

Shrewsbury and West Shropshire CAMRA

Pub of the Year Judging Guidelines

QUALITY AND CONDITION OF REAL ALE / CIDER / PERRY

- It is the quality and condition that are important, and NOT the number available.
- Aspects to consider include: is it stale, is it too warm or too cold, and does it taste right for the style. Personal tastes for particular styles must be ignored.

PROMOTION AND KNOWLEDGE OF REAL ALE

- Is there clear and obvious support and promotion of real ale (real cider / perry if applicable)? Examples include: meet the brewer (cider maker) events, beer festivals, and trips to breweries (cider producers) or other festivals.
- Staff should enthusiastically promote real ale (real cider / perry if applicable) and be able to answer simple queries in relation to these products.
- The provision of information on products, producers, suppliers, etc. is desirable.

CLEANLINESS AND STAFF HYGIENE

- Toilets should be hygienic and clean with hot water, soap, suitable hand drying facilities etc..
- The pub should be clean throughout, including bar tops, tables and glasses.
- Staff should observe good hygiene practices, eg correct handling of glasses, not eating behind the bar, clean hands and surfaces regularly etc..

COMMUNITY FOCUS

- There should be a sense of community that is inclusive and welcoming to all age groups and sectors of the community. Do regular customers interact well with strangers?
- There should be support for local activities, such as sports teams, local groups, and local celebrations. Is there a notice board that lists local events, activities, or information on the local area?
- Further information can be found on <https://pubs.camra.org.uk/communitypubs>.

SERVICE AND WELCOME

- All should be welcome. No aspect of the pub should cause offence by anything that could be offensive to a consumer due to their discriminatory nature. This includes websites and other aspects of social media.
- Service should be welcoming, friendly, polite, and also prompt whenever possible. If it is busy, a friendly acknowledgement of your presence is desirable.



STYLE, DÉCOR AND ATMOSPHERE

- There should be a comfortable, pleasant and safe environment throughout.
- The style should show respect for the building and the décor should enhance it. Furnishing should be in a good state of repair.
- Is there a friendly atmosphere?
- Considering the time and day of the week, is it busy enough to create a good atmosphere?

SYMPATHY WITH CAMRA'S AIMS (As listed in CAMRA's Policies)

- Prices and opening hours should be clearly displayed.
- You should get a full measure or a top up without asking. Are oversized glasses used?
- Are there attempts to stimulate interest in the sorts of issues we're concerned about?
- Real ale, cider or perry should not be sold using misleading dispense methods.
- It should be clear who has brewed 'house branded' real ale, cider or perry.
- There should not be any inappropriate noisy electronic amusement machines.
- Real ales should not be served through tight sparklers unless brewed to be dispensed in that way.
- If a number of real ales are available a range of styles and strengths should be offered and a local product, where available.

OVERALL IMPRESSION AND VALUE

- This category covers the undefined elements that are not considered elsewhere.
- Are other products/services that may enhance a visit available, such as quality soft drinks?
- Did you enjoy your visit? Did you spend more time than you had expected or wish you had been able to stay longer? Would you look forward to a return visit?
- Taking into account the style of establishment and its location, did you feel that you Received reasonable value for money? CAMRA discounts should not influence this.

