

## WHY ATTRACT THE CASK ALE DRINKER?

Cask Ale will be 20% of all pub beer sales by 2020.

### The Cask Ale Value Chain



- 50% go to the pub once a month against 30% of other beer drinkers
- They spend almost double the amount the average person spends in the pub each year.
- Over 72% of cask ale drinkers select the pub to visit with a group of friends.

### What is important to cask ale drinkers in order of preference when choosing a pub is:

- |               |                  |
|---------------|------------------|
| 1. Atmosphere | 2. Price         |
| 3. Range      | 4. Decor         |
| 5. Food       | 6. Entertainment |

In every survey of what makes a pub special, 'atmosphere' – whatever that is – comes out top above any tangible measure. Cask ale drinkers rate atmosphere even more highly. And they create atmosphere – the regulars drinking real ale are a quintessential part of 'pubiness', helping differentiate the pub from other retail establishments. This proves that it's not enough to simply stock a good range of well kept beers – vital though that is – there also has to be a feel to the pub that fits.



## CASK MATTERS

To download copies of the Cask Report, or find out more about the issues it explores, visit the new Cask Matters website from Cask Marque at [www.cask-marque.co.uk/cask-matters](http://www.cask-marque.co.uk/cask-matters)

This is the one-stop shop for the cask ale publican, offering free online staff training, information, insight and news. You can also find out more about the many breweries and industry bodies that support the Cask Report.



# The CASK Report

2015-16

## HOW PUBS CAN PROFIT FROM CASK

BY PETE BROWN



## SUMMARY — WHY CASK IS A SOURCE FOR PROFIT.

- Cask ale is in sustained volume growth, significantly outperforming the On Trade Beer Market, therefore providing an important profit opportunity for publicans.
- Cask is forecast to hit 20% of on-trade beer by 2020 - hugely significant when beer accounts for 64% of an average pub's wet sales.
- Cask is growing because it perfectly meets the social trends driving what people are looking for from the 21st century pub – a premium experience that cannot be replicated in the home or bought from the supermarket.
- Cask drinkers visit the pub twice as often as the average person, and influence the choice of pub in mixed groups of drinkers.
- The cask ale drinker spends £967 a year in pubs – almost double what the average person spends, and more than any other group of drinkers.
- Training bar staff to sell not serve cask ale, thereby boosting profits, is now available free online via Cask Beer Uncovered. Cellar management training improves yield by at least 7% and therefore boost profits even further.



average cask drinker's annual spend in pubs



Cask ale is in sustained volume growth



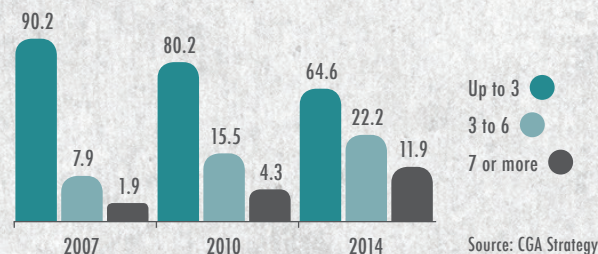
cask's projected share of on-trade beer by 2020



## MORE PUBS ARE STOCKING A GREATER RANGE OF CASK ALES

### More pubs are stocking a greater number of cask ales

How many different cask ales do you stock over a four-week period? (% of pubs)



### However:

It's important to remember that stocking too many cask ales can have an adverse effect on quality and seriously damage sales and profitability. A useful rule of thumb is not to stock an additional handpump unless existing pumps are selling a firkin (nine gallons) in three days or less.

## HOW TO PROMOTE YOUR PUB

### In the pub:

- Chalkboards displaying – at least – the name of the beer, style, price and ABV.
- Try Before You Buy – preferably with small bespoke tasting glasses (shot glasses work for this).
- Simple tasting notes, such as those provided by the Cyclops scheme.



### Outside the pub:

- Good relationships with your local CAMRA branch.
- Local press features and promotions.
- Events/relationships with other local food and drink producers eg an event matching your beer range with pies made by a local baker.
- Clear signage outside the pub.

### Hold a Beer Festival:

- Encourages trial among non cask drinkers.
- Gets rare cask drinkers into the pub, encouraging them to see the pub as the best place for cask.
- Emphasises cask's diversity and range – the key reasons people drink it.
- Gives occasional pub-goers a reason to visit more often.

### Social Media

- Cask drinkers and consumers use social media. Promote your range and events. Have your pub listed on the CaskFinder app used 70,000 times a month to find Cask Marque pubs.

### Invest in Staff

- Training on cask ale is available FREE via the Cask Beer Uncovered elearning programme [www.cask-marque.co.uk/cbu](http://www.cask-marque.co.uk/cbu)
- Have staff tastings – create genuine enthusiasm.
- Use cool, stylish glassware – branded if possible.
- Staff to offer Try Before You Buy.
- Have a trained cellar manager to improve yields, sales and profitability.

