

# Viborg Bryghus

## Agenda

Presentation 14th January 2008

- Defining the problem
- Drinking beer
- Viborg Bryghus
- Target group and purpose
- What is a Beer Bank?
- Beer Bank Scenario
- Storytelling
- Open source innovation
- Being a designer

# Viborg Bryghus

## Defining the problem

*What new initiatives can help Viborg Bryghus increase the visibility of their products and services?*

*How does Viborg Bryghus differ from other micro breweries?*

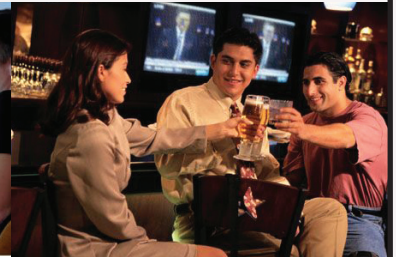


# Viborg Bryghus

## Drinking beer



Standing together and helping each other ☐ Relaxation ☐ Solidarity ☐ Cosiness ☐ Enjoyment ☐ Friendliness ☐ Celebration ☐ Being together



Setting things right and solve minor disagreements ☐ Expressing the solidarity in the community ☐ Quenching one's thirst ☐ Informal behaviour ☐ Happy mood ☐ Experience the heady ability ☐ Making social bonding





# Viborg Bryghus

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## Target group and purpose

- Local brewer guilds and private hand brewers
  - Make own brew in larger scale and sell it
  - Experience and experiments

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## What is a Beer Bank?

- Account
  - Values (beer)
  - Withdraw own beer
- Sale, consumption and balance



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## Beer Bank scenario



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## Meeting



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## Main points in the agreement:

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

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Day 1



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## Day 2



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Day 3

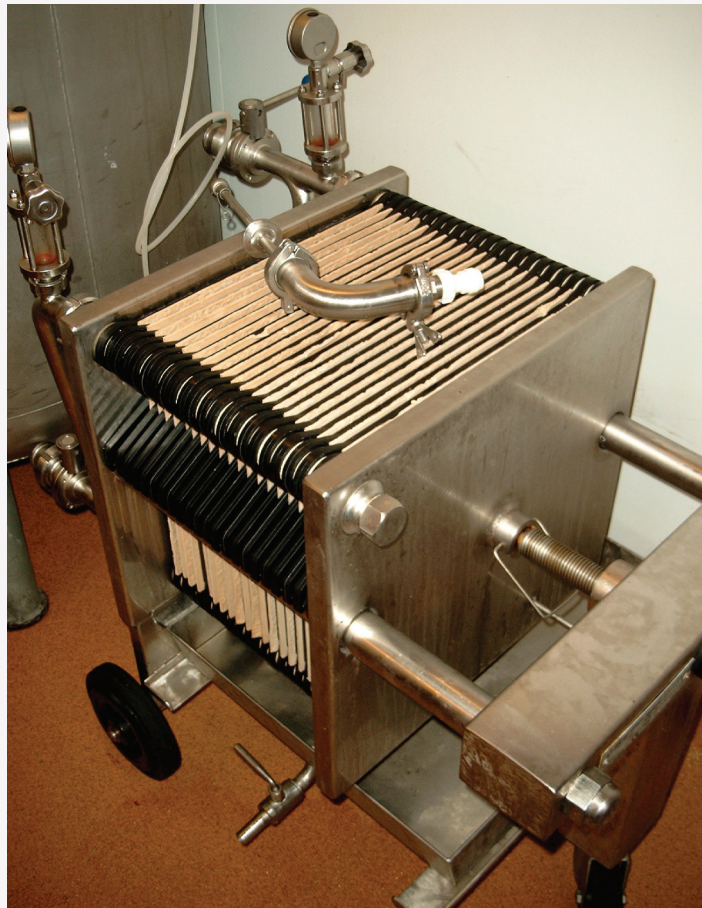


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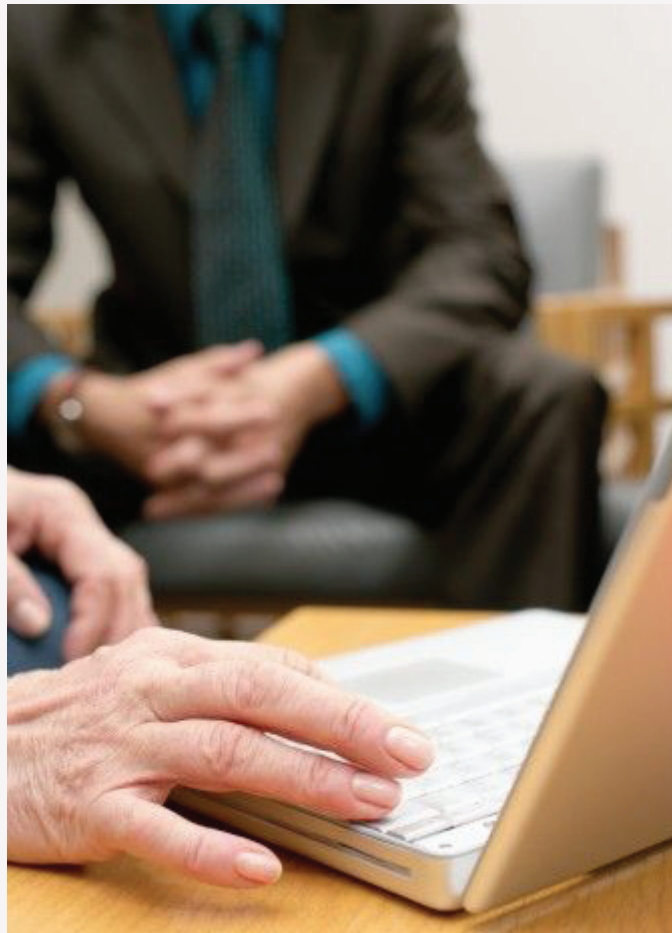


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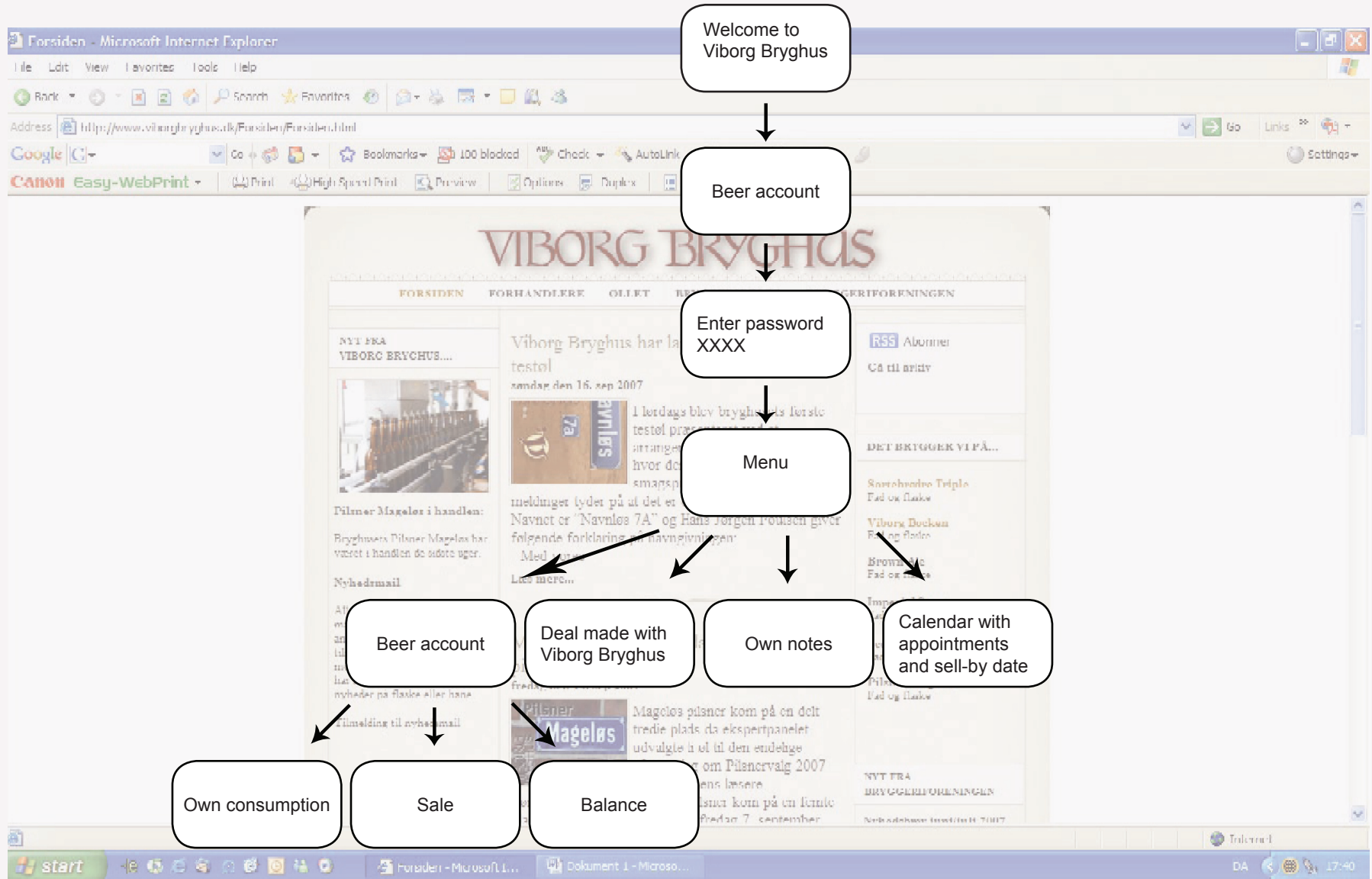




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Holder number 01



Password xxxx  
Account number 03  
Holder number 02



Password xxxx  
Account number 03  
Holder number 03



Password xxxx  
Account number 03  
Holder number 04



Password xxxx  
Account number 03  
Holder number 05



Password xxxx  
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Holder number 06



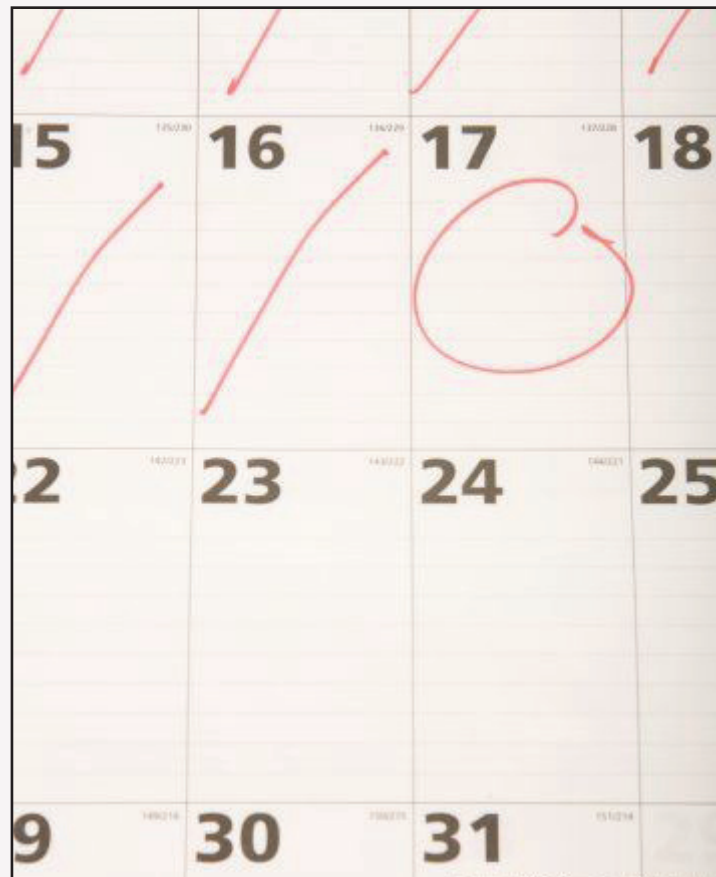
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# Viborg Bryghus

## Prices

25.000 DKr for brewing 650 litres of beer

75 DKr/pallet for transportation

400 DKr/m<sup>2</sup> per year for storage space

Viborg Bryghus 30% of the sale

# Viborg Bryghus

## Price example 1

25.000 DKr for brewing

150 DKr for transportation (2 pallets)

400 DKr for storage space (2 m<sup>2</sup>, ½ year)

Estimated expenses: **25.550 DKr**



# Viborg Bryghus

## Price example 1

*Estimated own consumption: 0 bottles for ½ year*

Estimated expenses: 25.550 DKr

Estimated amount from sale: 44.200 DKr

Viborg Bryghus (30%): 13.260 DKr

Income from sale: 30.940 DKr

**Estimated profit: + 5.390 DKr**

# Viborg Bryghus

## Price example 2

*Estimated own consumption: 120 bottles for ½ year*

Estimated expenses: 25.550 DKr

Estimated amount from sale: 40.120 DKr

Viborg Bryghus (30%): 12.036 DKr

Income from sale: 28.084 DKr

**Estimated profit: + 2534 DKr**

# Viborg Bryghus





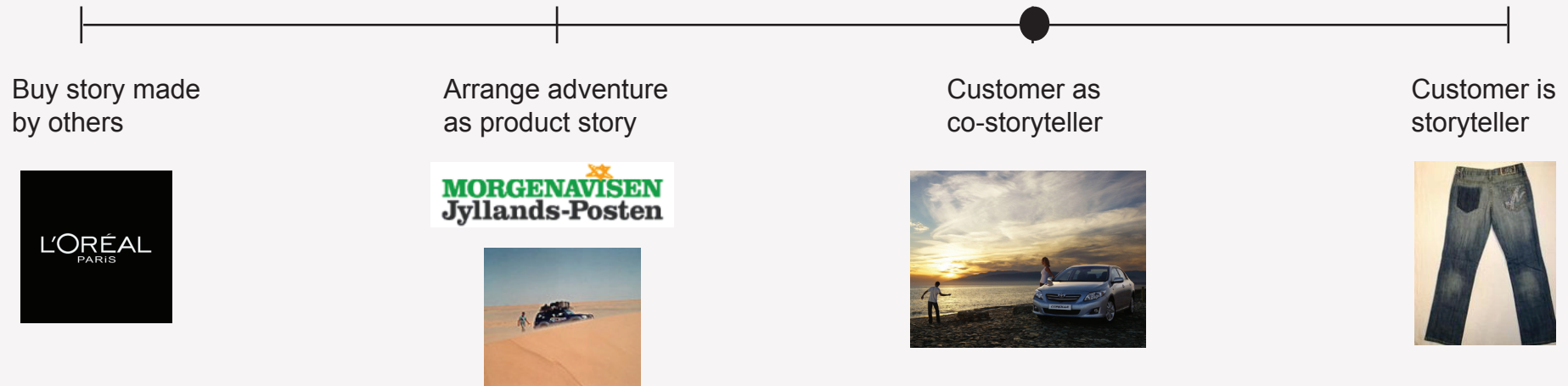
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## Prosumer beer of the year



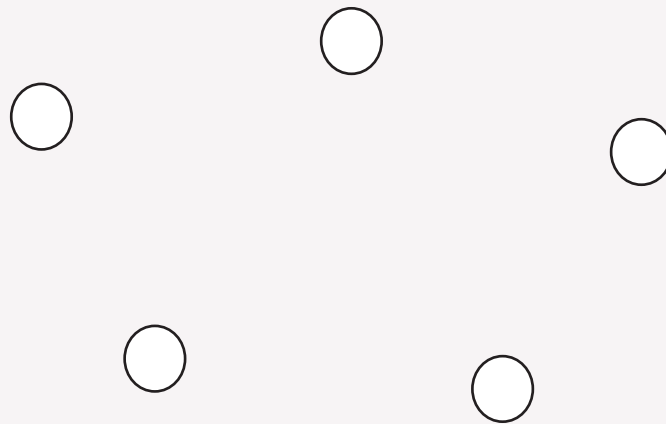
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## Storytelling



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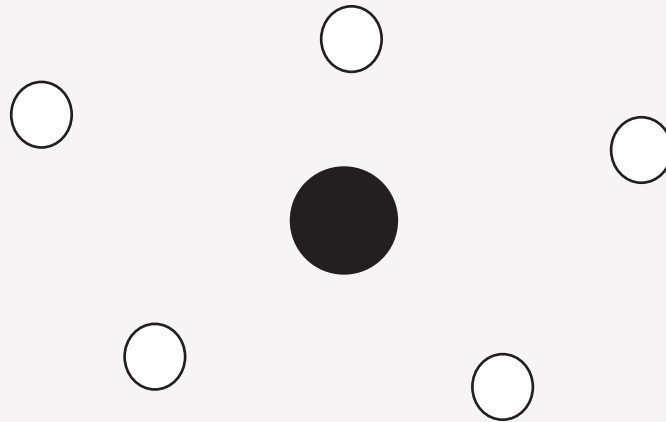
## Open source innovation





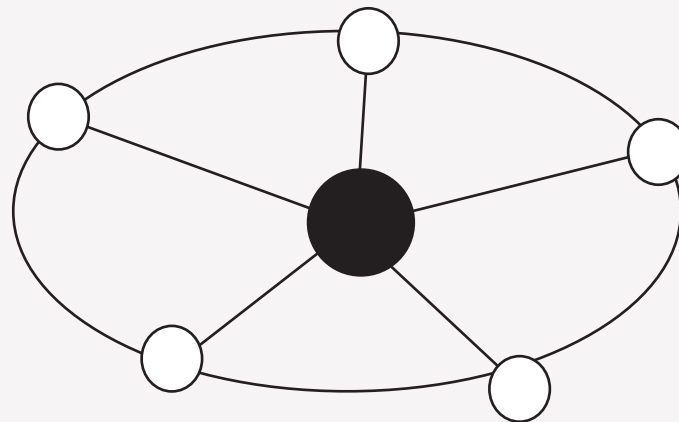
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## Open source innovation



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## Open source innovation



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## Being a designer

- Create new concepts/products
  - Design as part of a process
    - Reflect on perspectives
- Visualize and communicate
  - Design toolbox



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End of presentation