

Award Winning Florida Craft Beer to Sell Its Assets on eBay

By Beautiful Brews Inc.

Dated: Jul 21, 2008

Honey Amber Rose, Trademarked as the First Beer for Women, Takes an Unprecedented Step.

Honey Amber Rose, a craft beer trademarked as THE FIRST BEER FOR WOMEN, is up for sale on August 15th via eBay. Despite success in the Florida beer market, Beautiful Brews Inc. co-creators Abby Waters and Kent Chamberlain have decided to auction off their self proclaimed baby, "Honey" in order to ensure its future. The company will be auctioning off the Honey Amber Rose brand including: the 200-year-old-secret recipe, trademarks, portfolio of existing accounts, access to hundreds of approved accounts, flash website: <http://honeyamberose.com>, full package design, introduction to suppliers and training by key executives in the company.

Honey Amber Rose, has won critical acclaim for both its recipe and its approach on the beer market. It has a feminine flair, but the beer was touted by Palm Beach Post's Beer Guy, Dan Oliver as "Strong Enough for a Man but Made for a Woman". The company reports 50% of sales are to men, mainly beer aficionados. Honey Amber Rose has been covered by media across the state of Florida, as well as over seas, by such media outlets as: Tampa Tribune, Sun Sentinel, UK Guardian, Saveur Magazine, Vive Magazine and Palm Beach Post.

The recipe, dating from the 1800s, has been formulated using a special process so that it only contains 108 calories, under 7 grams of carbohydrates, and 4% alcohol. With no preservatives, Honey Amber Rose is brewed from the fruit of the rose, Rose Hip Shells, which contain antioxidants and 20 times the Vitamin C than regular fruits. This is not a sweet beer though, despite the touch of Clover Honey, and leans toward the European style of a mild amber ale. Award winning, Honey Amber Rose has won back to back silver medals in the professional experimental category in the Florida Beer Championships . The brand is available in every major market in Florida and has approval to sell in most big chain stores. Customer lists and store approvals, as well as the six distributors in Florida, will be provided privately to interested parties.

But why sell? Beautiful Brews to date has not been able to raise enough capital to take the Honey Amber Rose to the next level, however the brand is currently in an excellent position for growth. They have attempted to gain funds but the amount of money needed to propel an in demand brand has fallen short.

With six local distributors anxiously waiting to bring Honey Amber Rose on board, after distributor Southern Wine and Spirits sold its entire beer portfolio, co-creators Abby Waters and Kent Chamberlain decided to give up their brain child in order to ensure its future. Waters states "I believe with all my heart, the brand deserves to continue to flourish and all the ground work has been done. This is an opportunity for established brewers to add to their portfolio or a novice to pursue a dream."

On August 15th, an eBay auction will be launched selling the Honey Amber Rose brand, including its recipe, trademarks, portfolio of existing accounts, access to hundreds of approved accounts, flash website, full package design, introduction to suppliers and training by key executives in the company. Interested buyers are welcome to contact Beautiful Brews at 561-632-9876 or info@honeyamberose.com. Further details about the auction and complete brand information is available at <http://honeyamberose.com>.

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A Florida beer brewing company who strives on fresh ideas and innovation. Our signature product is Honey Amber Rose, the first beer for women!

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