

Are you interested in an opportunity to stock **GUINNESS®** and drive your profits?



The makers of **GUINNESS®** have developed a revolutionary device called the **GUINNESS® SURGER®** which is specifically designed for non-stockists that sell a low volume of beer.

The **GUINNESS® Surger®** uses exactly the same **GUINNESS®** beer as dispensed from a keg, which is poured from the can slowly into a **GUINNESS®** glass and placed on the **Surger®** unit. By pressing a button, the **SURGER®** unit activates the gases already in the beer, creating the same creamy head as delivered by a draught dispense system. All you need to feature a **SURGER®** in your outlet is a fridge (to chill the beer to 5°C), a glass washer and a power point!

The **GUINNESS® SURGER®** delivers a great quality **GUINNESS®** beer every time and offers the following benefits:

- Easy to use and maintain
- No lines to clean
- Less hassle and wastage than a normal draught system

Why it pays to serve quality **GUINNESS®**:

- 27% of beer drinkers say that a well-served pint of **GUINNESS®** Draught is the "best indicator of a good quality pub"¹
- **GUINNESS®** beer drinkers visit pubs more frequently than the average beer drinker²
- **GUINNESS®** beer drinkers spend more and drink other premium brands³

We are able to install the system **FREE OF CHARGE** and can support your outlet with **GUINNESS®** glasses, POS and stock so you can start selling straight away.

Please ring us on **08457 515101** quoting '**SURGER**' and we'll arrange for a representative to visit your pub to talk to you more about the **GUINNESS® SURGER®**.

drinkaware.co.uk for the facts

Sources: 1 Market Measures Ltd Dec 2008. 2 TNS Alcovision to year ending Sept 2008. 3 Alcovision Sept 2008. Offer subject to availability. Diageo reserves the right not to install a **SURGER®** unit if the outlet is not able to guarantee a high quality serve e.g. if there is no available fridge space or glass washer. The **GUINNESS** and **SURGER** words and associated logos are trade marks. © Guinness & Co. 2009.

