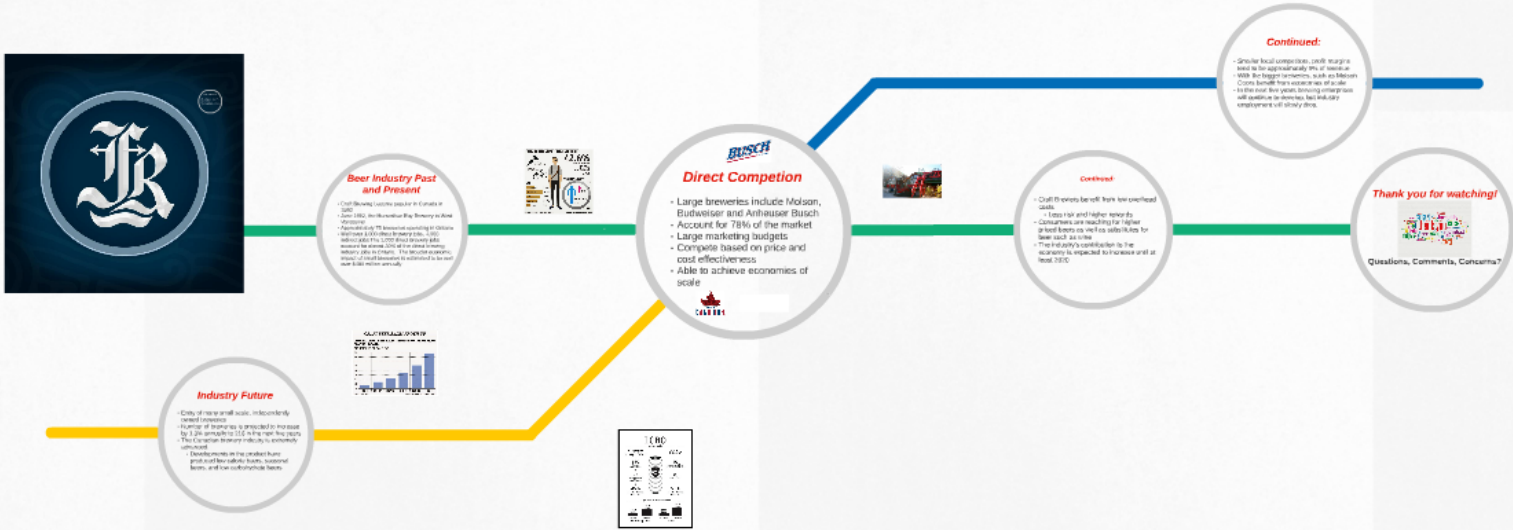


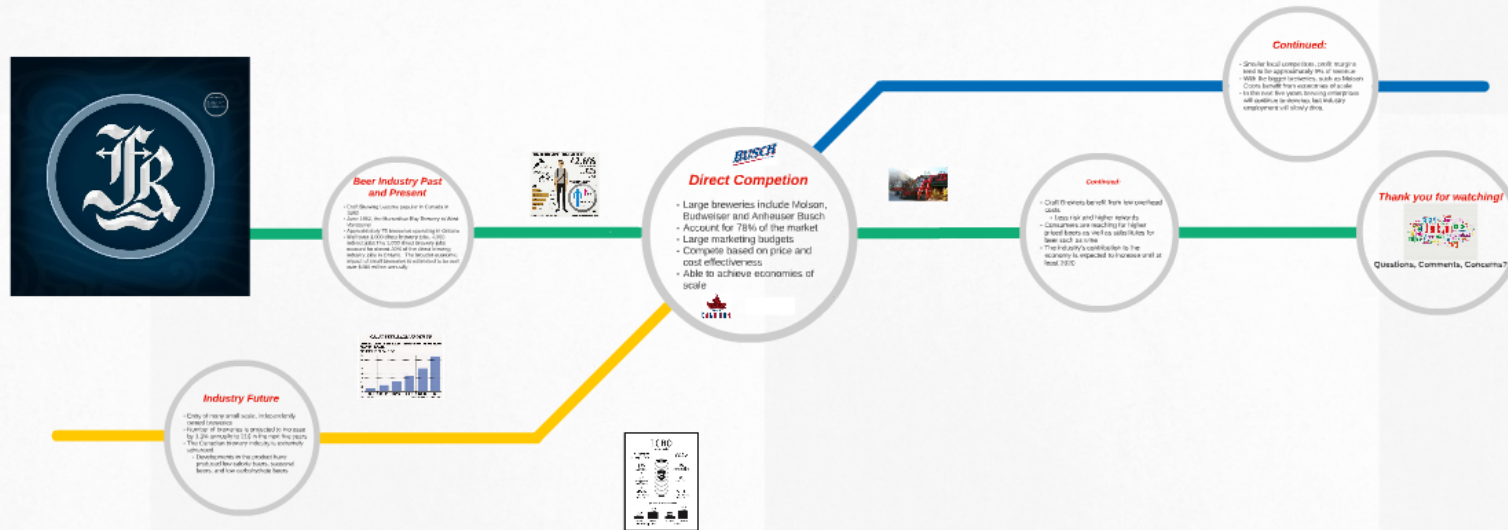
# Forked River Brewery and The Craft Brewing Industry

By: Michala Abramovitch, Brandon Cohen, Lyle Levine, Brandon Tomash, Matthew Yunger and Hashim Rizwan



# Forked River Brewery and The Craft Brewing Industry

By: Michala Abramovitch, Brandon Cohen, Lyle Levine, Brandon Tomash, Matthew Yunger and Hashim Rizwan





Furness River Brewing  
© 2013 Furness River Brewing Co. All rights reserved.  
Furness River Brewing Co. is a registered trademark of Furness River Brewing Co.  
Furness River Brewing Co. is a registered trademark of Furness River Brewing Co.  
Furness River Brewing Co. is a registered trademark of Furness River Brewing Co.  
Furness River Brewing Co. is a registered trademark of Furness River Brewing Co.

# Forked River Brewing

- FRB was started in 2012 by three Western University graduates
- FRB has tripled their market share in Ontario over the past decade
- They recently entered into a contract with the LCBO and the Beer Store to distribute their two main beers: Riptide Pale Ale and Capital Blonde Ale



## ***Direct Competition***

- Large breweries include Molson, Budweiser and Anheuser Busch
- Account for 78% of the market
- Large marketing budgets
- Compete based on price and cost effectiveness
- Able to achieve economies of scale







## Indirect Competition:

- Other alcoholic beverages
- Becoming increasingly popular among target market
- Increase in foreign imports



## Key Success Factor:

- High quality
- Labeling
- Economies of scale
- Addressing seasonality issues



## *Industry Future*

- Entry of many small scale, independently owned breweries
- Number of breweries is projected to increase by 1.3% annually to 216 in the next five years
- The Canadian brewery industry is extremely advanced.
  - Developments in the product have produced low calorie beers, seasonal beers, and low carbohydrate beers