we will take your details and contact you as soon as we have booked a course near to your outlet.

Alternatively, if there are a number of licensees in your area who would like Cellar Management Training why not use our Rent-a-Trainer scheme? We can supply a trainer for groups of between 10 and 15 people in the venue of your choice – you specify the date and we supply the rest!

Prices:

Full day course per delegate:

£75 + VAT

Exam fee

£13 + VAT

Total - £103.40 (inc.VAT)

Rent a Trainer

Full Day course

£450 + VAT

Exam Fee

£13 + VAT

Example: For a course of 15 delegates, the price per delegate works out at £50.53 (inc.VAT)

Cellar Management Course – Content Outline

1. Introduction to Profit Through Quality:

- The Importance of the draught category to your business
- How poor quality beer can affect profits/consumer confidence
- What is the Perfect Pint?
- The Benefits of serving the Perfect Pint

(module includes theory, two syndicate exercises, consolidation quiz)

2. What is beer?

- Outline the main characteristics of each type of draught product
- Detail how beer is made
- Detail the difference between cask and keg

(module includes theory, brewery tour where applicable, two syndicate exercises, DVD, consolidation quiz)

3. The Cellar Environment

- Hygiene – rules, regulations, best practice
- Temperature – how this can impact on draught quality
- Stock Control – maximising yields, reducing wastage
- Fault finding

(module includes theory, one syndicate exercise, consolidation quiz)

4. Cask Ale Management

- What is cask ale?
- Stock management, range and throughput
- Handling cask ale from delivery to serve
- Fault finding
- Product Knowledge (specific to Whitbread)

(module includes theory, practical in cellar, consolidation quiz)

5. Keg Management

- What is a keg product?
- Stock management, range and throughput
- Product Dispense Systems
- Dispense Gas systems
- Remote and secondary cooler maintenance
- Fault finding
- Line cleaning
- Product Knowledge (specific to Whitbread)

(module includes theory, one syndicate exercise, practical in cellar, DVD, consolidation quiz)

6. Glass washing and Glass care

- Key hygiene standards for glass washing
- Methods of glass washing
- Renovation treatment
- Fault finding

(module includes theory, practical at the bar, DVD and consolidation quiz)

7. Dispense – Serving the Perfect Pint

- Dispensing the Perfect Pint (by category – cask, lager, stout, cider, small pack)
- In glass temperatures

(module includes theory, practical at the bar, DVD, tasting 'off' flavours, consolidation quiz)

8. COSHH and Health and Safety

Which companies use the Cask Marque Cellar Management Programme?

JD Wetherspoon



Mitchells and Butler



Greene King



What do other companies have to say about the Cask Marque Cellar Management Course?

“ All our sales team have attended a Cask Marque Cellar Management Training Course. The team now have the knowledge and confidence to discuss beer quality with licensees and how it can be improved for both their benefit and their customers” (Richard Luscombe, Commercial Director, Refresh Ltd)

“We see training as key to our profitability. We are committed to having 1500 staff hold the BII ABCQ qualification and Cask Marque are undertaking this project” (Sam Redman, Training and Systems Administration Manager, JD Wetherspoon)

“All new licensees within Punch must have the ABCQ qualification as it is a tool to improve their profitability” (Francis Patton, Customer Services Director, Punch)

Corporate Members of Cask Marque

Cask Marque are currently the UK's number one service provider in delivering the Award in Beer and Cellar Quality training courses.

- Does your company currently offer Cellar Management Training to your customers?
- Does your company require Cellar Management expertise in licensee induction and ongoing training programmes?
- Are you concerned about the quality and handling of your beer once it has left the brewery?
- Are you confident that customers are serving products to specification?
- Would you like your customers to remain 'brand loyal'?

These issues and concerns can be addressed by utilizing Cask Marque as a training provider.

Cask Marque can design and deliver bespoke Cellar Management Courses in venues nationwide. We take the Award in Beer and Cellar Quality course as a core and can bolt on company specific information – such as brand specification, marketing and merchandising opportunities, volume and yield information.

With 30% of licensees saying they have never received any cellar management training now is the time to act. Cask Marque have a dedicated team of 14 trainers working nationwide to provide the best Cellar Management training in the UK. All our trainers are BII accredited and hold brewing and trade quality qualifications.

Our mission? To have a trained Cellar Champion in every outlet.