24.10.19

Future of Cask Seminar 22.09.22

Brewers’ Hall, Aldermanbury Square, London EC2V 7HR

9.30

**Arrival & coffee**

10:00

**Welcome**

Paul Nunny

Director

Cask Marque

**Key Note Speaker**

10:05

Tim Martin, Chairman of JD Wetherspoons

Tim is straight talking and has a great passion for cask ale. He will give his views on today’s marketplace from a retailer’s perspective.

**The Cask Ale Market**

Pete Brown – Beer Writer of the Year

Pete will report on new research on the cask market – post Covid, both covering the consumer behaviour and trade focus and issues..

10:30

11:00

**Consumer Campaign**

Katie Wiles – Senior Communications Manager at CAMRA

We need to attract new customers to cask. Following research and input from an agency, Katie will present a new consumer plan together with the part that the industry needs to play.

11:3005

**Make More Profit From Cask**

Annabel Smith – Beer Sommelier

Why should retailers stock cask when there is more profit in selling other products?

Learn how you can help that bottom line profitability

12:00

0

**Retail Case Studies**

Hear how retailers used cask to drive revenue and footfall

**Cask “The name of the game is value”**

Tim Dewey – Chief Executive of Timothy Taylor

Tim will talk about his views on the market from a brewer’s perspective and how the industry needs to confront the issues that need to be addressed.

12.30

13:00

**Buffet Lunch**

14:00

**Launch of Cask Ale Week**

Today sees the launch of Cask Ale Week. We have all been invited to The Globe (5 minutes walk) to celebrate all that is good about cask and enjoy a few beers, nibbles and chat to friends.