Howzat! Foster's Announced as Official Lager of England Cricket

Thursday 24 March, 2016

Foster's, the most popular classic lager in the UK[1], is to be the Official Lager of England Cricket having signed a two-year deal with the England and Wales Cricket Board. The partnership sees Foster's return to sports sponsorship for the first time in a decade.

The major new sponsorship deal will be supported by a nationwide campaign appealing to cricket fans across the country throughout the summer. The two year deal includes all international T20 matches, One Day Internationals and International Test Matches. These include this summer's home international series against Sri Lanka and Pakistan and next season's tours by West Indies and South Africa.

The ECB logo will be included on all Foster's packaging later in the year, and the beer will be activated in trade from 11th July to the end of August. In addition, there will be bespoke activations happening at selected cricket grounds throughout June, July and August - with further details to be revealed later this year.

David Forde, MD of Foster's owners HEINEKEN, says: “We're thrilled to team up with England Cricket. It's been a decade since we last sponsored the sport in the UK and what a time to start again! England are playing superbly and the popularity of all forms of international cricket is soaring. Cricket has one of the widest fan bases of any sport and Foster's is one of the best-selling lagers in the country - it's a winning combination for our customers, consumers and us.”

Foster's will be developing mechanics to drive rate of sale and footfall for the trade, giving consumers the chance to win fantastic prizes.

ENDS

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