



# HOW TO SET A **NEW BREWERY** IN AN ESTABLISHED MARKET ?

*By Nicolas Declercq // Léopold 7 Brewery*





**OUTDATED**

**~~ESTABLISHED~~**



A photograph of a bar interior. The background is a wall of grey subway tiles. Two large, blue, cone-shaped pendant lamps hang from the ceiling, casting a warm glow. In the center, a beer tap system is mounted on the wall, featuring 14 numbered taps (1-14) with brass handles. The bar counter is visible at the bottom, with various bottles and glasses on it. The overall atmosphere is dimly lit and industrial.

# CONSUMER UNFAITHFUL

**CHOICE**

**CREATIVITY**

**VALUES**





**QUALITY ≠ IMMOBILITY**

**B1**

**F3**

**F2**

**F1**

LA  
TÊTE  
DANS LE  
SICIL

Lager  
collaborative  
Alabrit

HABICANA

Presqu'  
île

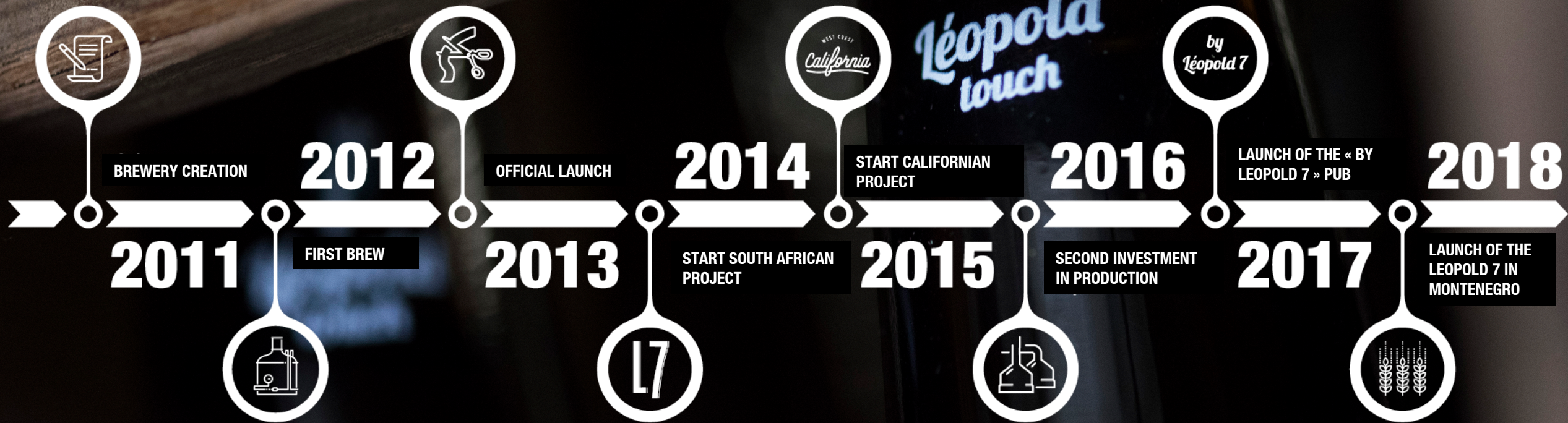




# YES WE *Can*!

**HIGH STANDARDS & HIGH FLEXIBILITY**





*Leopold touch*







**BELGIAN BORN **LOCALLY** BREWED**



**SOUTH AFRICA**



**CALIFORNIA**



**MONTENEGRO**





**MANAGED WITH CONVICTIONS**



A pair of hands, one from the left and one from the right, are shown holding a small, vibrant green seedling with three leaves and visible roots. The hands are cupped together, holding a mound of dark, rich soil. The background is a soft, out-of-focus brown, suggesting a natural setting. The overall image conveys a sense of care, growth, and environmental stewardship.

# 1987: OUR **COMMON** FUTURE

World Commission on Environment and Development (WCED) published by the United Nations

*« Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. »*

*Brundtland Report*



**PLANET**



**PARTICIPATION**

**PROFIT**

**PEOPLE**





Education  
Health  
Well-Being  
Quality of life

**1st P**

**PEOPLE OR SOCIAL DIMENSION**

1  
Léopold  
touch





Natural resources  
Water and air quality  
Energy conservation & land use

**2nd P**

**PLANET OR ECOLOGICAL DIMENSION**





**Cost optimization**  
**Bottom line & cash flow**  
**Cost effective management**

**3rd P**

**PROFIT OR SUSTAINABLE REVENUE**





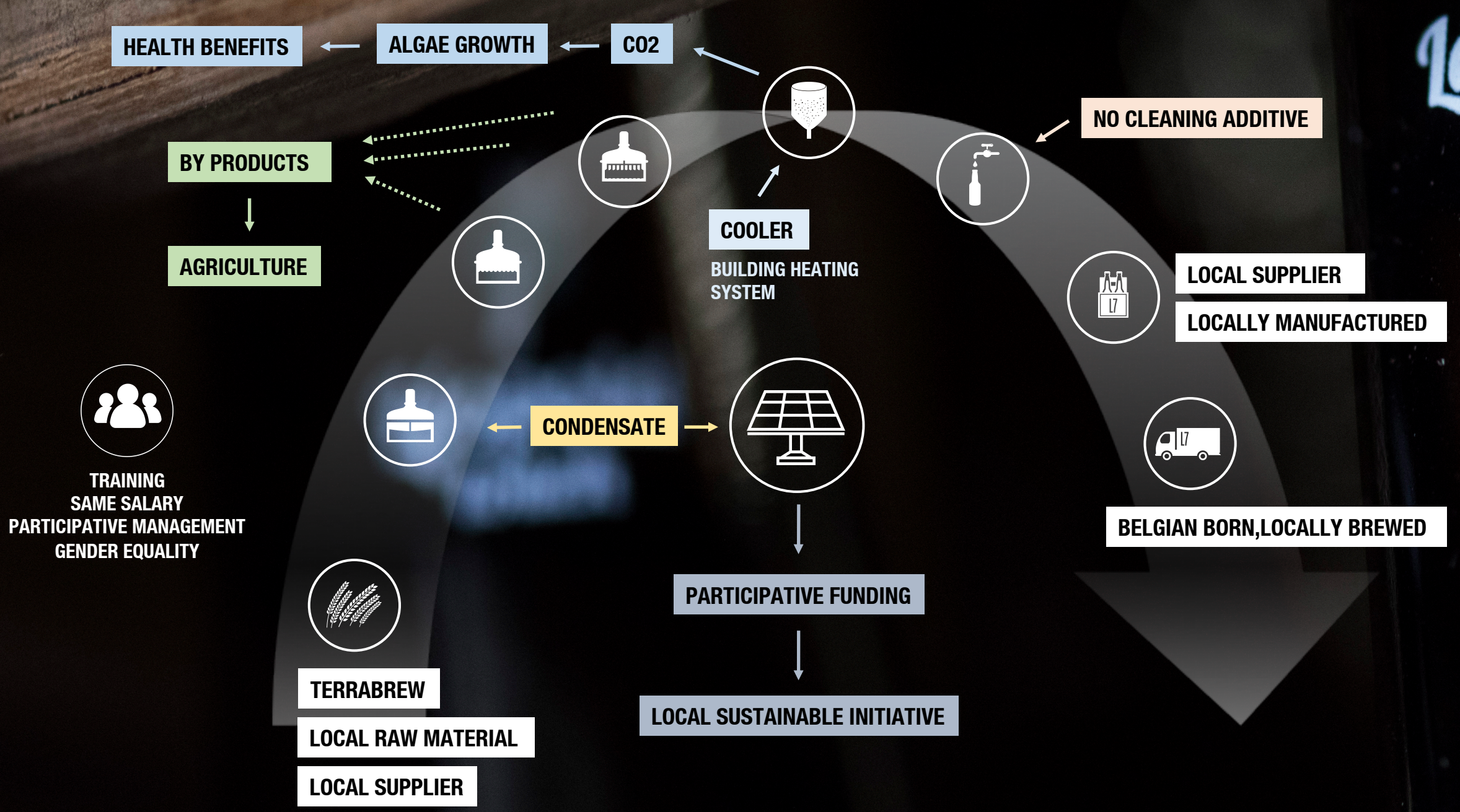
Internal decision diagram  
Strong community  
Contaminators  
Auto-control

**NATURAL INTERNAL AND EXTERNAL AUDITORS**

**4th P**

**PARTICIPATION OR SOCIETAL DIMENSION**





*Leop  
lou*





## BEER

Brussels Beer Challenge



## BREWERY

GPWE  
Best wallonish company  
involved on a sustainable way



## COMPANY

Best wallonish employer  
Grand prix des générations future



## BREWERS

Wallonish talent 2018





**INNOVATIVE COMMUNICATION**

# NEW PLAYGROUND







**THANK YOU**