



Head to the pub - in your own home | Photo source John Longbottom

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## LONDON BREWERY DELIVERS A 'PUB IN A BOX' TO HOME CONSUMERS

 FOOD & DRINK

**In addition to beer and snacks, the box includes Spotify playlists curated by music journalists and a music-themed pub quiz**

**Spotted:** An east London brewery is providing pub-goers with the opportunity to recreate their favourite pub at home. The Walthamstow-based Signature Brew has launched “Pub in a Box”, which contains a mix of 330ml cans of core beers, a Signature Brew stem beer glass, some bar snacks accompany the beer, a beer mat, Spotify playlists curated by music journalists to complement each beer, and a music-themed pub quiz to make the whole experience feel more authentic.

Signature Brew has drafted in local musicians, who have found themselves falling on difficult times during this crisis, to hand-deliver the boxes locally. These musicians have had many tour and gig cancellations and will be paid the London Living Wage for their efforts.

The Pub in a Box can be ordered on the Signature Brew website and are available throughout the UK. They start at £25 for eight cans, £45 for 16 cans, and £60 for 24 cans. You can either have the boxes delivered to your door or opt for the click-and-collect option from the brewery’s venues across Hackney and Waltham Forest, should you be concerned about social distancing.

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Email: [shop@signaturebrew.co.uk](mailto:shop@signaturebrew.co.uk)

Website: [signaturebrew.co.uk](http://signaturebrew.co.uk)

## **Takeaway:**

During the COVID-19 crisis, an innovation like "Pub in a Box" not only ensures that staff at Signature Brew remain employed and products don't go to waste, but it also helps musicians struggling to make ends meet and provides customers at home with some small comforts and a morale boost. It's also not difficult to see a similar concept remaining popular even after pubs are re-opened, especially if the lockdown has lasting effects on consumer behaviour.