



***** MEDIA ALERT *****

CHEERS TO THE TWO-THIRD PINT

“Introduction of new pint measure will appeal to women and help increase sales of beer in the UK”

Kristy McCready, BitterSweet Partnership

News of government plans to introduce the two-third pint measure, has been strongly welcomed by BitterSweet Partnership, the business set up by Molson Coors Brewing Company to change the image of beer among women in the UK.

The proposal for the new imperial glass size aims to offer more choice for consumers and the pub trade in serving draught beer and cider.

Kristy McCready, Communications Partner, BitterSweet Partnership said of the news

“We for one hope the new pint measures are approved. For a long time the industry has ignored women, but the new two-third pint measure is definitely a step in the right direction.

Currently women account for just 13% of beer sales in the UK, significantly lower than in the US and other European countries, but providing more choice in UK pubs and bars should help redress this.

We know that the beer serve is key to women – research tells us that a quarter of them would consider beer if the glassware was changed. But it’s not just the size of pints that puts women off, it’s the whole design. As well as new measures we’d like to see manufacturers starting to take cue from the Continent, where different shaped glasses are used to serve beer. Interesting to know that, while many women don’t like to drink beers in the UK, a fifth do drink beer on holiday.”

To arrange an interview with Kristy McCready or for further press information please contact:

The BitterSweet Partnership team at the Red Consultancy on 020 7025 6678 or email bittersweetteam@redconsultancy.com

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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 a real 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.