

Business matters

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Bowland's online business brewing

FOLLOWING a highly successful year in terms of both sales growth and product awards, the Bowland Brewery, at Bashall Town, is opening itself up to a wider audience through its brand new website – www.bowlandbrewery.com – and it is continuing its policy of using local suppliers wherever possible.

The site has been developed in partnership with local online agency Sawley Studios to raise the profile of the brewery and to ensure that the company's emphasis on product quality is reflected in all of its external communications.

The Quaystone Website Management and E-Commerce system has been developed by Daniel Williams, former manager of the Spread Eagle, Sawley, and even at this early stage has already enjoyed considerable national success.

With a formal launch and marketing campaign planned for September, and sponsorship of a major awards ceremony in Liverpool, Sawley Studios is heading for a very busy end of its first 18 months trading. Within days of the launch the new website for Bowland Brewery showed a marked increase in visitors and online inquiries and feedback for the new design has been extremely positive.

Richard Baker, owner of The Bowland Beer Company said: "We've had a very exciting year with loads of awards at beer festivals, the launch of our Artisan Gold range and



ONLINE SUCCESS: Pictured in Bowland Brewery is Daniel Williams (left) with Richard Baker.(s)

over 20% more sales than the previous year; we've been looking for a local internet partner to give us a great website for some time and Sawley Studios demonstrated an excellent understanding of our requirements and an impressive client base. Having watched the development of the site it was exciting to see a leap in visitors and positive feedback almost overnight and we have plans to extend the site and promote

the brewery and visitor centre even further."

Daniel Williams commented: "Sawley Studios is growing quicker than all of our projections and I'm delighted to be able to offer our extensive online knowledge to a whole range of local businesses.

"Taking a break from website development and managing the Spread Eagle, at Sawley, for several years, Richard and I already had an excellent

working relationship and I was delighted when we were contacted to discuss the development of an improved online presence for The Bowland Brewery."

While at the Spread Eagle, Daniel and his parents Nigel and Ysanne Williams, who owned the hotel, were one of the early adopters of The Bowland Brewery beers and helped develop its own Sawley's Drunken Duck.