



## **PRESS RELEASE**

4<sup>th</sup> October 2007

# **Coors £30m extra cold plan gathers momentum**

**Technical innovation and improved retailer efficiency were the driving forces behind the launch of Coors £30m plan to take its COLDERQUICKERSMARTER initiatives across the UK on-trade last May.**

Over 25,000 Cold Beer Stations have been installed representing a significant investment so far with further ambitious commitments for the remainder of 2007 and 2008.

Consumers measure value by quality and the key quality signal for lager is its coldness. Coors research shows that 86% of consumers think it's important to drink beer cold and that they are prepared to pay for it\*.

This is reinforced up by data that affirms Carling as the highest distributed extra cold lager\*\* – and sees Carling move from number 2 mainstream lager to number 1 position in The Publican's latest Desert Island brands market report.

The Cold Beer Station was developed to:

1. Address customer concerns regarding the "forest of ever growing fonts"
2. Meet the consumer demand for colder beer
3. Step ahead of our competitors by being the best looking brands on the bar
4. Allow customers to serve more quickly at busy times with a FAST pour option

Mark Thompson manager of The White Swan country pub and restaurant in Dinnington commented –

*"We've had Carling Cold Beer Stations put on the bar and they have made a really positive impact since they were introduced. Not only do they look neat, stylish & cold but many of our customers have commented on how great they look and better still they have improved our sales"*

David Wigham, Portfolio Activation Director commented:

*We all know the importance of looking great at the point of purchase as most consumers have not decided what to drink when they reach the bar. Looking better and colder than the competition is an essential element of our brand building plan. The Cold Beer Station allows us to do just that - it's reflected in our sales, when we put Cold Beer Stations into bars we are consistently seeing sales uplifts".*

Billed as the most complete above and below the bar extra cold dispense package available, **COLDERQUICKERSMARTER** introduces a choice of single and multi-brand 'Cold Beer Stations' featuring condensation and illumination as standard, and the compelling new service option of Coors'



exclusive Extra Fast system, which dispenses a pint of Extra Cold lager in 9 seconds, twice as fast as standard.

Ends

#### **Notes to Editors**

Now Available in 9 formats (1,2 or 3 out in Freeflow, Metered, Extra Fast format) featuring condensation and illumination as standard, Cold Beer Station is geared up to maintain the 2°C serving temperature of Carling Extra Cold, even during peak periods, when the UK's fastest selling lager brand demands the most powerful 'under the bonnet' cooling performance.

In addition, Coors' Extra Fast system features an integrated Beer Saver, which improves retailer yields by eliminating beer waste at keg change over.

Coors also announced that Caffrey's Cold and Grolsch will join Extra Cold stable mates Carling Extra Cold and Coors Light on the Cold Beer Station.

\* Independent research Illuma 2005

\*\* A C Nielsen on-trade May 2007