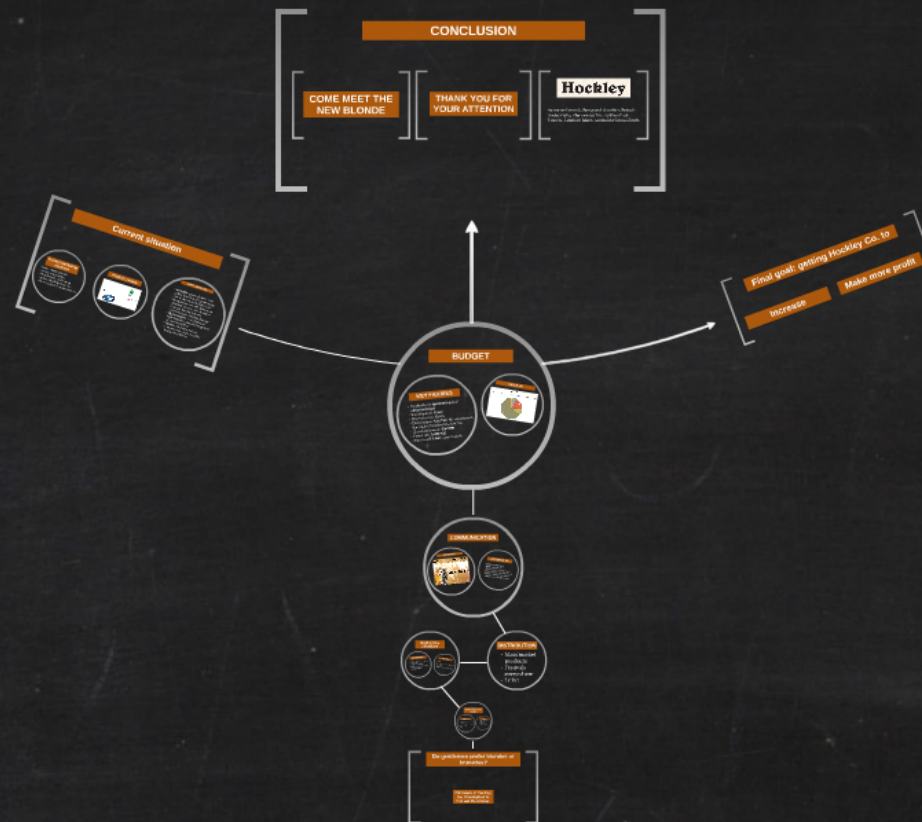
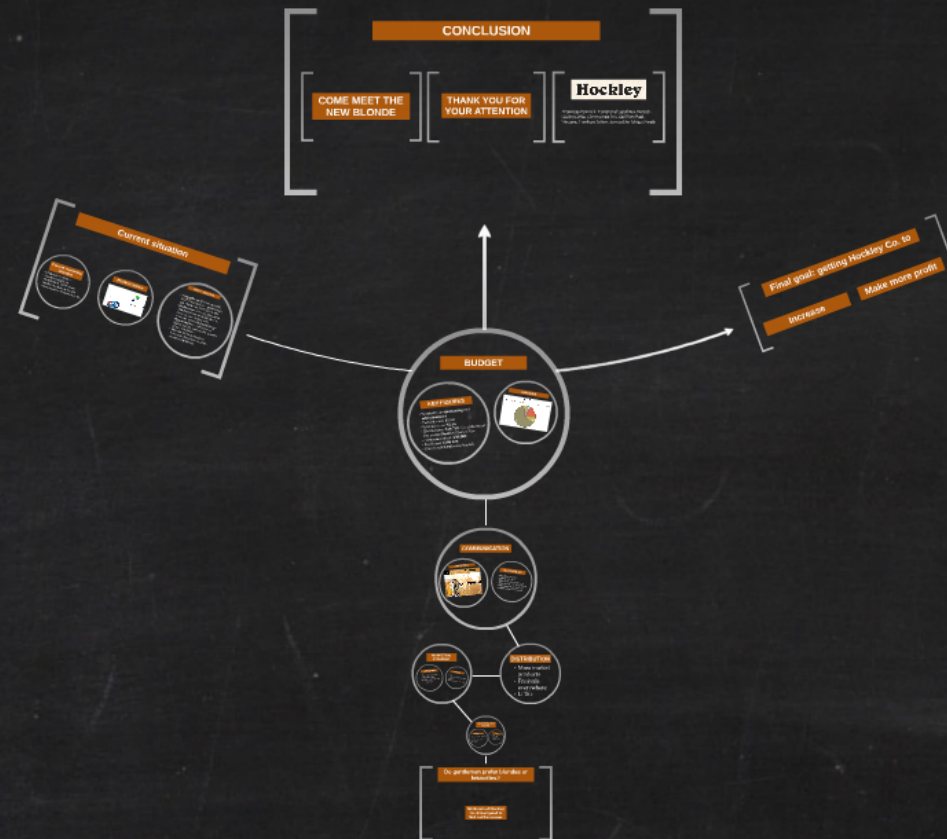


Hockley Valley Brewery co. INC Harvard Case Solution & Analysis



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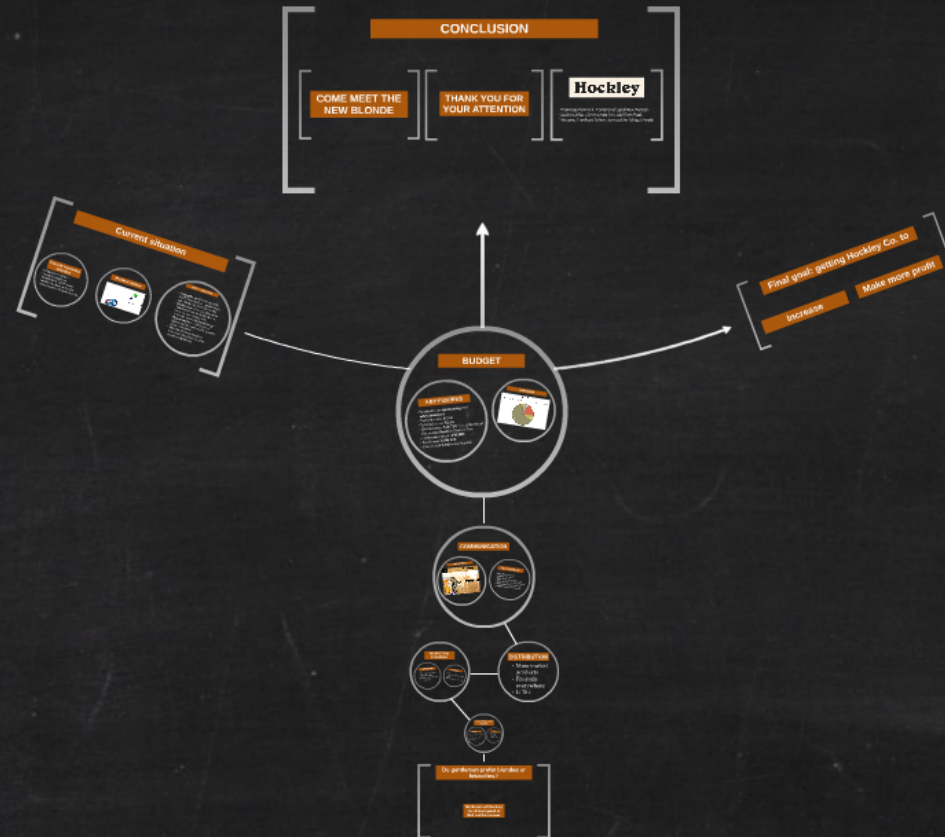


**Do gentlemen prefer blondes or
brunettes?**

**Marketers of Hockley
Co. investigated to
find out the answer.**

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Co. investigated to
find out the answer.**

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Current situation

Current marketing situation

- Wide variety of beers
- Strong competition
- Distribution: LCBO main retailer, the Beer Store, the Alberta Liquor Commission etc.

Product review



SWOT ANALYSIS

- **Strengths:** good relations with LCBO, best dark ale, good image, sale dominance for light beers
- **Weaknesses:** not very present in The Beer Store, too much time to ferment, not enough ads, contradiction with brand image
- **Opportunities:** craft brews of higher quality, remarkable growth of microbreweries
- **Threats:** Molson & Labatt, economic downturn in 2008, strong competition

Current marketing situation

- Wide variety of beers
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Product review

