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# *Drink-works: Home Bar by Keurig*

# *Introduction*

Keurig has unveiled Home Bar that is a new product that put technology into the beverage making world where convenience has become norm. Keurig and Anheuser-Busch had a strategic collaboration to launch an alcoholic beverage pod system that essentially replicates the at-home bar with a pod-based consuming option for cocktails, beer and beyond.

# *Market Position*

The product aimed at the segment of the population that is ready to spend good money for convenience and exclusivity associated with owning a tech-related gadget. The physical product Drinkworks planned to disrupt the beverage market by providing a technology based solution for mixology.

# *Challenges in Execution*

Some challenges that came out during the launch phase include; Business regulation that encompasses the sale and distribution of alcohol made the situation more challenging, and the complexity differed between regions and states. Consumer doubts about the quality of pod-based beverages as well as concerns over waste added other challenges.

# Conclusion

The Drinkworks: Home Bar by Keurig offers the beverage market an unprecedented concept but must be supported by a suitable plan to generate sustained success. Taking into consideration customers' needs and appealing to the concept of sustainability can help to create a product that will become a leader in the sphere of home bar availability.

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