

## **PRESS RELEASE – THE PUBLICAN NEWSPAPER**

### **Thumbs up for the Great British Pub, says Greene King**

Greene King, leading brewery and pub group, has shown that pub-goers in this country are not just 'service users', but are positive enthusiasts about the Great British Pub. Over 5,000 licensees, staff and customers were questioned in Greene King pubs on Sunday July 1<sup>st</sup> and a staggering 84% said they are actively proud of the institution.

More than 100 members of staff from Greene King set out across England to visit over 500 Greene King pubs and ask people face-to-face their opinions about the smoking ban and the Great British Pub.

Speaking about the results, chief executive Rooney Anand, "This just confirms what we already know. Pubs have been around for hundreds of years and they're a central part of British culture. From the views of those questioned and 88% of customers saying they are proud, they'll be with us for many years to come".

Adding, Anand said, "The Publican's campaign, "Proud of Pubs week" will only increase the positive feeling about pubs. The smoking ban introduces a massive opportunity to attract a new wave of customers who beforehand gave pubs a wide berth, so at Greene King we're set for an exciting future".

Greene King has a wealth of heritage with over 2,500 pubs in the UK, including the Belhaven estate in Scotland. Ninety six percent of their licensees and managers in England said they were proud to be part of the Great British pub.

**Ends**

**Press Contact:** Elaine Beckett, Public Relations manager, Greene King Pub Partners, Tel: 07974 132844