BEER MARQUE INSPECTION FORM

BEER MARQUE QUALITY FROM CELLAR TO GLASS

Pub Name: _____ Postcode: _____ Date: _____

Assessor: _____ Time: _____

1 Sample a minimum of 4 beers as per form. Choose the slowest selling beers where appropriate.
2 Request pint samples are poured EXACTLY as they would be served to a customer
3 Any beer presented to you counts towards the audit.

Temp spec - STANDARD	5-8° = 5	<5° = 3	8.1-9° = 2	>9° = 0
Temp spec - EXTRA COLD	0-5° = 5	5.1-6° = 3	6.1-7° = 2	>7° = 0
Temp spec - CASK ALE	10-14° = 5	14.1-15° = 3	<10° = 2	>15° = 0
Temp spec - GUINNESS (S)	4-6° = 5	<4° = 3	6.1-8° = 2	>8° = 0
Temp spec - GUINNESS (XC)	2-4° = 5	<2° = 3	4.1-6° = 2	>6° = 0

1 CASK ALE - BREWER / NAME _____ Temp [ ] °C   SCORE

Write total here

Temperature / 5	Clarity / 5	Aroma / 5	Taste / 5

Beer Quality Section: / 20 (pass mark 16/20)

Correct (or unbranded) glass / 4	Clean glass / 4	Appropriate head size / 2
Head retention after 2 mins / 4	Hand not touching rim / 2	Excessive overspill / 2
Logo facing customer / 2		

Serve Quality Section: / 20 (pass mark 16/20)

CASK ALE RESULT - BOTH SECTIONS MUST PASS FOR OVERALL PASS   P   F
COMMENTS:

2. STANDARD LAGER <4.2% BREWER / NAME _____
Temp Standard [ ] °C
Temp Ex Cold [ ] °C

Temperature / 5	Clarity / 5	Aroma / 5	Taste / 5

Beer Quality Section: / 20 (pass mark 16/20)

Correct (or unbranded) glass / 4	Clean glass / 4	Appropriate head size / 2
Head retention after 2 mins / 4	Excessive overspill / 2	Nozzle not in beer / 1
Logo facing customer / 1	Hand not touching rim / 2	

Serve Quality Section: / 20 (pass mark 16/20)

STANDARD LAGER RESULT - BOTH SECTIONS MUST PASS FOR OVERALL PASS   P   F
COMMENTS:

QUALITY FROM CELLAR TO GLASS

3. PREMIUM LAGER 4.2%+ BREWER / NAME

Temp Standard		°C	
Temp Ex Cold		°C	

SCORE

Write total here

Temperature	/ 5	Clarity	/ 5	Aroma	/ 5	Taste	/ 5

Beer Quality Section: / 20 (pass mark 16/20)

Correct (or unbranded) glass / 4   Clean glass / 4   Appropriate head size / 2
Head retention after 2 mins / 4   Excessive overspill / 2   Nozzle not in beer / 1
Logo facing customer / 1   Hand not touching rim / 2

Serve Quality Section: / 20 (pass mark 16/20)

PREMIUM LAGER RESULT - BOTH SECTIONS MUST PASS FOR OVERALL PASS
COMMENTS:

P   **F**

4. CRAFT / KEG ALE BREWER / NAME

Temp Standard		°C	
Temp Ex Cold		°C	

Temperature	/ 5	Clarity	/ 5	Aroma	/ 5	Taste	/ 5

Beer Quality Section: / 20 (pass mark 16/20)

Clean glass / 4   Head retention after 2 minutes / 4   Excessive overspill / 2
Appropriate head size / 2   Hand not touching rim / 2   Logo facing customer / 1
Nozzle not in beer / 1   Correct (or unbranded) glass / 4

Serve Quality Section: / 20 (pass mark 16/20)

CRAFT / KEG ALE RESULT - BOTH SECTIONS MUST PASS FOR OVERALL PASS
COMMENTS:

P   **F**

5. STOUT BREWER / NAME

Temp Standard		°C	
Temp Ex Cold		°C	

Temperature	/ 5	Clarity	/ 5	Aroma	/ 5	Taste	/ 5

Beer Quality Section: / 20 (pass mark 16/20)

Clean glass / 4   Head retention after 2 minutes / 4   Excessive overspill / 1
Appropriate head size / 2   Hand not touching rim / 2   Logo facing customer / 1
2-part pour used (if reqd.) / 1   Nozzle kept free from beer / 1   Nozzle clean / 1
Tap pushed away (if reqd.) / 1   Correct (or unbranded) glass / 2

Serve Quality Section: / 20 (pass mark 16/20)

STOUT RESULT - BOTH SECTIONS MUST PASS FOR OVERALL PASS
COMMENTS:

P   **F**

General Comments / Reason for Failure

BEER MARQUE STAR RATING (make bold)

1   2   3   4   5

BEER MARQUE INSPECTION (SUMMARY)

Pub Name: _____ **Postcode:** _____ **Date:** _____

Assessor: _____ **Time:** _____

The BEER MARQUE audit creates an overall star rating incorporating cellar standards, beer quality and beer serve. A BEER MARQUE audit contains a SOTCD audit plus up to 5 beer samples

A minimum of 4 beers will have to be tested to be eligible

Each beer is marked under two main criteria:
QUALITY (temp, appearance, aroma, taste) and **SERVE** (glass cleanliness, glass type, head retention etc)

To score 3 stars or above:

🍸 Every beer must score 16 / 20 or above on both quality & serve

🍸 SOTCD audit must score 36 points or above (3 stars)

🍸 Reach the overall 3 star threshold set at 80% as per the table overleaf

Summary	Max score is **2 STARS** if any of these scores not attained	Points Available	Points Scored
Beer 1 - Quality Beer 1 - Serve	16 16	20 20	
Beer 2 - Quality Beer 2 - Serve	16 16	20 20	
Beer 3 - Quality Beer 3 - Serve	16 16	20 20	
Beer 4 - Quality Beer 4 - Serve	16 16	20 20	
Beer 5 - Quality Beer 5 - Serve	16 16	20 20	
SOTCD Points	36	55	
Total Points if 4 beers Total Points if 5 beers		215 255	
BEER MARQUE RATING 🍸			

QUALITY FROM CELLAR TO GLASS

MARKS & GUIDELINES

Temperature, appearance, aroma & taste: (5,3,2,0)

Clean glass: (4, 2 or 0) As well as visual checks - Extensive bubble cling = 0, some clusters = 2, very few sporadic bubbles or spotless = 4

Head retention: (4, 2 or 0) A full strong head should be present after approximately 2 minutes

Excessive overspill: (2 or 0) Unless it is part of the style of pour there should be no overspill into drip trays

Appropriate head size: (2, 1 or 0) will differ depending on glass types, region and product. Down to the assessor

Hand not touching rim: (2, 1 or 0) 0 marks if the hand touches the rim of the glass. 1 if it comes close

Logo facing customer: (2 or 0) if used, the logos should be shown facing the customer for the perfect presentation

Correct branded glass: (4 or 0) only a non-branded glass or the glass matching the product should be used

Nozzle not in beer: (1 or 0) Nozzle should not touch the beer at any point (except long spout for cask)

2 part pour used: (1 or 0) Guinness should always be poured with a 2 part pour

Tap pushed away: (1 or 0) 2nd part of the Guinness pour should always involve the tap being pushed away

Nozzle clean: (1 or 0) For stout, dismantle and thoroughly check the inside of the nozzle is free from any build up

	4 BEERS TESTED	%	5 BEERS TESTED	RATING
0 stars	< 129	60%	< 153	Fail
1 star	129-149	60%+	153-178	Fail
2 stars	150-171	70%+	179-203	Fail
3 stars	172-192	80%+	204-229	Pass
4 stars	193-203	90%+	230-241	Good
5 stars	204+	95%+	242+	Excellent

Top 5 Actions Required

Item	Action required	Who By	When By
1			
2			
3			
4			
5			

Outlet Name	Company		**Scores on the Cellar Doors - Beer Marque Audit Form**
Postcode	Version 11	CASK MARQUE	1. Choose only Red, Amber **or** Green. If both red & amber apply select red etc
Date Time	Assessor		2. 3 "RED" = max score of 2 stars. 1 x RED "BEER critical" = max score of 3 stars. 3. Audit applies to all beers - Cask Marque and Beer Marque 4. The assessor will provide the audit result after the visit is complete

	CELLAR	RED - any of the below	AMBER - any of the below	GREEN	N/A	RED	AMBER	GREEN	COMMENTS
1	Cellar Temperature - (use **YOUR** thermometer to measure)	Cellar temp is <10°C or >14°C	Cellar temp 10°-10.9°C or 13.1°-14°C	Cellar temp is 11°-13°C		BEER CRITICAL			Exact temp............°C
2	Out of Date Beers & Stock Rotation	Any beer out of date (accessible containers only). Any missing date label	Any beer used in wrong rotation (accessible containers only)	All beers in date & used in correct rotation (accessible containers)		BEER CRITICAL			
3	Gas Storage	Any gas cylinder not chained or not chocked if lying down		All cylinders chained or chocked if lying down.		HEALTH & SAFETY			
4	APC with sufficient water. If no APC then beer @ 10-14C =Green, >15=Red, other temps=Amber	APC not working or frozen up (switched to ice bank)	APC in place and working but water levels need topping up	APC in place and working with sufficient water		BEER CRITICAL			
5	Beer Lines, cask extraction equipment, Fob Detectors, Keg Couplers & Line Cleaning Records	Yeast build up in any beer lines/fob detectors. Dirty/improperly used cask extraction equipment	Keg couplers dirty. No evidence of line cleaning records	Beer lines, fob detectors, cask extraction equipment & keg couplers clean and free from yeast. Evidence of line cleaning records		BEER CRITICAL			
6	Smoking, Pests & Unsealed Food	Any indication of smoking, unsealed fresh food, plants, animals or untreated pest issues		Free of indication of smoking, unsealed fresh food, plants or animals/pests		BEER CRITICAL			
7	Clean, tidy & well organised cellar	Visible dirt in cellar. Mouldy areas within manager's control. Dirty external beer lines	Clean but not very tidy. Chemicals not safely stored. Any light not working, or with missing or broken diffuser.	Clean and tidy. All chemicals safely stored		BEER CRITICAL			
	BAR AREA								
8	Underbar insulation sufficient to deliver correct beer temperatures	Majority of beerlines poorly insulated. Where beer cylinders present, majority unjacketed or not circulating. High risk of heat pick-up.	Minority poorly insulated beerlines. Where beer cylinders present, minority unjacketed or not circulating. Some risk of heat pick-up.	All beerlines sufficiently lagged. Where beer cylinders present, jacketed and circulating properly. Low risk of heat pick-up.		BEER CRITICAL			
9	Glasses - Sample 3 glasses using water break test & visual checks. Also visually check glasses of CM samples & customer's samples	**Any** dirty glass	All glasses satisfactory, or mixture of satisfactory and clean	All glasses clean		BEER CRITICAL			
10	Glasswashers	Slime/mould build up detected in any glasswasher. Any missing or broken nozzles. More than 2 blocked nozzles. Any non glassware items in machine.	Glasswashers all clean but no detergent or rinse aid connected or present in machine. 1 or 2 blocked nozzles.	All glasswashers spotlessly clean, all nozzles working & detergent/rinse aid connected or present		BEER CRITICAL			
11	Ice Machines	Slime or mould build up detected in any ice machine or any scoop left in the ice or not stored hygienically.	Drain from ice machine not leading to a floor drain. Dirty/dusty vents or grills	All ice machines spotlessly clean with ice scoop stored hygienically not touching the ice. External grills clean.		HEALTH & SAFETY			

FINAL IMPRESSION	**ANY "Beer Critical" REDS MEAN MAXIMUM SCORE IS 3 STARS**			SOTCD Rating (1-5)
FURTHER COMMENTS OR RECOMMENDATIONS including anything unsafe / illegal or which you feel is worth mentioning	Points Scored			Total Points

Signature (Licensee)   Print Name   Position