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Beer Hawk

Entrepreneurs launch online 'beer-hunting' community



A pair of businessmen has launched a new website and retailer, www.BeerHawk.co.uk as demand for craft ales and world beers continues to grow in the UK.

Mark Roberts (33) and Chris France (35) have launched the BeerHawk.co.uk venture aiming to be the first to offer the convenience and choice of online shopping and free delivery of their selected beers to ale aficionados.

The ecommerce website has a stock list of over 200 speciality beers from breweries around the UK and across the globe, and is the first to offer free delivery to customers. BeerHawk.co.uk also offers regular deliveries of unusual brews on a 'beer club' basis, and hand-selected gift packs for beer lovers.



media relations and profile

The pair, who both left senior positions with Laithwaites Wines and Proctor & Gamble earlier in the year to launch the venture, have secured deals with brewers all over the world with the aim of offering the UK's best range of quality ales and speciality beers.

"We love drinking great beers and guest ales in pubs, but were frustrated by how difficult it was to purchase these beers to drink at home. The range available in supermarkets is poor, and the few existing websites that did try to stock better beer were either hideously difficult to use, or hit customers with a large delivery charge at checkout," said BeerHawk.co.uk director Mark Roberts.

"The typical consumer of speciality beers has become a great deal more discerning over the last decade, and the secure website we have created allows users to easily hunt out their favourite ales and discover unusual beers from the comfort of their sofa," he added.

The firm, which is based at offices and a warehouse in Harrogate, North Yorkshire, is already negotiating with a number of corporates to provide rewards and incentives for staff and customers.

"In our corporate jobs the quality of the product, value for money and customer satisfaction was meticulously monitored every single day. We're bringing that same focus and attention to detail, but adding the passion and enthusiasm of two blokes who have created their dream jobs," said Chris France of BeerHawk.co.uk.

He concluded: "Our range only includes beers that we have personally tasted and are willing to recommend to our customers. We're inviting beer-lovers to help us hunt out new beers for consideration, and expect to introduce new breweries into our range each week. We want our customers to feel part of our company and join us in our hunt for the world's best beer."

Photography: (Left to right) www.BeerHawk.co.uk directors Chris France and Mark Roberts

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