

## PRESS RELEASE

### GREENE KING LAUNCHES “THE CELLARMAN’S NHS DIRECT”

An innovative advice and diagnostic service has been launched in a bid to stop licensees losing millions of pounds of business every year because they serve a bad pint.

The online Cellar Doctor service – dubbed the “cellarman’s NHS direct” – has been launched by industry leader Greene King, as they seek to call time on poor quality pints. Research shows that 41% of people who are served a poor pint will go elsewhere for a better beer. With the annual spend on draught beer in the UK now topping £12billion\*, and four out of ten customers prepared to vote with their feet if licensees get it wrong, concentrating on quality is an important investment to make.

The Greene King Cellar Doctor website, [www.cellardoctor.co.uk](http://www.cellardoctor.co.uk) is available for all licensees across the industry to use. It is an on-line service offering cellar quality advice, information and solutions to serving quality cask and keg beer. It’s an easy to use diagnostic tool to help identify the cause of the problem and provide solutions to putting it right.

Justin Adams, managing director of Greene King brewing company said:

“We’re passionate about quality beer and serving the perfect pint, which is why our job goes beyond the beer leaving the brewery gates. Quality is critical to the success of our customers and our own business. Bad beer can lose customers from the pub and the brand forever. Conversely a reputation for great beer will encourage people to return time and time again. So it’s a big win for licensees because by concentrating on quality, for very little investment, they can increase profits quickly.

“The Cellar Doctor is an innovative, easy to navigate online service, providing help and support for licensees to understand how best to run a cellar, how to diagnose problems when things go wrong and how to put them right. All without leaving the pub.”

“The Cellar Doctor is the first of a number of quality initiatives for the trade that we will be rolling out over the coming months.”

**- Ends -**

\*AC Nielson MAT to Mar 07

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