

ARE YOU READY?

GREENE KING IPA QUALITY ACCREDITATION IS COMING!

IS YOUR QUALITY UP TO SCRATCH?

Every cask of Greene King IPA is quality assured when it leaves the brewery – **the rest is up to you...**

We'll reward you for demonstrating your commitment to the quality of Greene King IPA.

Our taste testers will be visiting soon.
This is what they will be looking for...

- 1 Is Greene King IPA available?
- 2 Is the new pump clip on the bar?
- 3 Do staff recommend Greene King IPA when asked for something 'easy drinking'?
- 4 Can staff describe the taste of Greene King IPA?
Easy drinking, clean, crisp, moreish.
- 5 Was it served in a clean, cool, branded glass (if available), logo facing customer?
- 6 Good appearance?
Clear, with no sediment.
- 7 Good aroma?
Fresh, clean, hoppy.
- 8 Good taste?
Hoppy, dry, refreshing.
- 9 Correct temperature?
11-13°C
- 10 Good lacing?
Residual head inside glass.

THE REWARDS FOR PASSING

- Premium plaque for wall or bar
- "Thank you" letter from the Brewery
- 2x pump clip crowners
- **But moreover, optimum yields and maximised profits**

SHOW YOUR CUSTOMERS THAT YOU CARE ABOUT QUALITY

