



driving awareness and sales at outlet level.

The Modern Adventurer campaign started last summer and marked the brand's biggest marketing spend to date of £3.5 million. It returned to television in Scotland and North England in March followed by a six-week national online campaign, which started on April 1 and included a digital game offering consumers the chance to win a Modern Adventure worth £1000 to share with three friends. The on-line campaign coincides with a two-week outdoor campaign in key cities across England, which started mid-April.

There will be over 660 sampling opportunities in major cities throughout England, Scotland and Wales. Modern Adventurer kits, which will be available in 4,000 on-trade outlets nationwide, contain a scratch card mechanic to enable consumers to win Morgan's Spiced



branded prizes.

Morgan's Spiced is up nine per cent on value and three per cent in volume terms. It has had significant success, claims Diageo, in England and Wales where value is up by 25 per cent and volume growth by 22 per cent.

NEW GLASSWARE FOR GUINNESS

A new branded glass for Guinness is now available and is designed to deliver the perfect pint. The new design, an evolution of the well-known tulip-shaped glass, will gradually replace existing glassware and has been issued across the on-

trade – its everywhere!

Recent market research has found that new branded glassware can increase sales by up to four per cent.

The new glassware is designed with a thicker base and has been triple tested to achieve a standard over and above current safety requirements; it is taller, slimmer and stacks better than the existing design and is more hard wearing and easier to store.

Greater prominence is given to the Guinness harp logo and there is more distinctive Guinness branding than before. The slightly modified shape allows for longer head

retention when using the recommended two-part pour serve.

The new glasses retain the alcohol unit measure.

To receive a case of the new glassware, call 08443 352 255.

BUSHMILLS SWEEPS THE BOARD

Irish Whiskey brand Bushmills has swept the board at the 2010 San Francisco World Spirits Competition. In addition to winning Best Irish Whiskey, it picked up two double gold and four gold accolades, making it one of the few international spirit brands ever to scoop 100 per cent gold in the competition. Earlier this year, the brand won three World Whiskies Awards in London.

The San Francisco World Spirits Competition attracts more than one thousand entries from around the globe. Bushmills took home top awards for its entire range of Irish Whiskies, with the Black Bush and 1608 blends each claiming double gold and Bushmills Original and the 10, 16 and 21 Year Old Single Malt Whiskies all winning gold. Bushmills 1608 was also named Best Irish Whiskey.

At the London ceremony of the 2010 World Whiskies Awards, Bushmills Black Bush was named Best Irish Blended Whiskey (no age), while Bushmills 21 Year Old Single Malt was named World's Best Irish Single Malt Whiskey and Bushmills 16 Year Old Single Malt was named Best Irish Single Malt Whiskey in the 13 – 20 year old category.

GREENE KING CONTINUES QUINS SPONSORSHIP

Greene King IPA has signed a sponsorship extension for a further five seasons with Harlequins Rugby Club in London.

Greene King IPA has sponsored Harlequins since the start of the 2003/04 season and will now continue until the end of the 2014/15 season.

Under the new deal, the new South Stand at the Twickenham Stoop Stadium will feature a significant amount of Greene King IPA branding, while a number of pitch-side boards will also carry the brand's name. The brand's logo will continue to appear on the back of home and away playing shirts.



Greene King IPA has been working with Harlequins on the development of the 'Quins Head', a real ale match day bar located behind the South Stand. The new bar features a permanent cellar, larger serving space and a new marquee and beer garden.

There is also new 'Fastpour' stadium dispense equipment in both the 'Kings' and 'Players Lounge' bars in the Etihad Stand, reducing pint pouring time from 24 seconds to eight seconds.

Justin Adams, managing director of Greene King Brewing Co, said that Greene King was committed to bringing quality cask ale to rugby fans, while Harlequins' CEO Mark Evans said the brand was a 'valued sponsor'.

NEW COOPERAGE – JUST LIKE THAT

A £10 million new cooperage at Diageo's Cambus site near Alloa, is said to be fundamental to the company's long-term sustainability, with the total number of jobs at the new Cambus Cooperage likely to be around 70.

Bryan Donaghey, Diageo Scotland's managing director, said that the cooperage would be fully operational by the summer of 2011.

Diageo will be relocating some roles from its Dundashill cooperage in Glasgow to Cambus. ■

