

Euros final to bring 'welcome boost' to West Country pubs

West Country pubs are expecting to cash in on the Euro 2024 fever this weekend as football fans head out to watch the final. Landlords are predicting to see a 50% boost in sales when England takes on Spain in Berlin on Sunday, according to trade body HospitalityUK.

Greene King, which has pubs across the West of England, believes it could sell 580,000 pints between 5pm and 11pm on Sunday alone.

Nick Mackenzie, Greene King chief executive, said: "The Euros have provided a great boost to the hospitality sector as communities have come together in their local pub to cheer on their national team.

"With England reaching a second consecutive Euros final, we expect this Sunday to see our biggest crowds of the tournament as the nation comes together and hopes to witness history."

Butcombe's parent company Liberation Group, which operates 120 bars, pubs and inns in the South West, said it was also expecting an "incredibly busy weekend".

Jayson Perfect, the company's chief operating officer, said: "We're well prepared with plenty of our award-winning beers and delicious food to sustain football fans. Pubs are vital to the wider economy and employment market and play an incredibly important role at the heart of our communities.

"Events like this are always a welcome boost to our industry and it's great to see everyone coming together with pubs at the heart of the celebrations."

Nationally, landlords are expecting to pour 10 million extra

pints on Sunday, according to the British Beer and Pub Association (BBPA).

England's men's team is seeking to make history by winning their first-ever European championship title. England's women's side won the UEFA women's championship title on home soil in 2022 after beating Germany 2-1 at Wembley.

"Fans have shown us resoundingly this tournament that there is no better place to watch our teams and soak up the atmosphere than the great British pub," said Emma McClarkin, chief executive of the BBPA. "This Sunday the BBPA urges everyone to get down their local, support our pubs and get behind the boys. Come on England!"

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