



News Release  
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## **CARLSBERG UK LAUNCHES INTUITIVE DRINKS MENU-BUILDING APP FOR PUBS AND BARS**

Carlsberg UK has launched a menu-building app designed to enable pub and bar operators to create impactful drinks lists – helping to engage customers and prompt trade-ups.

The app enables Carlsberg UK to work with partner operators to create the right menu for their venue – allowing them to select their favourite format, print finish and design. Operators can insert their own logo and photography, and the menu can feature product images, tasting notes and food matching recommendations. Once an order is placed, the menu can be on display in the venue within 48 hours.

Paul Waller, director of third party brands at Carlsberg UK, said: "We're always looking for inventive ways to help our customers grow their businesses. Menu Maker is a sophisticated, yet simple-to-use tool that helps operators to better market their drinks offering in-venue. Customers can benefit greatly from this innovation by working with us to maximise their venue's potential.

"For example, venues with a cocktail list should consider including product images to drive appeal, whilst those with a good beer offering should include tasting notes in the way wine lists do, as we know consumers today are hungry for information and more interested than ever about what they're eating and drinking."

The Menu Maker app, which has been developed by leading marketing technology company MRM, has gone through a meticulous design and development process, to create an intuitive tool which can be used to produce menus featuring beers, wines, spirits and soft drinks.

Menu Maker has been launched following research by Carlsberg UK's specialist wines and spirits division, Crown Cellars, which showed 41% of wet-led pubs do not currently have a wine list and that operators are missing out on a significant sales opportunity by not having them\*.

The Future of On-Trade Wine Report also revealed that consumers would like more choice and help with navigating wine lists, and in particular, millennials would like to see simple, engaging descriptors as they don't feel there is currently enough guidance around taste, which discourages them from exploring the category.

**ENDS**



## Notes to editors

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### \* Crown Cellars Future of On-Trade Wine Report research data:

- Research date: September 2015
- On-line mirror survey conducted with 1014 wine drinkers and 516 owners and bar managers of licensed premises.

### 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.

Keep informed of the latest Carlsberg UK news at [www.wearecarlsberg.co.uk](http://www.wearecarlsberg.co.uk) where you will find news releases, blogs and images or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp)