

FOR IMMEDIATE RELEASE

New iPhone app helps locate the Perfect Pint of beer

Sligo, Ireland: 5 September 2011 – Now there is a perfect app for the Perfect Pint!



The newly launched **Perfectpints** iPhone app helps anyone find a perfect pint of Irish stout wherever they are in the world. The application comes just in time for Arthur's Day festivities on the 22nd of September; celebrating Guinness brewery founder Arthur Guinness signing a historic 9,000 year lease in 1759 for the St. James's Gate brewery site in the heart of Dublin, Ireland.

The new app lets users independently add, rate and review perfect pints; and connect with friends when out and about. Think: Twitter for beer.

In 2007, Justin Knecht relocated from the East Coast of the US to the West Coast of Ireland and completed a thirty-day quest to find the perfect pint of Guinness in his home county of Sligo- and so came the inspiration for Perfectpints.com. Launched in 2010, the website has attracted thousands of visitors looking for and reporting on the perfect pint.

"It was always our intention to release an iPhone application," says Knecht, whose business card reads *Chief Perfectionist*. "This was always meant to be an on-the-go experience. People want to socialize and share great experiences with friends or when travelling to new destinations."

Perfectpints.com isn't about creating an exhaustive directory of pubs, but about being able to easily see where the *perfect* spots are. If you can't find your favorite pub listed, you can easily add it to the directory, or modify existing places to ensure listings stay current.

Instead of "tweets", users communicate the "craic". Budding perfectionists share their personal and local knowledge of the best spots that in turn creates a global, distributed community. The application is location aware, showing you the "perfect" spots nearest to you. You can "check-in" at any pub and upload pictures of the interior, pub front or the perfectly poured beer in front of you.

"The whole application is built by user interaction so let everyone know who's got the perfect pint by adding and rating your favorite spots."

For the month of September, in recognition of Arthur's Day, the application is free for download from the Apple Store.

The company is busily at work on extending the mobile application to allow you to buy a round via your mobile phone.



(l-r) Rick LeVert, Eddie Johnston, Aidan Finn, Justin Knecht, Dan Leydon, Libby Carton. Photo by Jonathan Hill.

About Perfectpints.com:

A craic team of developers and designers based in the Northwest of Ireland, including owner, Justin Knecht; web designer Eddie Johnston of Beanstalk.ie; developer Aidan Finn; illustrator Dan Leydon; and graphic design and branding firm, Carton LeVert, created Perfectpints.com.

Craig Howarth of Craigcoded has joined the lads behind the bar as an iPhone and mobile developer. He lives in Brooklyn, NY.

Perfectpints.com is independent and not affiliated with Diageo or any of its brands or any other company.

Perfect Pints was supported by a grant from the Sligo County Enterprise Board.



Contact:

Justin Knecht
Chief Perfectionist
Perfect Pints Limited
[+353 87 2043716](tel:+353872043716)
<http://www.perfectpints.com>
justin@perfectpints.com

###

Photos and screenshots available at <http://www.perfectpints.com/static/pr>