

## BrandedBeer.com factfile: updated October 2007

### About the business...

BrandedBeer.com is an exciting new business launched in October 2007 by two young Scottish entrepreneurs

The website address is [www.brandedbeer.com](http://www.brandedbeer.com)

It operates across the UK from a base in Scotland

The idea is simple:



You go online and pick the kind of beer you want.

You upload a photo of the person the beer is for, (or anything else for that matter).

Add a funny personalised message to the front and back labels.

You can view a 3d visualisation of your beer bottle before you buy.

Complete your order.

Wait a day or two for it to arrive Then give it to someone or glug the lot yourself.

Beer varieties available on the site are supplied by multi award winning Brewdog Brewery. They include the untameable 'Punk IPA', 100% malt 'Hop Rocker', laid back 'The Physics', and twisted stout 'Rip Tide'

The minimum order is 12 bottles. Life's too short for a maximum order.

### About the people...

The business was conceived and set up by business partners Stuart Ebdy and James Watt

25-year-old Stuart Ebdy owns six companies, and is the current Young Entrepreneur of the Year for Scotland (Prince's Scottish Youth Business Trust / Royal Bank of Scotland 'Young Entrepreneur of the Year' awards). He has several nominations for other entrepreneur awards. [www.stuartebdy.com](http://www.stuartebdy.com)

25-year-old James Watt owns Brewdog, a brewery based in Fraserburgh, Scotland. In June he was named Scotland's Shell Livewire Young Entrepreneur of the Year 2007. [www.brewdog.com](http://www.brewdog.com)

Full press resources including images, logos and screenshots, are available online at [www.brandedbeer.com/press.cfm](http://www.brandedbeer.com/press.cfm)

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