

**“Just like our beer,  
it’s the attention to detail that makes GS1 UK great.”**



**between the lines**

**At GS1 UK, we work hard to have a positive impact on every single one of our members, whoever they are and whatever the size of their business. That’s why we’ve invited our members to tell us how working with us makes a difference to them.**

Today, we’re talking to Andy Moffat, Head Brewer at Redemption Brewing Company.



The Global Language of Business

## **Hi Andy, can you tell us a little bit more about Redemption?**

“Redemption Brewery was one of the first in the new wave of London micro-breweries. We produce a range of really delicious, micro-brewed beers for everyone from pubs to international retailers. We use a range of hops, which gives our beer unique, surprising tones.”

## **How did you start out – and how have you grown since then?**

“We started brewing our first batch in January 2010. Although a lot of local breweries had closed down, we really believed in our beers. Now, we work with some of the UK’s largest distributors, as well as major customers on the continent. We’ve stayed true to our roots though – you’ll find Redemption Beer in some of London’s best pubs.”

## **How have you applied GS1 standards to your own products?**

“Our first major customer asked us to become a GS1 UK member. This was because they wanted us to use GS1 UK’s TrueSource data pool to share our product data with them. It means each beer’s information, such as its name, description, weight and dimensions, is readily available.”

“And of course, we apply unique GS1 numbers and barcodes to all our bottles and outer cases.”

## **What would you say are the key benefits of using GS1 standards?**

“Using TrueSource to share our product data has meant that all of our customers can see a single, accurate version of the data, managed by us. That’s really improved both our supply chain – and theirs. Managing orders and deliveries is so much more efficient.”

“Applying GS1 numbers and barcodes to our bottles has made international trading so much easier. We don’t have to change the barcodes on our bottles or packaging at any point. This saves us a lot of time and money and also gives our international customers so much more confidence. A lot of smaller breweries can’t offer this, so it really sets us apart.”

“One of the most vital benefits has been having someone on hand to offer dedicated help and support. Our GS1 UK representative has helped us check the size and quality of our barcodes, set ourselves up on TrueSource and dealt with any problems we’ve encountered. When you’re a smaller business, that kind of help and support can be hard to come by.”

## **How do you see GS1 standards helping you in the future?**

“We’re always looking to expand – and GS1 standards will be a huge part of that. They give us the support and confidence that we need to grow on an international scale. With the added credibility that GS1 standards give us, I can see us working together a long way into the future.”

## **Overall, how would you say GS1 UK is helping you trade with your customers?**

“Just like our beer, it’s the surprising things that really makes GS1 UK great. The confidence that our customers get from us being GS1 UK members, the simplicity and convenience that their standards deliver and their dedicated support – it’s all been so vital to our success. From our local pub, to the international market, they’ve been a huge part of building new relationships.”



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