

Beer Giant Announces Commitment to Women and Beer

By Abby Waters

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Same Day eBay Auction Begins for the First Beer For Women, Honey Amber Rose

The Wall Street Journal on Aug. 15th had beer giant Coors UK announce their commitment to develop beer brands and marketing techniques appealing to women. Chief Executive Mark Hunter stated that the beer industry made a mistake by neglecting half of the population. "We've done something fundamentally wrong here." Ironically the same day, Honey Amber Rose, a U.S. beer trademarked as "THE FIRST BEER FOR WOMEN" began the seven day auction of their assets on eBay.

As Beautiful Brews puts its low carbohydrate, low calorie Honey Amber Rose up for auction, other major players including Heineken and Guinness have recognized that they have neglected a segment that could help sluggish sales. Abby Waters, CEO of Beautiful Brews, whose brainchild is Honey Amber Rose, says, "I am a woman who only drank wine and vodka and it wasn't only for calorie reasons". Waters created and has marketed a refreshing, low carbohydrate, preservative free beer brewed with rose hips and honey for the past four years and has seen 50% sales from men and couples, not just women. Honey Amber Rose has also picked up the Hispanic market due to the Latin flair of their logo and the fruit and honey flavor.

"Buy my beer assets and hire me," Waters proclaims. Called "The Think Tank" by local paper Boca Raton News and "Marketing Powerhouse" by Bella Online, Abby Waters has proven herself as a creative visionary. But as Water explains, "The reason I am selling my company assets is I can't financially play in this industry. I have taken on Goliath and all I want to do is what I do best: Create. I watch the major companies plow millions into trying to figure out how to get the gay, Hispanic and the womens' market and I know how. They don't have to say it is a beer for women, but it is not complicated to get these markets while not alienating its core group of drinkers: Men." Upon the sale of the Honey Amber Rose brand, both Waters and other company executives will be available for consultation and possible employment, in order to ensure the success of the rising brand.

Bidding ends noon EST on August 22nd, 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 distributors, the brewery as well as training by key executives in the company. A link to the auction can be found via <http://honeyamberose.com/sale> or directly on eBay. Customer lists and store approvals, as well as the six distributors in Florida, will be provided privately to interested parties, whom 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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