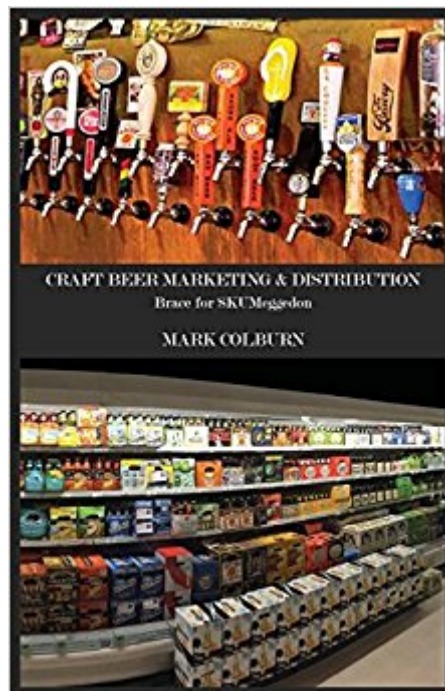




The book was found

CRAFT BEER MARKETING & DISTRIBUTION - BRACE FOR SKUMEGGEDON



Synopsis

This unique book is written by a marketing executive who has 30 years in the US beverage alcohol business focusing on craft beer. The book covers marketing and distribution for any size craft beer brewer, spirits distiller, wine vintner or non alcoholic beverage producer. Real life case histories and personal experiences show the reader how to develop strategy, objectives, overcome objections and how to work with US wholesalers as well as their sales teams. Case histories cover both the On and Off Premise (On and Off Trade) channels while showing the reader how to analyze the market and the competition to gain entry into the very challenging US alcohol marketplace. The author holds a masters degree in marketing and has been published by the American Marketing Association. The book has taken four years to write and is based on needs communicated in countless craft beer conferences and festivals by brewers and industry professionals who want to learn about marketing and distribution. As of this writing, the author knows of no other book on the market like it. The book also teaches the reader how to select, manage and motivate US wholesaler teams including incentive/sales planning real life examples. Social media is also addressed along with expansion precautions, product line extension discussions and new product names, pricing and packaging.

Book Information

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Customer Reviews

What a great combination of business acumen and interesting backstories. Entertaining and informative. You'll want to meet the author and have a beer.

Great read!

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