

FOOD FOR GROWTH

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How communicate innovation in food sector: a case on brewery



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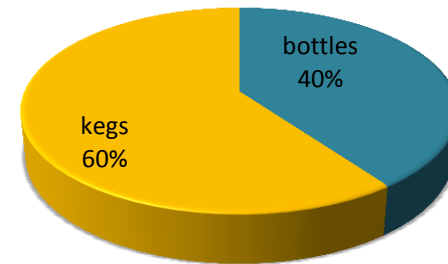
How communicate innovation in food sector: a case on brewery



Before innovation



Menabrea production



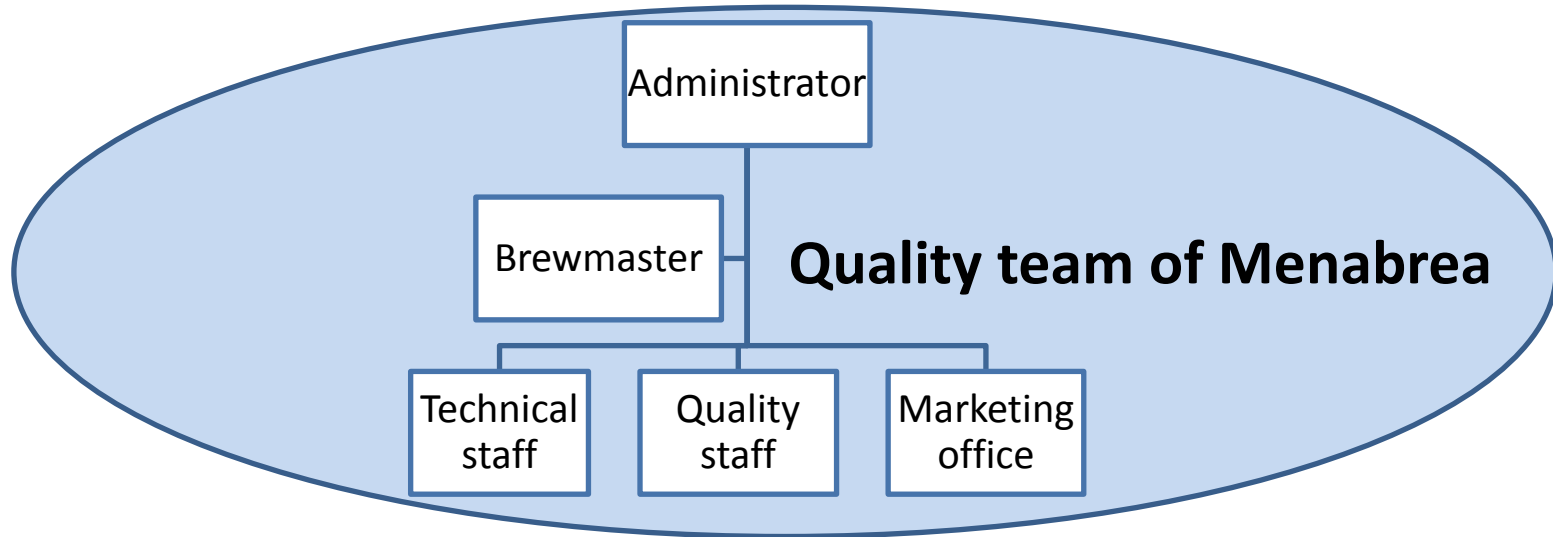
In **13** countries in the world



ONLY STEEL KEGS (60%)

In the 2005 Franco Thedy started the management of Menabrea; Menabrea sent beer in 13 countries in the world.

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Improvement needs:

Internationalization

- How Menabrea can become an International Brand

Process innovation

- What are difficulties of steel kegs market

Discussion topics

Internationalization

- How Menabrea can become an International Brand

1. Assure Quality for long period
2. Promote Transport less problematic
3. Empower line production

Process innovation

- What are difficulties of steel kegs market

1. Menage Great distance
2. Weigh
3. Equipment
4. Quality

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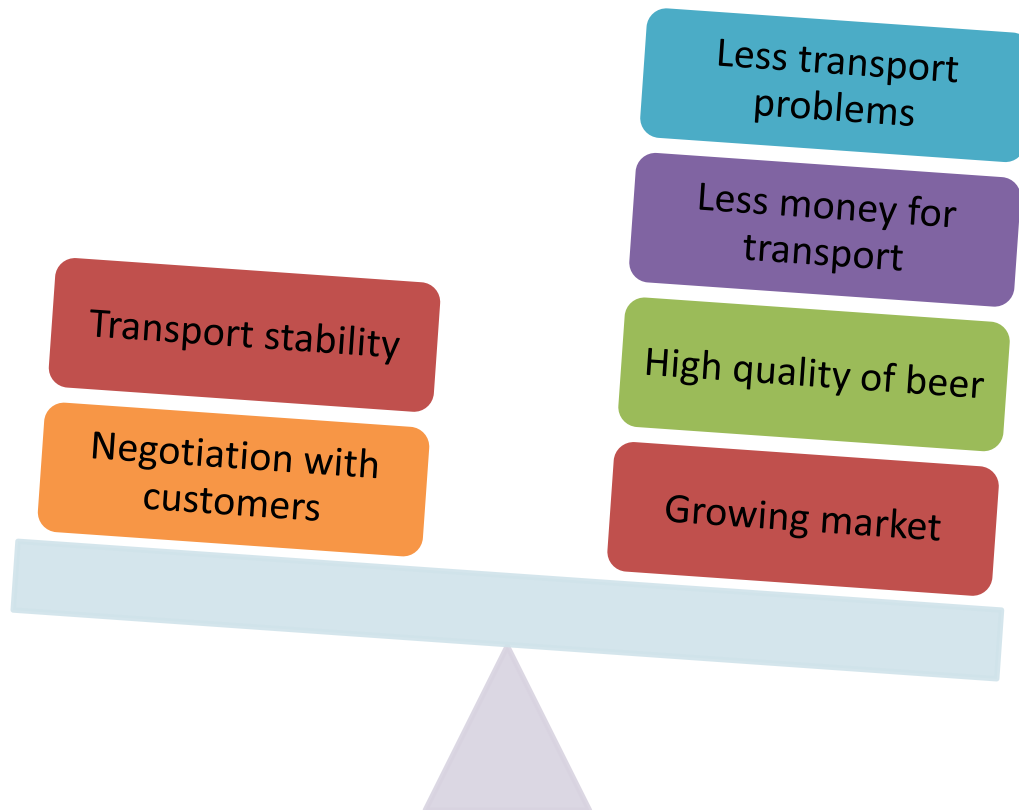
Preliminary Test - negotiation

- ❖ Process of adopting innovation – Menabrea's technician accompany the Birra Menabrea's "seller type
- ❖ Seller satisfaction
- ❖ Customer satisfaction
- ❖ Social acceptability

Innovation impacts

difficulties

benefits



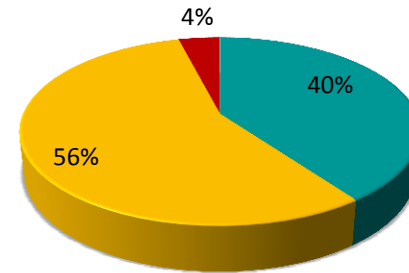
After innovation



new plastic keg line

Menabrea Production

■ bottles ■ steel kegs ■ plastic kegs

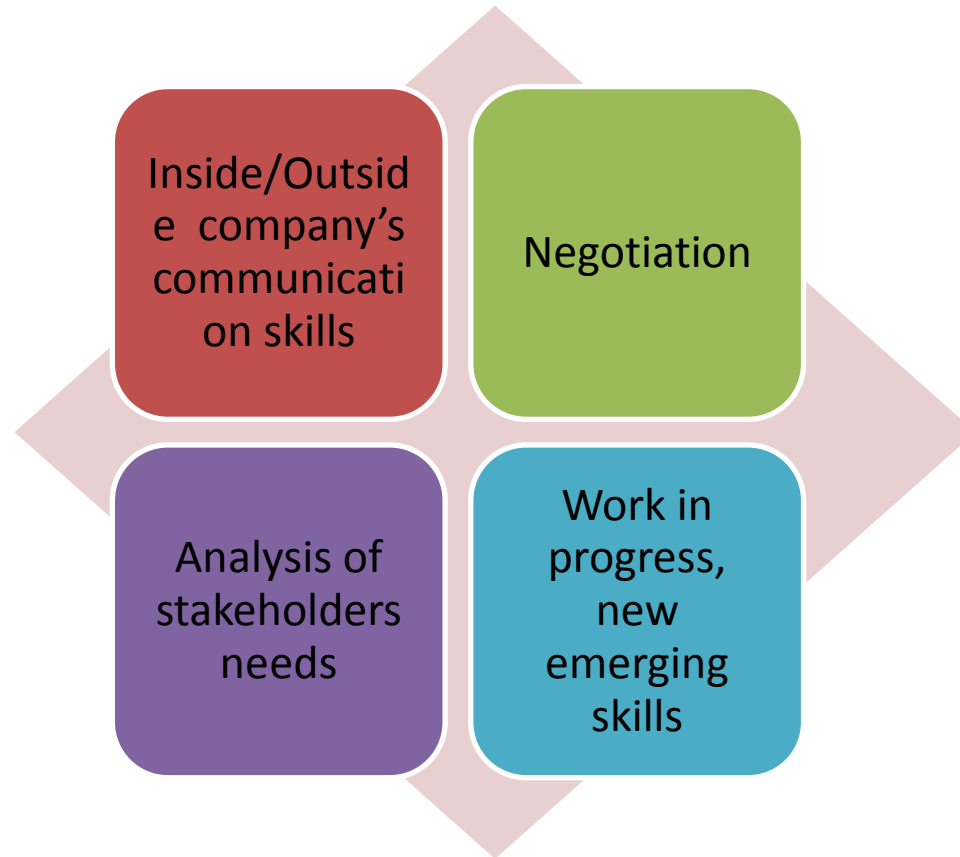


In **36** countries in the world



Innovation impacts

Emerging skills in Menabrea's quality team



Thank you!

