

GUINNESS® POUR THE PERFECT PINT

All GUINNESS drinkers know that we brew our beer to the highest quality standards. But what they might not know is that it doesn't end at St. James's Gate – wherever GUINNESS is served from Limerick to Leipzig, Ballina to Perugia we expect the same high standards of serving from our customers as we do in the GUINNESS Storehouse.

A GUINNESS POUR THE PERFECT PINT competition is therefore a great way for your consumers to get more involved and informed about the high quality of GUINNESS available at your Pub.



HOW IT WORKS:

With help from a GUINNESS representative, organise your own personal GUINNESS POUR THE PERFECT PINT Competition to suit your pub. Pre-promotion is vital to encourage a willing and enthusiastic crowd.

Using the form of a GUINNESS quiz perhaps, select consumers at random to take part in a pouring competition. Three rounds of five competitors can go head to head with the winner from each round getting to the final and the big 'Pour Off'.

The perfect pints are selected by the GUINNESS representative and prizes given for the best pints of the night. Perfect Pint Certificates can also be used for all participants.

WHAT YOU NEED:

- Posters, table-tents, flyers and other forms of visibility for at least 2 weeks prior to event
- Question sheets and pens/pencils to hand out to potential participants
- Space behind your bar where competitors can individually pour a pint
- Prizes for the winners: t-shirts, pint glasses and certificates for example

TOP TIP

To really get the crowds involved, consider using an MC with a PA system to get everyone involved and to announce the questions for the quiz and the winners. Although a professional would be a great advantage, one of your most charismatic bar staff may do just as good a job!