



Getting ready for the Gold Award assessment

To achieve the Beautiful Beer Gold Award, you need to demonstrate during your assessment that best practice in cellar management, beer dispense, bar presentation and beer quality are carried out in your pub, daily, as a matter of course.

Training and qualifications

The following is a **requirement** for the Beautiful Beer Gold Award:

- Award in Beer and Cellar Quality (ABCQ), or similar

The assessment

The assessment will be carried out by an independent, experienced Beautiful Beer assessor, in your pub, at a date and time arranged between yourself and the Beautiful Beer Awards team, during normal opening hours. The licensee must be on the premises for the assessment, and available to answer questions from the assessor. Staff will also be expected to answer questions to demonstrate their knowledge of beer. You will need to supply five beers (a mixture of draught and bottled) free of charge for sampling.

Preparation

To pass the assessment, you will need to score at least 85% in the Beer Cellar & Bar Inspection and in the Sample Report on Beers. To help you to succeed in your assessment, you should read the following documents that the assessor uses when inspecting your pub:

- The **Beer Cellar & Bar Inspection** and **Sample Report on Beer** forms relate to the beer quality standards in your pub, and are completed by the assessor during the visit.
- The **Assessors' Guide to Beer Cellar & Bar Inspection** will show you exactly how many points are awarded for each element of the visit, and how you can gain and lose marks.

**BEAUTIFUL BEER AWARD
APPLICATION FORM FOR GOLD OR PLATINUM AWARD**



Nominating Company

Pub Owner

Contact Telephone Number

Licensee name(s)

Pub Name

Pub Number (if applicable)

Address & Postcode

Telephone Number

E-mail Address

Pub Website

Award applied for (please tick) Gold Platinum

Tick here if a current Cask Marque holder, or applying to become one

Training + qualifications
(please give training course name and name of member of staff who attended)

Award in Beer and Cellar (ABCQ) or similar.....

Beer Academy (or similar)

DECLARATION

- I declare the above information to be true.
- I understand that my application for accreditation will involve a visit by a Beautiful Beer assessor.
- I guarantee that I and my staff will co-operate fully with the assessors and will supply samples of beer as requested to an authorised assessor.
- I accept that any brand apparently on sale to the customer will be deemed to be fit for inspection.
- I agree that if awarded Beautiful Beer accreditation I shall display the plaque.
- I shall be liable for and agree to indemnifying Beautiful Beer against any and all loss, damage, or liability (whether criminal or civil) suffered and legal fees and costs incurred by Beautiful Beer resulting from any claim against Beautiful Beer by reason of any act, omission or default of mine or of my employees or agents or resulting from any claim that beers served on this premises were not fit for consumption.

Signed

Date

I enclose the sum of £_____ as entry fee for this scheme.

Please return completed form with cheque (see **Awards Fees** sheet for price details). Cheques should be made payable to Beautiful Beer, and sent to **Beautiful Beer Awards, B10 Seedbed Centre, Colchester Business Park, Colchester C04 9HT**

BEAUTIFUL BEER AWARDS FEES

Gold Award

- £150 + VAT
- Renewal (after 1 year): £110 + VAT

Gold & Platinum (assessed on same day)

- £190 + VAT
- Renewal (after 1 year) £150 + VAT

Upgrade from Gold to Platinum

- £90 + VAT

Gold Award holder transferring to another pub

£40 + VAT

Platinum Award holder transferring to another pub

£75 + VAT

Revisits

The fees above include a revisit by an assessor, which takes place as follows:

- Gold Award: six months after initial visit
- Gold & Platinum joint Award: six months after initial visit
- Gold to Platinum upgrade: revisit will be a combined Gold & Platinum visit, timing to be scheduled according to timings of initial visits

The fees above include:

- Assessment by trained Beautiful Beer assessor
- Beautiful Beer plaque for display outside pub
- Certificate for display inside pub
- Support for local marketing/PR of Award win

Cask Marque Award

If you are applying for Beautiful Beer at the same time as Cask Marque then discount may be available. Please phone Cask Marque on 01206 752212 to check the price depending on your circumstances.

Enterprise Inns

Enterprise Inns offer to pay 50% of the initial application fee for any of their licensees applying for the Beautiful Beer Gold or Platinum Award. Please state that you are an Enterprise Inns licensee on your application form and send a cheque for half the amount (ie £75 + VAT for Gold, £95 + VAT for Platinum).

Payment of fees

All fees should be paid by cheque, made payable to Beautiful Beer and sent with a completed, signed application form, to:

Beautiful Beer, B10 Seedbed Centre, Severalls Park, Colchester, CO4 9HT

Award Form 1 - Beer Cellar and Bar Inspection



Outlet Name

Outlet Number

Date

Time

Assessor Name

Sponsor

Max Score

Actual Score

Comments

CELLAR MANAGEMENT

1	Cellar Temperature (11°-13°C)	5	
2	Thermometers (2 where applicable)	2	
3	Cellar Layout	2	
4	Stock Levels & Rotation	6	
5	Organisation of Empties	2	
6	Storage of Cask & Keg	4	
7	Gas Storage	3	
8	Line Cleaning Records	2	
9	Line Cleaner	2	
10	Suitable Protective Clothing	2	

Cellar Management Score

30

CELLAR CONDITION

11	Air & Atmosphere	2	
12	Cellar Cooling	2	
13	Walls, Ceilings, Lights	2	
14	Gullies, Sumps, Floors	2	
15	Delivery Area	2	
16	Stillages & Sinks	2	

Cellar Condition Score

12

CELLAR DISPENSE

ALL ACCOUNTS

17	Beer Pipes & Fob Detectors	6	
18	Line Cleaning Procedures	2	
19	Remote Coolers/APT	3	
20	Keg Head Connectors	3	
21	Pressure Regulation Notice	2	

ONLY ACCOUNTS STOCKING CASK PRODUCTS

22	Cask Keystones & Shives	3	
23	Pegs/Corks Stored Correctly	2	
24	Taps, Dipsticks, Spears, Floats	3	
25	All Casks Stillaged Correctly	3	
26	Correct Venting Procedures	3	

Cellar Dispense Score

16 or 30

BAR AREA

27	Clean Glass (Water Break Test & Visual)	4	
28	Glass Storage Shelves	4	
29	Dispense Technique	4	
30	Chemicals & Cleaning	3	
31	Glasswashers	6	
32	Bottle Fridge Temperature (Maximum 6 °C)	4	
33	Drip Trays & Nozzles	3	

Bar Area Score

28

34	Deduction of 10 points	-10	
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TOTAL FINAL SCORE

86 or 100

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THE PASS MARK IS 73/86 OR 85/100

FURTHER COMMENTS & RECOMMENDATIONS

Signature (Licensee)

Print Name

Position

Fill in below using LEGIBLE BLOCK CAPITALS the EXACT spelling of the name/s you wish to appear on your Beautiful Beer plaque

Assessor Name:

Beautiful Beer Sponsor:

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Outlet name & Address:

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Postcode:

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Date:

Time:

Licensee Name:

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AWARD FORM 2 - SAMPLE REPORT ON BEERS

SAMPLE 5 DIFFERENT, REPRESENTATIVE BEERS, INCLUDING CASK, KEG AND BOTTLE (WHERE APPROPRIATE)

Notes: 1 Sample and report on one beer at a time, freshly served.
2 Temperature in the glass must be measured, not estimated.

1 - BRAND NAME: (Keg / Cask / Bottle) (Name).....	Exact Temperature.....	Marks
Temperature [5] [3] [2] [0]		_____
Appearance Brilliant [5] Clear [3] Dull [2] Hazy [0]		_____
Head / Gas Rise Excellent [5] Adequate [3] Poor [2] Absent [0]		_____
Taste / Aroma Excellent [5] Fair [3] Dull [2] Tainted [0]		_____
Total		_____

Other comments:

2 - BRAND NAME: (Keg / Cask / Bottle) (Name).....	Exact Temperature.....	Marks
Temperature [5] [3] [2] [0]		_____
Appearance Brilliant [5] Clear [3] Dull [2] Hazy [0]		_____
Head / Gas Rise Excellent [5] Adequate [3] Poor [2] Absent [0]		_____
Taste / Aroma Excellent [5] Fair [3] Dull [2] Tainted [0]		_____
Total		_____

Other comments:

3 - BRAND NAME: (Keg / Cask / Bottle) (Name).....	Exact Temperature.....	Marks
Temperature [5] [3] [2] [0]		_____
Appearance Brilliant [5] Clear [3] Dull [2] Hazy [0]		_____
Head / Gas Rise Excellent [5] Adequate [3] Poor [2] Absent [0]		_____
Taste / Aroma Excellent [5] Fair [3] Dull [2] Tainted [0]		_____
Total		_____

Other comments:

4 - BRAND NAME: (Keg / Cask / Bottle) (Name).....	Exact Temperature.....	Marks
Temperature [5] [3] [2] [0]		_____
Appearance Brilliant [5] Clear [3] Dull [2] Hazy [0]		_____
Head / Gas Rise Excellent [5] Adequate [3] Poor [2] Absent [0]		_____
Taste / Aroma Excellent [5] Fair [3] Dull [2] Tainted [0]		_____
Total		_____

Other comments:

5 - BRAND NAME: (Keg / Cask / Bottle) (Name).....	Exact Temperature.....	Marks
Temperature [5] [3] [2] [0]		_____
Appearance Brilliant [5] Clear [3] Dull [2] Hazy [0]		_____
Head / Gas Rise Excellent [5] Adequate [3] Poor [2] Absent [0]		_____
Taste / Aroma Excellent [5] Fair [3] Dull [2] Tainted [0]		_____
Total		_____

Other comments:

TOTAL SCORE:

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Each product tested must score a minimum of 16 / 20, but in addition the overall pass mark is 85 / 100

PASS / FAIL

Temperature guidelines (by product type):

Ales: Smooth Flow Extra Cold 2 to 5 degrees C Smooth Flow Standard 5 to 9 degrees C Standard Keg Ale 8 to 13 degrees C Cask 10 to 14 degrees C	Lagers: Extra Cold 2 to 5 degrees C Standard 4 to 9 degrees C Bottled products: Fridge Maximum 6 degrees C Open shelf Ambient temperature	Guinness: Extra Cold 2 to 4 degrees C Standard 4 to 6 degrees C Other Stouts: All products 7 to 9 degrees C
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Temperature scoring, using the guidelines above:

5 Points	Within recommended temperature guidelines.
3 Points	Up to 1 degree C outside the recommended temperature guidelines.
2 Points	Between 1.1 and 2 degrees C outside the recommended temperature guidelines.
0 Points	More than 2 degrees C outside the recommended temperature guidelines.

Signed: (on behalf of the outlet, to acknowledge that the inspection took place)

Name (please print).....

(Copies of this report to be provided to the Licensee / Manager and the Sponsoring Brewer)

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Assessor Guidelines for Award Form 1

	Max	-1	-2	-3	-4	-5
CELLAR MANAGEMENT						
1	5	10 to 10.9 or 13.1 to 14°C		9.0 to 9.9 or 14.1 to 15°.5C		Outside 9 to 15.5°C range
2	2	A. Thermometer in incorrect position B. Missing/broken thermometer	No Thermometers			
3	2	A. Excessive trailing pipes B. Cases 5+ high (full or empty) C. 18's+ stacked 2 high (full)	Excessive clutter			
4	6		A. For each product out of rotation B. Incorrect stock levels, incorrect size of cask / keg	For each product out of date prior to sale, or for each product with no racking label		
5	2	A. Excessive empties B. Dangerously stacked	Any empties not corked			
6	4	"Next on Sale" not ready (per cask product)	Keg/lager/bottle stored outside temp controlled area where space is available	A. Cask stored outside temp controlled area B. Keg/lager stored outside in the elements		
7	3	No current safety notice		Any cylinders not secured		
8	2		No written records of line cleaning for 7 days			
9	2	A. Unsafe storage B. Out of date line cleaner C. No means of measuring liquid D. Not company recommended or recognised product				
10	2	A. No goggles B. No apron C. No gloves	Evidence of any item of protective clothing not being used			
CELLAR CONDITION						
11	2	Drains/Musty Smell	A. Strong smell likely to affect beer quality B. Evidence of pests including Beerfly			
12	2	A. Dusty Vents B. Ice Build Up C. Leaking	Not Working			
13	2	A. Clean but needs decorating B. Light not working C. Any missing diffuser	Unclean and needs decorating			
14	2	A. Clean but small amounts of debris B. No drain or sump cover	Unacceptable			
15	2	A. Poor Maintenance B. Poor Cleanliness				
16	2	A. Unclean Stillages B. Unclean Sink C. No Soap or Towel D. Bin Without Lid	No sink in close proximity			
CELLAR DISPENSE - ALL ACCOUNTS						
17	6	Each line dirty on outside	Each line or fob detector dirty on inside			

18	Line cleaning Procedures	2	A. Incorrect / faulty / dirty equipment B. Water left in cleaning bottle / tank after cleaning completed			
19	Remote Coolers/APT	3	A. Unclean B. Blocked Air Vents	A. Incorrect water level B. Incorrect refrigerant levels		
20	Keg Head Connectors	3	Per unclean connector			
21	Pressure Regulation Notice	2	A. Out of date (valid for 5 years from date of issue) B. Not present			
CELLAR DISPENSE - ONLY ACCOUNTS STOCKING CASK PRODUCTS						
22	Cask Keystones & Shives	3	For each unclean or broken (if tapped)			
23	Pegs/Corks Stored Correctly	2	Incorrectly stored(should be in clean,dry area)			
24	Taps, Dipsticks, Spears & Floats	3	A. For each tap, spear or float dirty inside B. No spare taps C. Dipstick unclean D. Dipstick not in designated area E. Badly assembled vertical extraction tube	A. No brush to clean cask taps B. Incorrect storage of taps (should be stored in clean, dry area)		
25	All Casks Stillaged Correctly	3	Per cask not stillaged level correctly			
26	Correct Venting Procedures	3	A. Inappropriate use of soft pegs B. Inappropriate use of hard pegs C. Cask stillaged but not vented D. Pegs not removed during sale			
BAR AREA						
27	Clean Glass (Using Water Break Test & Visual)	4	Occasional glass dirty		Some glasses dirty	Many glasses dirty
28	Glass Storage Shelves	4		A. Unclean Shelves B. Incorrect Glass Storage C. No Plastic Lattice D. Glasses stacked inside each other		
29	Dispense Technique	4		A. Incorrect Dispense B. Holding Glass Near Rim C. Excessive Head D. No sparkler where appropriate		
30	Chemicals & Cleaning	3	A. No renovate B. No quosh kit or equivalent system	Chemical not a recognised or company product	Detergent or rinse aid empty or not connected	
31	Glasswashers	6	A. Unclean nozzles	A. Nozzles missing B. Dirty interior C. Dirty filters and/or dirty door seals D. Cups in glasswasher		Internal evidence of slime
32	Bottle Fridge Temperature Maximum 6 degrees C	4	A. No thermometer available B. No records kept of fridge temperatures	Bottle Fridge Temperatures between 6-8°		Bottle Fridge Temperatures over 8°
33	Drip Trays & Nozzles	3	A. Per dirty drip tray B. Nozzles with dried or stale beer			
DEDUCTIONS						
34	Deduction of 10 Points	-10			Lose 10 points for any of the following: A. Animals in cellar / bar B. Food Stored in cellar (unless sealed) C. Evidence of Smoking in cellar / bar D. Evidence of filtering back (filter bowl, filter papers, etc)	

NB Any item where more than 1 option is available (A, B, C etc) means that marks can be lost for each of these options. i.e. Organisation of Empties - 1 mark can be lost for each of A & B, making a total of 2 marks lost