

QUALITY AND CONSISTENCY

04/06/2019

CERVEZA TYRIS VALENCIA

TYRIS
CRAFT & CREATIVE
Beers

CERVEZA TYRIS

- ↑ GONZALO ABIA 07/06/78
- ↑ CO-FOUNDER AND CEO TYRIS BREWERY (2009)
- ↑ TYRIS MARKETING AND SALES MANAGER
- ↑ GEOGRAPHER, MBA
- ↑ MAD ABOUT BEER
- ↑ PASSIONATE TRAVELLER



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TYRIS HISTORY

- ↑ 2009 BRAUMEISTER 50 LITRES
- ↑ ONLY 8 CRAFT BREWERIES IN SPAIN AT THAT POINT
AND 6 BIG GROUPS CONTROLLING THE MARKET
- ↑ FINANCIAL CRISIS, SPAIN AS WINE COUNTRY AND CULTURE
- ↑ NO BEER EXPERIENCE NO MARKET NO COMPETITORS
- ↑ 2009-2014 CONTINUOUS GROWTH (SLOWL BUT STEADY)

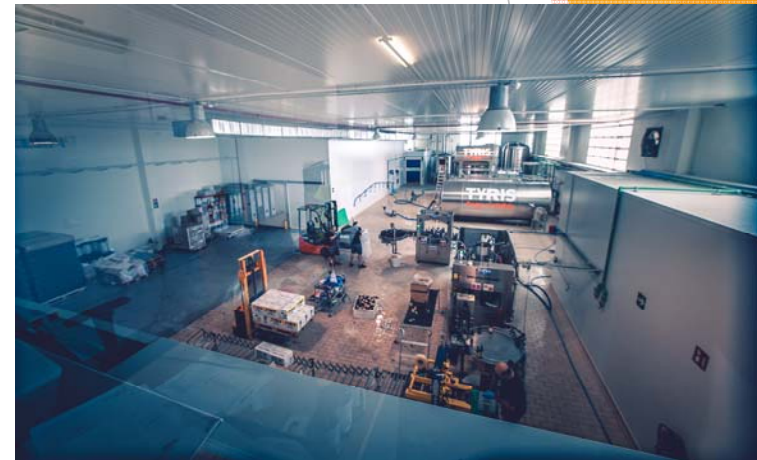
From 200-400-10HL NO MORE ROOM AND THE AMBITION OF HAVING OUR OWN TAP ROOM

- ↑ 2018 NEW BREWERY 40 HL 10000HL/YEAR



WHAT DID WE CHANGE

- ↑ AT THE BEGINNING THE FOCUS WAS ON :
 - ↑ SMALL SHOPS AND RESTAURANTS
 - ↑ FROM EARLY ADOPTERS TO MASS CONSUMERISM
 - ↑ BREWING DEMOCRATIC BEERS (TO PAY THE BILLS)
 - ↑ AND SOME CRAZY STUFF (90% / 10%) WITH FRIENDS
- ↑ MARKET DEVELOPMENT CONSUMER HABITS
 - ↑ NEW CUSTOMER DEMAND GUARANTEE OF QUALITY AND CONSISTENCY
- ↑ NEW CUSTOMERS
 - ↑ ON TRADE, TO SATISFY BIG VOLUME IN ORDER TO ENSURE SERVICE AND KEEP THE WOW FACTOR.



EXTERNAL REQUIREMENT / INTERNAL DUTY : QUALITY, BASICS FOR MICROBREWERY

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- ↑ FOOD SAFETY GUARANTEE
- ↑ PLANNING MEDIUM LONG-TERM
- ↑ WEEKLY PROGRAM
- ↑ CONSISTENCY



IN HOUSE QUALITY, LANDING AT THE BREWERY

- ↑ BRAND NEW AND SELF DEVELOPED ERP:
 - ↑ PRODUCTION, LOGISTICS, HUMAN RESOURCES AND MARKETING, INVENTORY, STATISTICS, CRM...
- ↑ CONTINUOUS IMPROVEMENT:
 - ↑ SUPPLIER CONTROL AND APROVAL
 - ↑ MANAGEMENT OF INCIDENTS AND CLAIMS
 - ↑ STANDARIZE PROCESS, LIKE CLEANING, BREWING, LOGISTICS ETC....
 - ↑ Size everything possible



KEY PERFORMANCE INDICATORS

- ▶ QUALITY PARAMETERS: EXTERNAL LABORATORY IN CERVECEROS DE ESPAÑA:
 - ↑ RAW MATERIALS: HUMIDITY HEAVY METALS, IMPURITIES ...
 - ↑ PRODUCT IN PROCESS: DENSITY, PH, ALCOHOL, BEER SPOILERS, TEMPERATURES, CO2 ETC...
 - ↑ FINISHED PRODUCT: COLOR, CO2, BITTERNESS, DRY EXTRACT, %ABV, ORGANOLEPTIC



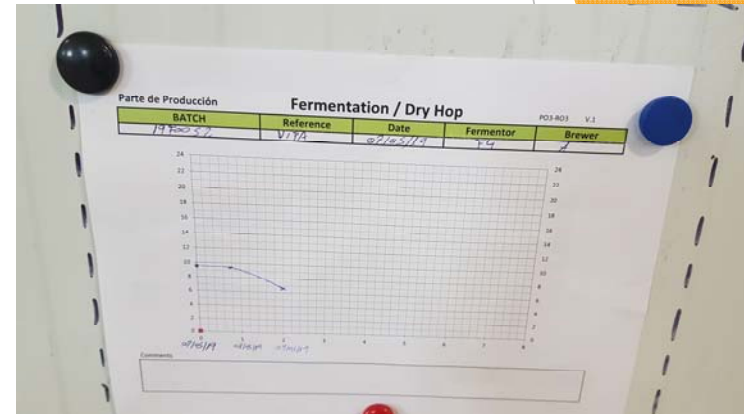
KEY PERFORMANCE INDICATORS

- ↑ BREW HOUSE PERFORMANCE (KG/MALT WORT)
- ↑ % ATTENUATION
- ↑ BOTTLING PRODUCTIVITY (BOT/WORKER/HOUR)
- ↑ QUALITY IN PROCESS (SUCCESS)
- ↑ WORKING PLAN ACCOMPLISHMENT
- ↑ SERVICE RATE
- ↑ MONETISED LITRES VS BOTTLED (RATE OF LOSSES)



NON VISUAL FEEDBACK (NOT ONLY SECURITY)

- ↑ QUALITY GIVE US A COMPETITIVE ADVANTAGE
- ↑ REDUCE COMPETITION (NO WAY TO COMPARE)
- ↑ THE CUSTOMER TRUSTS US, RELAY ON THE BRAND
- ↑ SELLERS TRUST OUR PRODUCT, FINAL CUSTOMER AND IN MIDDLE CLIENT
- ↑ BRAND IS RELATED WITH QUALITY
- ↑ WORKING ON THE MOST EXIGENT MARKET ALLOWS US TO WORK IN OTHER CUSTOMER FIELDS, WHICH GIVES US THE OPPORTUNITY TO KEEP GROWING AND DIVERSIFY OUR MARKET, LESS RISIKO.
- ↑ WE CAN FEEL SURE ABOUT OUR FUTURE ON DIFFERENT MARKET STAGES
- ↑ ALLOWS WORK IN OTHER INTERNATIONAL MARKETS



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| BATCH | Reference | Date | Tank | Brewer |
|----------|-----------|----------|------|--------|
| 19100052 | V172 | 20/02/19 | 19 | |

NEXT AIM: CERTIFICATION

- ↑ NEXT CHALLENGE IS TO BE THE FIRST ISO AND IFS SMALL BREWERY IN SPAIN
- ↑ THAT SHOULD GIVE US BACK GROW, BRAND VALUE AND REAL QUALITY OF OUR BEER OBJECTIVE AND SUBJECTIVE
- ↑ BETTER COMPANY VALUE
- ↑ 2019-2021 AIMS 30% YEARLY GROW

