

# The Beer Challenge

This is one of Poisson Rouge's most popular Challenges and it's not hard to figure out why! Using the medium of beer this activity challenges teams to explore every aspect of bringing a new product to market.



Teams must think about their target audience—who's going to buy their beer, what it's going to cost, where they are going to distribute it, etc.

We set up a factory in which each team has all the materials to create a brand new product.



Bottles, raw beers, flavourings, labelling equipment, crown cap stoppers etc.



Teams are first introduced to the vagaries of beer tasting and the world of different beers. Did you know that there are over 10,000 different makes of beer in Belgium alone! Having had a chance to sample a variety of different beers from all over the World teams are then briefed that they represent a small, failing brewery that needs their help.



Teams must create a new flavoured beer and work out the packaging, promotion, marketing strategy and then present the new product to the rest of the participants.

As a team they must develop a new beer that will re-establish their fortunes and bring them back to profit.

They must also produce and perform an advert for the beer, which must include a jingle. Where possible, it is even better to shoot the commercials on video.

**'Homer no function beer well without!'**



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