

# MODERN Brewery Age



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Rich Hourihan (left) the general sale manager of Manhattan Beer Distributors' Suffern branch, gets a personal tour of the famed Rodenbach Brewery from brewmaster Rudi Ghequire. Some of the brewery's 290-odd wooden aging tanks are visible in the background. Mr. Hourihan was part of a group of about 20 U.S. wholesaler and retailer representatives that recently toured the brewery during a trip to Belgium organized by Latis Imports of Ridgefield, CT. Mr. Ghequire subsequently traveled to the U.S., and visited with retailers and wholesalers as Rodenbach draught was rolled out in select U.S. markets. See story on Rodenbach reintroduction below.

## U.S. reintroduction of Rodenbach underway

Rodenbach, the celebrated red ale of Flanders, is returning the U.S. market, imported by Latis Imports of Ridgefield, CT.

The importer is rolling out draught in key markets this month, to be followed by bottled product next month.

"The launch is going very well," said Latis president David van Wees. "We had Rodenbach brewmaster Rudi Ghequire in

the market for nearly two weeks. First in New York, and then Philly for their beer week. It's too early to report any sales figures, but Rudi and Rodenbach were received very well."

Mr. van Wees said New York and Philadelphia were the first two markets to get draught Rodenbach. "We are focusing

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## Executives at IRI summit marvel at the speed of change

Speed and change were the bywords at the recent IRI's "Insight to Impact" CPG conference in Las Vegas, and when it wasn't "speed" or "change," it was "the speed of change."

"We are in changing times, it goes without saying," said Dr. Romesh Wadhvani,

founder of Symphony Technology Group, and chairman of IRI. "The speed of change at such lightning speed, we almost forget what happened a week ago or a month ago. Some months ago the government warned of inflation. Then a few months

*(Continued on page 8)*

## CEO of 7-Eleven says DSD model is inefficient

He has said it before, and now he's said it again. At the IRI "Insight to Impact" CPG conference this week in Las Vegas, Joe DePinto, president and CEO of 7-Eleven had a message for the beer industry—beer wholesaler trucks are blocking his parking lots, coming at the wrong intervals and the wrong times, and they aren't loaded with the right products in the right quantities.

"One of our stores might get 60 deliveries a week, scheduled by the manufacturer and not driven by the consumer," Mr. DePinto said. "Many deliveries are not frequent enough or too frequent, products are

*(Continued on page 5)*

## Veteran planning exec to leave A-B

Marie Carroll, Anheuser-Busch vice president of commercial planning and performance management, has announced her retirement from the company after almost 30 years of service. Carroll will leave the company at the end of April, according to a report in the *St. Louis Post Dispatch*.

Ms. Carroll began her career at the company in 1980, and held posts in financial and business planning. She was named vice president of business planning and analysis in 1993, and became vice president of corporate financial planning in 1995. In 1998, she was named vice president of finance and planning.

## Personnel cuts reportedly continue at Anheuser-Busch

Carlos Brito has publicly said that he has "right sized" Anheuser-Busch after 1400 pre-Christmas layoffs. But there are reports that smaller departmental-level layoffs are continuing, to the tune of perhaps 100-200 people let go since January.

By some estimates, A-B's St Louis staff has been cut by nearly half since the

*(Continued on page 8)*



**Sierra Nevada Brewing Co.** of Chico, CA has announced the development of a new Kellerweis Hefeweizen for their year-round portfolio. This is the second new year-round release from the brewery in 2009. See story at right

## Sierra Nevada brings out new hefeweizen

Sierra Nevada Brewing Co. of Chico, CA has announced the creation of a new brand, Kellerweis Hefeweizen. The brewery reports that the new beer is the result of several years of experimentation and uses a Bavarian hefeweizen yeast strain previously unknown in the U.S.

According to the company, brewers found initial batches unsatisfactory, and so the company sent a team of brewers on a tour of Bavarian wheat beer breweries. German brewers ferment their wheat beers using shallow open fermentation. After their return, the Sierra Nevada brewers decided to emulate the method.

"After seeing the technique in use in Germany, the inspiration to make Kellerweis in the open system took hold," says Bill Manley of Sierra Nevada. "The name is an homage to the German Keller, meaning cellar—the name breweries give to their fermentation systems, and weis, or weiss—the German name for 'white' or wheat beer, hazy with suspended yeast."

Mr. Manley says that Kellerweis is "a light and refreshing beer with deep complexity of flavor. The yeast provides hints of fruit flavors and spices, including ripe banana and clove."

Kellerweis Hefeweizen will be available in 6-packs starting in early summer 2009.

## ABI loses fight for Budweiser trademark exclusivity

AP—Anheuser-Busch InBev lost a battle for the "Budweiser" name after an EU court rejected its claim to register the word as an exclusive Europe-wide trademark.

The European Court of First Instance upheld a 2007 decision, saying the right to use the "Budweiser" name has already been legally claimed by Anheuser-Busch's rival Czech brewer in several EU countries.

Budvar registered the name as a trademark in 1991 with the EU trademark agency, five years before Anheuser-Busch.

The EU court said the 2007 decision by the EU's trademark agency, which oversees both national and EU-wide trademarks was justified. The agency upheld Budvar's trademark in Austria and Germany and rejected A-B's appeal.

The court said the U.S. brewer's trademark application was "identical to the earlier international word mark 'Budweiser' protected" in the two countries.

Anheuser-Busch had argued it had the

right to trademark the well known brand-name for "beer, ale, porter, malted alcoholic and nonalcoholic beverages."

The court said that description was too similar to Budvar's earlier trademark for "Budweiser" using it for "beers of any kind."

Wednesday's ruling was the latest blow to ABI over efforts to protect its brand-name assets on the European market. ABI also lost a case in December when the EU court scrapped a trademark for the brewer's famous "Bud" beer name in Europe.

Marianne Amssoms, spokeswoman at AB InBev said the ruling would not cause problems for ABI "This was merely an effort to further extend our Budweiser rights and gain additional protections," she said.

Budvar spokesman Petr Samec said the decision which "will strengthen and stabilize our position within the EU," he said. "We consider it a logical decision at a moment when Budvar has "Budweiser" trademarks registered in 19 EU countries."



## Full Sail releases new ltd. edition Scottish Ale

The Full Sail Brewing Company of Hood River, Oregon has released Keelhauler Scottish Ale, a new beer in their Brewmaster Reserve line-up for 2009.

"With this style we embark on a trip across the pond," said brewmaster John Harris. "Keelhauler, a nautical term, refers to a form of punishment one might get for treachery on the high seas, but there's no punishment here, we just thought it was a great name for a beer.

"Keelhauler is a full bodied rich ale with slight notes of caramel and cocoa and a strong malty flavor," Mr. Harris added. "The hop character is spicy and earthy with a nice finishing hop flavor. Scottish Ale's are widely interpreted between sweet and roasty. We go for the balanced side, using imported Crystal and Amber malts with imported Challenger, American Willamette, and Sterling Hops to bring this Scottish Ale to life."

The new ale has 6.8% alcohol by volume and 48 IBUs (International Bittering Units).

"Keelhauler is part of our rotating selection of Brewmaster Reserve Beers," added Full Sail's Founder and CEO, Irene Firmat. "Every ten weeks we come out with a different beer that show cases the brewer's art. We began the program back in 1998 as a way of celebrating our independence and creativity."

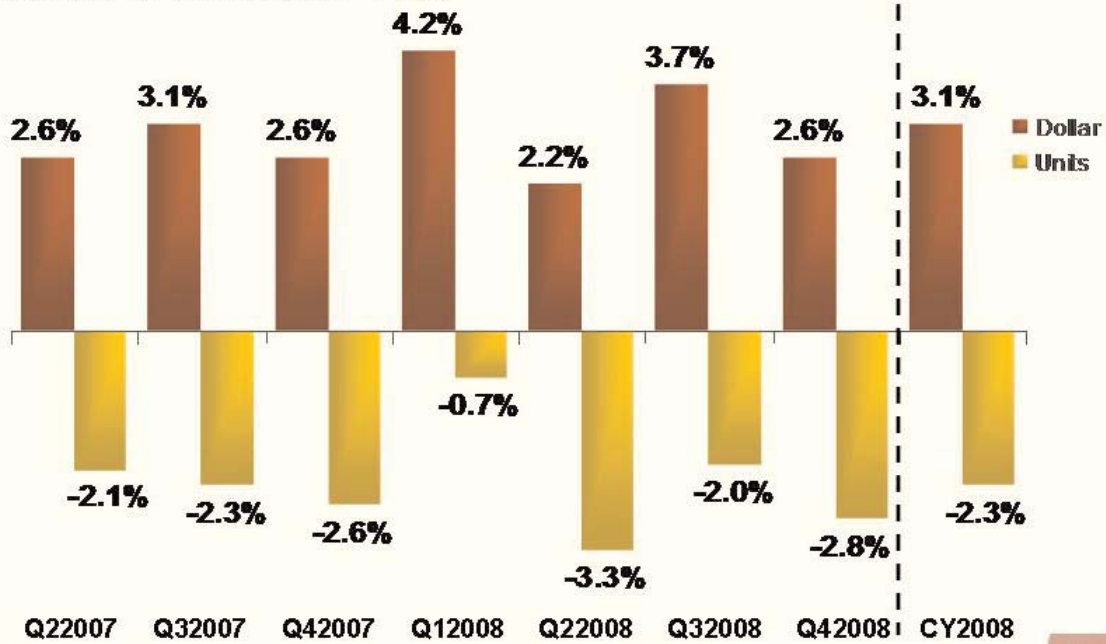
Ms. Firmat said that Keelhauler will be available in 22-oz bottles and on draught throughout the Pacific Northwest from Mid-March until June. She noted that Full Sail will follow-up Keelhauler with Grandsun of Spot India Pale Ale due out in June. The company will feature Keelhauler at the Spring Beer and Wine Festival scheduled for April 10 & 11th at the Oregon Convention Center.

## Economic Conditions Have Negatively Impacted CPG Demand As Shoppers Are Spending More And Buying Less



### Total CPG Dollar/Unit Sales

% Change Vs. Prior Year by Quarter - FDMx

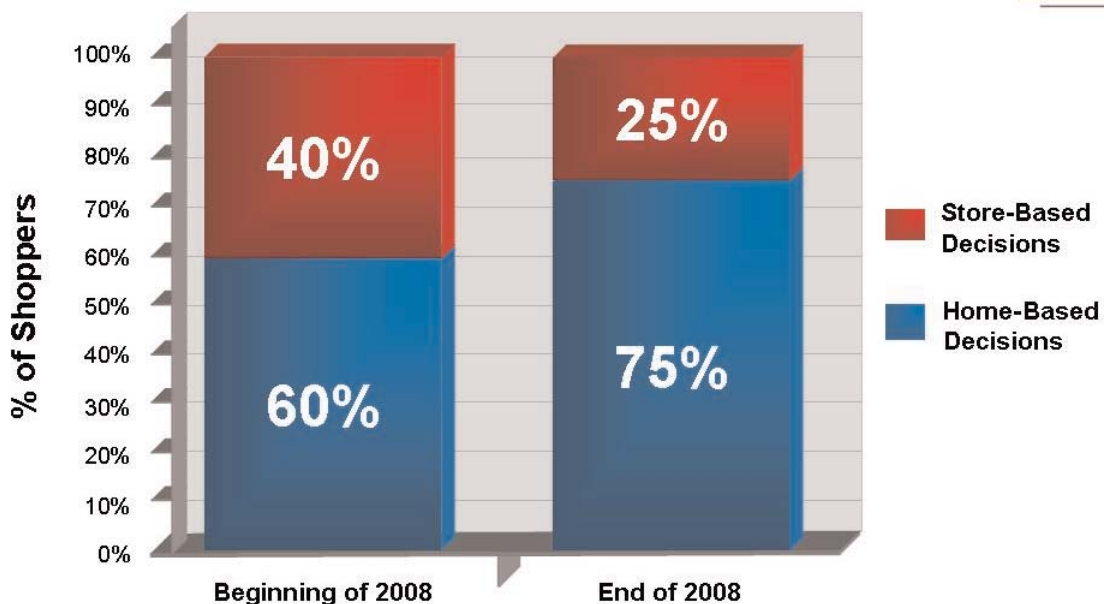


Source IRI's TRANSFORMING ECONOMY SERIES; IRI Economic Purchase Longitudinal Database™, IRI InfoScan® Reviews  
 IRI Census Data 52 Weeks Ending Dec 28, 2008

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## The Decision To Buy... At Home Or The Store



Source: IRI "Consumer Dynamics" Custom Survey - December 2008 - 1003 Consumers

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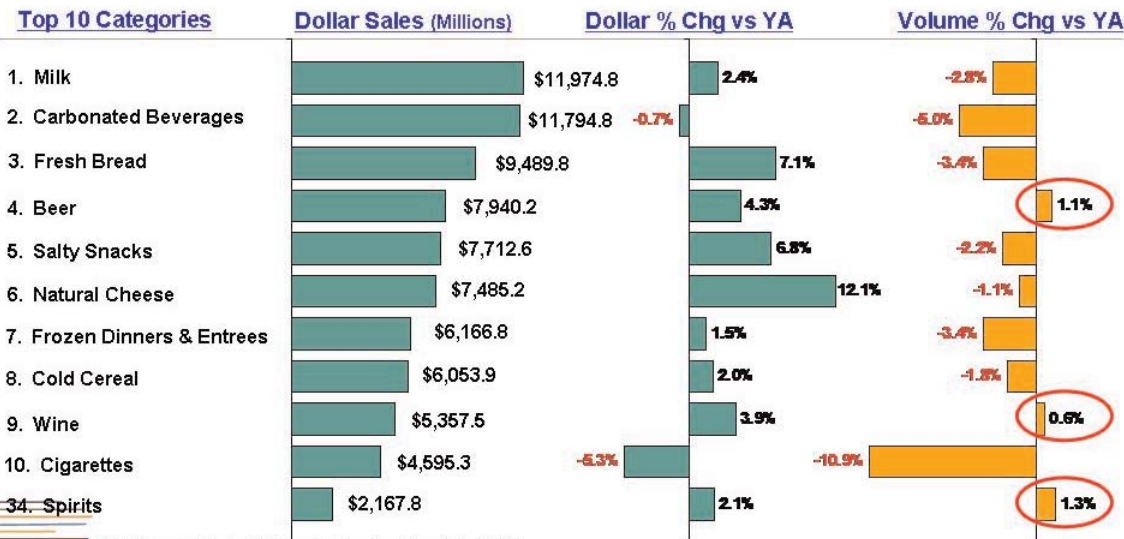


## Top 10 Categories Based on Dollar Sales

Total U.S. Supermarkets



- » Milk passed Carbonated Beverages to become the top selling category in 2008
- » Only Beer and Wine were able to grow both dollar sales and volume sales



IRI Census Data 52 Weeks Ending Dec 28, 2008

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## Additional Perspective on Relevancy of Beer

Total U.S. Supermarkets



Only Beer and Fresh Bread ranked amongst the Top 10 Categories based on Dollar Sales Growth over the past three years in Total U.S. Supermarkets (2006-2008)

5 Beer Segments Rank within the Top 100 Edible Grocery Categories Based on Dollar Sales in Total U.S. Supermarkets

Rank	Segment	\$ Sales
#20	Premium	\$3.3 Billion
#36	Import	\$1.6 Billion
#60	Sub-Premium	\$1.2 Billion
#87	Super Premium	\$697.7 Million
#96	Craft	\$590.5 Million

### DID YOU KNOW?

Craft Beer outsells these notable Edible Grocery Categories in Total U.S. Supermarkets to name a few:

- # 100 Syrup/Molasses
- # 101 English Muffins
- # 112 BBQ Sauce
- # 124 Coffee Creamer
- # 137 Salad Dressing





## Micro Matic Bar & Beverage Dispensing Catalog Released

Micro Matic USA, Inc. has released the 2009 Bar & Beverage Dispensing Equipment catalog. Micro Matic reports that the catalog has been expanded to 140 pages of bar equipment.

According to Micro Matic, the catalog can deliver the "Total Bar Solution" from draft beer systems to underbar stainless sinks and ice chests. Micro Matic notes that "Extra Cold" continues to be a strong tool for marketing draft beer. New this year, the company offers a POLAR32 in-line chilling module capable of delivering 32°F beer at the faucet. The unit is available in three models for one, four or six beers. Also new this year is the Ice Age Tower Pack; a mini power pack designed to be located close to the draft tower to provide cold glycol capable of freezing the exterior surface of the tower.

"While the catalog is a handy guide for ordering parts it is also an excellent reference tool for draft beer systems," says Mike Godwin of Micro Matic. "The catalog is always highly anticipated and well-respected within the brewing industry. Micro Matic has four well-stocked regional warehouses serving the U.S. market with most deliveries in 1-2 days. In addition to the catalog, extensive resources including product photos, specifications and videos are available on-line 24/7 at [www.micromatic.com](http://www.micromatic.com)."

Micro Matic of Northridge, CA, is a leading manufacturer and supplier of keg valves and dispensing equipment in over 120 countries. Micro Matic also operates the Dispense Institute where field-trained instructors conduct hands-on draft beer dispensing courses, as well as on-site workshops. In addition, the company website offers a wealth of dispensing information "white pages" along with interactive video presentations.

For more information, see [www.micromatic.com](http://www.micromatic.com) or contact Micro Matic (866) 327-4159.

## CEO of 7-Eleven knocks DSD...

(Continued from page 1)

being pushed out to the retailer, when ideally the products would be delivered on consumer demand, based on a pull model."

And Mr. DePinto went on. "The current DSD model is supplier driven," he said. "Trucks block the entrances (he flashed a slide of a Budweiser truck filling an entire 7-11 parking lot) and they deliver their specific products to each store. The trucks cross paths, duplicate efforts, and use more fuel and labor than necessary, at a time when the consumer is looking for value, and is also much more green. Inefficiencies in DSD are adding costs."

Mr. DePinto's solution? "We believe in our consolidated distribution model," he said. "We use it for our fresh food network, which ensures that the products a store needs are delivered in the required quantities. The evolution of future logistics is consumer driven and demand driven."

"These ideas are not new," Mr. DePinto added, "they are used very effectively in Japan and the UK."

As our colleague Harry Schuhmacher noted in *Beer Business Daily* yesterday, 7-Eleven is currently ramping up a central warehouse test for beverages in Southern California with 300 stores.

The chain wants to ship all heavy liquids through a centralized warehouse under a contract with Exel, a third-party logistics company that's a unit of DHL.

In Europe, Harry noted, many brewers use third part logistics companies like Exel to deliver to chain accounts.

Harry points out that AB InBev contracts with Exel for shared services and delivery in several countries.

"You can bet that with the costs ABI is cutting out of the system, this will be poked at," Harry wrote.

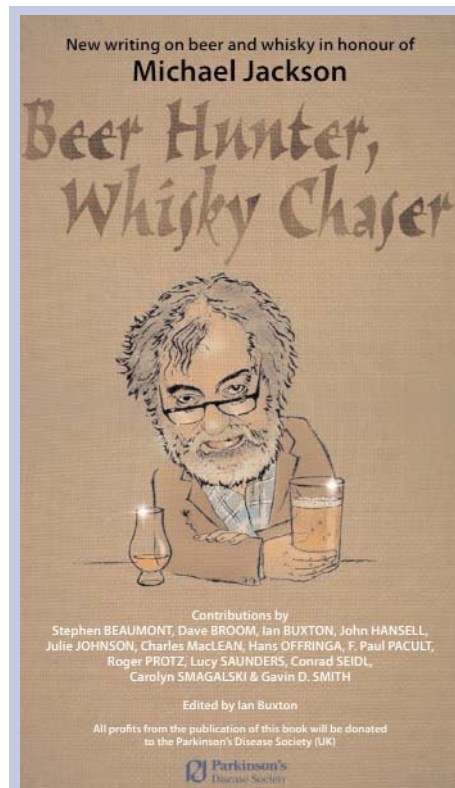
## Yuengling to enter West VA

D.G. Yuengling plans to start selling beer in West Virginia in April.

COO David Casinelli said that the brewer waited until there was sufficient demand and a solid statewide distribution network to enter the market.

Mr. Casinelli says he expects the launch of Yuengling in West Virginia to be the company's "best ever."

Yuengling now sells beer in 12 states and Washington, D.C.



## New book is a tribute to the late Michael Jackson

Fans of the late Michael Jackson, the world's foremost expert on beer and whisky, will gather in Chicago at Delilah's to celebrate the launch of "Beer Hunter, Whisky Chaser," a book of original essays by 13 of his colleagues. The gathering will take place March 27th, which would have been the writer's 67th birthday.

Delilah's, which Jackson dubbed one of the "most important bars in America," will kick-off the U.S. celebration, to include a ceremonial toast and a meet and greet with two of the book's contributors: Julie Johnson, editor of *All About Beer* Magazine and, Lucy Saunders, a member at-large of the Glunz Beer Culinary Council of Louis Glunz Beer, the Lincolnwood, IL-based beer distributor.

"We're honored to support this unique tribute to Michael Jackson, who was passionate in his pursuit of exceptional beer and a champion of beer education," said Jennifer Faulk, director of marketing for Glunz Beer and Culinary Council attaché. "As a beer distributor that brings imports, specialties and micros to the kitchens of Chicagoland's top chefs, we hope to continue Jackson's legacy by promoting the growth of the beer and food pairing trend through expos, tasting classes, and training."

Editor Ian Buxton, who conceived the project, said: "Michael Jackson dominated the world of both beer and whisky writing for two decades and was hugely influential in both 'real ale' and single malt whisky. We have sought to honor Michael with words, fresh and new writing on beer and whisky that he would have enjoyed reading and that he would have respected."

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## Wholesaler Events

**March 29-April 1**—The 19th Annual NBWA Brewers/Legislative Conference. Washington, D.C. Contact NBWA at 800-300-6417 or e-mail to [info@nbwa.org](mailto:info@nbwa.org).

**April 22-25**—New York Beer Wholesalers Association 2009 Spring Business Meeting, Disney's Grand Floridian Resort & Spa, Orlando, Florida.

**June 24-28**—Virginia Beer & Wine Wholesalers' Associations. 20th Annual Joint Convention at the Ritz-Carlton, Amelia Island, Florida. For more information, contact Shelley Gravatt at (804) 783-2655 ([SGravatt1@aol.com](mailto:SGravatt1@aol.com)).

**September 22-25**—The National Beer Wholesalers Association Annual Convention and Bi-Annual Trade Show. Caesar's Palace, Las Vegas, NV.

**October 12-13**—The Associated Beer Distributors of Illinois' Annual Convention, Jumer's Hotel & Casino in Rock Island, Illinois. Contact: Carol Z. Shirley, vp admin, Tel: 217-528-4371 or e-mail to: [carol.shirley@abdi.org](mailto:carol.shirley@abdi.org)

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**experience** The accumulation of knowledge or skill from direct participation in events or activities

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# The beers of Shiner

Tasting notes from the tasting panel for Modern Brewery Age, by Pete Reid, editor of *Modern Brewery Age*; with regulars Gregg Glaser, editor of *Yankee Brew News*, and Tom Conti and Robert Lachman of the YBN tasting panel. Joining us each week is a rotating cast of tasters, to include Dr. Steve Victor, formerly of Yale University; Lt. Commander Von Bair, USN, ret.; expat-Briton Gerry Nicholls, graphic designer Phil Simpson, videographer Paul Lin; Greg Zannella, field sales director for Northeast Beverage of Orange, CT; Michael Anstendig, a writer for *New York Magazine* on-line; Marty Juliano, a Northeast rep for the Sierra Nevada Brewing Co., and Frank Fermio, brewer at the John Harvard's Brewhouse in Manchester, CT (and for this tasting, we include the comments of Caroline Glaser, wife to Gregg).

## The Beers of Shiner Spoetzl Brewing Co. Shiner, TX *Excellent*

The Spoetzl Brewing Co. single-handedly kept Bock Beer alive during the dark days before the great craft beer revival. That Shiner bock was a last echo of the bock beers that German settlers had brought to Texas, lightened in body to better suit the searing heat of Texas. Now the brewhouse of the Spoetzl Brewing Co., under the guidance of brewer Jaime Jurado, turns out a full range of fine Germanic-style beers that fall somewhere between craft/import lagers and the beers of the mainstream. These are technically-perfect, carefully made beers, of the sort that master brewers at the big breweries would love to make, if they weren't slaves to the laws of mass marketing.

### Shiner Helles

A perfect and perfectly drinkable helles, with a crisp, slightly sweet malt palate. Well balanced, and very refreshing. "Deeper color and sweeter than a pils," said Gregg Glaser. "Light bodied, an excellent session beer."

"There is a pleasing roundness to it, an effervescence in the middle and it finishes sweet," said Robert Lachman.

"This is how I remember helles," said Dr. Steve Victor. "More carbonated than some, a very nice beer."

### Shiner Commemorator

A rich amber beer, sweet and malty, this is a more robust version of the bock that made Shiner's name. "Not hoppy, a little sweet," said Gregg Glaser. "I get some roasted, toasted grain in the middle."

"Malty, finishes sweet," said Tom Conti. "Has that Shiner nose, lagery and corny, very smooth."

"Well balanced and tasty," said Caroline Glaser. "I would drink this a lot."

### Shiner Kosmos

A fresh corny lager, creamy and smooth. "Hallertauer, a touch of floral sweet hops, maybe Hersbrucker?" said Tom Conti. "This is very nice. It would be a great beer for drinking at the ball park with pizza and hot dogs."

"An easy drinking lager, nicely done," said Gregg Glaser.

### Shiner Spezial Leicht

Arguably the best light American-style lager. An alluring platinum blond that is crisp, fresh and clean, and comes in at a sleek 99 calories. "Tastier than 99% of mainstream American lagers," said Dr. Steve Victor. "An exceptionally good light beer."

"Lacey head, and very crisp," said Robert Lachman. "Stands up very well against the other beers in its class."

"I could drink gallons of this," said Tom Conti.



## Oskar Blues cans Mama's Yella Pils

Oskar Blues Brewery is now releasing the new Mama's Little Yella Pils in sixpacks of cans. Cans (and kegs) of the beer in Colorado and the brewery's other 22 states.

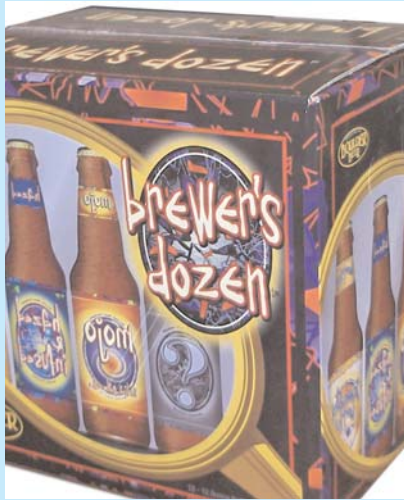
Brewer founder Dale Katechis describes the new beer as a "delicious, small-batch version of the beer style that made the city of Pilsen famous."

Mr. Katechis reports that Mama's is made with pale malt, German specialty malts, and a blend of traditional Saaz and 21st century Bavarian hops. It is all-malt, Katechis notes. "There are very few all-malt pilsners made in the US anymore," he says. "And the concept of 'America-made pilsner' has taken a beating over the past few generations. Especially when it comes to pilsners in cans. We're going to use Mama's to help the style recapture its glory. We want to give 'canned pilsner' the same good reputation we helped create for canned beer in the US."

Mama's Little Yella Pils is the first lager from the microcanning brewery. It is fermented at cool temperatures with a German yeast, has 35 IBUs and 5.3% abv. "You can't hide flaws in a pilsner," Katechis says. "With this beer our brewers get to showcase their expertise at making an unforgiving, classic style of beer."

Originally a draft-only beer made at the Oskar Blues brewpub in Lyons, CO, Mama's Little Yella Pils is now brewed, canned and kegged at the brewery's Longmont facility.

The company says the beer will retail for approximately \$8.99 a sixpack.



## Boulder Beer launches a new mixed 12-pack

Beginning this Spring, Boulder Beer Co. will roll-out a new version of their Brewer's Dozen mixed 12-pack in phases. The company reports that the new package will include beers from their successful Looking Glass Series.

The Brewer's Dozen will include four different beers: Hazed & Infused, MoJo India Pale Ale, Sweaty Betty Blonde wheat beer, and a rotating seasonal Looking Glass selection. The packaging will also feature newly updated artwork.

"In 2001, Boulder Beer's Looking Glass Series of beers was born with the first small batch of Hazed & Infused, brewed and named by a long-time brewer at Boulder Beer," recalls Tess McFadden of BBC. "Hazed was completely different from the traditional heritage brands. The hazy, unfiltered appearance and the intense aroma and flavors of the infused dry-hop additions created a much bolder beer than anything else in the line-up at the time."

Ms. McFadden recalled that the company released Hazed in its own unique packaging to reflect its differentiation.

"That opened the door to the Looking Glass Series," she said. "Eight years later, there are nine beers in this series. These beers all have bigger, more intense flavor profiles than the traditional Boulder Beer heritage brands, and to reflect that, the Looking Glass Series' packaging has very colorful, bold, bright artwork."

## Cuts reportedly continue at A-B

*(Continued from Page 1)*

takeover. In addition to approximately 750 St. Louis employees who took early retirement, 1400 employees and 450 contractors were let go during the Christmas massacre. If one adds in an estimated 100-200 additional layoffs since, the total number of personnel laid off in St. Louis approaches 3000, which would be about half of A-B's staffing level prior to the takeover.

## "Change" is the mantra at IRI packaged goods forum in Vegas..

*(Continued from page 2)*

later, they warned of a danger of deflation. And now it is inflation again. That's just an indication of the massive change and financial turmoil we face."

"One of the most alarming statistics relates to the food GDP," Dr. Wadhvani continued. "No one really looks at the food GDP, but they should. The overall GDP went down 6% in the fourth quarter, but the food GDP went down by 15%. This is but one indication that there are very big challenges for the consumer packaged goods industry."

Mr. Wadhvani noted five major trends.

- **"The moment of truth is in the home now, not the store,"** he said. "Decisions are now made in the home. There is a greater need for direct one-to-one marketing, a focus on in-home marketing."

- **"Shopper loyalty has become an oxymoron,"** he said. "It was never that great in the best of times, but it has gotten worse. More and more shoppers just look at deals, and the urge to find deals reduces loyalty to brands. It encourages fragmented shopping across channels, chains and stores."

- **"Manufacturers are losing pricing power,"** he noted. "Nine months ago, high fuel costs and commodity costs allowed manufacturers to raise prices. Now many are finding that these prices are not sustainable. Retailers are becoming upset, turning the screws on the manufacturers and promoting private label. Consumers are much more price sensitive, there is no more low hanging fruit for manufacturers."

- **"Private Label is growing,"** he said. "In Europe, private label has been around 35-40%, and retailers are planning to increase that up to 50%. In US, private label was steady at 15-16%, now it's near 20% and up to 25-30% in some categories. Retailers are doing a good job with private label, they are nailing it."

In conclusion, Dr. Wadhvani noted that the consumer packaged goods industry must evolve rapidly to keep pace with rapid change. A key to that evolution will be the ability to gather key market intelligence, and he said companies must "go granular" to examine the market at the product level.

"Powerful forces are battering our economy," he said. "We need transformative insights, immediate actionability to go granular. It won't be enough to be at the national level, or the brand level, you have to be able to go deep—operating at the product

level by day and by week. Our business used to be project driven, with long timelines and lots of data sets. Now we need real-time insights and transformational insights."

Jaya Kumar, CMO of Frito-Lay was also a speaker at the event, and described Frito-Lay's efforts to rebuild an old snack brand, and launch a new one. And though he was talking about chips and nut clusters, he had a number of insights that might be applicable to any packaged goods industry, including beer.

Mr. Kumar talked mostly about speed, and the advantages that accrue to those who can move fast. "You can copy just about any strategy that a company might have," he noted, "but not speed."

He broke out a couple of examples of the virtues of speed.

- **"Speed of simplicity":** "Subtract the obvious, leave only the one thing that is meaningful," he said, and offered the example of Lay's potato chips. "People have been under the impression that we do all kinds of funky things to potatoes to make these chips," he laughed, "when it's just potatoes, a little bit of oil and salt. We cleaned up the ingredients list, and just went to a simple proposition, 'happiness is simple'. We are communicating to people that the potatoes in Lay's come from farms within 100 miles of the consumer. Lay's organic growth is now +90%."

The straightforward ingredients story, and the "local" proposition could have been taken from a craft brewer's playbook.

Mr. Kumar also spoke about what he called the **"Speed of Trust."**

"How do you build trust?" he asked. "The intersection of trust is at competence and character. When you trust your partner, you can operate with remarkable speed. When you don't trust your partner, there is a 'distrust tax' that slows you down. By the same token, there is a trust dividend when organizations trust each other."

As an example, Mr. Kumar cited the Doritos brand. "We trusted our consumers to come up with a Super Bowl ad, and that ad beat Budweiser," he laughed. "It was the number one ad on You Tube, which is more important than the ad meter these days. Doritos was stagnant three years ago. It's been up 15% for each of the past three years. And we have so many consumer-produced ads we won't have to create another ad for ten years!"

# Rodenbach back in US..

(Continued from page 1)

on draught right now," Mr. van Wees said, "and beyond draught in core markets, the large cork-finished bottles will be shipping next month to 15 states. We are working on a second wave to ship in the Fall."

Brewmaster Rudi Ghequire is an eloquent spokesman for his beer, and calls it "the missing link between beer and wine."

"The whole philosophy of this brewery and brewing process is the conservation of beer through acidification," Mr. Ghequire said. "The alternative, of course, is using hops. Hops are very good for preserving beer, but they also bring bitterness."

Rodenbach's symbiosis of top fermenting yeasts and lactic acid bacteria give it a tart taste unique in the beer world. "There is a little sweetness at the top of the tongue, and a dryness in the finish," Mr. Ghequire said. "So you take another swallow. That's what the brewers want. It's a refreshing product, a summer beer."

Mr. Ghequire pointed out that other popular beverages have a similar character. "Coca-Cola and lemonade also use acidity to counteract sweetness," he said.

"Acid products are more refreshing than a bitter product," he asserted. "Bitter products must be served at a colder temperature. Rodenbach is a winey beer without bitterness, it finishes dry."

Brewmaster Ghequire bristles when beer enthusiasts say the recent modernization of the brewery has changed the character of the beer. "People say wrong things about Rodenbach," he says. "They say it has changed. It has not. Our brewhouse was 130 years old, made in 1864, we could not go to eternity with it. The new brewhouse allows us to make hygenic wort."

After a long boil, he explains, Rodenbach ferments in stainless steel cylindroconical tanks, then for 4-6 weeks in horizontal tanks, before being shifted to wooden tanks. It is blended, 75% young beer and 25% old beer and stored in wood. Rodenbach's cellars boast 294 oak vats, and no brewery in the world has as much capacity in wood.

David van Wees says the challenge for Latis is to introduce the ale to a broader audience. "We want to take it beyond the beer geek community," he said. "This is a great beer for people who may have left beer for wine. We want to reach those people, and bring them back."



**Old and new co-exist at Rodenbach**  
(Clockwise from top left) Rodenbach's gleaming modern glassed-in brewhouse; the old malting tower, no longer in use; Rudi Ghequire beside one of the new stainless kettles; a stone carving commemorating the Rodenbachs, an old noble family; Lastly, the beer itself