

THE BOSTON BEER COMPANY, INC.



Introduction

The Boston Beer Company Inc. which is associated with its flagship product, Samuel Adams beer, enjoys a very distinct position in craft beer market. Established by Jim Koch in 1984, the company was (attracted) responsible for the emerging the craft beer industry the United States



Market Competition

Still, it will not be entirely smooth sailing for Boston Beer Company for the following reasons. Thus, more and more players have entered the market of craft beer, each brewery presenting its special collection of regular and seasonal products with the focus on the local area.



Economic Growth

In response to market challenges, therefore, Boston Beer has aimed at a portfolio diversification strategy. The company has also ventured from beer to bring in products such as cider, hard seltzers, and teas among others to cover the market.



Conclusion

Although The Boston Beer Company faces competition it has a rich history within the craft beer markets and the innovative drive to create new, successful beers. Analyzing the best approaches to the market, the given certain recommendations



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