

## Beer Festivals

Tasting Notes, Mobile  
and On-line promotion.



### Alert Local drinkers to your event

- E-mail alerts to local drinkers when you open account
- Send reminders a week before and a day before the event
- All alerts contain your complete beer list as it builds
- Send alerts if you have drinkers favourites at the festival

### Print Festival Point of Sale materials

- Full colour tasting notes from our brewer database
- Price lists to go on the bar
- Export details to Excel for your own programme
- Barrel end prints - Landscape or Portrait
- Beer token prints with sponsors logo option
- Optional 'Beer Miles' - distance to brewery

### Promote the festival On-Line

- Generate a Mobile festival website with all beers
- Graded by colour. QR code link provided
- Reflect what's at your festival directly into your website
- Create a TV / monitor display with beers remaining
- Improve your Search engine rating

### Pricing

£9.99 per use.  
Create up to 6 months in advance  
Free trial for up to 5 beers (excl. alerts)

### Further Details

ITQ Web Ltd t: 01242 262121  
beer@yourround.co.uk  
www.yourround.co.uk

# Examples of what your subscription includes

Print tasting notes and price list direct from our huge, brewer maintained beer database.

The Westmorland Beer Festival		
	<b>Bushys - Old Bushy Tail</b> An appealing reddish brown beer with a pronounced hop and malt aroma, the malt tending towards treacle. Slightly sweet and malty on the palate, with distinct orange tones.	Malty - 4.5% £1.70/£3.40 185.4 Miles
	<b>Bushys - Ruby Mild</b> An authentic 100% malt brewed mild with a fine aroma of crystal malt and fuggles and challenger hops. Deep red in colour, the flavour is well balanced creating a popular session beer.	Mild - 3.5% £1.50/£3.00 185.4 Miles
	<b>Flowerpot - Goodens Gold</b> A modern style strong bitter, quite hoppy, with a rich golden colour.	Golden - 4.8% £1.70/£3.40 70.5 Miles
	<b>International Beers - Anchor Liberty Ale</b> Classic California IPA with plenty of Cascade hops and an alcohol content appropriate to the style.	IPA - 5.9% £1.90/£3.80
	<b>Marble - Ginger Marble</b> Fresh, brisk ginger assaults the nose carrying with it a spicy, honeyed malt character also. Round and malty in the mouth with some ginger bread man-esque flavours. Reasonably intense. The texture is well tingy and syrupy and genuinely good.	Golden - 4.5% £1.00/£2.00 109.4 Miles
	<b>Mauldons - Micawber's Mild</b> A dark mild brewed with pale, roasted barley and crystal malts and 100% American hops. The beer has a full rounded flavour with a slight but distinctive bitter finish.	Mild - 3.5% £1.40/£2.80 120.1 Miles
	<b>Okells - ALT</b> A beer brewed in the true Altbier manner, a burnished copper colour, and with a cooler fermentation and 2 weeks cold storage that leads to a crisp elegant and fresh flavour, with hints of gooseberry and citrus, made with Sauvignon hops from New Zealand.	Amber - 5% 184.7 Miles
	<b>Otley - O8</b> Pale golden strong ale. Deceptively smooth and drinker friendly, in moderation! Hoppy aromas and good bitterness with Willamette hops dominating.	Golden - 8% 57.3 Miles
	<b>Salopian - Oracle</b> Oracle is a new core beer to the Salopian range. It is a crisp, sparklingly sunflower gold ale with a striking hop profile. Dry and refreshing with a long balanced aromatic finish.	Pale - 4% £1.40/£2.80 63.1 Miles

Keep up with our beers at [www.yourround.co.uk](http://www.yourround.co.uk) or sign up for new brew alerts by text or e-mail. Printed: 17/08/2011



**Saffron Brewery  
Chestnut Grove**  
Type: Dark ABV: 4.8%

Warming malty beer brewed with a variety of Maris Otter Pale, Crystal, Chocolate malts and Goldings hops for light bittering. Nutty and bitter/sweet toffee flavours.

PRINT **£2.40** HALF **£1.20**

Bishops Stortford



**Salopian Brewery  
Oracle**  
Type: Pale ABV: 4%

Oracle is a new core beer to the Salopian range. It is a crisp, sparklingly sunflower gold ale with a striking hop profile. Dry and refreshing with a long balanced aromatic finish.

PRINT **£2.80** HALF **£1.40**

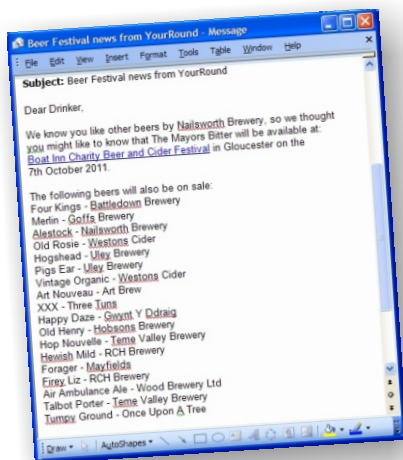
Shrewsbury 63.1 Miles

Barrel end prints in landscape or portrait with prices and Beer Miles.

Print beer tokens and avoid servers handling cash. Include a sponsor image to help pay your costs. Includes feedback and 'beer of festival' vote.



Create an on-line Beer Festival page. Include in your own website or use at event to display available beers.



QR code linked to your mobile site provided



Mobile site contains all your beers sorted in order of colour with full tasting notes, logos, ABV and type.

Works on ALL Smartphones.

Send out alerts to local drinkers when account is created and just before event takes place

Plus access to our Beer Guide database and more...!

Sign up NOW @ [www.yourround.co.uk](http://www.yourround.co.uk)

