

From idea to the bar

Tips & tricks to successfully launch your own beer brand

If you have any questions during or after reading these tips & tricks, we are happy to help you. I am Miel, one of the founders of BeerSelect. Call me or send me an email if I can help you!



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Getting to know the market

If you want to launch your own beer, it might be a good idea to do market research first. In recent years, a lot of specialty beers have been added, so it is important that you stand **out**.

Take a look in **your area**. Are there many local breweries or regional beers?

If this is not the case, you already have an advantage. If there are many regional beers in your area, then you should study your **competitors**.

What do they do? What can you do better? Do you have a nicer name or a nicer branding? Is your recipe one in a million? There are plenty of ways in which you can **distinguish yourself**.



Perhaps there are **local folktales** that you can use to develop your brand? Or are there **national or international events** that stay with everyone? Then it can be useful to use it in the development of your beer brand.

“Talk with other people about your idea. You are already much further with your concept. Taste with your eyes and steal with your ears.”



In addition, I advise you to listen to **horeca entrepreneurs** what they think is added value. After all, it is them who will eventually serve your beer to the consumers.

Branding

In the year 2021, marketing is very important - this also includes a strong branding for your beer.

What's in a name?

The name is one of the most crucial points of your beer. A humorous side or a local story is often a plus here. But it can also be useful to choose a name that is immediately broad enough. In Belgium, the local aspect is important, but don't think too small either. Think of a brand that can also catch on in surrounding cities and possibly other countries.



Design

For the look and feel of your brand, you're going to need a logo, branding, labels, website and such. If you already have some knowledge of graphic design yourself, you can get started designing your logo, label and branding right away. You can do this completely on your own, but it is usually recommended to be guided in this. This can be done by a freelancer (a person you can work with one on one) or by a marketing agency.



Tip: Make sure that your name is not taken yet. This can be done via Google, Untappd or check the register with registered trademarks: <https://www.boip.int/en/trademarks-register#/>



Taste/Recipes

There are various ways to create your own recipe:

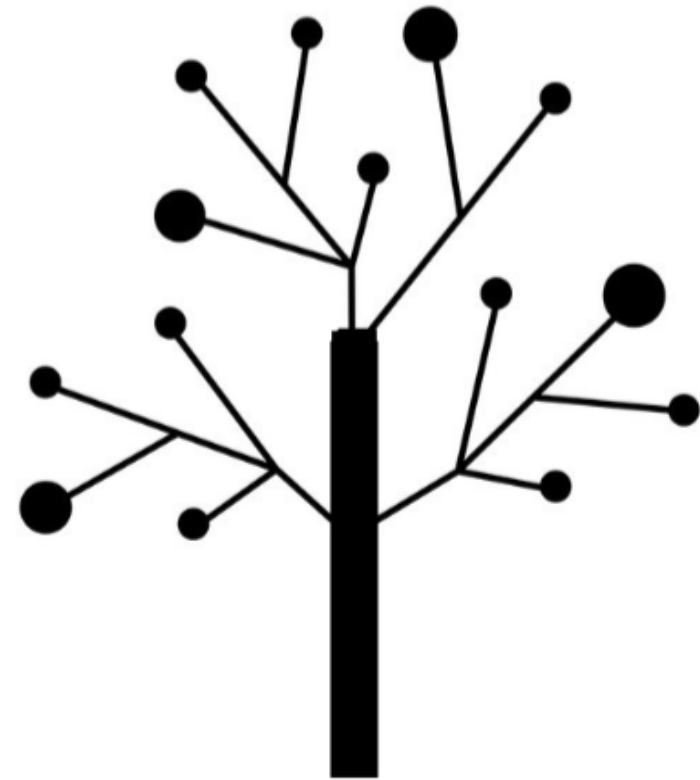
- » On one hand, you can develop it yourself (for example at home, as a hobby brewer). However, this often takes years.
- » On the other hand, if you have an idea or concept in mind, but not the technical brewing expertise, then it might be interesting to be assisted by people with experience who can develop a recipe for you.

Both are possible. Many brewers start with a commercially accessible beer (the trunk of the tree) and then later launch more special beers (the branches). But don't forget:

"It's a process!"



It is completely okay to adjust your recipe later. You can of course also use the feedback from customers to come up with new creations.



Tip:

Try to tell a coherent story. You can do this by ensuring that your recipe matches your 'why' and your branding.



Production

Brewing yourself

Your own brewery is no laughing matter.

To build a somewhat professional brewery, you will probably spend several hundred thousands to millions of euros. You also have to go through a big pile of administration; the Federal Agency for Food Safety (FASFC) and the Administration of Customs and Excise (FPS) for example. You will also need an environmental permit.



Brewing in cooperation with BeerSelect

Do you want to start brewing professionally? Then let yourself be supported by a brewery like BeerSelect. BeerSelect, as a contract brewery or rental brewery, is specialized in brewing and packaging for others. We follow your own recipe, but if desired, we can also assist with recipe development or perfecting existing recipes. Our brewing team will be happy to help you.

Interested in our conditions + prices?
Don't hesitate to contact us!



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Legislation

Company

Do you already have a company? You can safely use this then. If so, add drinks wholesale to your articles of association. Don't have one yet? A simple sole proprietorship, VOF or limited partnership costs barely anything to set up and is ideal as a 'beer company'. You will usually set this up in a week.

In addition, a BV or NV is also possible, limited liability but more costs.



FASFC

Fortunately, the regulations concerning the FASFC are much simpler for beer companies than for breweries. On the website of the FASFC you will find a form on which you can register as a beer company, namely:

- » PL47 Wholesaler
- » AC97 Wholesale
- » PR57 Prepackaged foodstuffs with a shelf life of at least three months at ambient temperature

Permit

You need the "Ethyl alcohol and alcoholic beverages permit" when you sell alcoholic beverages. It doesn't matter whether you are a wholesaler or retailer. You can request this at most enterprise counters. The permit has a purely tax purpose. The Customs and Excise Service thus checks whether all taxes on alcohol have been levied.



Tip: As a contract brewery, BeerSelect arranges everything on excise duties and environmental legislation



Marketing

Right from the start, marketing is a key point for the future success of your beer. Here are a few ways to get started:



Target group

Make sure you define your target group properly, taking into account your 'why', beer brand and taste.

Advised Social Media

- » B2C: Facebook, Instagram
- » B2B: LinkedIn
- » Beer related: Untappd. Be the first to register your own beer here!

Local anchoring

Participate in local events and sponsor if necessary.

Newsletters

Collect (GDPR-proof) the e-mail address of customers, suppliers, ambassadors, ... and send out a monthly newsletter. This keeps people engaged.

Collaborations

Work together with other brewers to assemble beer packages or to brew a real 'collab' beer!

Website

- » Build your own website using tools such as Tilda, Wordpress, ... Or have one made.
- » Think of your findability on Google (SEO) and, if necessary, advertise (SEA)

PR

Send a press release to all local press at launches, special events or prizes won. Press lists are sometimes available online.

Beer festivals

Beer festivals are local events where the general public can get to know your beers. Read all about it on our blog.

Point of Sales materiaal

- » Think of promotional material that can help you!
- » Printed beer glasses: Suppliers Ayano or Tradyglass
- » Beer mats, bar stands, clips, ...

Sales

Pitch

Before developing a plan, sales training is a serious asset, practice with your coach or friends before you hit the road.

Plan

If you really want to increase your sales, you need a plan. How many cafes do you want by when? How many liters do you want to sell next year? Depart from there to build a plan. If you want to sell X number of liters, you will have to visit X number of catering establishments.

CRM-System

Keep track of everything! Use a system where you map all customers and potential customers. A good start is half the battle! Pipedrive or Airtable are recommended.



Promotions

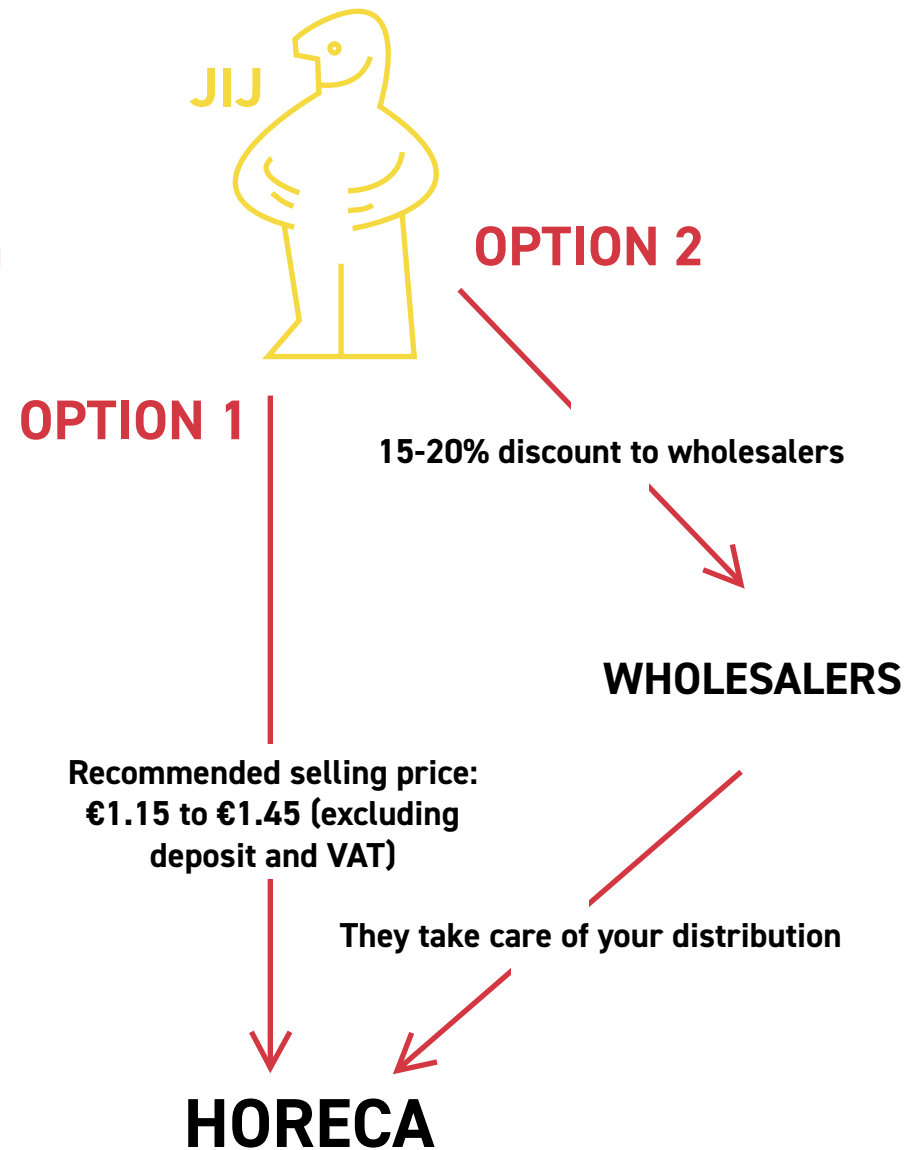
Do you want to do a special promotion? Do not immediately give a discount! It is very difficult to get your price back up later. It is better to give something extra as a gift with a larger order.

Example: instead of a 10% discount, it is better to do a promotion such as: buy 10 cases, get 1 free!



Distribution

In the beginning you will probably supply most of your customers yourself. After a while, however, you want to scale. For this you need to set up distribution channels. Both local beverage companies (Prik & Tik, ...) and umbrella (Districo, ...) can help with this. On the basis of the image below, we explain which principle is usually used.



Competitions

Do you also want to be able to show that you have won a medal in a beer competition? Then participate in one of the beer competitions below. Didn't win? No worries! You usually also get feedback from the jury, which you can only learn from.



European Beer Challenge



Brussels Beer Challenge



World Beer Awards

Asia Beer Challenge



The Lyon International Competition



Did you know that BeerSelect won 6 international awards in 2020?



These tips & tricks were collected by BeerSelect


About BeerSelect

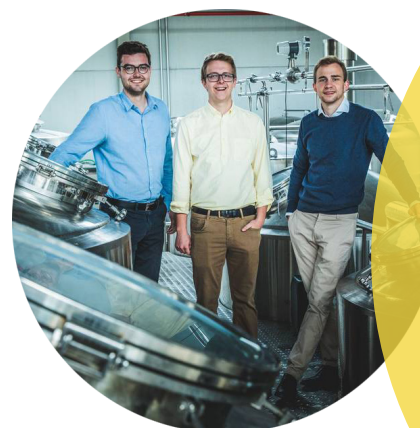
BeerSelect supports passionate brewers by brewing creative and unique beers. We brew tailor-made beer, according to your recipe, in the same traditional way. In this way we want to bring innovation to our Belgian beer culture!

Our team of master brewers, brewing engineers and biochemists are references in the beer world with their many years of experience. From gluten-free to organic, from fruit beers to beers with refermentation in the bottle, our quality is key.



Interested in our conditions + prices?
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For all questions regarding
this e-book, please contact:
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