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SIDWELL RETURNS AND MCCARTHY JOINS AS JAMESON AND THE EFL REWARD GRASSROOTS FOOTBALL COMMUNITIES



From muddy Sunday mornings to packed-out local derbies, grassroots football is where communities come together. That's why Jameson and the EFL are once again giving one amateur team the chance to experience the game like the professionals with the return of the Jameson x EFL Ultimate matchday. As part of Jameson's ongoing partnership with the EFL, which celebrates the vital role football clubs play at the heart of communities across England and Wales, the Ultimate Matchday has been created to shine a spotlight on grassroots teams and reward the players, volunteers and supporters who keep the game thriving.

Following its debut last season, the Jameson and EFL Ultimate Matchday has returned **with former EFL midfielder Steve Sidwell** set to lead the line up once more having laced up his boots to play for the competition's inaugural winners, Mercia United, in November 2025. This time around, Steve has brought a mate along for the ride in **EFL managerial stalwart Mick McCarthy**, with the former Wolves, Ipswich Town and Republic of Ireland boss



returning to the dugout to support the manager and the lucky team for one game only. **Sky Sports presenter David Prutton** will also be on hand - flanked by his fellow former players-turned-pundits Jobi McAnuff and Luke Chambers - to provide live reaction to all the key moments from the match and speak with the standout performers on the day.

Alison Perrottet, Brand Director for Jameson UK, comments: "At Jameson, we're passionate about bringing people together and few things do that better than football. While the professional game often takes the headlines, it's the grassroots clubs, volunteer coaches, teammates and supporters who are the lifeblood of the sport in communities across the UK. Through our partnership with the EFL, we're proud to celebrate local football communities and give one deserving team the chance to live a matchday like the pros, with expert training, EFL legends, new kits, professional officials and their home pitch transformed for the occasion. The response to last year's competition showed just how much these experiences matter and we can't wait to see which team steps onto the pitch for the Jameson x EFL Ultimate Matchday this season."

Designed to replicate the preparation, anticipation and excitement of a professional EFL fixture, the experience gives grassroots players a rare opportunity to see how the game is experienced at the highest level while sharing the moment with their teammates, friends and supporters. Winners will be given the chance to train at a local football club alongside campaign talent, stepping onto the pitch to be guided through drills, challenges and matchday insights. The winning team will also be decked out in brand-new PUMA kits, while their pitch will be given a makeover with Jameson branding across corner flags, ball plinths and interview boards, with EFL officials provided for a truly authentic EFL matchday experience. And to top it all off, a year's supply of Jameson, Ginger & Lime ready-to-drink (RTD) cans will be given to the squad.

In addition to the main event, two runner-up teams will also be gifted brand new PUMA strips, replica EFL match balls and Jameson, Ginger & Lime RTD cans, with the first ten teams who enter also winning two cases of Jameson cans to enjoy. The competition will open on **Monday 19 October**, with teams needing to head to the Jameson website [here](#) to submit their details. The winners will be announced on Monday 9th November with the successful club needing to be available across Saturday 5 and Sunday 6 December. There is no limit on the number of entries per club, so be sure to spread the word with your teammates and increase your chances of winning this money-can't-buy experience.



ENDS

About EFL (English Football League):

With 72 member clubs across three divisions, the EFL (English Football League) is the world's original league football competition. It is the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet EFL, Carabao Cup and Jersey Mike's Trophy, as well as reserve and youth football. The EFL, EFL in the Community and our member clubs are at the heart of communities across the country, providing shared experiences for all and using the power of sport to improve lives.

About Jameson

Jameson is the world's most awarded* and bestselling Irish whiskey, ranked in the top 3 global whiskey brands and number 7 in spirits worldwide**. Anchored by the spirit of togetherness and community, Jameson celebrates the attributes that have propelled the brand from its inception – always welcoming and forever smooth. Sound like you? You Must be a Jameson, too. When football's at its best, it brings people together like nothing else (except maybe Jameson). And everyone's invited. Every bottle of Jameson is triple distilled and matured at the world renowned Midleton Distillery in County Cork, Ireland. www.jamesonwhiskey.com

For latest news and information:

- Website: <https://www.jamesonwhiskey.com/>
- Instagram: <https://www.instagram.com/jamesonuk/>

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*Based on the tasting results of the six most influential tasting competitions from 2011-2023, including; The Irish Whiskey Masters, IWSC, ISC, Beverage Testing Institute, San Francisco World Spirits Competition and Ultimate Spirits Challenge.

**Source: IWSR 2024 Report