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Giants join forces

Major drinks companies launch training scheme for barstaff

THE GIANTS of the drinks trade have teamed up to launch a major new barstaff training scheme.

Co-ordinated by Cask Marque, companies including Diageo, AB InBev, WaverleyTBS and Coca-Cola Enterprises have put together a training package aimed at teaching inexperienced members of barstaff the basics of serving all types of drinks. Students will watch training videos put together by Sky, another partner in the scheme, and will qualify for an award by answering a series of questions online.

The training will also focus on their legal responsibilities, and licensing lawyers Poppleston Allen will provide training on this.

Cask Marque has also signed up licensed trade training company CPL

to assist with the project.

Cask Marque members will be allowed to trial the training scheme for free in May, and it is hoped it will be rolled out fully the following month. It will normally cost Cask Marque members £15 for each member of staff, while non-members will pay £20.

Cask Marque director Paul Nunny told *The Publican*: "We identified, that the barperson plays a very big role in delivering perfect serve. We felt there needed to be some simple training for them that covers all aspects of drinks.

"The key thing, and the thing that should motivate retailers, is the knowledge it will provide on legal requirements. The government is taking more interest in having people



Guinness owner Diageo is on board

trained in that aspect of bar work.

"I am certain that we have to get to new entrants to the trade early on and turn them into professional members of barstaff."