



**News Release**  
**28 April 2016**

## **CARLSBERG TEAMS UP WITH MATCHPINT FOR UEFA EURO 2016™**

Carlsberg has partnered with the UK's number one pub-finder for sports fans – MatchPint, to help drive consumers to the nation's pubs and bars during this summer's UEFA EURO 2016™ tournament.

As Official Beer of the tournament and the England team, Carlsberg will give free-trade publicans the opportunity to receive a free three-month trial of the online and mobile-app service, that connects pub-goers with venues showing televised sport, saving them £60 in subscription fees if they sign-up before 10 June.

Consumers using the app can take advantage of offers, including a 2 for 1 deal on Carlsberg, allowing them to receive a free pint for their mate by checking in to participating outlets throughout the tournament. Prizes such as football tickets and limited edition England merchandise will also be up for grabs. The exclusive deal aims to inspire sports fans to watch the games in-venue, rather than at home – encouraging increased spend and repeat visits to pubs signed-up to the service.

David Scott, Marketing Director at Carlsberg UK, commented: "We're firm believers that pubs and bars are the best place to watch live sport, and sporting occasions don't come much bigger than UEFA EURO 2016™. With England, Wales, Northern Ireland and the Republic of Ireland all set to compete, the tournament represents huge opportunities for licensees.

"We know that MatchPint reaches 270,000 sports fans each month via the app and website, and through this partnership and our wider campaign, we are committed to help the on-trade create the most successful tournament possible."



Dominic Collingwood, Co-founder of MatchPint, commented: "Not even Leicester City winning the Premier League title can beat international football for excitement. This summer, both football fans and football flirts alike will be in search of the best places to watch the drama unfold – including the inevitable exit on penalties!

"Carlsberg UK share our passion and understanding for delivering great sports experiences in pubs. We're delighted that through this partnership, we will be increasing footfall in pubs and delivering the ultimate football experience for fans across the country."

Carlsberg is also supporting the on-trade with 10,000 PoS kits, as part of the brand's wider integrated communications campaign for the tournament – which encompasses trade activation, broadcast activity, stunts and consumer giveaways.

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**Notes to editors:**

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**About Carlsberg UK**

Carlsberg UK brews and sells premium quality beer and cider brands including Carlsberg, Carlsberg Export, Grimbergen, Poretti, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. The brewer offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through its Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing. To find out more about the company, its brands and sustainability work, visit: [www.wearecarlsberg.co.uk](http://www.wearecarlsberg.co.uk) or follow the story on Twitter @CarlsbergUKCorp.



### **Trade with us**

To start stocking Carlsberg UK's portfolio of lagers, ciders, world and craft beers, Tapster's ales and Crown Cellars' wines and spirits, talk to us on 0845 3710 199 or visit

[www.carlsbergwedelivermore.co.uk](http://www.carlsbergwedelivermore.co.uk)



### **About MatchPint**

MatchPint is the UK's No.1 sports pub finder app and website. It helps pub goers find a venue in their area to watch their chosen sports match. It includes special offers, unique giveaways and cracking content providing commentary on the most talked about moments of the sporting week. MatchPint was founded in 2011 by Leo MacLehose, who developed the app whilst at the University of Manchester and now has over 2000 pubs signed up across the length and breadth of the UK.

An iPhone app was met with critical acclaim in 2012 and was rolled out for Android in 2013. 2014 saw the start-up go from strength to strength as they won the inaugural Global Sports Symposium Pitch Competition and Tech City New's Elevator Pitch 2014 whilst making the 10 man shortlists for Smarta's Mobile Business of the Year award sponsored by O2. Further industry accolades followed in 2015 with Punch Taverns crowning MatchPint Pub Innovation of the Year whilst the expanding company were awarded second place in the App of the Year category at the 2015 StartUp Awards.