

NEW St Helier Real Shandy for Real Adults

Really Refreshing, Really Different, Really Authentic.....



Although shandy was invented on these shores, there is a whole generation of young British adults who have probably never tasted it. With the launch of St Helier Real Shandy, ICB are about to put this right.

ICB are launching two variants of this old time favourite:

St Helier Real Ginger Beer Shandy is made with 2/3 lager to 1/3 ginger beer

St Helier Real Lemonade Shandy is made with 2/3 lager and 1/3 lemonade

Light, long, and refreshing, shandy is versatile, authentic and an ideal partner for many of the foods we love. John Mills, MD of ICB says:

“It is our belief that shandy has enormous potential and once again we are ahead of the curve with this launch. St Helier Real Shandy is a grown up drink for those who want an alcoholic beverage that is truly thirst quenching and refreshing, but is at the lighter end of the abv spectrum. Shandy has all the characteristics that made cider so extraordinarily successful, once it was rediscovered by a new generation.”

St Helier Real Shandy signs up for some real high profile sports coverage

ICB are betting that if you love sport it is a cert that you listen to talkSport. They have chosen the high profile sports radio station to run the first on air advertising to boost awareness of the brand new St Helier Real Shandy brand.

This Monday (22nd March) around a million avid sports fans that listen to talkSPORTS' unmissable Championship Round Up will hear all about “new St Helier Real alcoholic Shandy for real adults”.

John Mills, ICB's MD comments: “We are delighted to have secured this deal for St Helier Real Shandy. No sports fan wants to miss the Monday morning Championship round up on talkSPORT, so we are assured of a consistently high profile for the new brand St Helier Real Shandy with a key audience throughout the Season.”

Advertising for St Helier Real Shandy will run on talkSPORT from 22nd March to mid May 2010.

St Helier Real Shandy is 3.5% vol and presented in 500ml brown glass bottles. ICB advise that it should be sited in the RTD fixture, or in the cider fixture next to St Helier Pear Cider.

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