



News Release
7th July 2016

**SAN MIGUEL LAUNCHES CONSUMER CAMPAIGN TO CREATE
'THE SAN MIGUEL RICH LIST'**

San Miguel, the UK's number one world beer brand, has today announced a consumer campaign to celebrate life's enriching experiences, in partnership with The Guardian and The Discovery Channel.

In line with its heritage and brand promise of "Exploring the World Since 1890", the campaign will see San Miguel undertake a quest to find 20 'life-rich' individuals from across the globe who have unique, compelling, aspirational human stories.

A series of beautifully shot short films focusing on four of the individuals will bring the campaign to life through Facebook, YouTube and video on demand, while a partnership with the Discovery Channel will reach a targeted audience through a variety of idents, editorial and commercial TV spots. Each will focus on selected individuals and air during peak programming times from July to December 2016, alongside digital and social support.

In addition, The Guardian will feature a series of DPS advertorials from early August until the end of the year, including a special rich list supplement. It will also create a bespoke hub and interactive rich list on its website as well as curating a series of 'life-rich' events across the country where members of the public will have the opportunity to meet the individuals. All activity will drive consumers to the central campaign hub hosted on www.sanmiguel.co.uk.

Liam Newton, Carlsberg UK's Vice President of Marketing, said: "This is an incredibly exciting time for the brand in the UK, with 2016 being the biggest year of investment to date and with value sales up 10% in the last year*.

"This campaign is based on our brand research which showed that San Miguel drinkers value experiences and are continually looking for fulfilling ways to live their lives. This campaign responds directly to that desire and is intended to build brand equity with our 'experience seeking' audience."

Running alongside this new campaign is the San Miguel TV commercial, which was launched last year. With a £7m spend over this year and last, the UK ad campaign is designed to give insight into the brand's 125-year history as well as promising a future full of rich experiences under the banner of "And The Best is Yet to Come".

-ENDS-

* Nielsen ScanTrack MAT @ 21st May 2016 and CGA Brand Index MAT @ 16th April 2016

Supporting Assets

Please find YouTube links to embed the first two short films here:

<https://www.youtube.com/watch?v=KErZJow7D68>

<https://www.youtube.com/watch?v=zb0achcZwdg>

You can download the films using the following link:

<https://we.tl/KXjATOOesz>

Please find the following supporting imagery attached:

Photography of the first two life-rich individuals

Göran Ehlme is part of the San Miguel Rich List and award-winning underwater wildlife photographer and camera man

Robbie Shone is part of the San Miguel Rich List and award-winning British cave photographer and explorer

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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 or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/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.

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