

St Austell Brewery's korev lager renews partnership with the Marine Conservation Society for a cleaner coastline



Imagery found [here](#)

October 5th, 2022 // [St Austell Brewery's](#) flagship lager brand, korev, is pleased to announce the renewal of its longstanding partnership with the UK's leading marine charity, the Marine Conservation Society.

The Marine Conservation Society works closely with communities, businesses and government to campaign for a cleaner, better protected and healthier ocean.

Reducing impact on the environment and supporting green, sustainable initiatives is at the heart of korev's mission, and the renewal of the partnership champions the brand's role in protecting the coastline.

Richard Roberts, Corporate Partnerships Manager for the Marine Conservation Society said: "We are delighted to be partnered with korev, a brand that cares for the coast and supports our work to keep British beaches beautiful and our ocean safe for wildlife".

Laura Mckay, Head of Marketing of St Austell Brewery's Beers & Brands said: "We are very proud to be renewing our partnership with the Marine Conservation Society. With a shared passion for protecting our coastline, we felt naturally inclined to support the incredible charity across both our on and off trade businesses".

Across the off-trade, korev is currently running an on-pack promotion with 10p from every pack bought donated to the Marine Conservation Society. In addition, across the on-trade, 5p from every pint of korev purchased within a St Austell Managed Estate during September 2022 will also be donated.

St Austell Brewery's commitment to greener brewing and reducing the impact of its business on the environment is strengthened through several donation incentives implemented to support the Marine Conservation Society.

Further activity across the on-trade saw korev work with Bristol's lakeside food and music festival, *Valley Fest 2022*, where 5p from every pint of korev purchased was donated to the Marine Conservation Society. This year, korev is pleased to announce their £700 contribution from the raised funds.

To support plastic-free coastlines and understand Brits littering behaviours, korev developed a survey with the Marine Conservation Society that highlighted the issues of sustainability and coastal litter. The survey revealed millions of adults admitting to littering along our coastlines with the results helping to raise awareness of the simple steps people can take to keep the ocean clean.

korev is a brand that is committed to caring for the coastline and supporting the urgent mission to tackle plastic free seas. The renewal of the partnership works towards a healthier ocean that everyone can enjoy.

**For more information and/or to request interview time, please
contact staustell@saucecommunications.com**

-ENDS-

NOTES TO EDITORS

About korev:

korev is a Cornish lager in a glass. The official beer of Surfing England has a wonderful pale colour with a clean, crisp taste.

Born and bred in the heart of Cornwall, korev is pale like the morning sun, fresh and crisp like a coastal breeze, and a full-on refreshment like waves crashing against our shores.

Nutritional Information per 100ml:

- Calories: 43 kcal,
- Carbohydrates: 2.20g
- Protein: 0.49g
- Total sugar: 0.40g

- Sodium: <3mg
- Total fat: 0.20g – of which saturates: 0.11g
- Fibre: <0.5g

About St Austell Brewery:

Independent, family-owned St Austell Brewery has been brewing beer in Cornwall since 1851. Fast forward 170 years and, while traditional brewing techniques remain, innovation, passion, and craftsmanship continue to evolve.

Most famous for its flagship pale ale, Tribute, St Austell Brewery's range of award-winning beers – also including Proper Job IPA and korev lager - are available in pubs and supermarkets nationwide.

The business owns and operates over 180 pubs, inns, and hotels across the West Country - including managed houses and tenancies – and two breweries in St Austell and Bath. St Austell acquired fellow West Country brewer, Bath Ales, in 2016.

With a network of six depots across the West Country – from St Columb to Wimborne – the company is the leading wholesale distributor of beers, wines, spirits, ciders, minerals, and soft drinks in the region.

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