

ANY QUESTIONS?



Club Journal's panel of experts is ready to answer any of your queries regarding running your club

Q **Our club wants to take part in Cask Ale Week later this month so do you have any advice on what we could do to get our members interested?**

Paul Nunny, Director of Cask Marque, the organisers of Cask Ale Week, responds:

All CIU clubs are welcome to join in Cask Ale Week. Any cask-centred event can run under the Cask Ale Week banner.

For clubs this means that events can be run during Cask Ale Week to attract new members and reward your loyal cask beer drinkers.

Beer festivals always draw crowds, but there are many other activities that can be organised - for example tutored tastings, quizzes, beer and food events and 'introduce a friend' offers.

Whether on a small or large scale, any event will provide positive exposure for real ale, clubs and breweries. A simple photo is a great way of spreading the message across social media, and is simple and cheap to organise.

A great picture is also the centrepiece for most news stories, and your club's event could put a local spin on the nationwide event that is Cask Ale Week.

Young people are beginning to turn to ale as well, with more and more fashionable craft brewers entering the scene. We must ensure that cask ale – and therefore the clubs serving it – benefit from this surge of interest. Cask Ale Week is the perfect opportunity to sing ale's praises, and of course to try plenty for yourself.

The dates September 22-October 2 provide a great opportunity. By creating a new activity, or putting an existing club event under the Cask Ale Week banner, you can mark the occasion with lovers of real ale, introduce new people to its delights and help create lifelong fans. Not to mention



ensuring that an 11-day week actually is something worth celebrating.

With a whopping 80 per cent of drinkers interested in going to beer tastings during Cask Ale Week, why not take the opportunity to highlight the quality and range of cask beers on your club bar and get more people drinking Britain's national drink?

Cask Ale Week is a great way to reward loyal cask drinker members; introduce new drinkers to cask; generate buzz and a celebratory 'feel good' factor; attract new members; and sell more cask ale.

There are many different ways in which to do this. The flexibility of Cask Ale Week means that you can always find a unique way to showcase your brewery and beers.

Here are a few ideas to get you started:

Tutored Tasting

Invite a brewer from your local beer supplier to run a beer tasting session in your club.

Beer Festival

Research shows that 65% of people are interested in going to beer festivals during Cask Ale Week so why not run one in your club?

Run a Tap Takeover

A 'Tap Takeover' with a local brewer is a great way to launch Cask Ale Week, highlighting what you have to offer in a fun and interesting way.

Beer and Food Menu

If you do food in your club, you can match the beers on your bar to food on your menu.

Beer Quiz Night

Run a quiz night with a focus on beer! Cask Marque has prepared one for you. Request a copy from info@caskmarque.co.uk

Competitions/Promotions

Run a competition /promotion with the local press and via social media. You can even put an existing event in your club calendar under the Cask Ale Week Banner. Make sure it's cask beer focused, brand with the logo and you're ready to go.

So, don't miss the opportunity to use Cask Ale Week to bring benefit to your club. To help you we have a lot of promotional materials that can be downloaded from:

<http://caskaleweek.co.uk/info-media/download-logos-and-templates/>