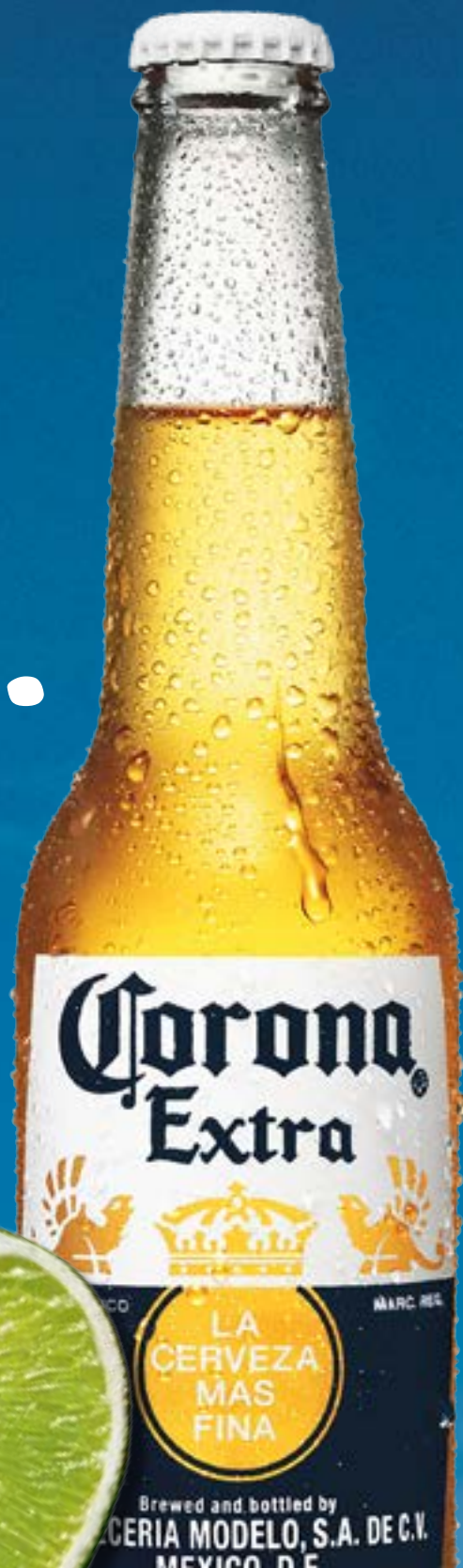


Club Review

VOLUME 28 - Issue 4, 2015

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* TNS Worldpanel Usage, Out of Home Consumption - 12 m/e May 2009 & GFK survey Aug '14

** Glacier On Trade Research 2014

*** CCH independent trials 2015

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DRINKS INC.

Minutes of the Executive meeting

Held in the Harland & Wolff Welders FSC, Belfast, on Wednesday 10th June 2015

The Chairman, John Davidson, opened the meeting by welcoming back our Secretary Bob McGlone, who is thankfully well on his way to recovery, following a recent illness.

The PRO was invited to read the minutes of the May meeting which he had prepared on behalf of the Secretary. The minutes were proposed and seconded as a true record by Gerry Gallagher and Tommy McMinn.

A lengthy debate took place on CASC's (Community Amateur Sports Clubs), a facility afforded through HMRC. While a number of clubs have signed up to be a CASC, it does have a lot of attachments which do not benefit everyone. It is therefore advisable to fully investigate matters thoroughly.

A question was tabled for discussion, which had been raised at previous meetings. The issue related to a member or members not using the club, asking if the said member(s) could be excluded. While we understand the reasons a club may wish to do this, the answer is NO! Such members cannot be excluded.

Energy costs are a priority for all clubs in respect to which the issue came in for discussion. Damien McGlinchy has been an independent advisor to clubs for some time but competition is presently highlighting the importance of clubs keeping a keen eye on things themselves.

An independent advisor is ideal, if he is vigilant and remains focused on your tariff, as opposed to dealing with a single company, who obviously will wish to retain you as a customer, but be unlikely to advise that they are no longer competitive nearing the end of a contract. However, it all falls down if the independent advisor is not overseeing things properly.

BSkyB is always in the focus of the Federation and this month was no different. A matter related to a Belfast club was discussed with an explanation to those present of some of the circumstances surrounding the issue. The PRO stated that he would pursue the matter on behalf of the club and report back to the club secretary. In completing the minutes I am aware this has been actioned.

It has become known that some establishments in the County Down area have been detected using unauthorised satellite providers which has resulted in litigation. I am also aware that clubs are not involved, so perhaps our advice is being taken. Policing of the problem is taking place and there is a high potential for prosecutions to follow if detected.

At this point the Treasurer David Larmour presented a financial report with explanations provided on all areas, such as expenses and income. The report was passed

as a true record by Raymond Conor and Brian McCartney.

The question of rates was discussed in depth by the Chairman, who confirmed details of the meeting with our legal representatives to explore the avenues open to us via the Courts. It's our intention to challenge the rating authority, the representatives of which, appear to be interpreting the legislation rather than applying it. Rating bands, amongst other things, have an impact on BSkyB tariffs

and it is therefore important that this matter is resolved as it will allow BSkyB to afford a lower tariff in a number of cases.

The Chairman concluded the meeting, wishing everyone good wishes for the summer break. Thanks were extended to Harland & Wolff Welders FSC for hosting the meeting and for the hospitality which followed.

Harry Beckinsale PRO,
on behalf of the Secretary,
Robert McGlone

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Automatic pension enrolment - an introduction

Under a law introduced in 2012, all employers must eventually offer a workplace pension scheme and automatically enrol eligible workers in it. This requirement has applied to larger employers since October 2012 and will apply to all employers by 2018.

How are workplace pensions changing?

To help more people save for their retirement, the government has made major changes to how workplace pensions operate.

In the past it was up to workers to decide whether they wanted to join their employer's pension scheme. But by 2018 all employers will have to automatically enrol their eligible workers into a workplace

pension scheme unless the worker opts out. As a result, many more people will be able to build up savings to help cover their retirement needs.

When does automatic enrolment start?

Automatic enrolment is being introduced in stages up until 2018. The largest employers started first, followed by medium-sized and then small employers. If you haven't yet been enrolled in a scheme, your employer will tell you the exact date it will begin automatic enrolment and whether or not you're eligible for their scheme.

Who will be automatically enrolled?

Whether you work full time or part time, your employer will

have to enrol you in a workplace pension scheme if you:

- Are not already in a suitable workplace pension scheme
- Are at least 22 years old, but under state pension age
- Earn more than £10,000 a year (tax year 2015-16)
- Work in the UK

As long as you meet these criteria you'll also be covered if you're on a short-term contract, or an agency pays your wages, or you're away on maternity, adoption or carer's leave. If you earn less than this you can ask to be enrolled and, as long as you earn more than a certain amount, your employer has to enrol you and make contributions for you.

Do I have any choice about being enrolled?

You can opt out of your employer's workplace pension scheme after you've been enrolled. But if you do, you'll lose out on your employer's contribution to your pension, as well as the government's contribution in the form of tax relief.

Automatic Enrolment If You Have Debts

If you decide to opt out, ask the people who run your employer's workplace pension scheme for an opt-out form. You must then return your completed form to your employer, not to the people who run the scheme.

If you decide to opt out within a month of being enrolled, any

payments you've made into your pension pot during this time will be refunded to you.

After the first month, you can still opt out at any time, but any payments you've made will stay in your pension pot for retirement rather than be refunded.

You can re-join your employer's workplace pension scheme at a later date if you want to. By law your employer must re-enrol you back into the scheme approximately every three years, as long as you still meet the eligibility criteria.

Further advice if you have debt problems

In most cases, staying in a workplace pension after being automatically enrolled makes sense. But if you have debts that aren't comfortably under control, you should think about paying them off first before starting to save for retirement.

Think twice if your debts are a problem

It's common for people to save and borrow at the same time – for example, making pension contributions at the same time as paying off a mortgage. But if you find yourself relying on borrowing to make ends meet each month, then getting on top of your debts should be your first priority.

Automatic enrolment is a great way to start saving for your retirement, but if you're struggling with your borrowing, then it makes sense to think twice.

Remember that you can always opt in later to your employer's workplace pension scheme if you decide to pay off your borrowing first.

If you get into the habit of setting aside a sum each month to pay off debts, you could just carry on setting aside the same amount once your debts are cleared but diverting it to your pension instead.

How much will I have to contribute?

There is a minimum total amount that has to be contributed by you, your employer, and the government in the form of tax relief. This total minimum contribution is currently set at 2% of your earnings (0.8% from you, 1% from your employer, and 0.2% as tax relief). In 2017 and 2018 the amounts will increase.

The minimum contribution applies to anything you earn over £5,824 (in the tax year 2015-16) up to a limit of £42,385. This includes overtime and bonus payments. So if you were earning £18,000 a year, your contribution would be a percentage of £12,176 (the

difference between £5,824 and £18,000). Your employer will let you know how much of your earnings you'll need to contribute. They may tell you this as a sum of money or as a percentage.

Increases in the minimum contribution

The total minimum contribution is currently set at 2% of your earnings (0.8% from you, 1% from your employer, and 0.2% as tax relief). From October 2017, it will increase as follows:

October 2017 to September 2018: 5% of your earnings (2.4% from you, 2% from your employer, and 0.6% as tax relief)
From October 2018 onwards: 8% of your earnings (4% from you, 3% from your employer, and 1% as tax relief)

Should I stay in or opt out?

For most people, staying in a workplace pension is a good idea, particularly if the employer

is contributing to it. Workplace pensions are a great way to save for retirement. However, there are circumstances in which it might not make sense to stay in – for example, if you are dealing with unmanageable debt.

Automatic enrolment if you're close to retirement

While automatic enrolment is a great way to start saving into a pension, as you get closer to retiring, its likely impact on your income in retirement gets smaller. There are circumstances when it may make sense to consider opting out.

Savings, debt and state benefits

If you're within around two years of retiring, there are two reasons why you might want to think twice about staying in your employer's workplace pension.

The first is any borrowing that you have yet to repay. Because

continued on page 6

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Hillside Bar and Restaurant, Hillsborough

anything you save into a pension won't have long to grow before you retire, your money may be better spent paying off debts, particularly those with high interest rates.

The second factor to consider is whether your financial circumstances mean you're likely to be entitled to means-tested state benefits after you retire (such as Pension Credit and Council Tax Reduction).

- If so, then the advantages of taking a pension income may be reduced
- But if you can take your pension as a lump sum instead and you use it to pay off debts, there will be no impact on your benefit entitlements.

Automatic enrolment if you're above State Pension age
If you're over the State Pension age, you won't be automatically enrolled by your employer into a

workplace pension. Depending on your earnings, up to age 74 you have the right to opt in, but from age 75 the tax benefits of pension savings stop.

If you're between State Pension age and 74

If you've reached State Pension age, you won't be automatically enrolled into your employer's workplace pension scheme.

However, provided you earn £5,824 or more a year (tax year 2015-16), you have the right to opt in to the scheme.

If you opt in, your employer will have to contribute to your pension in the same way as for anyone who's been automatically enrolled.

If you earn less than £5,824 you won't automatically be enrolled, but your employer has to give you access to a pension to save into if you ask them to, and has

to make arrangements for you to join. However, they are not required to contribute to it.

If you're 75 or over

Automatic enrolment does not apply to workers aged 75 or over. The tax benefits of saving into a pension scheme stop at age 75. However, there are other options for your money, which you can read about in the saving and advice section on the Money Advice Service website - www.moneyadviceservice.org.uk

Automatic enrolment if you're 21 or under

Automatic enrolment only applies to workers aged 22 or over. But if you're younger than that, as long as you're earning £5,824 or more, you can still opt in and benefit from extra money from your employer.

Start early if you can

If you're under the age of 22, you won't be automatically

enrolled into your employer's workplace pension scheme along with your older colleagues.

But provided you earn £5,824 or more a year (tax year 2015-16), you have the right to opt in to the scheme. If you do, your employer will have to contribute to your pension in the same way as for anyone who's been automatically enrolled.

If you earn less than £5,824, your employer has to give you access to a pension to save into if you ask them to and has to make arrangements for you to join, but they're not required to contribute to it.

Retirement is a long way off, but saving is a great habit to get into, and if you save into a workplace pension you'll basically get extra money from your employer, as well as a boost from the government in the form of tax relief.

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LOOK ON THE HARP SIDE



Minimise against employee theft

The NIFC knows that the vast majority of Club employees are loyal, hardworking and well-liked by the Club's Members. Indeed, in many Clubs the Club Steward will be best friends to the Members who frequent the Club the most. However, in all employment areas, but specifically hospitality and retail, employers have to be careful to minimise the risk of theft. The following article is to remind Clubs to ensure that, as far as possible, the possibility of theft is minimised.

New research suggests that more than half of hospitality employees (65%) are currently unhappy in their jobs and considering a move.

Such startling statistics are worth considering, even in Clubs which have a much lower rate of employee turnover and theft than other hospitality areas. Research shows that unhappy employees are more likely to cause harm, disruption or ruin reputation than those who are happy in their working environment.

The following simple advice is effective for discouraging employee theft.

Recruitment

If possible, hire from within, so you are familiar with the candidate. Failing that, seek recommendations or extensive past experience. Interview thoroughly, gain references and get a second opinion.

Physical Security

Consider a company in which doors are regularly left unlocked or sensitive financial information is not secured - you are inviting employees to take advantage. Make sure all entrances and sensitive doorways are locked and monitored. A key card system is more favourable than traditional keys for recording access.

Install a good quality safe

Be sure it is fireproof, securely anchored and kept in plain view. The combination should be changed when an employee who had access, leaves your business. The keys to the safe MUST be removed from the premises out of business hours or placed within a locked safe or strong room - the keys to which are themselves removed from the business premises.

Keep a virtual eye on employees
People are less likely to steal if they know they are being

watched. A video

surveillance system helps deter employees as well as catch theft after it happens. Be sure to include cameras in storage rooms and loading areas as well as in public areas. Use high-definition video so you can clearly identify employees and transactions. Limit the access to your surveillance systems to as few people as possible to avoid tampering. Most local police authorities recommend keeping CCTV footage for a minimum of 14 -31 days.

Another way to keep an eye on your employees is to use an exception-based reporting system at your point of sale to flag possible fraudulent transactions e.g. excessive refunds or voids (ideally managers should be responsible for voids and refunds but at the very least they should be witnessed by a second employee.)

Review POS several times a week to determine if there are any issues that you need to look into further. Implement surprise audits and regular reconciliations, these might include surprise cash counts. The procedures don't have to be elaborate. If employees know their work could be checked at any time they are more likely to be honest and accurate.

Monitor your rubbish

Employees often steal money/merchandise by concealing it in rubbish bins then retrieving it later. You should put controls in place to reduce the



opportunities, such as using clear rubbish bags, flattening all boxes and locking refuse areas.

Utilise your workforce

Set up a confidential way for employees to report co-workers' suspicious behaviour. People are less likely to steal if they know they are being watched.

Get to know your employees

It's much easier to steal from someone you don't know than from someone you do. Get to know your employees, being aware of their personal and financial situations. Financial difficulties or high levels of stress increase the impulse to steal.

Discipline

Dealing swiftly with theft communicates to employees that management take the issue seriously. An internal discipline policy should be developed and communicated to employees. Make them aware of the range of disciplinary options, from a verbal warning to a written warning to a suspension or dismissal.

Common sense

Minimise the amount of cash you keep on the premises. Make frequent pick-ups of money from tills and regular bank deposits. Keep valuable items locked out of easy reach.

Questions & Answers

Q. The Committee are seeking to employ a new Club Secretary. We have an existing employee who works behind the bar who may be suitable for this job. Is it advisable to employ a person as both Secretary and a bar employee?

A. If the Committee wish to employ a person for the role of Club Secretary then there is no legal reason why the person who is presently employed behind the bar could not be considered for the role of Secretary. Whilst there could be concerns over employing one person as both Secretary and as a bar employee (due to the level of access they would have to Committee Meeting Minutes and other confidential information), should there be a candidate who the Committee had faith in then it would be permissible to allow them to apply for the role. The Committee would simply have to be confident that their present duties and obligations as a bar employee would be able to be balanced with their obligations and responsibilities as Club Secretary. It is therefore important to take the time to establish if the present employee would be the correct person to occupy both roles.

I also suggest that the Committee keep an open mind regarding alternative candidates and go through a proper search

and subsequent interview process. You will appreciate that a good Club Secretary will be someone who is very good at office administration, organisation and minute taking which, to be fair, may not have been the specific qualities you considered when originally employing the person in question to work behind the bar.

Q. We are recruiting a new Steward. Can you let us know what professional qualification we should be looking for the correct candidate to possess?

A. In the area of work as a Club Steward I think professional qualifications are sometimes less important than the employment history of the person and their character. Someone well versed in the licensed trade from previous work, who is friendly and will get on with the Club's Members is likely to be a better choice than someone who simply has professional qualifications in a related area of work.

It is relatively straightforward to train an employee who is the right person but may need specific training on a particular area (stocktaking for example) and as such it is not a huge problem if the person you would like to hire does not have specific experience of every area of the role.

This is not to say that professional qualifications are not helpful but I think it is fair to say that many of the best Club Stewards may not have any professional qualifications at all. It is very much a service area and therefore the type of personality that the candidate has is an important aspect to consider when interviewing candidates. An ideal candidate

will enjoy working in a Club environment and will supplement this with experience of working in the licensed trade.

Q. Last year, the Chancellor announced a £2,000 small business tax relief. We have not fully benefited from this tax relief as we have had an employee on sick leave and have paid them Statutory Sick Pay (SSP). We would normally reclaim the SSP but we cannot do so until it amounts to more than the £2,000 initial tax relief. Are we legally obligated to pay SSP?

A. This is an issue which has cropped up for Clubs this tax year. Whilst the £2,000 tax relief was a well-received bonus for small businesses, it has meant that SSP has to be paid by the business for the first £2,000 paid which resulted in some small employers not benefitting from the initial tax relief as much as they expected. It is, however, still a good result for most Clubs as many Clubs will not have an SSP bill approaching £2,000 in a single year.

Regarding your second question, the payment of SSP is legally required for eligible employees. An eligible employee is one who has been off work through sickness for at least 4 cumulative days (including non-working days) up to a maximum period of 28 weeks. SSP is paid at a rate of £87.55 per week and to be eligible a worker must earn

at least £111 per week before tax. If Clubs have any specific problems relating to employees on long term sick leave then please contact the Federation Helplines.

Q. Our Secretary currently records the Committee Meetings using a voice recorder to assist in the preparation of the Committee Minutes. Everyone in the meetings is aware of the recording taking place. Are we required to keep the audio recording of the Committee Meeting or can it be discarded once the formal Minutes have been prepared and accepted by the Committee?

A. There is no requirement to retain an audio recording of a Committee Meeting if one has been made. The Minutes of a Committee Meeting are normally prepared by a Club's Secretary and then are approved as correct at the next Committee Meeting.

If the minutes contain errors then these should be raised at the Committee Meeting during the agenda item confirming the Minutes. It may therefore be helpful to retain the audio recording until the Minutes have been approved (in case of a dispute arising) by the Committee and then properly dispose of the audio recording. Increasingly, Clubs do record Committee Meetings to aid the production of the minutes and there is nothing wrong with this approach.



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Diageo signs new distribution agreement with Drinks Inc.

Diageo has signed an agreement with Belfast based drinks distributor Drinks Inc. to distribute the Percy Fox wine brands 'Blossom Hill' and 'Piat d'Or' in Northern Ireland. The agreement with Drinks Inc. Ltd will take effect immediately and will cover both the on and off-trade.

Percy Fox & Co remains a subsidiary of Diageo Wines Europe, but the responsibility for the distribution, sales, trade marketing and promotion of the Blossom Hill and Piat d'Or brands in Northern Ireland will lie with Drinks Inc. Ltd.

Paul Camplisson, Managing Director of Drinks Inc. Ltd, said,

"We are delighted to welcome Blossom Hill and Piat d'Or to our extensive portfolio of wine brands. Blossom Hill has long been a well-known favourite with customers and consumers here. We look forward to bringing both product ranges to the licensed trade in N. Ireland and sharing in the development of the continued success of the brands."

For future enquiries, please contact Gareth Nethercott at Drinks Inc. Ltd on 028 9066 7744.

DRINKS INC.
DIAGEO

Diageo announces £100K link up with Visit Belfast

Diageo has announced a link-up with tourism body, Visit Belfast, as it officially opened new city centre offices in Belfast to host local sales and marketing teams as well as its Ireland-wide customer services and credit management teams.

John Kennedy, president of Diageo Europe, said the office opening was one example of the company's "on-going commitment to supporting economic growth within Northern Ireland".

"Through our employment and production, Diageo is proud of its long-standing history and partnerships throughout Northern Ireland and we are

committed to supporting economic growth through hospitality, increased tourism and job creation," he said.

Stormont's Enterprise, Trade and Investment Minister Jonathan Bell attended the official opening. "Diageo is one of Northern Ireland's foremost exporters within the food and drinks sector," he said.

"The company's presence across its three local sites provides valuable employment and job opportunities. The relocation of their corporate headquarters here to the heart of Belfast city centre demonstrates their continued investment in both the city and Northern Ireland".

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It's a Win-Win for Tennent's NI and Down Royal

A three-year pouring rights deal just signed will ensure that the Tennent's NI portfolio of leading beers and ciders will remain favourites with race-goers at Down Royal, Northern Ireland's favourite racecourse.

The renewal of the long-standing commercial partnership will also see the company's flagship international cider, Magners, continue as title sponsor of two jewels in the crown of the Down Royal racing calendar: the Magners Ulster Derby on Saturday 20th June and the convivial Magners Race Evening on Friday 24th July.

The 'sport of Kings' is enjoyed by tens of thousands of fans over twelve days of high profile, high octane racing at Down Royal each year and the vibrant sociability which surrounds those occasions adds to the excitement on the track. Raising a glass to the deal, Eimhear Daly, Magners Brand Manager

for Tennent's NI, said, "This is a perfect partnership and we are delighted to be associated with an organisation which, like our own, is founded on strong local heritage and which shares our own commitment to providing excellence in every aspect of its operations.

"We are proud to bring to Down Royal an extensive portfolio of world-class products, giving race goers superb choice as well as classic favourites. Thanks to our celebrated focus on innovation, we've expanded our offering at Down Royal to include not only Magners Original Irish Cider and Tennent's Lager but also our great new lagers Heverlee and Clonmel 1650 and, most recently, the world's favourite 'sunshine beer', Corona Extra.

"Our great brands are invariably at the heart of sociability and there can be no setting better for great 'craic' than Down Royal!"



Toasting the renewal of a three-year pouring rights deal are Mike Todd, General Manager of Down Royal Racecourse, and Eimhear Daly, Magners Brand Manager for Tennent's NI.

Welcoming the continued support, Mike Todd, General Manager of Down Royal Racecourse, said, "As a result of Tennent's NI's support over the last three years we've been able to maintain the prize

pot of the Magners Ulster Derby at a fabulous €100,000, consolidating its reputation as the richest flat race in Northern Ireland and helping us to attract an even higher calibre of entrants."

Gran Fondo, then bike for a birra

Cyclists participating in the Gran Fondo Giro d'Italia Northern Ireland had an authentic taste of Italy to reward them for crossing the finishing line on June 21st. The celebrated premium Italian birra, Menabrea, was brought to Northern Ireland by Tennent's NI, launched just in time to take on the role of official beer sponsor for the post-ride Gourmet Pasta Party in Belfast.

177km route across the country, rounding off with participants invited to rest their weary limbs and re-live the excitement of the ride over an Italian feast and an ice-cold Menabrea.

It was a Mediterranean-style match made in heaven, according to Brian Beattie, Marketing Director for Tennent's NI. He was delighted to introduce Menabrea to the Northern Ireland marketplace by partnering with an event which shares the product's long-standing reputation for sociability and notable Italian heritage.

He said, "Menabrea is all about appreciating life to the full, so it was the perfect partner for the Gran Fondo Giro d'Italia Northern Ireland's post-ride party. The ride was nothing short of amazing, reflecting the famous Italian zest for life, and giving cyclists with a range of abilities an opportunity to see



Getting into training for a taste of Italian sport and sociability is cyclist Reuben Hasson from Kilrea, supported by (left) Brian Beattie, Marketing Director for Tennent's NI, and Darach McQuaid, Event Director for the Gran Fondo.

our beautiful natural landscape from the saddle."

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Bell applauds tourism's best

Enterprise, Trade and Investment Minister, Jonathan Bell, has attended the 37th Annual Northern Ireland Tourism awards, held in partnership with Tennent's NI.

The gala ceremony, regarded as the highlight of the tourism calendar, recognised the most inspirational local providers and performers and celebrated the success of the tourism industry over the past year.

Speaking on his first official tourism engagement as Minister for Enterprise, Trade and Investment, Jonathan Bell said, "Northern Ireland is fortunate to have such a range of ambitious, hard-working and innovative tourism providers, enterprises and stakeholders

as demonstrated by the outstanding calibre and range of award winners tonight. This gives me great confidence that Northern Ireland is well equipped to maintain the momentum that has been generated in tourism and that we can continue the drive to increase its economic benefits."

Awards sponsor Tom McCusker, Managing Director of Tennent's NI, said, "Thanks to everyone who strives for excellence in all that they do within the tourism and hospitality sector, we are seeing Northern Ireland's tourism grow from year to year. I applaud all who have won this year's awards as their contributions to this increasingly vibrant and dynamic sector are taking



Pictured are Tom McCusker, Managing Director, Tennent's NI; Darach McQuaid, Shade Tree Sports, receiving the Outstanding Contribution to Tourism Award for Giro D'Italia from DETI Minister, Jonathan Bell, and Tourism NI Chairman, Terence Brannigan. Picture by Brian Morrison.

Northern Ireland's reputation for offering uniquely warm hospitality to its many visitors to new levels."

Here comes summer, Magners and horse racing

T.G.I. Friday 'Jockey' Meagan Green (pictured right), Mike Todd, General Manager of Down Royal Racecourse, and Eimhear Daly, Magners Brand Manager for Tennent's NI, look forward to a Friday evening feast of racing at the Magners July Race Evening on 24th July.



Down Royal will take advantage of July's extended daylight to run one of the year's most exciting major flat race meetings. From 5.30 through to 9.00pm the competition on-track will be hot, while the

atmosphere off track is relaxed and easy in keeping with the balmy weather.

For further details or to book your tickets, visit www.downroyal.com

New Coca-Cola 330ml glass range refreshing lunchtime

Since the exciting launch in April of a new 330ml bottle to complement their portfolio, Coca-Cola Hellenic Ireland has been helping licensees drive the lunchtime trade in bars across the island. The new bottle size proves to be the perfect fit for the with food occasion allowing outlets to offer customers more value in refreshment with their food.

Following market research in late 2014, 8 out of 10 consumers stated a clear preference for the new larger 330ml glass bottle for with food occasions. Since the launch, the new pack size has been successful in driving soft drink sales during the lunch time occasion. The 330ml range consists of Coca-Cola, Coca-Cola Zero, Diet Coke, Fanta Orange, Sprite and Sprite Zero.

We are providing outlets with the potential opportunity to triple their sales of soft drinks at lunchtime, by stocking this new 330ml Coca-Cola glass bottle range and communicating an appropriate link deal with food to consumers. Research has shown that 7 out of 10 consumers are highly enticed by meal deal offerings and to support this Coca-Cola HBC Ireland are providing bespoke marketing materials to drive soft drink sales linked with meal occasions.

Peter Hughes, Customer Marketing Manager, Licensed Trade for Coca-Cola HBC Ireland said, "Following the launch of the new 330ml bottle we are delighted to see it resonating with our

customers as they seek to offer value to consumers during the with food occasion. Based on our extensive research we are pleased to be the first soft drinks company in Ireland to offer choice and variety in a glass pack size to meet different customer and consumer occasions."

We will continue to provide a range of products for the alcohol mixing occasion with our 200ml CSD, 125ml Schweppes and 200ml Fruice range.

To discuss how you can avail of the new 330ml range please contact your local sales representative.



Cash in on cocktails with WKD'S new jugs & tins

WKD is helping licensees tap into the growing cocktail trend with the launch of two new eye-catching cocktail vessels and a series of easy-to-make cocktail recipes using WKD Blue, Red and Iron Brew as the base ingredient.

Following the introduction of new WKD pack designs earlier this year, WKD's two-pint cocktail jugs for sharing have been given a contemporary new look with WKD's new logo and party scene being prominently featured on a stylish black background. And this summer heralds the arrival of a brand new individual-serve cocktail

container: the WKD Tin - a 450ml cocktail tin artfully decorated with the WKD logo and a silhouetted crowd scene, as featured on the new WKD case outers and WKD Blue 330ml cans.

SHS Drinks' sales team will be distributing WKD Cocktail Jug and WKD Tin POS kits to outlets around Northern Ireland. Each of the WKD Cocktail Jug kits contains 20 jugs, a banner, hanging mobiles, posters, bar runners, table talkers and staff mixing guides; while the WKD Tins POS kits each include 60 WKD branded tins, table talkers,

posters, hanging mobiles, and staff mixing guides. Additionally, WKD Cocktail Jug paper POS materials are available free of charge from the WKD POS Hotline - 0800 917 3450.

The staff mixing guide emphasises, and makes clear, that the jugs are made for sharing, that each jug is to be served with four glasses, and that an average serving will equate to approximately one unit of alcohol.

Debs Carter, Marketing Director - Alcohol at SHS Drinks, said, "With the rise of the cocktail culture, ready to

drink cocktails provide a great opportunity for licensees to create some theatre and up-sell.

The added bonus with the WKD cocktails is that the ingredients will be staples in any bar and the WKD jugs and tins will add an extra touch of WKD-style pizzazz to the cocktail serves."



The Script announced for Tennent’s Vital

Tennent’s Lager and MCD are thrilled to announce that The Script will headline this year’s Tennent’s Vital on bank holiday weekend Sunday 30th August. They’ll be joined by Kodaline, Annie Mac, Clean Bandit and Jack Savoretti, completing the bill for Tennent’s Vital 2015.

Since Dublin three-piece The Script hit the number 1 spot with their self-titled debut album in 2008, they’ve gone from strength to strength, selling out stadiums across the world. The band bring their hit-filled catalogue to Boucher Road Playing Fields this August.

Kodaline’s musical journey began just a few years ago yet the Irish rockers have already amassed a BBC Sound of nomination alongside countless of their tracks featuring in hit films and TV shows, including Catfish, Grey’s Anatomy and The Fault in Our Stars to name but a few.

Their debut album In a Perfect World sold over 350,000 copies and their most recent release, Coming Up For Air,

is on its way to propelling the band to even higher heights.

Sarah Shimmons, Beer Marketing Manager for Tennent’s NI, said, “We’re hugely excited to announce a line-up of fantastic artists for the second day of Tennent’s Vital 2015, completing the bill for this year’s festival. With The Script, Kodaline, Annie Mac, Clean Bandit and Jack Savoretti plus Calvin Harris, Ellie Goulding, John Newman, Disciples and BURNS this August bank holiday weekend is shaping up to be a phenomenal few days over 29th - 30th August.

“We’re already looking forward to summer 2015 with this huge announcement, and we’re sure that all our acts will have phenomenal sets in store for the Tennent’s Vital fans at Boucher Road Playing Fields.

“Since its return in 2011, Tennent’s Vital has sealed its place as the highlight of Northern Ireland’s music calendar and we’re delighted that our partners at MCD have secured another huge international act with a brilliant supporting line-up.”



Magners Derby a racing certainty for Down Royal



Connor Magill, Regional Area Manager for Tennent’s NI is pictured at Down Royal Racecourse presenting the Magners Derby trophy, won by Botany Bay, to (l-r) owner Jaqueline O’Brien, trainer Charles O’Brien, and jockey Niall McCullagh.

The Magners Ulster Derby, the richest flat race in Northern Ireland, was the highlight of the 2015 Down Royal Festival of Summer Racing, held in June.

The prize pot of €100,000 ensured that the Magners Derby enticed the cream of the runners and riders, chasing the honours over a distance of 1 mile and 4 furlongs, while, off the track, the event has become a highlight of Northern Ireland’s social as well as its sporting calendar.

This year the race celebrated the renewal of the long-standing support package from Magners Original Irish cider, confirming the brand as title sponsor for a further three years and renewing the pouring rights contract between Down Royal and Tennent’s NI, the brand’s owner.

Delighted to retain the high profile association with

Northern Ireland’s most valuable flat race, Eimhear Daly, Magners Brand Manager with Tennent’s NI said, “Magners is very much ‘at home’ at Down Royal and the iconic location of Down Royal is a perfect setting in which to enjoy a pint or two of Magners and share the unique sociability of our iconic brand.”

Mike Todd, General Manager of Down Royal Racecourse added, “It is no surprise that we select the Magners Derby to be our feature race of our summer festival of racing. The mega €100,000 prize pot attracted many of this year’s top runners and riders, as well as thousands of race fans who came along to cheer them on to the finishing post.”

The Magners Derby was the feature race of the second day of the celebrated Summer Festival of Racing at Down Royal.



Proudly supporting



“I am delighted that Lidl Northern Ireland is supporting CLIC Sargent to raise an incredible £150,000. Money raised through this partnership will help to pay for a variety of services to help children and young people with cancer, including Paul’s Home - CLIC Sargent’s first Home from Home in Belfast...”

Nadine Cambell, Area Fundraising Manager in Northern Ireland

Lidl has embarked on a new 2 year partnership with CLIC Sargent Northern Ireland. We have committed to raising £150,000 over the coming 2 years for the charity to help them with the services they offer to families of children and young people who have been affected by cancer.

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“Think smart and think Action Cancer!”

Jenny Curran joins Action Cancer to invite all smart car owners and their friends to join them on Saturday 1st August for the annual smart Owners Rally. This year the Rally intends to take you to places not visited before, however they are places definitely worth seeing. The only clue is the finish will be at smart showrooms in Portadown. The objective is to get from Belfast to Ballycastle travelling the breathtaking and picturesque coastal route to find your clues.

This invitation is only an outline of the event and the tasks (should you choose to accept them), which will be detailed when you register on the day, but there is nothing to fear and nothing too strenuous. It all starts with a traditional Ulster Fry at smart

of Belfast on Boucher Crescent, Belfast. The complimentary smart car wash is available and smart Technicians and Sales Executives will be on hand to answer any questions you may have. Once registered, the route and challenges will be revealed, and then you are free to proceed.

Gillian Thomson, Corporate Fundraising Officer at Action Cancer said, “This is a brilliant opportunity to have a bit of treasure hunt fun, exploring beautiful scenic and coastal routes, while helping support their leading, local cancer charity. £10,000 will really help us to continue Action Cancer’s lifesaving services - so by getting involved and taking part you too can help Action Cancer to continue to save lives and



Jenny Curran joins Nigel Gilbert from smart of Belfast to invite all smart car owners to join them on Saturday 1st August for the annual smart Owners Rally. For more information or to register e-mail rdalzell@actioncancer.org

support people affected by cancer and needs to raise at least £3.5 million a year to continue its services. Therefore, your support and participation at this event will be very much appreciated!

Action Cancer does not currently receive any government funding

UGAAWA Monthly Merit Award Winner

May seems to be a merry month for Dick Clerkin, as during that month he helps his team to spring to life in the Ulster SF Championship. In 2012, he won the May Merit Award after a sizzling performance against Antrim in the SFC, at Clones, and he has done it again.

This time against Cavan, at Breffni Park, when astute manager Malachy O’Rourke tossed the Currin player into the heat of battle, as Monaghan were grimly beating off Breffni’s stern challenge, Clerkin answered the call to arms and with his usual workmanlike style he rallied the troops in midfield.

His arrival on the field, in the 51st minute, coincided with a Monaghan revival as the Farney fellows battened down the hatches and stormed on to victory.

“I was glad to get the call,” says Dick, who is Ireland’s longest serving senior county footballer, “as I am not a good spectator. I wanted into the game but I didn’t expect that my input would earn me this honour. I’m very pleased with it, indeed, and thankful for it.”

When he received the same honour for May 2012 he closed a family gap of 19 years from his uncle Ray McCarron had won the same award.



(L-R): UGAAWA Chairman, John Martin; winner, Dick Clerkin; Terry Fay (Quinn Products); UGAAWA Vice-Chairman, JP Graham. Picture by Philip Fitzpatrick Photography.

Dick (33) has many honours packed into his 16 seasons in the Monaghan senior panel with an Ulster SFC medal among the most treasured. He’s now hoping, of course, that more are to come before very long.

Apart from the usual gifts of a Belleek Living Vase, O’Neill training gear and silver cuff links from Carlingford Design House, that the Merit Award winner gets, Dick Clerkin becomes the first person to also receive a packed medical kit from 3fiveTwo Belfast-based Kingsbridge Private Hospital.

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Joe Louis Bites Back



Louis towers over a defenceless Schmeling.

Joe Louis, the son of an Alabama cotton picker, was a credit to the sweet science both in and out of the ring. When the Brown Bomber suffered a surprise defeat to the German champion Max Schmeling in 1936, the only thing on his mind was revenge. He had to wait two years for his chance, but when it came he took it with both hands - literally.

As with the earlier Olympics, the German Chancellor, Adolf Hitler, ensured the fight had an ugly undertone, something that did not sit easily with Schmeling, who had a Jewish manager. But for Louis it was all about winning his title back and he did so with what was, at that time, the second fastest knockout in history.

Louis ferociously attacked from the bell with both fists, smacking the face of the champion with bone-jarring power and accuracy. Two sickening left hooks gave Louis his range and what followed was a sustained barrage of punishment. Louis's trombone right found Schmeling nine times without reply to send the champion to the floor for the second and final time after two minutes and four seconds. The king was back on his rightful throne.

By the end of his illustrious boxing career in 1951 he had earned five million dollars, but at 37, Joe Louis had not a single cent to show for it. To support himself, he decided to make a living as a Las Vegas casino host.

Louis and Schmeling remained life-long friends and when Louis died in 1981 it was Schmeling who paid for his funeral.

Sir Len hits 364 v the Aussies

England went into the final Test of the 1938 Ashes at the Oval 1-0 down, before Len Hutton proceeded to play one of the most remarkable innings in Test history. The young Yorkshireman surpassed Don Bradman's then-world-record Test score of 334 as England posted a mammoth first-innings total of 903 for seven.



Len Hutton strokes another four on his way to a record 364.

As a boy of 14, Hutton had watched Bradman's mammoth innings and marvelled at the Australian's stroke play. Eight years later he was to surpass his hero's achievement. England captain Wally Hammond wanted 1,000 on the board to be certain of victory and Hutton, adapting his game perfectly to the needs of the occasion, obliged by staying at the crease for 13 hours and 17 minutes. At the time, Hutton's innings was the longest ever played in first-class cricket. He gave only one chance, and that a stumping, as he hit 35 fours, 15 threes, 18 twos and 143 singles.

Denis Compton, who was out for one in the same innings, later said of Hutton's knock, 'Apart from his endurance, his concentration and dedication were fantastic, he was just never out of tempo. I have never seen anyone who looked less likely to get out.'

Also this year...

Football - Arsenal won the 1st Division title with Wolverhampton Wanderers finishing runner-up. Preston North End won the FA Cup 1-0 against Huddersfield Town.

Horse Racing - Battleship, a horse initially trained for flat racing, won the famous steeplechase in a photo finish, with Royal Danieli finishing second. He was an unusual winner of the race in that he was entire (not gelded). The last entire winner had been Grudon in 1901 and none has won since.

Athletics - American distance runner Glenn Cunningham, broke the world record for the indoor mile run by completing the distance in 4 minutes, 4.4 seconds.

Tennis - It was the USA who triumphed at Wimbledon in both the men and women's singles. Don Budge defeated Britain's Bunny Austin 6-1, 6-0, 6-3 and Helen Wills Moody defeated fellow American, Helen Jacobs, 6-4, 6-0.

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