

Bottle Shop of the Year Award

Criteria are set out below to judge a premises that primarily sells bottled/canned beers and operates on-sales so that members of the public can come, select a product and drink it on the premises.

They should have at least an offering of a few or more Real Ale in a Bottle and/or Cans? (It may display the CAMRA RAiB logo.)

This award is not open to an off-licence (without on-sales) or micropub (draught-led).

CATEGORY 1 – Range of Beers:

- Does it stock a selection of Real Ale in a Bottle and/or Cans? (It may display the CAMRA RAiB logo.)
- Does it stock beers from local and national, new and established breweries?
- Does it focus on a wide range or does it appear to have lots of beers from a few breweries?
- Are different types of beers, and from low alcohol to strong beers, well represented?

CATEGORY 2 – Sympathy with CAMRA Aims:

- Is it enthusiastic and knowledgeable about these products and can information be provided, etc?
- Is there any CAMRA material on display (posters/*London Drinkers*)?

CATEGORY 3 – Service and Welcome:

- Are you treated as a valued customer and not an inconvenience? You should be served politely and promptly. If the shop is busy, a friendly acknowledgement is desirable.
- Are you made to feel relaxed or do you feel awkward or unwelcome?

CATEGORY 4 – Clientele Mix:

- Is there a wide cross-section of people and age groups represented?
 - Does the premise have disabled access?

CATEGORY 5 – Atmosphere/Style/Décor:

- Does the shop feel like a nice place to be?
- Does the décor enhance the shop – is it in keeping with the type of shop it is?
- Does the style show respect for the building?
- What are the toilet facilities like?

CATEGORY 6 – Good Value (this isn't just about how cheap the beers are):

- If you have made an effort to visit a particular shop, have you enjoyed your shop-going experience and did you feel satisfied with the money you parted with after taking all things into consideration?
- Would you wish to return if possible?

CATEGORY 7 - Community

- Does it promote events (tastings, meet the brewer, etc)?
- Does it have any involvement in the local community?

OTHER OBSERVATIONS