



Department of
Primary Industries and
Regional Development



Partnering for Customer Value snapshot: Beerenberg

Beerenberg is a South Australian family owned business acclaimed for its premium jams, pickles, sauces, dressings and condiments. The Beerenberg Family Farm, in the family since 1839, is also a tourist attraction and retail store, growing 'pick your own' strawberries. The company is one of the best-known brands in the hotel industry in Asia-Pacific, supplying single portion packs.



Snapshot

Industry

Processed food

Location

Hahndorf, South Australia

Timeframe

- Diversified into jam production: 1971
- Entered airline market: 1985
- Introduced provenance assurance: 2009

Transformation

Sales of ~\$11 million in 2006 → \$14 million factory expansion and sales of ~\$28 million in 2018

Key investments

- Invested in provenance assurance and new website in 2009
- Invested in major rebranding in 2013
- \$14m facility expansion completed in 2018

Key markets

Australia, Japan, China, Pacific, South East Asia

Tools/Models

Utilised the open innovation model and accessed expertise from outside the business in order to innovate and develop its whole product including marketing, public relations and consumer research, provenance solutions and website design, brand and label design, factory design.

"If you're not brave, you don't realise the risk you're taking. We just did it although a lot of people had doubts. And it was the best thing we ever did because it allowed us to build our new factory, new headquarters... It catapulted us to a new level nationally."

Anthony Paech, Managing Director, Beerenberg

Concepts



Hard to replicate advantage



Customer development model



Whole product offering



Open innovation

Critical Success Factors

1. Focus on the customer development model; discovering and listening to its customers and refining the product so that it best meets its customers' needs.

"It's about maintaining the relationships and about staying relevant. For us to have products that Indonesian consumers want to buy, we have to visit the market and really understand its consumers."

Anthony Paech, Managing Director, Beerenberg

2. Focus on delivering a 'whole product' to customers; high quality products, innovative portion packaging, provenance assurance, engaging story and website for end consumers, tourist destination and experience.

"They have come a long way embracing change and risks to constantly create value. This is evident from the single serve portions for airlines and hotels, to the rebranding and label design shifts and the provenance assurance system – all of which were driven by the desire to meet customer needs more effectively."

Claudine Soosay, Author

3. Willingness to innovate and to constantly apply learnings from all business ventures.

"Beerenberg has an optimistic outlook and drive for growth...where risks are necessary and key to success. Failure in one venture can be seen as a learning lesson and stepping stone to success in future ventures."

Claudine Soosay, Author

4. Ability to identify, develop and leverage hard to replicate advantages in its whole product offering; developing premium single portion packaging and consumer facing provenance assurance.
5. Focus on creating demand pull for Beerenberg brand, through a consumer focused website, provenance assurance tool, social media presence and major rebranding exercise.

"People ask more questions now before they make decisions about what they will buy. They want to know where it comes from, what's in it, who's involved in making it and how it was produced. This is an opportunity for companies like ours. The move to enable our customers to find out exactly what's in the jar takes our commitment to authenticity that one step further."

Anthony Paech, Managing Director, Beerenberg

6. Willingness to invest time and money in business development projects, including market understanding.

Why you should read the full case study

- Description of the elements of value that Beerenberg's whole product delivers to their customers
- In-depth explanation of the customer development process
- Real world examples of open innovation

Beerenberg full case study

➔ agric.wa.gov.au/p4cv

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