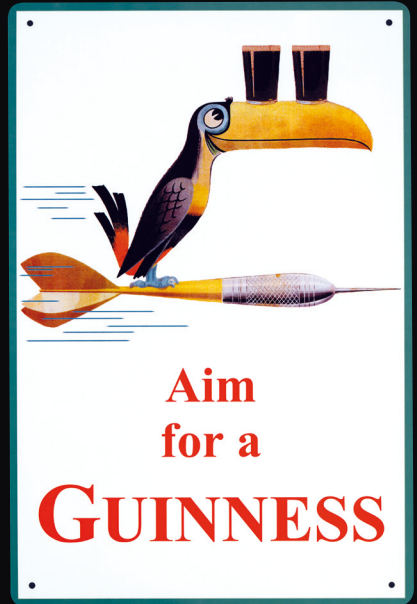


GUINNESS® AND IN-PUB SPORTS

In-Pub Sports and GUINNESS beer are what an authentic Irish Pub is made of. Of course this does not need to be restricted to sports on the big screen. Setting up indoor tournaments and utilising well known pub games like darts, kicker and fozzeball can be a great way of entertaining and involving your customers, while encouraging weekly return visits as tournaments continue and prizes are awarded.



HOW IT WORKS:

Assess what type of in-pub sports would firstly suit your outlet and secondly the type of clientele that visits your Irish Pub. When you have decided on what works best, set about arranging tournaments with interested customers, offering the chance for small weekly prizes like a free pint of GUINNESS beer for the daily winner and a bigger overall prize for monthly tournament champions, like GUINNESS merchandise or in-pub GUINNESS vouchers.

WHAT YOU NEED:

- In-pub sports equipment – be it a darts board, kicker tables etc.
- Announce the beginning of tournaments through open-belly posters and set up a sign-up list for interested participants
- Announce weekly winners on a notice board and organise a winning evening for the final matches, perhaps with one GUINNESS beer on the house for all participants

**TOP
TIP**

Why not organise a tournament with bar-staff against customers? It's a fun way to build relationships with your customers and will create good spirits throughout the whole pub.