

Biertreber just for disposal?

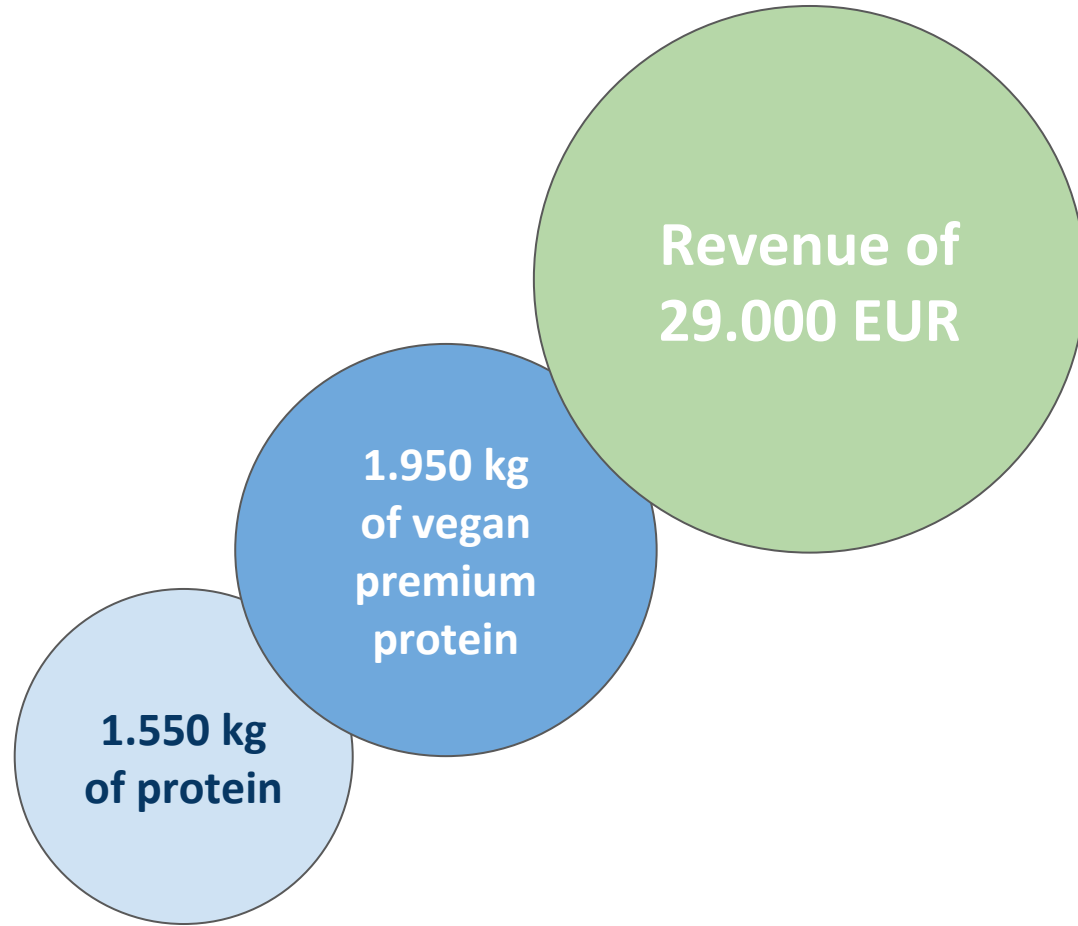
**100.000 Liter
of beer**

The diagram consists of four overlapping circles arranged in a descending sequence from left to right. The first circle is dark blue and contains the text '100.000 Liter of beer'. The second circle is a medium blue and contains '25.000 kg of Biertreber'. The third circle is a light blue and contains '1.550 kg of protein'. The fourth circle is red and contains 'Costs of 190,00 EUR for disposal'. The circles overlap such that each subsequent circle is partially covered by the one to its left.

**25.000 kg
of Biertreber**

**1.550 kg
of protein**

**Costs of
190,00 EUR
for disposal**



Revenue of vegan premium protein: 29.000 EUR

Saving of disposal costs: 190 EUR

Costs for production, logistics, marketing: 15.500 EUR

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+13.690 EUR

100.000 liter of beer

300.000 bottles of beer

0,05 EUR per bottle more revenue



+10%
revenue
increase