

Cumbria based Hawkshead Brewery take advantage of Superfast Services in Cumbria



"Access to the internet is an integral part of our business and upgrading to fibre for us was a no brainer".

Being one of the most successful of the new wave of independent breweries which have ignited public excitement about beer and further the renaissance of the British brewing industry, the Hawkshead Brewery brew distinctive, flavourful, modern beers, made by people who love beer for people that love beer.

The company, based in Staveley Mill Yard, employs 20 full time staff. They deliver their products widely throughout the North of England and also abroad and have their own bar open to the public every day based at the brewery in Staveley.

"Prior to the arrival of fibre broadband, at certain points in the day our existing service would drop to the point where we were unable to carry out business as usual."

"Our business relies on broadband for the maintenance of our website, online sales, email communications, accessing orders, social media and for premise-based customer payments and access to wi-fi."

"It was getting to the point where at certain times of the day we were unable to access or provide key services. For example, our bar offers free wi-fi to customers. When this was not available it led to complaints and potentially the loss of sales from frustrated customers. We have clients in Hong Kong, Italy and Sweden, the most effective communication here is via broadband but at times this was not possible which reflected badly on our professionalism."

With regard to their upgrade Gemma shopped around for different quotes before upgrading and went with our existing telephone supplier who matched the cheapest quote we required. Our monthly payment is now less than that of the service we were receiving prior to the upgrade!"