

# WE ARE TAKING ON THE CROWD

## And we invite you to JOIN US.

Haywood drinks has launched a crowdfunding project that aims to unite the pub and bar industry working together for a common goal – the long term survival of a great tradition. All are being invited to be a part of the crowd that helps develop eliot's drinks, a Haywood Drinks brand committed to the traditional Pub and Bar. Haywoods believe it is THE place to socialise, meet people, unwind and have fun. Just as Brit's have done for decades, centuries in fact!

Why join the crowd? Well beyond the feel good factor of just being a part of the solution, there are a host of benefits for both consumers and publicans. [See our campaign for more details.](#) The new crowdfunding project is a unique offer that enables everyone to unite in order to secure a future for UK Pubs and Bars. Consumers can get exclusive access the crowd and become a part of the future of eliot's – VIP's if you like! Fantastic offers, fabulous products and first class rewards are waiting for anyone who is a part of the #eliotscrowd

### Why crowdfunding?

Well eliot's see the issue of the survival of UKs pubs and clubs and an issue for everyone and everyone needs to be a part of the solution. Individuals can often feel they can only do so much – enjoying an odd night out at their regular for instance – however by bringing together everyone in to a common cause each individual adds up to a crowd – and a crowd can make

things happen. By opening this up to the crowd, Haywood's can harness the power of eliot's and lead an impact in the UK.



### How will eliot's help the pub?

By giving back exclusivity to Pubs and Bars to serve the kinds of luxury drinks and snacks that customers cannot get at home. eliot's are committed to developing a brand that they can position within Pubs and Bars, that gives customers a reason to visit, a tempting treat that gives the motivational push off the sofa down to the local. Making going out the NEW going out!

The market is changing too. Traditional advertising isn't getting the attention and giving returns in the same way as before. UK Pubs and Bars need to take hold of social movement to grow. Socialising is not just a physical thing, it's an internet thing too..."social" media is with us every step. Let us consider the supermarkets; the ones doing well in store are the ones building their brands online too. We have lost too many big names from our high

streets. We must learn from so many mistakes and harness the power of social media before the competitors do!

And eliot's can help here too. In addition to the drinks and snacks available to Pubs and Bars, eliot's are offering their crowd professional assistance with their social marketing. From retweeting packages if you have your account ready but need larger reach – to full social media management. There is a benefit to suit all.

The #eliotscrowd is already growing. And this crowd will be directed in to the pubs and bars, they're a crowd of like-minded supporters who want to be a part of the future. And they need places to go. Haywood Drinks are committed to helping those that help them. **So the question is – are you in?**

#### *About Haywoods*

Haywood Drinks, the name behind Eliot's, brought easy to serve hot alcoholic drinks to the UK market, and have since been dedicated to the further development of the Eliot's brand and to the support of the drinks industry in the UK. Haywood Drinks are constantly looking at ways to improve their offering for both bars and clubs and consumers. Eliot's have proven a commitment to the market by further investing and developing this next generation drinks dispenser, but also to the traditional pub and bar in the UK by supporting the trade with innovative ideas, support and help with product promotion. Your support will help Haywood Drinks to develop the Eliot's Drinks brand and cause.



*For more information please contact Haywood Drinks Managing Director Fraser Henderson on email [info@haywood-drinks.co.uk](mailto:info@haywood-drinks.co.uk)*