NORRIQ goes direct to the UK drinks market

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NORRIQ's solution for the beverage industry, Drink-IT, powers some of the most well-run beverage companies in the world, ranging from small-size companies to the world's largest beverage companies. The solution is implemented in more than 35 different countries. To boost its presence NORRIQ is now launching a new business in the UK to offer its award winning solution directly alongside its established partner channel.

Drink-IT is an advanced and modular software suite for manufacturers and distributors operating in the beverage industry. The solution is ideally suited to breweries, cider companies, wineries, distilleries, soft drink manufacturers, bottling companies and specialist beverage wholesalers.

As part of NORRIQ's strategy in the UK, the company will focus on providing full enterprise ERP, CRM, BI and Sales solutions to the UK beverage industry delivered through the desktop, tablet or mobile devices operating on-premise or in-the-cloud. This provides a solution for all businesses from craft brewers to global brands where NORRIQ already has a large client base including companies such as Carlsberg and Duvel internationally and Everards and Frederic Robinson within the UK.

Bo Martinsen, CEO of NORRIQ said: *"The Drink-IT solution will help UK drinks companies to address the constant changes and challenges within the drinks industry as a whole and to support the significant growth in the number of new, innovative brewers and distillers."*

The new NORRIQ UK business will be headed up by Colin Crow and David Ashmore who have over 25 years of experience in delivering high quality ERP solutions to the beverage industry.

About Drink-IT

Drink-IT is a complete and easy to use beverage management solution covering the entire value chain. Drink-IT simplifies the business, makes the processes more effective, and the business more profitable. The solution is built on the world's most reliable and advanced ERP-platform, Microsoft Dynamics NAV. With Drink-IT you can efficiently integrate the entire value chain with one end-to-end business management solution.

DRINK-IT is developed and sold by NORRIQ. NORRIQ provides business IT solutions worldwide from its offices in the UK, Denmark, Belgium, the Netherlands, Germany, Tunisia and China.

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Related Keywords:

Drink-IT :: NORRIQ :: ERP :: CRM :: Microsoft :: Dynamics :: Drinks :: Breweries :: Beer :: Cider :: Wine :: Spirits :: Softdrinks :: Manufacturer :: Bottler :: Importer :: Wholesale ::

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More information regarding Drink-IT can be found at www.drink-it.com

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