



For immediate release

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Scots Describe Cities Down to T

Tennent's Lager Reveals Regional Pint Glasses Created by Drinkers and Inspired by Scotland's Cities

Scots who proudly put the defining characteristics of their home cities into words for a new Tennent's Lager campaign will get a first glimpse of their quotes – as they are emblazoned on pint glasses in pubs across the country.

In a first for the nation's favourite lager, six bespoke pint glass designs have been created to celebrate the culture, pride, passion and humour of each of Scotland's cities - Aberdeen, Dundee, Inverness, Stirling, Glasgow and Edinburgh - with words contributed entirely by consumers.

Glasgow's party atmosphere, subway and cone-headed monument all feature on its glass, while Hogmanay, salt and sauce and magical streets are revealed for Edinburgh. Further north, highlights include the gleaming granite and Doric dialect of Aberdeen, while Inverness' midnight curfew, Highland charm and fifteen minute rush hour are given a special mention. Dundee's design references the city's famous pies and bridge while Stirling's legendary history, monuments and modern pubs are celebrated.

Tennent's Lager Marketing Manager Jane Cannon commented: *'Tennent's shares its Scottish roots and identity with its drinkers and we wanted to do something that would celebrate the great pride we all share in being from here. By involving people, across the country, to create this new range of glasses it has painted a picture of each city that reflects how we see ourselves;*

all the unique quirks that make the six cities different and their people great. We're sure the glasses will spark good conversations in pubs throughout the country.'

Tennent's asked Scots across the country for their funny, quirky and unique views on Scottish cities to be sent to the Tennent's facebook page, with the best comments being handpicked for inclusion on one of the glasses. The resulting six new Tennent's Lager glasses will have a limited release, with 20,000 available in pubs and bars across the cities from this week.

The campaign was kick-started at the beginning of October by well-known city dwellers including Glasvegas, Mark Miller, Idlewild, Gary Caldwell, The View, Inverness Caledonian Thistle Manager Terry Butcher and professional skateboarder John Rattray, all giving their thoughts on what makes their respective home city so special to them.

To view the designs in full and for the chance to win one of the new Tennent's Lager glasses please visit: www.facebook.com/TennentsLager

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For further media information about Tennent's Lager, the campaign and high quality images of the glassware please contact:

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Notes to editors:

- Tennent's Lager is Scotland's leading alcohol brand
- Tennent's Lager has been brewed since 1885 at the historic Wellpark Brewery in the east end of Glasgow, which was built by H&R Tennent in 1740 and today is the oldest running commercial concern in Glasgow
- Tennent's Lager is known as an industry pioneer, recognised as being the first commercial lager to be produced to scale in Scotland (and one of the first in the UK), and was at the forefront of introducing canned and draught lager to the UK

- The brand is renowned for its iconic 'Red T' logo and for its innovative marketing campaigns, including some of Scotland's most memorable and entertaining advertising
- Hugh Tennent was first immortalised in Tennent's advertising campaign in 2010.
- Hugh's Pride is the third advert from Tennent's Lager featuring Hugh Tennent this year. Viewers have already seen Hugh and Barnes conceive the idea of holding a Victorian T in the Park, which was followed with a campaign in July showing the with the pair attempting to find their tent on the festival campsite.
- The current advert, which inspired the glassware campaign, sees Tennent's Lager founder Hugh Tennent and his trusty sidekick Barnes travelling through his Victorian-era Glasgow by horse and carriage. It depicts Hugh talking about the pride he has for his home city of Glasgow. Hugh poignantly muses on the industry, the entrepreneurs, and the creativity, and says '*I feel proud to be part of it*' as he looks out onto the city streets seeing chimney sweepers and shipyard workers hard at work - without realising someone has made off with his carriage wheels!