



Beer & Nuts



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Goal

What do you want to tackle?

We want to combine two different products like beer and nuts in one to create a unique experience of beer-infused nuts. Also, we plan to create a wide range of nuts with both sweet and salty toppings to sell together with beer.

What is the aim?

Good product, quality product based on customer feedback. Also, we constantly improve our products and we try to bring improvements to fulfill customers' desires. A quality product means for us to use the best cereals and hops from biosources.

We want to build the whole business around the social and environmental aspects of development.

What does it look like?

Simple, we can make it available also online, creating an IG page for promoting the products and various promotions(events, food fairs, street beer tasting). For storing we can create cans and bottles that are bought from providers that use recycling processes of at least a manner of 50%. Can is more expensive in the beginning because the machine can cost up to (20k euros). For the beginning, we will start with a bottle because we can make it with up to 200-300 euros production cost so it is most convenient for the initial capital of investment.

What will success look like?

When we will have a 10% percentage of products delivered to the social community we will consider that we meet our initial goal. Also, we aim to develop our sales market at the local, regional and national level.

The local area will be in Silves, Portugal. This is the south part of Portugal. After we want to extend to the national level making connections consisting of distribution made by restaurants, shops, and other breweries. Besides this we plan to aim the street food festival from a national level aiming to analyze the profitability of the biggest European ones.

How to measure it?

We will define some objectives at the beginning of the development that will be ranked based on the complexity of the actions. In the short term, we plan to cover our production cost of investment to be sustainable as a business. In the long term, we want to enlarge our production to be able to help with that 10% as many people as we can. For a year we have estimated a profit of 6 000 euro without including the green part.

We will define a six months plan of action that will help us keep track of progress:

With an investment of around 3-5k euros in machinery, we can produce around 500l/month. Machine to do 50l/day cost up to 1500k euros. To produce 50l of beer we need around 40-50 euros. MOre or less 1 euro/l which means 3 bottles if they are bottles of 330 ml.

What would be the best use of it?

Using part of the profit for social reasons.

What we want is to donate 10% of our profit annually to social causes. A vulnerable group we want to cover is orphanages. We want to help create the most suitable conditions for them to feel as comfortable as possible. We also want to use this money to organize free annual trips so that children can travel and learn new things.

Also, we can redirect most parts of the project in the first year for developing and promoting existing and new products. In this way, we can diversify our product range to cover the needs of the consumers.

Reality

What is done so far about it?

We already have an expert that creates beer for one and a half years. Also, we have all the information about the cost of creating a product line. We also have a network of providers for raw materials.

For the raw material we want to procure only from local producers to support them and at the same time, by avoiding transport we save both money and avoid air pollution produced by cars for transport.

How to progress on a real scale?

First, we have to produce the product and after that, we attend some beer festivals to help people find out about the product. In this way, we can create a promotion by B2P type, and also we will create a smart initial network of P2P customers that will develop organically and will help us to make our product knowledge

How does this impact society and me?

We will bring on the market a new product that combines two different fields - the industry of brewery plus the one regarding the production and processing of nuts also connecting them to the glazing process sweet and salty. In doing this we plan to create a community that shares the same passion and has common interests. We plan to build this community and work together to overcome the problem regarding some social issues. If we can redirect part of the profit to social houses, children for education, food and clothes and if we can hire people to work who are part of these social groups we can consider that we are on the good part in bringing a true change in the society.

In the future we intend to increase our team and include in the production people who are socially excluded. We plan to promote on our social media platform the testimonials of these people to make their stories known.

If nothing changes what to do?

This means that we didn't reach our goal so we can find together and analyze the mistakes. It's very important to be consistent and to learn from our mistakes to improve our products, strategy, and results.

What stops me from moving onward?

Funding issues. Also, legislation is very important to take into consideration because we can have some issues regarding understanding it and putting it into practice as well. Also, we can have problems obtaining the necessary working permits.

External threats that change the circumstances. (War, natural catastrophe, fire, etc.)

How to handle problems?

Adopt a new environment. Continuously analyze the environment to be able to adapt early to problems.

To have a second plan for every provider with whom we sign a supply contract because if one of them has problems.

Option

TIP: Be objective!!

What else could I do?

- What actions in a similar context?

We will take for example the case in which we receive an order of 50 bottles of beer and we don't have enough raw materials. We go to the provider and the provider doesn't have material to give us. We have to ensure that we have a backup plan, in this case, to be able to do the customer order even if our first provider is busy.

- What if? (time, money, team, skills, capacity)

In the case of time management we can overcome this issue by creating a bigger stock of bottles and packed nuts. In this case, if we receive a bigger order we can cover the unexpected request easily.

If we don't have money we can boost the promotion by creating tasting events in which we will attract new customers

If one of the members of the team will step apart, we will divide his/her task so that it can be driven to the end by the whole team. In this way, we can create unity in the team.

We can encounter problems regarding the use of the new machine that we will have for preparing the product. We can overpass this by bringing a trainer or an authorized person who can teach us to use the machine.

When we can't cover the number of orders that we receive we can overcome this by creating an initial stock of products. In this way no matter will be the order, we will be prepared

What are your alternatives?

- What works/work?

As we said, the alternatives are different depending on the situation. So the work depends on the problem. Is it ok to have a second plan for every provider of every material

Did you try something out? What else?

- If one of the products encounters problems we can focus on the other one and boost production. For example, if the beer does not sell we will boost the production of nuts and we will sell them as the main product.

Who could enlighten you?

- I think the best thing that can enlighten us is the experience. We can learn a lot from it and in my opinion, is the ultimate teacher. Also, the feedback of the customers is crucial because the customers are one of the most important parts of this business after the product, of course.
- Do we want to collect business contacts along with the food and beer festivals and connect a network for sharing practices and solutions? It could be potential support for many things, even for seeing diverse approaches and experiences and thinking outside the box for inspiration.
- We can follow people who already have experience and who can teach us how to do anything relating to this job. We can participate in training as well.

If anything was possible what to do next?

- Scaling the business. This is the next step. We will scale it in terms of the variety of the products, places where we deliver and advertise.

Will

What option will you pursue? - follow as a target.

SWOT Analyse

Strengths <ul style="list-style-type: none">- Different products of beer- Social characteristics of the business- Sustainable oriented business- Low price of the product	Weakness <ul style="list-style-type: none">- The taste can be different depending on the lot produced- Low expiration date
Opportunities <ul style="list-style-type: none">- Visibility on the market because of the social implication of the business- People generally prefer crafted beer instead of mainstream one- People will prefer a local product instead of a globally one	Threads <ul style="list-style-type: none">- taste not to be accepted by the customers- If we can't make it socially we can lose an important part of the visibility on the market and our initial purpose.

Aims:

- Getting recognized as a brand
- Good quality
- Social responsibility
- 250 Liter/month production during the first year
- Smart use of waste for environmental purposes
- Photovoltaik energy source
- Deposit on bottles (15. cents)

Bottle Washing process:

- Use most water-saving machines in the market.

When will you do X by? - What is the task or the thing that we will do and which is the deadline.

- The first task is to find a place for distribution/selling.
- Successful marketing campaign

What are your milestones?

The need for the brand development itself consists in choosing the **name** and creating the **logo** and creating the connection and the **brand philosophy**.

Start the first round of production and create a **base stock** of the product. Use this stock to advertise the brand at specific events. Start the **online marketing** campaign and prepare the collaboration with the delivery companies to be able to deliver them to the customers.

Collecting feedback from the customers with the help of QR Codes that will be placed in the delivery boxes and also on the website (When this will be created after taking the second round of funding).

Another milestone is the **fundraising part** - machinery, bottles, hops.

Location can be for the beginning represented by the private space (apartments, flats) of the people implicated in the project.

Advertising and presence at the local, regional and national levels.

Boiling cereals in water, 60 degrees, no bubbles. Mashing (1h - take off the sugar from cereals into water).

Then we can get out cereals and we can give them to animals (environmentally friendly)

And then you boil the water, add more and boil it with bubbles. When it starts boiling you put the hops. After they boil you put them inside the fermenter

Fermentation is around 2 weeks. We also add the nuts.

Maturation is also 1 week (at cold temperature).

Bottle it and deliver it

In one month you can produce it, prepare it and drink it.

Who will need to do what?

We will be doing the promotion, production, bottling, branding, and finding channels to distribute the products. In a six months plan giving tours to users. In this idea, after the production will increase and we will have a large and complex space, we want to organize tours of the factory for extra visibility that contributes to the advertisement but also from a financial point of view.

Hiring people for financial control and legal procedures.

What support do you need?

We need technical support from brewery experts. In the beginning, get some advice and leads from a beer expert regarding how to build the whole venture from scratch.

Financial advisors and supporting the cash flow.

Dividing the roles of people in the team to Promotion, Logistics, Technical, and Testing.

What is the first step to moving? And the next ones?

1. Legally founding the company
2. Raising money
 - Startup competitions
 - Loans
3. Finding potential consumer
4. Ordering machines, materials, and consumables
5. Setup brewery and infrastructure
6. Launch production
7. Deliver to customers

8. Making

TIP: take ACTION accordingly!

Sustainability, ecology, and social management

We will have some of the meetings online.

We will ensure that we use as few materials as possible in the process of administration

We will use a system of water management in order, not to wastewater

We will ensure that the trees that are cultivated will contribute to the local ecosystem

We will participate in the action of planting trees

The waste will be reutilized in as much measure as it can be (cereals for animals)

We will try to find local providers to contribute to the lower carbon footprint

We will integrate a system of „returning the bottle” to be able to recycle the glass bottles.

We will redirect at least 10% of the profit to deal with poverty, education, and people from disadvantaged groups.

We will include free - factory tours because we want to offer the chance to anyone to see how the beer is made and how this process works.

Part 2

TEAM

Who does what? We will have an open discussion about who does what at specific points.

Who identifies in the community with whom we can contribute?

One of the partnerships that we can have is bars, restaurants, local products and shops, and other breweries.

Part 3

Digital Resources

The digital resources that we use can be related to the internet platform that can help us achieve our goal. One of them can be the social media platforms because this offers us the maximum presence online and access to a large number of people who are using the services. Also the selling platforms like eBay, Amazon can be an important tool because these are dedicated platforms for doing the selling part, and why not even the marketing one. Another thing that we can use is smart integration into the products. We can use sensors to control the temperature and the humidity of the installation to provide the perfect environment.

Human resources

In terms of human resources, for the beginning we will be just us, being responsible for one part each. We will seriously reduce costs and communication will be easier.

1. Carlos: production manager

2. Matei: responsible for digitization and external collaborations (partnership)
3. Sofia: marketing and social media strategy manager
4. Luke: financial manager
5. Human resources manager

Some of the external may be:

Lawyer to establish the business.

Local hospitality partners to distribute the product.

An accountant

Communication plan

Regarding the communication plan, we will follow two or two perspectives

1. internal communication. For this to be effective, we all must know what we have to do every day. so we aim to organize an online meeting every morning in which all responsibilities are aligned. We will implement a common online space in which each of us will write down the news or things we need to talk about the next morning.

2. external communication here we want to always be connected with our customers. In this regard, we will organize social media strategy and more marketing campaigns.

Social media strategy:

Paid campaigns with different content On all social media. LinkedIn targets food expo participants. TikTok video how and where we make the beer.

Influencers trying our beer

Marketing: Starting our first campaign by launching a product with a story. So storytelling by including the social and green aspects of the project. We are going to host an event in Faro and Silves, in June and July. That event is going to be a testing of the product because we are going to offer some free samples of the beer to participants of the event.

Put the brewery ready on Google maps and ask them to write reviews for the product. That will help in the long term with the tours.

Ask some of the distributors like the taverns or the delicatessens that are going to sell out beer to promote it by giving them some nuts that are fit with beer and alcohol and are made in a Green and social project.

Logo with Green color.

Responsible party badge:

<https://www.responsible-party.com/landing-drink-more>

Financial management

COST ITEMS	MONTHS	COST	REVENUE	REVENUE EU	REVENUES- COST
Advertising/Marketing	12	€100.00			€18,667.80
Employee Salaries		€895.00			
Employee Payroll Taxes and Benefits		€143.00			
Rent/Lease Payments/Utilities		€1,000.00			
Post/Shipping		€500.00			
CommunicationTelephone		€50.00			
Computer Equipment		€100.00			
Computer Software		€50.00			
Insurance		€500.00			
Bank Sentke Charges		€50.00	bootle selling	€33,732.00	
Supplies		€11,244.00			
Trawl & Entertainment		€700.00	investors	€15,000.00	
Equipment		€2,000.00			
Furniture and Fixtures		€250.00			
Leasehold Improvements		€200.00			
Security deposit(s)		€100.00			
Business Licenses/Permits/Gees		€2,000.00			
Professional Services		€100.00			
Consulting		€250.00			
10% to the orphanage		€2,074.20			
General		€7,758.00			
Total Cost		€30,064.20		€48,732.00	

Risk management

- Assign a Risk manager in charge of monitoring and evaluating potential risks and hazards. Both, internal and external.
- Quantify evaluated risks regarding their probability and severity in a risk matrix
- According to the results of the risk matrix, take actions to reduce the probability or severity of evaluated risk and requirement for preventive actions.
- Continuously monitoring of risk for related changes as well as for new trends
- In case of an incident threatening the business, forming a task force with the competencies for quick decisions to make to tackle the incident and reduce the associated damage.

Expo 2029 - 5 topics

- solar energy with solar panels
 - The roof is equipped with solar panels to self retain electrical energy used for the brewing process and other use
- a composter at home - waste to feed animals
 - All biodegradable waste is directly composted on-site to avoid transport emissions. As far as possible it is reused as animal food.
- organic foods - truths and needs
 - All materials are strictly from organic sources. Local suppliers are considered as far as possible.
- Cleaning the house in an ecological way - ecological products
 - Biodegradable soap and cleaning utilities are used. Water use is optimized.
 - A recycling scheme is implemented. Bins for different recyclables are used in the entire building.
- Ecological packaging for the nuts
 - Paper-based packing and wrapping instead of plastics are used. For bigger batches and in production, reusable boxes are used.

Locals Partner

- Friends
- Friendly businesses
- Stakeholders