

# OLD SPECKLED HEN RUBS SHOULDERS WITH THE QUEEN WITH AN ALTERNATIVE CHRISTMAS SPEECH

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With studies showing that a third of all Brits will spend more time looking at their phone today than at their loved ones (1), Old Speckled Hen, the UK's number one premium ale brand<sup>2</sup>, has released a special online speech that will go live as a warm up for the Queen at 2pm GMT and will be supported by a dedicated campaign using Facebook, Twitter, YouTube and news sites.

Old Speckled Hen has created the two-minute Christmas Speech featuring the brand's biggest fan, Old Speckled Henry, to entertain fans who are turning off their TVs today in favour of social media channels, amid reports that 63% of TV programme scheduling is repeats.<sup>2</sup>

The speech recounts significant events from 2014 including the World Cup, the latest royal baby and the referendum on Scottish independence.

The online initiative by Old Speckled Hen comes as experts report that premium ale is currently growing at ten times the rate of total alcohol<sup>3</sup> and is expected to have replaced wine on Christmas tables this year.

To view Old Speckled Hen's Christmas Day Speech, please visit <http://youtu.be/qQcPTsDG5bg> from 00.01 on Christmas Day. Alternatively, you can find it on Twitter @oldspeckledhenry, Facebook at <https://www.facebook.com/OldSpeckledHen> and by using the hashtag #oldspeckledspeech.

For more information please visit [www.oldspeckledhen.co.uk](http://www.oldspeckledhen.co.uk)

-ENDS-

Sources

1 Study by [promotionalcodes.org.uk](http://promotionalcodes.org.uk)

2 BBC News, 4th December 2014; <http://www.bbc.co.uk/news/entertainment-arts-30329929>

3 Nielsen Scantrack MAT Total Coverage 52 weeks to w/e 8/11/14

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For any urgent enquiries about Greene King or its products, please call the Greene King press office on 01284 714565

## About Greene King

- Greene King, the pub retailer and brewer, was founded in 1799 and is headquartered in Bury St. Edmunds, Suffolk. It currently employs 23,000 people across its main trading divisions: Retail, Pub Partners and Brewing & Brands.
- It operates 1,914 pubs, restaurants and hotels across England, Wales and Scotland, of which 1,032 are retail pubs, restaurants and hotels, and 882 are tenanted, leased and franchised pubs. Its leading retail brands are Hungry Horse, Old English Inns, Eating Inn and Loch Fyne Seafood and Grill.
- Greene King also brews quality ale brands from its Bury St. Edmunds and Dunbar breweries, and is the UK's leading cask ale brewer and premium ale brewer with brands such as Greene King IPA, Old Speckled Hen, Abbot Ale and Belhaven Best.