A New Store For Balham & Beer Aficionados: We Brought Beer

Thursday 13 November, 2014

We Brought Beer: A New Store for Balham & Beer Aficionados

If you go down to Hildreth Street today, you're in for a good surprise: a new "general store", filled with more than 300 beers, has joined the selection of independent shops on Balham's bustling market street. We Brought Beer opened its doors in August 2014 and is already attracting plenty of attention from locals and beyond. Voted winner of the Time Out Love London Award in the category for 'Favourite Local Shop', the store is brainchild of South West Londoner: James Hickson, a dedicated beer aficionado.

Introducing: We Brought Beer

We Brought Beer stocks an ever-changing, handpicked selection of 300+ craft beers from breweries as near as Wandsworth Common and as far flung as San Diego. The shop is a go-to destination for everyone from the craft beer enthusiast to those wishing to join the beer loving ranks. The friendly shop team greet every customer and are happy to share their encyclopedic knowledge to ensure everyone takes home the perfect beers. Pick and mix a six pack, or fill up a growler with the weekly selection of fresh beer, straight from the taps. This beer emporium also stocks home brewing kits, hops and even bottle caps, so if you are feeling adventurous you can create your own ales! The shop's design centres on the beer taking inspiration from the variety of graphic design seen on its bottles and cans, and is a celebration of the craftsmanship of the product that is on show. The central table provides a perfect 'sharing and social space' perfect for the frequent beer tastings and homebrew demonstrations.

Meet James Hickson: Founder

With a track record in the drinks industry including time at Innocent Drinks and BrewDog, founder James Hickson, driven by his passion for craft beer and frustrated by the lack of good beer shops in this part of London, launched this place of discovery with the aim of bringing the huge diversity of good beer to South West London. James says: "We try to make everyone feel welcome when they come in to the shop, whether they are a hardened beer geek or have never drunk beer before in their life. Beer is a special product and we want to share our passion and knowledge for craft beer with the local beer loving community, to give our best recommendations and make sure everyone leaves the shop with some great brews to try. Drink slow, drink better is my motto!".

Christmas Gifts:

Deck the halls and fill the stockings, We Brought Beer is a Santa's grotto filled with perfect gifts for beer lovers. The friendly team at the shop in Balham are experienced in the offerings from each brewery and happy to guide your choice from the huge in-store selection. Beer Making Kits, Growlers and gift packs are available in-store and photos are available on request.

Editors notes:

If you would like to interview James, visit the store and/or taste some craft beers, please contact sarah@gertrudeandivy.com. Attached are a sample of low res images. For high res press images please contact Sarah.

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Website: http://www.webroughtbeer.co.uk/

Facebook: https://www.facebook.com/webroughtbeeronline

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For additional information and press shots please contact:

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