# CASK ALE WEEK 2022 SUMMARY



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THE FUTURE
OF CASK SEMINAR

#### THE FUTURE OF CASK

Thursday 22<sup>nd</sup> September 2022

#### **KEY NOTE SPEAKER**

Tim Martin, Chairman of JD Wetherspoons



#### "THE NAME OF THE GAME IS VALUE"

Tim Dewey – Chief Executive of Timothy Taylor



#### MAKE MORE PROFIT FROM CASK

Annahel Smith - Reer Sommelier



#### **DRINK CASK BEER**

Jack Scott Paul – Senior Brand Manager of Black Sheer



#### THE CASK ALE MARKET

Pete Brown – Beer Writer of the Year



#### DRINK FRESH BEER CAMPAIGN

Katie Wiles – CAMRA



#### **RETAIL CASE STUDY**

dward Fryer – Drinks Marketing Manager at Fuller, Smith & Turner





## CASK ALE WEEK LAUNCH PARTY



## Cask Ale Week 2022 Launch Party The Globe, Moorgate



#### BREWERY OF THE DAY









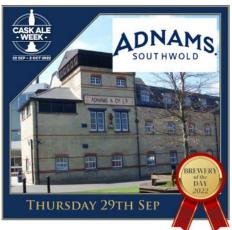




#### BREWERY

















#### BEER OF THE DAY





CASK ALE
-WEEK-









**CASK ALE** - WEEK -

22 SEP - 2 OCT 2022





CASK ALE



CASK ALE





CASK ALE WEEK-





CASK ALE -WEEK-



CASK ALE

#### Beer of the Day Judges



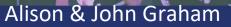












Kieran Hodgson

Pete Brown

Rebecca Pate



John Ellis Sophie Braybrooke







Simon Best

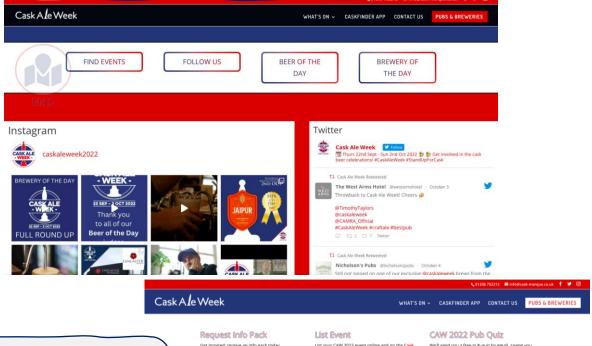
Nathan Farr



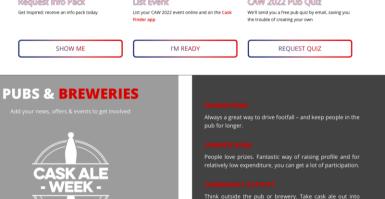
# CASKALE WEEK WEBSITE

#### **REVAMPED CASK ALE WEEK WEBSITE**

New look home page with social media feeds incorporated



Dedicated pub & brewery area





#### **CASK ALE WEEK WEBSITE ANALYSIS**



#### **Website Statistics**

1st August – 2nd October 2022

Unique Users: 5307

Sessions: 6973

Page Views: **11557** 

65 CAW Quiz packs sent out

**51** info packs sent requested

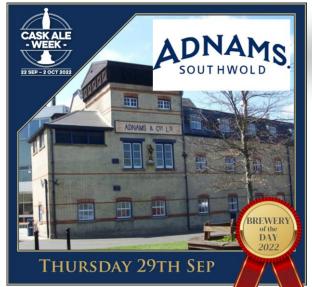
# CORPORATE MEMBER ACTIVITY



#### **ADNAMS BREWERY**

ADNAMS.







- Brewery of the day 29th September
- #Giveaway 2 mini kegs of Ghost Ship
- Beer of the Day Ghost Ship 30<sup>th</sup> September
- Adnams shared a video on how their cask ale makes it's journey to pubs <a href="https://www.facebook.com/Adnams/videos/384013">https://www.facebook.com/Adnams/videos/384013</a> 380597112





#### **BLACK SHEEP BREWERY**

- Launched Part 3 of their <u>Drink Cask Beer</u> <u>campaign</u> with comic-rapper Jester Jacobs
- Brewery of the Day
- #Giveaway brewery tour for 4!
- Beer of the Day
- #Giveaway a t-shirt, jumper and mini keg!









#### **BOWLAND BREWERY**

### $\mathbf{B}_{\mathsf{BREWERY}}^{\mathsf{OWLAND}}$

#Giveaway
crate of Bowland Beer

FRIDAY 30TH SEP

 $B_{\scriptscriptstyle{\mathsf{BREWERY}}}^{\scriptscriptstyle{\mathsf{OWLAN}}}D$ 

CASK ALE - WEEK -

- Brewery of the Day for 30<sup>th</sup> September
- Social Media competition to win a crate of Bowland Beer



free event on Monday 26th
September at Holmes Mill to
meet their brewery team,
enjoy a behind-the-scenes tour
of the brewery and sampling
their ales





#### **BUTCOMBE BREWING CO**

#### Buy 4 Pints & get the 5th FREE

During Cask Ale Week Butcombe were offering their drinkers buy 4 pints and get the 5<sup>th</sup> free at selected managed sites - https://butcombe.com/loyalty-promotions/





## Asali

#### 20% OFF BREWERY TOUR BOOKINGS

BETWEEN 22 SEP - 02 OCT WITH CODE: CASK



ho**drinkawara** coul

#### **FULLERS BREWERY (Asahi)**





- 20% off brewery tour bookings
- Purchase a new Growler bottle at the Brewery shop and customers got the first fill free
- On 22<sup>nd</sup> September they launched Fuller's Vintage Ale, which was only exclusively at selected Fuller's pubs and Brewery Shop
- www.fullers.co.uk/blog/pubs-articles/cask-ale-week-2022





#### **GREENE KING**

**BURY ST EDMUNDS** 



#### GREENE KING BREWERY











- Brewery of the Day 1<sup>st</sup> October
- #Giveaway....win a case of Old Speckled Hen & a 4-pack of Abbot Ale with branded merchandise.
- Beer of the Day 1<sup>st</sup> October
- Promoted James Haskell video on their socials
- Shared interesting knowledge about cask ale
- Held various promotions and activities in pubs including 'Fight Club', 'Cask Iron' and 'Cask Iron Guarantee' – see their content emailed for Brewery of the Day



#### HARVEY'S BREWERY



Re-launched their seasonal Old Ale during Cask Ale Week





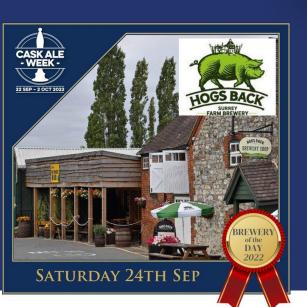


#### **HOGS BACK BREWERY**









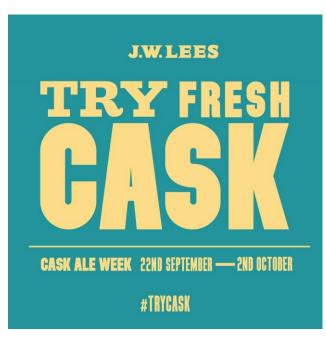
- Hosted their annual Hop Harvest Festival & Hop Harvest Tea Party.
- Their Green TEA beer is specially brewed for the event
- Our 'Brewery of the Day 24<sup>th</sup> September
- #Giveaway a pair of brewery tour tickets





#### J.W.LEES









- Brewery of the day 25th September
- #Giveaway of a case of JW Lees beers
- JW Lees have been encouraging their drinkers by displaying posters in their pubs and on their website





# CASKALE -WEEKWEEKLANCASTER THE BREWERY BREWERY BREWERY BREWERY BREWERY Of the DAY 2022 SUNDAY 2ND OCT

#### LANCASTER BREWERY



- Brewery of the day 2<sup>nd</sup> October
- Huge giveaway of 5 x cases of beer and 5 pairs of brewery tour tickets
- Lancaster Brewery ended Cask Ale Week by fully representing at the Silverd...ALE Beer Festival at the Silverdale Hotel (a Cask Marque pub -LA5 0TP).



#### LINCOLN GREEN BREWING CO



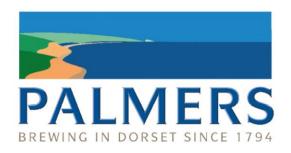




Lincoln

- Lincoln Green's loyalty card holders were given a free pint at LG's pubs.
- Brewery of the Day 27<sup>th</sup> September
- #Giveaway 12 bottles of beer
- BBC Radio Nottingham Verity Cowley interviews on 21/09/2022 with Anthony Hughes, Lincoln Green Brewing





# STOKES AIC 4.6% Vol. BREWING IN DORSET SINCE 1794

Launched a new seasonal ale - Stoker73 (their first seasonal ale since 2019)

#### PALMERS BREWERY



On 1st October, they held a party in the Brewery to celebrate CAW (this included hog roast, brewery tours and of course lots of award winning cask ale - including seasonal Stoker73)



## THWAITES

#### **THWAITES BREWERY**

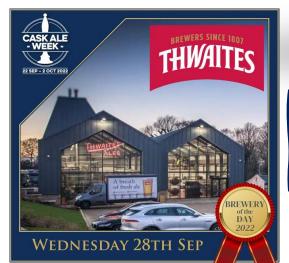




Held a social media competition to Win a day at the Brewery



Thwaites launched two special seasonal cask ales
Daniels Hammer - 5.0% ABV
Stout and About - 4.0% ABV



- Brewery of the Day 28<sup>th</sup> September
- #Giveaway a case of beer, T-Shirt & Cap



A small selection of Thwaites pubs were sent POS including bunting and posters.



#### THEAKSTONS BREWERY

#### **THEAKSTON**

From 23rd Sept – 2nd Oct, Theakstons offered Cooper demonstrations during Cask Ale Week.

https://www.thetelegraphandargus.co.uk/news/22320229.brewery-host-demonstrations-ancient-art-coopering/







Theakstons held a social media competition to win a Peculier bundle featuring a delicious minikeg of OP, a hilarious tshirt and branded glasses.



#### MITCHELLS & BUTLERS

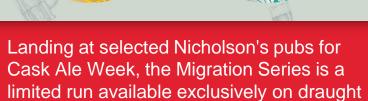


SINCE 1873

Goose Island teamed up with Magic Rock Brewing to celebrate Cask Week and bring you two delicious new beers that are perfect for the transition from summer to autumn.











#### PUNCH PUBS & CO

#### PUNCH

Punch supported their pubs with Cask Ale Week ideas in their Rounds Deal monthly brochure in their September edition.

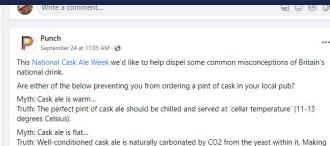
22 SEP - 2 OCT 2022



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See

petter understand the cople who manage and



you pint taste super smooth and silky.

Don't believe the myths, try it for yourself in your local this weekend!

 ${\tt\#StandUpForCask\ \#pubfreshbeer\ \#CaskAleWeek\ \#welovepubs\ \#not just apub}$ 



#### **CASK ALE WEEK**

Use these top tips to get your pub ready for this years Cask Ale Week.

#### HOLD AN EVENT

**Beer Tapas** – serve 3  $\times$  1/3rd pint with accompanying complimentary bar snacks or small plates.

**Cask Ale Quiz** - Add a cask ale quiz round to your regular quiz! A FREE set of questions can be download from the Punch Buying Club.

**Introduce a friend to cask** - encourage customers to bring a friend to try cask - the  $3 \times 1/3$ rd of a pint promotion is ideally suited to this.

**Open your cellar** – talk them through the process from start to finish to give your customers an idea of the care and attention that is needed to give them a perfect pint of cask! Meet the brewer night – the perfect time to invite your local brewery to come along to your pub one evening to talk about their brewery and beers. Speak with your Operations Manager about your options.

#### PROMOTE USING POINT OF SALE

Visit myPRINT on the Punch Buying Club for details on the POS available.

#### SOCIAL MEDIA

Create excitement about your Cask Ale Week events and the ales you'll be selling. The Cask Ale Week logo can be downloaded from **www.caskaleweek.co.uk** 

#### **CASK ALE SUPPORT**

Use these tips to support Cask Ale Week. In the support section:

Also available:

- House Cask
- Beer Festivals
- Draught Drinks Quality



CASK ALES O



# Sharp'S BREWERY ROCK + CORNWALL

#### **SHARPS BREWERY**



- Sharp's and Stonegate L&T promotion Buy 2 firkins and get a consumer facing POS kit to win a Camper Experience (It's not a CAW initiative but running during the week)
- Sharps hosted a Meet the Brewer Event @ the Front, Falmouth on 22<sup>nd</sup> September. This was a paid social locally targeted to drive footfall and trial of the beer 'first 50 people to ask for a Coaster Alphonso after 5pm get a free pint'. Four of the brewers from Team Coaster were on hand to talk to public and media about Coaster Alphonso - their limited edition beer developed for CAW.
- Also held a social media competition to win £30 Mitchells & Butlers vouchers to enjoy a pint of fresh cask beer.



Sharp's launched a limited edition cask beer – Coaster Alphonso. Click here to find out more:

https://www.morningadvertiser.co.uk/Article/2022/09/13/Sharp-s-to-release-mango-beer-for-Cask-Ale-Week





- Timothy Taylor's pub, Taylor's on the Green hosted a Beer & Food pairing evening led by Annabel Smith
- Launched a small batch brew of 'Stand Up for Cask' beer that was served at Taylors on the Green

#### **TIMOTHY TAYLOR BREWERY**







TAP& KITCHEN

## BEER & FOOD PAIRING EVENING

#### **LED BY ANNABEL SMITH**

A chance to try seven award-winning Timothy Taylor's ales, each paired with a delicious sample course from our menu.

6pm Wednesday 28 September

£10 per person

Advance bookings only. Limited availability (first come, first served)







#### ST AUSTELL BREWERY

During Cask Ale Week St Austell created a video series discussing how important quality is to them.

View the videos here - <a href="https://www.youtube.com/c/staustellbrewery">https://www.youtube.com/c/staustellbrewery</a>





#### **STAR PUBS & BARS**



Star Pubs & Bars encouraged their pubs to celebrate Cask Ale Week



As part of Cask Ale Week, we caught up with our key cask suppliers on everything cask ale - from making Cask Ale Week a success to having a lasting impact in your outlet.

Licensees can find out what they had to say on Star Online https://order.starpubsandbars.co.uk/spb/en/CaskAleWeek





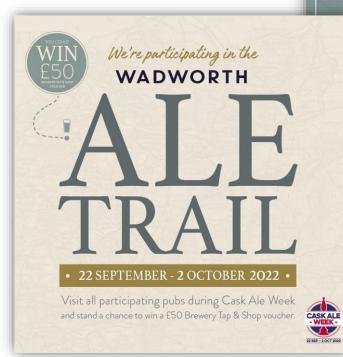




#### WADWORTH BREWERY

- Devizes Ale Trail including 7 pubs exclusively available on Cask Finder
- Launched a loyalty card scheme at Wadworth managed outlets, which included Buy 9 pints and get the 10<sup>th</sup> FREE at managed outlets
- Offered 10% all micro casks in their online shop and the Wadworth Brewery Tap

www.wadworth.co.uk/more/cask-ale-week-2022





We're participating in



## STONEGATE GROUP

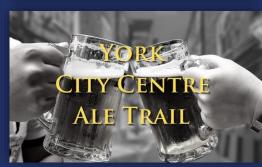
Stonegate Group

Stonegate launched brand new local ale trails on the CaskFinder app

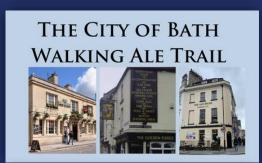




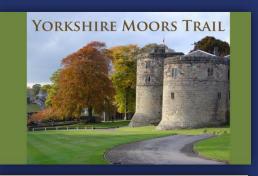


















## **SAMBROOKS BREWERY**



- Brewery of the day 23<sup>rd</sup> September
- A one-off 4 beer flight 'Ale Trail' which inc: Wandle, Junction, Pumphouse & Sidekick
- John Hatch hosting Heritage Centre tours: 1st Oct, 1.30pm & 3.30 pm





# CASKALE - WEEK -

# **CASKFINDER**



# **App Statistics**

22<sup>nd</sup> September to 2<sup>nd</sup> October 2022

More than **300** t-shirt winners

6219 pub visit scans on the World's Biggest Ale Trail

14,500 unique sessions

518 new downloads





# **OTHER ACTIVITY**

## Woodfordes

Held a Tap Takeover at the Green Man in Ropsley



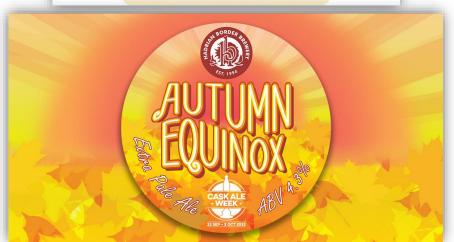
## Hadrian Border Brewery

Launched a new seasonal ale especially for Cask Ale Week

## **Stroud Brewery**

- Held various events including a Cask Ale Week quiz night and an Organic Tap Takeover
- Launched a seasonal ale called Brewers Garden





## **Shepherd Neame**

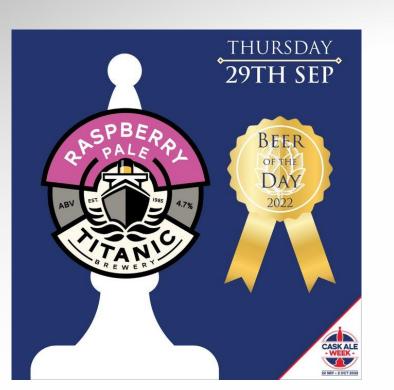
Gave away a FREE pint of cask ale at selected pubs





## **Titanic Brewery**

- Raspberry Pale Ale, Beer of the Day 29<sup>th</sup> September
- Chosen by Cask Marque Ale Trailers
- Hosted ale trailers on a brewery tour
- Videos of the Head Brewer and MD talking about Cask Ale
- 50p off cask in Titanic pub & bods





## **Ossett Brewery**

- Brewery of the Day
- Giveaway Brewery tour for two
- Tap Takeover at Fifteens at St Anne's (Cask Marque pub)







## **Ludlow Brewery**

For 5 days of CAW, Ludlow had a £3 per pint offer (each day was a different beer)



## Renegade Brewery (formally West Berkshire Brewery)



Held various events during Cask Ale Week and also collaborated with the Fur & Feathers in Basingstoke and brewed a special edition beer



## Brakspear

During Cask Ale Week, Brakspear promoted their Henley Ale Trail.



## **Flack Manor Brewery**

The hosted various events throughout CAW, including Meet The Brewer event with different food vendors. All pints were £2.50



## **Everards**

Shared various interesting facts during CAW on their social media



## **Small World Beer**

launched their first ever cask beer - Steam beer.

www.thedrinksbusiness.com/2022/09/small-beer-launches-on-cask-for-the-first-time/





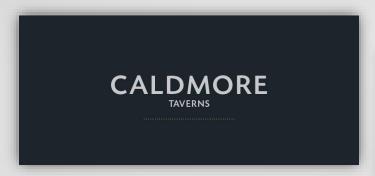
#### **All Our Bars**

Hosted a special Cask Ale Week quiz at selected sites

Special offers – Buy 5 pints and get the 6<sup>th</sup> free



**Caldmore Taverns** celebrated by offering their customers Buy 8 Cask Ales and get the 9th free.



Nailmaker Brewing Co promoted CAW by offering £3 per pint on their cask beers



#### **Trust Inns**

Trust Inns held a competition to win £250. Drinkers simply had to upload a selfie of them to their Facebook page





## Ale Hub

Ale Hub Micropubs hosted a Cask Ale Week Quiz at four of their sites



The British Lion, Devizes held a special charity Cask Ale Week quiz on 27<sup>th</sup> Sept.



## The Barking Dog, Urmston

The Barking Dog gave away a free pint to customers when they order a pie slider



## **Beer From the Wood (BFTWNI)**

The BFTWNI organised a day out on the train, where they enjoyed lunch overlooking the Belfast Lough and sipping some pints of cask ale. A last pint in the Crown Bar, Belfast, before heading home.



**Steam Town Brewery** celebrated CAW with a increased selection of Steam Town cask beers and organised a Tutored Beer Tasting and Brewery tour



Leeds Beer Tours hosted brewery tours during Cask Ale Week



Railway Inn, Portslade teamed up with three of their favourite breweries (360 degree Brewing, Bedlam Brewery and Only With Love Brewery) to offer you some special edition brews and reguar favourites. Pints were £4.50 all of Cask Ale Week!



The Vine in Stourbridge hosted a Meet The Brewer event on 24<sup>th</sup> September showcasing ales from Kinver Brewery





**Brew York** celebrated by serving a wide variety of cask ales across their venues



**The Engine Room,** East Grinstead sold beer tokens. 10 tokens for £20. Each token can be exchanged for half a pint of cask ale or 2 for 1

pint



Siren Craft Brewing offered a free half pint when customers bought a full pint at their Brewery pub, the George & Dragon in Swallowfield



The Village Café Bar, Swansea celebrated with a 'Cask Marque' themed CAW featuring various ales



The Village Bar Café, 5/6 Swan Court, Killay Precinct, Killay, Swansea, SA2 7BA: Tel No. 01792 203311



**AmbleFest** was hosted by The Flying Fleece, The Giggling Goose, The Tap Yard and The Apple Pie who's venues wrap around the iconic 17th century "Bridge house".



East London Brewing Company's Cask launch of the 9th Annual Walthamstow Green-Hopped Beer! This is beer was brewed in collaboration with the Walthamstow Hop Project.



The Half Moon Inn, Strensall offered three cask ales in third pints for just £3 during CAW



The Craft Beer Shop in Little Chalfont celebrated with a Tutored Beer Tasting event and special offers on cask beer throughout CAW





# **SOCIAL MEDIA**

## **#CASKALEWEEK**

**Hashtag Analysis** 22nd September - 2nd October 2022

- **26.5K** Interactions
- 4.8K Mentions
- 15.8M Reach
- 3.7K Shares
- **21.7K** Likes
- 4.7K Social mentions

## **Top mentions:**

- @CaskAleWeek
- @CaskMarque
- @CaskFinder
- @RealAleFinderApp
- @bftwni (Beer from the Wood)



mentions

4.8K+152%



interactions

26.5K+30%



reach

15.8M+122%



shares

3.7K+74%



likes

21.7K+26%



social mentions

4.7K+152%





























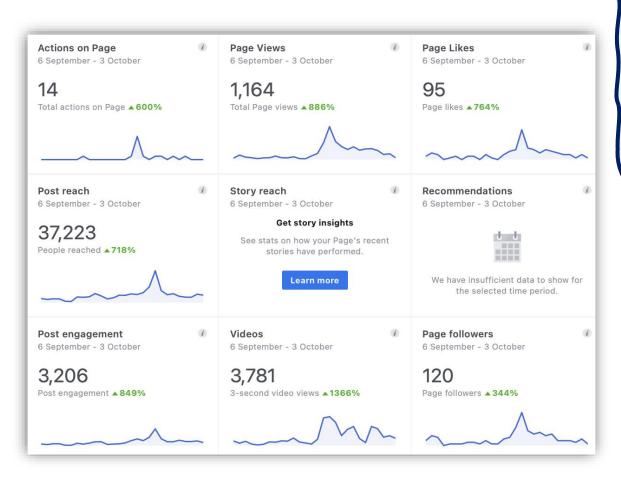






## **Facebook**

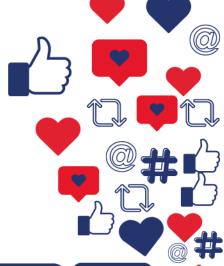
Analytics from 04/09/2022 - 03/10/2022 (28 days)



- 1,164 Page views (+886%)
- **37,223** Post reach (+718%)
- 3,206 Post engagement (+849%)
- **3,781** Video views (1,366%) 3 second views

Followers increased from 7,194 to 7,300 (106 new net followers)

5.26% of mentions were on Facebook

































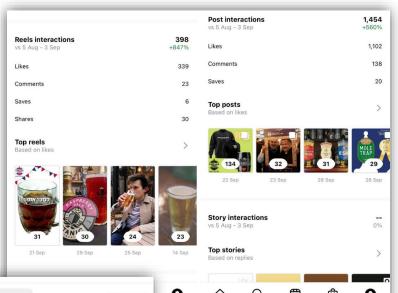
# Instagram

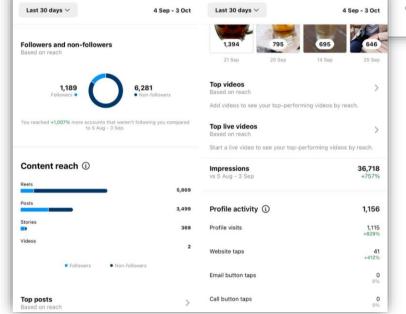
Analytics from 04/09/2022 - 03/10/2022 (28 days)

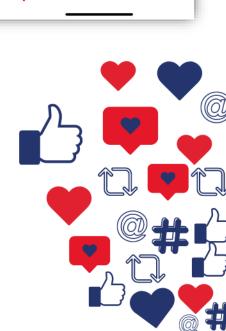
- **80** Posts
- 205 Stories
- **19** Reels
- 7,470 Accounts reached (+565%)
- 36,718 Impressions (+757%)
- **508** Accounts engaged (+497%)
- 1,852 Content interactions (+606%)

Followers increased from 3,011 to 3,109 (5.9%)

17.65% of mentions were on Instagram



































## **Twitter**

Analytics from 04/09/2022 - 03/10/2022 (28 days)

- **284** Tweets (+398%)
- 158K Impressions (+449%)
- 20.1K Profile visits (+651%)
- 858 Mentions (3,630%)

Followers increased by 106 (to 17.2k)

76.6% of mentions were on Twitter

Tweets 284 1398.2% Tweet impressions 158K 1448.7%

Profile visits 20.1K ↑651.3%

Mentions 858 13,630.4%

Followers 17.2K ↑106

Top brands joining conversation:

@CAMRA\_Official - 69k

@MagicRockBrewCo - 48.8k

@Darkstarbrewco - 38k

@StAustellBrew - 32.2k

@BlackSheepBeer - 29.1k

@RogerProtzBeer - 24.9k

@CaskMarque - 24.1k

@PeteBrownBeer - 21.3k

@RoostersBrewCo - 20.3k

@Purityale - 18.59k





























## **CaskFinder Social Media**

Analytics from 04/09/2022 - 03/10/2022 (28 days)

## **Twitter**

96 Tweets (+464%) 167K Impressions (+1,174%) 27.5K Profile visits (+2,231%) 2848 Mentions (14,140%)

## **Facebook**

1115 Page views (+304%)2913 Post reach

28 day summary with change over previous period

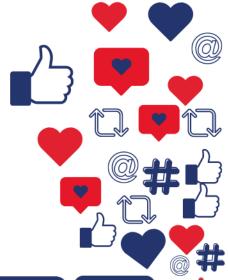
Tweets **96 ↑**464.7%

Tweet impressions 167K ↑1,174.7%

Profile visits 27.5K ↑2,231.0%

Mentions 2,848 ↑14,140.0% 6,474 **↑**306

































# Cask Marque Social Media

Analytics from 04/09/2022 - 03/10/2022 (28 days)

## **Twitter**

81 Tweets (+376%) 43.5K Impressions (+192%) 4693 Profile visits (+173%) 310 Mentions (443%)

## **Facebook**

**726** Page views (+**75**%) **7015** Post reach (+**63**%)

28 day summary with change over previous period

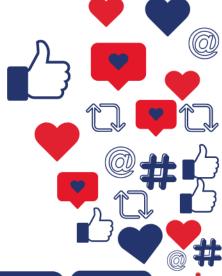
81 **↑**376.5%

43.5K ↑192.0%

Profile visits **4,693 ↑173.3**%

Mentions 310 **↑**443.9% Followers 24.1K ↑9



































# PR COVERAGE



## **Beer Today**

https://beertoday.co.uk/2022/09/22/cask-ale-week-seminar-0922/

https://beertoday.co.uk/2022/08/29/cask-ale-week-preview-0822/



## **Drinks Business**

https://www.thedrinksbusiness.com/2022/09/cask-seminar-debates-reveal-ways-to-revive-britains-national-drink/ https://www.thedrinksbusiness.com/2022/09/bruha-launches-heritage-pale-on-cask-to-give-a-nod-to-the-past/



## **Morning Advertiser**

https://www.morningadvertiser.co.uk/Article/2022/09/26/goose-island-magic-rock-launch-two-collabs-at-nicholson-s-pubs
https://www.morningadvertiser.co.uk/Article/2022/09/07/cask-operator-sees-chance-to-expand-cask-category
https://www.morningadvertiser.co.uk/Article/2022/09/13/JD-Wetherspoon-s-Tim-Martin-on-cask-ale-future-panel
https://www.morningadvertiser.co.uk/Article/2022/09/26/Quality-and-premiumisation-is-key-to-cask-growth
https://www.morningadvertiser.co.uk/Article/2022/09/22/black-sheep-teams-up-with-rapper-jester-jacobs-for-cask-video
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