



15 May 2009

DON'T CALL TIME ON THE LOCAL

The local pub is the bastion of the British town, yet new research from Carling reveals that the UK population is more likely to be watching a pub on TV than spending time in their local – leading the UK's number one beer brand to take direct action.

Carling, produced by Burton brewer Molson Coors (UK), found that more than one in five (22%) have never visited their local pub and of those that have visited it, few can claim to be regulars; 17% haven't visited it in the last year and a further 29% have left it longer than a month. To encourage Britain to appreciate its locals, Carling is this week launching a drive to get one million people back into their local pub by offering 6 million households a free pint at their local, representing an investment of over £5 million in 2009.

Currently, as a nation, the UK is more likely to spend evenings in front of the TV – and as a result we are more familiar with the local pubs frequented by popular TV characters than our own:

- We are more likely to know the name of the pub in Eastenders (The Queen Vic), than our own local
- We're more familiar with the inside of the Rover's Return than the pub nearest to our front door
- We are twice as likely to know the names of the staff in the Queen Vic and Rover's Return than those of staff in our local pub
- We're more familiar with the regulars of the pubs in Coronation Street, Eastenders, Emmerdale AND Hollyoaks than the faces in the pub down the road

It seems that people are what make the British pub so special, with respondents citing friendly locals (47%) and friendly staff (45%) as the key elements that would encourage them into their own locals. And the soap locals we'd most want as familiar faces in our own pub are Corrie's feisty barmaid, Michelle Connor (played by Kym Marsh) and Underworld machinist Sean Tully (played by Antony Cotton) – who's always good for a gossip and a laugh.

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Martin Coyle from Carling said: *“We’re urging people to turn off the telly, get off the sofa and get down to their local for a pint. The British pub is a great place to be and a key part of the country’s social fabric. What better place to meet with your mates, get to know local personalities and be part of your community?”*

Starting this week, Carling will be knocking on the doors of households across the UK to highlight the merits of their local pub and encourage residents to pay it a visit with the offer of a free pint of Carling at the bar. In addition, a mailer detailing information about the local pub and the offer of a free pint there will be sent out, and will see Carling communicating directly with a total of 6 million UK households.

ENDS

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Notes to Editors

Carling, the UK’s best selling lager for three decades, uses 100% British barley to ensure the best quality pint of lager. Furthermore, Carling is the only brewer in the UK to malt its own barley. Owning its own maltings means the brewers at Carling know where every grain of barley has come from and are able to select only the highest grade. For further information visit www.carling.com

Research conducted by One Poll, who surveyed 4,000 people in May 2009