

BeerandNow.co.uk Launches the UK's First Specialist World Beer Shop

Submitted by: Beer and Now

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Three Manchester based entrepreneurs have launched the UK's first niche specialist world beers store.

Beginning as hobbyists and meeting through a shared love for enjoying the best craft and independent beers, the three company founders noticed a distinct lack of online retailers selling their favourite beers.

After years of research, sampling and sourcing the best the world's independent and craft breweries (<http://www.beerandnow.co.uk>) had to offer the founders embarked on a journey to find a way to deliver these beers directly to the door of anyone in the UK.

A short time later BeerandNow.co.uk (<http://www.beerandnow.co.uk>) was born which now offers a comprehensive and ever growing menu of the world's best beers at affordable prices.

The beers that we stock are almost impossible to find in a high street store, and are even hard to find in specialist bars. We have searched high and low to secure the best distribution deals with the independent breweries to ensure that our prices are the lowest in the UK. We're confident enough to back this up with a price match guarantee.

CEO and founding partner Andy Etches said:

"BeerandNow.co.uk is a true labour of love from myself and the other founders. We share a passion for fine ales and beers (<http://www.beerandnow.co.uk>) that we want to share with as many people as possible."

"We see BeerandNow.co.uk as a family and friend's business. We deeply care about the quality of our beers, the correct selection, reputation and customer ownership. Unlike many other online beer retailers we openly invite both honest feedback and ratings of our beers and the suggestions our customers put forward."

"We started this business with an aim to involve our customers as much as possible, encourage discovery of incredible beers and overall to simply offer the best possible experience to our customers."

BeerandNow.co.uk currently stocks beers from breweries such as Anchor, Goose Island, Sierra Nevada, Brooklyn, Nøgne, Victory Brewing Company and many more.

A typical comparison price follows:

Imported Anchor Steam American Beer is available to buy on www.beerandnow.co.uk for just £1.88 per bottle. One of the few high street retailers that stock this particular beer (Waitrose) currently sell it of £2.19 per bottle. A typical high street bar price is £3.50 and above.

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