

Viborg Bryghus - Beer Bank

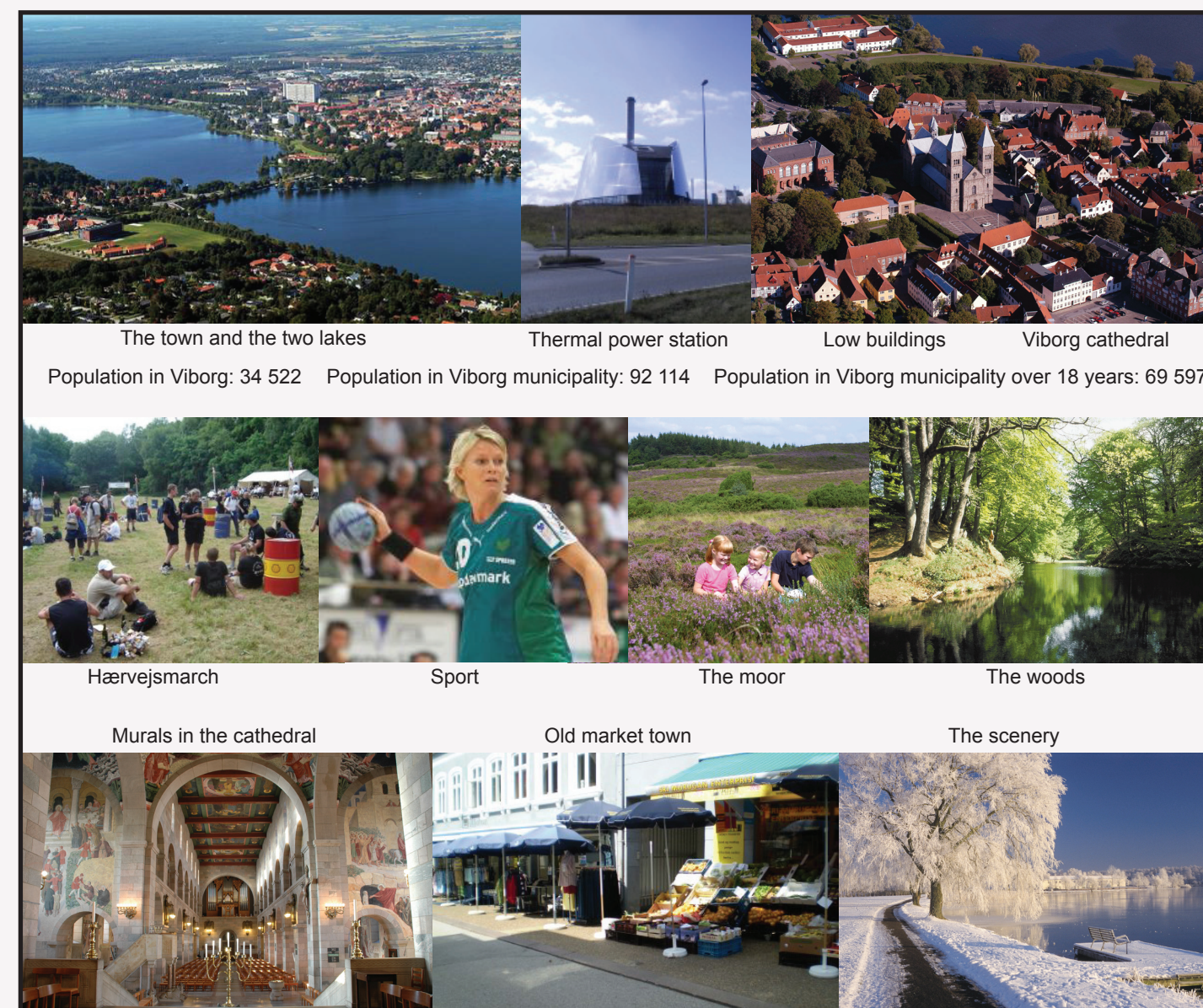
Drinking beer



Viborg Bryghus



Viborg



Problem definition

"Who is a potential target group for Viborg Bryghus? What values and qualities are they looking for in a product? Why is special made beer interesting for them? Based on the previous text what new initiatives can help Viborg Bryghus increase the visibility of their products and services? This to become more desirable for a specific potential target group and thereby strengthen their position on the market."

Vision of Viborg Bryghus

The vision of Viborg Bryghus is to create a cost-effective business with primary sale in the local community and to produce five to six new beers a year. Producing this amount of new beers each year is a high risk since the success or failure falls back on Viborg Bryghus alone. If the concept is realized the economical risk will primarily be split among the consumers. Viborg Bryghus can still send their own test beer on the market too. But the selection of new beers each year can easily be the five to six that is part of the vision for Viborg Bryghus.

This concept may offer a solution to what might be seen as a contradiction in the vision between being a small local initiative experimenting with different kinds of beer with the cosy hobby atmosphere and being a successful cost-effective business producing beer of high quality.

Purpose of the concept

The concept that has been developed through this semester gives brewer guilds and private hand brewers the opportunity to become co-brewer/prosumer in producing their own promising recipe in larger scale and sell the beer produced with Viborg Bryghus as broker. The prosumer beer will be stored in a beer bank and on the webpage of Viborg Bryghus the prosumer can check the balance of the account, how the sale is going and his own consumption. The prosumer can withdraw his beer in Café Munken and it is also in the café that other customers can buy the prosumer beer.

Target group and Context

Primary target group

The primary target group of the beer bank is beer guilds and private hand brewers. Seeing them as individuals they are not a new target group for Viborg Bryghus since it is people already interested in and buying special made beer. It is people who have knowledge of the micro breweries in Denmark and who understand and have some experience towards the process of brewing beer. This group of people is looking for quality and a good experience in the products that they buy and believe that self-made is well made.

The interest in this concept in Viborg is estimated to be 5-10 customers. But the idea of brewer guilds and private hand brewers testing their own brew on a larger audience and making successful visitor-breeds available for other customers may attract hand brewers from a larger surrounding area of Viborg.

Secondary target group

This concept has a secondary target group being the ordinary customer that is going to buy the prosumer beer at Café Munken. It is both men and women over 35 in the local community, and they drink both ordinary and special made beer. Beer is the most popular alcoholic drink in the target group, and comparing it with other alcoholic drinks like spirits and wine they will choose beer half the time or more.

When the target group chooses what to drink the biggest influence is the taste, the occasion and the food served. It is often in the company of friends or family that they drink beer. It is people who are interested in trying something new like a prosumer beer. Like the primary target group this group is looking for quality and a good experience in the products they buy. It is people who are willing to spend money on a quality product to spoil oneself Friday after work or after a shopping trip Saturday.

Context

The context and market of Viborg Bryghus is the local community. Viborg is a town where a business network is very important to gain success. The members of the local business society support each other and exchange favours. Voluntary work and helping each other is a common practice. There is a strong local patriotism and pride among the citizens. The grapevine secures a steady stream of gossip and the recommendation from a friend weighs a lot more than commercials on TV or an advert in the newspaper when you decide to try out a product.

The Beer Bank concept may strengthen the local bond between citizens and brewery since Viborg Bryghus becomes a brewery that literally is producing and selling the local community's own beer. The concept will encourage the exchange of know-how and may result in better local beer. By giving the prosumer a much more active role in the production than the ordinary customer this will increase the prosumer's feeling of mental ownership and encourage the local interest in special made beer. This may result in a larger sale of special made beer from Viborg Bryghus.

Making a prosumer brewery in the present brewery will retain the atmosphere of brewing beer when the production is moved to larger premises. This may be important for continuing to run Café Munken since the special feature of this café is the connection to the brewery downstairs. Viborg Bryghus may this way keep the story of being a small local initiative that needs the support of the local community while experimenting with the creation of new exotic beers, also when their own production has increased to become a cost-effective business.

Details of the concept

When and where?

The concept may be realized in 5-10 years when Viborg Bryghus becomes established and it is necessary to invest in new brewing equipment and new premises in order to produce larger amount of beer. The lack of space and the brewing capacity is already beginning to be a problem, but the budget does not at present time allow this kind of investment.

The present premises have a good location for running a café and it will make sense to keep it and only moved the production to new premises. The old equipment and the old brewing premises may then be used to make production with co-brewers. By separating the normal production and the production of prosumer beers this way, the normal production will not be affected by the concept. It will also eliminate the risk of polluting the normal production from imported ingredients. The equipment is cleaned between each customer brewing since one of the most important things when brewing beer is cleanliness.

Who and how many prosumer beers?

Brewer guilds and private hand brewers contact Viborg Bryghus with a promising recipe they are interested in making a larger scale production from. The prosumer beer is tested on a larger audience by selling it through Viborg Bryghus.

The size of the potential target group (5-10) is estimated to be acceptable since too many consumers will give a storage problem and may overshadow Viborg Bryghus' own production. Having a group of 3-5 consumers at a time will provide new ideas to Viborg Bryghus and give the customers an acceptable selection of prosumer beer without removing the focus from Viborg Bryghus' own production.

What services and how much?

The service will cost 25 000 DKR for ingredients and brewing 650 litres of beer (19,23 DKR per bottle). The cost of brewing your own beer will be 25 000 DKR and extra services like renting storage space, cleaning the brewery, transportation and percentages of the sale to Viborg Bryghus will increase the expense.

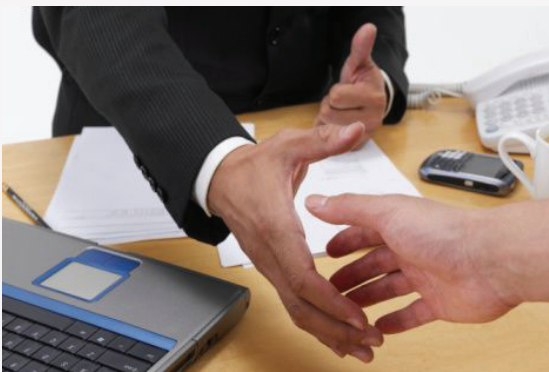
For one person this may seem like a large amount of money. If this is more than one is willing to invest in one's hobby a possibility is to get friends and family who are also interested in brewing beer and special made beer to participate in the economic part as well as in the work. Being a brewer guild with for instance 15 members the economic part will of course decrease a lot per person. The risk also depends on the sale since calculations have shown that it is possible for the prosumer to get a small profit out of this investment. But the main purpose of this concept is not for the prosumer to profit from it.



Viborg brewer guild contacts Viborg Bryghus after seeing an advert in the newspaper. They are interested in producing their own prosumer beer.



They have a meeting with Viborg Bryghus and make an agreement about the production.



Main points in the agreement

- Price/payment
- Amount of beer
- Schedule the process
- Purchase
- Label design
- Dates
- Participants
- Open a beer account



Day 1
The master brewer gives them a guided tour in the brewery and introduces the guidelines for the use.



The brewing process is started and the beer is mixed according to the prosumer's recipe.



The beer is placed in a fermentation tank and yeast is added. Day 1 takes 8-10 hours.



Day 2
3-7 days after day 1 the brewer guild visits Viborg Bryghus again. The yeast is now removed and the beer is put on storage tanks.



Day 3
This day is scheduled 14 days to several months after day 2. The beer has now matured and is ready to be filtered and bottled.



Bottles have been ordered at the glasshouse.



The bottles are washed in this machine before use.



Then the bottles are placed at the conveyor belt.



The conveyor belt transport the bottles to a machine where the beer is filled in and beer bottle caps are fixed.



The bottles are wiped and placed on the conveyor belt again and then they are transported to the label machine.



The conveyor belt ends at a roundabout and the bottles are placed in beer crates.



The beer crates are stacked on a pallet and are ready to be transported.



Viborg Brewer guild takes some of the prosumer beer with them home.



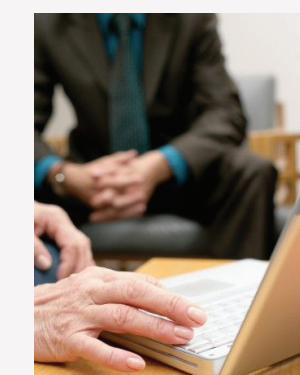
Some of the prosumer beer is transported and stored at the depot Viborg Bryghus has at Danske Fragtmænd.



A small part of the prosumer beer stays at Viborg Bryghus and is sold from Café Munken located above the brewery.



It is also in the café that Viborg brewer guild can withdraw prosumer beer from their beer account. They can take it at the café or bring it home.



On Viborg Bryghus's webpage the members of Viborg brewer guild can check own consumption, sale and balance of the account.



Members of Viborg brewer guild can access the beer account by using a password. The beer account also have information of each holder's consumption.



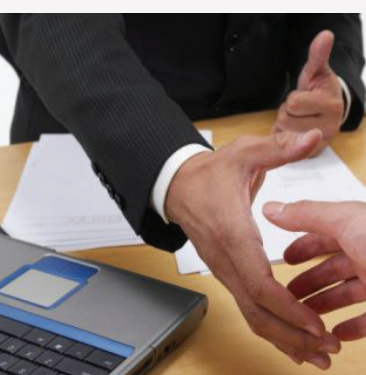
When a member of Viborg brewer guild goes to Café Munken to withdraw beer he shows his personal prosumer card from Viborg Bryghus as identification.



An agreement on prosumer beer last for six months. When the time is up Viborg brewer guild receives a note and can collect any left overs.



Viborg brewer guild also receives money from the sale.



If the sale has been successful or Viborg brewer guild wishes to test another recipe a new agreement can be made. Viborg Bryghus may also offer to buy a successful recipe.

Consequences of the strategy

Viborg Bryghus

When Viborg Bryghus in 5-10 years has to invest in new brewing equipment and new premises for own production, the old equipment may be used together with the old brewing premises to realize this concept. This means that Viborg Bryghus does not need to invest in equipment in order to realize this concept.

The main part of the prosumer beer may be stored at the depot of Danske Fragtmænd where Viborg Bryghus at present time keeps their main stock. A small amount of prosumer beer may be stored in refrigerators in the kitchen ready for sale. This means that Viborg Bryghus needs to increase the storage space rented at Danske Fragtmænd and make smaller changes in the kitchen.

It will be necessary to hire a second master brewer who can be in charge of the co-brewer production and schedule the use of the co-brewer facilities. A second master brewer is connected to the brewery at present time and maybe an arrangement can be made for him to managing this production.

The role of Viborg Bryghus will change from distributor of own beer production to also include the role as broker for the prosumer's production. There may be a small conflict in this role since Viborg Bryghus will be selling competing special made beer. But it is estimated to be of minor significance since Viborg Bryghus will benefit from both the exchange of know-how that may result in new quality beers, and from the commercial value of brewing the local community's own beer and encourage the local interest in special made beer.

The webpage of Viborg Bryghus have to be changed and updated more often for the prosumers to access their accounts and follow the balance and sale. The beer bank may increase the amount of time used on working with the webpage.

Prosumer

Brewer guilds and private hand brewers will get the opportunity to try out a promising recipe in a larger scale production and test it on a larger audience by selling it through Viborg Bryghus.

The role of the target group in this concept will change from ordinary customer to prosumer. The prosumer plays a much more active role in the system than the ordinary customer since they participate in the production as co-brewers.

The economic risk of this service lays on the prosumer and may stop some from participating. On the other hand if you have a recipe you believe in and see the cost as an investment in a hobby that you are very interested in, a successful outcome will give the satisfaction of self-made being well made together with a small profit.

Customer

The role of the ordinary customer will not change. A visit to Café Munken will offer the ordinary customer a new experience and surprises since the prosumer beer will change over time.

Details of the concept

How does the beer account work?

The prosumers open a beer account in Viborg Bryghus from which they can withdraw an amount of beer when needed. The beer may be withdrawn at the café and then brought home or taken at the café with friends.

On the webpage of Viborg Bryghus the consumer can enter his account by using a password and check the balance and also see his own consumption and how the sale is going. The webpage is updated on a regular basis to give the prosumer the right information.

How long can you buy the prosumer beer?

A prosumer contract will last about six months. In this period of time the prosumer beer is sold in the café. A beer from Viborg Bryghus has a sell-by date about half a year after being brewed. This appears to be a sufficient time span to test if the beer sells. For the customer who is interested in buying prosumer beer, half a year may also be a sufficient period of time before a new kind of prosumer beer is offered. The prosumer beers are produced in such way that Café Munken can offer a new prosumer beer every month or every second month.

What happens afterwards?

When the end date of the arrangement is reached the prosumer can choose to receive any remains. If the beer sells, a new arrangement can be made. The prosumer can choose to make a new brew and deposit it on the account, or Viborg Bryghus may offer to buy the recipe and start producing the beer. The prosumer may get a small percentage of the sale as well.

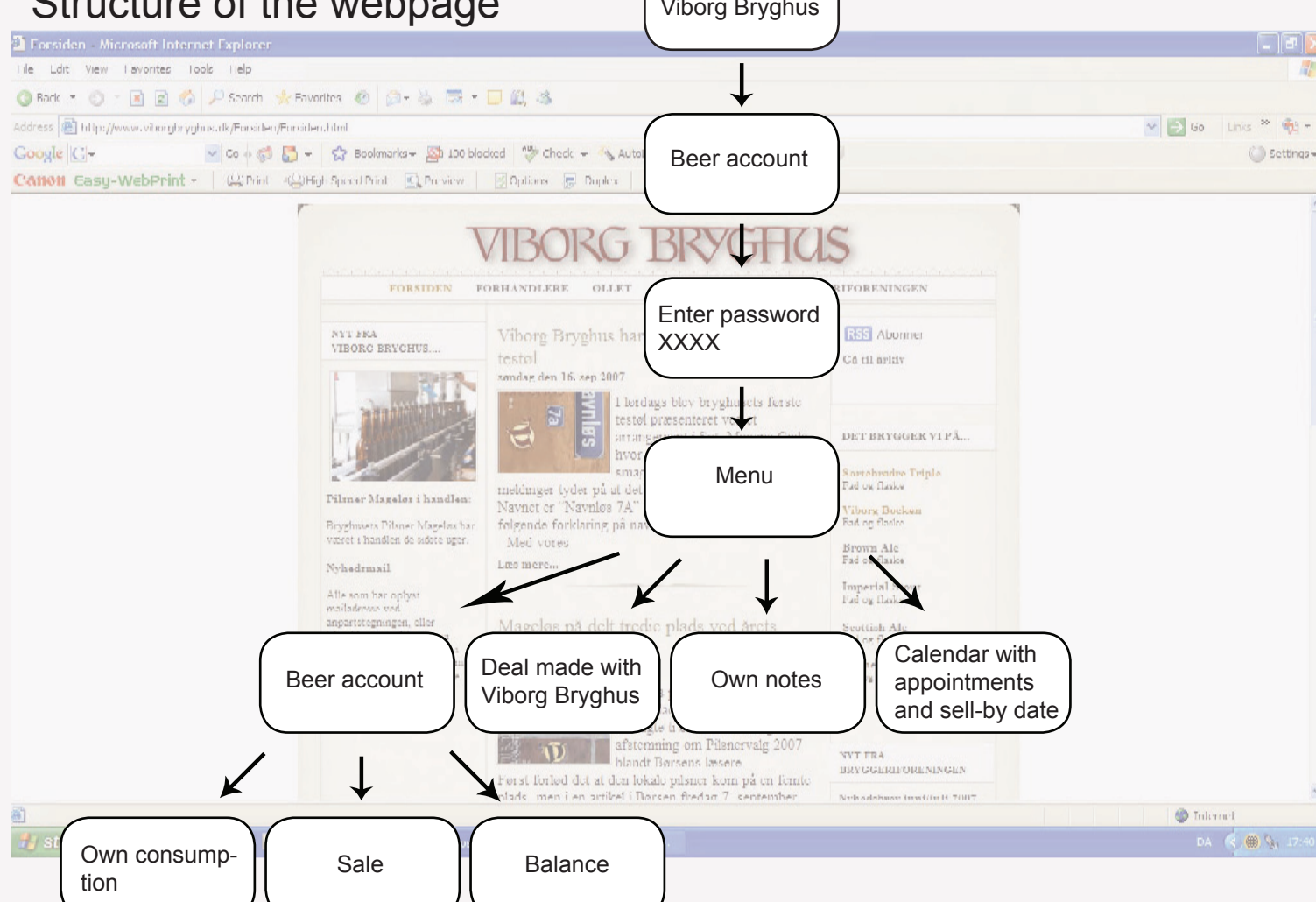
What does Viborg Bryghus get out of it?

Viborg Bryghus will benefit from the encouragement of the local interest in special made beer and the exchange of know-how that may result in new quality beers. The brewery will literally produce the community's own beer and thereby increase the local patriotism towards the town's own beer and local brewery, and this may also improve the sale and popularity of beer from Viborg Bryghus and thereby strengthen it on the market.

How is the target group reached?

The target group is reached through the local newspapers and the beer magazines like "Ølentusiasten". They will also be contacted by Viborg Bryghus through phone or email.

Structure of the webpage



Details of the concept

Who is in charge?

Viborg Bryghus has hired a second master brewer who is in charge of the production of prosumer beer. The prosumer contacts this person by phone or email and they schedule the brewing process. The master brewer will be assisting the prosumer during the process.

How does the schedule look?

Day 1

The first day the brewing process is started. Water and malt is mixed and heated and the mashing process takes 1½ hour. Then the beer is filtered before it is boiled for another 1½ hour with hops. It is then cooled down and put on a fermentation tank where the yeast is added. This day the work will take about 8-10 hours.

Day 2

The second day is scheduled 3-7 days after day 1 for the fermentation process to work. The yeast is now removed and the beer is put on storage tanks.

Day 3

The third day is scheduled 14 days to several months after day 2 depending on the beer. The beer has now matured and is ready to be filtered and bottled.

Details of the concept

How is the work handled?

When the prosumer is only one person he might get family and friends to help bottle the beer or he might make an arrangement with the volunteers at Viborg Bryghus to help out and in return offer them four of the prosumer beers. This is the arrangement that the volunteers have with Viborg Bryghus at present time. He can also choose to put the beer on kegs instead.

Since the process of brewing beer will take 8-10 hours at day 1 and the brewery is quite small making it difficult for a brewer guild with for instance 15 members to participate in the brewing at the same time, it might be an idea that the members do it by turns. Also when the beer is bottled it may be done by turns since three to five persons are optimum to handle this part of the process.

How is the prosumer beer stored?

Viborg Bryghus will store the beer by keeping the main part of the prosumer beer at the depot of Danske Fragtmænd where Viborg Bryghus at present time keeps their main stock. A small amount of the prosumer beer is stored in refrigerators in the kitchen ready for sale. Viborg Bryghus will then distribute it at the café in return for a percentage of the sale.