

**PUB  
&  
BAR**

**H<sub>2</sub>O**  
Publishing

*Tyrrells*  
hand-cooked English crisps

**THE NATIONAL  
PUB & BAR  
AWARDS 2024**

Brought to you by Pub & Bar magazine

*26 JUNE 2024*

**30 EUSTON SQUARE**



Fleet Street.



**Panasonic**



**sky business**

**THE NATIONAL PUB & BAR AWARDS RECOGNISES AND CELEBRATES THE VERY BEST VENUES, PEOPLE, AND SERVICE STANDARDS ACROSS THE MODERN ON-TRADE.**

Now in their eighth year and organised in conjunction with Pub & Bar magazine, the National Pub & Bar Awards is THE annual gathering of the very best pub & bar owner operators from every county within the UK. Ninety-four operators are recognised for being the best pub or bar operator in their county. From this list, fifteen regional winners are announced on-stage along with several other individual categories, culminating in the unveiling of the National Pub & Bar of the Year.



# WHY GET INVOLVED?

The evening brings together over 250 industry operators, 94 winning county pubs, sponsors, senior pub and bar operators, industry judges, national media and key industry figures, giving you the opportunity to:

## WORK

Work with Pub & Bar magazine to put your business/brand in front of key decision makers

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## OPEN

Open and establish dialogue with new and current customers

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## BRAND

Sample your brand in front of key purchasing, brand, and marketing decision makers.

## *BRANDING OPPORTUNITIES AT THE AWARDS EVENING:*

- On media sites around the awards venue
- On photo board with winners
- Bar/display point at the pre- and post-awards reception

The event can help your brand generate ROI by trading off the goodwill a National Pub & Bar Award win creates, with **80%** of award winners researched saying they were now working with the awards sponsor partners.

*\*Based on post-event research conducted in 2021*

# 2023 NATIONAL PUB & BAR AWARDS

## *NATIONAL PUB & BAR OF THE YEAR*

The Running Horses, Surrey

**East Midlands** – The Tollemache Arms, Northamptonshire

**East of England** – The Three Hills, Cambridgeshire

**London** – The Barley Mow, Mayfair, Greater London

**North East** – Three Mile, Tyne and Wear

**North West** – The Swan at Marbury, Cheshire

**Northern Ireland** – Hearth, Antrim

**North West Scotland** – Tigh An Truish, Argyll and Bute

**North East Scotland** – The Criterion, Fife

**South East Scotland** – The Scran & Scallie, City of Edinburgh

**South West Scotland** – The Electric Bar, North Lanarkshire

**South East** – The Running Horses, Surrey

**South West** – Bell & Crown, Wiltshire

**Wales** – The Old House 1147, Mid Glamorgan

**West Midlands** – The Red Lion, Long Compton, Warwickshire

**Yorkshire and the Humber** – The Fat Badger Harrogate, North Yorkshire

**Pub Chef of the Year** – Chris Fordham-Smith, The Barley Mow, Mayfair

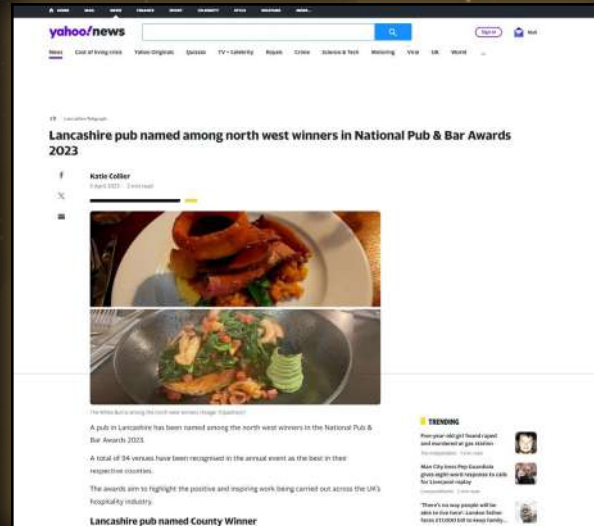
**Pub Brand of the Year** – The Beech House

**Bar Brand of the Year** – BrewDog Waterloo

**Heineken UK Sustainable Pub of the Year** – The Tollemache Arms,  
Northamptonshire



# PREVIOUS NATIONAL PRESS COVERAGE



[ITV - CLICK HERE](#)

[Yahoo! News - CLICK HERE](#)

[Glasgow Times - CLICK HERE](#)

[Daily Echo - CLICK HERE](#)

[Your Local Guardian - CLICK HERE](#)

[This Is Local London - CLICK HERE](#)

[The Sun - CLICK HERE](#)

[TimeOut - CLICK HERE](#)

*TOTAL CONSUMER REACH*

**1.9 Billion**

# SOCIAL MEDIA X in COVERAGE OVER SEVEN MONTHS JAN-JULY 2024

**27.1K**  
X followers

**4.5K**  
Instagram  
followers

**7.1K**  
LinkedIn  
followers

*#nationalpubandbarawards*

TOTAL SOCIAL REACH:

**2.4 million**





# 2023 SPONSORS



*IN ASSOCIATION WITH*

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Fleet Street.





# TESTIMONIALS

*“Winning was a fantastic endorsement of The Frogmill, our flagship managed site, and a wonderful morale booster for the team members at the pub. We saw a lot of positive PR created by the award, which translated into increased interest and footfall, bringing in new customers who we probably wouldn’t have reached otherwise. Our regular customers were also delighted that their pub had landed a national award, it endorsed their decision to dine or drink with us and encouraged them to bring friends and family on their next visit.”*

**TOM DAVIES**, CHIEF EXECUTIVE OF BRAKSPEAR

*“It was great recognition for The Scran & Scallie to win South East Scotland Pub & Bar of the Year and very special to receive the accolade as we celebrated 10 years since opening. The comments from our guests around the city and beyond who heard the news and joined us in celebrating have also been warmly welcomed. We are truly grateful to the National Pub & Bar Awards team for their support and this recognition.”*

**CHEF TOM KITCHIN**

*“Our regional win for Hearth Pub in Northern Ireland was a catalyst for new custom and still today we regularly welcome visitors who comment on our NI Pub of the Year sign at the front door. Many more local businesses, community and charity groups have booked in with us for functions. Due to the increased trade we have now accelerated our refit investment of our previously unused first floor.”*

**PHIL PATTERSON**, FOUNDER OF THE APPROACHABLE GROUP

*“The National Pub & Bar Awards underpins the hard work by our team and reinforces the quality of the brand, which means a higher level of brand awareness and, as a consequence, higher levels of footfall.”*

**SIMON BUNN**, MD OF BREWHOUSE & KITCHEN

*“For the PR side, the National Pub & Bar Awards is amazing. We saw the bookings suddenly increase and people enquiring for events. The award really does let not only your locals know about the pub, but also the surrounding areas. When people come to London, we’re now on their bucket list and it’s so nice to have people from all over come to the pub.”*

**GEORGE DEAN**, GM OF THE BARLEY MOW IN MAYFAIR

*“Celebrating our victory at the 2023 National Pub & Bar Awards was an unforgettable moment for The Running Horses. It ignited a spirit of pride and excellence within our team and brought a newfound energy to our establishment. Moreover, the award brought a noticeable increase in sales, reaffirming that our dedication to excellence pays off in more ways than one.*

**MANU BHATT**, FOUNDER OF THE LITTLE & LARGE PUB COMPANY

# 2024 SPONSORSHIP HEADLINE PARTNER PACKAGE

- Your brand logo would be shown alongside, and with equal prominence to, the 2024 National Pub & Bar Awards logo
- Your brand name would be quoted the same as the National Pub & Bar Awards
- Co-presenting three awards:  
National Bar Brand of the Year;  
National Pub Brand of the Year; and the overall National Pub & Bar of the Year
- Four full page adverts (one in the winner's issue in July)
- An e-shot to the Pub & Bar operator database
- A 30-second advert broadcast on screen at the event
- In addition, your brand would be shown across the National Pub & Bar Awards winners' website which showcases the best Pubs and Bars to eat and drink at
- An area to host a brand display and serve product to our guests
- Includes your product / brochure being sent to the 94 County Awards Winners in our Pub & Bar Awards Winners Box prior to the awards
- Branding across the event and product literature given to our winners

**PRICE £15,000**

# 2024 SPONSORSHIP

## LEAD PARTNER PACKAGE INCLUDES:

- Product category exclusivity
- Three full page adverts in Pub & Bar magazine (one in the winner's issue in July)
- A 30-second advert broadcast on screen at the event
- Branding across the event and product literature given to our winners
- An area to host a brand display and serve product to our guests
- Includes your product / brochure being sent to the 94 County Awards Winners in our Pub & Bar Awards Winners Box prior to the awards
- Includes the opportunity to present some of our regional awards.

**PRICE £8,000**

## PARTNER PACKAGE INCLUDES:

*(NON-EXCLUSIVE PRODUCT CATEGORY)*

- One full-page advert in the Winner's Edition published in July 2024
- Branding across the event and product literature given to our winners
- An area to host a brand display and serve product to our guests
- Includes your product / brochure being sent to the 94 County Awards Winners in our Pub & Bar Awards Winners Box prior to the awards
- Includes the opportunity to present some of our regional awards.

**PRICE £5,570**

# ASK US ABOUT THE OPPORTUNITY TO CREATE YOUR OWN AWARD

Create a bespoke award tailored to your specific requirements. Awards ownership provides you with some fantastic brand exposure opportunities through marketing and editorial coverage – as seen with the 2023 Heineken UK Sustainable Pub of the Year, the 2022 Havana Club Bartender of the Year and 2022 Coca-Cola Europacific Pub Brand of the Year. Your brand will be recognised by pubs and bars across the UK.

Speak to a member of the team for more information.



# CONTACT US

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