



**Good Practice 30:
Abteiwaren -
Königswinter Abbey (Germany)**

SKIVRE Training Scheme

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**Abteiwaren – Königswinter
Abbey (Germany)**

abteiwaren

A B T E I
K Ö N I G S
M Ü N S T E R
M E S C H E D E

Description

Königswinter Abbey communicates and offers its products not only in three monastery shops, but also on the Internet. The values that accompany the actions during production are communicated just as clearly as the demands placed on the products themselves. Food is produced and offered from the monastery's own bakery, confectionery and butcher's shop, as well as forged, wooden and woven goods. The products can also be ordered via an online shop.

■ Why is this a good practice for monastic products?

This is one of the few examples in which a monastery unlocks the opportunities of social media to communicate monastic products and shops: A blog on the home page informs about events linked to the products and picks up topics from the monastic life. Facebook, Instagram and Pinterest are equally served. The blog articles and posts are up-to-date and document commitment and enthusiasm for monastic products and monastic life.

Pictures



Monastery shop Olsberg
Picture: <https://abteiwaren.de>



Abteigaststätte ▾ Lebensmittel ▾ Abteiläden ▾ Schmiede ▾ Tischlerei ▾ Weberei ▾ Shop Podcast



Suche

Suche...

Folgen Sie uns:



Instagram



Blog and access to other social media
Picture: Screenshot homepage <https://abteiwaren.de>



Source/link

This good practice example is available under the following link:

<https://abteiwaren.de/>

Country

Germany

Title picture: <https://abteiwaren.de/>

(presenting the so-called „Pater-Linus-beer of the monastery)

Topic

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



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<https://www.skivre.eu/>