
THE ABLE CO.
Saving the world with REER
bASE
WEBSITE

Team's Message

THE ABLE CO.



The Able Company is a food upcycling enterprise which focuses on sustainability-based innovation, aligning with the values of sustainability.

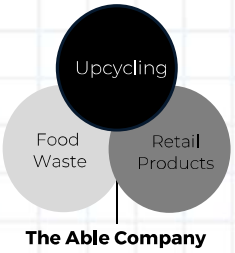
At The Able Company, we believe waste is not waste until you waste it. We follow the principle of 3Ps, which is Planet, People & Profit.

STORY & MISSION

BACKROUND

The Able Company (TAC) is a food up-cycling startup that uses surplus resources & breathes new life into them.

THE ABLE CO. + BREER BASE



MY STORY

When I turned 10, I bought my first Frappuccino from Starbucks Hong Kong. This is where I was introduced to the concept of food wastage in Hong Kong.

FOUNDING **STORY**

How did we decide on food upcycling?

BREAD WASTE   **PIZZA CRUST** WASTE



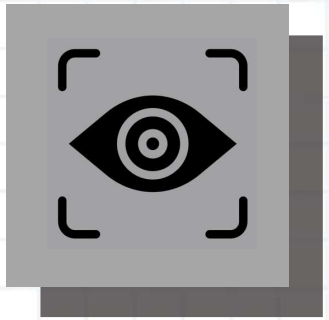
Passion

Foster Sustainable Drinking!



Ambition

Reaching 0% Food Waste



Vision

Start an Industry Revolution!

PROBLEM & MARKET GAPS

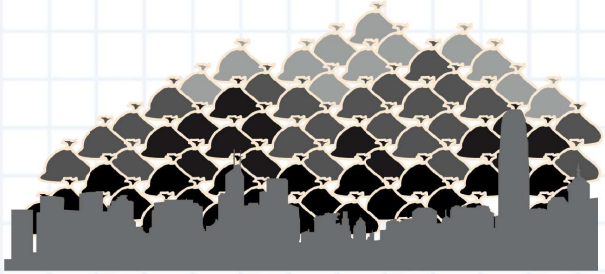
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3600 TONNES OF **FOOD WASTE** IS SENT TO **LANDFILLS** EVERYDAY!

47% OF STORE DISPOSED FOOD IS LEFTOVER BREAD!

ALL **THREE** OF **HONG KONG's LANDFILLS** WILL BE **FULL** BY **2021**





BAKERIES THROW
1692 TONNES
OF BREAD EVERYDAY

PRIMARY GAP

Feeding Hong Kong 樂餉社 | 惜食香港 Food Wise Hong Kong | breadline by HKFoodWorks

Existing Solutions like Feeding Hong Kong & Breadline **lack sufficient storage by 30%.**

SECONDARY GAPS



SOCIAL INNOVATION

No **exists any competitor/bread remonetization** model in Hong Kong for bringing back bread with value



TECHNOLOGY

Absence of a **social technology-based business methodology** in the Beer Market in Hong Kong

INDUSTRY ANALYSIS & MARKET SIZE

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INDUSTRY ANALYSIS



CONSUMPTION

30+

BILLION LITRES OF BEER



MARKET SIZE

US$1.2BN

SIZE OF BEER INDUSTRY

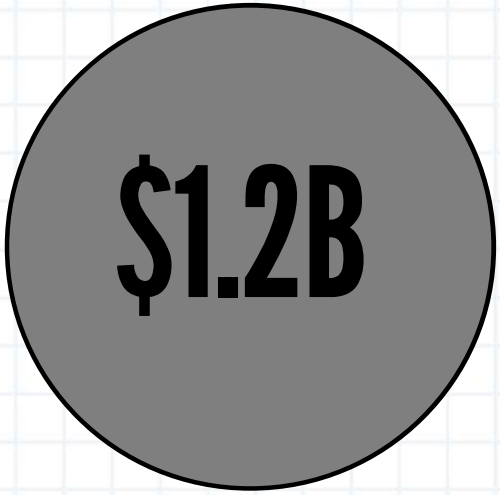


GROWTH RATE

3.1%

CAGR OF BEER SALES

MARKET SIZE (IN USD)



Total Addressable Market

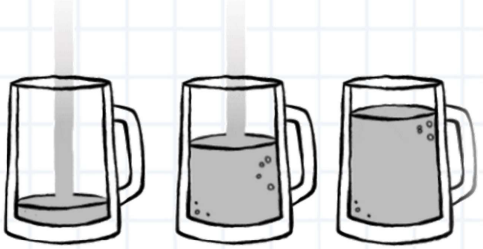


Service Addressable Market



Share of Market

CRAFT BEER TREND



Drinkers are looking for **newer local tastes**

Craft beer segment has grown by **12%** since 2012

37 New Craft Breweries have been established

TARGET SEGMENT ANALYSIS

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YOUNG BEER DRINKERS

87% of millennials drink beer once in a week.

18-24-year olds drink once a month, while **25-34-year olds** drink bi-weekly.

DRIVE FOR SUSTAINABILITY

15-29-year-olds agreed to support the cause of **environment preservation**.

Youth aged **15-19 & 20-29** agreed to pay **taxes** for environmental conservation.



EXPERIMENTAL DRINKERS

76% of young beer drinkers look to support locally brewed craft beers.

54% of millennials are looking to try a new beer.

HIGHER PAYING PROPENSITY

Young Beer Drinkers will have a **higher willingness to pay**.

64% of millennials have surpassed the purchasing power of baby boomers.

Survey Analysis

First Adopters

Sustainable Drinkers

Second Adopters

General Beer Drinkers

Market Potential

93% Indicated their **willingness to try** and explore the taste of bread beer

VALUE PROPOSITION & SDGs INVOLVED

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Value Proposition

- Vertical Integration
- Sustainable Drinking
- Food Preservation
- 1st Mover in Asia

Competitive Advantage

- Upcycling Innovation
- Affordable
- Quality & Taste
- Social Choice

UN SUSTAINABLE DEVELOPMENT GOALS INVOLVED



Zero Hunger: Food Donation Drives!
Economic Growth: Monetization of Wasted Bread!
Industry & Infrastructure: Reduced Brewing Costs!
Responsible Consumption: Sustainable Drinking!
Climate Action: Preserving Landfill Capacity!

PRIMARY FOCUS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SUSTAINABLE DEVELOPMENT GOAL 13

Take urgent action to combat climate change and its impacts

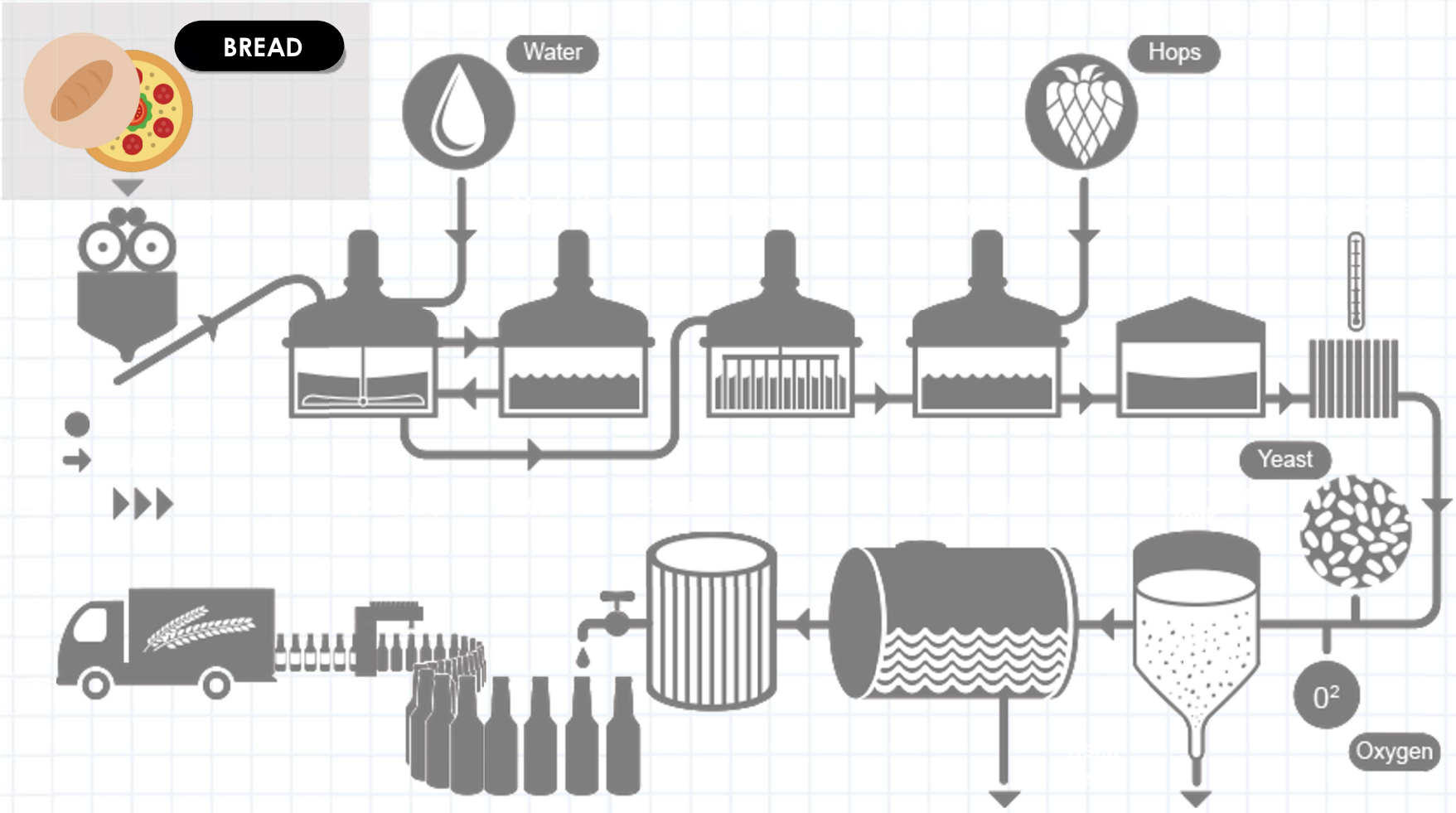
BEER BREWING PROCESS

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78%
BARLEY

13%
HOPS

9%
YEAST



INITIAL OPERATIONS

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TAC's initial operations involved solidifying partnerships and creating long-term collaborations with **Bakeries, Breweries & Organizations** in Hong Kong, ranging from **La Rose Noire to Jardines Restaurant Group (JRG)**. TAC conducted a pilot brew for Breer, which was sampled across **tasting booths & focus groups** across Hong Kong.

HIGHLIGHTS



Pizza Crust Collection from Pizza Hut





Pilot Brew of 60L using Pizza Crust & Dark Rye Bread with Deadman Brewery



Bread Collection from La Rose Noire





Brewing from Unsold Bread





Breer Bottling using Bottles



Pop Up Tasting Booth at Explorium Hong Kong



Meet & Taste with Jardines Restaurant Group

PILOT



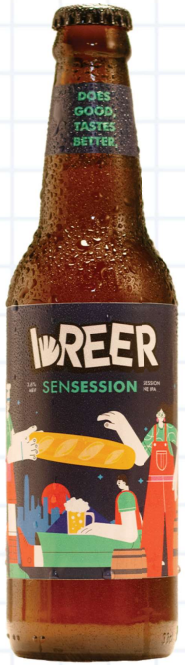
Responsibly

PRODUCT LINE

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BREER → Breer has progressed from its pilot batch to **rebranding & brewing two main variants** of bread beer in its portfolio, selling them commercially in Hong Kong. Breer has also done **custom batches for restaurants** like Tagline and Baekmindang China in Hong Kong.

SENSESSION



Sensession (3.6% ABV) is a lactose enriched Session NE Indian Pale Ale (IPA) brewed using Mediterranean toast.

ALE52



Ale52 (5.0% ABV) is a vegan-friendly Munich Ale brewed using Bavarian dark toast bread.

TEQUILA BEER



Breer did a **custom brew** for Tagline Hong Kong, brewing a tequila flavored beer (5.5% ABV) brewed using plain white bread.

MILK PALE ALE



Breer did another **custom brew** for Baekmidang China, brewing a milk bread ale (5% ABV) brewed using white milk bread.

BASE: PIZZA CRUST BEER

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Breer is launching the **world's first & only beer made from kitchen surplus pizza crust called BASE**, bringing the world's two favourite things together. TAC aims to revolutionize the beer market with its pathbreaking product line of pizza crust beers, which have never been done before.

BASE



Partners in Change

Jardine Restaurant Group

Pizza Hut

PHD

Product Description

5.5% ABV

CORE INGREDIENT

LOW BITTERNESS LEVEL

Ingredients

Barley Malt (20%)
Water
Hops
Yeast
Pilsner Malt
PIZZA CRUST

Sales Strategy & Channels



Pilot Test Batch of 15 in Select Stores of Pizza Hut

Pizza Hut

Selling Base across **Pizza Hut & KFC outlets**

Selling Base in **commercial retail & restaurants**

PRODUCT SALES

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Both Breer & Base variants have been selling across **several restaurants & stores in Hong Kong**, varying in their scale & capacity. Additionally, TAC has been setting up a lot of **different pop-up booths** to sell its beer to the general public & get them to try the beer for market penetration.

SELLING IN STORES



Selling in Pop-Up Store in Causeway Bay

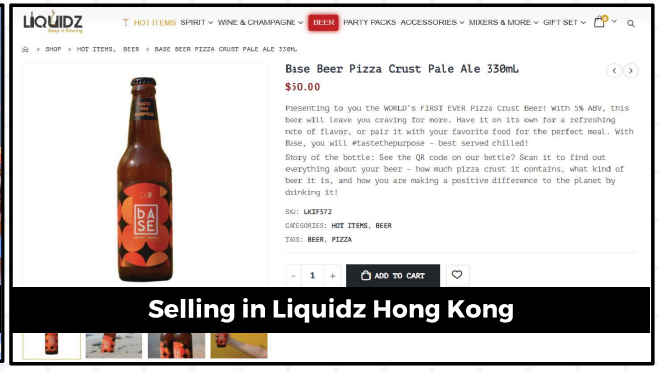


Selling in Globe HK



Selling in Café Roma


Selling in Edgar in Wan Chai



Selling in Liquidz Hong Kong

BREER BASE

5+ Stores

10+ Pop-up Booths

1500 Bottles Sold

POP-UP BOOTHS



Booth @ HKUST



Booth @ 2084

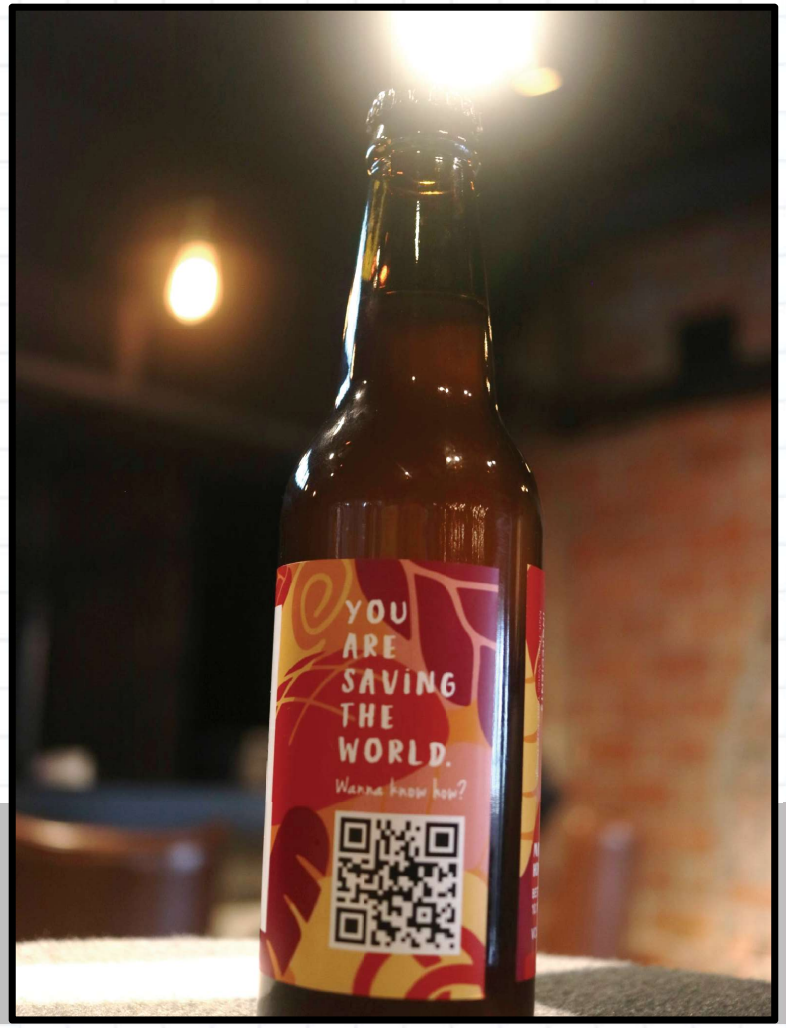


Booth @ Dream Impact

SAMPLING

SMART PACKAGING WITH QR CODES

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Sustainability Details

Track User's Sustainability Index & Contribution

Retention & Loyalty Programs

Promote customer engagement with the 'surprise' element with each scan

Recipes, Videos & Complements

Know about recipes, see videos of collections & brews & learn about best complements for that Beer

Product Origin & Contents

Know about the product's origin, contents & the process of brewing of that Beer

QUALITY MANAGEMENT – CHALLENGE #1

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Bread is **carefully selected** with brewer's discretion and transported to the brewery by volunteers for Brewing

Policy of **collecting bread JIT** and not storing for more than **10 days after collection** with **no or only dry condiments**

E-Chemicals used in Bread are **eliminated** when Bread is used in Brewing and boiled at **100+ degrees Celsius**

Beer is **fermented & stored at appropriate temperatures** to preserve maximum quality & ensure highest quality.

Additionally, all beer products & recipes are laboratory tested to ensure proper quality of all products being supplied for consumption.

SCOPE FOR PRODUCT LINE EXPANSION

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REJECTED CEREAL BEER



Leftover cornflakes and other cereals will be used by collaborating with a cereal brand for producing a **co-branded beer**.

Supermarkets in Hong Kong **throw away expired boxes** of cereal, however, with Breer, they could also be remonetized and brought back into the **value chain**.

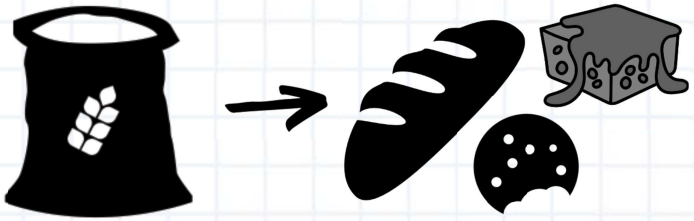
COFFEE GROUNDS BEER



Leftover/spoiled coffee beans will be used by collaborating with a coffee chain (like Starbucks) for producing a **co-branded beer**.

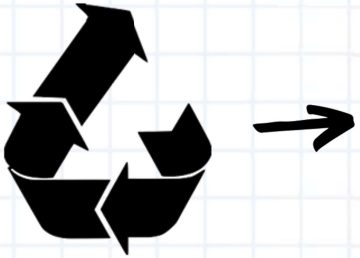
Supermarkets & Coffee Shops **throw away expired beans and packets of coffee**, however, they can be remonetized and used to produce beer.

SPENT GRAIN CONFECTIONERY



Spent Grain will be used by collaborating with a bakery chain (like Maxims) for producing **co-branded bread & other confectionery items**.

Brewer's spent grain is a byproduct of the brewing process that makes up **85% of brewing waste**. however, with TAC, it could also be remonetized & reused for producing confectionaries.





TAC's future line will also make sure to meet the asks of **SDG12 and SDG13 through upcycling.**

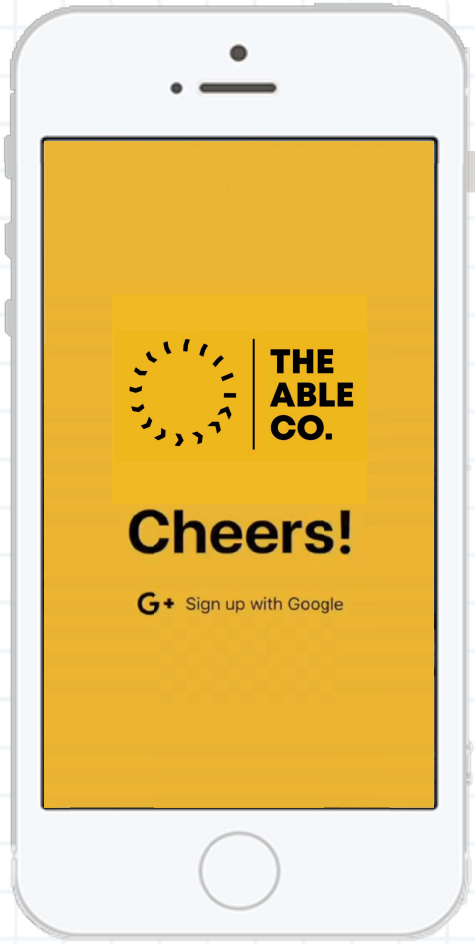


Circular Economy

Close the circular economy loop of bread upcycling in Hong Kong

VALUE CHAIN & MOBILE APPLICATION

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ACQUISITION

Partnering with **several bakeries and retail chains** to collect the **left-over bread!**





SUPPLY CHAIN

Starting from **Bakeries** & ending on the menu of **Bars & Restaurants**



DISTRIBUTION

Labeling, packaging and **supplying the Beer** to bars and stores for sale using the supply network of Logistics Partners



ENJOY!

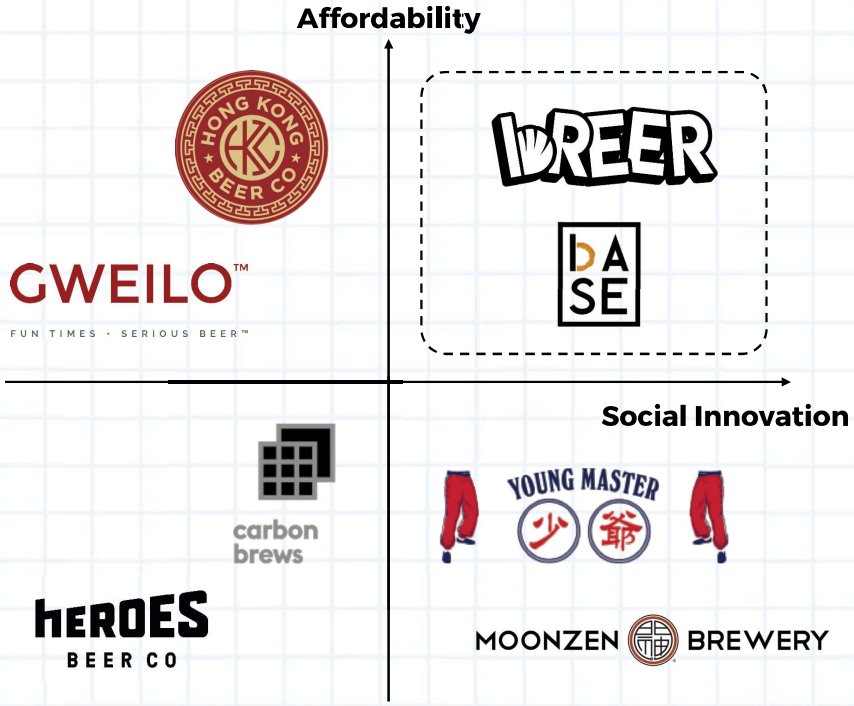
INTERNAL COMMUNICATION

TAC App will **bridge communication** & **notify** relevant stakeholders with **updates** during the bread collection process

MARKET DIFFERENTIATION – CHALLENGE #2

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PERCEPTUAL MAP



SIMILAR COMPANIES

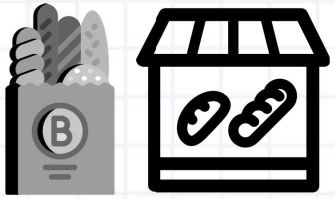
TOAST
BREWED WITH BREAD

CRUMBS BREWING

BARRIERS TO ENTRY



High Initial Investment
High Initial Capital is required to set-up operations in Hong Kong



Uncertain Bread Collection
Uncertainty in steady acquisition of waste bread in Hong Kong

FIRST MOVER'S ADVANTAGE



Remonetization of Bread
Commercial utilization of wasted resources in Hong Kong

SOLUTIONS
Feeding Hong Kong 樂餉社
惜食香港 Food Wise Hong Kong



Novel Beer in Hong Kong
First craft beer introduced linked to a direct social cause in Hong Kong



Existing Distribution Channels
Tapping into the existing network channels

PARTNER NEXUS

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PLANS OF UTILIZATION

Utilize the mentorship and funding provided by **HKUST SINO One-Million-Dollar Entrepreneurship Competition 2021**

HKUST SINO ONE-MILLION-DOLLAR ENTREPRENUERHSIP COMEPTITION 2021

Breweries



Assistance with Production of Breer

Social Partners



Contributing to Social Change

Distribution & Partnership



Potential Expansion Opportunities

Bakeries



Provision of Wasted Bread

Organizations & Grants



Organizational Support

Schools & Universities



Creating Student Network of Runners

SOCIAL IMPACT

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SOCIAL IMPACT (Y1)

9.2 TONNES OF UNSOLD BREAD SAVED !

30 HECTARES OF LANDFILL SPACE SAVED!

1 TONNE CARBON DIOXIDE EMISSIONS AVOIDED!

4.3 CUBIC METRES OF WATER USED REDUCED!

4 LOCAL BREWERIES SUPPORTED DURING COVID-19!

SUSTAINBLE MERCHANDISING

In near future, Breer will launch a line of **Sustainable Merchandise** producing T-shirts, hoodies & bags, using **Spoilt Milk** as an additional source of revenue for Breer.

GREEN INITIATIVES

BOTTLE REUSE SCHEMES

TAC launched a bottle reuse scheme wherein customers who **returned bottles** were awarded loyalty coupons for future purchases.

SUSTAINABLE PACKAGE

TAC will ensure to have **sustainable material packaging** on its products, instead of plastic packaging to stay true to its mission.

WASTE FREE SHIPPING

TAC will deliver all products by generating **zero waste** across its channels, to both retailers & customers.

TEAM PROFILE

THE ABLE CO.



Anushka Purohit
CEO



Naman Tekriwal
COO



Deevansh Gupta
CMO



Suyash Mohan
CFO

Particulars	Anushka Purohit	Naman Tekriwal	Deevansh Gupta	Suyash Mohan
Education Background	3rd Year; Electronic and Computer Engineering (ECE)	2nd Year; Business Management	3rd Year; Business Management & Marketing	3rd Year; Economics & Social Science
Division of Work	Outreach, Partnerships, Technology Development & Implementation	Events, Fundraising, Long-Term Collaborations & Outreach	Marketing Strategy, Branding, Public Relations & Communications	Forecasts, Budgeting, Fundraising, Legal Matters & Intellectual Property
Skills & Strengths	Public Speaking, Debating, Coding & Presenting	Public Speaking, Administration, Communication & HR Management	Public Speaking, Video Editing, Graphic Design & Presenting	Public Speaking, Financial Arithmetic, Communication & Coding
Business Experiences	EY JPMorgan	Deloitte. McKinsey & Company	HSBC WPP	mastercard serai

MEDIA COVERAGE

THE ABLE CO.

HONG KONG living

Breer is up-cycling bread waste to make craft beer

Four university students' journey of turning trash to treasure

December 9, 2020 / in Dining, What's On / by Katrina Lau



'Craft beer' has been the buzzword in the drinking world recently. While drowning in the sea of artisanal brews and interesting names, it may seem unsurprising to have a new addition. But this new kid in the scene is more than just beer.

green queen

Breer: Hong Kong Uni Students Turn Food Waste Into Craft Beer



By Sally Ho on November 27, 2020

中国新闻网
昨天 18:37 来自 360安全浏览器 已编辑

【有才华！#香港印度裔学生搜集厨余面包酿酒# 获国际奖项👍】灿烂的笑容，说一口流利的粤语，印度裔的布思家是香港科技大学电子工程学系的大三学生。从小在香港长大的她，发现香港存在食物浪费问题，于是，她与三位志同道合的同学经过研究，萌生了用厨余面包酿造啤酒创业的想法。经过数月的努力，团队终于研发出口感微苦、带有面包香味的"面包啤酒"。这一项目已在国际创业竞赛"霍特奖"等多项赛事中获奖，首批二千支面包啤酒已于上月推出市面。（记者 范思忆 李越）@中新视频
中新视频的微博视频





am730

科大生將賣淨麵包變啤酒 首批聖誕應市

2020-12-17



科大學生研究將麵包轉化為啤酒，有助於減少食物浪費。(受訪者提供)



科大生將賣淨麵包變啤酒
首批聖誕應市



hket | 報章

評論 | 行政人員 | 工商 | 副刊 | 置業家居



科大生創業 回收麵包釀啤酒

行政人員版 2020/12/18 讚好 0

環保及可持續發展議題近年火熱，議題相關的初創亦非常有創意，近日有科技大學學生回收廚餘麵包來釀製啤酒，並創立公司，目前已與Pizza Hut合作，並期望在聖誕節期間推出首批麵包製啤酒。

在香港土生土長的印

港澳新聞

東網 - 東方日報 資訊最快最全面 | 取得

科大生將賣剩麵包轉廢為寶 製成每支售價20元的啤酒

2020年12月17日(四) 15:56 推介 24 分享



布思家與同學構思以剩餘麵包製作啤酒，減少剩食。(互聯網)

科大生回收麵包釀啤酒獲獎

2020-12-18 00:00



1/1 布思家（右）發現，本地麵包店浪費問題嚴重，期望麵包酒能減少廚餘，讓社會反思環保責任。

（星島日報報道）本港廚餘數量龐大，麵包所佔比重甚高。科技大學學生運用創意，收集剩餘麵包並釀造成手工啤酒，以減少浪費，創立品牌「Breer」推出專供收集麵包的手機應用程式，在國際商業賽事獲獎之餘，亦獲科大「打本」，預計本月將啤酒推出市面。

中國新聞網 WWW.CHINANEWS.COM

香港印度裔学生搜集厨余面包酿酒获国际奖项

中国新闻网
2021-01-05 17:51:56



【同期】香港科技大学学生布思家

我们买了面包的时候，见到面包师拿了所有的面包扔。我们就在心里想，他为什么要扔掉所有的面包，这些都还可以吃的。我们已经看到香港有一个很大的问题，就是食物浪费。

CONCLUSION

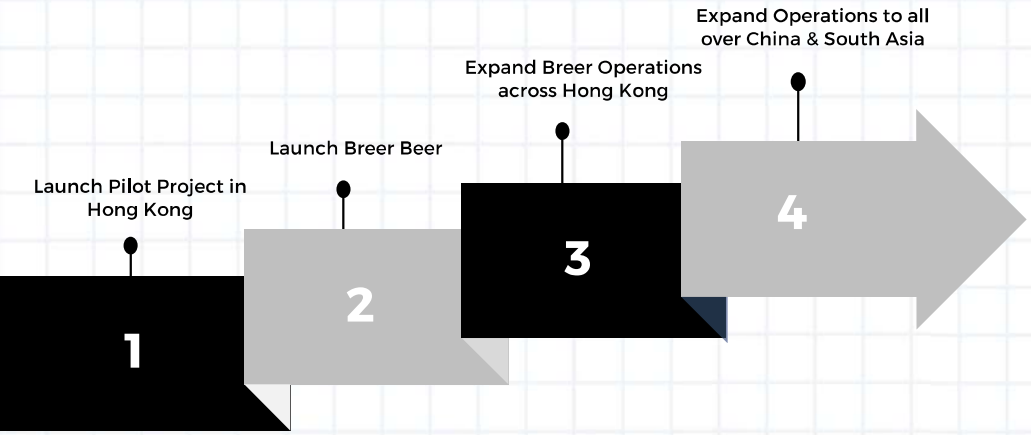
THE ABLE CO.

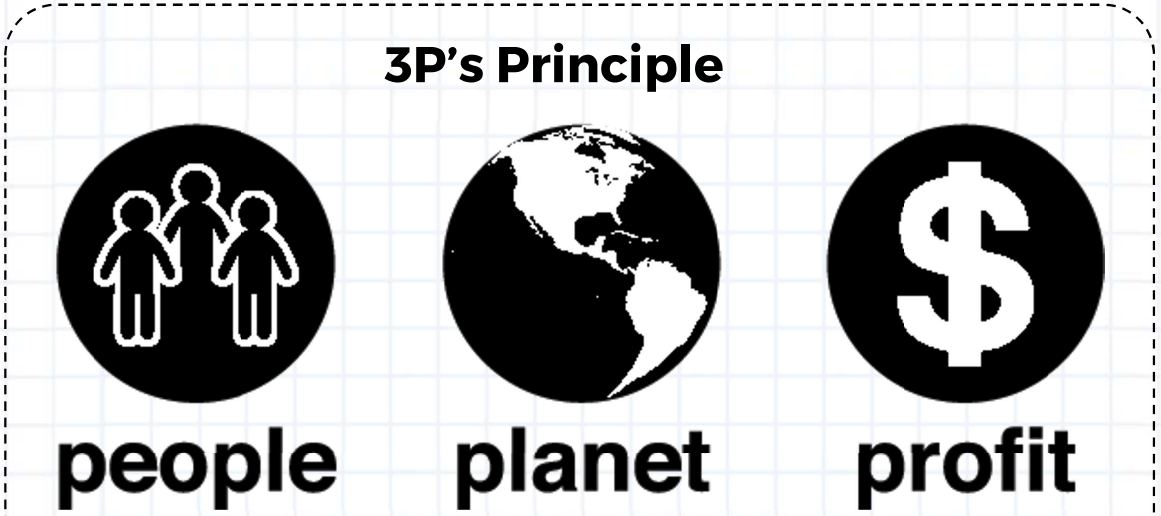
INDUSTRY VIEW

"TAC is on the right path & we are proud to be associated with Breer and Base, since it helps us do our bit for the society. The batches brewed using TAC's recipe turn out extremely well, with the beer tasting better than average market tastes."

Ming Chit Jason Li – Head Brewer, Deadman Brewery

DIRECTION





Parting Words

Let's toast to change and unfold a rev-ale-ation in the Hong Kong market. **Cheers to sustainable drinking!**

THANK YOU!