

Sustainable Craft Brewing Strategy for Legendary Beer

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Just as with any other company around the globe, visions and missions are the founding definition of the kind of business we own. At Legendary Beer Company, our main goal is craft creation by bringing in the idea of native sustainability in craft brewing. Despite the fact that brewing in Vancouver has helped create a sense of community, plus giving folks the opportunity to have a taste at other beers, the massive surge in craft beer has brought up the problem of sustainability. The Legendary Beer will instead use an environmentally friendly technique whereby the materials used to brew the beer are locally produced, besides using carbon offsets in the supply of scarce materials. The main goal of our company is the creation of sustainable craft beer both in Vancouver and throughout the globe, given that craft beer has become a major part of our economy as a nation.

Problems In Beer Sustainability

Current estimation shows that at least one hundred and twenty-four craft breweries are operational in the British Columbia province. This is clear evidence showing that craft beer is taking its roots in life, probably on its own in this particular region. It is, therefore, a major concern that the question of sustainability is answered with respect to beer brewing. The current beers available in the city are made from hops and malts flowing from all over the world to the manufacturers. The Breweries Association President approximates the amount of money used in the importation of hops from the United States and Germany is around 14\$ dollars. Additionally, the barley available for making malts is also approximated to have been on the decline for quite a while. Transportation or rather shipment of these products over long distances from around the world brings about unsustainability and deterioration of flavour. In collaboration with the native farmers in this region and the basis of our diet introduced in Vancouver, our belief is that we will not only provide an effective and efficient business model but also create major growth in the economy.

Another problem with the sustainability of beer arises during the product shipment stage. As Legendary Beer brewers, we believe that beers locally made with the support and engagement or involvement of the community are best. We, therefore, have a grand plan of rolling our products only within the borders of our nation and working hand in hand with the recyclers; we have a plan of ensuring our bottles are from some of the most sustainable sources in the community. From the environmentalists' idea, it is of good understanding that glass bottles are only environmentally friendly when transported over short distances; we, therefore, marry this idea by ensuring our products are shipped within our borders. As we all know, mining aluminium cans is energy-sensitive. To save this energy, we have decided that our bottles are transported with boxes made from recycled

materials, and the labels on the boxes are made sustainable.

Based on sustainability, all the problems hindering beer brewing can be circumvented. In Legendary Beer, we perceive a procedure for collaboration stirring and all the stakeholders in the brewing process experience to profit. Bearing in mind that sourcing Legendary Beer materials might not be possible, we have a goal of obtaining carbon neutrality when it comes to sourcing external goods. Using the carbon offset model is also an alternative when it comes to building the growth of our indigenous farming communities as part of our sustainable farming practices, which will be important considering the anthropogenic climate variation.

Objectives And Strategies

Our objectives as a company include the provision of profitable companies selling environmentally friendly and clean products to consumers. We also look to design an organization that is able to compensate persons for marketing done by others they recruit. We are also planning to come up with an efficient machine for marketing that can eliminate the ineffective traditional system of distribution. Research on corporate sustainability initiatives suggests that environmental performance and company value can be meaningfully connected when sustainability is integrated into business practice. (Lin et al., 2015)

As part of our marketing strategy, Legendary Breweries is targeting two categories of customers in the market. The first category is composed of individuals purchasing beer for personal consumption. These categories of consumers are considered environmentally cautious people interested in locally made beers. The demographics of this collection of customers are environmentally liberal individuals whose main interests are making society a better place by making a personal contribution to environmental betterment. The second category of our target market is the distributors, who, in some cases, we call retailers. This category consists of a selected few from the first group whose interest in environmental conservation exceeds their personal interest, stretching up to the whole community. They are a loyal team that is interested in helping the company market its beer, as well as making some income from it.

Community Engagement

As an environmentally concerned company, we need to work in collaboration with the native community to help share stories of people whose community our brewery will occur in. A beer will be a composition of a staff member or the head brewer. Legendary Beer believes that our road to success is to work together with local partners, making sure that people are quite knowledgeable of how the beer they consume is made or rather manufactured. Alternatively, we need to strategically increase our profits, which is only possible when the community is fully engaged in manufacturing the product. Legendary Beer is more than willing to incorporate the community into the task force,

intending to produce environmentally sustainable products. The company will offer wages that are good enough to reciprocate their contribution to the company.

Our company also focuses on being sustainable not only financially but also environmentally for the success of the entire organization. For the sustainability of all the resources required for the brewing process, we feel both the company and the community have to be one thing altogether. Vancouver City is in the right direction, nearing it being environmentally friendly, as stated in the action plan. Sustainability is a matter of concern to the natives, and their happiness with the success of the company is what compels them to pay even more for locally produced products. Continuous improvement approaches that combine lean operations with environmental goals can be used to improve company environmental performance. (Szymańska-Brałkowska & Malinowska, n.d.)

Actualizing Our Future

Our belief as Legendary Beer is that the market is not yet filled to the saturation point in Vancouver. For our successful marketing, we intend to use narratives from both our workers and farmers to come up with a story highly compelling to the Vancouverites. Our passion for engaging the community, plus our ability to perceive sustainability in production, is actually the sole reason making us special over our fellow breweries in the market. Our move to craft breweries is considered to be the level of desire to consume local goods. This gives rise to our goal, which is to offer sustainable beer based on the social principles of justice. Our company is esteemed to bring the pleasure needed by lovers of beer in Vancouver, and in specific, those beers are proving to be hard to get. We believe that viral online marketing, besides the community, will act as an avenue for us to continue building a brewery that, in the near future, will change the perception of our competitors to follow suit in becoming ecologists in environmental conservation.

References

Green WW. Plat of Lot 11 and the north 100 feet of Lot 10 and of the east 40 feet of Lot 9, all in Block 13, Bluff Portion of the Central Wharf & Warehouse Company's Subdivision.

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