

Uspějte na britském pivním trhu: On-trade & Off-trade strategie



Martin Macourek

Zástupce vedoucího zahraniční
kanceláře CzechTrade Spojené
království a Irsko



USPĚJTE NA BRITSKÉM PIVNÍM TRHU: ON-TRADE & OFF-TRADE STRATEGIE

Martin Macourek
CzechTrade Londýn

Obsah

1. **Současné UK – ekonomické klima a výhled do budoucna**
2. **Pivní trh v UK**
3. **Klíčové exportní kanály aneb jak na to**
4. **Nezbytné předpoklady spolupráce s britskými importéry/distributory**
5. **Business plan a oslovení partnera**
6. **Klíčová položka business plan – sudy**
7. **Konkrétní možnosti importu přes CzechTrade UK**
8. **Legislativa – jak importovat pivo po brexitu**

1

Současné UK

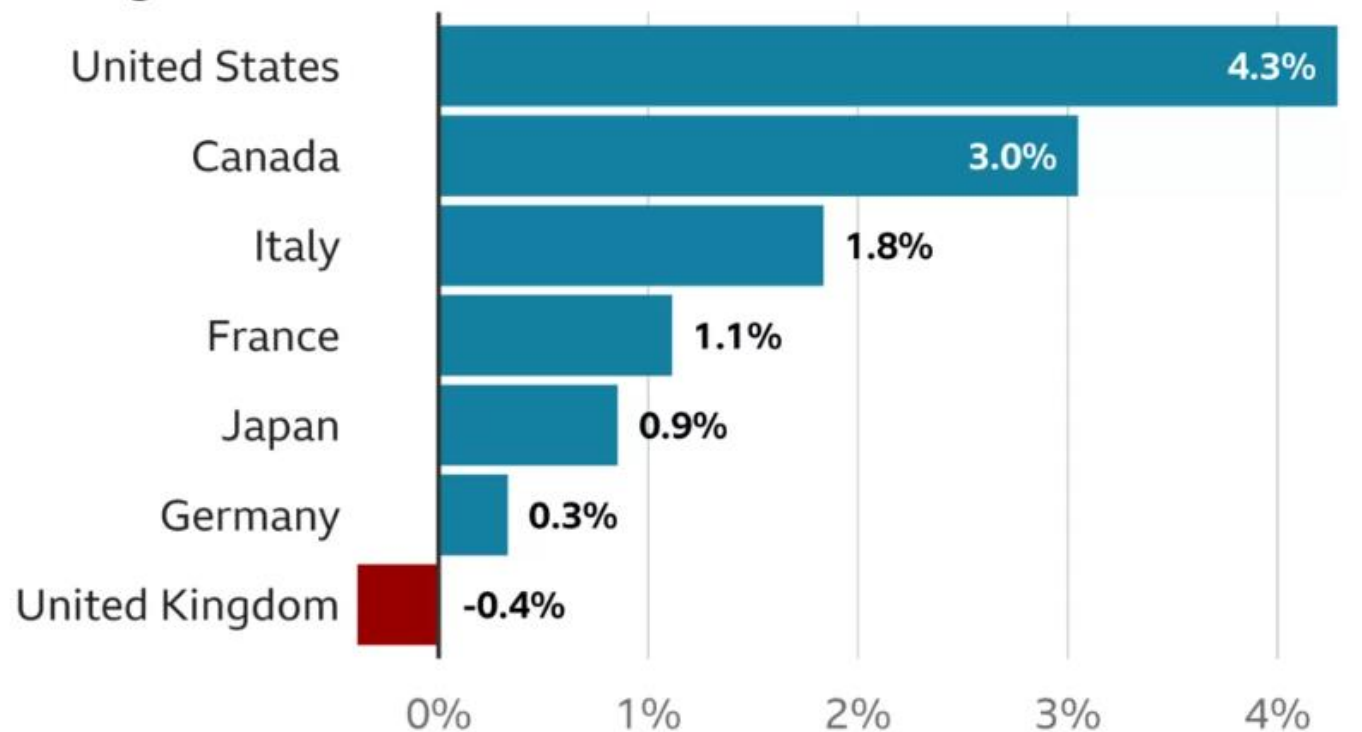
Ekonomické klima a výhled do budoucna



UK ekonomický růst od roku 2019

UK economic growth since 2019

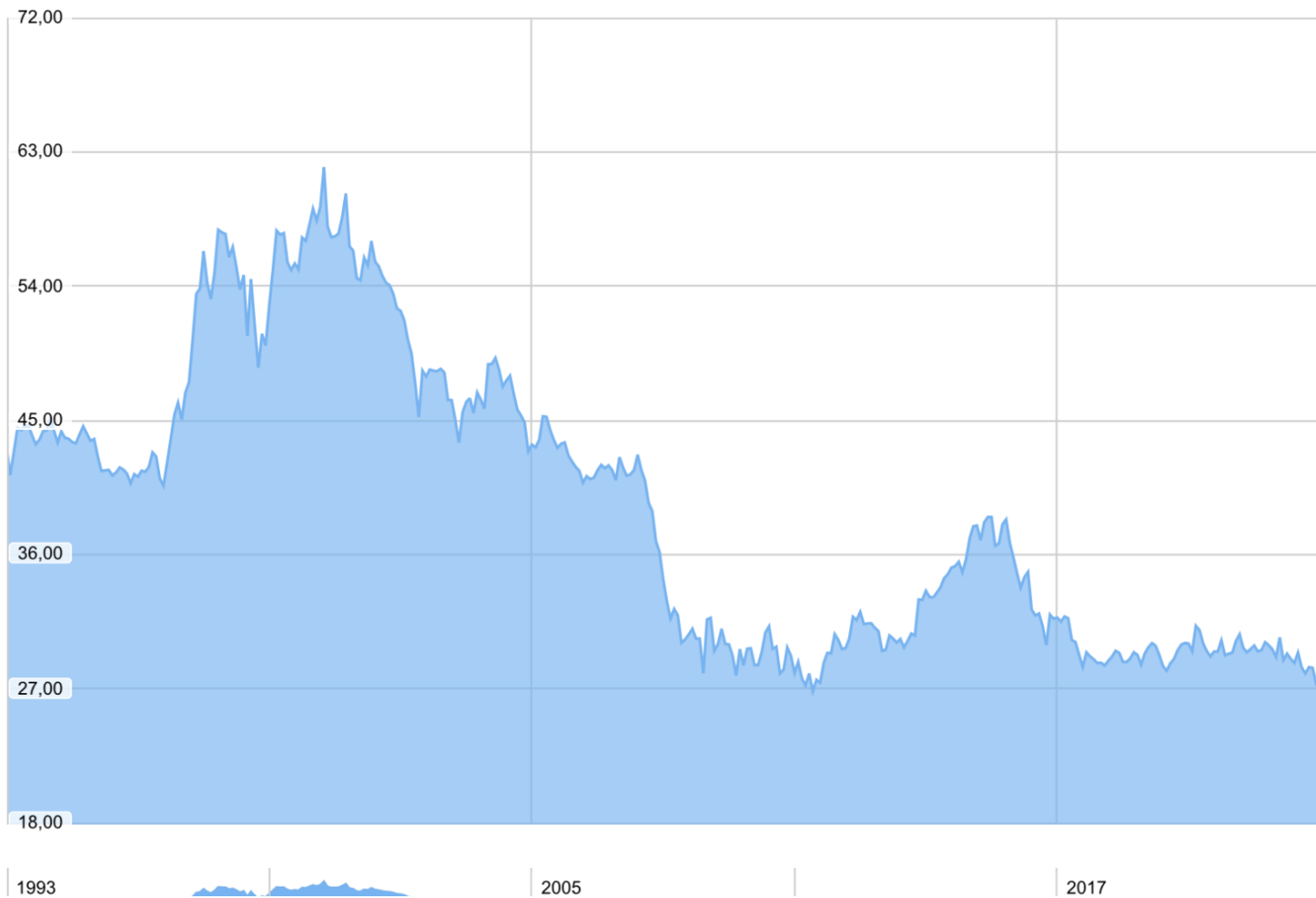
GDP growth from Q4 2019 to Q3 2022



Sources: OECD

BBC

01.02.2023 CZK/GBP - závěr: Close: 26,78; Open: 26,79 High: 27,01 Low: 26,45



Kurz CZK/GBP

Příčiny krize

- Dlouhodobý problém v produktivitě
- Výrobní sektor
- Zadlužení – Covid
- Brexit – pracovní síla
- Inflace 9%
- Bank of England rate 5,25%

Země iniciativy a podnikatelů

- Relativně nízké a přehledné zdanění
- Registrace obchodní společnosti do 24 hodin
- Top příjemce FDI v Evropě
- Flexibilní pracovní trh
- Unikátní síť inkubačních center = komplexní zázemí pro start-upy
- 4 z 10 nejlepších zahraničních univerzit
- 30+ mezinárodních letišť

2

Pivní trh v UK



KEG



CASK

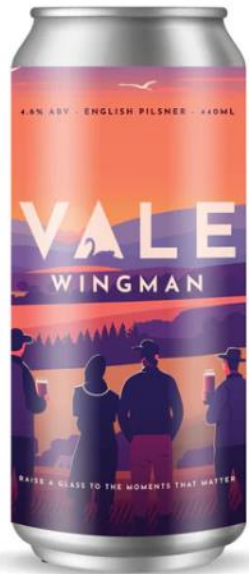
CASKS vs KEGS

– Nová Británie – keg ale & lager

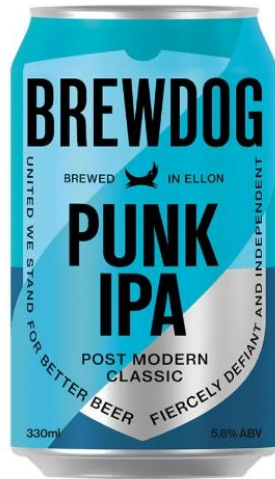
– Tradiční Británie – cask ale

KATEGORIE PIV

CRAFT BEER



440ml



330ml

WORLD BEER (LAGER)

fenomén “accessible premiumisation” – nové brands



660ml



500ml

SPECIALITY BEER

special ale / dark lager / weiss bier



330ml

ON-TRADE VS OFF-TRADE

On-trade 29%



Off-trade close to 50%





Nové formáty on-trade

- Micropub
- Tap room
- Tavern

3

Klíčové exportní kanály pro Vaše pivo do UK

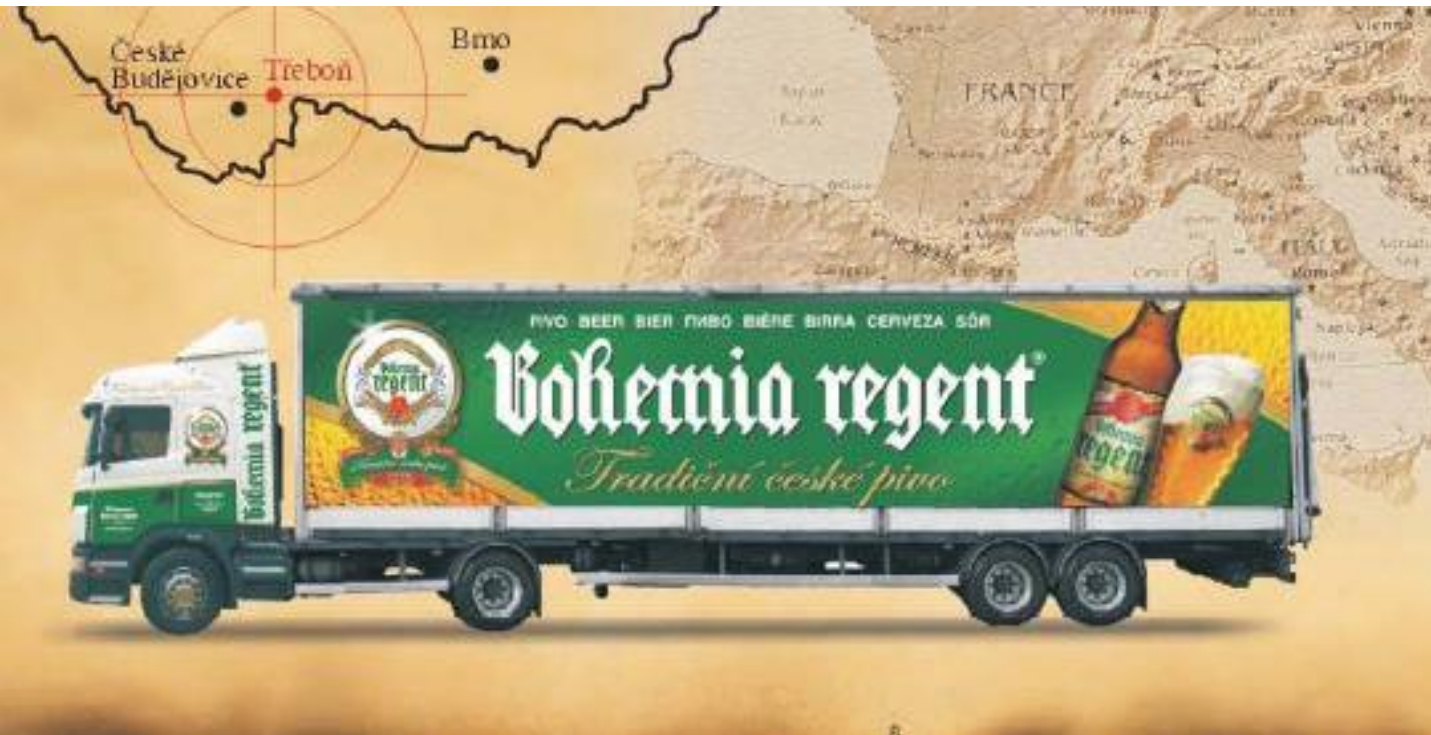


Vlastní import

- AWRS licence
- Deferment account
- Sklady



Klasický importér / distributor



- Pivovar-FCA-
Dopravce-Sklad
Distributor-UK
distribution

Distribuce v současné



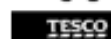
český pivovar



britský stockist



retail



hospoda



restaurace



retail



hospoda



restaurace

Napřimo

- Pub group
- Supermarket
- E-shop
- Konzultant



4

**Nezbytné
předpoklady
spolupráce s
britskými
importéry /
distributory**



An advertisement for Konrad beer. The background is dark green. On the right, a large glass mug filled with beer and a thick head of foam is shown. In the bottom left, a burlap sack is overflowing with green hop cones. The text 'WHAT IS A REAL CZECH LAGER?' is written in large, bold letters. A red diagonal banner in the top right corner says 'NEW'. The 'Konrad' logo is prominently displayed in the center, with 'REAL CZECH LAGER' and '1872' below it. A list of features is provided in the middle left. At the bottom left, three circular logos for different beer types are shown: 'Konrad 4.8% PILSENER', 'Konrad 4.8% REAL CZECH LAGER', and 'Konrad 5.2% EXPORT PILSENER'.

**WHAT IS
A REAL
CZECH
LAGER?**

NEW

Konrad
REAL CZECH LAGER
• 1872 •

- NATURALLY CARBONATED & SOFT
- NO ARTIFICIAL CO₂
- GENEROUS BODY
- HIGHLY DRINKABLE

Konrad
REAL CZECH LAGER
• 1872 •

Konrad
4.8%
PILSENER
REAL CZECH LAGER
• 1872 •

Konrad
4.8%
REAL CZECH LAGER
• 1872 •

Konrad
5.2%
EXPORT PILSENER
REAL CZECH LAGER
• 1872 •

**On-trade
point of
sale aneb
kde britové
píjí**



Off-trade vizuál & cena

Honrad
REAL CZECH LAGER
• 1872 •

Honrad
PILSENER
• 1872 •

Honrad
EXPORT PILSENER
• 1872 •

Honrad
REAL CZECH LAGER
• 1872 •

Honrad
PILSENER
• 1872 •

Honrad
EXPORT PILSENER
• 1872 •

Honrad
REAL CZECH LAGER
• 1872 •

How to care about & pour a Real Czech Lager?

- Upon receipt of the keg from your wholesaler, store it in your cellar and allow for a rest for the keg – do not tap it immediately
- Store it ideally at temperatures between 4 to 10 Degrees Celsius
- Clean your taps and your Pilsener glass – a meticulously clean glass is key to achieve a Real Czech Lager (an original Pilsener style)
- Cool the glass and always spray it with cold water before pouring
- Do not freeze your glass though – this is not a Mediterranean beer
- The ideal serving temperature is 6 degrees Celsius
- Pour the beer from a minimum height – the tap should in fact be inside the glass when pouring
- Whilst pouring maintain your glass at an inclination of about 45 degrees and let the beer run down the side of the glass. Then, about half way round, straighten the glass and continue pouring from low height to achieve a beautiful dense head.

When using a "side-pour" tap, proceed the following way:

1. First of all, turn the tap slightly and release some foam to the bottom.
2. Then open the tap to full and let the beer run down the sides of the glass.
3. Afterwards, close the tap sharply.
4. The beer is spun very quickly and has a high and thick head. The beer flows very slowly to the draw. This is considered by many experts to be the best way to pour an original Pilsner.

The beer in your glass has a golden colour, it showcases a nice bite and dense foam and is pleasantly hoppy, its texture is soft with natural carbonation – there is no need of adding CO₂ so no big bubbles.

If poured properly, this style commands a very high drinkability and hence enjoys popularity with lager drinkers.

Honrad
REAL CZECH LAGER
• 1872 •

WHAT IS A REAL CZECH LAGER?

- NATURALLY CARBONATED & SOFT
- NO ARTIFICIAL CO₂
- GENEROUS BODY
- HIGHLY DRINKABLE

Honrad
REAL CZECH LAGER
• 1872 •

Honrad
PILSENER
• 1872 •

Honrad
EXPORT PILSENER
• 1872 •

Marketingové materiály

4

Business plan & oslovení partnera



Intuice



Analýza konkurence

		Grillo	Remundi	Ofyr Grills	Bushbeck	Chesneys Terrace
DIRECT COMPETITOR		YES	YES	YES	YES	NO
COUNTRY OF ORIGIN	CZ	UK	DE	NL	DE	UK
PRICING STRATEGY (EUR, inc. VAT)	1 688 - 2 510	2 760 - 2 960 (incl. installation)	990 - 2 540	1 430 - 3 320	610 - 1 100	1 460 - 3 400
MAIN MARKETS	Worldwide	UK	Western Europe, Scandinavia	Worldwide (sold in 80 countries), main focus on Western Europe	Wester Europe, Canada, Australia, New Zealand, Slovenia, Scandinavia	UK (main focus), Ireland, Lithuania, Germany, Poland, Italy, Spain, Turkey, China, USA
FLAT TOP/CONVENTIONAL GRILL	Flat top	Flat top	Flat top	Flat top	Flat top	Conventional grill
COMPETING PRODUCTS		Chef's Anvil 1.0m	Carus, Nero, Phoenix, Large Cube, Magnus, Caesar, Vulcano	Classic 100, Classic 100 Storage, Classic 85, Classic Storage 85, XL, Island 100, Island 100 with block	Yurok, Sloux XL, Yurok XL, Cheyenne XL	Heat and Grill, Gourmet, Garden Party
BENEFITS	square design (heat zones), healthier grilling (drain groove system), thermal properties (ceramics in the core) weather-resistant	Complementary with the rest of the outdoor kitchen equipment	Well established brand with sales in many European countries, wide model range and price offerings.	Strong distributions network worldwide. Dedicated model for restaurant. Transportable (on wheels)	Price	Combination of a grill and outdoor fireplace + accessories included in price
DISADVANTAGES		Expensive. Anvil seems to be very similar to ORYR - which also highlights its disadvantages - mainly grease dropping down to the fire, no Ashtray etc..	It has got a vaulted bottom so can not be made out of Corten. Workshop processing quality including weldments are below average.	1. is made of CORTEN but is not rolled only 2. The pallet is 120x120 as the product is spheric so the box is an octagon - unpractical 3. there is no internal stran as it is round which is good (there is but it is eliminated by dropping to the fire) however this brings the disadvantage of the grease dropping directly into the fire which is practical on one side but very unhealthy on the other side (and it produces fumes). 4. their cover is not from stainless steel and therefore can rust.	Domestic use only (due to size), lower manufacturing quality, limited weather resistance. Other than that same as Remundi - no Corten steel and vaulted bottom. It does have an ashtray though.	Pricing without delivery. Only smaller grills (domestic only). Strong distribution network only in the UK. It is more similar to ceramic grills in the Camado style so not really a direct competitor - the glassed-in area is very nice
TARGET CUSTOMERS	Domestic, restaurants, catering companies, garden designers, workplaces	Domestic, restaurants, catering companies, garden designers, workplaces	Domestic, restaurants, catering companies, garden designers, workplaces	Domestic, restaurants, catering companies, garden designers, workplaces	Domestic	Domestic, garden designers

P&L

Account	12 Sep-9 Oct 202	10 Oct-6 Nov 202
Turnover		
Food Sales	60 000,00	50 000,00
Wet Sales	25 000,00	22 000,00
Other Sales	150	150
Machine Income	0	0
Total Turnover	85 150,00	72 150,00
Cost of Sales		
Food Cost of Sales	18 000,00	15 000,00
Wet Cost of Sales	7 750,00	6 820,00
Staff Costs	27 248,00	23 088,00
Total Cost of Sales	52 998,00	44 908,00
Food GP	42 000,00	35 000,00
Wet GP	17 250,00	15 180,00
Food GP %	70	70
Wet GP %	69	69
Staff Costs as % of Turnover	32	32
Total Gross Profit	32 152,00	27 242,00
Total GP%	37,76	37,76

Administrative Costs		
Advertising & Marketing	200	200
Audit & Accountancy fees	541,67	541,67
Bands / Quiz / Entertainment	400	400
Cleaning	1 400,00	1 400,00
Consumables % of sales - 1.3% of sales	1 106,95	937,95
Card Processing Fees 1.275% of sales	1 085,66	919,91
Electricity	2 000,00	2 000,00
Gas	600	600
Equipment Hire	430	430
Gardening and flowers	0	0
General Expenses- 0 for the year	0	0
Insurance	605	605
IT Software and Consumables	1 300,00	1 300,00
Legal Expenses	25	25
Logs & Calor Gas	0	0
Magazines / Newspapers	0	0
Postage, Freight & Courier -0 for the year	0	0
Printing & Stationery	200	200
Rates	1 634,00	1 634,00
Refuse collection	380	380
Rent	5 769,00	5 769,00
Turnover Rent	0	0
Repairs & Maintenance	400	400
Staff Training	50	50

EBITDA	12 045,60	7 509,35
EBITDA %	14,15	10,41

E-mailové oslovení

- **Předmět zprávy přesně, trefně a atraktivně**

- **Úvod + závěr po britsku**

„Dear Jack, I am contacting you regarding XYZ.“ / „Kind regards“

„Hi Eva, it was good to talk to you today.“ / Best regards / Warm regards / Cheers

- **Keep the message focused**

„To briefly introduce our company...“ / „...our R&D investment makes us stand out from our competitors.“

„Our services are enjoyed by leading Tier 1’s worldwide“

- **Příloha - ideálně jeden dobře zpracovaný materiál**
- **PROOFREAD!**

6

Klíčová položka business plan - sudy



SUDY

- Key-keg
- Polykeg
- Eco-keg
- Petainer
- Dolium
- E-keg
- Steel keg



7

Konkrétní možnosti importu přes CzechTrade UK



Importéři ze Střední Evropy

JAMES CLAY
AND SONS
EST. 1978

KBE DRINKS 

EUROBOOZER
defining better beer

 **BEER
PARADISE**
We'll get the beers in!

CBA | CZECH BEER
ALLIANCE

Home of Real Bohemian Lager

We are the only UK importer with
a Czech independent beer portfolio



**Czech Beer
Alliance UK**



Czech Beer Alliance UK

Philosophy

Dip yourself in the magic of decoction, open fermentation and long lagering in historical cellars.



Our three product categories

Real Bohemian Lager

Born in Bohemia 180 years ago. Decoction-brewed & lagered with great patience in old brewery cellars

Artisanal Lager

Exclusive small batch lagers served unfiltered & unpasteurized to get 100% authentic experience

Craft Beer

Czech hipsters masterfully crafting their liquid, blending ingredients and brewing techniques from around the world



Czech Beer Alliance UK

Czech Beer Day / London 19. 9. 2024



8

Legislative



Paperwork

- Proforma faktura
- Origin
- E-AD
- VDD/C88
- Packing list
- Ostrá faktura

EVROPSKÉ SPOLEČENSTVÍ		MRN		
VÝVOZNÍ DOPROVODNÝ DOKLAD	Odesílatel / vývozce (2) č. <input type="checkbox"/>	DRUH PROHLÁŠENÍ (1)	Kód DZO (S32)	
		Tiskopisy (3)	Bezpeč. prohl. (S00)	
		001		
		Položky (5)	Nákl. kusy celkem (6)	Datum vydání: Celní úřad:
	Příjemce (8) č.	Referenční číslo (7)		
		Kód způsobu platby přepravného (S29)	Kód z. odesl./vývozu (15)	Kód země určení (17)
	Kódy země/zemí na trase (S13)			
Deklarant/ Zástupce (14) č.	Zástupce osoby podávající souhrnné prohl. (14b) č.			
Pozn. zn. dopravního prostředku při odjezdu (18)			Hrubá hmotnost (kg) (35)	
Druh dopravy	Umístění zboží (30)	Číslo závěry (S28)		
na hranici (25)				
Výstupní celní úřad (29)				



Martin Macourek
CzechTrade Londýn

E-mail: martin.macourek@czechtrade.cz
Tel.: +44 7940 986907



CzechTrade UK



Czechtrade United Kingdom & Ireland

