

New Year Free Pint Promotion

Runs Friday 26th Jan – Friday 2nd Feb 2024

Everything you need to know.

- URL you will need to give to customers to claim their free pints: www.everards.co.uk/freepint make sure to include this on EVERY post you put out.
- Enables customers with a valid voucher to claim a free pint of Everards Tiger or Carling at their selected participating pub any day between 26th Jan – 2nd Feb.
- Full T&C's can be found on the promotion page here: www.everards.co.uk/freepint
- Please make bar staff aware this is a **one deal per customer** promotion

What can your team expect to see in terms of the online voucher on the customers phone



The blue bar will move around the orange circle counting down 15 seconds when the customer must show their phone to bar staff – please make sure this bar is moving to eliminate people abusing the use of this offer by taking screenshots. As long as your bar staff are happy this is moving and have seen the offer, that's all they need to do.

What do your team need to do?

The voucher will be digital and on the customer's phone. They need to make sure the timer is counting down and it's your pub name listed to ensure it is a valid voucher and that's it! As long as the timer moves you can serve the customer their chosen pint of Everards Tiger or Carling and we will reimburse you £4.00 per pint redeemed during the promotion.

Promoting

All Social Assets to help promote can be found on myEverards in the latest news section.



Example text for social posts:

Enjoy a free pint on us!

To celebrate our 175th year, we are offering you a free pint of Everards Tiger or Carling! To claim your free pint simply visit www.everards.co.uk/freepint

You will then be emailed a voucher to show when ordering your pint – do not open until you are at the bar, being served and ready to order your pint!

You can claim your free pint from Friday 26th January – Friday 2nd Feb 2024 with a valid voucher. So, come join us, soak up the atmosphere and celebrate with family and friends this New Year!

T&C's apply, visit the link above to find out more.

#Everards175 #loveyourlocal #pubsmatter #everards #homeofgreatbeer #leicestershire #localbeer #freebeer