



PRESS RELEASE

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Stylish new glass for Grolsch

This week sees the launch of the new Grolsch pint glass. With a unique shape it is designed to deliver the perfect pint and enhance the drinking experience. Inspired from the extremely successful Coors 'Rocky' glass which featured on-pack in 2006, the glass will be toughened and nucleated to ensure that every pint is perfect.

It is embossed vertically in the same style as the new 300ml Grolsch bottle and has an etched Grolsch shield to maintain brand consistency.

The new range, developed by Khodi Feiz, a famous Dutch designer, will include a half pint glass inspired from the Dutch fluitje glass which is used regularly on the continent, where smaller measures are popular and top-ups are offered through table service. The half pint glass will be available in the New Year.

Grolsch Brand Director, David Griffiths said: "This unique new look drives Grolsch to an even more premium position and at the same time improves visibility and provides quality cues to drinkers"

The launch is being supported by a major on-pack glassware promotion. Consumers need to send in either 8 ring pulls for cans, 2 vouchers for small bottle packs and 1 voucher for the 8 bottle pack. There are 100,000 glasses to give away, promotional packs are available from now until the end of

December. Packs included in the offer include

440ml 4-pack cans, 500ml 4 pack cans, 500ml 4 pack cans, 300ml 4-pack bottle, 300ml 6-pack bottle and 300ml 8-pack bottle.

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For further details, please contact:

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Pictures enclosed:

Grolsch 4 pack featuring off-trade glassware offer
New Grolsch pint glass