



# BeerBrokers

Your gateway to positioning premium craft beers in  
Chile and Latin America

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# *About Us, Our Vision & Mission*



# About Us



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- Based in Santiago, Chile, we are a family-owned business with proven multidisciplinary experience in **market research, international sales, import and marketing premium craft beer** in Latin America.
- Pioneers in 2019 in introducing and promoting an **independent Brazilian craft brewery in the Chilean market** through multiple sales channels (kegs → pubs, growler stations and festivals; bottles → physical retail and e-commerce platforms).



[www.beerbrokers.cl](http://www.beerbrokers.cl)



[www.instagram.com/beerbrokerschile](https://www.instagram.com/beerbrokerschile)



# Our Vision

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- Act as your strategic facilitator in Latin America when it comes to
  - ✓ **Assessing Business Intelligence**
  - ✓ **Researching Leads & Identifying Opportunities**
  - ✓ **1-on-1 Matchmaking with Importers & Distributors**
  - ✓ **Promoting & Brand Marketing**

your selected beer portfolio across each and every target market chosen together.



# Our Mission



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- Actively supporting your brewery to overcome the following business challenges when planning to enter Latin America:
  - ✓ **Idiomatic and cultural differences:** consider a wide array of vocabulary / accent / attitude variants when addressing leads and consumers, analyzing purchasing preferences and navigating negotiation styles within each Latin American market.
  - ✓ **Competitors:** are you sure your best-selling lager or award-winning IPA will have the same disruptive effect across all Latin America? We help you identifying your local and foreign competitors within each target market, as well as discovering hidden opportunities thru insight-driven analytics.

# Our Mission



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- ✓ **Calculating Export Prices:** we can help you assessing and calculating current sales prices of similar formats, labels and brands in each target market, by actively supporting your definition of reasonable export price lists which are competitive and viable.
- ✓ **Target Market Access:** we make it easier for you to identify and study the different agreements, tariffs, duties, trade remedies and import regulatory requirements for each target market to explore together.
- ✓ **Brand Awareness & Positioning:** once you have successfully closed an import deal, we make available our creativity and expertise in raising brand awareness and appeal among your new consumers through specialized campaigns in each target market.



# Let's talk!



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