

BETTER BROADBAND IN SUFFOLK MAKING A DIFFERENCE



FOOD AND DRINK

Adnams Brewery

Who are they?

Established in 1872, Adnams are best known for brewing beer. Since their initial establishment however, the Southwold based firm have gone on to managing hotels, making hand-crafted spirits and operating nearly a dozen Adnams Cellar & Kitchen stores across Suffolk as well as an online store. Whilst they have grown as an establishment, beer and pubs are still the driving force and core to its award-winning business.

What are they doing?

As the business grows and more of the UK shops online, Adnams are adopting internet based solutions and services. The company also has a very busy online store from which they sell their famous beer along with wine, spirits, kitchenware and gifts.

How is superfast broadband making a difference?

By having superfast broadband, Adnams is able to reach out to more potential customers quickly and deal with any online issues straight away. In order to cope with increasing business demands, Adnams implemented a dedicated 100mbps leased line in September 2012.

What do they think?

“Superfast broadband put simply is just superb for business here at Adnams,” says Emma Hibbert, Head of Corporate Affairs at Adnams. **“Leased lines are incredibly expensive and high speed broadband offers us a relatively low cost alternative to the installation of a second leased line for the provision of this resilience.”**

Adnams Brewery can be found at:

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www.betterbroadbandsuffolk.co.uk

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