



From the Office of the President of The European Super League and the Office of The Saviour of World Football
from Corporate Interests

Begin Statement:

His Holiness, Lord Protector of all that is good and pure, rejects what on the surface seems like a generous offer from Mr PISStaker and his team at Heineken, recognising it for what it is. Namely, an attempt by a monopolistic and dictatorial institution, out of step with the needs and desires of young persons – unlike our Messiah, the tremendous Florentino *'el mozuelo'* Pérez – to corner yet another market for itself, and prevent entry to the 'elite' club by others.

The Messiah is confident that European Super League has the skills, to say nothing of the organisational abilities and smooth marketing and PR operations, to hold its own alcohol-oriented celebration in a brewed beverage production facility. European Super League's record over the past week attests to that: no one could seriously suggest that European Super League could not organise such an event.

In view of this, European Super League is announcing the launch of its own, breakaway, brewery, with full corporate function hosting facilities on site. It should be stressed that European Super League is doing this in direct competition to Heineken in order to save corporate hosting for the world. European Super League has nothing to gain itself from this, other than the satisfaction of the righteous.

The youth of today is turning away from Heineken, put off by its corporate greed and high prices for a pint (£5 in some places). European Super League knows, because *'el mozuelo'* has his finger on the pulse of youth, that they will be more than happy to save their hard-earned money by instead flying to Dubai and sitting in a corporate box to enjoy that pint. As an altruistic institution committed to social justice and the equality of all 15 founder teams – not the other 5 we are hoping to recruit – European Super League is even going to throw in a free meaningless football match with the beer.

In August 2021, European Super League will be launching a range of 20 beers to be available at all European Super League alcohol-oriented celebrations. Initially there will be 15 founder-beers, though, unusually, given European Super League has stated 15, European Super League can only give you the names of 12 of them." *

*Correction dated Tuesday 20th April 2021 to read:
“When European Super League said that there will be 15 founder beers, European Super League meant 6.” **

**Clarification of the Correction dated Wednesday 21st April 2021 to read:
“4. There will be 4 founder beers.” ***

***Correction to the Clarified Correction dated Thursday 22nd April 2021 to read:
“Actually 3 beers.”

EUROPEAN SUPER LEAGUE

We Take Ourselves Seriously So That You Don't Have To