



## Press Release

### **ALMR LAUNCH NEW WEBSITE AND NEWSLETTERS**

**25 April - immediate**

The *ALMR* today launches its revamped communication strategy with the official launch of the main newsletter, *ALMR Matters*, a new standalone events newsletter – *ALMR NetWorks* and a brand new website. Furthermore, the *ALMR* is proud to announce the sponsorship of these publications with CIBER UK, the leading managed payroll service company. This association has substantially helped to fund the design and launch of our new publications and their commitment has been invaluable in freeing the *ALMR* to drastically increase its communication ability.

#### **ALMR Matters**

The overhaul of the newsletter, now titled '*ALMR Matters*' will continue to provide up-to-date information in order to enable Members to keep abreast of all the latest changes in law and maintain their competitive advantage. However, in addition, *ALMR Matters* will also contain regular guest columns from within the trade designed to ensure that the publication will be the true, authentic voice of the trade.

Head of Communications Kate Nicholls commented that "The regular guest columns mean that *ALMR Matters* in addition to the continued provision of informed comment and analysis will be bolstered by the valuable contributions from voices within the trade. This mix will ensure that the publications will contain a wealth of knowledge, information and sound business advice"

#### **ALMR NetWorks**

The new events newsletter - *ALMR NetWorks* - is a newsletter designed to keep members informed of forthcoming events; whilst simultaneously providing space to review highlights of previous events.

Commercial Manager, Nick Culverhouse, commented that "The *ALMR* has an enviable reputation for organising some of the very best networking and business events in the licensed sector. *ALMR NetWorks* will improve our ability to publicise our events and provide an easily accessible forum for members to share their experiences of past events"

#### **ALMR Website**

The new *ALMR* website [www.almr.org.uk](http://www.almr.org.uk) is an interactive site enabling members to download all *ALMR's* publications, be it *Matters*, *NetWorks* or the resourceful political digest. The site also gives members access to the latest *ALMR* briefing papers ensuring that all the latest changes in law is easily accessible and understandable. In addition, the site also enables members to access the latest business news from the respected M&C Report Online.

Chief Executive, Nick Bish said "The new website looks fantastic and drastically improves our online capabilities. Members will be able to book events online as well as havin instant access to our material. A lot of hard effort has gone into designing our new approach and all the team are rightly proud of the final outcome. I am sure that members will see the benefits in the coming weeks and am confident that our new communication strategy will revolutionise the way in which we interact with our members. It is the members' needs that come first, and that has been our guiding principle throughout all these changes"

**The Association of Licensed Multiple Retailers**

9B Walpole Court, Ealing Studios, London, W5 5ED

Tel: 020 8570 2020 Fax: 020 8570 7570 E-mail: [info@almr.org.uk](mailto:info@almr.org.uk)



## Press Release

### Notes for Editors

1. The Association of Licensed Multiple Retailers (*ALMR*) is the only national trade body dedicated to representing the interests of on-trade retailers – principally pub, bar, club and restaurant operators. Unlike other trade bodies it does not represent producer interests. The focus and drive of the Association is therefore the small-scale entrepreneurial and innovative operator, and we are keen to ensure that this is reflected in the way in which our audiences view us.
2. Currently, just fewer than 100 companies are in membership, between them operating more than 30,000 outlets – around half the UK pub and bar estate. Member companies include the major tenanted pub companies such as Punch Taverns and Enterprise Inns, the retail arms of regional brewers such as Fuller Smith & Turner and Charles Wells and major managed operators like Laurel However, the bulk of our membership is derived from small independent companies operating 50 outlets or less under their own branding - niche operators such as Glendola Leisure, Massive and Inventive Leisure.
3. For Further information please contact Nick Bish on 020 8579 2080

-ENDS-