

# IDEAS & TIPS for Breweries

*In need of some inspiration for events and promotions to run this year?  
Here's a round-up to help!*



PROUDLY BROUGHT TO  
YOU BY



## SPECIAL EVENTS

- ☐ Meet the Brewer event
- ☐ Host a Brewery tour - Are you on the [Visit A Brewery](#) website?
- ☐ A talk from a beer writer
- ☐ Beer tasting event
- ☐ Hold a cask and food pairing event i.e. cheese, chocolate or bar snacks
- ☐ Host a quiz at your Brewery Tap or local pub. Contact us for a copy of our quiz
- ☐ Organise a mini beer festival on the grounds of your brewery and include all of the above!

### **FUNDRAISING**

*Tie in your plans  
with raising money  
for your chosen  
charity*



## INCENTIVES

- ☐ Make sure your beers are up to date on [Cyclops Beer](#) - A FREE marketing tool for breweries
- ☐ 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



Register your event/s  
on our [Events](#)  
[section](#) of the CAW  
website!

## COLLABORATIONS

- ☐ 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
- ☐ Collaborate with a local celebrity, influencer or chef
- ☐ Speak to your local CAMRA branch to plan some events
- ☐ Contact your University real ale or beer society to see if they'd like to hold a social at your brewery

*Don't forget to  
download the logos  
to use on your  
marketing content  
[Click here to  
download](#)*



[www.caskaleweek.co.uk](http://www.caskaleweek.co.uk)



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# GET SOCIAL!

*Social media & other ideas to try during Cask Ale Week*

FOLLOW US ON



@caskaleweek2022

@NationalCaskAleWeek (Facebook)



## POLLS & EVENTS

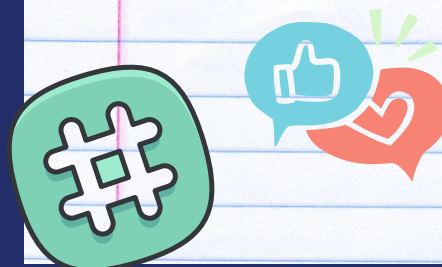
- ☐ Add yourself as a Co-host to Cask Ale Week's event on Facebook
- ☐ Set up your own Facebook event for your activities during the week
- ☐ Ask customers to vote on cask beer questions (Twitter is a great place to do this)
- ☐ Run online beer quiz to reach even more people and spread the word about cask

Add Cask Ale Week as co-hosts to your Facebook events



## PROMOTIONS

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



**Don't forget to the hashtags!**

#CaskAleWeek  
#StandUpForCask

## BEHIND THE SCENES

- ☐ Show every stage of the brewing process, from grain to glass
- ☐ Go live on Facebook and Instagram and talk about your brewery i.e. how it all started, any interesting facts, interview team members
- ☐ Ask customers what they'd like to know more about with cask



Always tag us in on our socials  
**@caskaleweek** and we'll try to share your posts



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