

CAMRA NATIONAL CIDER AND PERRY PUB (OR CLUB) OF THE YEAR JUDGING GUIDELINES

'THE BEST PUB/CLUB THAT PROMOTES/ENCOURAGES SALES OF QUALITY REAL CIDER/PERRY'

All references to real cider are taken to include real perry.

Before setting off to judge, please confirm opening times, that real cider is currently on sale and that it conforms to CAMRA's real cider definition. If the pub/club doesn't sell any cider that conforms, it should not be judged. **The real cider should be available all year round.** Please visit each entry as soon as availability of real cider is confirmed. If you arrive to judge and find stocks have run out, then despite their commitment and regular stocking, the entry should be judged and scored as having no real cider available.

CATEGORY 1 – QUALITY / CONDITION OF REAL CIDER / PERRY

- This is the most important criteria. A wide range of ciders doesn't have to be sold; it is the quality and condition that counts – better to have perhaps 2 that are excellent rather than 4 or 5 that are average.
- Aspects to consider include: is it stale, is it too warm or too cold, and does it taste right for the style.

CATEGORY 2 – PROMOTION / KNOWLEDGE OF PRODUCT

- Is real cider and perry obvious - is there a Real Cider Sold Here window sticker.
- Staff should enthusiastically promote real cider and be knowledgeable about it.
- The provision of information on producers, suppliers, etc. is desirable.
- A range of styles should be offered if possible and a local product, where available.
- The pub/club should clearly differentiate between 'real' and any 'non real' ciders sold.

CATEGORY 3 – ATMOSPHERE / STYLE / DÉCOR

- The pub/club should provide a pleasant, clean and safe environment, with a friendly atmosphere.
- The style should show respect for the building and the décor should enhance it.
- The pub/club should feel like a cider pub - other people drinking cider is a good indication.

CATEGORY 4 – SERVICE / WELCOME

- Service and welcome should be friendly, polite and also prompt, whenever possible.
- If the pub/club is busy, a friendly acknowledgement is desirable.
- You should be treated like a valued customer and you should not feel unwelcome, uncomfortable or discriminated against in any way.

CATEGORY 5 – COMMUNITY FOCUS

- The pub/club should have a community focus, eg. supporting local groups, sports teams, etc..
- The pub/club must be inclusive and feel welcoming to all age groups and sectors of the community.

CATEGORY 6 – SYMPATHY WITH CAMRA AIMS

- Price lists should be prominently displayed and full measure given (lined glasses are a help)
- CAMRA material should be available/on display eg. cider leaflets, posters, any awards received etc..

CATEGORY 7 – OVERALL VALUE

- After visiting the pub/club you should feel satisfied with the money you spent, enjoyed your overall pubgoing experience and be happy to return.

COMMENTS These can act as an aide-memoir and help in making a decision or explain why an entry was marked down, or if any mitigating circumstances were present, etc. Regarding any other matters not covered by these guidelines, or unforeseen issues that may arise, Sarah Newson on behalf of APPLE Committee, will make any final decisions as necessary.

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