

Dear Customer

We all continue to endure an incredibly challenging period for our respective businesses. We remain deeply frustrated that the hospitality sector is seen as both culpable in the spread of Covid-19 and expendable in terms of bearing more financial pain than other sectors. We continue to make the case loud and clear to Government for fairer treatment.

Throughout this crisis, Molson Coors has supported you in the most effective way we can, by concentrating on the things we believe have the greatest positive impact. Namely, campaigning for the support our industry needs from Government, making sure we delivered fresh beer when you have been able to open and continuing to provide support and advice throughout. We now have a number of important updates for you below.

#### **DEPOT STOCK**

We can confirm that for Molson Coors draught own brands in your depot, credit will be applied at your invoice value for full, un-broached keg and cask. We will look to credit and uplift the stock as per the criteria detailed below:

- Molson Coors own draught brands that have been confirmed as purchased with a best before date (BBD) range from **1st November 2020** to **3rd March 2021**. Molson Coors will validate via purchase data, based on previous orders prior to any depot closure.
- The requisite credit will be applied to your trade account
- Your trade account needs to be fully up to date – all purchases have been invoiced and cleared
- No credit will be provided on any broached own brand keg or cask
- All Molson Coors packaged products are not in scope

Stock uplift is a complex process and our commitment is that we will work with you to agree a suitable uplift date and time window. Our order management team will liaise with your designated contact to agree a suitable time for stock uplift and establish contact details, including any special instructions regarding the uplift.

Inspection of returned stock will take place both at your depot and when unloaded at our brewery / depot. We reserve the right to refuse credit where breach of conditions are verified.

Our contact details:- 02920 782484, email address - [wholesaleorders@molsoncoors.com](mailto:wholesaleorders@molsoncoors.com)

#### **RETAILER STOCK IN CELLARS - RETURN YOUR BEER (RYB) PROCESS**

The availability of fresh beer for you and your retailers is of the utmost importance to us. Just before Christmas, we let you know that we were re-opening the beer destruction website that was originally launched back at the start of June after the first lockdown – [www.ReturnYourBeer.co.uk](http://www.ReturnYourBeer.co.uk) - to help retailers manage aged beer that was beyond its BBD in their cellars.

We are now reverting to crediting the full value of the stock purchased on all full un-broached own brand keg & cask containers, subject to the following criteria: -

- Accurate completion of the RYB claim by the retailer (i.e. customer details, container information, photographic evidence) only for stock that will go out of date on or before **3rd March 2021**. We will review this date in due course, in line further Government announced changes to restrictions.
- All retailers' volume claimed will be validated on the monthly outlet sales data

Any claims already submitted by the retailer do **not** need to be re-submitted – these will now be processed as full credits. There will **not** be any credit for part / broached containers. However, we do require that containers are drained prior to being returned to the appropriate recognised route to market partner.

We would encourage retailers to submit their claim as soon as possible, to facilitate smooth processing of all credits, and it **must be completed by the end of February 2021**.

If retailers have any concerns about the destruction of beer on site, they will be advised to contact their local water authority. In the event that retailers need you to collect containers, please contact Molson Coors on 02920 782484 or email address – [wholesaleorders@molsoncoors.com](mailto:wholesaleorders@molsoncoors.com) to arrange an uplift from your depot. Credit will be processed to you based on the previously outlined credit criterion and uplift validation.

We have a dedicated Customer Service team to support you with your claim through the Return Your Beer process. They can be contacted on 0345-6000-888, Option 2 or email [ReturnYourBeer@molsoncoors.com](mailto:ReturnYourBeer@molsoncoors.com). This specialist team should be your primary contact, rather than your regular account handler, as most of our field-based teams are furloughed.

At this point, most other suppliers have not yet confirmed their position on aged beer, therefore Molson Coors are unable to confirm whether credits will be paid on any Third-Party brands sold to you. To date, Heineken have confirmed they will be on the same website and Diageo have confirmed that they are re-opening their own site - [www.mydiageo.com](http://www.mydiageo.com) – please use that for Guinness and Hop House 13 claims. The specialist team referred to above will be able to provide updates to you as and when we receive confirmation from other brand owners.

It is important to note that any false claims will be an attempt to defraud HMRC and may result in legal action. Molson Coors retain the right to withhold credit subject to an audit. Credit will be subject to adherence with your agreed payment terms.

## **CELLAR MANAGEMENT**

Closing down your beer lines correctly is one of the most important pieces of work you can do to give yourself the best chance of getting up and running again quickly and continuing to serve a high-quality product. If you don't close down your beer lines in the correct fashion, and this leaves damaged or tainted pythons / lines / other cellar equipment, we will not be held liable for any work required on re-open.

For further support please visit our website, which contains user guides, troubleshooting tips and links to YouTube videos - [www.molsoncoors.com/InYourCorner](http://www.molsoncoors.com/InYourCorner).

## **GOVERNMENT SUPPORT**

We have continued to call on Government to provide the financial support our industry needs, working alongside trade associations like the British Beer & Pub Association, chaired by our MD Phil Whitehead. We were gratified by the Chancellor's announcement of additional support for the retail, hospitality and leisure sectors, with operators able to receive a one-off grant worth up to £9,000. Whilst for most of you, this is nowhere near enough and grants are not a meaningful substitute for being able to trade again, we would still encourage you all to take advantage of whatever support is available.

Further information can be found, including how to access the grants, on the Government's official website or simply [CLICK HERE](#) for the detail.



## **GOVERNMENT LOBBYING**

In addition to our call for vital financial support, we continue to lobby the Government hard on a range of issues to support the hospitality sector, both now and for the longer-term. These changes are essential for the sustainability of our unique industry and include: -

- A clear, evidence-based and fair roadmap back to re-opening, with an appropriate notice period to plan effectively.
- An extension of Business Rates relief for the sector for another year.
- The extension of the reduction in VAT on food to 5% and for this rate to be applied across all drinks. Hospitality has been severely overtaxed in recent years and reducing that burden will enable rapid recovery whilst supporting tourism – the UK's third largest export.
- A 5% cut in beer duty in the March 2021 Budget to help our industry bounce back and fire up the British economy
- The Eat Out To Help Out scheme was a fantastic success which stimulated demand helping the whole of the economy. It was brilliantly executed by the Treasury and hugely popular. We would like to see a similar campaign repeated on re-opening, as well as some additional support for wet-led outlets.

We probably all expected the winter period to be extremely challenging and we are very much into that territory now. However, the strong consumer demand last summer after the first lockdown gives us cause for optimism. It's going to be difficult for everyone, but we believe by securing the right government support and doing everything we can to help you all to re-open in the right way when the time comes, that we'll get our unique and brilliant industry firing again when the time is right later this year.

Best Regards



**Martyn Cozens**

UK On Trade Sales Director

