

A success story - made in Liberia

From being an imported beer to one that's locally produced, Trio Stout challenges the market's leading brands

Product | Trio Extra Stout

Region | Africa

Market | Liberia



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A snapshot

The stout beer segment in Africa is very strong. So when Trio was first introduced to Liberia as an **affordable import beer**, it quickly found a ready market thanks to a phased and targeted promotional campaign. Then, in partnership with a local distributor, the potential was taken to the next level by **producing the beer locally** in Liberia itself. Volumes have tripled in two years and Trio is now well-established, well-loved and the number 2 stout brand in the country.





02

The potential

Worldwide, stout is one of the fastest growing beer segments

Liberia is a substantial market for stout beer in Africa

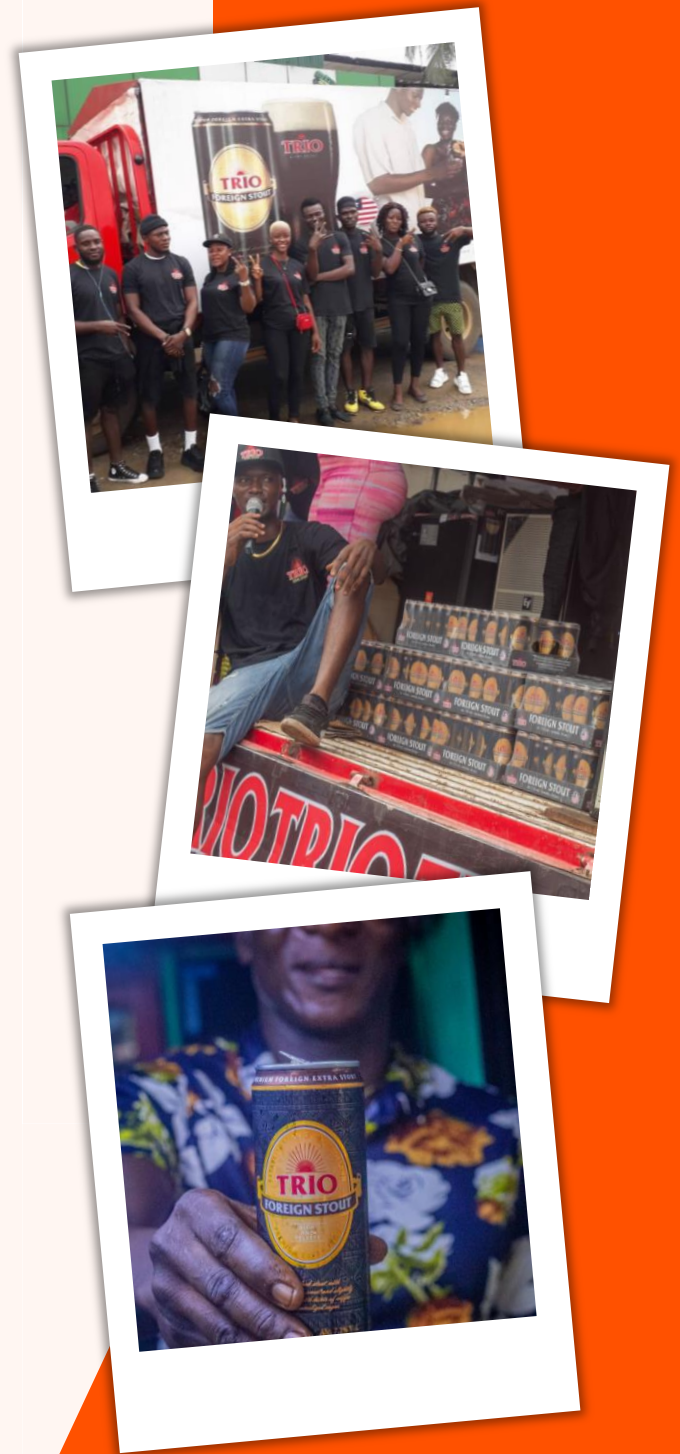
Volumes have grown 30% between 2020 and 2023

The category leader in stout beer is Guinness

The brand

Trio was first **launched in 2016** in Liberia as an import brand, with Extra Stout 7.2% cans of 330 ml and 500 ml being shipped to the market. Available in both retail outlets and bars, this challenger brand was positioned as the affordable alternative to category leader Guinness with a **price index of 80**.

Thanks to our partnership with a local distributor, it quickly gained popularity. A massive change then happened **in 2022** when we (along with our partner) began producing Trio Stout locally. Consumers now enjoy the same taste and quality of an international beer from their own **'Made in Liberia'** stout.



The strategy

Trio Stout is represented by a large distributor with a **strong network** in place. Together, we carried out a 3-phase approach to build a successful brand. From maximizing distribution to increasing **sales & rotation** to growing brand awareness and consumer preference. Local production has further propelled growth, and business is thriving.



Pillar 1

Local production

Establishing local production has made our brand proposition more competitive. This strategic move was possible thanks to a high-quality malt-based compound and the **Easy Brewing System**. Shipped from Europe to Liberia, our local partner can re-create the unique Trio Stout taste profile that people love. Now local consumers will also feel a special pride at the '**Made in Liberia**' label.



Pillar 2

Quality assurance

Quality assurance was a key issue when we moved to local production. Thorough testing in the lab as well as consumer trials and **aroma, taste, and food safety checks**, meant we were able to ensure the same levels of quality consumers always expected from the imported product.

Pillar 3

Brand building

Brand building initiatives included boosting product visibility through **road shows**, truck branding, sponsorships, radio commercials, special events, and **POS materials**. Trio branded fridges, ice buckets, coasters, server trays, beer openers and barrels are all real eye-catchers in Liberian bars now. The brand has also managed to generate a lot of impressions and engagement on **social media** with content tailored to the local target audience.



The result

Trio now accounts for a significant share of the Liberian stout beer market, and it is currently the **number 2 brand** there. Volumes have more than tripled in the last two years. Beer market research shows that Trio is seen as the affordable alternative to the market leaders. And, most importantly, it is **loved by consumers** for its smooth, easy-going taste and its connection with Liberia.



Keys to success



Close partnership with a distributor keen to invest



Strategic pricing as the affordable alternative



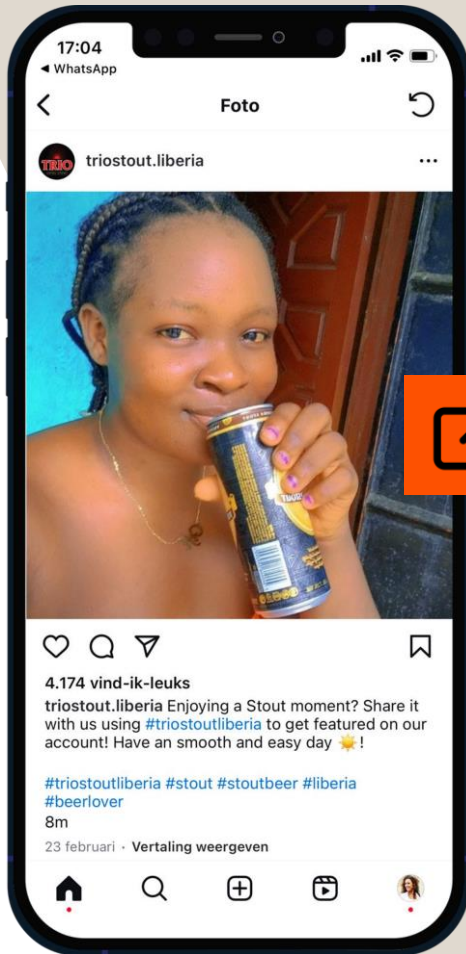
Local production making us more competitive



Smart promotional campaigns



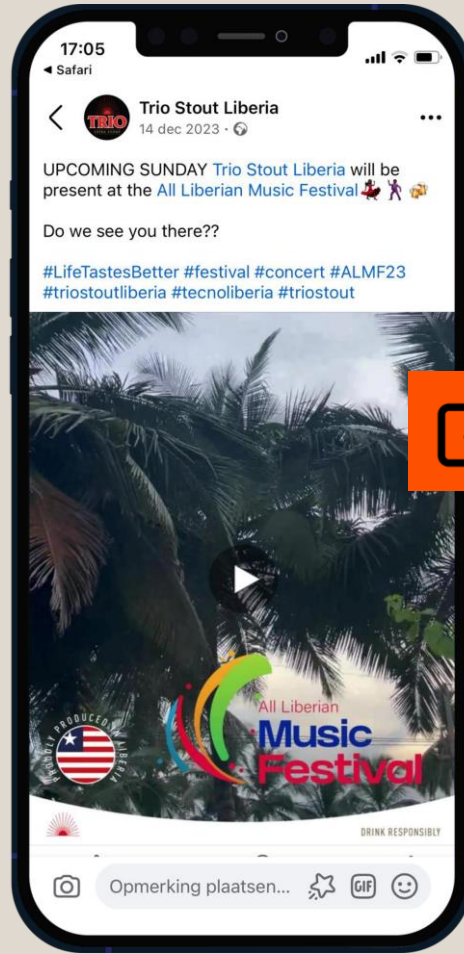
Messaging tailored to the local consumers



Best-performing on Instagram

Getting input from fans via user generated content

👁 361.812 views
💬 4.174 interactions



Best-performing on Facebook

Promoting our presence at the All Liberian Music Festival

👁 219.689 views
💬 2.042 interactions

Social media

The social media activities for Trio Stout in Liberia are completely **managed in-house** by UDB, supporting our distributor. We're focusing on brand awareness and engagement, reaching impressive numbers since starting in June 2023.

About Trio Stout

The roots of Trio can be traced back to **September 1919**, when the original brewery was founded in Tilburg, the Netherlands. The Dutch beer brand has now grown to be one of the most popular beers of the stout market and is enjoyed by **consumers in 28 countries** all over the world. Crafted with premium ingredients including specially selected hops, Trio has a refreshing, creamy taste with just the right amount of bitterness.



[Website](#) [Instagram](#) [Facebook](#)

About local production

Our “Easy Brewing System” is a smart solution for producing beer and malt locally. Using exclusive **malt-based compounds** brewed in Europe, it has been extensively tested among consumers to guarantee a premium beverage with high quality taste. In 2023 we **successfully launched** the system in Liberia in partnership with a soft drinks company and have taken significant market share from other locally produced **Lager, Stout, Strong Beer and Malt Drinks**. We look forward to discussing the new opportunities it opens up with existing and new partners around the world!

Local production video 



**“The Easy Brewing
System allows soft drink
producers and distilleries
to expand to beer & malt
quickly without heavy
investments”**

Mattijs Jongmans | Business Manager Local Production United Dutch Breweries

Create your own success story!

We are a global beer & malt company. Our strong portfolio and commercial skills combined with your local vision could be the 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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