



Visitor Centre & The Museum of Brewing

18 March 2008

Coors announces closure of Coors Visitor Centre in Burton

Coors Brewers Ltd has today announced a decision to close the Coors Visitor Centre (CVC), formerly known as the Bass Museum, from the end of June 2008.

The areas that will close include the Museum, The Brewery Tap, the Gift Shop and all meeting rooms. The White Shield micro-brewery will remain open. Discussions will continue with East Staffordshire Borough Council regarding the future of the Tourist Information Centre, which has its home at the CVC.

Keith Donald, Business Services Director at Coors, said: "This is a hard decision not only for our employees – but for our commitment to the local community.

"The UK beer market is extremely tough – for all brewers, not just Coors and the CVC costs us around £1 million annually, which cannot be sustained.

"We have tried everything to make the CVC viable (including a revamp last year and free entry to Burton residents, etc). Despite this, visitor numbers have continued to fall and the subsidy needed has increased.

"It is important for Coors to build the long term future of its brand portfolio to safeguard its future and Burton's future as the worlds' brewing capital.

"We are keen to minimise the impact in the town and every effort will be made to find staff affected new roles. "

All wedding bookings at the CVC confirmed through until the end of 2008 will be honoured. All events booked up to the end of June 2008 will continue and anyone who has queries about their booking should call Peter Orgill on 01283 513500. Anyone interested in the site for other uses should contact John Polglass on 01283 513259.

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