

Submission #1

Business and Idea

Emily Craft-Kogan,

MKTG 1018

Prof. Zuzana Bleha

March 9th, 2023

Company situation

Flying Monkeys is a restaurant and brewery that opened in 2004 in Barrie, Ontario, Canada (Brewery, 2020). The company started as the Robert Simpson Brewing Company (Brewery, 2020) and transitioned into what we know as Flying Monkeys today. Since the transition, Flying Monkeys truly live by its slogan "Normal is Weird, " brewing countless unique craft beers (Brewery, 2020). Its beers are packaged in colourful and art-filled packaging and have become a massive influence on the culture of craft beers in Ontario (Brewery, 2020). The company has one brewery inside a restaurant in Barrie, Ontario, Canada, where all its beers are brewed and packaged and send the products to Toronto, where the distribution center is. Its beers are found in Canadian provinces Ontario, Alberta, and Manitoba and in select stores in Denmark, Finland, Hungary, Netherlands, Spain, and the USA (Where to Find, 2023). Although the company has managed to distribute into these geographic locations, only a few of its beers are available: Juicy Ass, Sparkle Puff and Memories of Future Fruited Sour (Where to Find, 2023).

Why the business is needed.

The company caters to millennials and Gen Xers, both male and female. The restaurant location is a part of the food and service industry as they offer a daily lunch/dinner menu and a list of beers. They cater to the need for craft beer in Ontario and offer a designated place for those with the same interest in enjoying craft beer with friends and family. The brewery part of the business only produces beer but also offers tours to the public, which caters to craft beer enthusiasts and those interested in learning how they make its beer. By distributing its beers to other places, they engage consumers who enjoy craft beer and the uniqueness Flying Monkeys offers with their flavours.

Business plan

We want a new brewery/restaurant location in Toronto, Ontario. Opening a new location in a city with a high market density, like Toronto, would create more brand awareness, increase profits, and make distributing the beer to other places more accessible. With a new location opening, we would search the demographic and choose a location in an area that fits the millennial and gen x we are targeting. This would be based on areas where the age demographic primarily lives and near places they already visit. We would research the interests that those who drink craft beer partake in and choose a location according to those results. As for the beer menu, we want to continue with the daily changing menu but keep a set list of beers on the menu that are always there. That way, customers know that the beer they like will be available.

References

Brewery | *Flying Monkeys Craft Brewery*. (2020). Flyingmonkeys.ca.

<https://www.flyingmonkeys.ca/brewery/>