



THE FUTURE OF CASK SEMINAR


28th September 2023

Brewers Hall, London

10:30am Delegates Arrive from 10:30am for Tea, Coffee & Pastries

11:00am Seminar Starts at 11am with a Welcome by Paul Nunny, Cask Marque 

11:10am New Analysis of the Cask Market and Update on the Fresh Beer Campaign
Speaker: Pete Brown 

11:40am With 8000 Pubs to have their Cellar Star Rated in 2023, what are the learnings?
Speaker: James Ullman, JD Wetherspoons & Annabel Smith, Cask Marque 

12:10pm How will the New Duty Rates Effective from 1st August 2023 affect Beer?
Speaker: Barry Watts, Head of Public Relations and Policy at SIBA 

12:40pm 30 Minutes Break, Drinks, with Nibbles/Light Lunch

01:10pm How Asahi UK accelerates growth of Cask with Cask Force.
Speaker: Jez Manterfield 

01:40pm The Power of the Sustainability Story: How to communicate to the Conscientious Consumer

02:10pm View from a Game Keeper turned Poacher on the British Pub and Cask Ale
Speaker: Simon Townsend, Chair at Wadworth, NED at Adnams, Cote, JW Lees. 

02:40pm Panel Discussion - Hosted by Ed Beddington, The Morning Advertiser
Panel Includes: Simon Townsend, and Francis Patton 

03:00pm Networking at The Globe, Moorgate – Celebrating 25 Years of Cask Marque and 150 Years of Nicholson's
Hosted By: Mitchell's & Butler's 