



Press Release

European Super League: So Nearly a Good Idea

The plans for a European Super League advanced by some self-appointed elite football clubs in England, Spain and Italy have proved to be a PR disaster. There is a clear lesson here for business owners everywhere. If you are remote from your customers, make sure you have someone on the ground who tells you the way it is and not just what you want to hear: critical friends are the best of friends.

The European Super League was so close to being a superb idea and could all have been different with just a minor change. What Real Madrid, Manchester United, Juventus and the like should have done is to form a European Supper League.

The billionaire owners could meet to eat midweek without imposing on the existing fixture list of competitive matches that fans value so highly. The European Supper League would court no objections to persisting with brown Windsor saucer when it should really be relegated and the permanent presence of salami from Milan without a competition with Serrano ham would surely be accepted without objection.

As for the unnamed dishes to join the closed group, what about an Off-Side Salad or a Corner Flaggon of Ale? As a long-standing supporter of a non-elite football team, I recommend finishing the meal with a Doncaster Rovers speciality of Shots Over The Bar.

To summarise, they so nearly got it right. If only they had proposed a European Supper League instead of a European Super League, they would not have been caught short. An extra "P" would have saved enormous embarrassment, as it so often does.

David Foley
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Information

Thanet & East Kent and Dover District Chambers of Commerce provide professional business support to the East Kent coastal business community.

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