

What makes a 'Platinum Pub'?

Delivering a great beer experience



Delivering a 'great beer experience' to a customer is a challenge for any pub or bar. But, what do we mean by a great beer experience and how can we assess and measure it?

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The British Beer and Pub Association, BBPA, a UK based trade association of brewers and pub retailers representing 98% of the beer brewed in the UK and more than half of its 60,000 pubs, has recently launched the Beautiful Beer Awards scheme to recognise and reward pubs and bars serving excellent draught and bottled beers.

The Awards scheme is part of the Beautiful Beer campaign which is designed to encourage consumers to choose beer as their preferred drink on more occasions. Ensuring that pub customers enjoy a positive experience of beer is one of the central platforms of the campaign and the Awards scheme is designed to give pub-goers a 'badge of quality assurance' to help them make an informed choice about the outlets

they visit. The 'Beautiful Beer Award' is offered at two levels, Gold and Platinum, and successful licensees are awarded an appropriate plaque for display outside the pub.

The Gold Award

The Gold award is for pubs offering excellent beer and assesses pubs on all aspects of beer quality from cellar management through to dispense at the bar. The assessment is carried out independently by the trained assessors of Cask Marque, a well established and respected body experienced in the assessment and auditing of beer quality and cellar management. The assessment process comprises a structured inspection and audit of both cellar and bar areas as well as a demanding evaluation of the beers sampled at the bar. The assessors work to strict guidelines laid down by the Beautiful Beer Standards Group, a small committee of experienced industry personnel representing brewers and pub operators. The 'Beer Cellar and Bar Inspection' form is used as the scoring sheet for the assessors and is divided into 4 distinct areas:

- **Cellar management** rates the organisation of the cellar from a perspective of layout, temperature control, stock management and storage as well as cleaning regimes.

- **Cellar condition** evaluates the overall cleanliness and appearance of the cellar.
- **Cellar dispense** looks at the equipment delivering the beer from the cellar to the point of sale at the bar, with particular emphasis on the cleanliness of the beer lines, temperature control and handling of cask beers, where applicable.
- **Bar area** monitors and scores glass cleaning, fridge temperatures and dispense techniques.

A total of 100 marks are available in the four point inspection, with the pass level a demanding 85 marks.

For the beer quality evaluation, five different beers are selected by the assessors covering the range of beers on offer. Each beer is individually checked for correct serving temperature, clarity, head/gas rise and taste/aroma with up to 5 marks awarded for each feature. Each beer must score at least 16/20 with a total score of at least 85/100 over the five products needed to pass this section. The Gold assessment is tough and deliberately so if it is to be seen as a credible standard. To date, the pass rate is under 70% which is a testament to the rigour of the standard and the assessment process. However, this

Informing the customers:

Below right: Part of the menu from the White Horse in London with both beer and wine recommendations

Below: Part of the beer list from Noerrbro Bryghus.

Beerlist

House brewed hand crafted draught beers

Ceske Böhmer - A very classic 5,0 % ABV Pilsner type beer inspired by the way this is brewed in Bohemia. Brewed exclusively from Bohemian lager malt and Saazer hops this beer is clear, light coloured and crisp. Medium bodied with soft, smooth bitterness, distinctive malty taste, and an elegant spicy, hoppy aroma.
25 cl: 32.00 kr. 40 cl: 49.00 kr

New York Lager - A traditional, American pre-prohibition lager. Full bodied, dark golden colour with 5,2 % ABV. Intensely malty with notes of caramel, pronounced bitterness and a floral aroma of North American Cascade hops.
25 cl: 32.00 kr. 40 cl: 49.00 kr.

Stuykman Witt - Inspired by the traditional Belgian Witbier. Our version is brewed with 50 % organic Danish wheat, and it holds 5,3 % ABV. Good body with some sweetness and quite spicy aroma - partly from the added coriander seed and curacao (orange peel). The light acidity and low bitterness makes this unfiltered beer very refreshing and perfect for those who do not prefer the heavier and more bitter beer styles.
25 cl: 32.00 kr. 40 cl: 49.00 kr.

Ravnsborg Red - A version of the classic British Amber or Red Ale. Reddish brown, smooth, round and full bodied with 5,5 % ABV. Dense malt character mixed with spicy and aromatic notes. The bitterness is dominated by spicy and hoppy notes.

WHITE HORSE MENU

Roast plum tomato, pancetta and Wigmore tart with rocket salad <i>Meinette Blonde (250ml bottle) - Meunier Chardonnay 2005 (175ml glass or by the bottle)</i>	£6.75
Potted shrimp with toasted granary and fresh lemon <i>Keweenaw (draught) - Dr. Loosen Blue Slate Riesling 2003 (175ml glass or by the bottle)</i>	£6.75
Crevaldx & Caviche of Formans Salmon with pickled cucumber and potato salad <i>Orval Biere Tripel (330ml bottle) - Forrest Estate Sauvignon Blanc 2005 (175ml glass or by the bottle)</i>	£6.75
Pork belly, apple and thyme terrine with cornichons and toasted baguette <i>Westmalle Tripel (330ml bottle) - Adams Chardonnay 2005 (175ml glass or by the bottle)</i>	£6.75
Roast pumpkin salad with pine nuts, goats cheese, red onion and rosemary <i>Duvel (330ml bottle) - Spinnin' Scaevola Classics 2005 (175ml glass or by the bottle)</i>	£7.75
Cep risotto with shaved parmesan and rocket <i>De Konink (draught) - Frederix Pinot Grigio 2005 (175ml glass or by the bottle)</i>	£8.25
Salt and lemon pepper squid with tomato and coriander <i>Heugendon Witbier (180ml bottle or draught) - Madrin's Riesling 2003 (175ml glass or by the bottle)</i>	£8.75
Pork sausages & mash with cabbage & beer onion gravy <i>Adams Breakfast (draught) - Perrin Reserve 2005 (175ml glass or by the bottle)</i>	£8.75
Beer battered Cornish haddock, fried in ground nut oil, with chips, tartare sauce and mushy peas <i>Haynes Sussex Bitter (draught) - Green Pabst Sparkling Wine (125ml glass or by the bottle)</i>	£8.75
Salmon fishcake with creamed potatoes and handcut chips <i>Witte, blonde - Sauvignon Blanc 2005</i>	