

Press Release

### **YourRound gathers pace - Look out for your beers on the iPhone !**

Due to an overwhelming response from UK brewers, the YourRound beer directory at [www>YourRound.co.uk](http://www>YourRound.co.uk) is now probably the biggest of its kind and contains information on over 4000 British beers.

Hundreds of brewers have now added their latest beers and tasting notes ensuring the most up to date information is reaching wholesalers, pubs, retailers and even beer festival organisers.

The YourRound BeerCam is rapidly becoming the most popular way to promote real ales in the pub, as well as online and on mobile. Drinkers can also visit [www.yourround.co.uk](http://www.yourround.co.uk) and set email and SMS text alerts to tell them when their favourite tittle is on tap.

Fully integrated into the various social networking sites such as Twitter, the YourRound drinker can keep up to date with new beers from their favourite brewery and even find their favourites when away from home using the YourRound iPhone app.

The YourRound system even notifies the brewer about pubs and retailer requests for particular beers and also enables wholesalers and pubs to share order and delivery information.

MD Terry Dicks says, "There are many beer and pub websites out there, but YourRound is unique in that we connect the entire supply chain providing live demand and supply information to everyone involved. We are 100% focussed on providing accurate and valuable information about Real Ale and its market."

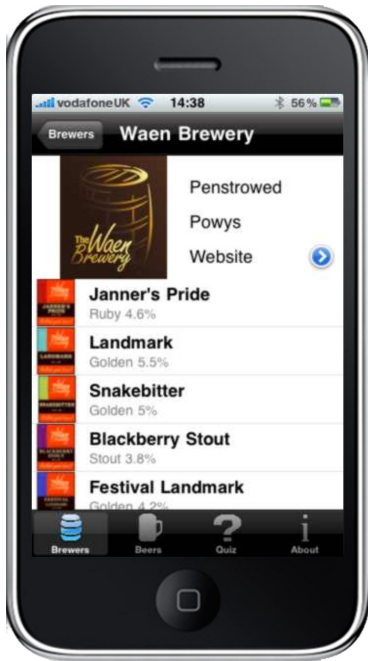
"I am proud to announce that as a result of feedback from YourRound users we are now adding a range of new BeerCam features specifically designed for the publican and retailer. With a range of new BeerCam banners and posters, pubs and retailers can now create a document on the website in seconds then download or print it to use immediately. Template options include adding beer pump clips images, tasting notes, pricing and even daily menu specials and event information; all with just a few clicks of a mouse."

He continues, "We have made it easy for the publican to keep their YourRound BeerCam up to date with just four mouse clicks – we have even developed a version to use on any internet mobile phone. Or the system will allow the busy publican to delegate the job to his 'PubPal', a keen regular customer. In one case this was actually the chef! Once they start using the BeerCam posters, it saves so much time; they don't know what they would do without them."

The British Beer Guide from YourRound is now also available as an iPhone app. The beer directory shows pump clip photos and tasting notes, and there's even a fun quiz too. Terry Dicks announces "the British Beer Guide proudly presents Britain's finest ales providing a comprehensive guide for regular drinkers and newcomers alike. We hope people are encouraged to download the app onto their iPhones and spread the good news about Great British Beers."

Go to [www.yourround.co.uk](http://www.yourround.co.uk) and sign up now. It's free, easy and informative – connecting the entire real ale industry.

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British Beer Guide iPhone App. from YourRound

The Mail Rooms	
Now On	Coming Soon
<p><b>Greene King</b>    <b>Abbot Ale</b>                      This distinctive full bodied, smooth and mature beer is bursting with fruit cake and toffee flavours.                      Malty - 5%</p>	<p><b>Osney</b>    <b>Beachcomber Blonde</b>                      A delicious hoppy blonde ale. The beer is crisp, dry and refreshing with a delicate grapefruit flavour. An appealing ale for both bitter and lager drinkers.                      Pale - 4.2%</p>
<p><b>Greene King</b>    <b>Abbot Reserve</b>                      This distinctive full bodied, smooth and mature beer is bursting with fruit cake and toffee flavours.                      Pale - 6.5%</p>	<p><b>Osney</b>    <b>Dark Island</b>                      A very dark beer displaying a smooth, almost white head. Chocolate malt, crystal malt and wheat give this beer its smooth, full-bodied, maltness and sweetness. First Gold and Goldings hops combine with the malt flavours to deliver the winter fruits and dried fruits aspects.                      Dark - 4.5%</p>
<p><b>Mayfields</b>    <b>Auntie Myrtle's</b>                      Made with Maris Otter malt and Herkynshire Fuggles hops to produce a gentle malt body and strong hop finish.                      Amber - 4.5%</p>	<p><b>Caledonian</b>    <b>Deuchars IPA</b>                      A blend of malt and hop character and above all a drink with enormous drinkability.                      Pale - 3.8%</p>
<p><b>Acorn Limited</b>    <b>Garnsey Gold</b>                      This award winning golden beer has good bitterness levels, with a fresh citrus and hop aroma. A hoppy flavour throughout with a well hopped clean, dry finish.                      Golden - 4.3%</p>	<p><b>Ringwood</b>    <b>Fartynliner</b>                      The name is taken from the strength but also evokes its golden colour. Ringwood has been brewing Fartynliner since 1975 and over the years it has received many awards. Light, fresh hop bouquet. Rounded malt in the mouth with strong hop balance, deep bittersweet finish.                      Golden - 4.9%</p>
<p><b>Prescott</b>    <b>Grand Prix</b>                      A powerful, full-throttle traditional ale at 6.2% ABV.                      Pale - 5.2%</p>	<p><b>Hook Norton</b>    <b>Old Hooky</b>                      A beautifully balanced beer, fruity by nature, with a well-rounded body and the suggestive echo of Crystal Malt.                      Malty - 4.6%</p>
<p><b>Greene King</b>    <b>Raiders best</b>                      An English Ale with hoppy citrus undertones, balanced with bitterness and a light sweetness. It has an aroma that is packed with soft fruit notes and a clean, moreish finish.                      Malty - 3.7%</p>	<p><b>Harveststoun</b>    <b>Schalkhallen</b>                      A unique cask conditioned lager. The use of finest lager malt and German hops results in a true Pilsener-style beer: dry, crisp, refreshing and flavoursome.                      Pale - 4.8%</p>

Keep Track of our Ales on the **BearCAM**  
 Powered by [www.YourRound.co.uk](http://www.YourRound.co.uk)

BearCam from YourRound – Pub Posters