GREENE KING IPA QUALITY ACCREDITATION IS COMING! IS YOUR QUALITY N ASSOCIATION **UP TO SCRATCH?** WITH

Good aroma?

Fresh, clean,

Good taste?

Hoppy, dry, refreshing.

11-13°C

Good lacing?

Residual head

inside glass.

Correct temperature?

hoppy.

8

9

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...



Is Greene King IPA available?



Is the new pump clip on the bar?

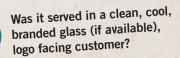


Do staff recommend Greene King IPA when asked for something 'easy drinking'?



6

Can staff describe the taste of Greene King IPA? Easy drinking, clean, crisp, moreish.



Good appearance? Clear, with no sediment.

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

Watch a perfect score video at www.beer-genius.co.uk



OUALITY ASSURED WE OFFICIALLY SERVE A GREAT PINT OF GREENE KING IPA

\$ 1799





QUALITY ASSURED

GREENE KING

WE OFFICIALLY SERVE A GREAT PINT OF GREENE KING CASK ALE

CASK MARQUE



GREENE KING