

SAFC & Molson Coors Toast New Partnership

Wednesday 17 December, 2014

Sunderland AFC has announced a new major partnership with global brewing giant, Molson Coors.

The company has committed to a long-term deal with SAFC, which sees it become the club's official beer partner from summer 2015. Molson Coors will supply beverages throughout the Stadium of Light, with its range of high quality products featuring across concourse bars, hospitality and events suites. The five-year agreement also includes 1879 Events Management, Sunderland AFC's growing external events division.

Black Cats' supporters and stadium guests will be able to enjoy the extensive Molson Coors portfolio of world famous brands, featuring hugely-popular draught beer and cider brands, including Carling, the number one selling lager in Britain.

As part of the exclusive deal, the Stadium of Light's popular North Stand will become the Carling North Stand from the 2015/16 season onwards.

The Stadium of Light boasts some of the Barclays Premier League's highest attendances, averaging over 41,000 through the turnstiles last season. As well as servicing the demands of the clubs' tens of thousands of supporters and hospitality guests on match days, Molson Coors will help to deliver the extensive requirements for the stadium's major summer music events and other large-scale outdoor events through 1879 Events Management.

Gary Hutchinson, Sunderland AFC's commercial director, said: "We are delighted to welcome Molson Coors to the Sunderland AFC family.

"We are committed to providing our fans and customers alike with the best possible products and services. By partnering with Molson Coors, who are an internationally recognised and respected leader in their field, we can ensure that we are doing just that.

"The partnership, centred around the global reach of the Barclays Premier League, provides a unique platform on which Molson Coors can connect with football fans and consumers, driving greater awareness and engagement across their portfolio. We are very much looking forward to working with Molson Coors to grow and develop this key partnership in the coming years."

Eugene Reddington, Regional Sales Managing Director, Molson Coors said: "Molson Coors Brewing Company are absolutely delighted to have become the official beer partner of Sunderland AFC and we look forward to a long and successful relationship in all our ventures with the club"

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