



C&C Group plc announces the rebranding of its business in Ireland

Launch of new online ordering platform and customer portal system, *Bulmers Direct*

***LOCAL App* also offers digital solution for pubs, clubs and restaurants**

Dublin | 6 August 2020: C&C Group plc announces the rebranding of its business in Ireland to combine its two main operating businesses, C&C Gleeson and Bulmers Limited, under the unified trading name of **Bulmers Ireland**.

Trading as **Bulmers Ireland**, our objective is to better align our business units in Ireland under one corporate identity, which reflects the strength and standing of **Bulmers**, one of Ireland's most iconic brands. The modernisation and simplification of our business model in Ireland will support our customer base and enhance our service.

As we navigate the challenges of COVID-19, over the past number of months, we have listened to the changing needs of our customers. As those needs evolve, we aim to deliver effective solutions which add value for our customers and enhances the service we provide. As part of our investment in our digital capabilities, we are delighted to announce the launch of our new online ordering platform and customer portal system, **Bulmers Direct**, which customers can access from any digital device.

To support the wider hospitality industry, we have launched the **LOCAL** app and website www.mylocaldelivers.ie. LOCAL connects customers with local food and drinks businesses by facilitating home deliveries, click-and-collect and on-premise table service. LOCAL aims to support pubs, clubs, restaurants and bars looking to offer delivery or collection services but currently have no technology solution. Transaction fees of 2% per order will be re-invested into LOCAL, with any excess income generated during 2020 being donated to healthcare charities across Ireland.

We believe these initiatives will further enhance the customer experience with **Bulmers Ireland**.

The rebranding of C&C Gleeson and Bulmers Limited to **Bulmers Ireland** is effective from **1 August 2020**.

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About C&C Group plc

C&C Group plc is a leading, vertically integrated premium drinks company which manufactures, markets and distributes branded beer, cider, wine, spirits, and soft drinks across the UK and Ireland.

- C&C Group's portfolio of owned/exclusive brands include: Bulmers, the leading Irish cider brand; Tennent's, the leading Scottish beer brand; Magners the premium international cider brand; as well as a range of fast-growing, super-premium and craft ciders and beers, such as Heverlee, Menabrea and Orchard Pig.
- C&C Group has own brand and contract manufacturing/packing operations in Co. Tipperary, Ireland; Glasgow, Scotland; and Vermont, United States, where it manufactures Woodchuck, a leading craft cider brand in the United States.
- C&C Group is the No.#1 drinks distributor to the UK and Ireland hospitality sectors. Operating under the Matthew Clark, Bibendum, Tennent's and C&C Gleeson brands, the C&C Group supplies over 35,000 pubs, bars, restaurants and hotels, and is a key route-to-market for major international beverage companies.
- C&C Group also has a minority investment in the Admiral Taverns tenanted pub group, which owns over 1,000 pubs across England and Wales and exports its Magners and Tennent's brands to over 60 countries worldwide.

C&C is a FTSE 250 company, headquartered in Dublin and listed on the London Stock Exchange.