

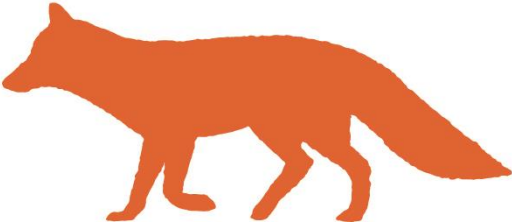
THE
CRAFTY BREWING
COMPANY

EST.



2014

— THE —
CRAFTY BREWING
— COMPANY —

EST.  2014

Godalming College

7th February 2020





B·E·E·R

BREW · ENJOY · EMPTY · REPEAT

Our Task Today

- To give you an insight into the world of brewing - specifically the business of your most local brewery – Crafty Brewing.
- To help mentor you as you develop your project.
- To encourage you to give it your very best shot – more of which later!

Agenda

- The Crafty Brewing Co.
- What is beer?
- The Brewing Industry
- International Growth:
 - Germany
 - US
 - Canada
 - Australia
 - South Africa
- Your Task for Tomorrow





Brewed in a
barn, on a farm,
in the woods





Next Level #1





Our Pigs





Next Level #2



New Technology





Next Level #3





New Buildings





Our Beers





Our Awards



The Crafty Edge

- Sociable
- Accessible
- Intelligently brewed – sustainable, responsible
- Partnership led – distributors, pub groups, restaurant groups
- Social conscience – investing in local community
- Pints with Purpose TM - Co-branding with respected 3rd party brands



Military Craft Beers

- The REME (9000)
- The Royal Artillery (9000)
- The Royal Signals (9000)
- The Royal Logistics Corps (15000)
- The Royal Engineers (6000)
- HMS Medway





What is Beer?

The Science Bit



Hops and Grains





Water

*All water is not created
equal!*

Grain

Barley

Wheat

Oats

Rye





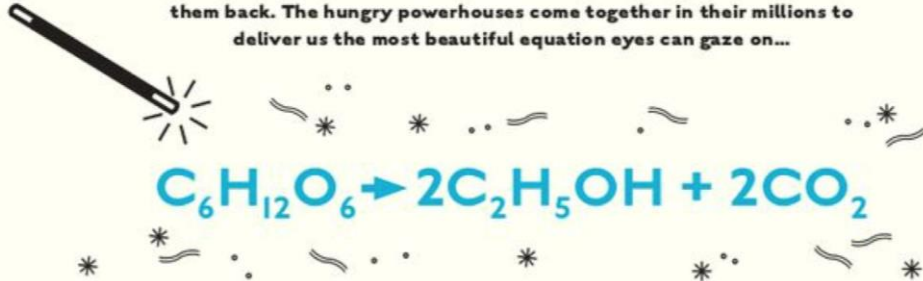
Hops

Over 160 different,
extraordinary
varieties...

Yeast

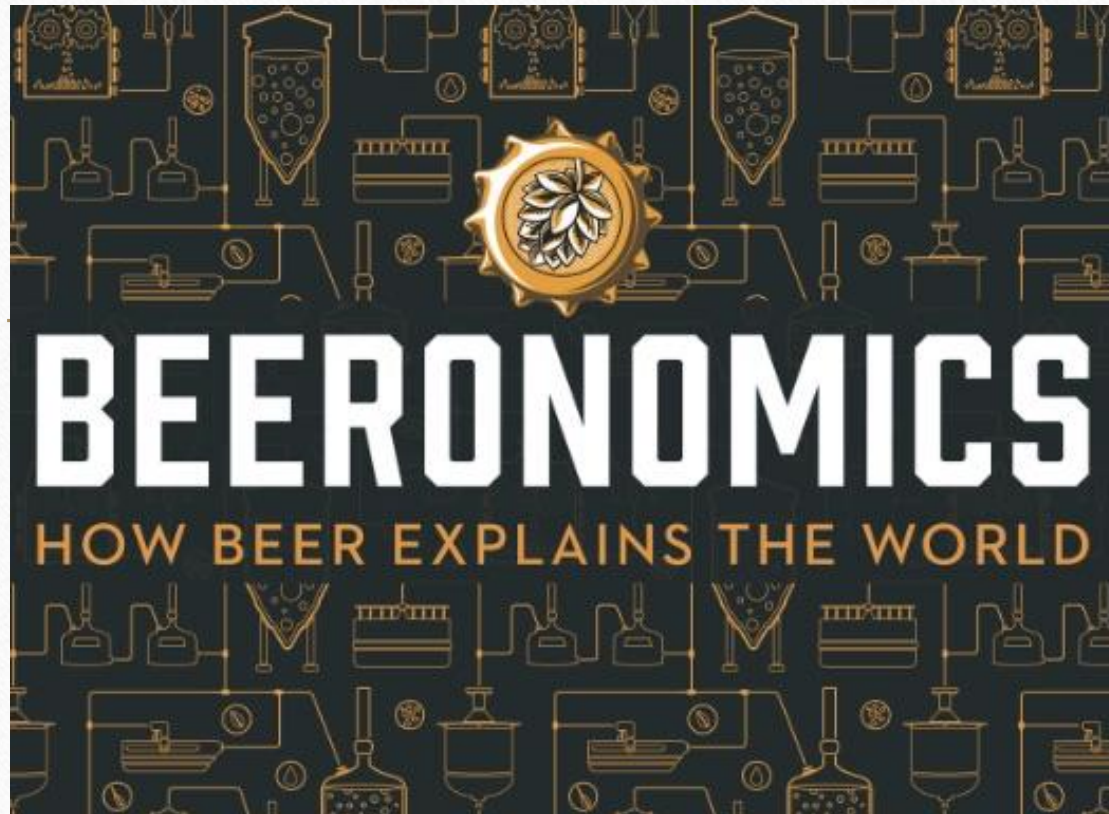
THE MAGIC OF FERMENTATION

They may only have a single cell, but yeasts don't let their size hold them back. The hungry powerhouses come together in their millions to deliver us the most beautiful equation eyes can gaze on...



Sugar to Ethanol and Carbon Dioxide; our life's work in alphanumeric.
Yeast converts glucose and maltose released by the mash using an enzyme called Zymase. Each cell contains these natural catalysts, and they break down the bonds of the sugar into ethyl alcohol (which makes beer alcoholic) and carbon dioxide (which is allowed to escape).





Industry Snapshot

- The world was built with beer
 - Hygienic drinking
 - Ancient Peoples
 - Culture and Trade
 - The rise of the British Empire
- Purity Laws
- The hip-hop scene
- Big Brewers' spending spree
- Free Houses to Tied Premises
- Demise of variety, taste and heritage
- Monopolies Commission and fight back UK Govt. incentive to small brewers
- 2000's - Explosive decade for craft beer
- Huge shift in markets and behaviour

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TOP 10 COUNTRIES BY ANNUAL PER CAPITA CONSUMPTION OF BEER

(1 US GALLON = 3.785 LITER)



Our Task for Tomorrow

Export strategy for Crafty:

Open new markets, Establish distribution, Increase awareness, stimulate demand

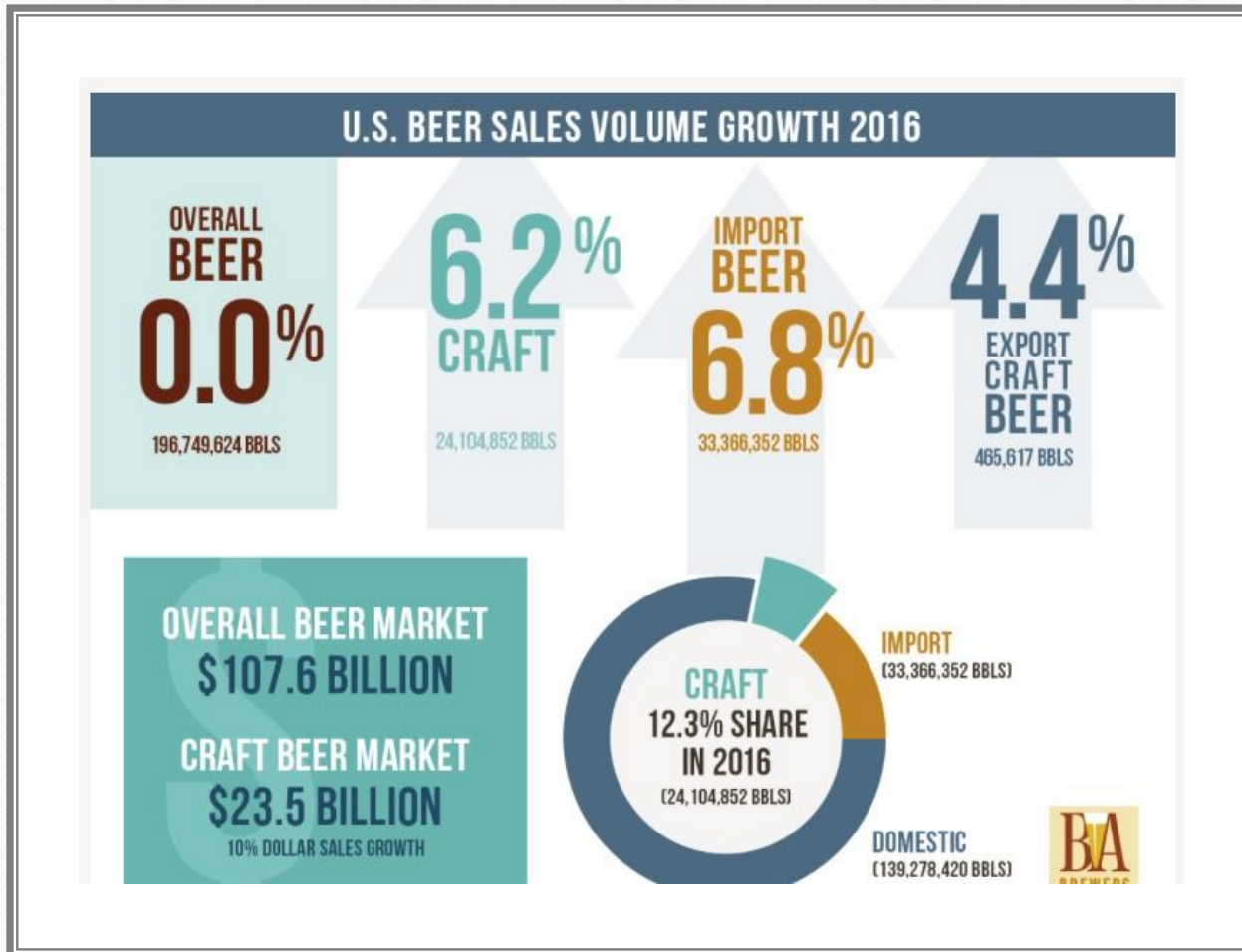
New Markets:

Germany (110 litres per head)

United States (81.6 litres per head)

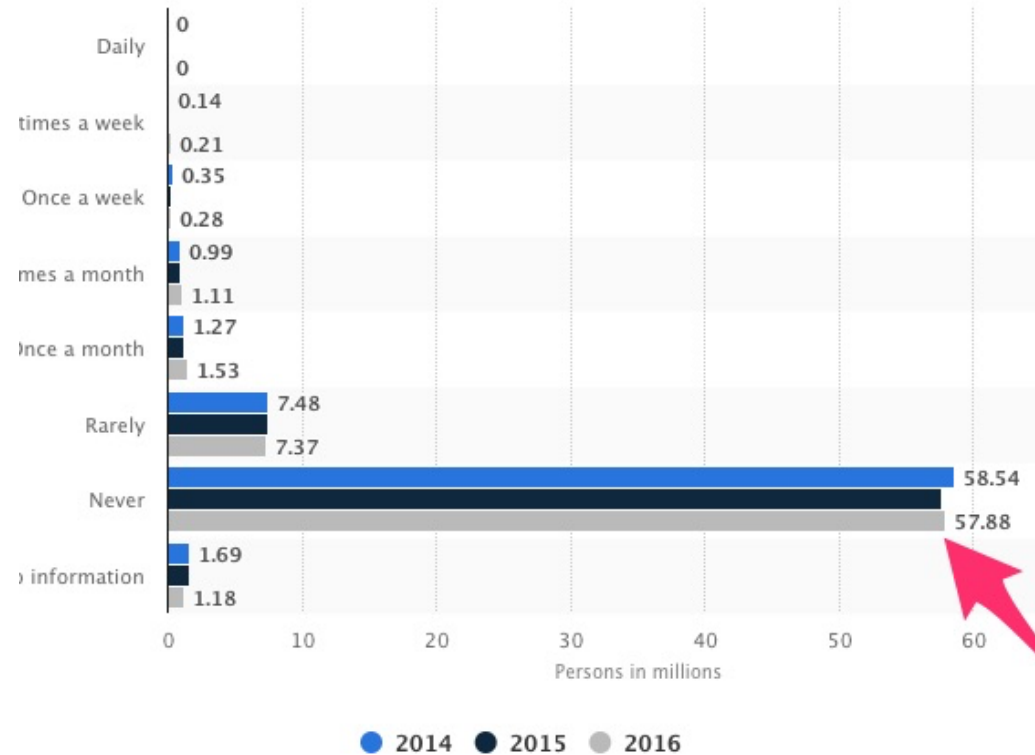
Canada, Australia, South Africa

United States Market



- 3500 craft breweries are now operating in the US
- Overall market for beer static (mass produced).
- However, craft beer share of overall beer market up by 6.2%
- Beer imports up by 6.8% (2015-18)
- Craft beer share of market now 22% by value.
- USD\$ value market growth up by 10% between 2015-2018
- US growth and trends mirrored in UK for last 10 years

German Market



- People consuming imported beer in Germany by frequency in millions
- 58 million people NEVER consume imported beer (70%)
- Population of Germany in 2017:
 - 82.2 million
- People consuming imported beer:
 - 2015 = 7.8%; 2016 = 8.5%
- Import beer volume:
 - 2015 = 6.8M HL; 2016 = 7.25M HL

Things to bear in mind...



- SWOT
- PESTLE
- Cultural relevance and appeal of British craft beer?
- Existing trademarks?
- Is there a market in the gap?
- Regulatory approvals?
- Cost of freight and shipping
- UK Govt. assistance?
- Distributor networks
- Sell through not just sell in (repeat business)
- Marketing and Promotional support budgets – what would
- Ship or brew locally?

Any Questions?

#CraftyCollege

Good Luck!

