

NANO CRAFTED



PURPOSE

Currently most bars use mass produced style craft beers to serve customers. However this proposal is meant to underline the benefits and outline a clear solution how to switch over to completely owned craft beer instead.

This will shift more control and independence from the supplier side towards any venue. At the same time an exclusive house owned craft beer is an additional strong point of differentiation.



CHINA'S BEER NOW



MASS BEERS

MARKET

- Domestic large-scale production
- Low price and low margin, profitability by volume - approx. 7RMB per liter in retail and foodservice
- Largest market share, with slow yet steady growth of around 3% annually
- Dominated by Snow, Tsingtao, Yanjin and Harbin

PRODUCT

- Commonly bottled in 600ml and 330ml
- Homogenous Pale Lagers across the board
- Low alcohol percentage 3%

CONSUMPTION

- Mostly consumed by all income groups in Chinese locals
- Often accompanying food and other meals

LEISURE BEERS

MARKET

- Foreign brands but brewed and bottled domestically
- High priced - approx. 70RMB per liter in bars
- Fast growing market with roughly 30% YoY rates since 2017
- Many brands from all sizes

PRODUCT

- Served 330ml or 500ml if imported
- Full range of beer types available

CONSUMPTION

- Urban high-income consumer, mostly in T1 and T2 cities
- Stand-alone consumption or with snacks in the venue

CRAFT AND FOREIGN BEER ON TAP

MARKET

- Domestically & internationally brewed
- Highest price - approx. 100RMB+ per liter in bars
- Main issue in china is lack of supply and choice available
- AB InBev largely controls the market by acquisition
- Smallest market, yet undergoing Exponential growth

PRODUCT

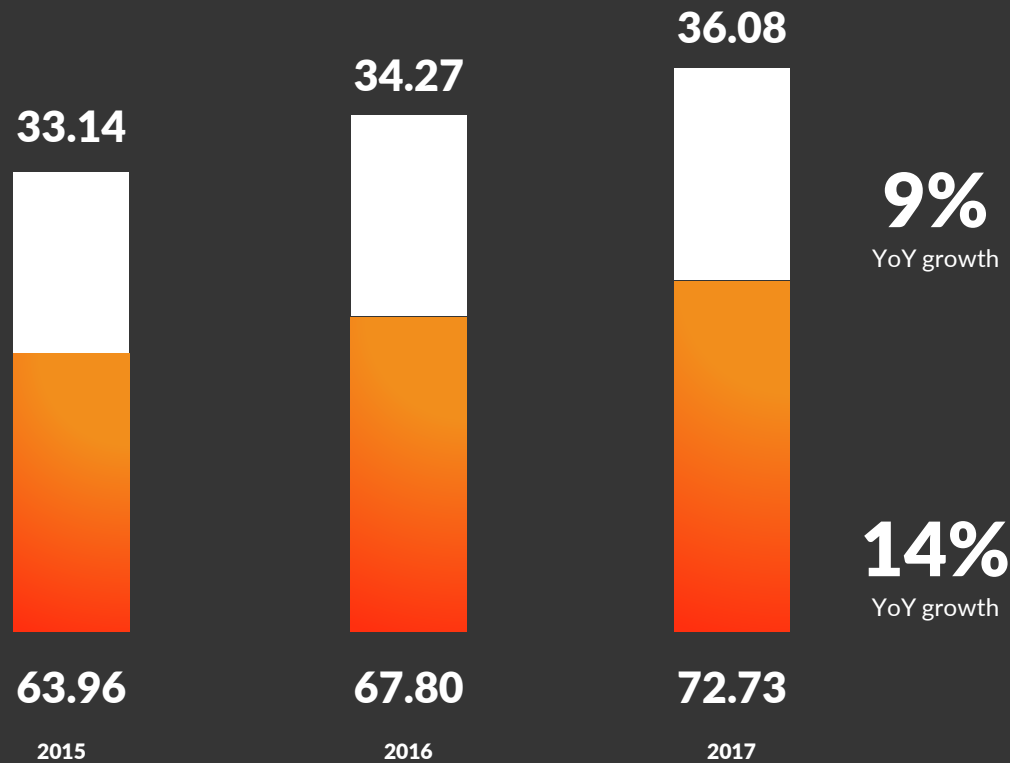
- Served commonly in 400ml to 500ml glasses
- While full range is available, overall trend leans to Ales

CONSUMPTION

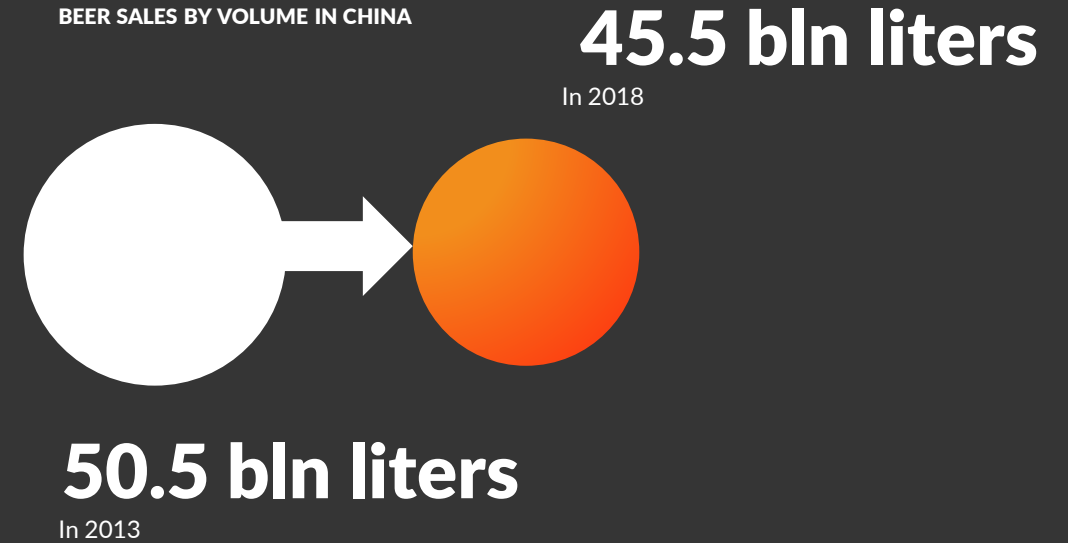
- Younger audience, that is also urban and high-income T1 and T2 cities
- Consumed with Western style food or standalone consumption

A PREMIUM SHIFT

BEER SALES BY VALUE IN CHINA, ON-TRADE VS OFF-TRADE



BEER SALES BY VOLUME IN CHINA



While beer volume went down sales value is rising steadily.
This is due to a rapid shift towards premiumization in the market.

THE FUTURE OF CRAFT

0.3%

In 2010

1-5%

In 2018

Est. 30% growth

By 2022



Prefer foreign brand



Somewhat prefer domestic brand



Somewhat prefer foreign brand



prefer domestic brand

While numbers are changing rapidly, if wine and American historic development are any indication, one thing is certain: Chinese craft beer is growing exponentially in the next year.

Narrow product offering among local players – T1 only

AB inBev 17% in urban markets vs small individual brands
– e. g Zapfler, Boxing Cat, Stone Brewery, Shanghai Love

THE GAP

Consumer pull for premiumization with higher incomes

According to AB inBev own annual report revenue grew by 8.3% with
premiumization as the leading factor.



Chinese seek to trade up further in
beer. Mass or premium is just
not cutting it anymore.

The Chance to lead

Like the decade in luxury markets
before, it's time for beer to become
crafted and bespoke.

Craft Beer Advantages



Independence



Exclusive



Differentiation



Higher Margins



CRAFT BEER



IPA
Pale Ale
Pilsner
Wheat
Alt
Etc.



Your
Idea

The range of craft solutions are endless and only limited by imagination. From premium Pilsner to unique fruit flavored IPAs or smooth dark beers anything is possible. When working together NanoCrafted will develop brand new recipes for each beer for each client that are proprietary to our clients and match their individual needs flawlessly.

BREWERY

Shanghai Brewed
1,000 L per batch
Stainless Steel Equipment
Storage available
Long-time relationship



This craft brewery is located in the ancient city of the same name in Shanghai. Xitang in particular is famous for its water town.

The brewery itself is made up from a big brewery complex, where also many other big brands like Brander Urstoff brew their beer in China. The equipment is of international standard, stainless steel and offers everything required for the brewing process.



INGREDIENTS

100% Imported
Premium
No Extracts

European Malts

Beers will be based on European malts such as Swaen malt. It is premium quality malt from Netherland, with tradition of more than 110 years in producing malt for all beer styles.



American or German Noble Hops

Hops, also known as spice of beer are is one of four main ingredients of every beer. German style beers require German noble hops variants such as Hallertau, Saaz, Spelt and Tattnang. These hops are widely used for making world-class Lagers, Helles and Pilsner beers. All hops are imported from Germany or the US for IPAs.

French Yeast

Fermentis yeast from Lesaffre, a French yeast manufacturer and the world's largest producer of high-quality dry yeast and liquid yeast. They have all yeast strains for making any style of beer.



100% filtered Water

People forget importance of water in beer making. Water is more than 90% of beer's content. We strictly use 100% filtered water for our beers.

BUSINESS



An exclusive, independent and custom craft beer selection on tap for any venue. Run as a WOFE in China independent from any other major brewery.

In principle the first batch should be run as an internal trial. From then onwards a regular batch schedule or monthly retainer basis should take place. So it follows a one time first batch method, with a full year contract after.

Shanghai Based

WOFE

Foreign Staff

Young & dynamic

Niche specialists

Strong network

BRANDING

Naming
Logo Design
On-Trade collateral
Digital Design
Art Direction
PR & Cooperation
+
Ad hoc marketing services

To further strengthen awareness on the new beer and gain higher exposure, custom naming, Beer logo design, potential byline and other related basic marketing collaterals will be developed alongside the first batch.

Ongoing promotion via WeChat, Flyers, PR and off and on-trade collaterals can also be incorporated but require an additional scope via retainer.

In addition trade media, influencer and PR needs can also be addressed if required.





Ognjen Simovic

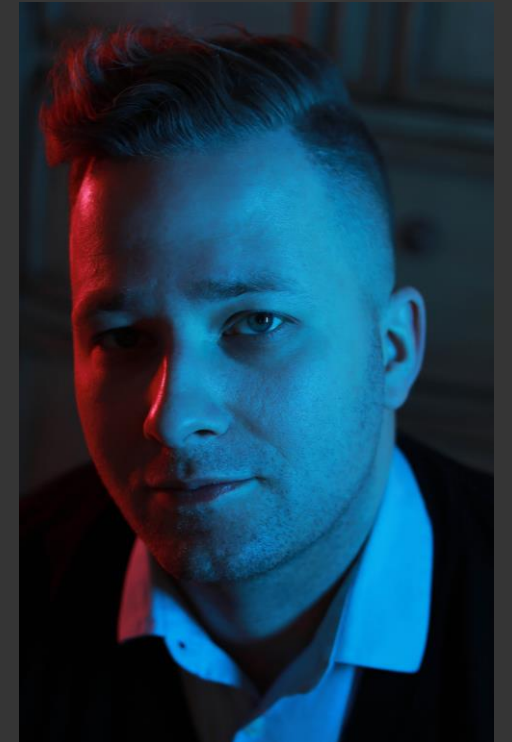
Chief Brewer

Ogi holds a degree in engineering and biochemistry. His brewing experience originally started during student times with various homebrews. Yet to turn his passion into expertise he attended professional training at the Carlsberg brewery. Following his studies, he joined Dogma brewery, one of the largest breweries in Serbia, for a few years. Upon relocating to China, he worked with Zapfler and developed the beloved 2-4-8 from scratch.

Benjamin Mueller

Ben has been in China for approximately 10 years working in marketing and branding at numerous agencies. Prior to opening his own agency, Black & Zero, he was leading the strategy department at ASAP+, Deep Focus and Calling Brands. Over the years he had worked with brands such as Grey Goose, Moet, Chanel, Delta, Converse and more. As of the most recent related experience stands the rebranding of Zapfler.

Branding Chief



Timeline



First Beer on tap from within 8 – 10 weeks

Sourcing & Recipe



2 weeks

Brewing



6-8 weeks

Branding



2 weeks

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PRICING

Price per batch

———— 30,000 to 40,000 RMB ———— 50 kegs @ 20L

Cost Price / Est. Sales Price per liter

———— 30 to 40 RMB / 100 – 140 RMB

Branding Fee

[optional, one-time, per beer incl.
logo, naming, on tap visual]

———— 10,000 RMB

NOTE

- First batch under a trial on-trade model, after first batch set 12 months retainer at min 1 batch per month per beer
- Prices are subject to adjustment based on individual beer recipes and related production needs



NANO CRAFTED

Cheers.

For new business or other inquiries,
contact us via WeChat below

