



## **BITTERSWEET PARTNERSHIP LAUNCHES BEER COCKTAIL RANGE**

### ***Burton bar pilots drinks aimed at women***

BitterSweet Partnership, the business launched by Molson Coors Brewing Company (UK) Limited to make beer a more appealing choice for women, has launched a range of beer cocktails.

The range is currently being trialled at the Dial Bar in Burton on Trent, near Molson Coors' head office. The Dial promotes the cocktails every Wednesday, when it sees an average 26% increase in beer sales as a result. Cocktails include combinations such as 'Kru Woo', made with peach schnapps and Kasteel Cru and 'The Chocolate Moon' with Blue Moon.

Kirsty Derry, Managing Director of BitterSweet Partnership says: "We've spoken to a lot of women to find out what they want from a drinking experience. Amongst other things, image is hugely important. The sense of theatre you get with cocktails is engaging and shows women that beer doesn't have to just be about pints – the fact that they've been so popular is proof that UK women aren't shunning beer and are keen to find out, and taste, more."

James Weekes, Director of the Dial Bar says: "We constantly try to offer something different, so when Bittersweet Partnership approached us to help develop beer cocktails we jumped at the chance. Our weekly cocktail nights are a great success and I am confident that there has been a positive impact on overall beer sales."

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 18<sup>th</sup> March 2009.

BitterSweet is advising bars to work smarter to welcome more women through their doors this summer. Kirsty Derry says: "Beer cocktails are ideal to get women talking about beer and considering it as a drink option. Glassware is crucial - just as you wouldn't serve champagne in a mug, don't dismiss the value of serving a beer in a beautiful glass. We'd also like to see more bars taking cues from the wine industry and telling the story of a beer's provenance to show how diverse the category is."

–Ends–

More cocktail recipes can be found at [www.bittersweetpartnership.com](http://www.bittersweetpartnership.com), a dedicated site to collaborate with women and take on board their opinions and ideals around beer.

**For further press information please contact:**

The BitterSweet Partnership team at the Red Consultancy on 020 7025 6678 or email [bittersweetteam@redconsultancy.com](mailto:bittersweetteam@redconsultancy.com)

**Notes to Editors:**

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 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 Dial Bar Restaurant opened in Burton on Trent in 2002. It is located at 174/175 Station Street, Burton on Trent, DE14 1BN.