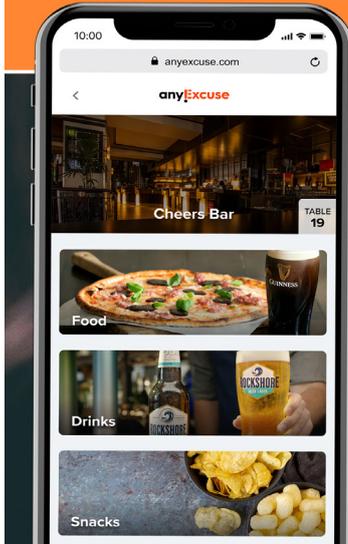


any!Excuse



IN PARTNERSHIP WITH GUINNESS



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GUINNESS ANNOUNCES PARTNERSHIP WITH ANYEXCUSE OFFERING THE IRISH HOSPITALITY INDUSTRY FREE USE OF ONLINE TABLE BOOKING, TABLE SERVICE AND CLICK & COLLECT FOR SIX MONTHS

GUINNESS has announced a partnership with digital platform anyExcuse to provide the Irish Hospitality Industry with **FREE** usage of table booking, table service and click & collect services for six months.

Through this partnership, all licenced trade outlets across the Island of Ireland, including Diageo and non-Diageo customers, can avail of these services free of charge for six months, valued at **€1,200 / £1,080** per business.

These digital tools will help outlets reopen safely, efficiently and more profitably without any contractual or financial commitment. Table booking can facilitate capacity management as well as predicting staffing needs. There is also an option to add a booking deposit to help safeguard participating outlets against no-shows.

Digital table service will enable customers to view a digital menu, place their order and pay contactlessly via their own device. This will limit the interaction needed between staff and customers and will help deliver a faster service. Furthermore, customers who use a self-service digital menu spend on average 30% more per order.* The click & collect service will also help to provide an additional revenue stream for outlets offering take away food & drink.

Some of the **key benefits** of using this platform:

- Guinness backed; Guinness will be promoting the use of anyExcuse through media at the end of June
- Completely free to use for 6 months - saving your business €1,200 / £1,080
- No contract, no commitment required
- Help to attract customers back & inspire confidence with these operational changes
- Communicate to your customers that you are open for business
- Supports a safer working environment for you and your staff
- Can reduce staff overheads and help manage outlet capacity for social distancing
- Facilitates faster service of food & drinks with limited staff interaction
- May drive incremental revenue - customers who use digital menus spend on average 30% more per order*

*According to a survey conducted by Flipdish, stats can be viewed at <https://www.flipdish.com/ie/bar-ordering-system/>



**COMPLETELY FREE
FOR 6 MONTHS**



**WORTH €1200 /
£1080 PER OUTLET**



**NO CONTRACT /
NO RISK**

How does this work with current stock-keeping / EPOS systems:

Orders placed by customers on their devices will be sent to a tablet behind the bar [which outlets will need to self-supply]. For initial launch, this ordering solution will not be linked to existing EPOS systems however anyExcuse will continue to develop the future possibility of integration. For stock management, staff can simply transcribe orders from the anyExcuse tablet to the outlet's EPOS system. This method is already successfully operational in large-scale coffee and pub chains across GB & Ireland.

Oliver Loomes, Managing Director of Diageo Ireland, said:

“GUINNESS is preparing for, and dedicated to developing, new ways in which we will be socialising and reconnecting with family and friends when government restrictions are eased. We have been working closely with our partners in the trade to support the industry during this unprecedented period, including the establishment of a €1.5million GUINNESS Fund to support trade communities affected by COVID 19. “

“We have partnered with anyExcuse to provide these tools to the trade free of charge for six months, to help support the reopening of trade doors, through the implementation of systems that ensure safe socialising and working environments. Consumers can be reassured that the hospitality sector is taking the appropriate measures to ensure their businesses can open safely under government guidelines.”

How will consumers hear about anyExcuse?

GUINNESS and anyExcuse will be promoting the tools to consumers via digital media and a PR campaign from mid-June 2020.

How to sign-up:

Licensed trade can register with anyExcuse from Friday, 5th June 2020 at <http://business.anyexcuse.com/registerforfree/>.

For more information, please contact your local Diageo rep or visit the above website.