



# MEDIA RELEASE

## STUFF THE SUPERMARKET PROMOTION TO LAUNCH AGAIN

Following the overwhelming success of Mitchell's unique promotion, Stuff the Supermarket - Support Our Customer Campaign in 2008, we will once again be running the promotion throughout the managed and tenanted estate in January 2009.

The 'Stuff The Supermarket' campaign gives customers the unique opportunity to 'save up' free drinks' to take home and enjoy . Primarily focused on cask ales - customers save up 'beer tokens' with every pint purchased on collector cards and when they have 6 tokens they can claim 1 bottle back. Customers can save up multiple cards and claim their free drinks back on a 'Payout Day' to take home and enjoy.

This promotion will kick off on Friday 2nd January 2009 with offers available on Carlsberg, Everards and York Brewery. The promotion will end on Sunday 2nd February with 'Payout Day Wednesday' 4th March. Further Stuff the Supermarket promotions are planned throughout 2009.

### **Participating Units:**

The Bobbin, The Boot & Shoe, The Bowerham, The Boars Head, The Duke of Rothesay, The Royal Hotel Heysham, The Royal Hotel BLS, The Waterwitch, The William Mitchell, The Ring O Bells, The Coach & Horses, The George Washington, The Blue Anchor BLS, The Three Mariners, The Fox & Goose, The Kings Arms Hale, The Davy Jones Locker, The George & Dragon, The Manor Inn, The New Inn, The Owls Nest, The Royal Station Hotel, The Eagles Head, Th'Owd Tithe Barn, The Old Hall, The Moorlands and The York Hotel.

For full details of participating units please see [www.mitchellsinns.co.uk](http://www.mitchellsinns.co.uk)

Please find attached a copy of the P.O.S for the promotion. For further information please use the contact details below:

**For further press information on Stuff the Supermarket - Support Our Customer Campaign or Mitchell's Hotels and Inns please contact:**

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