

JOULE'S BREWERY TOP TAP ASSESSMENT FORM

	<u>BREWERY TAP –</u>	<u>DATE –</u>
1	<p><u>First Glance – walking or travelling:-</u> swing sign, signage, lanterns, big planted baskets or barrels easy to understand opening and food hours clear, uncluttered, shiny windows A-board like you mean it – single theme messaging beery/friendly message of encouragement to come in lovely lobby, door/furniture, coconut threshold <u>Does it lift your heart, beckon you in/beckon you back?</u></p>	
2	<p><u>Shop Counter:-</u> all beer - beer testers, beer samples/info/prompts, beer paddle, beer pottles, beer cheese, beer chutney beer first - hand pulls, fonts, flag taps, clips & lenses brass, chrome, bar towels & monkey runners clever chalking - beer prompts & nudges <u>Is it a beer drinker's sweet shop?</u></p>	
3	<p><u>Comfortable & Cosy:-</u> real fire or a promise – laid up & ready to go logs, coal, kindling, scuttle & a poker warmth with a guarantee – Joule's thermometer <u>Do you want to nestle in and not go home?</u></p>	
4	<p><u>Perfect Pint:-</u> look & lacing, aroma, taste & temperature perfect pour, perfect glassware, crystal clear <u>Do you really want to stay for another?</u></p>	
5	<p><u>Beer Snacks or Pub Food:-</u> tempting & tasty, easy & accessible, beery themes, pub not restaurant, not snobby about crisps & nuts... – it's a pub! <u>Is it difficult to resist temptation?</u></p>	
6	<p><u>Every Seat a Great Seat:-</u> seats, stools, tables & barrels - no spoilers...ie sticky table tops, dusty rungs, unkempt upholstery <u>Are you happy to perch anywhere?</u></p>	

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7	<p><u>Gloss, Glow, Polish & Twinkle:-</u> oak, glass, brass, copper, terracotta, pewter, leather, chrome, parquet, slate...all of it lovely</p> <p><u>Is it uplifting, is it real, with no fake & plastic spoilers?</u></p>	
8	<p><u>Brewery Tap Tone</u> overtly & obviously a Tap House pubby - but smart & tidy pubby - not domestic pubby - big scale stuff & nonsense presented for adults not for children Love Beer Love Pubs <u>Is it a proper pub or is the house creeping in?</u></p>	
9	<p><u>Atmosphere & Maybe Music:-</u> friendliness from both sides of the bar smiley staff produce smiley customers not too loud, not too quiet, not awkward...just right conversation wins over music, chatter IS the music if there's music - enhancing not distracting <u>Does it feel comfortable & apt, would you feel comfortable alone?</u></p>	
10	<p><u>Inside Out:-</u> just as nice'n'pubby outside as in great place for smoking great place for drinking great place for snacking more beer nudging, is it a proper beer garden or has house & home started creeping in... <u>Would you wait inside, or go out with your smokefriend?</u></p>	
11	<p><u>Magic Messaging:-</u> friendly, pubby, engaging, entertaining messages beer, beer snacks, tempting & tasty clever, quirky, fun, frivolous, strange, topical, banter, kind, friendly & supportive <u>Are you tempted, informed, entertained?</u></p>	