



BAYANI BREW

Introduction



Location: Philippines

Industry: Food and Beverage

Founded in 2012

Image credit to Sarah Deutsch Photography

Bayani ('Hero' in Tagalog) Brew was founded in 2012, on GK-Enchanted Farm, a social enterprise incubator set up by charity organisation and nation building movement Gawad Kalinga, in the Philippines. Bayani Brew sells traditional Philippine concoctions to health-conscious consumers, while giving farmers who grow the ingredients a sustainable source of income. It was founded by an Ron Dizon, a former IT executive, Shanon Khadka, a former practicing lawyer, and Xilca Alvarez-Protacio, a Gawad Kalinga worker who manages farm-based businesses.

Bayani Brew advocates the use of indigenous ingredients such as lemongrass, pandan, and sweet potato tops, which are the main ingredients of "Bayani Brew Classic" and "Bayani Brew Purple Leaf". These are the recipes of two *nanays* from a GK village in Angat, Bulacan, and the profits from the infusions go partly to a scholarship fund for their children.

Highlights

It ranked second-highest among more than fifty concessionaires at the Ultimate Taste Test in September, organized by Anton Diaz, the man behind blog Our Awesome Planet, in partnership with Rockwell.

Social Problem

The average Filipino farmer has an annual income is only Php 24,000 (around \$700 sgd), below the World Bank poverty line of USD\$1.90 per day. As in other typical agricultural markets, part of the reason for the low income is because the Philippine farmer usually sells his products to the middleman at a low price, due to his lack of access or information about the produce market.

Social Intervention and Business Model

Bayani Brew advocates the use of local ingredients that are "low maintenance": crops that are easy for the farmers to grow, particularly those that are climate-resilient. This is especially important now because it is the "El Niño" (extended extreme drought) in the Philippines. Bayani Brew purchases crops directly from the farmers, hence the profits go directly to them and not the middlemen.

Bayani Brew then turn these low maintenance crops into higher value products in the form of its signature drink. Bayani Brew also aims to transform our farmers into Agri-preneurs, by encouraging them to farming as a business. This is done through training farmers on quality standards and supply chain, for instance. It partners with organizations that can teach farmers different types of skills such as financial literacy, maintaining savings programs, sustainable farming etcetera, and to prepare the next generation of farmers. Bayani Brew are also looking for deserving student to receive Agri-business scholarships.



Farmer harvesting lemongrass for Bayani Brew.

Image credit to Tajen Sui and Bayani Brew

Current Marketing Efforts

Online presence and social media

- **E-store:** no dedicated online store of its own, but can be bought online from related social enterprise Human Nature (<http://humanheartnature.com/buy/index.php/bayani-brew.html>)
- **Facebook** (Bayani Brew): 19,782 likes, regular posting in English
- **Instagram** (bayanibrew): 2554 followers
- **Twitter** (@bayanibrew): 1190 followers, 3400 likes
- **Youtube:** No dedicated channels, but videos about Bayani Brew can be found

Many online articles in English are written about Bayani Brew's work, among them blogs, short features and social causes-oriented websites.

Retailers

Bayani Brew has partnered many stores to carry its drink across the Philippines, though it has no store of its own. The company website lists 7 nationwide partnering stores or locations which carries its products, and another 38 in Metro Manila, 14 in Luzon, and 4 in the Visayas region.

Relationship with Gawad Kalinga

The network of Gawad Kalinga has helped Bayani Brew to gain exposure in the social sector and to bring in potential customers.

Challenges Faced and Project Scope

Compared to its main competitors which are giant beverage conglomerates, Bayani Brew is small in size. Thus the company would like to focus on establishing awareness of its brand, product and advocacy. Due to limited resources, Bayani Brew has decided to focus on below-the-line marketing. Hence Bayani Brew would like students to:

- Propose marketing ideas limited to digital media only (social media and website), bearing in mind that Bayani Brew does not have a marketing executive to execute all the ideas.

Useful Links and Resources

Company Website: <http://bayanibrew.com/> OR <http://bayanibrew.infinite.ly/>

Facebook: <https://www.facebook.com/BayaniBrew/>

Additional references

About the Founders

<http://humanheartnature.com/buy/index.php/content/xilca-alvarez-protacio-defender-of-the-poor>

Bayani Brew: Saving the day for farming communities everywhere

<http://gk1world.com/bayani-brew-saving-the-day-for-farming-communities-everywhere>

Bayani Brew: Helping farming communities become 'agripreneurs

<http://www.rappler.com/move-ph/issues/hunger/107758-bayani-brew-gawad-kalinga-helping-farming-communities-agripreneurs>