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THE LIGHTER WAY TO COME DANCING

BitterSweet Partnership reveals how to dance off Saturday night-In treats

It's almost time to dust off the dancing shoes and get in shape for the Christmas season, but whilst Strictly Come Dancing contestants can burn over 600 calories per show*, Saturday night sofa settlers can easily pile on the pounds indulging in a couple of alcoholic drinks and treats. However, people don't have to sacrifice their Saturday indulgences; they can try some dance moves of their own and foxtrot the calories off on a Saturday night.

Bittersweet Partnership, a business unit set up at local brewer Molson Coors Brewing Company (Ltd), has calculated a fun way to burn off Saturday night tipples, rating fast dances such as the twist, as the quickest way to burn off those calories on the dance floor. What will be news to many Strictly fans is that beer is the quickest alcoholic beverage to dance off. Just 29 minutes of twisting will burn off a bottle of beer, while wine lovers will need to take to the dance floor for nearly ten minutes longer.

Top five BitterSweet 'Dance Offs':

1. One glass of white wine equals 42 minutes of disco dancing
2. One glass of red wine equals 2 hours 10 minutes of the foxtrot
3. One bottle of lager equals 29 minutes of the twist
4. One bottle of ale equals 22 minutes of salsa
5. One Gin and Tonic equals 1 hour 13 minutes of waltz

Bittersweet Dance Off's

DRINK	Calories (kcal)	DANCE TYPE			
		Disco	Foxtrot/Waltz	Twist	Salsa
Wine					
Glass of white wine (12% ABV, 250mls)	185	42mins	1hr7mins	38mins	42mins
Glass of red wine (10% ABV, 250mls)	170	38mins	1hr 10mins	35mins	38mins
Glass of Rose (12% ABV, 250mls)	178	40mins	1hr 4mins	37mins	40mins
Beer					
One bottle of lager (5% ABV, 330mls)	142	32mins	59mins	29mins	32mins
One bottle of ale (4% ABV, 330mls)	97	22mins	40mins	20mins	22mins
Other					
One alco-pop (5% ABV, 275mls)	193	43mins	1hr20mins	40mins	43mins
Gin and tonic (37.5% ABV, 175ml tonic, 25ml gin)	176	40mins	1hr13mins	36mins	40mins
Champagne (12% ABV, 250mls)	190	43mins	1hr19mins	40mins	43mins



Kirsty Derry, Managing Director of BitterSweet Partnerships says: “By swapping wine for a beer during a night in (or out!) calories can be saved. We’re getting into peak weight watching season and women might be feeling guilty about their Saturday night indulgencies. We want to show dancing fans that they can cut out calories but still enjoy a tipple. After all, Ali Bastian has been pictured enjoying a beer! Plus she’s hot stepping her way to the final (I hope!)”

–Ends–

For further press information please contact:

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Notes to editors:

- *Based on dancing one latin dance, one twist and one waltz
- The calorie measurements included in the press release were taken from www.drinkaware.co.uk
- Calories per dance were taken from danceaid.org.uk and are outlined in the table below

BitterSweet Partnership is a multi-million pound business launched by Molson Coors Brewing Company (UK) Limited to make beer an aspirational choice for women. It was originally conceived in July 2008 under the title ‘Project Eve’. Molson Coors (UK) 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.

STYLE OF DANCE	Approximate Calories Burned Per Hour				
	100 lb. Dancer	125 lb. Dancer	150 lb. Dancer	175 lb. Dancer	200 lb. Dancer
Disco, Ballroom, Square, Latin, Mambo, Salsa	264	330	396	462	528
Fast, Ballet, Twist	288	360	432	504	576
Slow, Waltz, Foxtrot	144	180	216	252	288



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