

# Fact File: Cask Marque

**There are approximately 58,000 pubs in the UK and it is estimated that 36,500 (63 per cent) of these serve one or more cask conditioned ales.**

## The Cask Marque:

- Awarded to licensees who serve the perfect pint of cask ale in their pub
- Beers are judged on temperature, appearance, aroma and taste
- Pubs are reassessed annually
- Cask Marque inspectors test more than 27,000 pints of ale every year
- That's an average of 2,288 pints every month, or almost 100 for every working day!

## The organisation:

- Cask Marque started testing beers in 1998
- The accreditation scheme is jointly funded by a total of 34 brewery and pub retailing members
- Cask Marque supports responsible retailing and sensible drinking in all accredited pubs and among its members

## The achievers:

- 4,700 licensees currently hold Cask Marque accreditation (regional / postcode breakdown available on request)
- Around 70 new pubs a month gain accreditation
- To find your nearest accredited pub visit [www.caskmarque.co.uk](http://www.caskmarque.co.uk)
- You can also use your mobile to text 'Cask' followed by a full stop then your location to 83211 (eg Cask.B31JH). You receive a text back with details of the nearest two Cask Marque pubs. Texts cost 25p plus your standard operator rate



## What is cask ale?

- A natural product made from four wholesome ingredients – malted barley, hops, water and yeast
- Unique to pubs – consumers cannot buy a pint of cask ale anywhere else
- Offers huge variations in style and flavour
- Cask ale differs from more commonly consumed lagers and 'smooth' bitters because it is a living product that arrives at the pub not fully fermented
- It is naturally gassy, no additional CO2 needs to be added
- Cask ale gains maturity and flavour in the cellar as it undergoes secondary fermentation
- Publicans play a key role in finishing the beer. They use their skill, knowledge and experience to look after the product and serve it when the quality is at its best
- Each cask has a 'shelf life' of approximately three days, after which the quality is poor and it should no longer be sold

## Cask ale myths:

- "All cask ale is strong." Not so! Ales range from around three per cent alcohol by volume (ABV) to five per cent or more
- "All cask ale is warm." The optimum temperature for serving a pint of cask ale, as recommended by brewers, is 11-13C. Cool beer is definitely best. Too warm and it tastes unpleasant and isn't refreshing, but too cold and it loses the unique aromas from the brewing process

There are many pubs in the local area serving Cask Marque ales – keep an eye out for the Cask Marque logo which is displayed at all accredited establishments.