

HEINEKEN

TAP INTO A GROWING MARKET SECTOR



CHEERS! Sharon Porter, Stewardess at Flixton Conservative Club near Manchester says the choice of cask ales combines different flavours, strengths and looks. (BELOW) Club Treasurer Frank McDonnell (right) checks out the choice with Heineken Regional Manager Sharon Webster and Steward Nigel Porter

Clubs up and down the country are benefiting from yet another business-building initiative launched last year by Heineken in the UK for all its free trade customers - Cask Orders, a monthly selection of popular regional and seasonal cask-conditioned ales sourced from more than 20 local and national UK brewers.

Club committees can choose from a total of 42 cask ale brands on offer permanently through the new scheme and from 187 guest cask ales which are split into monthly groups of 17 'National and Regional Champions' - a range of classic national and regional cask ales that are available through Cask Orders throughout the year.

One club benefiting from the scheme is Flixton Conservative Club near Manchester.

According to Treasurer Frank McDonnell, stocking a variety of cask ales is the only way forward.

"We have four different ales



on at any one time and they are so popular that we often have to change barrels on a daily basis.

"The range available from Heineken is handpicked from recognised national brands such as Fuller's London Pride, Charles Wells' Bombardier or any of the Theakston range as well as smaller brewers like Ringwood, St Austell, McMullen, Butcombe and Moorhouse to name just a few.

"We ensure that we offer our cask ale drinking members

a good choice on a monthly basis and, with the help of Heineken, we pride ourselves on the quality we maintain which earned us Cask Marque accreditation last year.

"Cask ales are a good talking point too. People are interested in the different flavours, characters and how each one 'drinks' and using the tasting notes supplied by Heineken, they can really develop a knowledge of the different brews which we advertise with posters around the bar.

"I would certainly recommend clubs give Cask Orders a try and watch their sales grow."

Peter Usher, Buying Group Director for Heineken UK says: "We are already one of the biggest and most active players in the cask sector, supporting the sale, distribution and dispense of over 375,000 barrels of cask ale per year.

"Cask Orders shows our ongoing commitment to promoting and maintaining



QUALITY: Steward Nigel Porter helped the club gain Cask Marque accreditation by maintaining the finest quality pints

draught beer quality and helping thousands of our customers tap into the profit opportunity that Britain's thirst for cask ales offers.

"Well-kept, well-presented cask conditioned beer provides clubs with a unique sales proposition and Cask Orders showcases a varied and exciting range of ales that will appeal to new and existing audiences alike.

"While the total UK beer market has declined by some 3.5%, cask ale sales grew by 2% in 2012 and with between seven and eight million cask ale drinkers out there, this is a market clubs cannot afford not to get into.

"The Cask Orders range is a mix of familiar and not so familiar names with a variety of flavours, strengths and appearances - in other words there is always something cask ale drinkers, both old and new, are just waiting to try and remember, this is the only drinking experience that cannot be replicated at home so it is a great way to increase footfall!"

"Make sure you ask your Regional Manager for all the information if you think your club could benefit!"

Heineken

Regional Manager Sharon Webster says, a huge proportion of Flixton Conservative Club's sales comes from cask ale.

"Around 24 per cent of the club's total volume is cask and, thanks to our close relationship with our partner breweries, Frank and the team are benefiting from added extras from the likes of Heineken-owned Caledonian and its 80/- ale while other fantastic support comes from our equity partners Theakstons who have supplied the club with collector card kits and an option of a brewery tour.

"More excitingly, the club is holding a beer festival over the Easter Bank Holiday and Simon Theakston has agreed that their cooper Jonathan is to attend and give a demonstration on how to make a traditional wooden barrel, amongst other things.

"Stocking a varied range of cask ales has proved invaluable to Flixton Conservative Club, so I say to other clubs out there - why not give Cask Orders a try?"



Flixton Conservative Club has gained itself a good reputation for the quality of its ales says Steward Nigel Porter

To find out more about the benefits of trading with Heineken in the UK or to arrange a meeting, call **Peter Usher**, Buying Group Director on **07831 840330** or email **peter.usher@heineken.co.uk**