

MY OTHER CAR'S....A TRACTOR

Forget the Ferrari and pass on the Porsche – Ruddles is giving one pub-goer the chance to win the ultimate in country cool....a tractor.

The competition to win the keys to the fabulous farm vehicle this summer is just part of a new campaign which aims to put the fun back into one of the UK's favourite beers by celebrating country life.

Ruddles is dropping its "serious country" strapline and replacing it with "proper country" to re-enforce its position as proper country ale and this paves the way for a raft of fun activities. The tractor competition will be aimed at Ruddles drinkers while publicans will be encouraged to revive rural pub games such as tug-of-war contests. One hundred pubs will get the chance to win complete tug-of-war kits – complete with t-shirts and trophy.

The campaign aims to grow sales volumes over the next 12 months.

Greene King Brewing Company marketing director Fiona Hope said: "A tractor is probably the most unusual thing we have ever given away but just like the ale itself it really encapsulates the flavour of British country living. The new focus on 'proper' country helps us to communicate how authentic this ale really is. It is not just an ale drunk by countryside visitors but is also loved by those who live there all the time. Most of all it is all about the fun aspects of country life, with Ruddles leading the way in celebrating rural activities".

The campaign also features:

- Promotional support for pubs to help spread the "proper country" message
- Sponsorships of country shows where the ale will be sampled
- A trade advertising campaign

Said Hope: "Ruddles already has a place in the hearts of British ale drinkers and seasonal variants like the new bottled Rhubarb show that while it is a brand steeped in heritage it is still evolving, offering something new all the time."

The campaign starts with trade mailings this month (June 2007).

Ends

Media contact:

Jo Kreckler 07974 132635