

# Trading Insight

**nus** charity  
national union of students

March 2024



## **Inside:**

*Members help women in the Indian clothing industry*

*The history of stout*

*Keele's a great place to work!*

*F1 lectures create buzz*

*NUS Charity Trading Awards*

# Welcome to the March issue of Trading insight!



I wanted to focus my introduction on this year's Trading Summer Conference which takes place at Cardiff University Students' Union on 26 and 27 June, this event replaces our traditional style Trade Show, however it will still feature some of those key elements you tell us are still important.

It was a collective decision to renew and refresh our annual commercial 'get together', along with our supply partners many of you gave us feedback which was the confidence we needed to do this as you indicated you were ready to change things up!

The new two-day event will include speaker sessions, commercial workshops, panel debates and a focussed exhibition of key suppliers. There will be a relaxed social on the first evening where members can come together with suppliers, then we'll close the event on the evening of the second day with a more formal dinner and awards event where we'll celebrate your achievements for Best Bar None and the new [Trading Awards](#).

Our aim is to create an event for and with you that optimises every opportunity to learn, share and celebrate the achievements of our amazing staff and teams that make our students' unions great. We're developing the event with you so if you would like to get involved then let us know, it's going to be a learning curve for all of us so I do hope you can come together with us to give it your full support.

As members, you're on the frontline and know the real challenges, we would love to see students'

unions bringing their expertise to the floor. You can submit a session proposal [here](#).

You can find further details about the conference on the [hub](#) and we'll be sharing the full programme in the coming weeks.

I hope you don't mind me ending with something a little more personal...I wanted to let you all know that I will be leaving NUS Charity on 28 June so the Trading Summer Conference will be both my very last event and last days in the role!

It's been an absolute pleasure working with the fantastic Trading Support team, the wider NUS family, our brilliant members and our incredibly supportive supply partners, but now is the right time for me to depart to focus on family commitments. I'll be leaving you in the capable hands of Cheryl Knight and Jo Heuston who I'm sure you all know and I do hope I'll have the opportunity to say goodbye to many of you in person before my departure, hopefully in Cardiff! ■

A handwritten signature in black ink that reads "Lynn King".

Lynn King, Trading Support Director

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# Members help women in the Indian clothing industry...

*Great things are happening in the empowerment of marginalised female garment workers in India at an inspiring Fairtrade-licensed ECO-factory in Tamil Nadu, thanks to NUS charity member funds.*

NUS charity has joined forces with Koolkompany Limited (KK Ltd) - an NUS-contracted consortium supplier trading as "SU-stainable" - to jointly oversee a 9-month project to train female workers in the KK Ltd partner factory run by Dibella (India) to take up greater supervisory roles with a long term goal to move through to positions of greater responsibility.

The KK Ltd factory, "Sustainably Crafted Clothing Pvt Ltd", is focused on sustainable, low environmental impact production, and was established in 2019 in the Krishnagiri District of Tamil Nadu.

## **Women and the world clothing industry**

Management positions in the global clothing industry, including in India, remain almost exclusively the preserve of male staff, with female employees predominantly filling the roles of production floor machinists, checkers and packers.

The under-representation of women at supervisory and management levels continues to create a range of problems, including exploitation and unequal treatment. The female voice in general is still not being heard.

Supervisors training project trainees with their certificates, having completed their soft skills training and technical training on the production floor.



Though the lack of female participation in supervisory roles is indicative of broader gender disparities in many industries around the world, it's critical in the global garments industry due to the sheer number of female workers employed worldwide, where exploitation and unsafe working conditions remain rife.

India is no exception. Gender stereotypes and bias, limited access to education and training, a lack of mentorship and role models and unsupportive work environments all contribute to holding women back. These very traditional societal cultural norms are mirrored in many rural districts throughout India, where cultural codes translate into women being suppressed and under-appreciated in the workplace.

The NUS charity member-funded training project, with the full support of Dibella (India) senior management, is designed specifically to dismantle these deep-seated cultural barriers and give women the confidence to fulfil their true potential.

Andy Ashcroft, Founder of KK Ltd, visited India last November and sat in on the initial "Soft Skills" module of the training course, where 16 participants (14 women, 2 men) were enthusiastically participating in the first 4 modules of the course. Speaking to us on his return from India, Andy said: "This is incredibly important, groundbreaking work within the industry. It's obviously fundamental to its success that Dibella has not only fully embraced the training program but also put plans in place to enable the trainees to become supervisors and to reach management positions, according to their potential, in the coming months and years."

Koolkompany Ltd, trading as "Sustainable" in the SU space, has been contracted with NUS Charity since 2019. Together with Dibella they developed a high-end range of luxury fleece fabric garments made with a heady ethical mix of Fair-trade-organic cotton and recycled polyester clothing range. Despite the halt in sales during Covid, they have continued working with member SUs since and in the coming months are hoping to widen their customer base. If you're interested in hearing more about the "Sustainable" range, contact [Andy Ashcroft](#).

Sreeranga Rajan, CEO at Dibella, who has been instrumental in conceptualising and implementing the training, said:

"We are very grateful to NUS charity members for providing the funds for this important training project. The program's success will have a ripple effect across garment factories and beyond in India, positively influencing workplace culture and dynamics. 65% of our female workforce are single mothers. These women are enormously capable and loyal employees, and we deliberately chose the Krishnagiri location for our factory as we wanted to offer its marginalized women the opportunity to work and stand on their own two feet.

"This course is a logical and important extension of this ethos. Its successful implementation will not only be good for its participants, it will also enhance our factory's well-being and efficiency, and I believe it will be positively groundbreaking for the industry as a whole"



Trainees in soft skills training at the Dibella (India) factory.

# NEW DOOM BAR 50L KEG



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# WHY ARE WE LAUNCHING DOOM BAR KEG?

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DOOM BAR KEG OFFERS A PREMIUM ALTERNATIVE VS CURRENT CORE KEG COMPETITORS AND WILL ALSO DELIVER IMPROVED QUALITY WHERE CASK SALES ARE TOO LOW (BENEATH 1.5 x 9 GALLON FIRKINS/WEEK)



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NEW  
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## WHY CHOOSE DOOM BAR KEG?



1. **MORE DRINKERS** BROADENING THE APPEAL OF THE TRADITIONAL KEG ALE CATEGORY TO MORE PEOPLE. **DOOM BAR KEG** HAS INCREASED APPEAL WITH YOUNGER DRINKERS THAN **JOHN SMITH'S** AND **SHIPYARD** WHILST MAINTAINING APPEAL WITH OLDER CORE KEG DRINKERS<sup>2</sup>.



2. THE LIQUID WILL BE THE **SAME GREAT TASTING** AND **AWARD-WINNING LIQUID** THAT WE HAVE SEEN IN THE OFF-TRADE BOTTLE AND CAN PRODUCTS, OPTIMISED FOR THE ON-TRADE EXPERIENCE AND FONT DISPENSE.



3. **SPENDING MORE** – DRINKERS ARE PREPARED TO PAY MORE FOR DOOM BAR VS THE CATEGORY LEADER. DRINKERS TOLD US THEY'RE PREPARED TO PAY MORE FOR **DOOM BAR KEG** VS THE UK'S LEADING CORE KEG ALE **JOHN SMITH'S**<sup>3</sup>.

For more information or to arrange an install please contact National Account Manager Vicki Neil.  
[vicki.neil@molsoncoors.com](mailto:vicki.neil@molsoncoors.com) | 07808 097165

1. On-Trade – CGA data w/e 25 March 2023 and Off-Trade IRI data w/e 25 March 2023; last 52 weeks, #1 cask ale in volume.  
2. Internal MMR product taste research 2023.  
3. Internal Conjointly brand research 2022.



**With a strong reputation and wide product range, here's why JJ Foodservice could be the ideal solution for your students' union.**

JJ Foodservice is a [trusted partner for education](#) catering with top-quality ingredients at competitive prices.

### **Who are they?**

JJs has been a trusted supplier to leading food businesses, hotels, schools, pubs, home consumers and more for over 35 years.

### **What do they sell?**

They stock a huge range of products including thousands of chef-quality foods, drinks, hygiene, packaging and cleaning materials. They cater for religious and dietary needs including vegan, vegetarian, gluten-free and halal.

Partnering with global brands such as Heinz and Knorr, they also have a wide range of own brands, providing quality products at great value with full traceability.

### **Why they're the perfect match for students' unions...**

JJs is passionate about promoting healthier options and sustainable processes, so by partnering with them, you're choosing a business that shares the same values as you.

JJ proudly complies with the required accreditations to ensure that all products are purchased, maintained, stored, and transported with the highest standards of food safety.

As a national business that serves thousands of caterers, JJs has a responsibility to do business the right way and add value to the communities they work with.

That's why they've launched the [JJ Planet Plan](#), which sets out the good work already happening - including investments in solar panels and electric vehicles, and partnerships that help to maintain a zero-waste policy.

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**SEACHANGE**  
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# Stout Porter: A brief history

*St. Patrick's Day has become a global tribute to everything Irish...Corned beef and cabbage, céilí, shamrocks, leprechauns and of course...Irish stout.*

*Mention stout and everyone immediately thinks 'Guinness' but despite being brewed for over three centuries, 'The Black Stuff' didn't actually start the stout craze.*

In the early eighteenth century around 5,000 men were employed in full-time portering. Regulated by the City of London, the porters were divided into two groups; the Fellowship Porters, who carried "measurable" goods such as grain and coal from ships on the Thames to the warehouses, and the Ticket Porters.

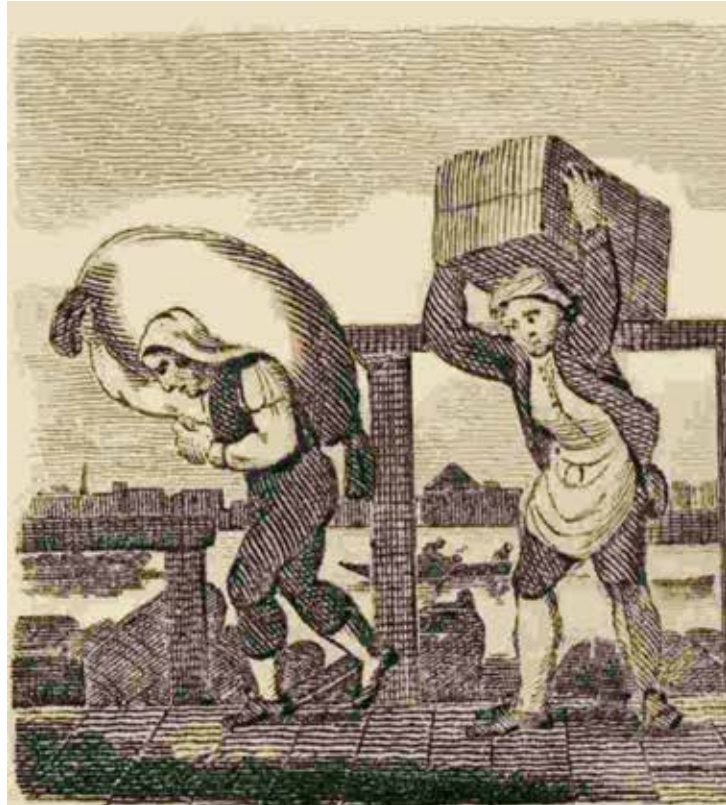
The Ticket Porters were subdivided into two roles; the waterside Ticket Porters who carried anything the Fellowship Porters didn't, and the Street or Uptown Porters who carried everything from letters to merchant goods.

They waited to be hired at over 100 stands around the city and charged up to five shillings for a day's labour – a healthy sum for a manual worker.

But it was hard work, a job that required fuel – much of which they got in the form of drinking! The London brewers developed dark brown strong beers made with roasted malt, barley and lots of hops – perfect for the thirsty porters that kept London buzzing – and the reason for its name: Porter.

Today's equivalent of delivery drivers (but without the vehicles and smart tech), used pubs as fuelling stops and it was standard practice to have a bench outside for the porters to sit on and a board by its side for them to lay down their load while they stopped to 're-fuel'.

The brewers were big hirers of porters using them to unload the malt barges. Reid & Co of the Griffin Brewery (now Clerkenwell Road) would make the porters pick up their pay at one of their pubs with an expectation to buy a pint of beer with their



William Darton's illustration of the two types of porter in his City Scenes of 1828 (you can see a porters' rest on the right hand side). Image: public domain

wage. When the brewers increased the price per load of malt it paid to the porters, it also increased that expectation to two pints!

Breweries made variable ABVs with the strongest being named 'stout porter' – usually around 7-8%. Eventually, the porter was dropped and pub goers would just ask for stout.

Word got out about the popular porters and strongest stout varieties to brewers like the St. James Gate Brewery in Dublin where the originally named 'Extra Superior Porter' evolved to become the infamous dry Irish stout: Guinness.

# ST. PATRICK'S WEEKEND

15-17 MARCH



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts PLEASE DRINK RESPONSIBLY

## Guinness...a toast to Ireland's rich heritage

Guinness, one of the most iconic and beloved Irish beverages, has a rich history dating back over two centuries. It all began in 1759 when Arthur Guinness, with just £100 in his pocket, set out to establish a brewery that would eventually become synonymous with Ireland itself.

Today, Guinness remains an integral part of Irish culture and a symbol of St. Patrick's Day celebrations worldwide. Whether enjoyed in a cozy pub in Dublin or at a St. Patrick's Day parade halfway around the globe, a pint of Guinness is a toast to Ireland's rich heritage and enduring spirit. Cheers to Arthur Guinness and the legacy he created over 250 years ago!

## Guinness and the planet...

Guinness are 'all in' for the long haul – for their people, their products, their partners and the planet. Only 263 years into the 9,000 year lease at St James's Gate brewery, they will never settle in pursuit of a better, more sustainable future for all. They understand their responsibility to play their part in regenerating the productive landscapes and communities which we depend on, which is why they're undertaking one of the most ambitious regenerative agricultural trials to take place on the island of Ireland.

Working alongside Irish barley farmers to support them on the transition towards regenerative agriculture, Guinness aims to scale the adoption of practices that employ nature-based solutions to support the production of low carbon barley and improve shared natural resources such as biodiversity and water under a regeneratively-grown model. Guinness is also working with Irish farmers to define the most effective regenerative agriculture practices, adapted to the local context and the specific needs of Irish barley production.

**Alternatives to Guinness available to members through the SIBA portal...**

'Unlike Porter, Irish Stout or Irish Dry Stout as it's sometimes referred to, is characterised by the use of roasted or black malt which gives the beer its distinctive black coloured body and pronounced roasted aroma and flavour, with notes of coffee and very dark chocolate. Draught Irish Stout, and increasingly more and more canned stouts, are served using nitrogen to give a smooth texture and creamy white head, adding to the mouthfeel of the finished beer.

'The Black Stuff' is synonymous with a certain global stout brand, but there are hundreds of smaller independent breweries who produce superb examples of the style.

'When served via handpull from cask, expect big bold flavours, or for a smoother, creamier style of stout, opt for a nitro stout from a keg tap – a style increasing massively in popularity with independent brewers across the UK looking for a piece of the now huge stout market! Here's our pick of some of the best examples'.



**Anspach & Hobday  
London Black**



**Bullhouse -  
Export Stout  
(brewed in  
Belfast)**



**Grain - Slate**



**Wye Valley  
- Nightjar  
Stout**



**Hammerton  
- Tint London  
Dry Stout**



**Siren X Mash Gang -  
Call of the Void Nitro  
Stout (AF / 0.5%)**



## *Brewdog Black Heart*

Forget everything you know about stout. Forget what you think it tastes like. And forget having to go to Dublin to get a good pint of it.

There's a new stout in town, and it's demanding your attention. Chocolate and extra dark crystal malts give layers of roasted chocolate, toasted coffee and cocoa, with a hint of caramel coming through.

Classic stout, brewed in and for this century. Old dog, new tricks!



## *Camden Stout*

London and Stout go way back. The beer-style was first brewed in the capital, deriving from the English 'Porter' beer. So, as proud North London residents we've brewed our fresh take on the classic style to show we Londoners can still make a pretty mean stout.

When it comes to our Stout, it's ok to be big headed. We use nitrogen bubbles to give our smooth stout it's thick, creamy head and fresh finish – now we're (smooth) talking.

Camden Stout is a seriously smooth operator sitting at 4% ABV and is now available to purchasing members only and can be ordered through [ordernusconnect.org.uk/promotions](http://ordernusconnect.org.uk/promotions).



## **Did you know?**

- There are lots of different types of stout including oatmeal, milk, and imperial.
- Stout is brewed using ale yeast and takes 2-4 days to ferment.
- If you go back long enough, stout first meant 'proud' or 'brave'. However, the term evolved and was often used to mean strong.
- It's the roasted barley that gives stout its black appearance.
- International Stout Day is celebrated on the first Thursday of November every year.



Committed to improving procedures and minimising our impact on the community and environment.

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**NEW** *tiki*



# **SU**ch a great place to work

**It's hard to measure motivation as an arbitrary figure but productivity is a good place to start. A motivated employee will be happier which generally translates to greater productivity which in turn, is good for business. In the hospitality industry, having a team with a positive attitude fosters a better atmosphere for everyone, including your customers.**

***Assistant Bar Manager, Jared Fisher shares what Keele are doing to make their students' union a great place to work...***

'The way we maintain a great staff culture is by developing the staff themselves. Our customer facing team are all student staff and is made up of the Venues Crew who are the backbone of our operation, serving pints and scanning tickets and Venue Team Leaders who supervise the Venues Crew on shift and act as a port-of-call between them and the Duty Manager. We also have First Aiders who are dedicated to looking after the wellbeing of both staff and students along with five full-time staff who make up our Venue Department.

'With clear roles and responsibilities, everyone is able to work as a cohesive team. We interview and train up to five new Team Leaders and First Aiders every year from the existing pool of staff, meaning all our senior staff have done the exact same job as the staff they now supervise. This gives them the knowledge to solve any issues that come up as well as the experience of themselves facing that issue in the past.

'My top tip for creating a great place to work is to be as transparent and as approachable as possible - especially if they don't agree with something you're planning. As student staff, they know the current demographic better than anyone so have some really valuable insights into what acts and events would go down well and how we can improve operations going forward. We have a fortnightly meeting with our Team Leaders to discuss the events of the last two weeks and what's coming up. Conversations at these meetings have led to improvements and some great events. We're currently discussing what would go down well at our two-day end-of-year festival'.

***Staff training and communication...***

'Our staff training is primarily based on Staffsavvy which has lots of modules for Venues Crew, covering everything they need to carry out their role. We supplement this with several in-person training sessions across the year. In terms of our senior staff roles, all Team Leaders and First Aiders receive a three-day First Aid at Work course as well additional mental health training and medical gasses accreditations. We're looking at potentially expanding this to include the FREC 3 qualification. The Team Leaders have had further online training completing the ACT qualification from the SIA which helps to prepare them in the event of an emergency situation.

'Our Team Leaders are invaluable in helping to manage the staff across our different spaces. They're trained to work in any of our three venue spaces, meaning they're equipped to solve the majority of problems before needing input from one of the full-time staff managing an event.'

'We currently run a student staff employee forum that meets on a regular basis keeping them involved and informed on the current ins and outs of the SU and giving them the opportunity to raise issues and suggest improvements. We find this makes student staff feel more included in the team as often, as casual workers, they can feel excluded from discussions that impact them.'

### *Harm reduction and wellbeing...*

'Keele University and Keele SU committed to a whole-campus harm reduction approach to student drug use back in 2020. Before this, the university as a whole took a zero-tolerance approach which focused on punitive/disciplinary measures over support and harm reduction methods. This viewpoint is not healthy and can lead to drug use being dangerous which is why the harm reduction approach was adopted.'

'We have now created some amazing links with local support systems, gained the trust and support of senior colleagues and work together to provide a safe environment for students and staff. If you'd like to know more about Keele's approach to drug use, the challenges we faced and how we overcame them, feel free to contact [Sam Jordan](#).

'We have lots of resources available for both career and student staff to ensure they're looking after themselves and their mental health. Tom - our current Wellbeing Officer - also used to be one of our student staff, and has been a champion for the team over the past year knowing the stresses that come with working in a night-time venue and balancing it with full-time studies.'

'We run a safety bus for students most nights to ensure they get home safely if they have no other mode of transport which is also available for our staff to use after their shift.'

Jared has created [Team Leader handbooks](#) along with lots of other useful resources and training sessions to help maintain a great staff culture and happy workforce. If you'd like more information, please reach out to [j.fisher1@keele.ac.uk](mailto:j.fisher1@keele.ac.uk).

Thanks for sharing Jared! [#LoveSUs](#)

If you're doing something other SUs may find useful, please [drop us a line](#) and this space could be yours!







# The Keele Team



## *One of the Team Leaders said:*

'No night is the same and I love that I never know quite what to expect. I also feel like I've been encouraged to gain the confidence and skills to handle it. We're all valued for our views, ideas and questions which has made our team stronger.'

'I'll often be responsible for communicating between different groups in all sorts of scenarios so the training we've received means I approach any situation with care towards both staff and students. I know that management do what they do because it's just their nature, but the impact is so much larger than they realise.'

'Coming to work and feeling valued is irreplaceable. It doesn't matter how many hours I've worked or how the shift the night before went, I can walk in every shift and feel good. I'm also able to prioritise my education which is hard to find in a part-time job. It means there are far fewer pressures to balance work and uni life so I'm much happier and able to enjoy my job to the fullest.'

# Trading Awards

*Do you know someone on your team who goes that extra mile to make a customer smile or do you have a team that deserves national recognition for the brilliant work they do to make your students' union great?*

The 2023/24 NUS Charity Trading Awards will celebrate some of the great work being done across the length and breadth of the country by students' unions and their amazing staff teams.

The below categories have intentionally been kept broad to enable a wide range of submissions from any students' union commercial team irrespective of area, specialism, size etc. Submissions can relate to any size of project, menu, ranges etc. and will all be judged by a carefully selected panel of experts.

The awards will take place on **27 June** at the new Trading Summer Conference.

The nomination categories are...

- Impactful collaboration
- Best sustainable initiative within a commercial setting
- Best social media campaign
- Most innovative commercial initiative
- Staff environment and culture
- Student feedback and input
- Experiential commercial event/activity

This [information pack](#) has all the details you need to guide you through the process so all you need to do now is [get nominating!](#)

**\*\* NOMINATIONS CLOSE AT 5PM ON FRIDAY 26 APRIL \*\***



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\*AVAILABLE TO THE FIRST 100 INSTALLS WHILE STOCKS LAST.



*It was a successful week for the Pen2PitLane Formula 1 lectures with students across the country revved up to hear what it takes to be the best in the racing world.*

In total, 585 students attended the lectures covering topics including how to build a winning car and driver mentality. They also had the opportunity to get up close with an F1 car, and participate in workshops throughout the day.

Dan Gallagher at Loughborough University said: "Thanks to the Red Bull team for making it an extremely enjoyable and easy event. I know the students at Loughborough really enjoyed it - we could see that from the engagement and footfall in the building on a Thursday".

Stephen Keeble at Leeds said: "We really enjoyed hosting the F1 lecture – the buzz around campus was fantastic".





**Red Bull**  
**PEN TO PIT LANE**

The central graphic features the Red Bull logo at the top, with two red bulls facing each other. Below the logo is the text 'Red Bull' in its signature font. Underneath that, the words 'PEN TO PIT LANE' are written in a large, stylized, blue and white font. A red and yellow pen is positioned horizontally below the text, with its tip pointing to the right.



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