

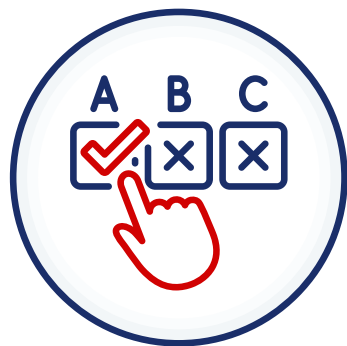
# IDEAS

IN NEED OF SOME INSPIRATION FOR EVENTS  
AND PROMOTIONS TO RUN THIS YEAR?  
HERE'S A ROUND-UP TO HELP!



## QUIZ

- Create a beer quiz, or use ours (available to download from [caskaleweek.co.uk/pub-quiz](https://caskaleweek.co.uk/pub-quiz))
- Add a cask beer tasting round to your usual brewery quiz
- Host a quiz & cask beer tasting night in a local pub



Don't forget  
to download  
logos from

[caskaleweek.co.uk](https://caskaleweek.co.uk)

## TAP TAKEOVER

- Add to your trade mailouts asking pubs to get in touch if they'd like you to hold an event with them
- Organise a regional launch for Cask Ale Week in your area
- Get customers to vote for their favourite cask beer of yours
- Speak to your local CAMRA branch to plan some events
- Contact your local university real ale or beer society to see if they'd like to hold a social at your brewery

## INCENTIVES

- Release new beers exclusively for Cask Ale Week:
  - brand new beers
  - beers not usually available in cask
- Create a special Cask Ale Week selection for pubs to run a tap takeover
  - enter the pubs into a prize draw to win a tutored tasting event with your team during CAW



#CaskAleWeek #StandUpForCask

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## FOOD

- Cask + food pairing
- Cask + chocolate tasting
- Cask flight + cheese pairing
- Get a chef or food supplier to come and host an event at your brewery or local pub
- Beer + bar snack pairing - vote for your favourite combination
- Invite a local celebrity chef, food writer, or producer to brew a special collaboration beer

## SPECIAL EVENTS

- Meet the Brewer / Team
- A talk from a beer writer
- Local business networking events (include beer tasting)
- Brewery tours / tutored tastings
- Invite your local tourism agency to an introduction to cask beer event

**Make sure  
whatever you're doing is  
clearly advertised - posters,  
chalkboards, POS in the brewery,  
social media reminders**

## FUNDRAISING

- Tie in your plans with raising money for your chosen charity
- Organise a raffle, with beer-themed merch and beer prizes
- Get in touch with local charities to see if they'd like to host a beer-themed event in your brewery
- Guess the number of grains of malt in a pint glass (£1 entry, with money donated to charity)



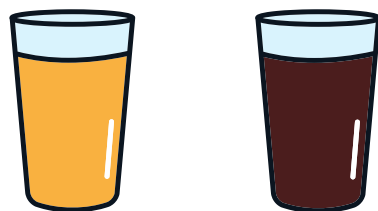
# GET SOCIAL

SOCIAL MEDIA & OTHER IDEAS TO TRY  
DURING CASK ALE WEEK



## POLLS & EVENTS

- Ask customers to vote on cask beer questions (Twitter is a great place to do this)
- Run an online beer quiz to reach even more people and spread the word about cask
- Set up a Facebook event for your activities during the week



**Add Cask Ale Week as co-hosts for your Facebook events so we can help to spread the word!**

## BEHIND THE SCENES

- Show every stage of the brewing process, from grain to glass
- Use your social media to talk about each of your beers - ingredients, flavours, processes, and awards won
- Ask customers what they'd like to know more about with cask
- Release the results of any surveys or market research you've conducted relating to cask beer
- Focus on cask ale for the duration of CAW on your socials

## PROMOTIONS

- Create special offers for trade customers to encourage them to promote cask during CAW
- Launch a competition with a pub/pub group throughout CAW (collector cards can work well for this)
- Run a staff competition to see who can sell the most of a particular cask beer throughout Cask Ale Week
- Reward your team members who are champions of cask + help promote via their social media



Use your Instagram + Twitter bio to say you're supporting Cask Ale Week

#CaskAleWeek #StandUpForCask

## TIPS

- Make sure you set out your goals so you can measure success at the end
- Think of the best ways to get all of your team involved, and make sure they all know what's happening and when
- Reach out to local press and influencers
- Know your audience - don't get too technical if your customers are new to cask beer. Make everyone feel included and at ease!



Don't forget to use the hashtags!

**#CaskAleWeek**

**#StandUpForCask**

**#PubFreshBeer**

Find more ideas, logos, posters

and more on our website:

**caskaleweek.co.uk**

*Follow Cask Ale Week  
on social media, and tag  
us in your posts!*



@caskaleweek