**For immediate release**

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**Brains Brewery announces support package for its Partnership pubs**

The hospitality industry, like many others, has faced huge amounts of disruption over the past four months. Now there is light at the end of the tunnel with pubs in Wales expected to be permitted to open fully on Monday 3rd August. On that day Brains looks forward to reopening 40 of its managed pubs and anticipates that the majority of its 60 partners will also open their pubs.

“In order to support our partners, we have announced further measures to support their businesses well into 2021. As we entered lockdown we immediately suspended all rents for our partners and our intention is to support them all the way into 2021 as they adapt to the “new normal” and its impact on trading. Our support is tailored to give us flexibility to ensure that both our partners’ businesses and our own business will be sustainable in the long term. Our intention has always been and will always be to ensure we have a long term viable and sustainable business relationship with all our partners. Our partners’ success is critical to our success.”

 Alistair Darby, CEO, Brains Brewery

The additional measures will include a phased rent plan, discounted draught pricing and an enhanced training programme for all staff. Working closely with partners and building positive ways of working is paramount. Mark Newbold, Brains’ partner at The Star in Troes near Bridgend, having been presented with the new support packaged said,

“The effect of Covid 19 has had a huge impact on our business... on the 11th march after the Prime Minister’s announcement that no one should go to pubs or restaurants, it was devastating for the industry. In one week I estimated to have lost in excess of £15,000 in sales, and food and beer waste of around £8,000 and incurred staff wage costs of £4,000.

Then four months of unprecedented times ...not knowing was the worst feeling for an operator. But I had a great support network from our Business Development Manager, Dominic Rowley. Emails after emails with many guidance notes and advice to assist us in choosing the correct path.

When we had a date for our opening it was a huge relief, but what was a huge surprise was the support package offered by SA Brains, to assist us in the future direction of our business.

Brains have offered rent relief packages and a real chance that we can make it work after such a traumatic time. Thank you to Brains for a good honest and supportive package to help us partners thrive in the forthcoming months.”

We have implemented a robust set of safety standards, with our customers, staff and partners in mind and are very much looking forward to welcoming our customers back to our entire estate of pubs.

**-Ends-**

**Editor’s note:** S A Brain & Co Ltd is Wales’ leading brewer and licenced hospitality retailer operating over 160 pubs throughout Wales. Founded in 1882 the company has remained in family ownership ever since. Brains recently moved into the brand new Dragon Brewery in Cardiff Bay. This multi-million pound investment is a clear sign of the company’s commitment to both continue brewing and to remain rooted in the heart of Cardiff.

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