



COULD BEER BE THE BEST KEPT DIET SECRET?

BitterSweet Partnership debunks common myth that beer is most calorific alcoholic drink

A new study reveals how almost half of UK women, (45%) believe that drinking beer will lead to weight gain. In reality, swapping a glass of wine for a bottle of beer is a more sensible, low calorie option for women watching their weight.

As women consider hundreds of tried and tested diets to slim into a bikini this summer, few are aware of the calories they are consuming through alcohol.

Alcohol Type	Volume	ABV (average)	Calories
Gin and tonic	177ml	40%	143
White wine	150ml	12%	150
Beer	250ml	5%	108

Sources: The Effects of Moderate Beer Consumption/www.calorieking.com

The study of 2,000 women by **BitterSweet Partnership**, a business set-up by Molson Coors Brewing Company (UK) Limited to examine the relationship between beer and women, found that over half of women (56%), believe a bottle of beer to have a higher calorie content than a double gin and tonic, a can of cola or even a large glass of wine, which all in fact contain more calories per 100ml than beer. Although beer can have fewer calories than other alcoholic drink choices, the fact is women simply see it as fattening - 39% said the industry needs to reduce calorie content to make it more appealing to them.

Carol McGiffin, TV broadcaster and presenter and member of BitterSweet's '**Love Beer Panel**', said of the issues around beer and calories; "Women just see beer guts and don't want to end up with one so avoid beer". **Janet Street Porter**, who also serves on the panel, added "Everyone thinks smoothies are slimming but they're not, they're full of sugar. Women think a smoothie is more slimming than beer because it has been so cleverly marketed"

Kirsty Derry, Managing Director, BitterSweet Partnership said; “What’s clear is that women need more information to help them make educated drink choices and we’re here to do that. That’s why BitterSweet Partnership has been set up. Not to encourage women to drink more, but to inform women that as part of a healthy, active lifestyle, and when drunk in moderation, beer is a sensible and low calorie alcohol option. The important thing to remember with drinks is the more units of alcohol - the more calories. ”.

A dedicated site has been created, www.bittersweetpartnership.com, to collaborate with women and take on board their opinions and ideals around beer.

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For further press information please contact:

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About BitterSweet Partnership:

BitterSweet Partnership is a multi-million pound business launched by Molson Coors Brewing Company (UK) Limited to make beer an aspirational choice for women.

BitterSweet Partnership was originally conceived in July 2008 under the title ‘Project Eve’. Molson Coors Brewing Company (UK) Limited then recruited five women with a wealth of experience in the beer industry to work at BitterSweet Partnership full time and formally launched the business on 18th March 2009.

BitterSweet Partnership has been set up to talk to women up and down the country to break down the barriers around beer and start giving them what they want – from education and facts about beer through to developing products designed specifically for their taste buds and initiatives to improve the serve and drinking experience for women.

Molson Coors Brewing Company (UK) Limited is the fifth largest brewer worldwide. Its portfolio includes Carling, the UK’s best selling lager for three decades, Coors Light, Grolsch, Worthington’s, Caffrey’s and Sol as well as a range of speciality beers and lagers.

The Love Beer Panel

To help understand women’s relationship with beer further, BitterSweet Partnership has brought together the ultimate panel of experts, pulled from the world of fashion, lifestyle, media, beer and food, to act as an independent voice for women across the UK. Commentator **Janet Street Porter**, broadcaster **Carol McGiffin**, socialite **Fran Cutler**, chef **Allegra McEvedy** and fashion designer **Amy Molyneaux** all sit on the panel.

Additional Survey Results:

The BitterSweet Partnership and ICM conducted a survey of a random sample of 2,000 women aged 18-64 from ICM's online panel between 26th-28th January 2009.

Surveys were conducted across the country. Respondents who don't consume alcohol were screened out.

- Over half of women prefer wine to any other alcoholic drink choice – almost 8 out of 10 women (77%) say they seldom or never drink beer
- Despite this, beer is the favoured drink among women at gigs (31%), sporting events (31%) and festivals (33%)
- 42% think the industry should change its advertising first and foremost, if it's to make beer more appealing to women – only a quarter (26%) said the taste should be altered
- Women like to order a drink that looks good – almost a third (30%), go for something that is served nicely, has the right image or is something that their friends drink
- There's an imbalance between the information available about wine and information about beer. Around a quarter of women said that 'they never know which type of beer to buy or order

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