

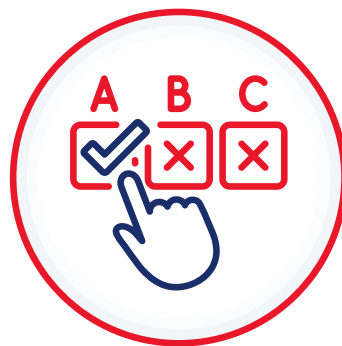
# IDEAS

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 pub quiz
- Invite a local brewery to host a quiz & cask beer tasting night



Don't forget  
to download  
logos from

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

## TAP TAKEOVER

- Create a tap takeover following a theme:
  - Brewery showcase
  - Local beers mini-festival
  - Weird & wonderful beers
  - Beers from the wood
  - Focus on a particular style
- Get customers to vote for their favourite cask beer on your bar
- 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 with you

## INCENTIVES

- Buy one, try one - buy a pint, get a 1/3rd of something different free
- Encourage customers buying a pint to buy a 1/2 pint for their non-cask drinking friends
- If your pub is dog-friendly, get customers to take photos of their dog and their pint + award a prize to the best picture



# IDEAS

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



## FOOD

- Cask + food pairing
- Cask + chocolate tasting
- Cask flight + cheese pairing
- Cook with cask for your specials dishes for the week
- Add recommended cask pairings to key items on your menu
- Get a local chef or food supplier to come and host an event
- Beer + bar snack pairing - vote for your favourite combination

## SPECIAL EVENTS

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

**Make sure  
whatever you're doing is  
clearly advertised - posters,  
chalkboards, POS at the bar,  
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 venue
- Guess the number of grains of malt in a pint glass (£1 entry, with money donated to charity)



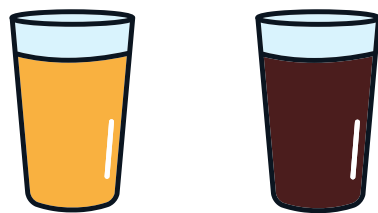
# GET SOCIAL

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 show your casks arriving, and how you look after them all the way up to the pint reaching a customer
- Talk about all of the ingredients in your beers - what different malts and hops bring to the flavour of the beer
- Ask customers what they'd like to know more about with cask beer

## PROMOTIONS

- Run giveaways with prizes of cask beer to be redeemed in your pub
- Partner with a brewery to launch a competition throughout CAW (collector cards 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



#CaskAleWeek #StandUpForCask

**Reach out to more groups within your local community on social media**

## 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