

# BRANDED BEER.COM

## PRESS RELEASE

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### Young Aberdeen entrepreneurs launch the ultimate beer gift for men

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The ultimate gift for men has been launched by two young entrepreneurs in Aberdeen: bottles of beer that can be personalised with any message.

Stuart Ebdy and James Watt are behind [BrandedBeer.com](http://BrandedBeer.com), where anyone can upload a photo and add a message to the front and back of beer labels.

The business is being run from a base in Aberdeen by the two 25-year-old entrepreneurs.

Stuart said: “Men are hard to buy for. You want to get them something they want, but you want to make it a bit special too. That’s how we came up with the idea of [BrandedBeer.com](http://BrandedBeer.com).

“Beer with a personal message is the kind of gift we’d like to get!”

When you order the beer online at [www.BrandedBeer.com](http://www.BrandedBeer.com), you design and see exactly what your label will look like in a 3D visualisation onscreen.

You can upload your own photo, choose a background theme, and add a personalised message to the front and back labels.

The beer all comes from James’ own brewery Brewdog, based in Fraserburgh, Scotland.

It includes several varieties, including Punk IPA, Hop Rocker, The Physics and Rip Tide.

James said: “I love brewing beer, it’s my passion. This is such a simple idea, and it’s going to make such a great gift.

“We’re looking forward to the creative messages some people and companies will think to put on the labels.”

ENDS

#### NOTES TO EDITORS

- For free samples or further information please contact Paul Green on 08452 303049, or email [press@publicityheaven.com](mailto:press@publicityheaven.com)
- Full press resources including images & screenshots are available at [www.brandedbeer.com/press.cfm](http://www.brandedbeer.com/press.cfm)

