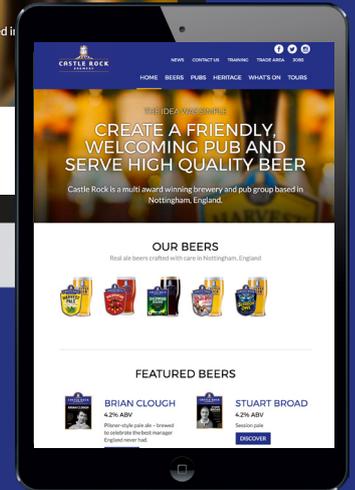
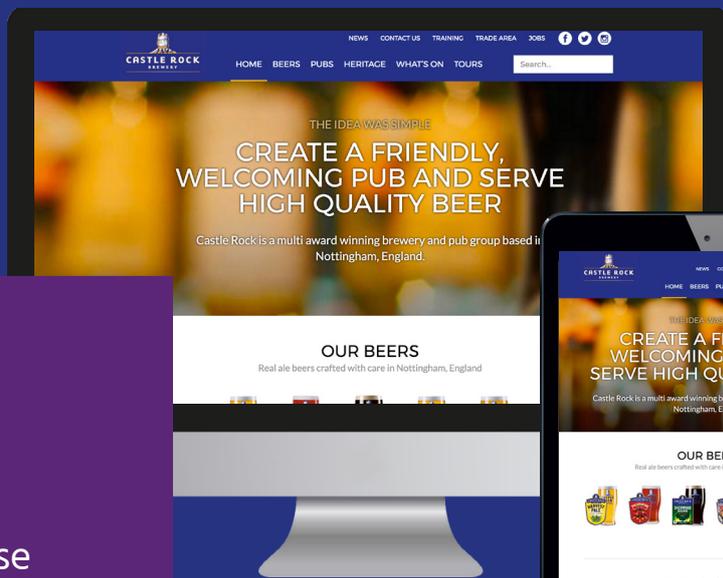


# Castle Rock Brewery

A mobile friendly, database driven website catering to the needs of trade customers as well as bringing these classic beers to a whole new generation online.



## Castle Rock Brewery Key Facts:

### Database Driven

The website is fully integrated with their production database, providing trade customers with real time availability and ordering information.

### Custom Plugins

From a bespoke Events Engine to a fully customized Pub Database, the new site caters to Castle Rock's very specific user requirements.

### Mobile First

Another cool feature is the Pub Finder which uses your smartphone to determine where you are and to map the route to your nearest pub.



Our website is a definite cut above the rest. Team Hallam are a forward thinking and dynamic company, offering a relaxed working relationship but their target driven approach ensures things are getting done on time where possible. We hope moving forward our relationship will continue and our website will continue to stand out.

Lewis Townsend – Marketing Manager, Castle Rock Brewery



## The Client

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Castle Rock offer a range of famous and acclaimed beers, each unique in style and character. In addition, they also operate a chain of pubs around Nottinghamshire and beyond, each with its own individuality and appeal.

## The Challenge

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The challenge was to create a new mobile-friendly website to replace their old outdated website, and help bring their famous beers to a whole new generation online.

At the same time, Castle Rock wanted to improve the service it was providing to its trade customers and show current beer available to order, and beers coming up in the future.

## Our Approach

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Working closely to the client brief, we developed a range of bespoke database driven applications perfectly suited the way Castle Rock trade customers bought their beer.

The Trade Area is fully integrated with the Castle Rock beers database and provides up to date information so that beers can be ordered when freshly available, as well as knowing what beers were coming up in the future.

Our Custom Events Engine offers a central hub for all the events taking place around all the pubs.

We developed a "Find Your Nearest Pub" tool which uses your smart phone to determine where you are, and then provide directions to your closet Castle Rock pub.

Every one of the 20 Castle Rock pubs now has its own profile page on the site, providing an easy to use place to share photos, provide directions, share events information. And it's been designed to easily add more pubs as the chain grows, and users will find it easy to maintain their own information themselves.