



# Salud Craft Beer

*The Best Beer for the Best Price*

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## Executive Summary

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Salud Craft Beer is a craft beer manufacturing company in the Los Angeles, CA area. We focus on quality beer produced with organic ingredients. We strive to help better our community by using recycled materials and use water conservation techniques while brewing our beer. We serve young adults as our target audience in the major cities across the U.S. and hope to expand to more bars, pubs, restaurants, and grocery/liquor stores.

### **Elevator Speech**

Our company is called Salud Craft Beer and our focus is to make great quality beer available at an affordable price. We specialize in creating a drink that all beer lovers can enjoy made with our high grade organic barley malt that is both crisp and balanced. We ship to major cities across the nation and are currently looking to expand so that our product can be enjoyed by everyone!

### **Mission Statement**

Our goal is to brew, distribute, and promote the highest quality, tastiest beer in the world, being both environmentally safe and contributing to our communities through a good social environment. We commit to building our shareholder value and pride ourselves on our customer service. We promise to treat our retailers as if they were our only outlet.

### **Goals**

Our goals are to increase sales by 25% every year due to our expansion into more cities across America. In 5 years, we hope to be 30% of the market share for microbrewery companies in the Los Angeles Area. We also hope to be one of the most popular craft beer brands in restaurants, bars, pubs, and grocery and liquor stores across the nation.



## SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Marketing Strategy- Our community based marketing will help us gain advantage over the other competitors.</li><li>• Management Team – Our highly skilled team will bring experience and new ideas to our company</li></ul>	<ul style="list-style-type: none"><li>• New to the market</li><li>• Must depend of local marketing and can't afford national commercial coverage</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Craft Beer bars and pubs in metropolitan areas</li><li>• Regional beer festivals</li><li>• Merchandise in major grocery stores and liquor stores</li></ul>	<ul style="list-style-type: none"><li>• Competitors: Other companies in same region for micro brewing</li><li>• Very sensitive to prices in organic market</li></ul>

## Marketing

### Market Industry and Competitors

Craft beer is becoming increasingly popular over the past several years. In fact, new breweries launch annually and sales have been rising 15% each year. Big companies like Costco and Whole Foods are recognizing the potential and using their purchasing power to boost craft beer sales tremendously. While they control the distribution, big beer companies like Keystone, Bud, and Heineken are creating their own craft beers to sell. This along with other microbrewers has created a strong competitive industry. Our advantage will be gaining customer loyalty through our quality and to be organic,



and also our price so that no matter their budget, anyone can enjoy our great-tasting beer.

## **Target Customers**

Our target customers are young adults, ages 21-35, who enjoy exploring different beers but are also budget conscious. They value healthier choices, so our organic ingredients will allow them to not only appreciate the better taste, but know where their beer comes from and where it's made. Because the audience is younger, geographically we are near major metropolitan areas as well as near universities in popular local microbrewery bars.

## **Marketing Strategy**

There are over 3,000 craft breweries in the U.S.A. and continue to rise in numbers. This is a highly competitive industry, not only for small companies such as us at Salud, but also competing against big names like Budweiser and Boston Beer Co- maker of Samuel Adams.

However, we plan to promote our company by generating great talk about us here first in the Los Angeles area. We plan to use the environmentally aware culture and bring it to the next level. We recycle glass, paper, and plastic and utilize water conservation and reclamation techniques in the brewing process. This is especially important to our home state of California since we are still experiencing a major drought. We also plan to do the same in any region we distribute because we believe any community we are in, is our community, and we have a responsibility to improve it any way we can. These are not done to this extent by our competitors and it gives our customers satisfaction that they are supporting a company that puts their community first.

We also want to participate in regional beer festivals to raise awareness of our brand.



By being up-close and personal to our potential customers, we can show how committed we are to bring them quality beer and with affordable pricing. We will gladly educate them on how we manufacture our beer and what organic ingredients we use. Gaining public demand for our product will help us put our brand in grocery stores, pubs, bars, and restaurants all across the nation.