



PRESS RELEASE

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Kasteel Cru goes global

Kasteel Cru was launched into the top style bars of Manhattan, NYC last week, following the successful launch in Dublin in February.

A traditional biere blonde of Alsace brewed with Champagne yeast, Kasteel Cru was on sale in New York for the first time this week and will be seeded in the top 100 most influential high-end user accounts in during 2008 where consumers could expect to pay upwards of \$9 per bottle.

Kasteel Cru will be available in New York's top bars, clubs and restaurants, including the premier nightclub Tenjune, allowing the "movers and shakers" on the New York scene to discover the unique and refined taste of this super premium lager for the first time.

Following the successful launch of Kasteel Cru in New York the next city to experience the fusion of French flair and German brewing tradition will be San Francisco, scheduled for the middle of July.

Closer to home, Kasteel Cru burst in to the spotlight in some of Dublin's most exclusive night spots from February this year. There are currently 30 outlets stocking the brand supplied through Gilbeys who specialise in supplying the top Dublin outlets and will be targeting a further 100 high end outlets to stock the brand by the end of the year. Consumers, trade and press will be attending the official launch party for Kasteel Cru at the Ice Bar in Dublin next week.

Senior Marketing Manager, Ali Pickering commented: *"This is all part of the plan to grow Kasteel Cru internationally and builds upon the great work our sales teams are doing here in the UK. So far, all the club and bar owners that have been shown the product love it".*

Notes to Editors

Kasteel Cru was launched in the UK by Coors Brewers in October 2004. It is a pale, delicate beer from the Alsace region of France and should be served chilled in the distinctive Kasteel Cru tapered Pilsner glass.

Contact details for further information

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