



**Good Practice 29:
The New Traditional Monastery
Beer**

SKIVRE Training Scheme



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Good Practice 29: The New Traditional Monastery Beer

Bronnbach Monastery



Description

Beer production has a long tradition in monasteries. In many monasteries beer was produced for personal needs or sold to guests or pilgrims, but, above all, it was subject to trade. The remuneration of workers and monastery employees with beer was also widespread. Beer production was also based on the habits of the monks, e.g. beer as a nutritious food during Lent. Particularly as the subject of "beer" is today closely linked with the monastery history in general, in disregard of the knowledge of monastic history and traditions, a clear separation of myth and reality must be found in order to link to a monastery's earlier brewing tradition.

In the monastery of Bronnbach, the brewing tradition has been handed down since 1670. This date, however, describes the first time beer was sold. The monks had certainly been brewing their own beer for domestic needs for quite some time.

As the Princely House of Löwenstein-Wertheim-Rosenberg continued the brewing tradition of the monks in the 19th and 20th centuries and the brewing rights were sold to another brewery, beer brewing in Bronnbach ceased in the 1970s.

For the 350th anniversary of the Bronnbach monastic brewery, a project with the regional brewery "Distelhäuser Brauerei" can be realised in 2020. The brewery has offered to prepare its own brew in the tradition of monastery beers. The brewery and the monastery will share the costs. In commemoration of the anniversary, the brewery will prepare a one-time brew of 350 litres and sell this beer in 0.33 l bottles.

A separate shelf for the beer will be set up in the monastery shop. Joint marketing campaigns are intended to draw attention to the beer sale and the respective company.



■ Why is this a good practice for monastic products?

The monastery beer is an excellent product to strengthen the monastery shop. The following advantages can be stated for the monastery:

- Customer loyalty based on a current popular theme
- Reference to historical circumstances and tradition
- Extension of the landscape theme of monasteries (hop cultivation)
- Offering a high-quality product with strong customer demand
- Higher yield in the monastery shop

In addition to the sale in the monastery shop, the theme "Klosterbier" will be included in the annual programme of the monastery complex.

The rooms of the currently active Bronnbach monastic community will be the thoroughly chosen location for a special tasting of European monastic beers.

Thus, for one day, the anniversary beer returns to the monastic tradition.

This tasting shall consider and involve the networks of the monastery shop and the monastery complex. There will be beer from the „Klosterland" network as well as beers from the monastic product line of the famous German department store MANUFACTUM, the main partner of the Bronnbach monastery shop.

Pictures



Picture 1: Enamel signs of the old princely brewery as a successor to the monastery brewery
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Picture 2: Graphic with brewery and beer transport © Matthias Wagner



Source/link

This good practice example is available under the following link:

www.kloster-bronnbach.de

Country

Germany

Topic

SKIVRE Training Scheme	
	Module 1: Introduction Module
X	Module 2: Marketing Strategies
X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
X	Module 5: Distribution Strategies
	Module 6: Social Media and Communication
X	Module 7: Value Adding Through Networks
X	Module 8: Creating a Strong Brand
	Module 9: Financing Strategies
X	Module 10: Sustainability Aspects



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