Berlato

CRAFTED CHEERS IN EVERY SCOOP

Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law

Marketing

Content

1.1 – Industry Features & Environmental Factors

Beverage Industry

- A major contribution to the economy
- Innovations and essential in fulfilling the daily needs
- Generates high competition
- Encourages business
- Promotes diversification by introducing new concepts
- Employment generation

Environmental Factors

- Social-psychological (customer motivation, culture, nostalgia)
- Technological (social media, e-commerce…)
- Economic (market size, industry structure…)
- Ecological and political (sustainability, eco-friendly…)

Source: Enterslice Private Ltd
GTAI (2022/2023)

1.2 – Limitations & Opportunities

Limitations:

- Strict rules and regulations (safety, labeling, packing, promotion)
- Consumer's preference (brand loyalty, recognition)
- Highly susceptible to disruptions in the supply chain
- Food allergy (alcohol, lactose intolerance, eggs…)

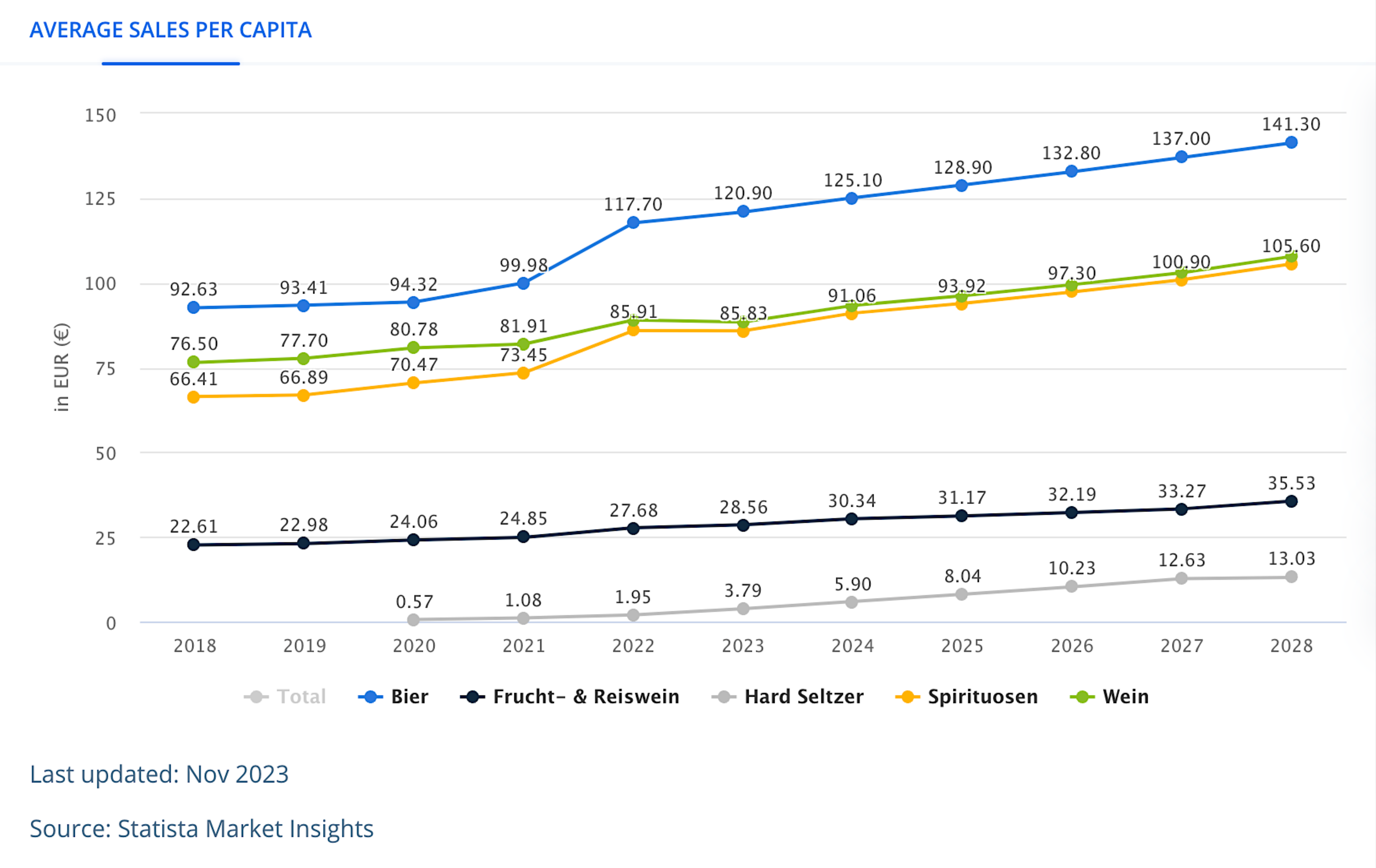
Opportunities:

- Europe's largest market
- Market diversified
- Retail landscape
- Local sourcing
- Unique production method

Source: GTAI (2022/2023)
Geib, E. (2020)
SIS International, 2023

1.3 – General Trends

1. Alcoholic drinks market growth and diversified
2. Heath consciousness increasing
3. Sustainability and innovation
4. Inclination towards local and native ingredients
5. Popularity of craft beverage
6. Leverage social media & digital marketing



Source: Statista Market Insight (2023)
SIS International (2023)
ReportLinker. (no date)

1.4 – How our product could be like?

"Drink + ice cream"

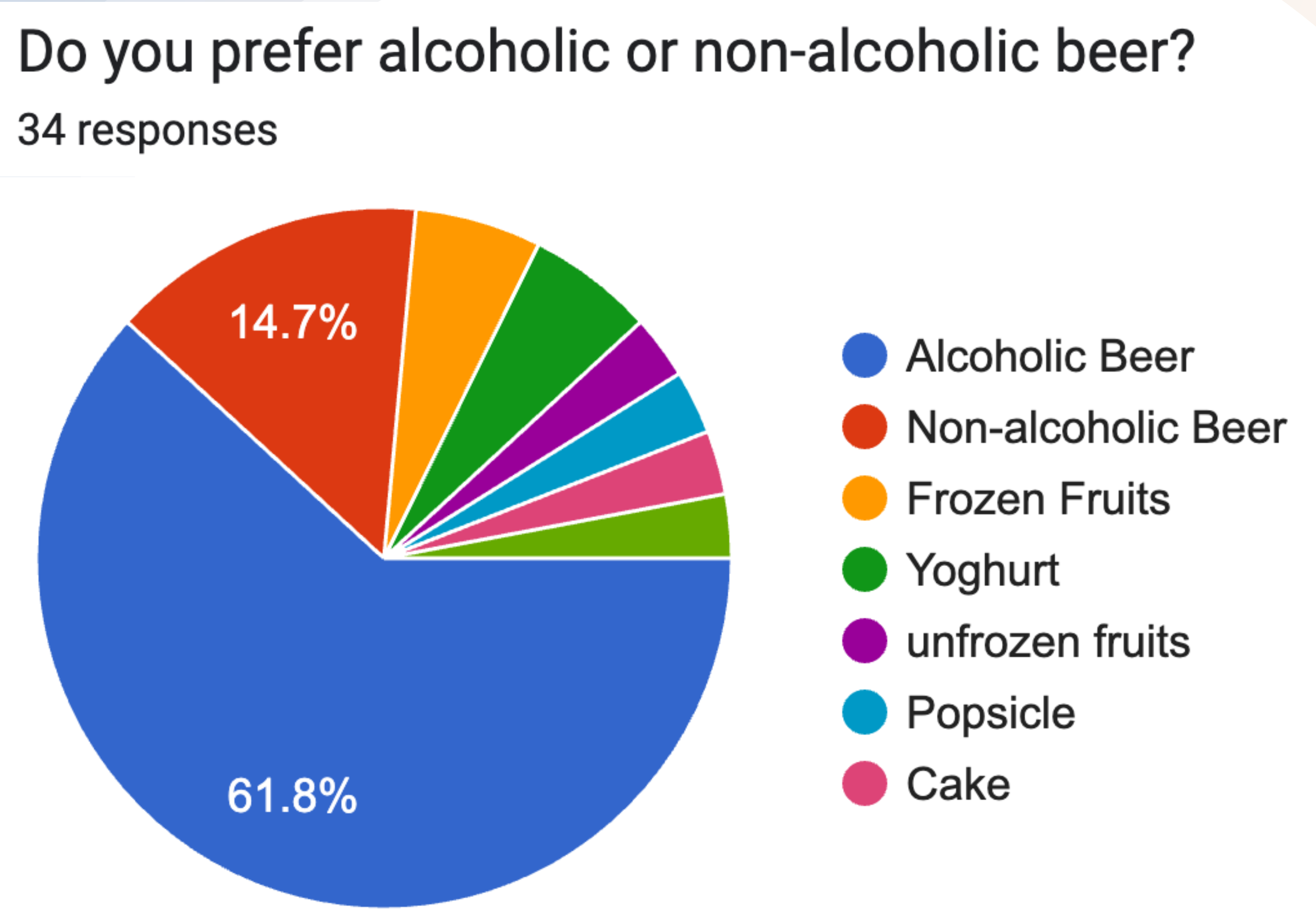
"why the tradition should be kept alive. "Because it makes people happy, because it's healthy."

Drink:
- The most consumed alcoholic beverage in Europe.
- A strong preference for German consumers.
- Popularity increased for local breweries (unique and high-quality)
- Demand for non-alcoholic/low alcoholic drinks.

Ice cream:
- One of the most popular confectionery products among German consumers.
- Market volume will be 1.45b in 2028 in Germany.
- Diverse range of products (traditional, innovative).
- Focus on quality and high-expectations.

Source: Statista Market Insights (2023)
Speiseeis. Statista
Germany's food and Beverages industry (2023)

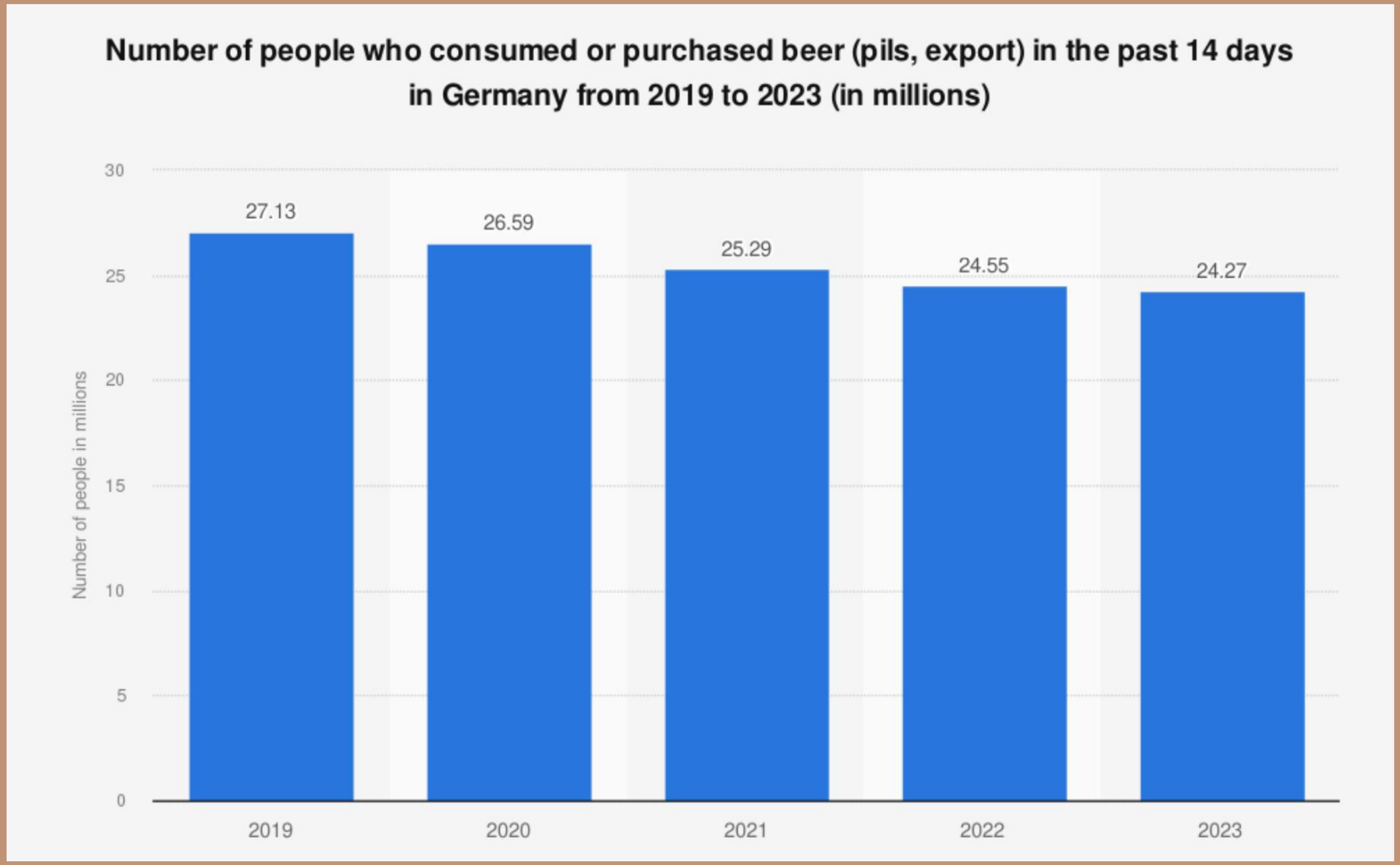
2.1 – Survey result

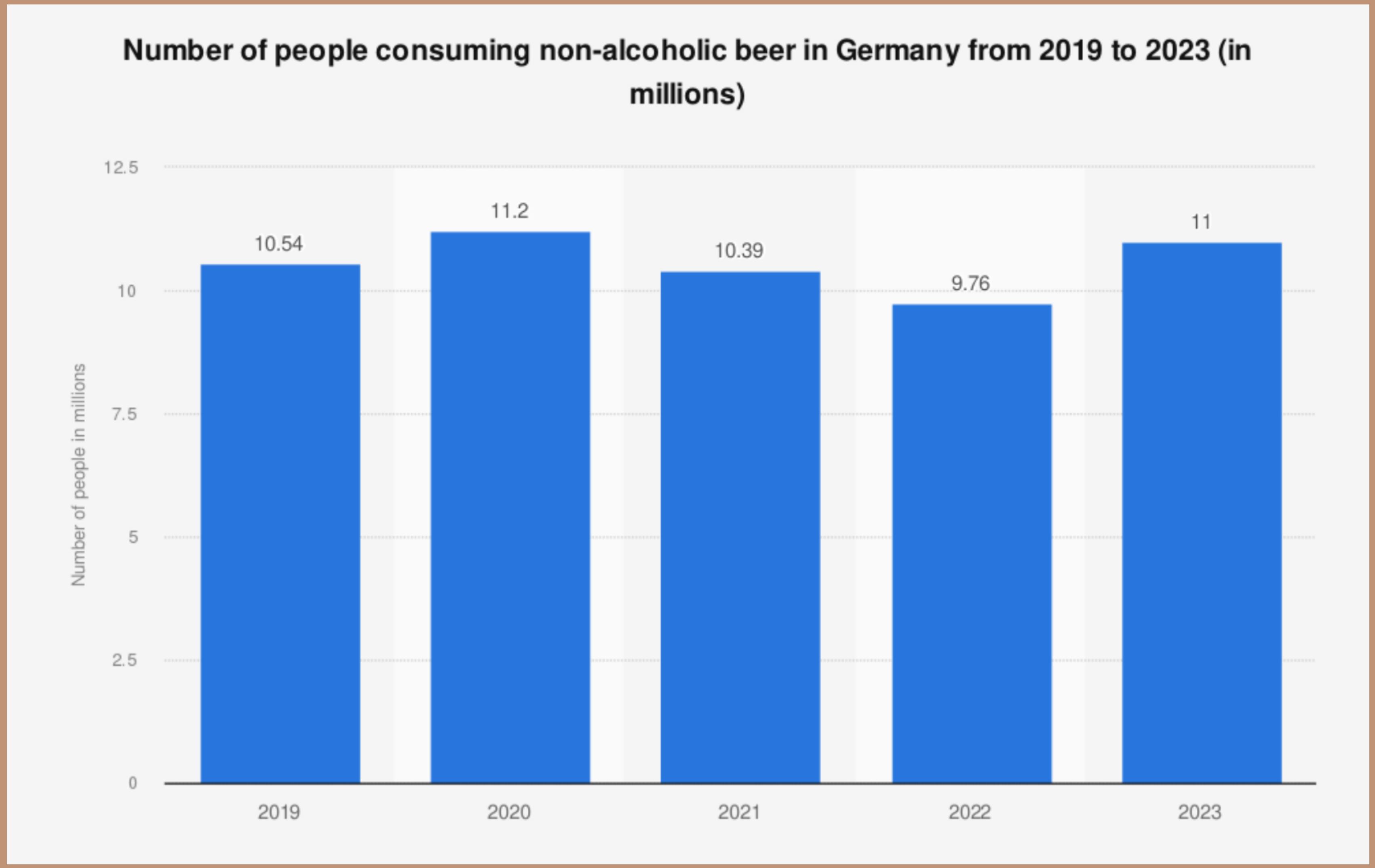


- According to a survey we conducted during December 3rd - 5th, 2023 using google form, we discovered the following result of total 34 participants, the graph shows that 61.8% of the people prefer to drink alcoholic beer over other alternatives

Image: Berlato 2023, 'Ice Cream Preference Survey', Questionnaire, Google Forms, Available at: https://docs.google.com/forms/d/1gadfejGnO1v_BdomW65J0jcm6AoN1TXj2N8kSCjhVzs/edit?ts=656f3029#responses (Accessed: 4th December 2023).

2.2 - Non-Alcoholic vs Alcoholic beer





Alcoholic beer

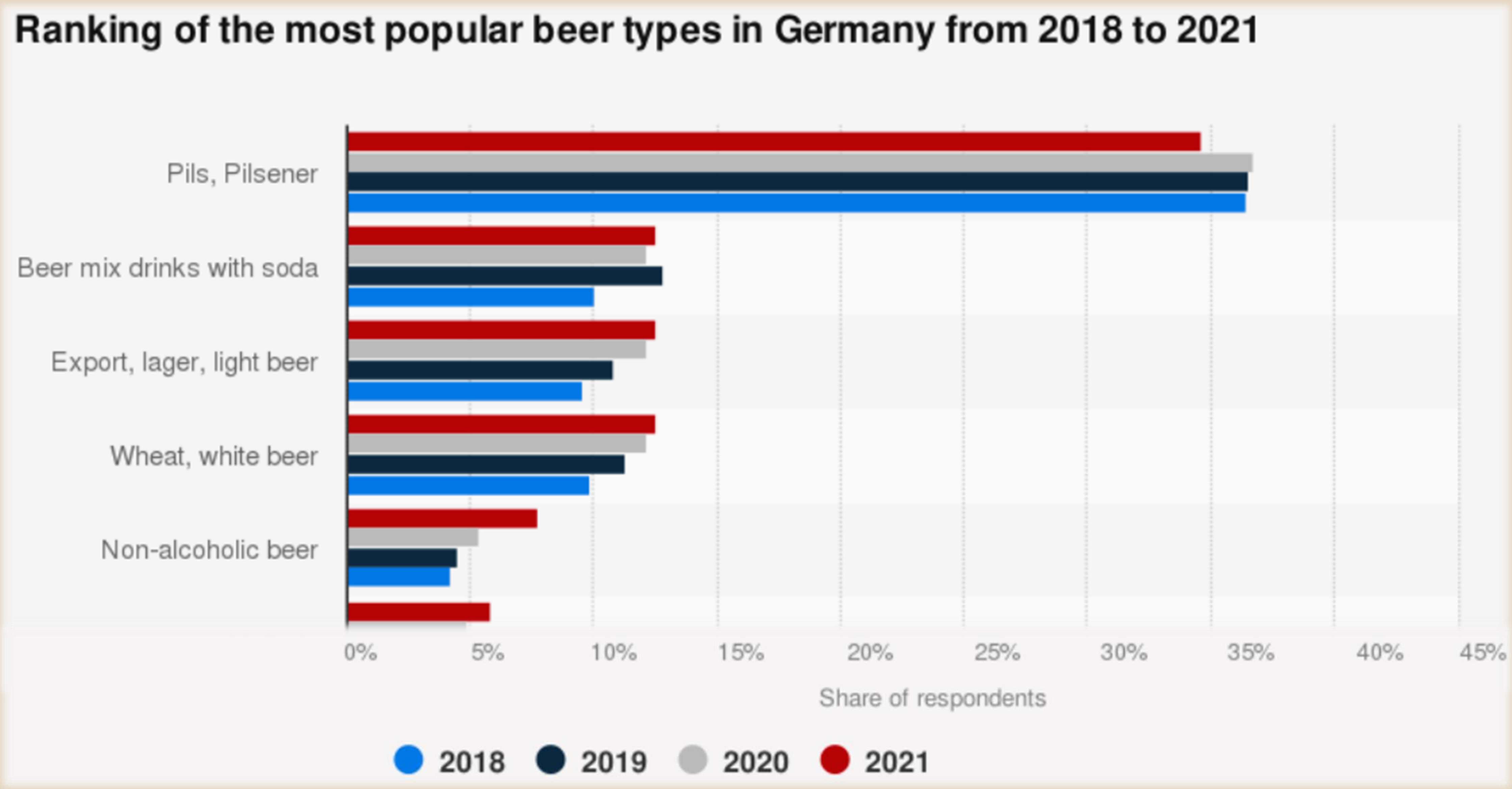
- German consumers have traditionally had a strong affinity for beer, and it continues to be a popular beverage choice
- 60% of German consumers use beer for relaxation at home.
- 43% of beer consumers drink beer once a week or more

Non-alcoholic beer

- The trend beverage non-alcoholic beer have a market share of 7%
- In an aging society, non-alcoholic beer is a popular choice
- Alternatives to traditional beer that offer lower calorie and alcohol content

Image: https://www.statista.com/statistics/575433/non-alcoholic-beer-consumption-germany/#:~:text=During%20the%202023%20survey%20period,Germany%20from%202019%20to%202023.
Image: https://www.statista.com/statistics/575348/pils-export-beer-consumption-germany/#:~:text=This%20graph%20shows%20the%20number,purchased%20pils%20or%20export%20beer.
Source: https://minikeg.blog/en/know-how-en/7-facts-around-the-trend-beverage-non-alcoholic-beer/
Source: https://www.statista.com/outlook/cmo/alcoholic-drinks/beer/germany#analyst-opinion
Source: https://store.mintel.com/report/germany-beer-market-report

2.3 – Beer types in Germany



- As of 2010, it was estimated that beers labeled as pils, pilsner, and pilsener accounted for two-thirds of all beer sold in Germany

- Nearly three in four (72%) beer consumers say they drink pilsner when out, making it the most popular option by some distance. They are light in body and color, drier, with more of a lingering bitterness, and with higher carbonation

Image: https://www-statista-com.ezproxy.hwr-berlin.de/statistics/575329/popular-beer-brands-germany/#statisticContainer
Source: https://nielseniq.com/global/en/insights/commentary/2023/seven-insights-into-germanys-beer-consumer/
Source: https://beerandbrewing.com/dictionary/4ST1JigBWB/

2.4 - Breweries in Berlin

- Hops & Barley: A traditional German pub with modern sensibilities, popular with locals and visitors, and with their own brewery.
- Heidenpeters: They walk the line between being a traditional German brewery while dabbling in unusual flavors and American-style methods.
- Vagabund Brauerei: A brewery that provides different varieties in a constantly changing rhythm, always with the aim of creatively creating an authentic and new beer taste.
- Brauhaus Lemke: Berlin's oldest brewery with restaurant. The company brews various types of beers with regional ingredients.
- BRLO: A Berlin brewery that has been passionately brewing beers and designing unique gastronomic experiences since 2014

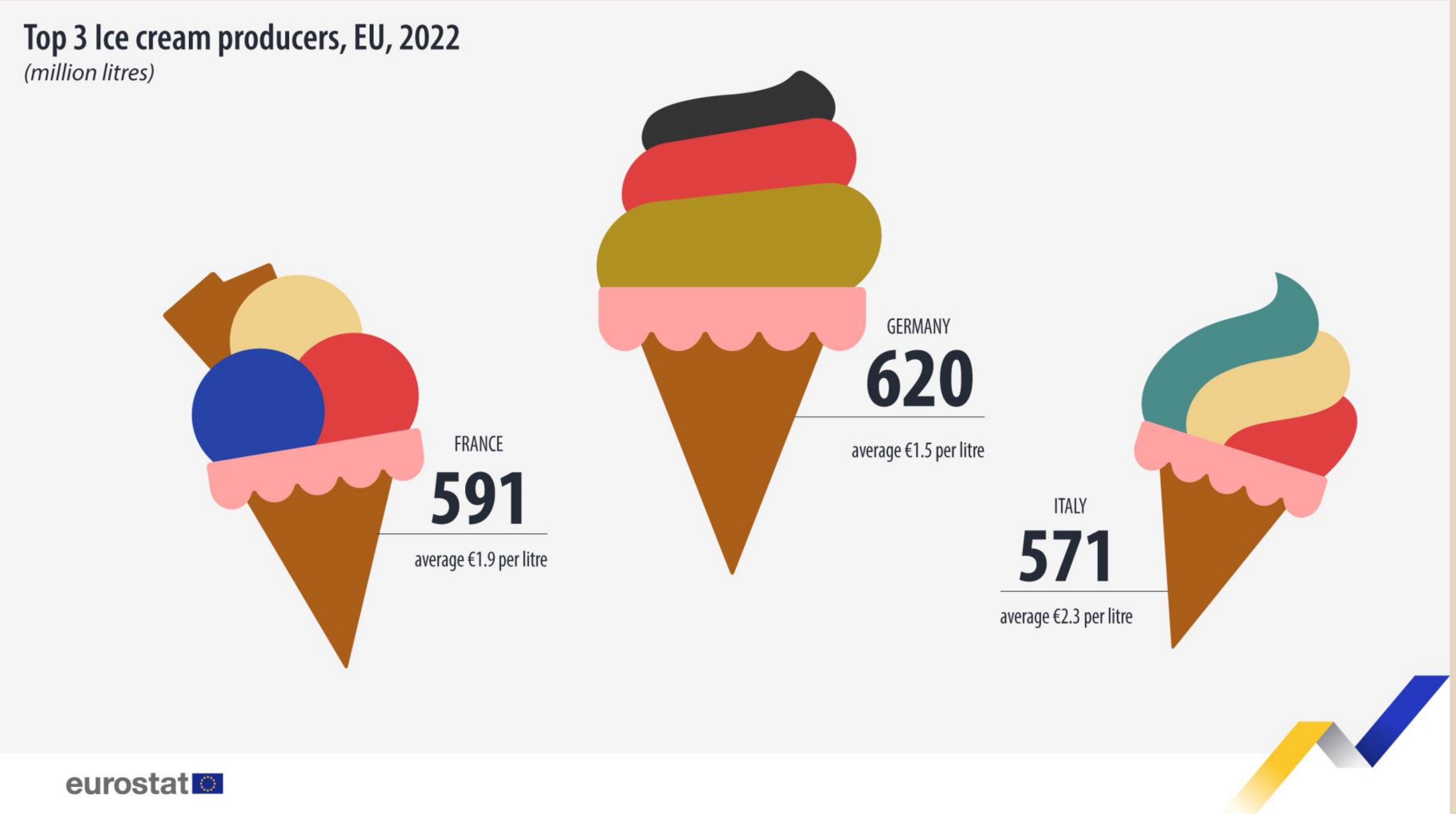
Source: https://www.tripsavvy.com/the-best-craft-breweries-in-berlin-4140489
Source: https://berlintraveltips.com/berlin-craft-beer-bar-hops-and-barley/
Source: https://www.visitberlin.de/en/vagabund-brauerei
Source: https://catchourtravelbug.com/where-to-find-the-best-craft-beer-in-berlin/
Source: https://easycitypass.com/en/blog/partner/partner-interview-brlo-brwhouse
Image: https://www.pinterest.com/pin/beer-being-poured-from-tap-at-public-house-brewing-company-rolla-brewpub--840273242961369545/

2.5 - Price and Flavor of ice cream

Among the EU countries, Germany was the main producer of ice cream in 2022, producing 620 million litres of ice cream, followed by France and Italy.

As well as being the largest ice cream producer in 2022, Germany produced on average the cheapest ice cream at €1.5 per litre.

In many countries, Britain and Germany included, vanilla ranks top as the public's flavor of choice, according to Uniteis, a union of Italian ice cream producers in Germany



Source: https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20230814-1#:~:text=As%20well%20as%20being%20the,per%20litre%20of%20ice%20cream.
Source: https://www.dailysabah.com/life/food/all-about-ice-cream-origins-flavors-types
Image: https://www.delish.com/cooking/recipe-ideas/g2817/homemade-ice-cream-recipes/

2.6 – Product finalization

"Low alcoholic Beer
+
Vanilla Gelato"

- Low alcoholic beer
  - Extremely popular as a refreshing and low-calorie trend drink
  - A popular choice for those who are driving or operating machinery, as well as for those who are trying to reduce their alcohol consumption for health or personal reasons.
  - can be enjoyed at any time without the risk of becoming intoxicated.

- Vanilla Gelato
  - Low-fat ice cream that has traditionally been made by hand
  - Healthier than ice cream
  - Melts quicker and has a unique mouthfeel

Source: https://remeogelato.com/blog/gelato-vs-ice-cream-what-is-the-difference/#:~:text=The%20main%20difference%20between%20ice,typically%20healthier%20than%20ice%20cream.
Source: https://www.diffen.com/difference/Gelato_vs_Ice_Cream
Source: https://thebeerthrillers.com/2023/04/04/the-rise-of-non-alcoholic-beer-a-guide-to-the-best-non-alcoholic-brews/
Image: https://cornykeg.com/blogs/resources

3.1- Direct Competitors: Ice Cream Brands

Brands	Flavor Variety	Serving Size	Pricing € (Sweet Spot Price)	Distribution Channel	Value added
BEN&JERRY'S	Up to 98 flavors, 81%: one base flavor 19%: two base flavor	Stick, Scoop, Individual pack, Family Sharing*, Party pack, Container	6.99 (465ml) 8.29 (Special flavor)	Supermarket Chain, E-commerce, Website, Own shop	Collaboration
Cremissimo	Up to 20 flavors Assortment based- Classic, Nut, Fruit, Vegan	450ml, 900ml*, 1300ml	3.99 (900ml)	Supermarket Chains, Convenience Stores, E-commerce	QR Code on packaging
MÖVENPICK	Up to 30 flavors Assortment based- Classic, Exotic, Cafe	Stick, 100ml to 5000ml (7 different serving sizes)	3.99 (900ml)	Supermarket Chains, Convenience Stores, E-commerce	Tamper-evident closure (100% recyclable)
Häagen-Dazs	Over 50 flavors Assortment based – Classic, Caramel, Fruit	Stick, Scoop, Individual pack, Family Sharing*, Party pack, Container	6.99 (460ml)	Supermarket Chain, E-commerce, Website, Own shop	Raw dairy products are pasteurized. Qualified Raw Materials
GUT& GÜNSTIG	Up to 20 assortments together with Bio	Bundle Stick*, Individual pack, Family Sharing, Party pack	1.99 to 3.69 (316ml, 2500ml)	Own Retail Chains (Neukauf), E-commerce	Affordable Price

3.2 – Indirect Competitors: Local Ice Cream Parlors

Is Berlin the Ice Cream Capital ?

General Characteristics

- Homemade Receipts
- Variety of Flavors + Seasonal Edition
- Local Partnerships
- Social Spaces
- Family-Friendly Relationship with Owners

Source: Aung,K,2023,'A survey of local ice cream parlor', Unpublished
: www.dw.com/en/berlin-24-7-why-berlin-is-the-ice-cream-capital

3.3 - SWOT Analysis

Strengths

- Unique Product Offering
- Local Brand with cultural heritage
- Sustainable & Locally source Ingredients

Weaknesses

- Brand Awareness
- High bargaining power of Supplier
- Coopetition (Brandenburger and Nalebuff 1996)

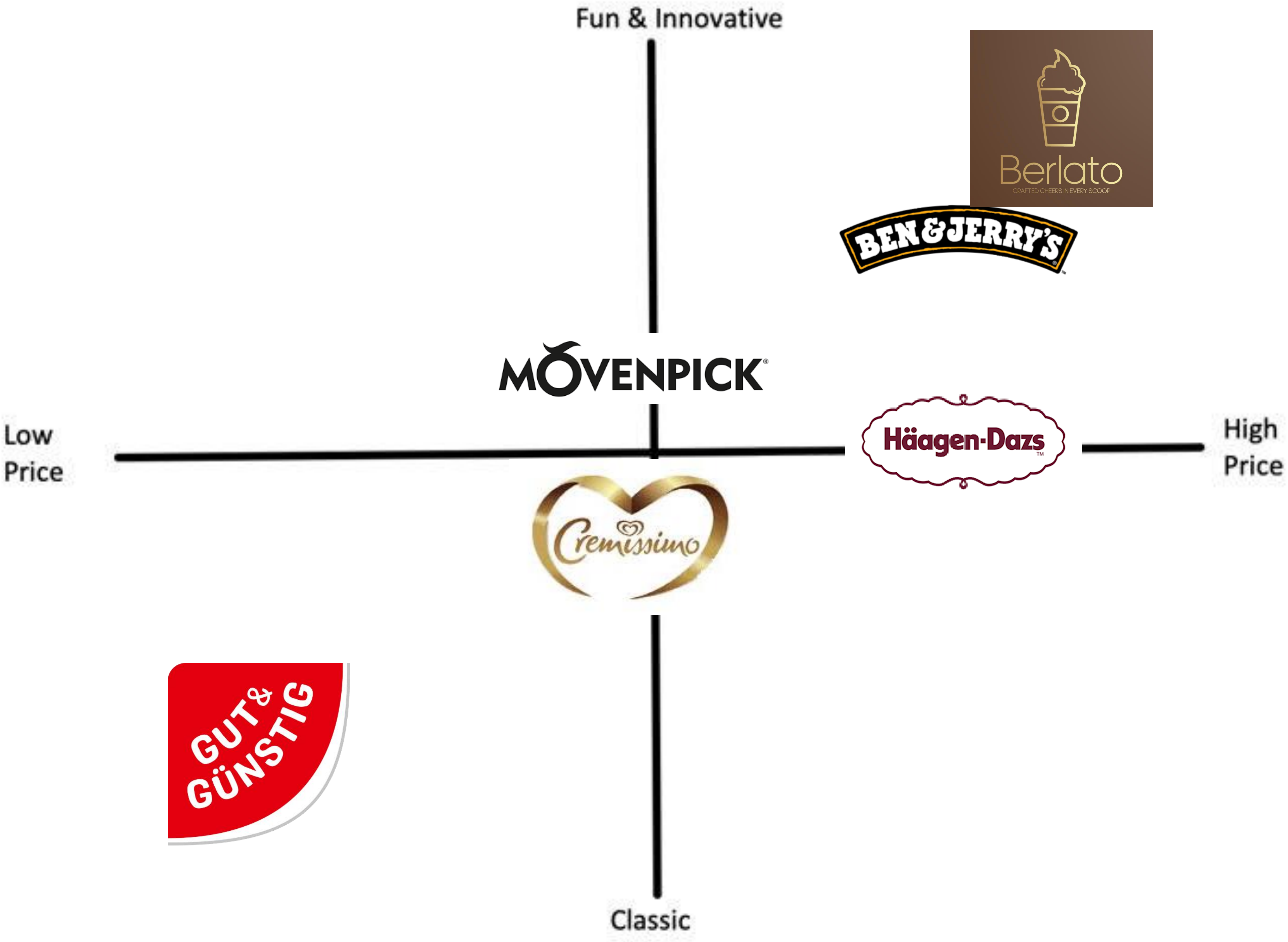
Opportunities

- Rising Demand for Innovative Flavor
- Limited Competition
- Social-Media Worthy Aesthetics
- Different types of Distribution channels

Threats

- High potential in alcohol-infused ice cream market
- Perception Challenge
- Alcohol Regulation Restriction

3.4 - Positioning & Pricing



https://www.barry-callebaut.com/en/manufacturers/products/top-innovations-your-ice-cream
https://looka.com/editor/162181323

3.5 - Competitive Advantage : Distribution Strategy (B2C)

- Convenience Stores/ Dollar Stores/ Variety Stores
- Pop-up Stores
- E-Retailers (Picnic, Flink, AmazonFresh)

3.6 - Competitive Advantage : Distribution Strategy (B2B)

- Bars & Restaurants
- Ice Cream Parlours

Best Breweries in Berlin

Ice Cream Parlours in Berlin

[Source:](#)
https://berlinmap360.com/berlin-neighborhood-map
[www.visitberlin.de/en/blog/most-popular-ice-cream-parlours-all-12-di](#)stricts
https://www.visitberlin.de/en/breweries

4.1 - Who's our ideal customer?

- Demographic Segmentation & Lifestyle
- Behavioural Segmentation
- Interests and Hobbies
- Media Consumption Pattern
- Willingness to spend
- VALS Model
- Sinus-Milieus Model

4.2 Demographic Segmentation & Lifestyle

Adult
Age: 16+
Gender: Male and Female

MODERATE TO HIGH DISPOSABLE INCOME

URBAN LIFESTYLE

FOOD ENTHUSIASTS

CULINARY EXPLORATION

4.3 Behavioural Segmentation

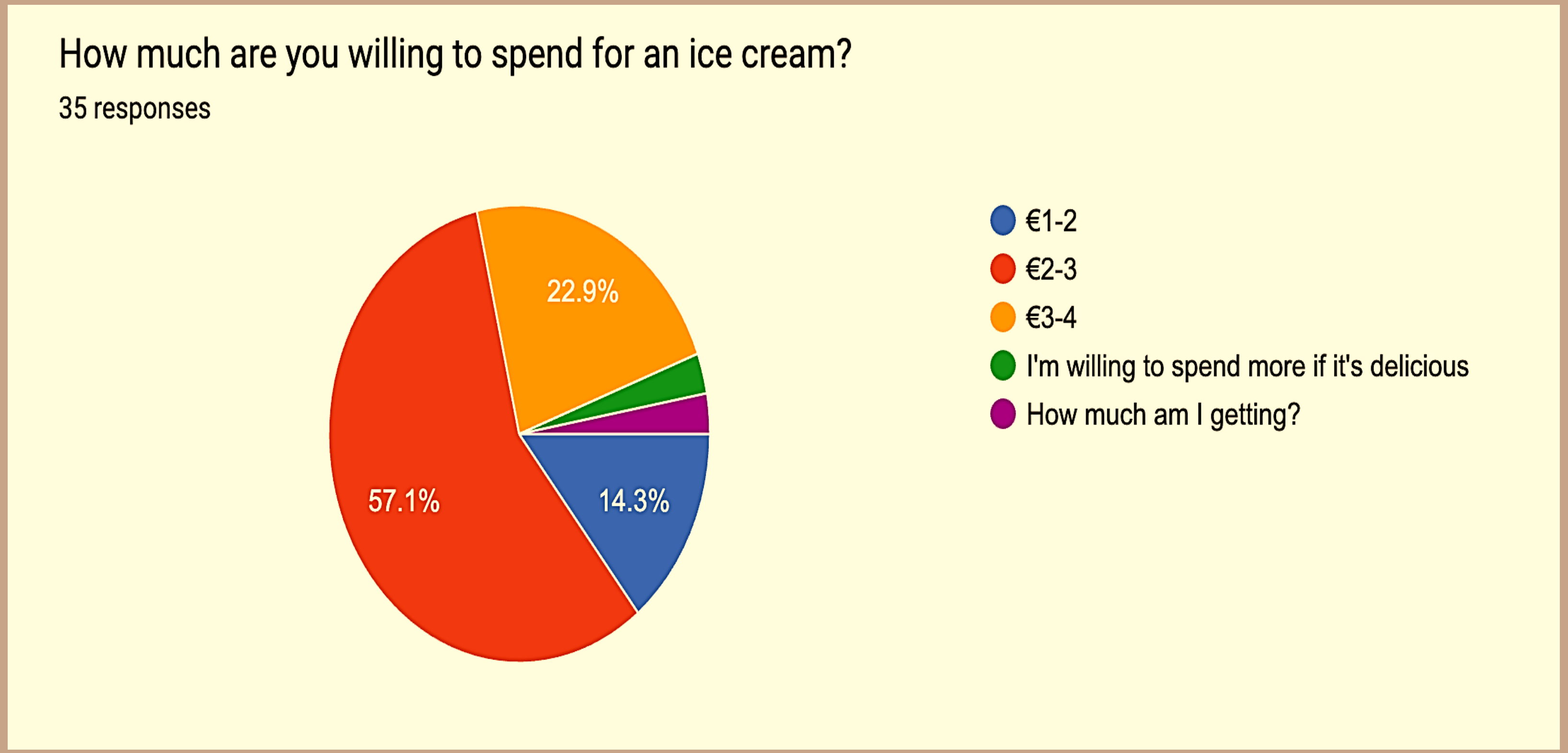
- Socially active
- Appeal to individuals who enjoy trying unique and innovative food experiences.
- Sweet tooth

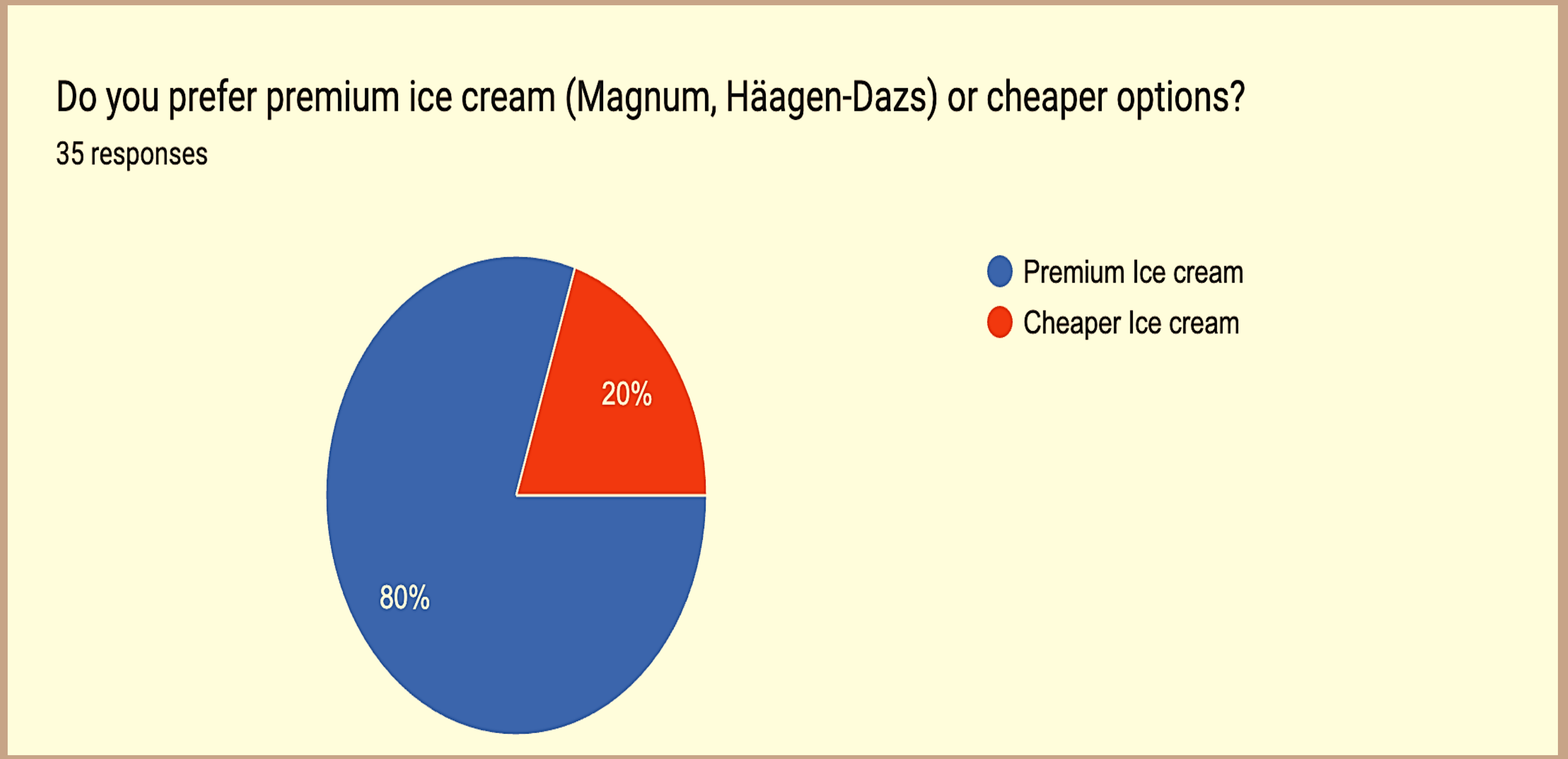
4.4 Interest and Hobbies

- Beer Enthusiasts
- Restaurants and cafe frequent goers
- Socialising
- Trend Followers
- Lifestyle Blogging/Vlogging
- Active on social media

4.5 Willingness to spend?

- We conducted a survey and found out that almost 85% of people were willing to pay 2-4 euros per serving.
- The results show that 80% of subjects prefer premium ice cream over cheaper ones.





4.6 Media Consumption Pattern

SOCIAL MEDIA PLATFORMS

FOOD BLOGS AND WEBSITES

VIDEO STREAMING PLATFORMS

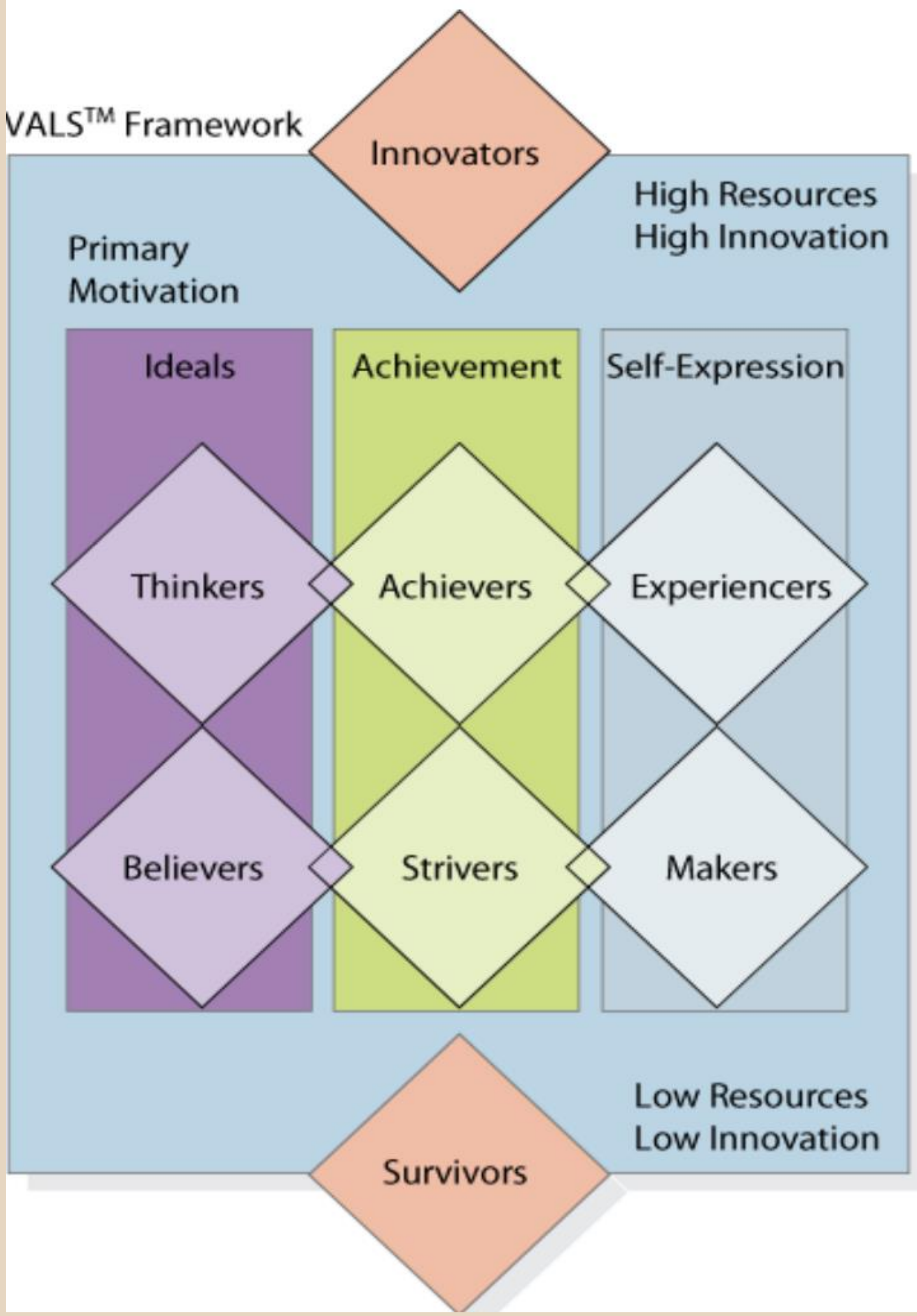
ONLINE REVIEWS AND RATINGS

SOCIAL MEDIA INFLUENCERS

GAMING PLATFORMS

PODCASTS

4.7 The VALS Segmentation Model



Innovators : Likely to try unique and innovative food products, interested in the novelty of beer-flavoured ice cream.

Experiencers: Interested in the social aspect of dining, likely to try beer-flavoured ice cream in group settings or at events.

Achievers: Attracted to the premium quality and exclusivity of the product, might appreciate it as a special treat for personal achievements.

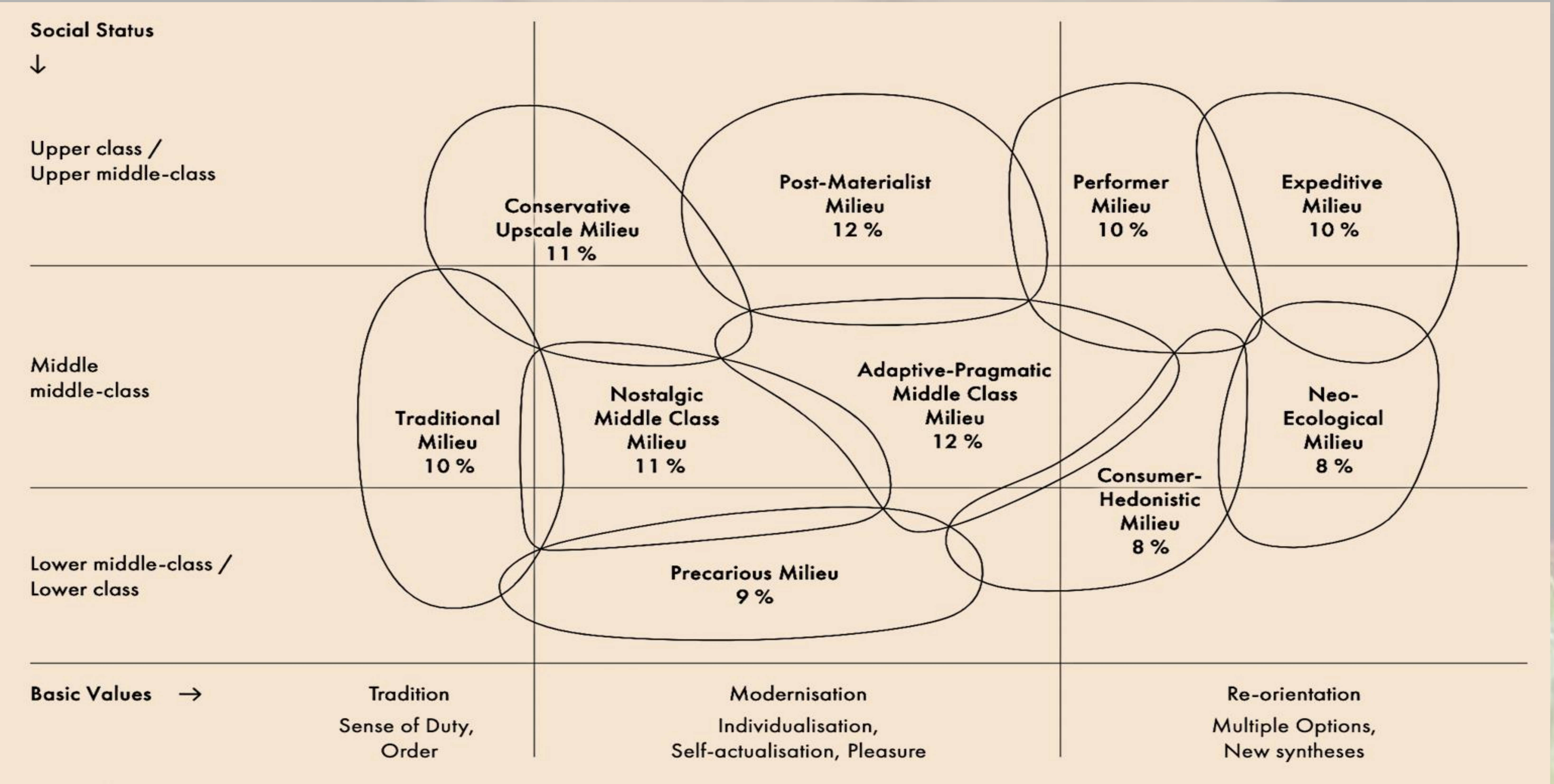
Strivers: Attracted to the trendiness of trying something new and unique, may see it as a status symbol among their peers.

Thinkers: Likely to research and analyse the ingredients, production process, and cultural significance of beer-flavoured ice cream before trying.

Believers: May be attracted to beer-flavoured ice cream that aligns with traditional flavours or is presented in a classic and familiar way.

Makers/Survivors: May be less likely to try new and unique food products

4.8 Sinus-Milieus Segmentation

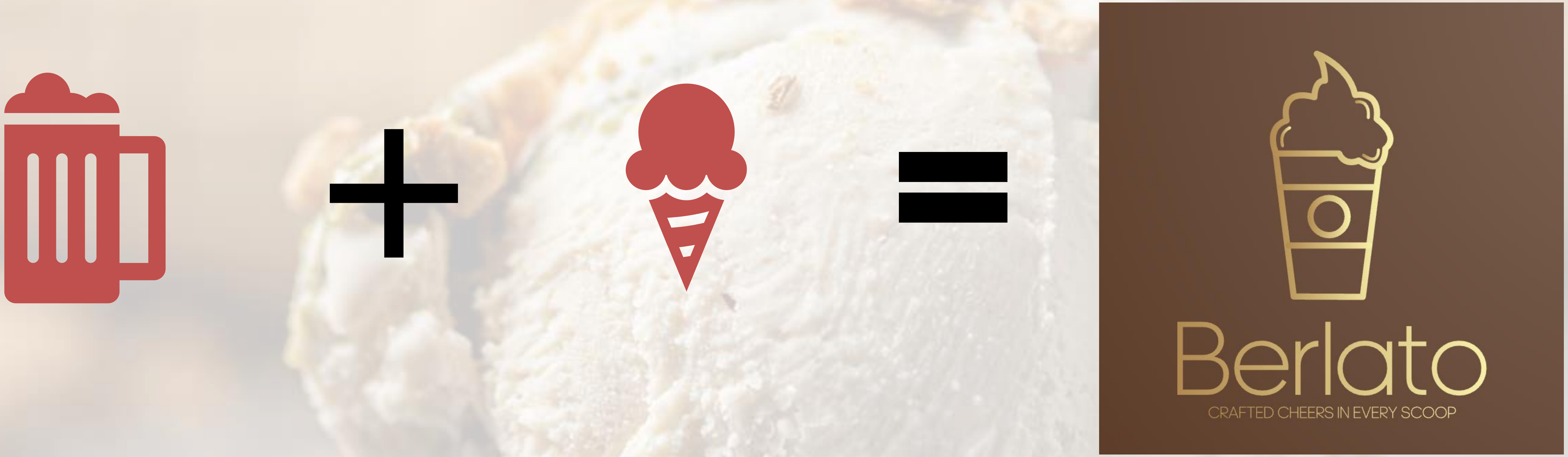


4.8 Sinus-Milieus Segmentation

- **Consumer-Hedonistic Milieu:** Values pleasure, enjoyment, and indulgence. Likely to be receptive to unique and novel flavours, especially those associated with indulgence.
- **Post-Materialist Milieu:** Values individuality, open-mindedness, and diverse experiences. Likely to be open to trying new and unconventional flavours.
- **Performing Milieu:** Embraces performance, seeks innovation, and appreciates uniqueness. Likely to be early adopters, attracted to the novelty of beer-flavoured ice cream.
- **Expeditive Milieu:** Value unconventional experiences, and self-expression. May be attracted to the unique aspects of beer-flavoured ice cream.
- **Adaptive-Pragmatic Middle-Class Milieu:** Adaptable, pragmatic, and part of the middle class. Preferences may align with mainstream options, but openness to innovation.
- **Nostalgic Middle-Class Milieu:** Values tradition, likely to prefer familiar and classic options. May be drawn to flavours with nostalgic appeal.
- **Neo-Ecological Milieu:** Values ecological and sustainable practices.
- **Conservative Upscale/ Traditional Milieu:** Holds conservative values, values tradition and adheres to established norms.
- **Precarious Milieu:** Faces economic precarity. Preferences may be influenced by affordability and practicality.

5.1 Brand Identity

✓Tagline: “Crafted Cheers in Every Scoop”



✓Packaging in eco-friendly paper cups

✓Personalized communication:
Printed notes to add a personal touch, making the customer feel valued and appreciated.
“Your love for us deserves a sweet reward! Enjoy a (%) discount on your next purchase.“

5.1 Brand Identity

Colour code system and association:

→ 4%

→ 6%

→ 8%

- 1st 6 months - Specific colors with varying discount percentages to give a creative and memorable aspect to the brand.
- Happiness points (6-9 months) -- Each purchase gives 2 points and with 20 points 1 free gelato

5.2 Distribution Channel, Promotion & Budget

Business to Business

✓ Budget – 30% of total amount

Collaboration with

✓ Breweries & Restaurants:

- Business centric: Encourage cross promotion. For every 100 package sold additional 4% of profit margin.
- Consumer centric: Free tasting for VIP and regular customers & ask them for feedback.

✓ Supermarkets/Convenience stores:

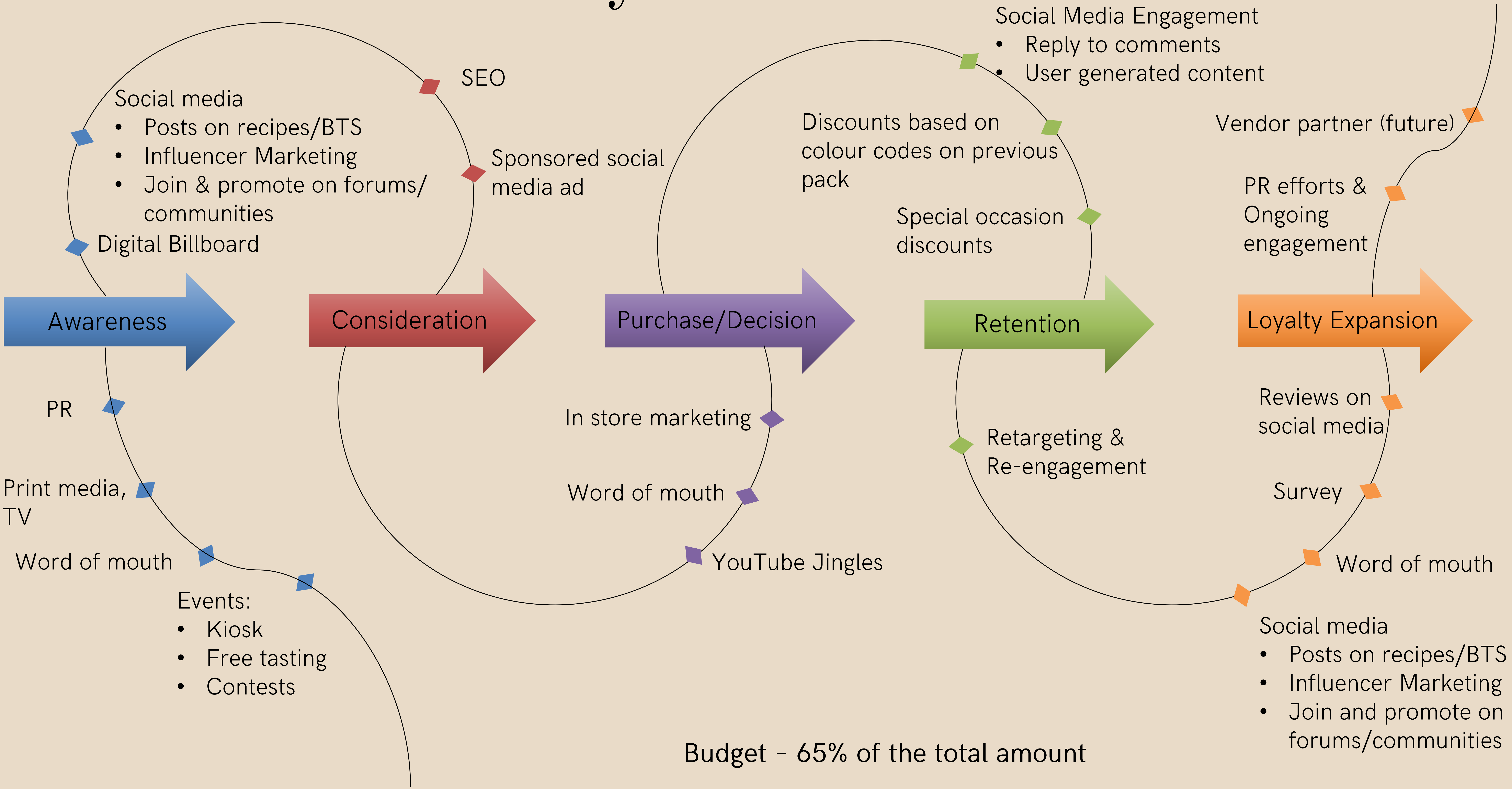
- Colour code.
- Business centric: Encourage cross promotion. For every 100 package sold additional 3% of profit margin.

✓ Exclusive Stores and Markets:

- Product in food stores that promote new food options.

Eg: Edeka.

5.3 Customer Journey



Budget – 65% of the total amount

5.4 Marketing Strategies

- Business to Consumers
- Tasting events at Restaurants and bars.
- Curated offering or discounts on special occasions like Birthdays/festivals.
- Events and Experiences:
  - Kiosk in a Carnivals, Exhibitions, New year eve
  - Free tasting
  - Contests and winner gets a free gelato
  - Packaging including note and personalized colour code
  - Direct feedback from customers.
- Advertisement & Print Marketing:
  - Transit and newspaper advertising (helpful for people who does not use social media
  - TV channel ads.
  - Postcards & Flyers
  - Billboard ads
  - Sponsored ads on Facebook, Instagram, Google

5.5 Marketing Strategies

- Social Media: (Facebook, Instagram, Tiktok, Youtube, Podcasts)
  - Posts/stories on reviews, recipes, BTS, etc.
  - Influencer Marketing: (online reviews/ratings)
  - Target micro/nano Food bloggers for potential collaboration - barter/paid (using brand hashtags)
  - Giveaway alerts
- Join and promote on forums/communities dedicated to food enthusiasts and unique food experiences
- PR:
  - Create brand awareness with interviews and public appearances
  - Interacting with journalist
  - Send product to food & Beverage journalist for reviews
  - Story telling about brand
  - Authored articles & press release to share with local media outlets
- Word of mouth:
  - Packaging, note, and color code system to encourage engagement.
  - Direct feedback mechanisms.

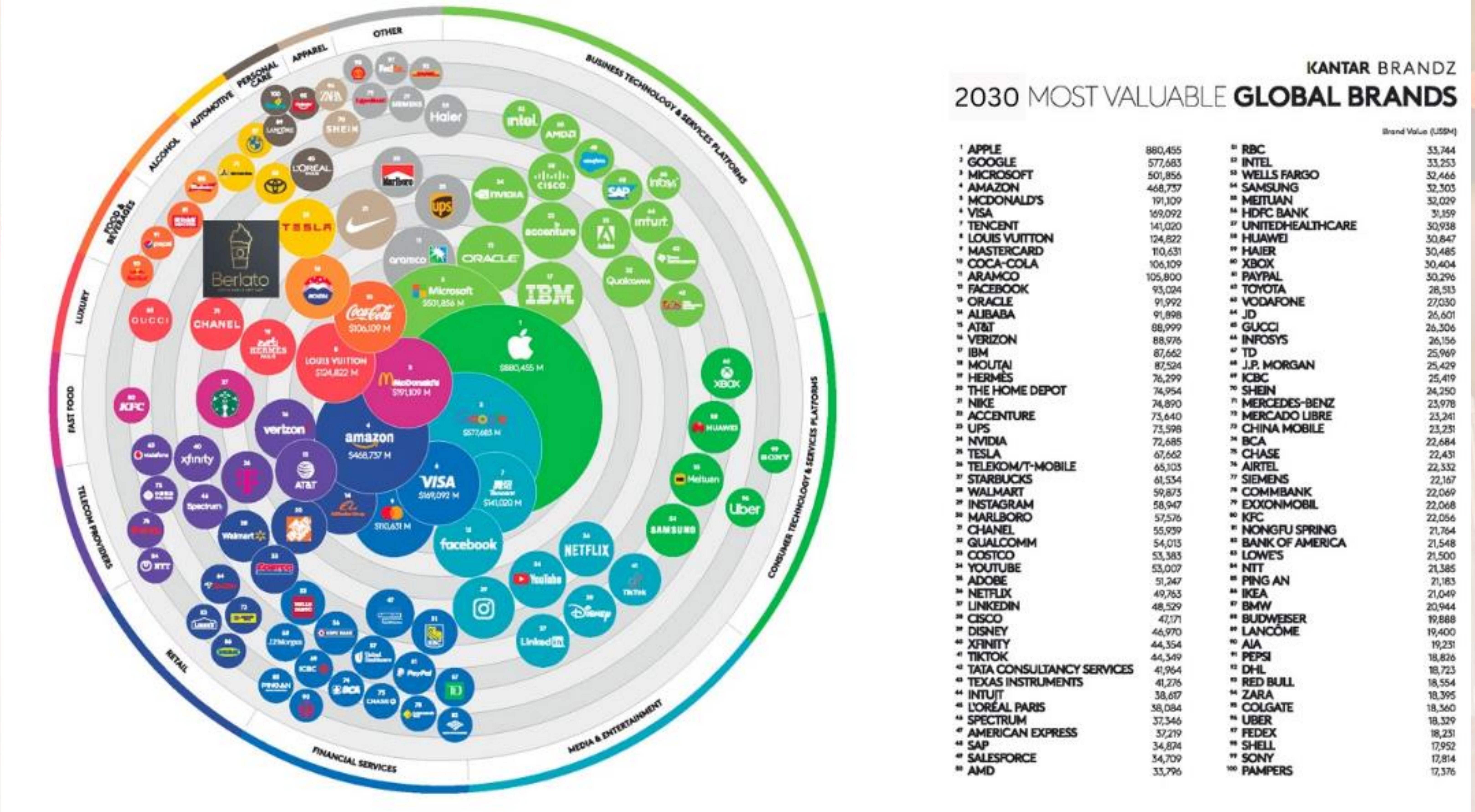
5.4 Metric and Analysis

- Assess the efficiency of marketing efforts by tracking social media participation, sales statistics, and consumer feedback.
- Customize the approach depending on performance data and evolving market trends.

Contingency funds: 5%

5.5 Future aspiration

Sky is the limit



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Any Queries?

Team Berlato

Thank You

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