

GUINNESS® STEWSDAY

If there is one thing that Irish cuisine is famous for, it's the humble Irish stew, packed with chunky vegetables, potatoes and hunks of meat. The great thing about Irish stews though is that they can be cooked up for a remarkably low price and as a result have been used in the past to feed large Irish families and even armies! So why not get an

army of punters queuing up to get their spoonful of the GUINNESS STEWSDAY offer at your pub and turn an Irish tradition into the perfect promotion for any Irish pub. Whoever said there's no such thing as a free meal!



“FREE BOWL OF GUINNESS STEW FOR THE FIRST 30 GUINNESS DRINKERS TONIGHT!”

HOW IT WORKS:

As a driver to get customers to your pub at specific times, cook up a traditional Irish style stew such as Beef and GUINNESS Stew, Irish Lamb Stew or Irish Pork Stew. These one pot dishes can be produced at low cost and then offered to consumers as part of the GUINNESS STEWSDAY offer. A typical format for this offer could be a free bowl of stew with every GUINNESS beer sold between 6 and 8pm. Portions don't have to be large, a small 30ml soup bowl should suffice and act more as a tapas style snack rather than a full meal. To keep a sense of exclusivity to the promotion, limit the number of participants to 30 per night perhaps, depending on the size of your pub:

WHAT YOU NEED:

- Different stews – Beef and GUINNESS Stew, Irish Lamb Stew etc.
- Posters, flyers, menu inlays and other ways of spreading the word
- A format for the offer (i.e. first 20/30/40 customers get a free stew with their GUINNESS)

**TOP
TIP**

Any Irish cook will tell you that the best Irish stews are prepared well in advance, so get your stew pre-prepared and deep-freeze it if convenient. Key to this promotion is simplicity – simple food, easily prepared, with a lot of happy customers!