Brew Network

Media Kit

Press Release & App Information 2021

CleaVer
St. & Co.

Locally Developed By
Cleaver Street & Co.

Press Release

Brew Network App launched to support local cafes, bars and restaurants.
Shout your contacts a coffee, beer or wine from Perth Partner Venues.

An app designed to support local hospitality businesses post COVID-19 and shout your contacts a beverage from the palm of your hands has officially been launched.

The Brew Network is an app that provides a platform for users to send a coffee, beer or wine to their friends, family or colleagues from their smartphone device.

The way it works is simple.

Once you have downloaded the app, select the type of brew you would like to send, then select the recipient from your contacts and write a personalised message.

Shortly after, your contact will receive a text message for their 'free' beverage with a link to download the app to claim their brew.

Developed by a team of passionate coffee drinkers, Brew Network is a sister company to Cleaver Street & Co. in West Perth.

Leading the team is Cleaver Street & Co owner, Cade Eglington.

"The concept behind Brew Network came about over several years operating The Cleaver Street Coffee Shop," Mr Eglington said.

"The app was in ideas stage for a couple of years, but after our own business went on hiatus due to COVID, we decided to develop Brew Network and provide an easy way for communities to get behind their local hospitality venues."

The app was designed and developed by members of the Cleaver Street Coworking Studio this year.

"All of us know someone that needs cheering up, or have a friend we haven't seen in a while and this app is a great way to stay connected and show you care," Mr Eglington said.

The free app can be downloaded from **https://brewnetwork.com.au/DL**

Brew Network beverages can be redeemed at:

Village Coffee (Marmion)
Rise & Grind Espresso (Doubleview)
Dimattina (Osborne Park)
Stomp Coffee (North Perth)
Little Lion Coffee (Perth Children's Hospital)
Shadow Wine Bar (Northbridge)
The Seasonal Brewing Co. (Maylands)
Laika Coffee (Lathlain)
Good Things (Mosman Park)
*MUMMUCC' (Wembley)
*Nowhereman Brewing Co. (West Leederville)

*Coming soon. Account activation in progress.

Cafes and bars can sign up to become a part of Brew Network at **https://brewnetwork.com.au/partner**

For more information visit our website:
https://brewnetwork.com.au

Quotes from some of the Brew Network Partner Venues:

"With Brew Network we have an opportunity to bring communities together in such a unique time. Looking after friends and family and supporting local, what's not to love!" **Kauri Minhinnick - Events and Marketing, Alex Hotel & Shadow Wine Bar**

"Epic new way to look after the ones you love! Simple and effective, a value add with no fuss" Chris Watt - Owner, Stomp Coffee
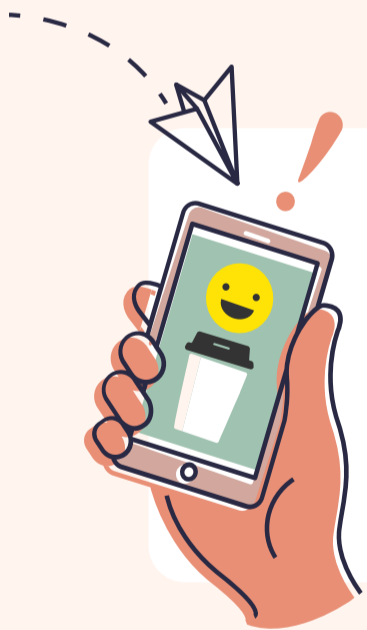
How Does It Work?

1 Download the Brew Network app and select a coffee, beer or wine to send to a friend.

2 Select the recipient from your contacts, then write a personalised message to send with the brew. If you have a favourite local venue you would like to support, use the **Support Your Local** feature to have the brew claimed from that particular cafe or bar.

3 The recipient instantly receives a code for their free coffee, beer or wine with your message and a link to download the app. Participating venues can be found by viewing the map.

4 The recipient shows their voucher at the venue, and receives their brew.

Target Audience & Usage Cases

1

Everyday Australians (primarily 18–35 demographic) sending to friends and family:

- Sending a loved-one a few coffees from their favourite cafe as a birthday gift,
- Sending a glass of wine with a cheerful message to a friend who's had a rough week at work,
- Shouting someone a beer after they got the last round at the bar.

2

Companies & Businesses

- Rewarding and motivating staff with a coffee after a job well done.
- Gifting a wine to a loyal customer to say thanks for their business.
- Giving staff feedback in a positive, engaging way.

3

Freelancers, Contactors & Small Business Community

- Freelancer touching base with a potential client with a coffee and a follow-up message.
- Tradesmen sending a coffee at the end of a job as a thank you for using their services.
- Great tool for networking: Received a business card? Send a coffee to continue the conversation.

All in-app, web and marketing illustrations by local Perth artist Sofia Varano.

Behind Brew Network

Brew Network is a sister company to Cleaver Street & Co., based in West Perth. It is a collaborative and community-focused group including the Cleaver Street Coffee Shop (est. 2015, soon to be returning in a brand new location), Cleaver Street Coworking (est. 2016), and Cleaver Street Event Space (est. 2019).

Originally stemming from ideas whilst running the Cleaver Street Coffee Shop, the Brew Network app finally took shape over the business' hiatus period in the first half of 2020 that was brought on by COVID-19. The platform has been 100% designed and developed locally by members of the coworking space, covering areas such as graphic design, art direction, coding and marketing.

Cleavers Street & Co's mission as we expand is to create a network of like-minded people continuing to create projects like Brew Network, benefiting the local community and the arts.

Brew Network
Promotional Launch

Perth Is OK!
Social Media Campaign
334k Instagram followers

1000 Free Coffees
"Secret Santa" Christmas Campaign
Thursday December 10th, 6pm

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Marketing & Business Development

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