

# Irvine Welsh gets a chiding

This pint is for Irvine Welsh who tweeted **'INNES & Gunn is the best lager ever'**.

We think **TRAINSPOOTING** is the best book ever.



#YOURPINT | INNISANDGUNN.COM | Please drink responsibly

Innis to Irvine: "We think *Trainspotting* is the best book ever".

Innis & Gunn has taken a novel approach to advertising in a new UK campaign for its lager across Out Of Home, digital media, PR, social and in the on-trade. The Scottish craft brewer has initiated the #YourPint initiative which varies from a friendly chiding of *Trainspotting* author Irvine Welsh for mis-spelling Innis & Gunn as "Innes & Gunn" in a tweet, to taking 'Fiona128' to task for selling Innis & Gunne glassware on e-bay.

"We think *Trainspotting* is the best book ever," retorts the

brewer cheekily in one poster. "Whether it's misspelling our name or selling our glass on eBay, we're happy as long as drinkers love our lager as much as we do," claims Founder and Master Brewer Dougal Sharp, "The #YourPint campaign is all about celebrating our fans and having a laugh along the way - which is the best thing to do over a pint! The response to #YourPint so far has been overwhelming as huge amounts of fans have jumped on board with the spirit of the campaign."

## New Beck's Champagne flute can to go global?

Beck's, the German beer, is considering launching a revolutionary new can design – "a first in beer packaging around the world" - onto the global market.

The brewery hopes to "revolutionise the image of beer-drinking" by creating a special edition flute-shaped beer can "reflecting the superior quality of the ingredients and building a premium perception" of the looked-down upon humble can.

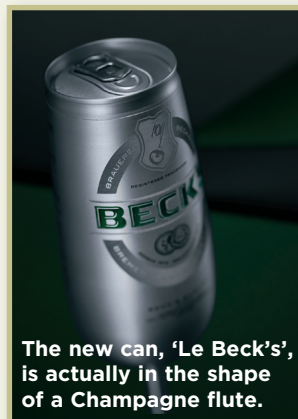
The new can, 'Le Beck's', has been finished in brushed aluminum with precision laser labelling and analogue engraving. But that's not all.

It's actually in the shape of a Champagne flute.

Beck's aims to widen the consumer demographic and consumption opportunities for the brand and "earn an enhanced premium perception". It's hoped that the beer can be introduced to venues not traditionally associated with consuming beer.

Thus the new-look cans have been trialled in art galleries, classical music concerts and other "exclusive" events in Germany since last March to an "overwhelming" response.

"At the end of the day our consumers love it, we love it and it perfectly fits our premium image," Susanne Koop, Anheuser-Busch InBev Germany's Marketing Manager for Beck's purred.



The new can, 'Le Beck's', is actually in the shape of a Champagne flute.

## Unusual urinal

There used to be a timeless bit of graffiti in our old university union toilet that requested, "Flush twice - it's a long way to the beer bar".

But the Glenside in South Dublin's Churchtown area has a fairly unique take on beer in its own men's toilet.

Proprietor Paul Managan (jnr) got a metal fabricator to cut and weld some beer barrels into this most unusual repository for his customers.

He got the idea while in New York and his search for something different brought him to this fairly unique relief arrangement.



'Not for recycling' - The Glenside's unusual urinals.

## Graham Norton's wine a winner

Did you know one in every 10 bottles of New Zealand wine sold on the Irish market is now a Graham Norton wine from Invivo winemakers?

Graham's Sauvignon Blanc has been awarded a Gold medal by *the Drinks Business* at the Global Sauvignon Masters. This is the 10th Gold medal Graham Norton's wines have won and the 50th accolade in total since the launch of his wine.

The Global Sauvignon Masters is judged by grape variety rather than country.

Every wine is measured on the skill of the winemaker and all Global Masters are judged blind by a panel made up of Masters of Wine, Master Sommeliers and senior buyers.

The grape with "rock star" credentials these days, must surely be Sauvignon Blanc. It even has its own day, May 4th, (which may have run into a battle with a few Star Wars fans but as the date rotates on an annual basis we don't think they'll be too upset if the wine world also uses it this year to celebrate the ninth Annual Sauvignon Blanc Day).

Invivo became New Zealand's first equity-crowdfunded winery in 2008, collected a bunch of gongs including World's Best Sauvignon Blanc and in 2016 moved into one of New Zealand's oldest wineries where it continues to turn the world's best grapes into New Zealand wine that's picking up fans from Cork to New York, states the company.

In 2014 it launched the first sell-out vintage of Graham Norton's Own Sauvignon Blanc here and in 2015 the Sauvignon won the most successful consumer launch award in Ireland.

Today Graham's wines sell in eight countries and since its launch in Ireland in 2014 some 417,000 cases or five million bottles of Graham Norton's wine have been produced. To celebrate, the team at Invivo bottled a Methuselah of the stuff.

The company hopes to sell 250,000 cases or three million bottles of Graham's wines in 2018. ■



417,000 cases or five million bottles of Graham Norton's wine have been produced. To celebrate, the team at Invivo bottled a Methuselah of the stuff.