

# Coopers targets our pubs

## BREWING

Neil Wilson

THE largest Australian-owned brewer, Coopers, is set to intensify efforts to further penetrate Melbourne's pubs as part of ambitions to nearly double its market share in a decade.

In its 150th year, the family-run brewer is confident of sustaining its growth as the giant of independent premium breweries, with chief executive Dr Tim Cooper predicting it would grow from 4 to 7 per cent of market share.

He said it was essential to improve over-the-bar sales in eastern states outside its Adelaide home.

Dr Cooper named Melbourne's pubs as having growth potential, provided publicans could be persuaded to bring in Coopers ales when party to long-standing deals with Foster's or Lion products.

"That's where it's difficult for smaller players," he said.

"We have to focus on the premium end in Melbourne, engage hotels to improve on-premises availability so people see Coopers poured off the tap and are encouraged to try. That's the crunch."

Dr Cooper said the decline in market share of larger brewers sent a message to in-

dependent pubs that drinkers were experimenting more with premium beers.

"We're fortunate that there are enough independent operators concerned about diversity, variety and quality who want to keep particular taps accessible for smaller players," he said.

Foster's new owner SABMiller has yet to halt the slump in its beer sales, reporting a 4 per cent fall in the March quarter and down 8 per cent in the June quarter.

Foster's overall revenue fell

13 per cent in the June quarter due to what SABMiller said was "loss of market share to other alcoholic beverages together with subdued consumer sentiment".

By contrast Cooper's has had an average 17.5 per cent growth since 1993.

In Western Australia, home of Little Creatures, Coopers ales occupy 10 per cent by volume to add to its 20 per cent in South Australia.

That growth comes against a background of the lowest levels of beer consumption

since World War II, shrinking 8.5 per cent in the past two years as a more sophisticated market seeks different tastes and mixes.

Coopers believes it can grow further in the premium market, boosted by popularity of craft brews, and also reach a mass market share through sponsorship of the V8 Supercars.

"We've made a deliberate decision to get behind mid-strengths with a mild ale which is suitable for Queensland, where FourX Gold out-

sells VB," Dr Cooper said.

The company, owned by 130 shareholders who are nearly all descendants of founder Dr Thomas Cooper, last month bought out full control of Premium Beverages, when 20 per cent shareholder Bruce Siney retired.

That marketing arm outside South Australia has handled a reversal from a decade ago, when 70 per cent of Coopers product was sold in South Australia. It now will be run by company chairman Glenn Cooper.

## COOPERS BEER MARKET SHARE

1993: 1% 2011: 4% 2019: 7-10%

DISTRIBUTION (outside South Australia)

1993: 8.5 million litres

2011: 40 million litres

AVERAGE YEARLY GROWTH

1993-2012: 17.5%

Source: COOPERS

**All in the family:** Coopers' executive chairman Glenn Cooper (left) and chief executive Dr Tim Cooper are defying the trend of declining beer sales.



# Coopers launches \$16.5m bottling line

9 December, 2013

Danielle Bowling

**Beer brand Coopers has opened its second bottling line, a \$16.5 million investment which is expected to increase flexibility in the brewery and prompt sales growth.**

Officially opened on at Coopers' Regency Park brewery on 6 December by the Governor of South Australia, His Excellency Rear Admiral Kevin Scarce AC CSC RANR, the line is part of a broader \$20 million capital expansion program undertaken by the brewery this year.

The launch was also attended by Professor Dr Matthias Niemeyer, the chief executive officer of German packaging engineering firm, KHS, which supplied the equipment.

Managing director of Coopers, Dr Tim Cooper, said "Having a second bottling line will reduce down-time and provide Coopers with the additional capacity it requires to handle increasing demand.

"Our staff and contractors have worked exceptionally hard to complete the installation and have the line up and running in time for the Christmas and the summer season."

The new line has a capacity of 1,200 bottles a minute and is being dedicated to Coopers' traditional products including Pale Ale, Sparkling Ale, Mild Ale and Stout, which make up more than 70 percent of bottle volume.

The existing bottling line will be used for the other beers produced at Coopers, including the International brands Sapporo and Carlsberg, as well as other packaging formats.

Cooper said the expansion was prompted by the company experiencing one of the longest periods of growth in its history.

**"Our beer sales volume has grown by an average of 9.8 percent per year for the past 20 years,"** he said.

"In the first five months of this financial year, growth in beer volume has been 4.6 percent. "We now have about 4.5 percent of the national beer market and continue to grow, despite a period of declining beer sales nationally.

"This new line will enable us to support our ongoing growth as well as the addition of other brands in our beer and home-brew portfolios," he said.



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**Image:** [www.therealalecompany.co.uk](http://www.therealalecompany.co.uk)

## Coopers maps out its path to excellence



**Iconic brand:** Coopers CTPM co-ordinator Gilbert Bruton, RTO compliance officer Nelson Rodrigues, CTPM president Ross Kennedy and Melbourne director Larry Mazza.

Picture: GREG ELLIS

GREG ELLIS

CTPM Australasia's 2013 TPM & Lean Annual Forum at the Novotel Wollongong Northbeach had plenty of highlights.

The annual event was hosted by the Wollongong business that does most of its work outside the region.

CTPM assists businesses to get their equipment and people working perfectly to increase productivity, reduce costs and create a safer workplace.

The forum involved clients from throughout Australia, Indonesia and New Zealand vis-

iting Wollongong for three days to reveal how they had each mapped their own pathway to operations excellence using the TPM methodology.

CTPM Australasia president Ross Kennedy decided to start hosting the annual forums in Wollongong last year.

This year, he particularly enjoyed using the event to launch Coopers Brewery's 48-page *10 years of Continuous Improvement at Coopers* booklet.

At the first forum in Wollongong last year, he helped Coopers Brewing celebrate its 150th birthday and that sparked the

idea for the 10th anniversary CTPM journey publication.

In 2012, Coopers operations manager Nick Sterenberg spoke about the improvements made at the iconic Australian beer company over the first nine years.

Mr Sterenberg spoke about the establishment of 88 different improvement teams and the achievements they had made to make them a totally different company from 10 years ago.

Coopers asked Mr Kennedy to put a publication together after the *Illawarra Mercury* ran a story about last year's 150th anniversary celebration.