



**C&C agrees exclusive four-year sponsorship of the Cheltenham Gold Cup and as Presenting Partner of *The Festival*<sup>TM</sup>**

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**Dublin, London, 19 July 2018** | C&C Group plc (“C&C” or the “Group”), a leading manufacturer, marketer and distributor of branded cider, beer, wines, spirits and soft drinks, is pleased to announce that its premium Irish cider brands, Magners and Bulmers, are to sponsor the Cheltenham Gold Cup and be Presenting Partners of *The Festival*<sup>TM</sup> under a four year agreement from March 2019.

The Cheltenham Festival is the most prestigious Jump racing event in Europe and one of the highest profile UK and Irish sporting and social occasions. *The Festival*<sup>TM</sup> typically attracts approximately 260,000 race-goers over four days, with one third travelling from Ireland and is watched by millions of horse racing fans across the world on TV and digital platforms. This agreement offers a unique platform to promote C&C’s premium Irish cider brands to new and existing consumers in Ireland, the UK and around the world.

From March 2019, the Cheltenham Gold Cup will be known as the ‘Magners Cheltenham Gold Cup’ in the UK and internationally, and as the ‘Bulmers Cheltenham Gold Cup’ to audiences in the Republic of Ireland. Additionally, *The Festival*<sup>TM</sup> will be referred to as ‘*The Festival*<sup>TM</sup>, presented by Magners’ in the UK and internationally, and as ‘*The Festival*<sup>TM</sup> presented by Bulmers’ in the Republic of Ireland.

This innovative sponsorship agreement with the Jockey Club Racecourses will greatly enhance the visibility of both brands in their respective markets and demonstrates C&C’s commitment to continued investment behind its Magners and Bulmers cider brands.

**Stephen Glancey, C&C Group plc CEO, commented:** *“Given the Cheltenham Gold Cup’s huge popularity in both the UK and Ireland, this sponsorship is a natural fit for our business. We believe *The Festival*’s<sup>TM</sup> appeal will continue to grow and by association expand the audience of our two premium Irish ciders.”*

**ENDS**

**Note to Editors:** Bulmers Ltd of Clonmel, a company within the C&C Group, owns the trade mark BULMERS® in the Republic of Ireland. Bulmers Ltd of Clonmel, Ireland is not connected with HP Bulmer Ltd of Hereford, UK. BULMERS® Original Vintage Cider produced by Bulmers Ltd of Clonmel, Ireland is sold outside the Republic of Ireland under the name MAGNERS® Original Irish Cider.

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