

CAMRA's Beer Styles



Campaign
for
Real Ale



A guide to the Champion Beer of
Britain Beer Style Categories

CAMRA's Beer Styles

Beer is the world's third favourite drink. The most popular beer style is lager but beer is much more than this. Most beer drinkers might have an idea what a traditional bitter is, however, do you know how this differs from a Pale Ale or Golden Ale? And what exactly is a Barley Wine?

The situation is made more complex by the growth in the number of brewers brewing international recipes, experimenting with new beer styles and digging up very old ones as well. This leaflet will help cut through some of the jargon and is designed to show you the 12 beer style categories that CAMRA uses for judging its prestigious Champion Beer of Britain Awards.



Champion Beer of Britain

Even if you aren't a regular real ale drinker, the likelihood is that you will have heard of the Champion Beer of Britain. This iconic beer competition is run annually by the Campaign for Real Ale to find the best real ales in the UK.

The beers are chosen for the competition through a national vote by CAMRA members and by the recommendations of CAMRA's tasting panels, which are based around the country. The results are compiled and the best scoring beers are put forward to be judged in categories (detailed in this leaflet). This is done firstly at a regional level with the winners in each style category going forward to a national judging.

Thus, to win CAMRA's Champion Beer of Britain requires not only a great tasting beer that a beer drinker would want to try again and again but one that has been consistently good over a period of two years. A tall order, meaning that the winner really is the best of the best!

Ingredients and flavours

There are four basic ingredients in beer: water, yeast, hops and grain (mostly malted barley). Like a good chef, brewers will decide which ingredients to use to get the end result they desire.

If the brewers want a strong beer, they will use a high level of malt, as it is the malt that provides the food for the yeast, which then produces the alcohol. Malt also gives the beer its sweetness and body as well as most of its colour. Malt is barley that has been germinated and then heated. A beer's colour can range from very pale yellow to black, according to how long the malt is heated for and at what temperature. Malt can give caramel, biscuity and roast notes, including chocolate and coffee. Black malt can also give a burnt bitterness.

But hops are usually the main source of a beer's bitterness. There is a huge range of hops and you will come across UK beers using hops from Europe, the New World and even Japan as well as Britain.

Hops contribute to fruit notes; citrus, peach and tropical are not unusual. They can also give floral and peppery notes.

In stronger beers, the combination of the ingredients tends to give very complex flavours including caramelised fruit and you may also pick up the warming impact of the alcohol.

The other two main ingredients, water and yeast, will also have an effect on flavour. For example, some beers, such as Pilsner, require soft water whereas dark beers, such as Porters, do better with water high in calcium carbonate such as in London.

The yeast strain chosen by a brewer can also impact on a beer's flavours and aromas. If a brewer is trying to showcase the hops in a beer, they may well pick one of the American strains with a more neutral taste. In comparison, some British yeasts, such as those used in a traditional bitter, will give a fruity edge such as pear drops.

Improving your expertise

CAMRA runs a number of tutored tasting and training sessions on beer around the country, most of which are open to members and non-members.

The sessions often take place in pubs or at one of CAMRA's many beer festivals including the summer and winter Great British Beer Festivals.

The training courses cover a whole range of topics including beer appreciation, off-flavours in beer and beer judging. These courses are independently accredited by People 1st, which means attendees receive a validated qualification. Most of the courses are delivered by trained trainers who have a People 1st training certificate. People 1st are an international industry-led skills expert.

You can find details of these in the Events section of the CAMRA website (open to all, see <https://tinyurl.com/CAMRAevents>) or, if you are a CAMRA member, via the training pages of CAMRA's Volunteers' Area; see: <https://camra.org.uk/volunteers-area/training-for-volunteers/>

CAMRA also has a 'Learn & Discover' zone on its website. Its aim is to support lifelong learning in beer, cider, perry and pubs. There is a whole range of resources including podcasts, to help improve your knowledge: <https://camra.org.uk/learn-discover/>

CAMRA's Tasting Panels

CAMRA is always looking for volunteers to join local CAMRA tasting panels, which are based throughout the country.

Tasting panels have two main functions. Firstly, they help CAMRA decide which beers go forward in CAMRA's Champion Beer of Britain competition. They are also responsible for ensuring each beer is judged in the correct category.

Secondly, the panels write the tasting notes for our landmark Good Beer Guide. These are based on tastings conducted over the year.

They are a great way to socialise with your local branch and improve your knowledge and expertise in the drink you love.



What is the commitment?

Tasting panel members fill in tasting cards, at their leisure, on various occasions:

- Individually in the pub, tap room, beer festival or at home (the panels cover draught and bottled live beer).
- With the local CAMRA branch at a social.
- With their local tasting panel. Many panels arrange socials or brewery visits to keep members in contact with each other.

How do I get started?

The first step is to undertake basic training to help you taste beer like a pro. At the end of training, you will be asked to complete 12 tasting cards over several months to gain a Certificate of Competence, which is independently accredited by People1st.

Are there any other benefits?

Completing tasting cards regularly helps panel members improve their tasting skills including objectivity. This helps to ensure that it is the best beers that are put forward for the Champion Beer of Britain and the choices are not based on personal preferences. It also helps build panel members' confidence.

Who do I contact?

If you want to get involved, simply contact volunteer.services@camra.org.uk and we will link you up with your regional tasting panel co-ordinator to confirm local training sessions and events near you.

For more information on CAMRA and its activities, visit: www.camra.org.uk



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Champion Beer of Britain Beer Style Categories

1. Milds: up to and including 4% ABV

'Mild' used to mean fresh and reflected the fact that the beer was not aged. Although an old style of beer, Mild is not widely available in many parts of the country but May is a good time to find it as some pubs participate in CAMRA's Mild Month campaign. These beers are light drinking and not very hoppy.

Colour

There are three types of mild: light or pale milds, dark milds and Scottish 60 Shillings or Scottish Light. The colour can be dark brown to black to pale amber or even gold.

Pale Milds

These beers differ from bitters and pale ales in that they are lightly hopped and may have a light fruit character. They are malty and the beer may be sweet with a little toffee or butterscotch (diacetyl).

Dark Milds

Dark Milds are frequently sweet with a light bitterness. The dominant flavour is of malt and roasted notes of chocolate, coffee and liquorice are often noticeable. Caramel and toffee or butterscotch (diacetyl) may also be present.

Scottish 60 Shillings or Scottish Light

The dominant flavour should be malt and toffee or butterscotch (diacetyl) may also be present. As with the other Milds, they are lightly hopped.

2. Session Bitters: up to and including 4.3% ABV

These are 'traditional' bitters with a thin to average body. They are often called Bitters and Best Bitters.

Colour

Usually, amber to dark brown but can be paler.

Flavour

These beers should have a malt character with noticeable hops; typically earthy, spicy and peppery but may also be floral or piney. Fruit may also be present, sometimes citrus, but must not dominate the taste. Bitterness may range from light to strong. A little butterscotch or toffee (diacetyl) may be present but should be minimal.



3. Premium Bitters: 4.4% - 6.4% ABV

'Traditional' stronger bitters with an average to thick body.

Colour

Usually, amber to dark brown but can be paler.

Flavour

Medium to strong malt flavour with noticeable hops; typically earthy, spicy and peppery but may also be floral, piney or citrusy. Fruit may be medium to strong but should not dominate. Stronger bitters may have estery notes such as pear drops and the bitterness may range from medium to strong. A little butterscotch or toffee (diacetyl) may be present but should be minimal.



4. Session Pale, Blond and Golden Ales: up to and including 4.3% ABV

These are refreshing, light drinking beers.

Pale Ales incorporating British and New World Pale Ales

Colour

Typically dark gold to amber.

Flavour

Malt should be present but must be light in character. Hop flavours must also be noticeable and maybe earthy, spicy, citrusy or tropical depending on the varieties used. Tend to be fruitier than a Session Bitter. Minimal or no butterscotch (diacetyl).

Blonds and Golden Ales

Colour

Straw to gold in colour.

Flavour

Minimal malt flavour with the fruit being medium to strong. The hop may vary from traditional earthy or spicy English and German hops to

the citrusy New World hops. Minimal or no butterscotch (diacetyl).

Golden Ales tend to have pronounced fruity, often citrus, hop notes and may have a strong bitterness.

Blonds tend to have minimal to moderate fruit but not a strong citrus character.

Black Pale Ales

These are often branded as Black IPAs but the alcohol level is too low to go into the IPA category.

Colour

Typically dark brown or black

Flavour

Classified as pale ales despite their colour. Hops are prominent. The roast character should be zero to light, complementing rather than dominating the flavour. Little residual sweetness. Light bodied.

5. Premium Pale, Blond and Golden

Ales: 4.4% -6.4% ABV

These beers are refreshing but fuller bodied than the Session varieties.

Pale Ales incorporating British and New World Pale Ales

Colour

Typically dark gold to amber.

Flavour

Malt should be present but must be light to medium in character and should not dominate the flavour. Their fruitiness may be minimal to strong and citrusy or tropical. Hop flavours must also be noticeable and maybe earthy, spicy, citrusy or tropical depending on the varieties used. Minimal or no butterscotch (diacetyl). Medium to full-bodied. Fruitier than a Premium Bitter.

traditional earthy and spicy English and German hops to citrusy New World hops. Minimal or no butterscotch (diacetyl).

Golden Ales tend to have pronounced fruity, citrus hop notes and may have a strong bitterness.

Blonds may have minimal to moderate fruitiness but not a strong citrus character.

Black Pale Ales

These are often branded as Black IPAs but the alcohol level is too low to go into the IPA category.

Colour

Typically dark brown to black

Flavour

High levels of hops. The roast character should be zero to light, complementing rather than dominating the flavour. Little residual sweetness. Medium bodied.



Blonds and Golden Ales

Colour

Straw to gold.

Flavour

Minimal or no malt should be present. Hop flavours are noticeable and may vary from

6. British & New World IPAs: 5.5% and above

IPA stands for India Pale Ale. It was the Midland town of Burton on Trent that became famous for this style of beer, exporting it around the world including to India, hence the name. These are strong hoppy beers with moderate to strong bitterness; usually bittersweet. The finish is long and complex.

British IPAs

Colour

Amber to pale brown.

Flavour

These beers are hoppier than Premium Bitters. The benchmark is a Bass recipe from the 19th century comprised of pale malt, brewing sugar and East Kent Goldings and Progress hops. More modern hop varieties

can be used but they should be English in style rather than New World. There is often honeyed/biscuit malt aroma and flavours with pepper, spicy, earthy, piney or floral resins from the hops. Fruit, if evident, should not be the overwhelming citrus kick of New World IPAs.

New World IPAs

Colour

Straw to pale brown.

Flavour

These IPAs are 'hop forward' but with a balance of malt, hops and fruit. They are more complex than Premium Pale Ales and Blonds and can have fruit levels akin to New World Golden Ales being noticeably fruitier than British IPAs. The fruit can be citrusy, tropical or of white wine. Floral notes are not unknown. The malt makes less of an impact than with traditional British versions being light and usually biscuity, although New England IPAs (NEIPAs) tend to have a greater malt balance than the more assertively hoppy West Coast versions.

Black IPAs

Colour

Typically dark brown to black.

Flavour

The roast character should be zero to light, complementing rather than dominating the hops and fruit in the flavour. Typically, little residual sweetness.

Weaker 'black IPAs' sit within either the Session or Premium Pale, Blond and Golden Ale categories.

7. Brown and Red Ales, Old Ales and Strong Milds: Up to 6.4%

These are darker beers with malty notes.

Colour

Light brown to black.

Brown Ales

Malt is to the fore, sometimes with roast and/or some smokiness and nut-like flavours. There may be some hop character and a light to moderate bitter or dry finish. Fruity flavours such as raisins or sultanas may be present. Occasionally, sweeter variants can be found where more caramel and chocolate notes are evident.

American Brown Ales

As Brown Ales but overlaid with fruity hops, sometimes intense, which may

lead to pronounced bittering. Fruit may often be citrus and/or tropical.

Red Ales

As with Brown Ales and American Brown Ales, malt is to the fore, often with roast and nutty flavours. Rye may be present, creating a tartness, but should be balanced and not dominate. American Red Ales are fruitier and hoppier.

Strong Milds and Unaged Old Ales

They have a light to rich malt character, sometimes with caramel and fruit such as raisins and sultanas. Lightly hopped old ales tend to be more estery.

8. Session Stouts and Porters: up to and including 4.9% ABV

Porters were developed in London in the eighteenth century and named after the London porters who worked on the docks and the City of London. It is thought to have been the first global beer as, at one time; it was exported around the world. There is often confusion between Stouts and Porters. Once, stout simply meant 'strong'. CAMRA distinguishes between the two styles by describing Stouts as typically black and less hopped than Porter.

Session Stouts

Colour

Black.

Flavour

Stouts have flavours and aromas resulting from the roasted grain malts e.g. chocolate, caramel and coffee notes. They have minimal hop and fruit notes. There are a number of subsets in this category.

• Session Dry Stouts

Minimal sweetness and a dry astringency that may come from unmalted dark roasted barley.

• Session Oyster Stouts

These do not always contain oysters, being stouts to accompany oysters. Those that do may often have salty notes, either due to adding oyster shells (for subtle semi-sweet flavours) or adding whole oysters to create a unique ocean flavour and can be slightly bitter.

• Session Oatmeal Stouts

Oatmeal is added during the brewing process to create a stout with a full body and creamy flavours; often sweet.

• Session Milk Stouts

Lactose (milk sugar) is added to create a smooth, sweet stout with a rounder mouthfeel, usually with subtle sweet, creamy notes and sometimes with vanilla and custard notes.

Session Porters

Colour

Usually, dark brown to black.

Flavour

Roasty notes of coffee or chocolate that are balanced by a hoppy character with some fruit. This may be dark fruits e.g. damsons, black cherries, or caramelised fruits, such as raisins or sultanas. Sweetness ranges from sweet to dry.

9. Strong Stouts and Porters including Imperial Stouts and Baltic Porters: 5.0% ABV and above

These are stronger versions of the Session varieties, usually with smoother, fuller mouthfeel.

Strong Stouts

Colour

Black.

Flavour

These beers have flavours and aromas resulting from the roasted malts e.g. chocolate, caramel and coffee notes. They should have a full mouthfeel with minimal hop and fruit notes. There are a number of subsets in this category.

• Strong Dry Stouts

Full mouthfeel with only a little sweetness and a dry astringency that may come from unmalted dark roasted barley.

• Strong Oyster Stouts

These do not always contain oysters, being stouts to accompany oysters. Those that do may often have salty notes either due to adding oyster shells (for subtle semi-sweet flavours) or adding whole oysters to create a unique ocean flavour and can be slightly bitter. Being stronger, these beers have a richness on the palate.

• Strong Oatmeal Stouts

Oatmeal is added during the brewing process to create a stout with a full body and creamy notes, often sweet.

• Strong Milk Stouts

Lactose (milk sugar) is added towards the end of brewing to create a smooth, sweet stout with a rounder mouthfeel, usually with subtle sweet, creamy notes and sometimes with vanilla and custard notes. Rich, full mouthfeel.

Strong Porters

Colour

Usually, dark brown to black.

Flavour

Roasty notes of coffee or chocolate that are balanced by a hoppy character with some fruit. This may be dark fruits e.g. damsons, black cherries or caramelised fruits, such as raisins or sultanas. Sweetness ranges from sweet to dry but with a rich, full body.

Imperial Stouts and Baltic Porters

This style of beer derives from the strong versions of stout and porter brewed in

London in the 18th and 19th centuries for export to Russia and the Baltic States.

Aromas and flavours are deep and complex with roasted grain, caramelised fruit (raisins and sultanas), fresh leather, espresso coffee, bitter chocolate, molasses and liquorice.

Hops may not be too much in evidence on the nose but may be peppery and spicy. The finish is long and complex, with bitter and spicy hops balancing creamy malt, roast, dark fruit, coffee, chocolate and liquorice.

Warming alcohol is often noticeable due to the high alcohol content. These beers are full bodied, smooth and rich. If beers are aged in wood, there may be caramel and vanilla flavours.

There is considerable overlap between these two beer styles but Baltic Porters (sometimes called Imperial Porters) tend to be fruity e.g. blackcurrant, cherries and other dark fruits.

They can also be paler in colour, dark reddish copper to brownish black.

10. Barley Wines and Strong Ales: 6.5% and above

Strong beer used to be produced to allow it to be kept, particularly to provide beer when the weather was too warm to brew. Many of the beers in this category are still aged leading to wine-like notes. All of them are rich, complex, full bodied with noticeable alcohol but they may vary from dry to sweet, sometimes with honey notes. Bitterness may be light to strong. The term barley wine probably dates from the late 1800's with Bass using it in the early 1900's

Barley Wines

Colour

Usually, gold to tawny in colour.

Flavour

Estery and ripe fruit characteristics such as pear drops or strawberry may be present as well as sweet citrus marmalade flavours.

Strong Ales – Blond

Colour

Yellow to dark gold.

Flavour

Medium to strong malt character and some fruity notes may also be present.

Strong Ales – Dark

Colour

Brown to black.

Flavour

Roast notes of chocolate and coffee may be present as well as dark fruits and/or caramelised fruit.



Speciality

Speciality Beers are those made with non-conventional ingredients or techniques. Where the effect of this ingredient, or technique, dominates the appearance, aroma or flavour it becomes a Speciality. However, when the ingredient/technique merely complements the 'base beer' then it does not fit into the Speciality category. This is a large group of beers so CAMRA has split them into two: 'Differently Produced' and 'Flavoured'.



11.Speciality Beers – Differently produced

'Differently Produced Speciality Beers' are those brewed with non-standard ingredients or techniques, as opposed to 'Flavoured Speciality Beers', which have flavour added. Non-conventional ingredients and techniques are only limited by the brewer's imagination and include 'specialist' yeasts such as Belgian yeast or Norwegian Kviek. The following covers some of the more usual ones encountered.

Lager: Up to and including 8.5% ABV

Genuine Lagers are bottom-fermented beers and are 'lagered' (stored) for several weeks, if not months. They can include the following:

• Pilsners

Colour

Yellow to gold.

Flavour

Depending on whether it is a German or Czech style Pilsner, the beer may range from light in malt to having a noticeable bready, malt aroma and flavour. Hop flavour should be present from Noble hops, giving fruity notes. Medium to high bitterness depending on the style.

Helles are lower in hop and bitter notes.

• Vienna Lagers

Amber in colour with clean malty character and some hoppy bitterness to create balance and a crisp finish. Floral, spicy flavours are minimal.

• Märzen

Colour

Tawny to copper.

Flavour

A sweet malty character. Some caramel may be present but with the bitterness providing balance. Lightly hopped.

• Dark Lagers

Colour

Brown to black.

Flavour

Roast flavours of chocolate and coffee with some malty sweetness. There is a little hop bitterness and medium to low fruit associated with the hop. This style includes Alts, Dunkels, Schwarzbier and Bocks. Alts are top fermented but at a cool temperature.

• Kölsch

Not a lager but is sometimes put into this continental style. Typically, top fermented and can be a hybrid of cold and warm fermentation.

Colour

Yellow to gold.

Flavour

Delicate and softly fruity with a clean finish.

Wheat: up to and including 8.5% ABV

Colour

Light in colour (yellows and golds) as in the traditional German 'Weissbier' or 'Weizenbier'. They can also be darker, including dark brown, if dark malts are used e.g. 'Dunkles Weissbier' or 'Dunkelweizen'.

Flavour

These are beers in which a large proportion of wheat is used, often resulting in a cloudy appearance. Hops will be evident throughout balanced by the malts used. The wheat flavour softens the biscuitiness of the malted barley. Esters, clove and banana-like flavours may be particularly evident in the aroma.

Sours: up to and including 8.5% ABV

Colour

Yellow to light brown but may be darker.

Flavour

Wild beers are fermented using organisms other than standard brewer's yeasts to produce acidity as a prominent feature. The acid is usually lactic, which is odourless and tasteless but brings tartness.

Examples of ingredients/factors used include one or more of the following:

- *Brettanomyces*, which is a yeast, and can impart a distinctive tart or rustic-wild character. For some people this is seen as a sharpness and/or reminiscent of farmyards. These include Lambics, Gueuze and beers with fruit such as Kriek and Framboise beers.
- *Lactobacilli*, which are bacteria imparting a sour and funky character. The *Lactobacilli* create lactic acid, which delivers the sourness. These may include Gose (with added salt and spices) and Berliner Weisse, which is wheat-based and traditionally 2.7% -3.4% ABV.

Kettle sours also fit into this category; the bacteria being added to the kettle. Sometimes, the pH of the wort is adjusted first by adding lactic acid.

Saisons: up to and including 7.0%

This style has been adapted from its origins in southern Belgium and north-eastern France.

Colour

Usually, yellow to light brown.

Flavour

Traditionally Spring-brewed Saisons are light and refreshing when drunk young. However,

the beer may be aged in oak bringing earthy notes and sometimes a light rustic tang. Earthy, farmyard/funky aromas may be noticeable.

Wood-aged Beers: 6% ABV and above

These are beers that are aged for 6 months or more in wooden casks.

Colour

Any colour.

Flavour

Complex beers, usually full bodied and can be sweet if not fermented/aged out. Flavours associated with the cask used e.g. sherry, rum, whisky, port, wine etc. may be noticeable as well from the oxidation of the malts e.g. caramel, toffee. There may also be flavours from the wood itself. A funky character is also not unknown.

A subset of this category is Sour Aged Beers with flavours associated with sour beers but these may be softer due to ageing.

Smoked: up to and including 8.5% ABV

Any beer where a large proportion of smoked malts is used to impart a distinct smoky flavour.

Colour

They can be any colour but are often darker, browns to blacks, due to the type of the smoked malt used.

Flavour

Malts usually dominate but occasionally hops can balance the smokiness. Includes Rauchbier.



12. Speciality Beers – Flavoured

Flavoured Speciality Beers are beers with a flavour added, as opposed to Differently Produced Speciality Beers, which are brewed with non-standard ingredients or techniques.

Flavoured Speciality Beers can be similar to all other styles in that any beer style can be adapted by a flavour addition to become a Speciality.

Fruit: up to and including 8.5% ABV

Fruit beers may be based on any beer style including other styles within Speciality. Fruit or flavourings (syrup or extracts) are added to a base beer to produce a dominant aroma, appearance or taste of that fruit.

Colour

Yellow to black but may be 'non-beer' colours dependent upon the base beer and the fruit being added.

Flavour

The character of the base beer will influence the final taste but must not dominate i.e. the fruit must be noticeably present in the flavour. The wide range of fruit available to brewers means that the taste may range from sour (typical of lemons or some cherries), to bitter (such as bergamot) through to sweet (such as mango or strawberry). Additional sugars may be used to sweeten the beers.



Herbs/Spices and culinary ingredients: up to and including 8.5% ABV

Colour

Yellow to black.

Flavour

The character of the base beer will influence the final taste but must not dominate i.e. the added ingredient must be noticeably present in the flavour. The ingredients may range from spices such as ginger and coriander, herbs or flowers such as mint and elderflower and culinary ingredients, such as vegetables, honey, coffee, chocolate and vanilla, to fortified wines and spirits.

Campaign for Real Ale 2023

For more information on
CAMRA and its activities, or to join, visit:
www.camra.org.uk



Campaign
for
Real Ale

Cask Marque and Beer Quality



While CAMRA has celebrated over 50 years of campaigning, Cask Marque have been champions of cask beer quality for 25 years. We celebrate together and we are proud to be supporting this leaflet to help educate drinkers.

Unlike other beers, cask needs the skill of the cellar manager to serve a great pint. How do we support beer quality?

- We have training programmes for bar staff and cellar managers to improve their skill base.
- We make 22,000 unannounced visits to pubs each year undertaken by 60 qualified brewers or technical services personnel.
- Promote cask ale through the CaskFinder app.
- Champion cask ale through Cask Ale Week and an annual industry seminar.
- Support CAMRA in their objectives.

BE CONFIDENT IN TASTING BEERS

POSITIVE FLAVOURS

Term	Description
Sweet	Sugary
Bitter	Tonic water, Quinine
Hoppy	Floral, Grassy, Citrus
Tropical/Soft Fruits	Peach, Pineapple, Banana
Malty	Toffee, Horlicks, Biscuit
Burnt	Coffee, Burnt Toast
Body	Fullness, Thick
Alcoholic	Spirit, Warming



NEGATIVE FLAVOURS

Term	Description
Flat	Lacking of gas/condition
Acidic/Sour	Vinegar/Plain Yoghurt
Medicinal	TCP/Disinfectant
Phenolic	Clove, "dentist-like"
Sulphury	Drain, Cooked vegetable
Thin	Watery, weak
Astringent	Harsh and Mouth drying
Stale	Wet paper, cardboard
DMS	Ketchup, Sweetcorn
Diacetyl	Butterscotch, buttery

THE CASK MARQUE TRUST

Cask Marque's Focus Going Forward

Cellar inspections



Until now, we have checked beer in the glass for temperature, appearance, aroma and taste. All cask beers on sale must pass the inspection to gain the Cask Marque award. We inspect each pub twice a year and any consumer complaint leads to a review of the pub's award.

Going forward, we will be checking pub cellars against an 11 point check list and issue a star rating similar to that of the Food Hygiene rating which we all value.

Remember – the kitchen is to food what the cellar is to beer. In future pubs will need a minimum of 4* or 5* to become accredited. This will raise standards even further as well as increase the profitability of the pub.

Better beer quality means more sales and increased yields. It will also highlight extra staff training needs which we can satisfy with our current training programme.

Watch out for the stickers proudly displayed:



Cyclops[®] Beer

Discover your beer sense

Cyclops is a FREE easy to use tool that provides the consumer information about beer

It details the style of the beer and what it will look, smell and taste like.

SEE



It can also include details of any allergens and calorie content information.

SMELL



Cyclops data features on:

- CaskFinder app
- Cyclops website
- Cask Marque website

TASTE



Working to grow consumers knowledge about breweries and beers

Visit Britain's best cask ale pubs and **WIN PRIZES**



- 9,000 accredited pubs
- 10,000 beers with tasting notes
- Pump scanner technology
- 1,300 brewers

- World's biggest ale trail
- Read our beer blogs
- Beer festivals near you

Download CaskFinder   or visit Cask-marque.co.uk/app