



# COLLABORATIVE BEERS

David Bremner

Director of Marketing



<http://www.youtube.com/watch?v=P9u4mmFm8Zs>

**ENJOY BEING ONE OF THE FIRST TO SAMPLE  
TROOPER PREMIUM BRITISH BEER FROM IRON MAIDEN**

**NOW AVAILABLE IN BOTTLE AND CASK**

[WWW.IRONMAIDENBEER.COM](http://WWW.IRONMAIDENBEER.COM) [WWW.ROBINSONSBREWERY.COM](http://WWW.ROBINSONSBREWERY.COM)

# ROBINSONS BREWERY



- 6<sup>th</sup> generation independent family brewer
- 300 pubs in the north west
- Mainly tenanted but moving back into managed
- 177 years old

# IRON MAIDEN

- Formed in 1975 by bassist Steve Harris
- Over 90 million albums sold
- Most recent studio album No1 in 28 countries
- It's all about the music... For the fans
- Nothing gimmicky, “no bollocks”



# KEY INGREDIENTS (IN OUR OPINION)

- Authentic story
- Attractive union
- Fanatical fan base with huge social media following
- Collaborative approach
- Purple Cow

# TROOPER FACTS

- The fastest selling beer Morrisons have ever listed
- Iron Maiden's Trooper, 2<sup>nd</sup> best NPD launch in the last 2 years now worth £1.2 million (Off Trade News)
- Now shipped to 54 countries
- Pubs listing it show 8% total beer sales growth



**ROBINSONS**



# BUT DOES IT MAKE MONEY

- **Profit** through **incremental** volume and **margin**
- Export over 90% of our sales
- Off trade about 50%
- National accounts about 40%
- Own estate about 2%
- BUT
- It is the most profitable 500ml beer we sell in export and off trade and the most profitable in National Accounts

# 1. AUTHENTIC STORY

- Spring 2012, approached by the band
- Initially cautious- Beer/Manchester/pubs- what was the link
- Was this just “merchandise” to them?
- Blind beer tasting with Bruce who is fanatical about beer
- Names 6 out of 10
- **AUTHENTIC selection of ingredients and beer style**
- Launched 9<sup>th</sup> May 2013
- **THEY NEED TO LOVE BEER**

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## 2. ATTRACTIVE UNION

- Web Site followers – 70 million
- Face book followers - 13.1 million

14-16 JUNE 2013  
DONINGTON PARK

NEWS LINE-UP TICKETS GALLERY INFO HISTORY

# DOWNLOAD

## Line-up

ALL POSTER ARTIST A-Z MAIN STAGE THE ZIPPO ENCORE STAGE THE PEPSI MAX STAGE THE RED BULL STUDIO STAGE  
THE JÄGERMEISTER ACOUSTIC STAGE

**IRON MAIDEN**

Send us a postcard from the road!  
<http://t.co/NRRG7RKwzY>  
#maidenfrankfurt  
16 hours 45 min ago

Today: Frankfurt Am Main, Germany - Jun 11 at Festhalle  
<http://t.co/J7HruLkWiK>  
18 hours 14 min ago

A limited quantity of TROOPER will be available to buy from 3 locations on site: 2 between Main & Secondary stage

# IRON MAIDEN

f y t g+ e

E-NEWS SIGN UP | LOGIN

HOME NEWS TOUR GALLERY DISCOGRAPHY THE BAND SHOP FANCLUB

## MAIDEN ENGLAND

SPAIN PORTUGAL FRANCE ITALY GERMANY AUSTRIA UK SWITZERLAND THE NETHERLANDS SLOVAKIA BELGIUM POLAND SWEDEN RUSSIA FINLAND CROATIA ROMANIA TURKEY CZECH REPUBLIC...

...USA MEXICO BRAZIL ARGENTINA PARAGUAY CHILE

Iron Maiden

The HEAVY METAL TRUANTS  
CHARITY RIDE TO DONINGTON  
FIND OUT MORE...

NOW AVAILABLE ONLINE FOR DELIVERY TO EU COUNTRIES

IRON MAIDEN OFFICIAL SHOP

TROOPER

Also playing on Saturday 15th

QUEENS OF THE STONE AGE  
MOTORHEAD  
ALICE IN CHAINS  
MASTODON  
BLACK STAR RIDERS  
YOUNG GUNS  
UFO  
ENTER SHIKARI  
JIMMY EAT WORLD  
THUNDER

# ATTRACTIVE UNION

- Great demographic match between Iron Maiden fans and cask beer drinkers
- Because they have been true to their music for 39 years their fans span all ages

		Index
	Total	100.0
1	18-24	56.6
2	Age 25-34	72.5
3	Age 35-44	85.6
4	Age 45-54	128.6
5	Age 55-64	142.6
6	Age 65+	119.1

		Index
7	Social Grade AB	154.8
8	Social Grade C1	96.7
9	Social Grade C2	94.0
10	Social Grade DE	49.8

# UNATTRACTIVE UNION

- Is this “on brand” for both parties?
- This Shiraz sold 250,000 bottles in Sweden last year
- But a lager called “Bastards”
- 2.2m Facebook followers



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### 3. FANATICAL FAN BASE WITH HUGE SOCIAL MEDIA FOLLOWING

- Band

facebook

- ACDC 29.7
- **Iron Maiden 13.1**
- Led Zeppelin 13.1
- Slayer 4.5
- Motorhead 2.2



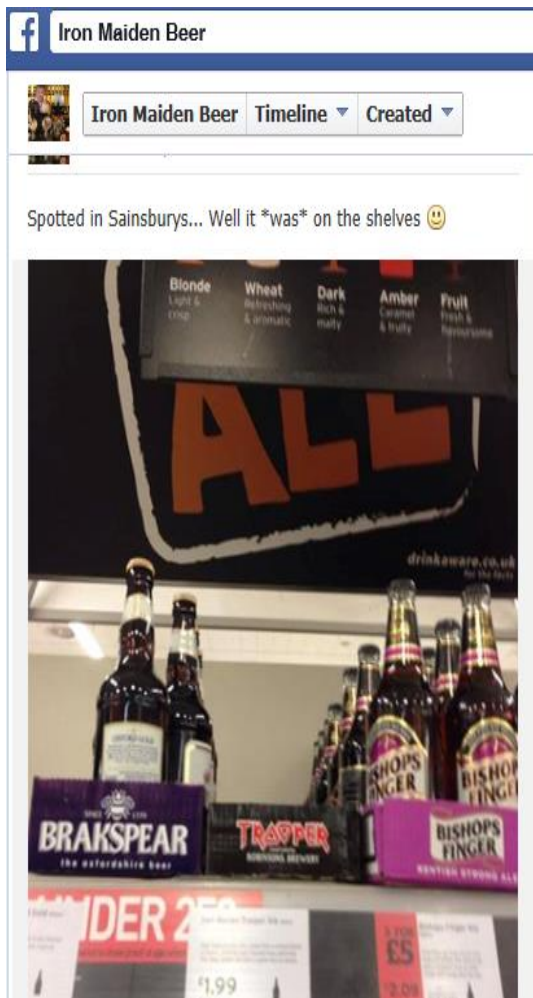
# FANATICAL FAN BASE

- 13,000 Facebook followers in first 7 hours
- **Trooper Robinsons 180,000**
- Bombardier Wells & Youngs 127,000
- Hobgoblin Marstons 147,000
- Brew Dog Brew Dog 101,000
- London Pride Fullers 47,000
- Over 50,000 have signed up to our database also

**ROBINSONS**



# THEY ARE YOUR SALES FORCE





Like - Comment - Share

Shelly Critchley, John Robinson and 4,200 others like this.

1,117 shares



Write a comment...



Mikey Fair So that's a pint size beer....

Like - Reply - 1 - February 14 at 11:51am





## Trooper Beer by Iron Maiden - New Zealand

29 December 2013

Here's the first entry for our T-shirt giveaway from Kiritowha Te Kahui Kararehe. A true believer who stocked up on Trooper for Christmas!

Julie Balius, Daniel Hovell, Nathan Cooper and 51 others like this.

Top Comments ▾

1 share



**Donna Kahui** True fan right thea...

4 · 29 December 2013 at 14:25 via mobile



**Stu Stent** Holy crap!! I need some of those pint glasses!

3 · 29 December 2013 at 14:45 via mobile

3 Replies



**Katrina Jones** u sure are an iron maiden trooper kris

1 · 29 December 2013 at 20:55



**Stuart Larwood** Goodshit!

1 · 29 December 2013 at 15:15 via mobile



**Brian P. O'Hear** Oh...you gotta be kidding me....that fckn awesome! !!!

30 December 2013 at 18:50 via mobile



**Pareh Kahui Te Ahuru** Kiritowha Te Kahui Kararehe true fan at heart

1 · 29 December 2013 at 19:25 via mobile

View 1 more comment

# 4. COLLABORATION IS KEY



Bruce Dickinson pulls pints at Fuel in Cardiff

Adam Rees

Drinkers at a Cardiff bar were stunned on Saturday when one of the biggest names in



## Iron Maiden's record-selling beer

CNN | Added on September 11, 2013

Heavy metal band Iron Maiden takes merchandizing to a new level with its own beer label. Rosie Tomkins reports.



ADVERTISEMENT



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# COLLABORATIVE APPROACH



Front man... Dickinson

## 1m pints in 8 weeks for Iron brew

By STEPHEN HAYWARD

A FAMILY brewer has produced the millionth pint of a beer it created with rock band Iron Maiden... just eight weeks after its launch.

Bosses at Robinsons in Cheshire thought Trooper Ale - named after one of the group's songs - wouldn't sell a million until next year.

But boss Oliver Robinson said: "We're amazed to reach this mark in such a short time. It's way ahead of rational expectations."

The band, fronted by Bruce Dickinson, put their skeleton mascot Eddie holding a Union Flag on the beer's label.

Supermarket chain Morrisons said the brew had proved "phenomenally successful". Ales buyer Mark Land added: "The bottle's label has definitely been a huge factor in its success."

Robinsons marketing director David Brenner said 184 countries had expressed an interest in importing the beer, which has "citrus notes" and 4.7 per cent alcohol.



Iron brew: Bruce Dickinson launches his real ale beer Trooper at the National Army Museum, in London. The drink - which is the result of a year-old Iron Maiden Robinsons teaming up with Robinsons - is out in May

## IRON MAIDEN'S BRUCE DICKINSON

Taste-testing the band's latest release with hard rock royalty



### BOTTLED SUNSHINE

Summer drinks special

### PARTY TIME AT THE PUB

One operator's birthday bash

### DON'T GIVE UP THE DAY JOB

Inapub's editor puts in a couple of bar shifts

FUNCTION ROOMS | SNACKS | LIVE MUSIC | NEW PRODUCTS | AL FRESCO DINING



**WIN**  
Wine and a  
£1,000 menu  
makeover

30 Thursday, April 25, 2013 **Evening Standard**

# EXCLUSIVE Bus hits Cipriani on pub bender

Star couple... might see Danny with model Kelly

## KELLY'S HUNK IN HOSPITAL DASH

RUGBY star Danny Cipriani was in hospital after being hit by a double-decker bus last night while dashing across a road during a pub crawl.

The 30, who plays scrum-half for Bath, was treated for concussion after being knocked down as he approached the end of a marathon drinking session.

Passengers rushed to the scene in London this morning after the bus straddled to a fatal end.

It was a nightmare scenario when the English and Welsh Rugby Union's star player was hit by a double-decker bus while on his way to a pub crawl.

The 30-year-old was taken to hospital with a head injury and a broken leg.

He was taken to the hospital by ambulance and is expected to be discharged tomorrow.

The couple were seen leaving the pub together last night.

The couple were seen leaving the pub together last night.

## Nev has got Bury big heart

By MICHAEL WOODWARD

NEVILL has been named as the new captain of the England Under-19s team.

The 17-year-old was named as the new captain after winning the title of England's best young player.

He is the first player to be named as captain since 1997.

## LIAM: £30m FOR OASIS REUNION

By MICHAEL WOODWARD

LIAM GALLAGHER has been offered £30million to reunite the band Oasis.

The offer is believed to be the highest ever made for a rock band reunion.

Gallagher has declined the offer.

## Record sales for Iron brew

By MICHAEL WOODWARD

IRON BREW has achieved record sales figures for the first time.

The beer, which is brewed in London, has sold over 100,000 bottles in the first three months of its launch.

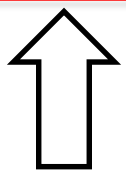
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Just go online at [thesun.co.uk/page360](http://thesun.co.uk/page360) and click on the Page 360 link.

You can also view Page 360 every day on The Sun's iPad app.

Simply download it from Apple's App Store, or from the instructions below the instructions.



# AND MAKE SURE THE FOUNDATIONS ARE SOLID AT HOME

- Pub & brands plans need to be in place
- Are you ready for the PR?
- Fanatical fan-attack- globally
- The beer won't suit all
- Social media team
- Credit and finance ready
- Credit risk
- Global labelling law



## 5. PURPLE COW



Stand out from the herd – it takes leadership to be different

# CONTRACT CHECK-LIST

- Who owns the brand and is responsible for NPD
- Set-up cost share
- Ongoing profit share
- Ongoing marketing costs share
- PR and design sign-off process
- Communication and reporting process
- Human resource challenges
- Length of term and extension options
- Break clauses (probably volume or rebate)
- Termination costs
- Who controls merchandising and how is it ordered? Who profits?

## WHAT NEXT?



PREMIUM BRITISH BEER

ALC. 4.8% VOL.

**TRAPPER**

Hand Crafted by  
**ROBINSONS BREWERY**