



Press Release

Beavertown Brewery Drafts In Esker To Revolutionise Customer Service Through AI-Powered Order Management

Derby, UK — 7th August, 2025 — Esker, the global authority in AI-powered business solutions for the Office of the CFO, today announced that Beavertown, the iconic London-based brewery famed for its bold branding and beer range, has selected Esker Order Management to transform its customer service operations.

A member of the Heineken family, Beavertown turned to Esker to support its ambitious growth trajectory. The brewery sought a solution that could seamlessly integrate with its existing ERP system, SAP B1, while offering a scalable, user-friendly customer portal for its pub partners.

With Esker's intelligent automation platform, Beavertown can now streamline order processing, reduce manual workloads, and empower its customer care team to focus on delivering exceptional service. The new custom-built customer portal that Esker can provide also enables pubs to place orders online with ease, while giving Beavertown full control over product availability and ordering rules.

"I'm thrilled to be introducing automation in our customer care team," said Paige Barron, Senior Customer Care Manager at Beavertown. "By moving away from repetitive tasks like manual order entry, we can focus on high-impact, value-add activities that truly elevate the customer experience. This is a significant step forward, and our customers will really feel the difference."

To ensure a smooth transition, Esker's Customer Experience Team provided tailored one-to-one training sessions, receiving glowing feedback from Beavertown's staff.

"The training and support from Esker have been fantastic," added Adam King, Customer Care Leader at Beavertown. "We're excited to kick off our automation journey with Esker and elevate our service to the next level."

Alistair Nicholas, Managing Director of Esker Northern Europe, commented, "We're delighted to welcome Beavertown to the Esker family. Their commitment to innovation and customer excellence aligns perfectly with our mission to help businesses work smarter and serve better."



About Beavertown Brewery

Beavertown Brewery is dedicated to crafting high quality, innovative beers like Neck Oil IPA, Gamma Ray APA, Satellite Super Session and Lazer Crush Alcohol Free IPA that appeal to the thirsty masses. From brewing to branding, we believe in creativity at the heart of everything we do.

- Now 12 years old, Beavertown began life on a 650L kit in a BBQ joint in Haggerston. The brewery in Tottenham Hale produces 5500L batches (or 9,000,000 pints a year) and our home in Enfield allows us to produce ten times this, a staggering 90,000,000 pints a year.
- The official craft beer of Tottenham Hotspur F.C., fans can enjoy a pint at our first-of-its-kind taproom and microbrewery inside the stadium.
- Winner of 3 gold medals at the International Beer Challenge for core range beers Gamma Ray & Neck Oil.

<http://www.beavertownbrewery.co.uk>

About Esker

Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimise working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees. Founded in 1985, Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin. For more information on Esker and its solutions, visit <https://www.esker.co.uk/> Follow Esker on [LinkedIn](#) or [YouTube](#) and join the conversation on the [Esker blog](#).

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