



SAY IT WITH A BEER THIS VALENTINE'S...

Taking the plunge this Valentine's Day and going on a first date? You might want to re-think your order at the bar, as new research from BitterSweet Partnership has unveiled that whilst only 6% of women would choose beer as their drink of choice on a first date, a quarter of men (25%) think it's actually *the* cool and appealing choice.

Out to impress their date nearly 1 in 10 women (9%) admit to steering clear of beer because of the way it's served, preferring to opt for a glass of wine which they see as the more sophisticated (43%) choice. Women also admit to feeling more masculine (29%) and chavvy (23%) with a beer in hand, a mindset certainly not shared by men who in reality perceive female beer drinkers as more confident (31%), fun (26%) and independent (23%).

In fact, two fifths (44%) of men would be pleasantly surprised if their date ordered a beer on a night out – especially if it was a first date – and 26% went as far as admitting they would feel secretly pleased (26%) if sharing a beer together was on the cards.

The study of 2,000 men also highlighted that 1 in 10 men feel obliged to follow the lead of their date when it comes to drink choice – a move which often leaves many a man sipping away on a fancy cocktail rather than an ice cold beer. Proof perhaps that a beer is the way to a man's heart?

Kirsty Derry, Managing Director, BitterSweet Partnership said; "What's clear from this research is that there is a number of misconceptions surrounding beer. Whilst we know that women worry about how people perceive them when drinking a beer, it's clear that men have a more positive opinion. The BitterSweet Partnership has been set up to dispel these

deep rooted myths surrounding beer and to inform women that as part of a healthy, active lifestyle, beer can be a sensible, low calorie and stylish drink choice. A first date is a great opportunity for women to ditch their usual order at the bar and be more open to the idea of trying and sharing a beer with their date.”

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 the business set up by Molson Coors Brewing Company (UK) Limited to remove the gender imbalance that currently exists around beer consumption and dispel the many myths associated with beer, making it a real choice for women. It has been set up to listen to women, understand what they want from an alcoholic drink and create better beer experiences for them.

www.bittersweetpartnership.com

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.