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# **DEVILS BACKBONE BREWING LLC AN IDEA BREWS**




# INTRODUCTION

**The Devils Backbone Brewing LLC: Strategising for growth is the basis of an An Idea Brews case; the case deals with the strategic management issues of a successful craft brewery. In this case, the choice between quality and brand, brand and growth, and brand and profitability is established on the backdrop of the craft beer industry.**

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# **GROWTH CHALLENGE**

**Starting with the desire to offer only craft beer, Devils Backbone Brewing LLC was able to quickly enter the local market. But growth had issues that have accompanied it including the issue of the management of production capacity, the maintaining of its distinctive beer Garden culture, and the challenges posed by logistical considerations.**

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# PRODUCTION EXPANSION

**Some of the issues that required decision making included choosing between acquiring additional brewing plants and expanding the current plants on one hand, and outsourcing brewing on the other.**

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# CONCLUSION

**From the case of Devils Backbone Brewing LLC we can analyse the strategic management challenges that arise from growth in a highly competitive industry without Compromise of organisational identity. Strategic investments, a focused brand, and wise use of partnerships are the keys to finding solutions.**

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# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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