

London's Leading On-Demand Service 'Booze Up' Boosts Community Support During Crisis, Thanks To Watchful Drive

'Booze Up' helps create a safer London for isolated and vulnerable customers



London, Apr 8, 2020 ([IssueWire.com](https://www.issuewire.com)) - It's often said that nothing brings a nation together faster than a crisis, with the current global pandemic being no exception to the rule. Across the breadth and width of the UK, there have been endless examples of community spirit, selfless acts and people going out of their way for their neighbour. Leading by example, London based on-demand alcohol delivery service 'Booze Up' has taken advantage of a surge in orders to provide an extra layer of community support.

'Booze Up' founder Ashleigh Fletcher explained: "The whole business model is based on our drivers delivering to people in their own homes, day and night, right across London. During the lock-down period, more people are stuck inside than ever before, so that has created a surge in business for us. Whilst obviously great for business, it also means our drivers are visiting more people around the capital every day – some of whom are vulnerable, elderly or live alone."

Ashleigh continued: "Whilst our team strictly follow the government guidance around social distancing and preventative measures, this is a fantastic opportunity to connect, however briefly, with our customers. Sometimes a quick hello from 2 metres is all it takes to realise somebody is in need of help or support. With the current lock-down period set to continue, not everybody will have somebody to check on them regularly."

"Whilst it may seem a really unorthodox thing for a delivery driver to be looking out for, up-skilling our drivers to have that extra awareness may be the difference between somebody being in need and them getting crucial support from community professionals. We all need to be doing all we can to care for each other during this national emergency."

The 'Booze Up' on-demand service is available around the clock throughout London and aims to have orders delivered to your door within 30 minutes. For more information or to place an order, please visit the official website at <https://www.booze-up.com>

About Booze-Up:

Fast, easy and affordable, Booze-Up aim to deliver alcohol and snacks within 15-35 minutes of an order being placed. Stocking well over 170 products available to be delivered across a 22-mile radius that captures London, Surrey, Kent & Middlesex.

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