

# NATION VOTES FAVOURITE PUB LANDLORD OF ALL TIME

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Tuesday, 13 July 2004

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Moe from The Simpsons has struck a chord with TV viewers and has been voted the Nation's favourite fictional pub manager.

Dirty Den, Peggy Mitchell, Frank Butcher and Sharon Watts all failed to keep Walford's most famous pub under control. But current pub manager of the Queen Vic, Alfie Moon has not only won over the hearts of Albert Square but also the nation, taking second place.

Alfie Moon has had his fair share of issues, but as required by pub managers today, he shows the qualities of a serious businessman with brains that put the evil Andy Hunter to shame. Long gone are the days when you simply pulled pints, today's pub managers are skilled marketers with a financial brain on their shoulders, they have a strong understand of legal issues, are a dab hand in the kitchen and are great team leaders.

Third in the survey was Mike from Only Fools & Horses, most memorable for the scene when Del fails to realise the hatch is raised, and falls over in the pub. Fourth place went to Brian Potter (Phoenix Nights) and Den Watts (EastEnders) & Bet Lynch (Coronation St.) walked away with joint fifth places.

With Moe's customer service ability, Alfie's creative ideas for the next knees up and Mike's cocktail and culinary skills, it would seem that our most loved pub managers aren't just a pretty face!

Joyce Woodrow, director of HR at Spirit Group comments: " It's no wonder so many of our favourite TV pub managers stay put behind the bar for so long - running a pub today is an exciting challenge, offering a social environment where you can use your energy and ideas to build a successful retail business."

To find out more about manager opportunities within Spirit Group visit [www.thespiritgroup.com](http://www.thespiritgroup.com) or call .

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For further information please contact

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Notes to Editor

The top five favourite fictional pub managers

Moe (The Simpsons)

Alfie Moon (EastEnders)

Mike (Only Fools & Horses)

Brian Potter (Phoenix Nights)

Den Watts (EastEnders) & Bet Lynch (Coronation St)

Spirit Group is the UK's fastest growing independent managed pub operator with over 2,400 outlets nationwide. With a strong portfolio of local pubs, the licensed retailer also operates market-leading concepts including Two For One, Wacky Warehouse, Qs and Bar Room Bar  
Over 500 Spirit Group customers were surveyed between 28th June and 4th July 2004  
Case studies available on Pub Managers