

YourRound One Year On



Ever missed your favourite beer in your local pub? Or missed out on special offers in your local shops? So what if your local pubs and shops could tell you the minute your favourite is on sale - wouldn't you go to try it or choose that pub over others not talking to you? That's what I wondered back in 2007 as the seed of a new idea formed whilst checking my pub in Prestbury to see if Malvern Hills Brewery Black Pear was on yet. It was a timely thought: more young people getting into in Real Ale, more affordable Smart phones and the rise in bottled beers all helped me envision a system that could connect customers to ale suppliers in real time. But how would drinkers and pubs get simple access to the huge range of beers in the UK? This too became part of the problem to solve and it soon became obvious that the key was to involve and connect the ENTIRE supply chain and the YourRound story began.

To get the ball rolling we employed a couple of local beer fans to gather as much on-line brewery data as possible from all brewers in the Good Beer Guide. After two months we had over 3000 beers on the database complete with tasting notes and pump clip images. This was enough to get us going. We built links back to the brewers so when a beer was missing, it informed the brewer that a certain pub was asking for their info. We joined SIBA to get involved with the small brewers and spent time networking at events, judging beer contests (it's a tough job..) and gradually brewers came to understand our idea. In January, over 300 UK brewers logged into the site to add beer information and recently we celebrated our 5000th beer added by Black Country Ales at the Wellington in Birmingham. A particularly fitting venue as their in-pub display system in part inspired our own BeerBoard idea.

Jake Douglas at Salopian brewery in

Shropshire was one of the first brewers to see the real potential. He said: 'YourRound's approach is entirely unique and is an excellent media vision for real ale drinkers. We add our new beer information to the system and also encourage our customers to join to promote their businesses and our beers side by side. It also provides a reference point to find and use pump clip artwork and tasting notes. A one stop shop for everything Salopian related.'

Of course, the cornerstone of any supply chain is the distribution and the YourRound vision was always to include wholesalers. After all, Publicans have the same problem - what's available for me to buy now? Wholesaler real ale stocks come and go and a paper list in the post can't stay up to date for more than a few days. So local ale wholesalers, Cellar Supplies in Stoke Orchard were keen to get involved to develop the wholesalers interface. Both Chris Williams and Shaun Dandy helped formulate what was needed and within a few weeks the wholesalers BeerCAM was available for publicans and retailers to see what was available locally to tantalise their customers. Chris remains keen on the advantages of the on-line promotion YourRound provides: He said: 'We can now keep our customers bang up to date with our current stocks and extensive range, which are changing all the time. Combined with the on-line ordering and print-out features, the system really gives us an edge by reducing waste and getting to our customers faster!'

We understood early on how difficult it is for publicans to find time to do anything extra in their busy lives, so we strove to make the user experience as simple as we could. We built a mobile site so updates can be made from any Smartphone and an iPhone App is on its way to make it even easier. We also realised that pubs needed other reasons to update until such times as we had thousands of drinkers on board, so we built our pub manager that allows pubs to see the entire beer database, print tasting notes and even allows them to update their own website at no

cost using 'web widgets'. We found a huge interest from one large pub chain in being able to put tasting notes on their tables to tell people about beers on now and next and 250 of their pubs are now on the system with more signing almost daily.

Neil Way from the Cheltenham Motor Club, was an early adopter and said: 'Updating YourRound is now part of my daily routine and only takes a couple of minutes. I have customers in Gloucester that love Dark Star Hophead . They travel the 10 miles here when they get YourRound alerts. I have another local group who love dark beers that always turn up when Dorothy Goodbody's Wholesome Stout or similar are on. Sometimes people turn up within minutes of me updating the site if they are already in town. There is no better way to tell those customers about a fresh barrel than the text message that YourRound sends.'



Neil at Cheltenham Motor Club

Some enterprising brewers have been investing in bottling plants that are now extremely cost effective for small volumes and are even bottling for their competition. The upshot of this is that there is now a huge range of bottled beers on the market. Pay a visit to Leigh Norwood's 'Favourite Beers' in Cheltenham to see what I mean. YourRound provides retailers the ability to promote quality bottled beers to local drinkers in exactly the same way as for pubs. So when a drinker finds a new great beer, he can add it to his YourRound account and will get alerted if it becomes available again in his local shop as well as the pub. At the same time we send

out the entire stock lists which allow people to choose before they get to the shop.

Leigh says: "We've had great success being an early adopter of the Your Round retail account. Our stock of over 300 bottled beers is changing weekly and the site allows us to provide a near real time listing of our current stock in an attractive and easy to read format. It has been gaining in popularity with our customers, who can decide which beers to buy by browsing at home. We had one lady in recently with a list of beers to purchase for several of her work colleagues at a company in Bristol. We have also had several wives coming in to collect beer for their husbands!"

It was a bit of a shock to learn from experts that it requires a seven figure sum (Yes - Pounds not Rupees) to advertise successfully to consumers on line. So we need to use channels like CAMRA local groups who have been really supportive and have sparked off user clusters as far afield as the Scottish Highlands and the Isle of Man.

We also encourage pubs to promote to their drinkers - after all its them they will reach out to - by providing promo info on the site.

For drinkers we built the alert system that will tell you by e-mail or text when your favourite product is available locally and that works really well. We also invested in developing iPhone and Android apps, the 'British Beer Guide' to make our entire brewers' database available on the move. This is a true beer guide now with almost 6000 beers and soon will be updated daily direct from brewers input. It's useful to be able to get tasting notes on unfamiliar beers in the pub and avoid the sometimes embarrassing sample requests. You can even add your own taste notes and mark a beer as a favourite. This will eventually connect back to YourRound and generate alerts for these and similar beers.

Coupled with our BeerCAM app that shows



you what beers are on around your current location we're hoping to get drinkers really involved with their local pubs in a way not previously possible.

It's an exciting time for the YourRound team. We see Real Ale consumption and its appeal to the mobile equipped younger market growing and we have hundreds of new ideas in our 'Roadmap', a lot coming from users- the problem is always which one to do next ! Our biggest challenge remains persuading sellers to keep updated but the signs are that those who do are finding and keeping new customers, and this is what will drive them and drinkers to use the system more and more.

Keep up with us, new beers from your favourite brewers and what our customers think by following us on Twitter and Facebook or better still create a free drinkers account at www.Yourround.co.uk and start getting real time beer news today !

Contact Terry Dicks at
beer@yourround.co.uk

Cheltenham Motor Club



CAMRA SW Region Club of the Year 2009

Real Ales and cider at competitive prices
CAMRA MEMBERS WELCOME

Darts, pool-table. Regular social events
Meeting Room and Function Room available
Friendly atmosphere

Upper Park St. (off Hales Road), Cheltenham
GL52 6SA, T:01242 522590 E:beer@cheltmc.com

Check our current ales on the



What's going on in your Local? YourRound tells you *as it happens!*

- ❑ Find out what beers and ciders are on sale at your local pubs
- ❑ Get text and email alerts when your favourite comes on tap
- ❑ Be first to get updates about offers, events and menus

Don't miss out - Get YourRound in **now!**

Drinkers AND Pubbers

sign up @

www.YourRound.co.uk

Make sure your pub has a



Real Time News for Real Ale Drinkers