FOX | MANAGEMENT CONSULTING

1801 Liacouras Walk | 5th Floor
Philadelphia, PA 19122
fox.temple.edu/consulting
FoxMC@temple.edu

CASE STUDY

Tapping into the United States Home Brewing Market

Coopers

"The team provided us with a lot of good ideas to facilitate our U.S. distribution strategy through regional pilot programs"

-John van Ruth, CFO

Client Profile

Since 1977, the Australian-based Coopers Brewery has successfully manufactured and sold its homebrew kits and ingredients in 26 countries worldwide. In 2012, Coopers acquired the U.S-based Mr. Beer® with the hope of further expanding their homebrewing reach into the United States. Although different in appearance and size, the Coopers DIY Beer kit and the Mr. Beer kit both offer beer enthusiasts an ease of use that is unparalleled in the homebrewing industry.

The Project

Coopers engaged Fox Management Consulting (Fox MC) to identify ways to maximize sales of their homebrew kits and ingredients in the U.S. The Fox MC team had to identify how the Coopers and Mr. Beer product lines would function synergistically without cannibalizing one another.

Recommendations

The Fox MC team conducted demographic and market analysis, which included an in-depth consumer survey and comprehensive interviews with various retailers, distributors, and industry experts. The research findings uncovered a previously unidentified potential target market of consumers who possess an evolving palate, a greater appreciation for beer, and a growing interest in the hobby of homebrewing. The Fox MC team identified who these consumers are, why and where they exist, and how Coopers and Mr. Beer together can capture a new market of recreational homebrewers. Focusing on this segment of the market, the Fox MC team developed a go-to market strategy centering on education, awareness, and availability. Additionally, the team provided strategies to innovate the traditional homebrewing supply chain so that new industry relationships could be forged and those previously inaccessible consumers could be reached.

Breakeven Analysis
$129.95

Legend: Sales — Fixed — Total Costs — BE Kits approx = 65933