

The direct route to higher margins

Selling direct via
a national retailer results
in a highly competitive
product proposition

Product | Craft Nation IPA

Region | Europe

Market | Denmark



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01 A snapshot

Craft beer is taking off in Denmark. To take full advantage, we began selling our IPA **direct to a retailer** in Denmark. This approach cuts costs and results in better margins for the retailer, attractive pricing for consumers and strong volume growth for us. The combination of high-quality product and **competitive pricing** now gives Craft Nation a strong and unique position in the Danish market.





The potential

Craft volumes
in Denmark have
grown by 10% in
the past year

In this market,
craft makes up
25% of specialty
beer volume

Shoppers pay 20%
more for craft
specialties than
for non-craft

Import brands
account for
20% of craft
beer volumes

The brand

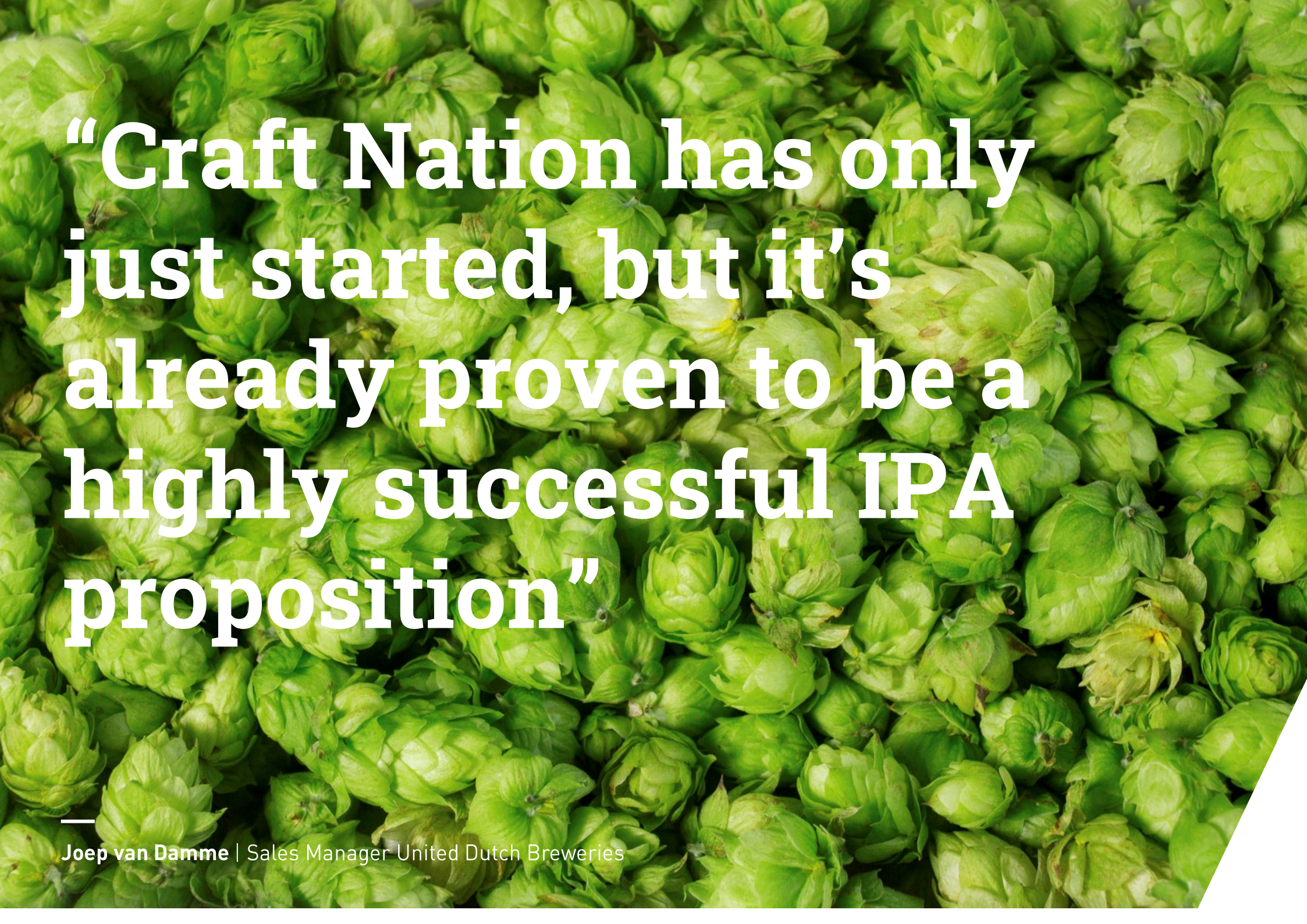
We launched Craft Nation IPA in Denmark in 2023 via the **national retailer Coop** who listed the brand exclusively in their value for money formula as the only India Pale Ale on sale. It was **priced at index <80** compared to regular craft beers at other channels which helped open up this segment to a broader target audience. A bold design also contributed to it making a **big impact on the shelf**. Two varieties are available: a lighter 4.9% Session IPA and a punchier 7.8% Imperial IPA. Both come in convenient 330 ml cans.



The strategy

Being the **only craft on the shelf** and featuring eye-catching packaging at a very competitive price is a very impactful combination. Sales are taking care of themselves with hardly any further support needed. The only additional sales initiative is that we take part in Coop's **promotional plan** which includes price-offs in their retail magazine, website and app. Coop also features the brand on its **social media** accounts.





“Craft Nation has only just started, but it’s already proven to be a highly successful IPA proposition”

Joep van Damme | Sales Manager United Dutch Breweries

The result

Selling our import brand directly to the retailer led to **cost reductions** throughout the chain. Craft Nation is seen as a unique, affordable option by the consumer, and it offers an **attractive margin** to the retailer at the same time. The performance remains steady, even in a segment where brands usually have a short-lived shelf presence before being overtaken by new entrants.



Keys to success



Direct to retailer sales channel



Strong quality/price proposition



High impact packaging creates big shelf appeal



Choice of ABVs for different consumer preferences

About our partner

Coop Danmark A/S is Denmark's **leading consumer goods** retailer. It is a cooperative owned by two million members and it operates various retail chains including **365discount**.

The objective of this discount chain is to offer the best goods at low prices. Coop Danmark and its subsidiaries have an annual turnover of approximately **DKK 42 billion** and a total of 40,000 employees.



About Craft Nation

Craft Nation is the statement brand for craft beer and a **tribute to diversity**. It includes a range of IPAs crafted to perfection from world-class ingredients in our state-of-the-art German brewery. Passionate about great beer and **mind-blowing taste**, the Craft Nation brand uses its voice to inspire everyone to think and talk about equality. Making a better world, one beer at a time!

Website  Instagram 



Create your own success story!

We are a global beer company. Our diverse range of **beers and malt drinks** plus our marketing & RTM expertise could be your key to **opening new opportunities** in your region. Interested?

Contact us now! 



Sources | All data in this document are obtained using Global Data, Euromintor and Mintel

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