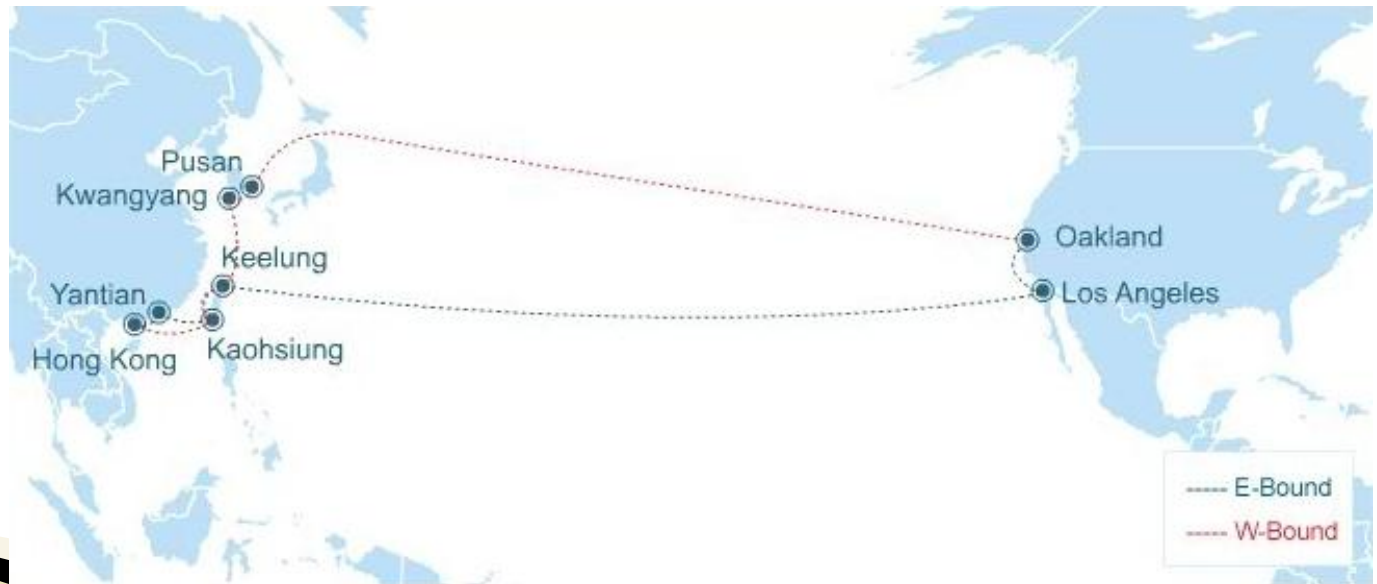


Exporting Your Beer to Taiwan

Presented by: Yuhang Lin

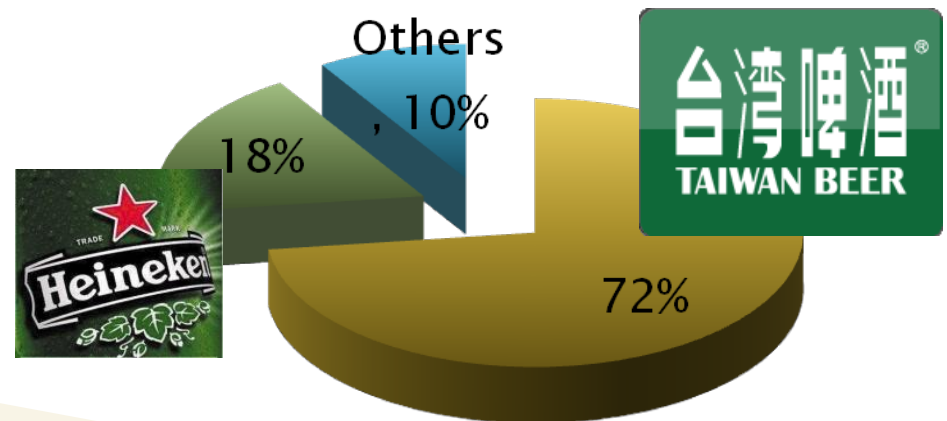
Taiwan

- Size: 35,980 km² (Delaware + Maryland)
- Population: 23 million
- Beer Consumption Per Capita: 22.5(liter, U.S is 77.1)
- Weather: Hot & Humid
- Transit Time from West Coast to Taiwan=15–30 days



Beer Market Overview

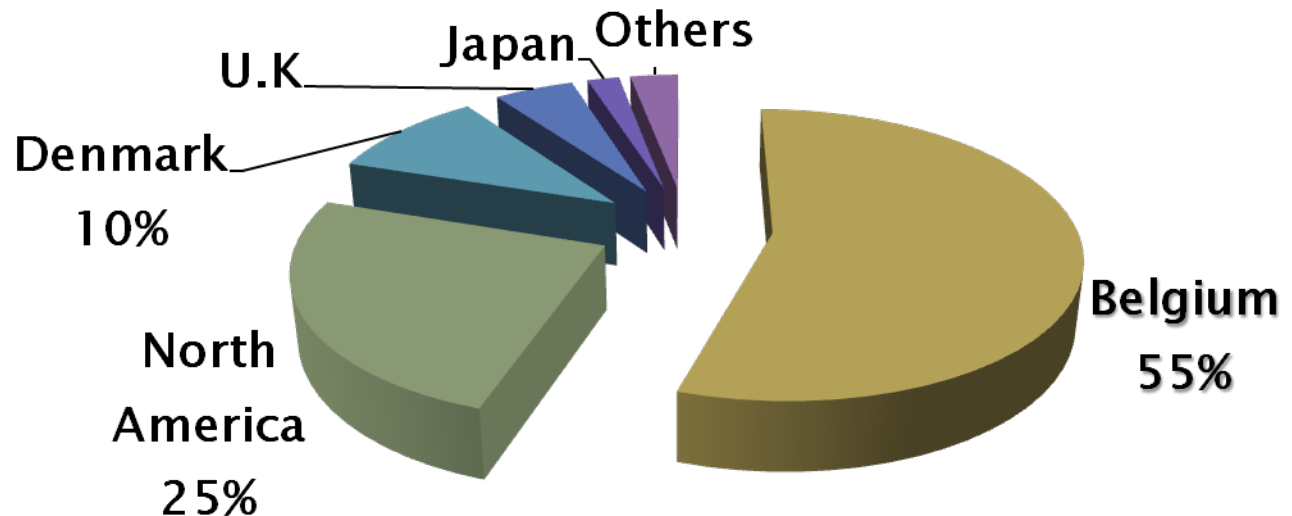
- Taiwan Beer Market size = **517 million liters**
- Imported volume = 149 million liters(28.82%)
- The market is dominated by Taiwan Beer (previous state-owned company), counts 72% market share.
- Leading Imported beer brand: Heineken (18%)
- **Taiwan Beer + Heineken counts 90% of total beer market share.**



Craft Beer Market

- Craft beer accounts for **less than 1%** of the total market
- Consumption has grown annually nearly **20%** from 2011–2014.

Country of Origin of Imported Craft Beer



Consumer Trends and Interests

99% Beer Drinker

- ❑ Food pairing is huge.
- ❑ Build up taste for beer from Ads.
- ❑ Bitterness/sourness=bad quality
- ❑ Fruit beer is popular(Sweetness = Good)
- ❑ Beers from Japan/Germany=good quality



Consumer Trends and Interests

1% Craft Beer Drinker

- Growing population of returned Students/ABC/Expats
- Growing demand of American IPA/ Session beer/ Stout/ American Wheat.
- Belgian beers came to Taiwan in 90's, local craft beer drinkers are looking for something different now.
- More beer tasting/events (Thanks to FACEBOOK)
- Strong demand from Independent cafes/bistros/bars



Consumer Trends and Interests

Where Craft Beer is Sold in Taiwan.

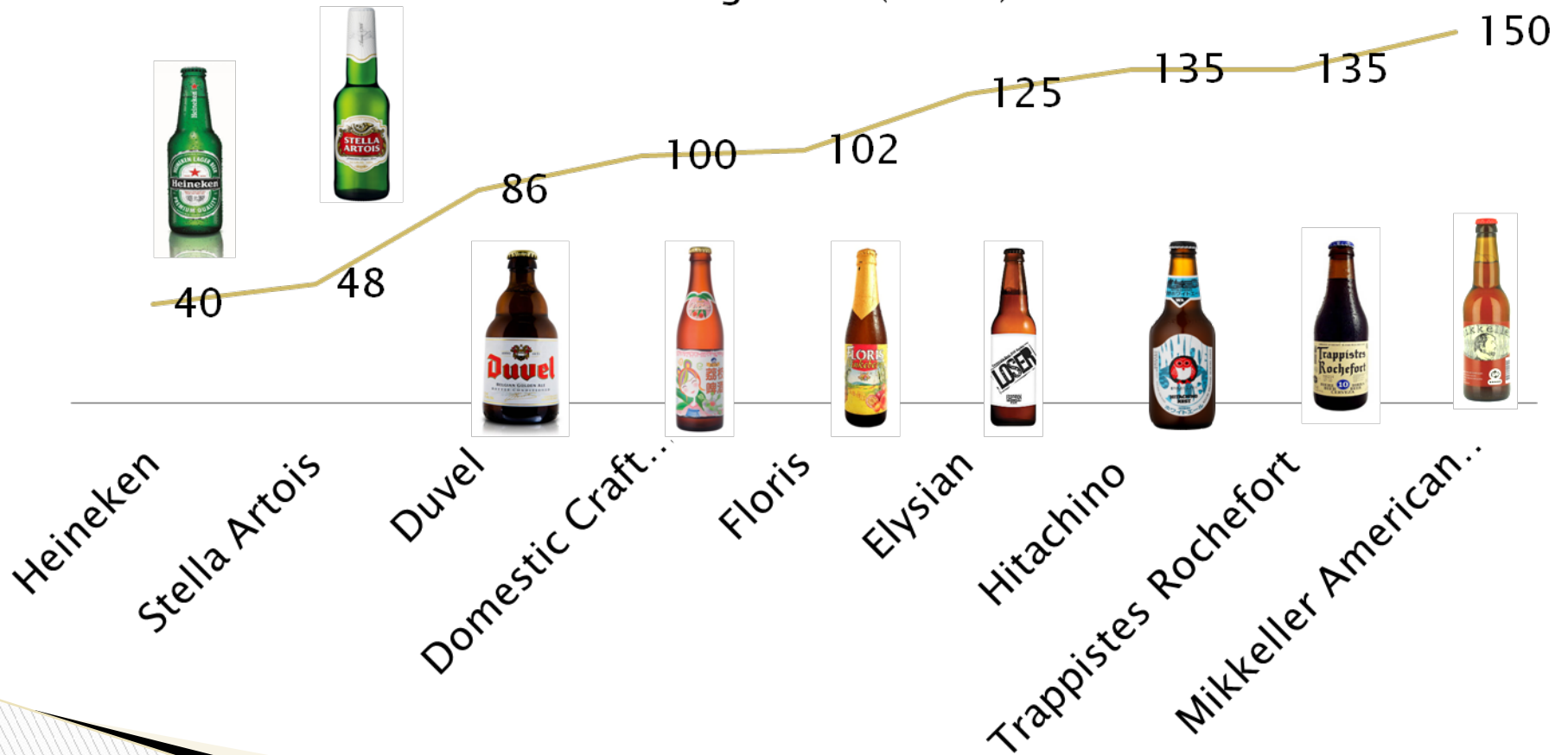
- On-premise (75%)
- Specialty craft bar/taproom
- American restaurant/diner
- Cocktail bar
- Café
- Off-premise (25%)
- Specialty Craft Beer Bottle Shop
- High-end Supermarket
(People don't buy 6 packs)



Pricing

Average Price (NT\$30 = US\$1)

— Average Price(Retail)



Distribution and logistics

- Refrigerated Shipping is a MUST.
- Typical Taiwan Local distributor/wholesaler has limited knowledge and willingness to distribute and promote craft beer, also lack of proper shipping method.
- Professional delivery company is available to provide climate/temperature controlled delivery service.



Storage

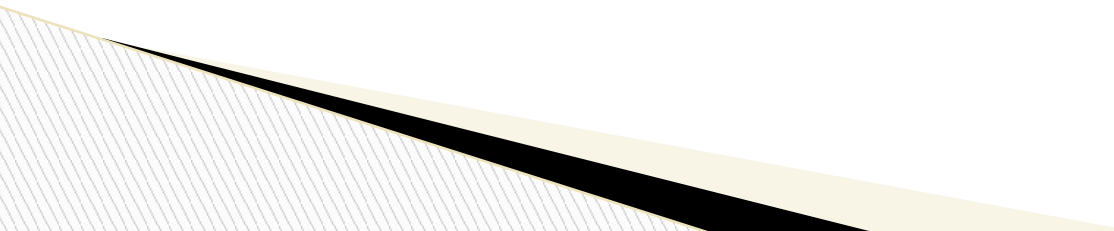
- Typical Warehouse in Taiwan - metal sheet house(no A/C)



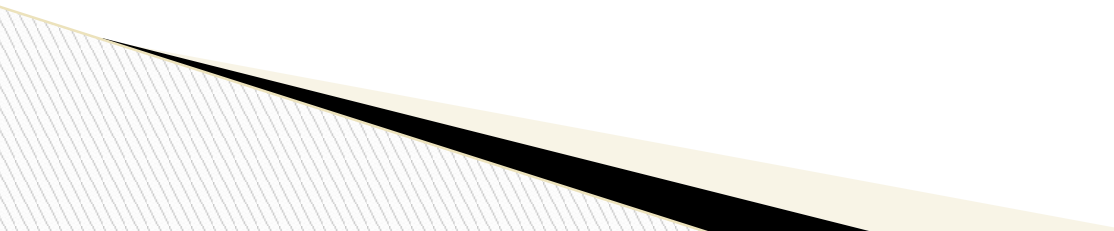
- 3rd Party Climate Control/Refrigerated Warehouse is available



Labeling requirements

- The following information must be provided on all labels, in **Traditional Chinese** (except for brand names of imported alcohol products, names and addresses of the foreign manufacturers, and any geographical indications)
 - Information should be provided by the importer before go through customs clearance.
 - Labels can be stickered on by the importer in Taiwan.
- 

Labeling requirements

- **Brand name**
 - **Product type** (i.e. beer)
 - **Alcohol content:** The tolerances allowed for the alcohol content referred to in the preceding paragraph is 0.5 degree.
 - **Country of Origin of imported alcohol products:**
 - **Names and addresses** of manufacturer and importer.
 - **Volume**
 - **Warning Statement**
 - **Expiration date(Shelf Life):**
 - **Recycling Symbol**
- 

Sample of Label

iKi “生” 綠茶柚香啤酒

主要原料：水,大麥芽,小麥芽,啤酒花,酵母,煎茶,日本柚汁

酒精成分：4.5% 適飲溫度：4°C-6°C 容量：330ml(毫升)

原產地：比利時 製造商：INNO FOOD

地址：Doornzelestraat 20, 9080 Lochristi, Belgium

保存期限：18個月 有效期限：如瓶蓋標示(西洋日/月/年)

進口代理商：貝勒國際事業有限公司

地址：台北市內湖區南京東路六段248號

消費者服務專線：(02)8792-0327

注意事項：搬運時請小心碰撞避免爆破

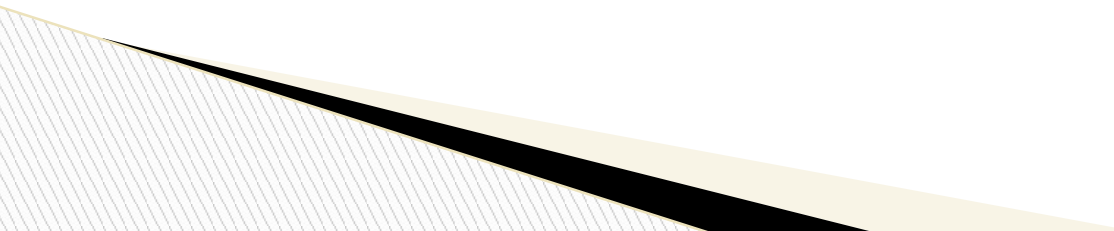
請存放於陰涼處避免陽光直射

未成年請勿飲酒



“iKi”臉書粉絲頁

Regulatory Issues

- Certificate of Origin is required per shipment
 - Organic Certification is required per shipment
 - Bottling date: Marked on product is preferable but not required
 - Shelf life: Must be labeled for beers under 7% ABV but no specific duration required
- 

Regulatory Issues

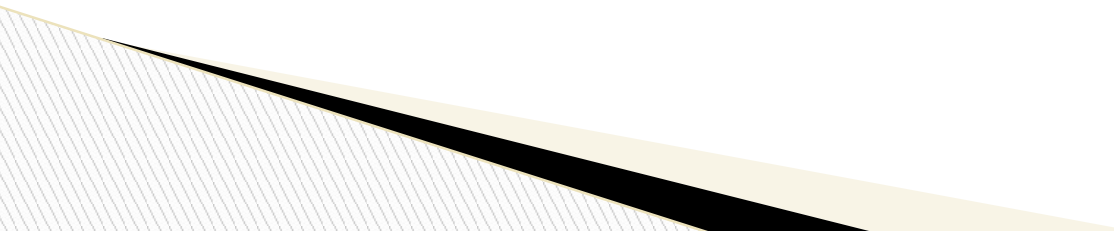
- Hygiene Standards: Analytes must be tested for
 1. Methyl Alcohol < 1000mg/L
 2. Lead < 0.3mg/L
 3. Sulfur Dioxide < 0.03g/L

Importers are required to comply with the Hygiene Standards for Alcohol Products. Importers may submit documentation for sanitary inspections or safety assurances from officials or recognized associations in the exporting country as an alternative to customs clearance product inspection.

Regulatory Issues

- With documentation for sanitary inspections or safety assurances: No need to be inspected by Customs.
- Without documentation Customs clearance product inspection: Inspect by random by Customs, might take another 5 – 7 working days.

Challenges for US craft beer

- Hoppiness and bitterness
 - Negative perception of American beer (Bud, Miller)
 - High Price (Compared to Belgian beers)
 - Preference of Belgian beer
 - Competition from the “New World Brewery” (e.g. breweries from Scandinavia, Japan & New Zealand, etc.), which is more export-oriented.
- 

Opportunities for market development

- Strong Culture Connection(e.g. Music, Movie, Sport)
- Consumer loves American food product. Taiwan is the 7th largest market for U.S. food, beverage, and agricultural product exports.
- Reasonable Price (Compared to the New World Brewery)
- Craft beer is getting popular. Team up with the “trendsetter” (Opinion leader in the bar/restaurant industry)

MALT INFUSION TUESDAY
週二 極樂啤酒日

紅馬頭 威士忌精釀啤酒
TWD200+10% PER BOTTLE 每瓶
ELYSIAN "BETE BLANCHE" TRIPEL
白頭 三麥金啤酒
TWD200+10% PER BOTTLE 每瓶

ELYSIAN "THE MEN'S ROOM" ORIGINAL RED
TWD200+10% PER BOTTLE 每瓶
ELYSIAN "BETE BLANCHE" TRIPEL
白頭 三麥金啤酒
TWD200+10% PER BOTTLE 每瓶

SPECIAL OFFER 優惠好禮
TWD350+10% PER ANY 2 BOTTLES
AT ONE TIME 同時買任兩瓶

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02 7703 8857
BF.TAIPEI@WHOTELS.COM

W
TAIPEI

About Us



Cascadia Intl Distribution LLC

- Smallest giant in the market: We import **83%+** of hoppy ales in Taiwan market.
- We care about our reputation, and yours. We are **the one and only craft beer distributor in Taiwan** which will **ONLY** import via **Refrigerated containers**



About Us



Company Profile

- Founded: 2009
- Location:
 1. Offices: Taipei & Seattle, WA
 2. Warehouse: 2, all climate controlled.
- Revenue: US\$540,000 in 2014
- Employees: 7 in Taiwan, 2 in Seattle



Thank you very much for your
time!



Any Questions?



Please Contact:

□ Yuhang Lin (Taipei, Taiwan)– yuhang.lin@cascadia.com.tw