



BURTON'S LOCAL STYLE BAR SHAKES UP BEER COCKTAILS FOR TOP CELEBS

Jeremy Hives, head mixologist from the Dial Bar in Burton was in high demand this week as he served up ice cold beer and beer cocktails to a host of celebrities at BitterSweet Partnership's Inaugural Garden Party at the Sanctum Hotel in Soho, London.

Celebrity guests came in their droves to help celebrate the beauty of beer, sampling Coors Light, Kasteel Cru, Kasteel Cru Rose, Blue Moon and the delicious beer cocktails that Jeremy first created for Dial customers back in March this year. Proving that beer can be stylish, guests including Kimberley Wyatt from the Pussycat Dolls, TV presenter Jenni Falconer and fashionista Brix Smith Start were served Amber Mojito, Summer Breeze and Dutch Sunrise beer cocktails.

Jeremy Hives commented on the night, "The cocktails have proved a real hit with our customers, so it was great to have so many big names come and try them out. They went down an absolute storm, and it was nice to see the celebs - who usually sip champagne at these events - wanting to try the different beers on offer. I wouldn't say I was starstruck but the event was a lot of fun – at one point I was joined behind the bar by the celebrity DJ Jodie Harsh, who took time out of her set to lend me a hand!"

Other guests to the Garden Party included DJ Tom Crane, Sinitta, Zoe Salmon and Konnie Huq along with some of the stars from this year's Strictly Come Dancing. The Dial's director James Weeks and his wife Emily were also in attendance.

BitterSweet Partnership, the business launched by Molson Coors Brewing Company (UK) Limited to make beer a more appealing choice for women, worked closely with The Dial to launch the beer cocktails to consumers in Burton. The Dial hosts a weekly event each Wednesday aimed at women, where beer cocktails are served alongside a large range of beers such as Kasteel Cru Rose, Blue Moon and Coors Light. The Dial's director James Weeks said 'We constantly try to offer something different, so when Bittersweet approached us to help develop beer cocktails and make beer in

general more appealing to women, we jumped at the chance. Our ladies nights have proved extremely popular, with an average uplift of 26% in beer sales. Events like the celebrity party can only help in re-positioning beer as a refreshing drink for everyone - it was great to be invited.'

The BitterSweet Partnership has been set up by Molson Coors to remove the gender imbalance that currently exists around beer consumption and dispel the many myths associated with beer, making it a stylish, sexy, female and fun drink choice for women. www.bittersweetpartnership.com

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For further press information and photography please contact:

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About BitterSweet Partnership: A multi-million pound business launched in March 2009 by Molson Coors Brewing Company (UK) Limited to make beer a real choice for women.

BitterSweet Partnership has been set up to listen to women, understand what they want from an alcoholic drink and create better beer experiences for them. It aims is to break down the current barriers that exist between beer and women and help them see beer as an acceptable and stylish drink choice.

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.

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