

# BOOST YOUR SALES WITH THE UK'S FASTEST GROWING BEER BRAND<sup>1</sup>

- Draught Continental Premium Lager value sales are now worth over £1bn, **46% higher** than 5 years ago.<sup>1</sup>
- Over 31m pints of Birra Moretti sold last year (+109% YOY)<sup>1</sup>
- Birra Moretti is Italy's #1 Beer Brand<sup>2</sup>

**INSTALL AND RECEIVE  
A PREMIUM POS KIT  
WORTH OVER £100  
INCLUDING GLASSWARE & POSM**



## BIRRA MORETTI

Source: 1. CGA OPM GS On Trade Value MMT data to 02.12.2017. 2. IRI - Value share Italian Off Trade Market MMT to 31.12.2017  
These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry instructions are deemed to form part of the terms and conditions and by entering this promotion all participants will be deemed to have accepted and be bound by the terms and conditions, to their details being communicated to the Promoter's representatives to deliver any kit (as necessary). Please retain a copy for your information. 1) Only open to trade customers who are resident in the UK, Channel Islands and Isle of Man aged 18+. 2) Install Birra Moretti in your outlet prior to 30 November 2018 to receive £100 worth of Premium POS. Installations should be logged through your local wholesale contact (see brochure for details). Your standard terms of purchase apply. Limited to one free kit per outlet in which a new install occurs. Kit includes 2x Cases of Pint Glasses, 1x Case of Half pint glasses, 500 drip mats, 5 Bar runners. Kits will be dispatched within 6 weeks of install. 3) Install must be agreed by licensee. 4) There are 1000 kits available. Kits will be available on a first come first serve basis. Please ask for availability before installation. 5) There is no cash or other alternative to the kits in whole or in part. Kits are not transferable. 6) The decision of the promoter in all matters is final and binding and no correspondence will be entered into. 7) The promoter is not responsible for any third party acts or omissions. 8) The promoter reserves the right to cancel or amend this promotion due to events or circumstances arising beyond its control. Promoter: Heineken UK Limited, 3-4 Broadway Park, South Oyle Broadway, EDENBURGH, EH12 6JZ. Brewed in the UK.

[drinkaware.co.uk](http://drinkaware.co.uk) for the facts



**Heineken**<sup>®</sup>  
SERVED  
EXTRA COLD



**£3K**  
OUTLET  
INVESTMENT

# HEINEKEN<sup>®</sup> SERVED EXTRA COLD DRIVES SALES IN YOUR OUTLET

- 92% STOCKISTS SAY IT HAS EXCEEDED THEIR EXPECTATIONS<sup>1</sup>
- WHEN STOCKED TOTAL LAGER SALES INCREASE 29%<sup>2</sup>
- ABILITY TO DEMAND +50P<sup>3</sup>

**TO INSTALL PLEASE CONTACT YOUR LOCAL WHOLESALE REPRESENTATIVE TODAY**

**5 STAR PROPOSITION  
TO DELIVER CONSISTENT  
QUALITY EVERYTIME**



DUAL ICED FOUNTAINS    FREEZER    BRANDED GLASSWARE    POS    STAR SERVE

Sources: 1. Profit in food/drink from major managed outlets by qualitative research by M. Gurnah. 2. CEA EPS & CSM data from to 31/12/2016 (sample 500). Volume split per percentage of outlets that have introduced HEC vs. the previous year. 3. Average HEC ESP in National Accounts (KVA EPS data) vs. average price/straw per unit in larger outlets HEC, CMA LTD November 2017.

Please note, ahead of all into Barlow a survey is required by a Heineken Ready Technician. Up until this survey is completed, installation is not guaranteed.

**drinkaware.co.uk** for the facts

