

Cyclops—the new sensory scheme

The Cyclops generic real ale campaign is an initiative that has been created to help and educate pub goers that are interested in giving real ale a try for the very first time, or have only tried a few pints and want to find out more!

Real ale can be a complicated subject as a lot of craft goes in to the brewing of our national alcoholic drink. Some beer experts in the past have used very 'flowery' or technical language to describe a beer and some consumers have found this hard to understand.

1 in 3 adults agree that Cyclops would encourage them to drink more real ale.

CAMRA commissioned some market research in 2006 to see if a simplified beer sensory scheme would encourage more people to try real ale. The results were very impressive:

- 1 in 3 adults agreed that a universal scheme that simplified real ale, would encourage them to try more real ale,
- 35% of female regular pub goers also agreed with this statement,
- 55% of those that said they drink real ale 'often' said they would try more real ale if a scheme were introduced,
- 40% aged 18-24 years old said they would give real ale a try if a scheme were introduced.

How does Cyclops work?

The new Cyclops campaign has been designed to inform new real ale drinkers about the style of beer they are drinking, what its alcohol content is, what the beer should look like, smell like and of course taste like using easy to understand terms on promotional material in pubs. Cyclops also informs the drinker about how bitter and sweet a real ale is, by giving the beer a score out of five.

STYLE	Beer styles – e.g. Bitter, Golden Ale, Mild, Stout, Porter
	See – e.g. Pale straw, Golden, Copper, Dark Ruby, Black
	Smell – e.g. Chocolate, Toffee, Roasted, Citrus, Berries, Spicy
	Taste – e.g. Bitter, Rich, Fruity, Refreshing, Zesty, Sweet, Smooth
BITTER	
SWEET	

Where can I find Cyclops material?

CAMRA and 14 real ale brewers launched this campaign in August 2006 at the Great British Beer Festival to help more people understand what different real ales taste like. There are over 2,500 different real ales being brewed in Britain by over 600 breweries. Even the experts won't know what they all taste like and this campaign will tell consumers more about beer on beer mats, posters and other point of sale material in pubs across Britain.

If you are a licensee and would like to order some Cyclops Point of Sale material to promote real ales in a clear and simple way to the customers in your pub then please visit www.camra.org.uk/cyclops to find out more.



Cyclops will also help pub staff to understand real ale.

The imagery will also be placed on the back of hand pumps to educate pub staff and hopefully this will encourage more people to try real ale and understand why thousands of people believe that this is the best style of drink in the world!

Which breweries have signed up to Cyclops?

The original 14 Cyclops brewery partners are Everards (Leicestershire), Hook Norton Brewery (Oxfordshire), Refresh UK (Oxfordshire), Woodforde's (Norfolk), Fuller's (London), Wadworth (Wiltshire), Camerons (County Durham), Marston's (National), Robinson's (Cheshire), Hall & Woodhouse (Dorset), Elgoods (Cambridgeshire) Titanic (Staffordshire), Wells & Young's (Bedfordshire), Caledonian (Edinburgh)

Plenty more breweries are in the process of signing up to Cyclops. Please visit www.camra.org.uk/cyclops to find out if you local breweries are coming on board.

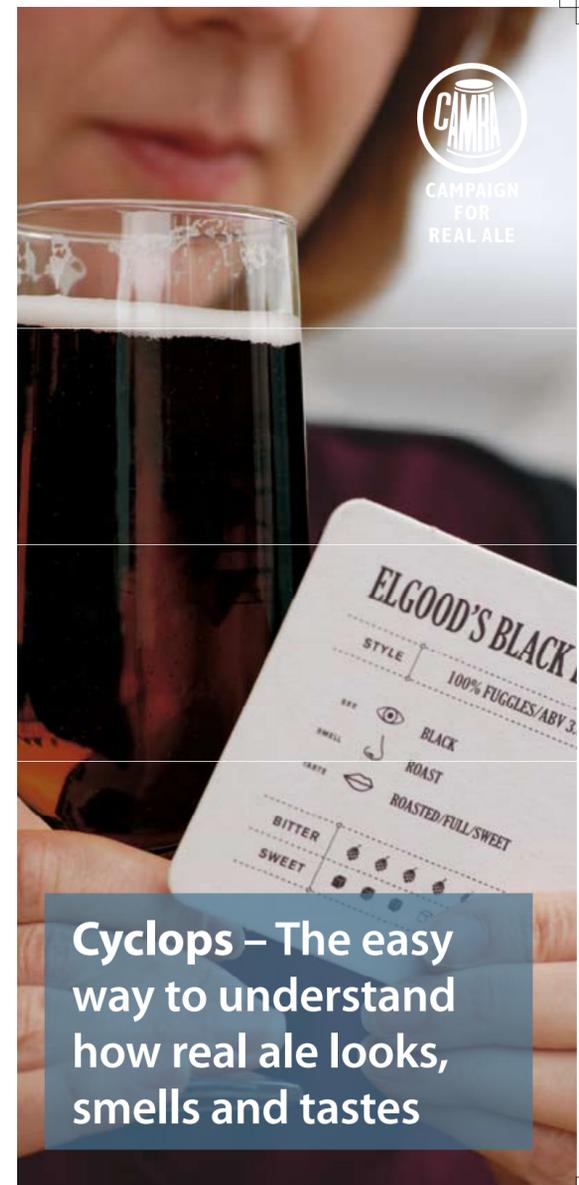
Is your brewery interested in signing up to Cyclops?

If you work for a brewery and would like to find out more about joining the Cyclops initiative then please visit www.camra.org.uk/cyclops for all the necessary details or email tony.jerome@camra.org.uk with any queries you may have.



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Interested in joining CAMRA?
visit www.camra.org.uk/joinus
to find out more



Cyclops – The easy way to understand how real ale looks, smells and tastes