

Comparing of Local Breweries – Purkmistr (CZE) & Lakefront (USA)

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Introduction

The aim of this project is to compare two local breweries – Purkmistr (Pilsen, Czech Republic) and Lakefront (Milwaukee, USA). The main core of comparison will be brewery products and services and additional activities offered by each brewery. As a result of this project, there will be suggestions of improvements available to both local breweries.

1. Breweries in the USA and in the Czech Republic in general

In the United States and Czech Republic there exists a long history of brewing beer with the latter being the inventor of pilsner style beer. The Czechs arguably could be credited with the invention of the modern day beer culture due to the fact that in the year 1250 Good King Wenceslaus convinced Pope Innocent IV to lift a ban on brewing anywhere, but monasteries (Rail). This allowed for the number of breweries and, therefore, the quality of the beer to increase not only in the Czech Republic, but also in Europe as a whole. Today the Czech Republic has roughly 300 breweries with more opening every month (Pividky, 2011). Moreover, the styles of beer being brewed in the Czech Republic are expanding from the traditional pale and dark lagers to top fermented ales and wheat beers common in the United States craft beer industry. In the United States, there is somewhat of a brewing renaissance occurring due to both the massive growth in number of breweries, as well as styles being brewed. Lakefront Brewery and Purkmistr are evidence of this growth or in other words renaissance.

As is the case in most industries there exists metrics, which categorizes the different companies. In the beer industry breweries are categorized based on the amount of beer that they produce, however these categorizations are not uniform across the world. In the Czech Republic and Europe beer output is calculated in hectoliters, whereas in the United States it is calculated in barrels. One barrel is equal to 31 gallons and one hectoliter is 0.84 barrels, which is 26 gallons. Europe categorizes their breweries into two different categories: industrial breweries those that produce more than 10,000 hectoliters annually or microbreweries/brewpubs which produce less than 10,000 hectoliters annually (Pividky, 2011). The United States has three different categories for breweries, which are macro breweries that produce more than 6,000,000 barrels annually, regional breweries that produce less than 6,000,000 but greater than 15,000 barrels annually and lastly microbreweries/brewpubs which produce less than 15,000 barrels annually (Defining). Though the categorizations are different both the United States and Czech Republic are seeing growth on the microbrewery end, so much so that 94% of American breweries

(Number) and 86% of Czech breweries are microbreweries (Pividky, 2011). These percent's represent the quantity of breweries and not the percent of sales, which is still controlled for now by the macro breweries.

The growth of microbreweries can be attributed to the change in consumers taste and preferences for beer. Traditionally macro breweries are associated with simple lager style beers, which for many consumers are not exciting to drink. Craft beer, which is what nearly all microbreweries and regional breweries brew is defined by the Brewers Association to be beer brewed by a small brewery using both traditional and unique ingredients to produce a distinct flavor. Additionally, craft brewers are typically highly involved with their community and have distinct ways of connecting with their customers (Craft). In the late 1970s in the United States craft breweries started to arise due to the limited selection of anything but pale lagers and the demand for something unique. Craft breweries started to both return to the traditional ways of brewing which had been lost over the year due to successful marketing campaigns by macro breweries, and to add unique ingredients and styles to their beer. The growth in craft beer is directly tied to the increase in the number of breweries in the United States, which in the late 1970s was as low as 44 (History), but today has grown to 2,822 (Number). The Czech Republic influenced by the United States is beginning to see this similar growth in craft beer and in number of breweries in the country. In 2007, there were 100 breweries in the Czech Republic, but today there are 298 breweries offering a variety of different styles and flavors (Pividky, 2011).

2. Purkmistr Brewery

Purkmistr is a microbrewery, or brewpub, located in Černice in the West Bohemia region. The brewery has a lot of history. Purkmistr was originally founded in Domažlice in 1341. The brewery was given permission granted by the Czech King Václav IV to brew their beer and was the only one in the area. Around the 18th century, more breweries came in the West Bohemia region. Privatization was a reason that caused the brewery to close in 1996. Purkmistr produced its Purkmistr, Rychtář, Písař, Prior and Radní beer and soon became free trademarks, causing Rychtář and Prior to be bought up by other competitors (Heřmánek, 2015). It took a while to get everything in order for the new location, so in 2007 Purkmistr opened its doors in Černice. The camel was chosen as their logo since it is a traditional symbol of Pilsen. The brewery currently makes around 1,550 hectoliters per year of beer. Purkmistr is such a small producing brewery that everything is done downstairs in a small room. The process of bottling the beer is even done by hand. Currently, Purkmistr only

sells their beer in bottles and barrels. The beer is distributed locally in the West Bohemia region, and recently started selling it in Prague and other cities in the Czech Republic (*Purkmistr, 2013a*).

Purkmistr brews their beer like the traditional Czech way. Purkmistr does not filter or pasteurize their beer, so it has a small time period, a maximum of a couple months until the beer expires. The beer is fermented in open containers. Purkmistr mainly makes lager beer, with a few different types including a wheat beer, a Bavarian beer, and a Vienna type beer. Over 65% of Purkmistr's beer sales are for their pale lager (Heřmánek, 2015). Dark, semi-dark and light are the three kinds of beer. The beer is made with many different flavors of ingredients including ginger, cannabis, lemon balm, cappuccino, and fig. A green beer is made in March for Saint Patrick's Day. This green beer is only available on tap and only 100 liters were made in 2015, so it is in a limited supply. Also in 2015, Purkmistr created a special beer for Easter. This is a lighter beer that is only served in half-liter bottles. In 2013, Purkmistr created a special beer called Lukrezia Borgia, which is one of the first of its kind. Lukrezia Borgia is a beer that is almost as thick as honey and is put into oak barrels, which is similar to the barrels that are used to make malt whiskey. The oak barrels give it a different flavor of malt and whiskey. Since this is a unique beer, it comes with a higher price. Only 120 bottles are produced each year. Beer is not the only type of alcohol that Purkmistr makes. Five different types of liquors are made, ranging from beer liquor to beer rum (*Purkmistr, 2013a*).

If customers want to get a closer look at the brewery, a private tour can be arranged for only 70 koruna. This includes a 30-minute tour of the brewery. The tour guide goes into the unique brewing process step by step. There is also this individual tour with a small gift (degustation glass) and this tour costs 120 koruna. Purkmistr offers more types of tours, one for 30 koruna that is a normal tour, and one for 50 koruna that has a sampling of two beers (*Purkmistr, 2013a*).

Picture 1: Brewer's Courtyard Pilsen - Purkmistr



Source: Plzeň 2015 (2015)

Purkmistr is not just a brewery. "Brewer's Courtyard Pilsen" has a wine cellar, restaurant, tavern, conference hall, hotel, wellness center, beer spa and a bowling alley. The two restaurants can hold up to 80 and 90 people. The copper brewery boilers are located in the restaurant, which help provide a unique experience at the local brewery. Downstairs in the brewery, Purkmistr offers a bowling alley with three lanes. The close vicinity of the accommodations of the hotel make it a true getaway experience. The hotel has 32 rooms to accommodate guests. Purkmistr's beer spa is one of the main attractions. Purkmistr capitalizes on their unpasteurized and unfiltered beer by using the older beer to fill the beer spa. This utilizes the old beer that they could no longer drink and would have had to throw out. The beer spa is in a wooden bathtub. This treatment lasts for sixty minutes and is the ultimate cultural experience. Beer is known to be good for the skin and is even in many other products from lotion to shampoo. There are many other activities to relax with at the wellness center. Whirlpools, steam baths, massages, and saunas are in the wellness center for people to use and relax (*Purkmistr, 2013a*).

Slunce ve Skle or the Sun in the Glass is a festival that Purkmistr has been hosting since 2008. This is a festival that takes place in September and each year a different beer is only brewed for the day of the festival. Traditional costumes and music are commonly seen at this festival. A competition takes place between many breweries, and the winner is voted by the visitors of the festival (*Purkmistr, 2013a*).

Purkmistr also has a small gift shop. There are many different mugs and glasses with the Purkmistr camel logo. Many different types of clothing are offered ranging from polo shirts to t-shirts. Coasters, key chains and bottle openers are a few of the other items offered. Every kind of the Purkmistr beer and liquor is also available for sale. Slunce ve Skle items are

also offered in the gift shop. Purkmistr has social media sites including Facebook, Twitter, Pinterest, and YouTube. Facebook and YouTube are their most utilized social media sites (Purkmistr, 2013a).

Picture 2: The official logo of Purkmistr Brewery



Source: Purkmistr (2013a)

2.1 History of the Brewery

The history of Purkmistr Brewery starts in 1341 in a city called Domažlice, in the region of West Bohemia, closer to current borders with Germany. This city has the right to brew the beer in this area and in a distance of one mile, they were the only one brewery, it was granted to them by the edict made by the Czech king Václav IV. In 16th century, there were two main types of beer – white beer from wheat and black beer from barley. In this era, brewing of the beer was very common all over the Czech Republic. In the 18th century, more competitors in the region of West Bohemia appeared and they were already divided into bigger breweries and mini breweries. Through the ages, the brewery changed its name and the owners and in the middle of 20th century, it became a part of state enterprise Západočeské pivovary (The breweries of the West Bohemia). This enterprise also changed its name and the form of business, but in the 1994 after privatization it was a part of Pilsner Urquell brewery. But they needed to cut off some of the breweries and beers outside of Pilsen as the reduction of the competing labels, so in 1996, the original Purkmistr Brewery in Domažlice was closed. After ten years, the idea of reopening the old brewery in Domažlice saw the light. But the discussions between Domažlice and Purkmistr Brewery were not going well, so that is why nowadays Purkmistr Brewery is in Černice in Pilsen. It owns the original Purkmistr, Písař and Radní beer labels and in 2007 this brewery was officially opened.

Picture 3: Coasters from the original Purkmistr Brewery in Domažlice



Source: Pivní tácky (2015)

2.2 Brewing Purkmistr

Purkmistr beer is made by original technology and the decoction process is made twice or three times according to the traditional recipe. The main fermentation takes place in brewery cellars in six fermentation tubes. Then it is transferred to thirteen lager tanks. Purkmistr beer is served not pasteurized and not filtered to keep all important nutritious components – sugars, B-vitamins, minerals, yeasts etc. (Purkmistr, 2013b).

The main ingredients for making Purkmistr beer are malt, yeast, water and hops. Purkmistr brewing masters use the old traditional way in modern conditions. Also Pilsner water is very soft, that's what makes all Pilsner beers so tasty. The hops used for brewing Purkmistr beer comes from the hop-growing region of Žatec. To gain the beer of the highest quality, Purkmistr's brewery masters use several kinds of brewing barley mixed together (Purkmistr, 2013b).

First step of making the beer is malting process. The barley is mixed with water and it's dried out to the moisture content below 14% in the air of 5% humidity and stored for approximately six weeks. Then it's immersed into the water and it rests for two or three days until the grain absorbs the moisture and starts to sprout. When the moisture content is around 46%, it is transferred to the underground germination floor where is the temperature between 10 and 15 degrees Celsius. There it is kept for 5 to 7 days until it is air-dried, then it is moved to another container where the air-drying continues. After that it needs to rest for one month until it is moved to the brewery itself. In the brewery, the malt is crushed and goes into the vessel. This lasts from 1 to 3 hours, depending on the malt type. In the vessel, crushed malt is mixed with water and boiled. The product at this point is called mash and this decoction process is repeated twice. Then the yeast are added, brewing masters have different yeast for different type of fermentation. The common Purkmistr beer is prepared

with lower fermentation and upper fermentation is used for wheat beer. These fermentations took seven or eight days (Purkmistr Tour, 2015).

2.3 Products

One of the strengths of Purkmistr brewery is the variability of their beer. This brewery offers approximately 20 different beers, some of them flavored. The main product of Purkmistr brewery is Purkmistr 12% pale lager. It is pilsner type beer. Out of 1,550 hectolitres of beer made in 2014, 65% was this pale lager. Purkmistr 12% - semi dark lager stands for English type beer. Bavarian type of beer is represented by wheat beer Písař 12% and smoked lager Purkmistr 12%. Purkmistr brewery also produces Vienna type beer and it is Radní 14% - amber semi dark special with extended maturing time. The most varied type of beer is Bohemian type beer Purkmistr 12%. One of the beers is dark lager and many specials with different flavors. These are: blueberry, ginger, sour-cherry, cannabis, honey, vanilla, cappuccino, horse raddish, mojito, praline and fig. Very special beer is green Purkmistr, which contains cannabis, sweet woodruff and lemon balm. This special beer is brewed only in March for the occasion of the celebration of Saint Patrick's Day and for the Easter. It is the only green beer available in Pilsen and it is only served on tap. Purkmistr Brewery brewed 100 liters of this beer for the celebrations in 2015. For the Easter, Purkmistr also prepared light Easter special available only during Easter in 0.5 liter bottles. This special beer contains 5.3% of alcohol. All of the Purkmistr beers are sold in bottles and the most common in barrels, they do not offer beer in cans and it can be one of the possible improvements that Purkmistr brewery can do (Purkmistr, 2013a).

Picture 4: Purkmistr 15 % – light Easter special



Source: Purkmistr Facebook (2015)

In 2013, Purkmistr firstly introduced a very special beer called Lukrezia Borgia. In summer 2013 the first historically brew of the Lukrezia Borgia beer saw the light. It is special

type of the beer called “barley wine”. This beer is heavier almost as honey, it has 8.3% of alcohol and after it is brewed it is put into lager tanks and then it is moved to oak barrels where malt whisky used to be matured. These barrels were specially ordered by Purkmistr for the occasion of brewing this special type of beer. It has the taste of different types of malts and whisky from the oak barrels. That is what makes Lukrezia Borgia beer so special. And special beer deserves special presentation so that is why Lukrezia Borgia beer is tapped into a sect bottles with cork and safety lock cage. It has its own label with a serial number and certificate and this beer is one of the most expensive ones in Pilsen. It is an exceptional Christmas gift and it is really rare – only 120 bottles per 0.75 liters are brewed. For those who are interested, this beer can be ordered in advance at the front desk of Purkmistr hotel (Lukrezia Borgia, 2015).

Picture 5: Lukrezia Borgia



Source: Lukrezia Borgia (2015)

Purkmistr Brewery offers also liquors. On the stock, there are five different types of liquors. These are beer hard liquor Purkmistr – Velbloudice 40% vol., beer liquor Purkmistr – Lázeňák 28 % vol., beer liquor Purkmistr – Lovečák 28% vol., beer rum Vlčák Tuzemský 38% vol. and malt Punkvodka 40% vol. These liquors are quite popular amongst Purkmistr customers. According to Purkmistr recipe, the distillery in Černá Hora in the Czech Republic used the leftovers from production of non-alcoholic beer and in 2013 they made one-time brew in the amount of 460 liters of liquors. Today, in April 2015, on the stock is only last 10 liters of these liquors and Purkmistr is looking for a new supplier because distillery in Černá Hora was closed in the meantime. Unfortunately, these liquors are not much promoted, so in the future, Purkmistr could invest some amount of money to marketing and maybe local commercials for these products after they find a new supplier.

2.4 Situation on the market

Nowadays, the trend is to sell the beer not pasteurized, because the customers like its taste. Many of the breweries try to make the beer not pasteurized, but it is not as easy as it may look. Unfortunately the beer that is not pasteurized has really short expiration date, so it

needs to be consumed quite fast. That is the reason why the producers of not pasteurized beer are forced to make only the beer that is most popular. And they cannot distribute this beer abroad because of the same reasons. One of possible options would be research and development. Maybe there is some process or technique that can preserve the beer that is not pasteurized so it can be delivered and sold further from the brewery.

In the Czech Republic, there are around three hundred breweries in total, as mentioned above. But eight years ago, there were only one hundred breweries. This increase is caused by the rising fame of microbreweries – today 86% of the breweries in the Czech Republic are microbreweries. Out of those three hundred breweries, 27 microbreweries are located in Pilsner region and 2 industrial breweries too – Pilsner Urquell and Chodovar. It is not surprising fact, because Czech Republic hold the world record in drunk beer per capita. Few years in a row, Czech Republic took first place with 148.6 litres per capita in 2012 and 156.9 litres per capita in 2013. Purkmistr brewed 1,550 hectolitres of beer in 2014. The border between microbreweries and industrial breweries in the Czech Republic is 10,000 hectolitres. To compare Purkmistr with another competitor, let's look on the biggest brewery in the Czech Republic. It's Pilsner Urquell that brews approximately 7 millions hectoliters per year (if we include also the beer made for export, we get the amount around 9 millions hectoliters). So the difference is really huge, but talking about microbreweries in Pilsner region, Purkmistr definitely belongs to the most well known breweries. One of the reasons is their diversity, because Purkmistr offers restaurant, bowling, wellness and beer spa and also brewery tours etc. From marketing activities, Purkmistr prepare high quality promotion for its beer festival Slunce ve skle. They prepare promotion leaflets, advertisements in local radio and television and also the participating breweries from all over the Czech Republic try to bring their fans and customers to this festival, so we can say that this festival is something that really attracts the attention of inhabitants of Pilsner region and more than that. Slunce ve skle is an event, that also has its place in the main news or regional news on Czech television every year and that is the best promotion Purkmistr can wish for. One of the themes that again attract the attention of customers to Purkmistr brewery is Easter and Saint Patrick's Day. Purkmistr brews special green beer and special Easter beer that you can not get anywhere else, that is why it is something that worth telling the customers. Purkmistr promotes this special green beer on its official webpage and Czech television mention Purkmistr's beer again in regional news. These events prove that Purkmistr brewery has good public relations and can work well with different types of media. (Pividky, 2011; Brookston Beer Bulletin, 2015; Kirin Holdings, 2007)

2.5 Beer Festival “Slunce ve skle” (“Sun in the glass”)

Since 2008, Purkmistr is hosting the festival of beer called “Slunce ve skle” (“Sun in the glass”) every September. In September 2014, it was 7th edition of this festival and 71 mini breweries took part at this festival. There is always an accompanying program like presentations of local traditional costumes or concerts of local historical bands. Purkmistr also offers special brew of beer only for the occasion of this festival, in 2014 it was Purkmistr 14% smoked special with 6% vol. This special beer is always different every year, it is really something special and it is available only on that one day in September during this festival. As the part of the additional program, there are different competitions, e.g. in drinking beer, in holding quarts or coasters. Besides some musical or dancing exhibitions, Purkmistr came with something new and they hope it will attract more visitors in the following years. One of this news is the presentation of how the beer was brewed in the Medieval or the presentation of beer fire truck “Praga RN”. During the festival there is also a competition between the breweries that take part and the results are made from the poll voting by the visitors. For the collectors of beer coasters or labels, there is an exchange organized in the beginning of the festival.

Picture 6: The official logo of Beer festival “Slunce ve skle”



Source: Slunce ve skle (2015)

2.6 Social Media Activities

Purkmistr Brewery has its own profiles on many different social media sites. The most active one is Facebook, where the news from the brewery, like seasonal specials or planned events are promoted. Purkmistr also use YouTube, they have a channel there and it includes many videos of Purkmistr events or TV reports from these events. Also profiles on Twitter or Pinterest can be found, but they are not active at all.

3. Lakefront Brewery Inc.

Lakefront Brewery is a regional brewery located in Milwaukee, Wisconsin. Lakefront was started by Russ Klisch and Jim Klisch. The brewery came into existence because of a sibling rivalry between Russ and Jim. Russ gave Jim a book about brewing beer, so when Jim made a batch of beer himself, Russ decided he needed to try and brew one that tasted better. December 2, 1987 was when Russ and Jim sold their first barrel of beer, which they brewed in an old bakery building. The two brothers used old dairy equipment to start out and soon found the need to expand as Lakefront became larger. The company soon moved to a larger building that had historical significance (*Lakefront Brewery, 2015*).

Picture 7: The official logo of Lakefront Brewery Inc.



Source: Black Friday Beer (2015)

Lakefront makes many different kinds of beer ranging from fruit beer to organic and gluten-free to seasonal beer. Lakefront makes 11 seasonal beers, 5 ales, 4 lagers including the gluten-free beer, 3 organic beers, and currently has three different beers in their My Turn Series. The My Turn Series allows the brew masters to come up with a new beer that they want to make. Russ Klisch trusts the brew masters and their flavor combinations and allows a full batch of the beer to be made and sold. Russ believes that no matter what the beer tastes like, the brew master will have friends that will buy the beer, so the brewery does not have to worry about the beer not selling out (Klisch). The beer for the My Turn Series is done four times a year and is offered to the brew masters who have been at the brewery the longest. A variety pack is offered, which includes their favorite beers: Fixed Gear, Riverwest Stein Beer, Fuel Café, IPA, Eastside Dark, and one other kind of beer that is always changing. According to their website, Lakefront made history by possibly being the first company since Prohibition to bottle a fruit beer and the second in the country to make a pumpkin beer (*Lakefront*). Lakefront's Pumpkin Lager is the best-selling seasonal beer. Organic food has become very popular in today's society, and Lakefront took advantage of this trend. The brewery became the first certified organic brewery in the whole country in 1996. Not only is

Lakefront brewing organic beer, but the brewery was also the first government allowed brewery to brew a gluten-free beer in 1996. Lakefront is very careful to test each batch of beer for its gluten contents before they allow it to be bottled and shipped out. Lakefront is all about growing and making products locally. This is why Lakefront focused on finding local farms to grow the ingredients for the beers and even made a beer, Local Acre, which used 100% hops and malt grown in Wisconsin. The Wisconsinite is also a beer that is brewed with yeast from Wisconsin. Lakefront has their edge of being local and sticking to things that set them apart from the rest of the breweries (*Lakefront Brewery, 2015*).

Picture 8: Lakefront Brewery Inc.



Source: LTH Forum (2015)

Along with using products from Wisconsin, Lakefront cares about the environment and being green. "Lakefront Brewery had become the first brewery in the state and the first business in the City of Milwaukee to receive the Travel Green Wisconsin certification" (*Lakefront Brewery*). Currently, Lakefront uses 5% wind power and has replaced all of their light bulbs to LEDs (Klisch). Lakefront also received an award for having a commitment to environmental issues called the Green Tier. Lakefront has entered many different competitions throughout the world and has brought home many awards. The brewery is very proud of their accomplishments and has all of the awards, including their participation ribbons, on the walls. Lakefront even received an award for their Klisch beer which won in the Bohemia Style Pilsner competition in 2009. The brewery has won many other awards throughout Europe for their beer and continues to enter many contests (*Lakefront Brewery, 2015*).

Lakefront currently offers a tour which includes a souvenir pint glass or \$2 off any merchandise in the gift shop, four 6 ounce glasses of beer, and a coupon to use for a free beer at a designated restaurant or bar for \$8. Each tour can hold up to 60 people. Lakefront really focuses on the customers enjoying their time and brings a lot of comedy to the tour. There

are three different kinds of tours: the main tour, a mini tour which is offered on Saturdays and is a quick tour and a technical tour. The technical tours are offered Sundays at 10:00 am that lasts 90 minutes. This tour includes food pairings with local ingredients and costs \$30 per person. Lakefront also offers private tours by request. Lakefront does offer their own Golden Maple Root beer for any non-beer drinkers and does allow children to go on the tour as long as they are accompanied by an adult (*Lakefront Brewery, 2015*).

Lakefront has a Beer Hall that offers homemade food that focuses on local ingredients. On Friday's, Lakefront offers a fish fry. The fish fry includes a performance by The Brewhaus Polka Kings. The menu for Fridays is a little different than their normal menu. Their food has a big German influence with sausages and pretzels. Private events are held in the Beer Hall Sunday through Thursday (*Lakefront Brewery, 2015*).

Lakefront has multiple events throughout the year including special events, beer tastings and other events. Lakefront has a gift shop including drinkware, clothing and accessories. The merchandise ranges from koozies to coolers to bottle openers to shirts to sweatshirts and much more. Lakefront has multiple social media sites including Facebook, Twitter, Googleplus, Flickr, and Pinterest to help keep people involved with all of the events and news (*Lakefront Brewery, 2015*).

The brewery currently sells internationally to the pacific region, specifically Japan and Korea, and also to Canada. Their gluten free beer is the main beer sold in Canada (Klisch). Lakefront beer is also in 35 states throughout the United States. Last year, Lakefront sold 44,000 barrels. Lakefront utilizes the Milwaukee River by being a part of a boat cruise. Although the boat cruise is not done by Lakefront, they allow the boat to stop and drop people off to take a tour ("Riverwalk Boat Tours & Rentals").

4. Comparing of both breweries

There are many similarities between Purkmistr and Lakefront. Both breweries have restaurants and offer a variety of different food that is authentic to their culture. Purkmistr offers many traditional Czech dishes including dumplings and pork. Lakefront also caters to the local people and offers many local ingredients including cheese from Wisconsin and many German dishes. Both breweries serve their beer on tap and are open seven days a week. Another similarity between Purkmistr and Lakefront are the tours. Both breweries offer a tour to explain their brewing process. Since Lakefront is larger than Purkmistr, their tour is longer. Purkmistr and Lakefront both have a gift shop. A customer has a wide variety of accessories, clothing and glasses to choose from at either of these breweries. Purkmistr and

Lakefront have many different kinds of beer, including many different flavors and styles. Although the breweries are in two different countries, there are still many similarities between Purkmistr and Lakefront.

Table 1: Purkmistr vs. Lakefront

	Purkmistr	Lakefront
Production in 2014	1,550 hectolitres	51,633 hectolitres
Tours	4 tours	3 tours
Shops	e-shop, gift shop	
Beers in total	20	26
Restaurant capacity	170 persons	150 – 200 persons
Special	Children area	Family friendly

Source: Self produced (2015)

In Table 1, there are some numbers and information about both breweries compared. The capacity of both restaurants is quite the same. Purkmistr offers children area in their restaurants and Lakefront doesn't, but still Lakefront Brewery is family friendly. Both breweries offer few different tours in their production and both have their own gift shops in the brewery and online e-shops. What deserves a mention is their production. Obviously, Lakefront produces more beer than Purkmistr as the market in the USA is much bigger, but comparing the number of beers they produce, it is not so different. So it means that Purkmistr makes more types of beer and different flavors in smaller production of each beer and Lakefront focus on the most popular beers and produce them in large amount of hectoliters.

Both breweries use local newspapers or regional radios or televisions to promote their events and new or special products. Also they are well known because of their other activities like being green and winning different beer competitions (Lakefront) or beer festival and beer spas (Purkmistr). As both breweries are not as big as industrial breweries in the USA and in the Czech Republic, they need to focus on the customers and build really good relationships with them. Every single customer means a lot for both breweries, because they can spread the word of mouth and attract another customers and that is what Purkmistr and Lakefront need. And one day it can bring maybe bigger customer than the ordinary people. It starts with families, continues with small restaurants and pubs and it can end with

huge contract. Companies in this era can not deny the power of suggestions and they have to be aware also of the negative effects. So their service needs to be perfect and relationships with customers really worth the effort and money the breweries invest to these activities.

Picture 9: Example of posters for events in Purkmistr



Source: Purkmistr (2013b)

5. Suggestions for Purkmistr

Even though Purkmistr has an extensive history and offers very high-quality beers, they have a lot of room for growth. The first area is to become more of a socially responsible company in terms of environmental friendliness, which will give them a competitive advantage. Lakefront has awards in sustainability which helps them to compete in a difficult market. Similar awards or recognition would allow Purkmistr to better compete. The next suggestion is to incorporate more comedy into their tours, which currently are quite technical. Nearly everyone in the Czech Republic knows how beer is made, so incorporating comedy would entertain and attract more consumers. Next Purkmistr should expand their product offerings to include more ales and start a cider. This is because both are gaining popularity in the Czech Republic. The next suggestion is for Purkmistr to start canning their beer which protects the flavor more than a bottle because no light can get in. This would allow for easier shipment and would allow them to export to further countries. Lastly, they should work on their research and development so that they could implement a bottling system where production would have a more efficient rate. Currently, their manual bottling is a bottleneck that prohibits them from producing a large quantity. Although, they are able

to meet the current demand. As the demand for more beer increases, a bottling system would be more productive and would increase their profits.

6. Suggestions for Lakefront

Lakefront has a very wide range of different beer styles and flavors, as well as many different product offerings in addition to beer. Nonetheless, there are some areas for improvement that can be learned from both Purkmistr and the beer industry in general. The following are suggestions for Lakefront, which are believed to be the most realistic and profitable, and they are listed in an order from most to least. First Lakefront should extend their beer offerings to an unfiltered option. They currently offer unpasteurized beer. However, an unfiltered beer would not be very difficult to produce, quite realistic, and due to the adventurous pallet of many American consumers it would be profitable. The next suggestion is for Lakefront to expand their styles and tailor the expansion to their different export markets. Currently, they are Exporting to Canada, Japan, and South Korea, and by brewing a Japanese or Korean style beer they would be able to attract more consumers. Additionally, their domestic consumers would most likely be willing to try the beer because of their adventurous pallets. Lakefront has won many awards abroad and should not have a problem making a quality foreign style beer. The next suggestion is for them to expand the countries to which they currently export and because they work through distributors who will export the product for them this should not be a difficult process. The next suggestion is for Lakefront to open an outdoor beer garden in the vacant field, which they own next door to the brewery. They plan on expanding the brewery using this land. However, that expansion would not be for several years as they currently have sufficient brewing capacity. By having an outdoor beer garden, the amount of customers would increase, especially in the summer months when people want to be outside. Currently on weekend nights when there are tours Lakefront gets very crowded, so having a beer garden would give them the ability to host more customers. This beer garden would also give them the ability to have a summer festival that would attract more customers and expand their community involvement. The last suggestion for Lakefront, which is a long shot, is to offer a beer spa. Beer spas are quite popular in the Czech Republic, but that is because the culture is accepting of them. For the American culture the idea of bathing in beer is an idea completely foreign to them. If there were enough adventurous consumers, Lakefront could gain a first mover advantage.

Conclusion

Purkmistr, a microbrewery or brewpub, and Lakefront, a regional brewery, have many similarities between the two. Both breweries have a restaurant that offers authentic food that represents their culture, a variety of beers, and a gift shop. Although Lakefront capitalizes on their comedy tours, both breweries offer a tour. Purkmistr should follow after Lakefront and offer a comedy tour to attract more visitors to their brewery and create the overall brewery experience. Purkmistr should also spend the time in making their brewery green, focus on social responsibility, can their beer and produce a cider. These suggestions would help Purkmistr stand out from their competitors and bring more visitors to the brewery. Lakefront needs to make many changes that would make the brewery more successful. The brewery should focus on offering an unfiltered beer, exporting to many different countries and offer different beer that focuses on local tastes. Adding a beer garden and having a summer festival would also attract more customers and help the brewery continue to grow. A beer spa could potentially set Lakefront apart from any other brewery in the United States. If both breweries took these suggestions, they would be able to continue to grow their business and stand out against any competitor.

List of used pictures

Picture 9: Brewer's Courtyard Pilsen - Purkmistr

Picture 10: The official logo of Purkmistr Brewery

Picture 11: Coasters from the original Purkmistr Brewery in Domažlice

Picture 12: Purkmistr 15 % – light Easter special

Picture 13: Lukrezia Borgia

Picture 14: The official logo of Beer festival "Slunce ve skle"

Picture 15: The official logo of Lakefront Brewery Inc.

Picture 16: Lakefront Brewery Inc.

Picture 9: Example of posters for events in Purkmistr

List of used tables

Table 1: Purkmistr vs. Lakefront

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