Miller Brands drives world beers' growth in the UK with 4% revenue increase

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MBUK continues to drive growth of the world beer segment of the UK's beer market. The business grew net producer revenues by 4% during the 12 months ending 31 March 2015, driven by its leading premium imported brands Peroni Nastro Azzurro, Pilsner Urquell and Kozel, which all achieved double digit volume growth during the period.

Peroni Nastro Azzurro continues to be the UK's No.1 world beer by value and The House of Peroni Residency will once again open its doors tomorrow for the first time in 2015 as the installation enters its third year. Since the first Residency in May 2013, The House of Peroni has attracted almost 30,000 visitors and this year MBUK expects it to be even more popular.

The 2015 House of Peroni Residency will be built around the theme of La Piazza. Here, Peroni Nastro Azzurro lovers will be able to enjoy a 6-course tasting menu from Michelin-starred Sicilian chef, Accursio Craparo; a natural installation by Rebecca Louise Law; Peroni Nastro Azzurro infusions from assistant head bar tender at the Artesian Bar at the Langham Hotel - mixologist Simone Caporale; and, of course, draught Peroni Nastro Azzurro will be available throughout.

Gary Haigh, Managing Director of Miller Brands UK, said: "Now more than ever before, people are looking to combine their eating and drinking with an experience as their tastes and preferences become increasingly sophisticated. The House of Peroni and our delicious unpasteurised Tankovna Pilsner Urquell, served straight from a copper tank in a few special pubs in the UK and Ireland, are great examples of this. But above all else, there's no match for flavour and this speaks for itself in all of the beers we import in the UK."

Czech brand Pilsner Urquell, the original Pilsner lager, strengthened its position with three new Tankovna launches during the year, in London, Cambridge and Dublin. In March this year, tank Pilsner Urquell was unveiled at the launch of the critically-acclaimed restaurant, Duck & Rice, which is the latest opening from restaurateur, Alan Yau.

Duck & Rice is built on the site of a well-known Soho pub, The Endurance. It now houses a pub on the ground floor, which serves unpasteurised tank Pilsner Urquell from the instantly-recognisable copper tanks and a Chinese restaurant on the first floor, taking Pilsner Urquell into the heart of London's contemporary dining scene.

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Notes to editors

Miller Brands is the UK and Ireland subsidiary of SABMiller, one of the world's largest brewers. Miller Brands has responsibility for the development of SABMiller's international premium brands across the UK and Ireland; these include Peroni Nastro Azzurro, Pilsner Urquell, Kozel and Miller Genuine Draft. Through its consistent pricing and distribution discipline, supplemented by engaging marketing activities, Miller Brands is bringing value back into the beer category.

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