

A great opportunity to drive your profits including a FREE starter kit of **GUINNESS®** Stock, POS and Glassware!



An astounding innovation from **GUINNESS®** that could work wonders for you.

- The **GUINNESS® SURGER®** uses exactly the same **GUINNESS®** beer as dispensed from a keg.
- By pressing a button the **SURGER®** activates gases already in the beer, creating the same creamy head as the draught system.
- All you need is a fridge (to chill the beer to 5°C), a glass washer and a power point.

GUINNESS® SURGER® could be great for your outlet because:

- Easy to use and maintain
- No lines to clean
- No cellar required
- Low wastage vs 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 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 with a retail sales value of over £30



For more details on GUINNESS® SURGER®, please call 08456589666.

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 unable to guarantee a high quality serve e.g. if there is no available fridge space or glass washer.

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