



**PRESS RELEASE - 7<sup>th</sup> April 2008**

## **Summer 2008 - Big on Beer & BBQ's**

The UK summer eating, entertaining and BBQ market is worth £3bn and represents a significant commercial opportunity for retailers. Shoppers spend an average of £35 on each BBQ occasion, the largest proportion of this is spent on drinks at 32%<sup>1</sup>.

In line with the latest market trends towards lower alcohol, more easy drinking medium strength beers, the introduction of Carling C2 as the new Official Beer of the national BBQ campaign is the perfect way for consumers to become acquainted with Carling C2.

With 51% off-trade alcohol occasions now involving food<sup>2</sup>, *With Food'* has been identified by Coors as a key category growth driver for beer. As BBQ occasions are becoming increasingly sophisticated and with a move towards gourmet alfresco dining, there is genuine opportunity to target aspirational 30-39 year old male consumers with a lower alcohol, more refreshing beer such as Carling C2.



### **A major beer impulse opportunity! After-work Barbi's**

After-work BBQ's are the fastest growing sector of the market and now account for nearly 40% of all BBQ occasions (up 16% in the last 3 years)<sup>2</sup>. Given the impulse nature of after-work BBQ's, the choice of a 2% ABV lager such as C2 is a natural for these mid-week occasions.

*DAVID WIGHAM, Portfolio Activation Director for Coors' Brewers said*

*"After-work barbecues are appropriate drinking occasions for a 2% ABV lager, with a cold Carling C2 providing the perfect refreshment with less alcohol". He went on to say,*

*"A special 4x300ml bottle promotion pack has been introduced to celebrate the BBQ season and attract new consumers into Carling C2.*

*The pack is well suited to the BBQ occasion and offers a smaller, more premium serve. This SKU will be available alongside the current 4x500ml can and will be launched exclusively in Tesco from May, featuring in all their BBQ events during the Summer and at the Tesco Beer Festival".*

### Notes to Editors

Carling C2 is the first mid-strength lager specially brewed to 2% to contain all the taste of a regular lager but with half the alcohol. It was launched in the UK on trade in 2006 and is now stocked in all major supermarkets and independent retailers.

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**Source(s); <sup>1</sup> National BBQ Association, <sup>2</sup> Mintel 2006**