

Craft Brewers Alliance, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Craft Brewers Alliance, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Craft Brewers Alliance, Inc. and its competitors. This provides our Clients with a clear understanding of Craft Brewers Alliance, Inc. position in the [Food and Beverages Industry](#).

The report contains detailed information about Craft Brewers Alliance, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Craft Brewers Alliance, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Craft Brewers Alliance, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Craft Brewers Alliance, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Craft Brewers Alliance, Inc. business.

About Craft Brewers Alliance, Inc.

Craft Brewers Alliance, Inc. operates as an independent brewer of craft beers in the United States.

The company owns and operates three production brewing facilities with adjacent restaurants or pubs: Widmer-branded in Portland, Oregon and Redhook-branded in Woodinville, Washington and in Portsmouth, New Hampshire. The company also operates a small pilot brewpub-style brewery in Portland, Oregon that is Widmer-branded. The company produces a variety of specialty craft beers using traditional European and American brewing methods, using hops, malted barley, wheat, rye, and other natural ingredients.

The company's beers are divided into two primary brand families: Widmer Brothers Beers and Redhook Beers. The company also has brewing, sales and marketing, and distribution relationships with Kona Brewery LLC (Kona) of Kona, Hawaii. In addition, the company has sales and marketing relationships with Fulton Street Brewing, LLC (FSB) of Chicago, Illinois, which brews malt beverages under the brand name Goose Island Beer Company. The company holds minority equity interests in Kona and FSB.

The company's products are distributed in the United States in all retail channels through a distribution agreement with Anheuser-Busch, Incorporated (A-B). During 2009, the company sold its products in 48 states.

Products

The company produces a variety of specialty craft beers using traditional European brewing methods. The company brews its beers using primarily hops, malted barley, wheat, rye, and other natural and traditional ingredients. The company distributes its products in glass bottles and kegs. It offers a new packaging format, 5-liter steel cans.

The company's products are divided into three primary brand families: Widmer Brothers Beers and Redhook Beers, both of which it owns, and Kona Brewing, which it offers through a distribution agreement with Kona. The company also utilizes its relationship with FSB to market product offerings by Goose Island as complementary to these brand families. In addition, the company also brews and sells in select markets Pacific Ridge Pale Ale through a licensing arrangement with A-B. This beer is offered only on draft.

Widmer Brothers' Beers

Widmer Hefeweizen: The main beer within the brand family is a golden, cloudy wheat beer with a pronounced citrus aroma and flavor. This beer is left unfiltered to create its appearance and flavor profile and is usually served with a lemon slice to enhance the beer's natural citrus notes.

Drifter Pale Ale (Drifter): Drifter possesses a citrus character and a distinctive hop character.

Brothers' Reserve: The beers in this series represent the offering from the Widmer Brothers brand.

Redhook Beers

Long Hammer IPA (Long Hammer): Long Hammer is the beer within the brand family and is an English pub-style bitter ale with a hop profile and aroma.

Redhook ESB (ESB): ESB is a copper-colored ale with a balanced flavor profile featuring toasted malts, fresh hops and a sweetness.

Limited Release Series — The beers in this series represents the offering for the Redhook brand. The beers chosen for this brand are hand crafted by the brewers and would be available at select establishments.

Kona Brewing Beers

Longboard Island Lager (Longboard): It is a traditionally brewed lager with a spicy hop aroma that is complimented by a fresh, and malt forward flavor.

Fire Rock Pale Ale (Fire Rock): Fire Rock is a crisp 'Hawaiian Style' pale ale with citrus and floral hop aromas and flavors that are backed up by a malt profile.

Seasonal Offerings

Wailua Wheat (Wailua): Available in spring and summer, Wailua is a golden, sun colored ale with a citrusy flavor.

Pipeline Porter (Pipeline): Available in fall and winter, Pipeline is smooth and dark with roasty aroma and earthy flavor.

Contract brewing: In 2009, the company executed a two-year contract brewing arrangement under which the company would produce beer for a third party.

Competition

The company also competes against producers of imported brands, such as Heineken, Corona Extra, and Guinness.

History

Craft Brewers Alliance, Inc. was founded in 1981.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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