

IDEAS & TIPS for pubs

*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



QUIZ & EVENTS

- ☐ Organise a quiz night, maybe invite your local brewery to host or co-host. Contact us for a copy of our quiz that we have created
- ☐ Event and theme ideas:
 - Brewery showcase
 - Local beers mini-festival
 - Weird & wonderful beers
 - Beers from the World
 - Focus on a particular beer style
- ☐ Cask & food pairing event:
 - Cheese pairing
 - Chocolate pairing
 - Beer and bar snack pairing

Register your event/s on our Events section of the [CAW website!](http://www.caskaleweek.co.uk)

Encourage your team to download the [CaskFinder app](#) so they can use the beer tasting notes & talk confidently about the beers you are serving

COLLABORATIONS

- ☐ Contact local breweries to organise Tap Takeovers at your pub
- ☐ Meet the Brewer event
- ☐ Speak to your local CAMRA branch to plan some events
- ☐ Get customers to vote for their favourite cask beer on your bar



Cask Marque Member?

We'll also add your event on the CaskFinder App

Not a member? Why not join. Click [here](#) for more information. You might be eligible for sponsorship

PROMOTIONS & INCENTIVES

- ☐ Let your customers 'try before they buy'
- ☐ Encourage customers buying a pint, to buy a 1/2 pint for their non-cask drinking friends
- ☐ Introduce some special offers during CAW
- ☐ Run giveaways with prizes or partner with a brewery to launch a competition (collector cards work well)



Fundraising

Tie in your plans with raising money for your chosen charity



www.caskaleweek.co.uk



info@cask-marque.co.uk



01206 752212

GET SOCIAL!

Social media & other ideas to try during Cask Ale Week

FOLLOW US ON



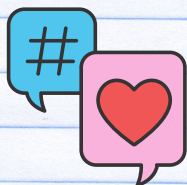
@caskaleweek2022

@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)



Add Cask Ale Week as co-hosts to your Facebook event/s

Don't forget to the hashtags!

#CaskAleWeek
#StandUpForCask

PROMOTIONS

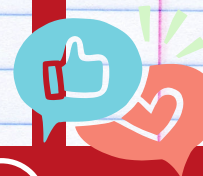
- ☐ Run a social media competition with prizes of cask beer or merchandise to be redeemed in your pub
- ☐ Run a staff competition to see who can sell the most of a particular cask beer throughout CAW
- ☐ Reward your team members who are champions of cask & help promote via their social media
- ☐ If your pub is dog-friendly, get customers to take photos of their dog and their pint and tag on social media. Award a prize to the best picture



Reach out to local press and influencers

BEHIND THE SCENES

- ☐ Use your social media to show your casks arriving and how you look after them from cellar to serve
- ☐ Go live on social media to talk about your beers and all the exciting activities you have planned for CAW
- ☐ Get your team involved - ask them what their favourite beers are and get them to talk about it
- ☐ Run a staff competition to see who can sell the most of a particular cask beer throughout CAW



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



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