

Success Case Study of Camden Town Brewery: UK's Top Craft Beer Manufacturer

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Pune, India, 02 October 2017: WiseGuyReports announced addition of new report, titled "Success: Camden Town Brewery - Taking craft beer from local niche to national/international brand".

Craft beer is a beer which is not produce by the big brand's companies. It is local and independent, small and it carried from traditions. This beer come in micro beer categories. It considered as pure from taste better and come with wide range of variety. It's quite expensive. Even craft beer come from small and independent brewers but to be so-called craft beer is no easy process, it made through the traditional process and with different flavors. Craft beer is somewhat similar to wine and are available in different taste, can be tasted with a certain food, can be consumed under certain conditions and temperatures.

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Craft beer has become a major area of growth in the stable beer market, which many consumers offer in the mainstream corporate diversity and originality as "production". By mirroring the UK market in the UK, there has been a huge increase in the number of small cemeteries serving on the basis of these customers, to attract the attention of the big names.

Craft beers come in different color, which may be the black or green color, sometimes filtered or unfiltered, full or light body. While the mixture carbon dioxide and water in the beer decide the taste of it. A craft beer can be harder or well ventilated, fat, tender or taut. Even the flavors are sweet, bitter somewhat fruits types some places chocolate.

Camden Town Brewery established in 2010 is one of top player in Craft beers market in UK. It was purchased by AB InBev in 2015.



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Craft beer Market

The report provides in-depth analysis for the "Craft beer". The report provides the major key finding the demand for the growth of this market, analyzing the region wise, market growth and market share. The report provides key players detail profiles along with operations and financial performance. What are the market challenges, opportunities, Trend are studied.

The major key finding in report are:

- It is necessary to understand how to understand and protect the craft beer from a particular conceptual perspective. Even if it is entered as a dimension, geographical availability or a market, at a certain point, Craft Beer cannot be the end of the sculpture and in the eyes of the customer corporate production becomes.
- Jumping into the big business part of the market and the craft trend, it has become useless, staying away from perceived quality, honesty and exclusion
- Customer quality associates "craft"; Beer Consumers declared their fifth Worldwide Independence / Acrobatics production method most attractive to encourage them to trade in their beer selections.
- Craft Brewing have become similar to manufacturers, pubs and retailers, and they have got increasing opportunities to establish themselves and the latter two, in which some craft products need to make space available on their bars or shelves.

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