

# "Bambusa: pioneering Latin America's first craft beer made out of bamboo"

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Damyang, Korea 21 Septiembre 2015*



# INTRODUCTION

- **Bambusa** brewery was born out of the passion for bamboo and the pleasure for good beer.
- Bambusa it's a Mexican pioneering initiative within the industry of beverages made with bamboo.
- With an innovating vision we decided to venture into the national bamboo and craft beer movement.
- For over a decade, in Mexico there have been two economic and social tendencies. One toward the artisan or craft beer culture and the other a growing interest in bamboo



# INTRODUCTION

- These events have to do with the beer culture in Mexico as reflected by a consumption rate of 62 liters per capita, per year and the establishment of over 3600 hectares of commercial bamboo plantations mainly in the south, south-west of the country.
- This has generated the opportunity to take advantage of the multiple benefits the bamboo plant has to offer by creating a craft beer, made in Mexico, with its extract.
- This innovation is based on the experience of cultivating Bambusa

Old Hamii on a small scale in the Northern Mountain range in the state of Puebla.



# Learning from the specialists

- In March 2008, the 2<sup>nd</sup> Mexican Congress of Bamboo was organized in the state of Puebla with the participation of 14 worldwide experts and 700 attendees.
- The INBAR (International Network for Bamboo and Rattan) collaborated in this event with the participation of its experts contributing to the international impact of the event.
- Since then, in different regions in México, particularly in the South, Southwestern part of the country, bamboo gained added importance among bamboo producers and the formation of the agro-industrial chain was instituted



# Learning from the specialists



2° CONGRESO MEXICANO DEL BAMBÚ

DEL 5 AL 8 DE MARZO 2008

Centro de Convenciones, Ciudad de Puebla, México

**Estrategias Globales de Desarrollo Sustentable**

**CONFERENCIAS MAGISTRALES:** Panorama global del Bambú

**MESAS TEMÁTICAS:**

- SILVICULTURA Y MEDIO AMBIENTE:** Establecimiento, manejo y aprovechamiento del bambú.
- TRANSFORMACIÓN:** Usos y productos elaborados con bambú.
- ARQUITECTURA Y CONSTRUCCIÓN:** Sistemas estructurales y de construcción, diseño y arquitectura.
- COMERCIALIZACIÓN:** Oportunidades de desarrollo y mercado del bambú.

**MÉXICO, ALEMANIA, BRASIL, CHINA, COLOMBIA, CUBA, ESTADOS UNIDOS, INDIA, PARAGUAY**

Convoca el Gobierno del Estado de Puebla, a través de la Secretaría de Desarrollo Rural

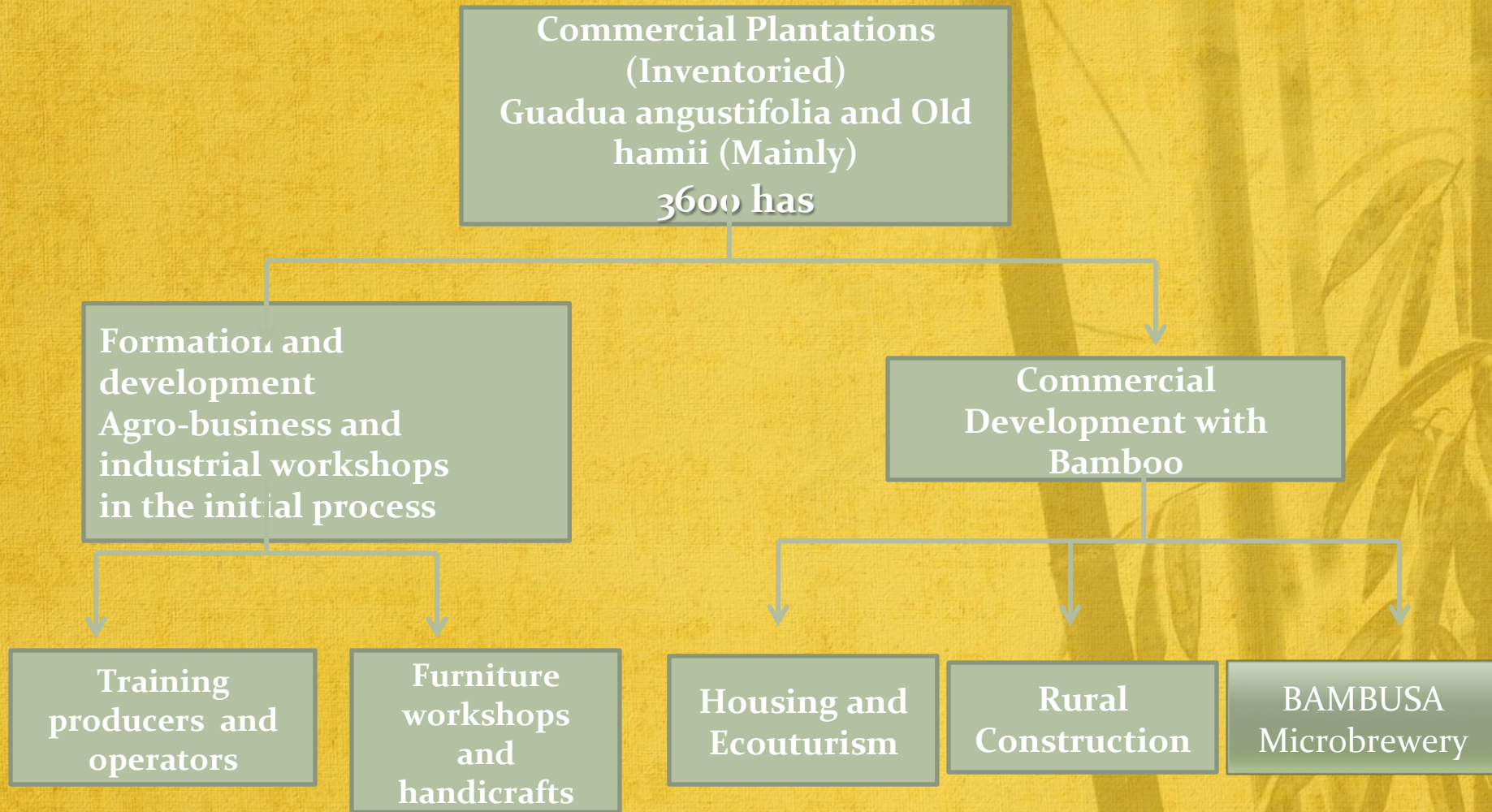
Introducción  
Centro de Investigación: 2 Recursos para el desarrollo  
Banco de Recursos  
Número de contacto: 01 221 211 1111  
Fax: 01 221 211 1111  
E-mail: info@bamboo.org.mx  
En internet: www.bamboo.org.mx



Logos of organizing institutions: Gobierno del Estado de Puebla, FIRA, ENBA, CONECONOMIA, Olat, and others.

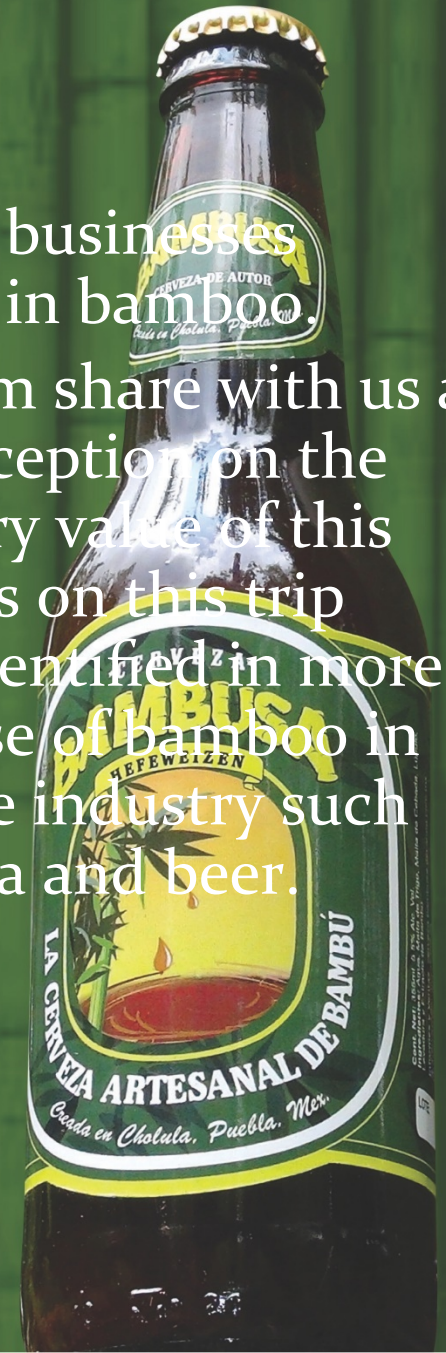


# The Agro-Industrial Chain of Bamboo in Mexico 2008-2015



# Bambusa Origins

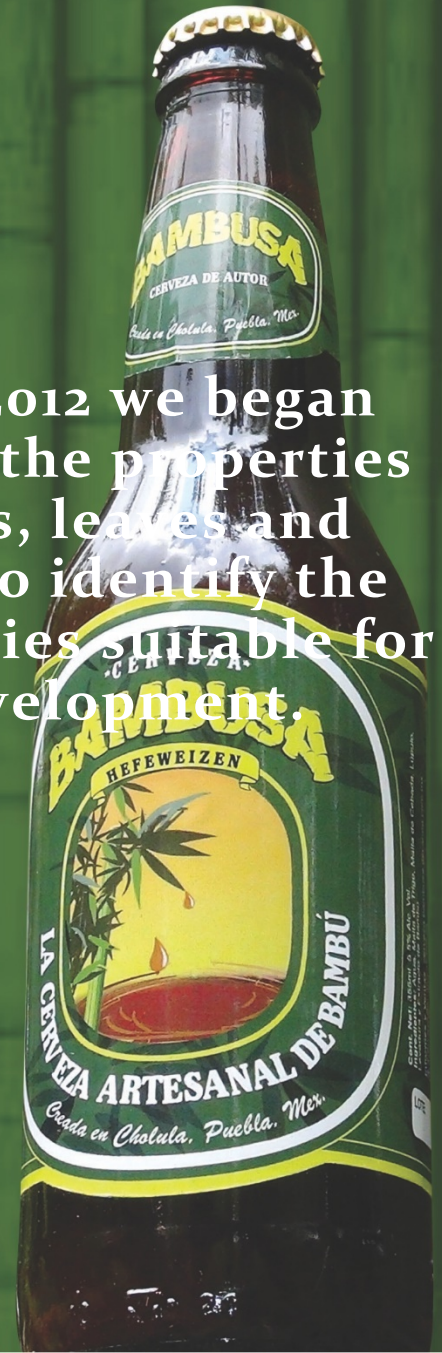
- It all began in the year 2011 when the Chinese Ministry of Commerce invited all Mexican candidates to the Course in Formation of Technologies of Bamboo 2011 for developing countries, which took place in Hanzhou, the capital of the Zhejiang Province in China. We obtained the scholarship which included a two month visit to investigation centers, production zones and
- commercial businesses specializing in bamboo.
- This program share with us a integral perception on the extraordinary value of this plant. It was on this trip where we identified in more detail the use of bamboo in the beverage industry such as; juices, tea and beer.



# Bambusa Origins

I came back to Mexico with the firm idea of developing a prototype of craft beer made with bamboo and, to become fully involved in this growing Mexican consumer market. I worked, little by little, until I founded the right recipe that managed to harmonize with the watery bamboo leaf extract. Our beer is elaborated using German (weizen) and Belgian (Belgian pale ale and tripel styles) recipes as the base which use an elevated ratio of wheat and barley malt

From 2011 – 2012 we began documenting the properties of the culms, leaves and shoots, and to identify the possible varieties suitable for drinks development.



## MARKET OPPORTUNITY (Validation)

- Owing to the growing Craft beer tendency in the national context and, the high consumption of beer in the country of 62 liters per capita annually, a market niche opened that is associated with young, economically active, people between the ages of 25 and 35.
- The Mexican Breweries Association reports that the annual beer production in the country is 7 billion liters; less than 1% is produced by independent breweries.
- The micro-breweries in Mexico are presenting an annual sales growth of 50 - 60% propelled by a demanding young adult sector.



## MARKET OPPORTUNITY (Validation)

At the same time, this beer tendency – of almost a decade – finds itself in the national bamboo movement with commercial plantations of 8-10 years old, covering a surface of 3,600 hectares in the country. Because of this, we looked for a way to combine them and enter both markets finding a niche opportunity.



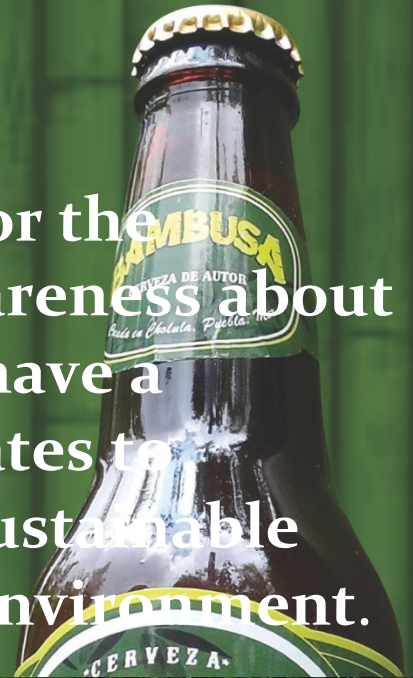
# WHY BAMBOO BEER?

- Because bamboo is cultivated on small plantations in the mountains of the northeastern part of the state of Puebla.
- The foliage of the *Bambusa Oldhamii* provides the primary raw material for the elaboration of this beer. The hint of flavor that the leaves give at the end is refreshing with herbal notes and gives it its distinctive character which has been well accepted by the Mexican consumer market.



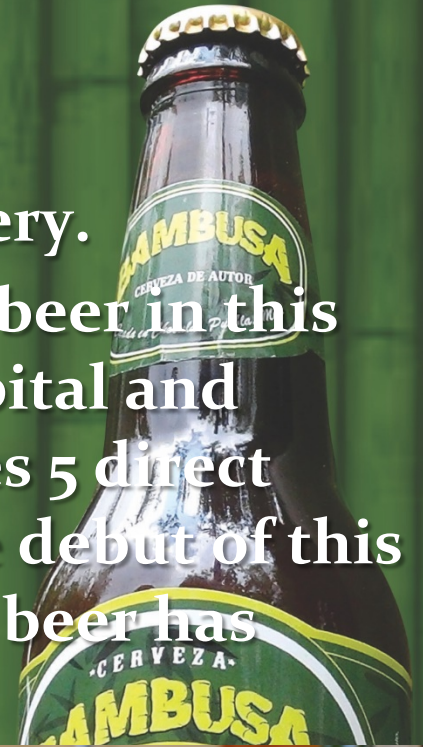
# WHY BAMBOO BEER?

- The main goal is to serve as promoters for the bamboo movement and also to raise awareness about their innovations; as a consequence we have a product with an added value that translates to economic and social development and sustainable resource management and care for the environment.



## Company Description

- Bambusa is a 100% Mexican micro-brewery.
- A pioneer in the elaboration of bamboo beer in this country, it uses human and financial capital and national talent. At this point it generates 5 direct jobs and 20 indirect ones. Thanks to the debut of this microbusiness a new market of bamboo beer has developed in Mexico.



"Bambusa, más que una cerveza..."



## Company Description

- **BAMBUSA** The First Mexican Bamboo Beer
- Launched on the market November 17, 2012 in the Beer Fest of Cholula, Puebla, Mexico
- Craft Weizen types beer, elaborated with an elevated proportion of wheat, two hops, highly fermented, slightly sweet with herbal footnotes and refreshing taste.
- Ingredients: Water, bamboo leaf extract, wheat malt, hops, yeast for weizens beers, and 5.5% (Light) 6% (Dark) by volume per alcohol grade.
- Presentation: Amber bottle of 355ml
- 1<sup>st</sup> commercial lot: 2,400 bottles
- Actual production: 21,000 bottles aprox per year.



# Objective

- Introduce the agroindustrial process, elaboration and commercialization of the artisan Mexican bamboo beer and the competitive strategies employed in the incursion of the bamboo drinks industry.



# Specific Objectives

- To develop the first prototype of craft beer made with organic bamboo extract respecting the traditional beer-making process.
- Give use value to the foilage of the *Bambusa Old Hammi* class as raw material in the elaboration of alcoholic beverages for the Mexican and Latin american consumer
- Integrate the agroindustrial chain of “Craft Bamboo Beer” for the growing niche market in the country.
- Design a marketing strategy that incorporates the Mexican consumer’s taste taking into consideration the traditional techniques of craft beer elaboration with the distinctive characteristic of bamboo

# THE BAMBUSA OLDHAMII SPECIES AND ITS GROWTH POTENTIAL IN MEXICO

Species introduced in Mexico more than 70 years ago, adapted to the tropical region – from 400m. above sea level to 2000m. above sea level. Latitude 18° N of the equator. At this time there are 900 has in the south-southwest region in the country. Its growth is extraordinary in sandy ground, and reaches its largest diameter after 5-6 years of age

It's a species that in actuality is found all over the country, with divers uses from handcrafted furniture, door, windows, decoration, to edible, with the last being its use in alcoholic beverages.



# THE BAMBUSA OLDHAMII SPECIES AND ITS GROWTH POTENTIAL IN MEXICO

Its leaves are abundant, sweet and crisp with an herbal aroma and they are the raw material to obtain the extract that gave life to BAMBUSA.

More often than not, it is assumed that only the culms of the bamboo plant are useful, while the leaves and other parts are considered waste.

It has been reported that the bamboo leaf extract is rich in flavonoids and polyphenols, used as anti-oxidents. This is greatly esteemed in a niche market of healthful food consumers.

This history is what motivated our launch into the world of craft beers creating an original, as well as functional, flavor and integrates bamboo with a drink that is pleasing to the taste of the demanding consumer.



# Method

- The fresh leaves of the Bambusa genus are harvested, washed and paced in the steam distiller to obtain the watery organic extract.
- Grain mill
- Mash
- Cooking and hops addition
- Bamboo extract addition, 10% – 12% of
- Fermentation
- Aging
- Bottling and Manual Labeling

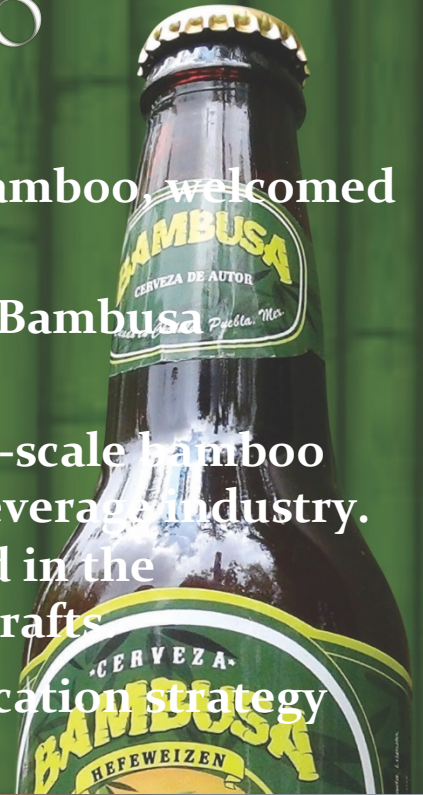


# Method



# INNOVATION USING BAMBOO

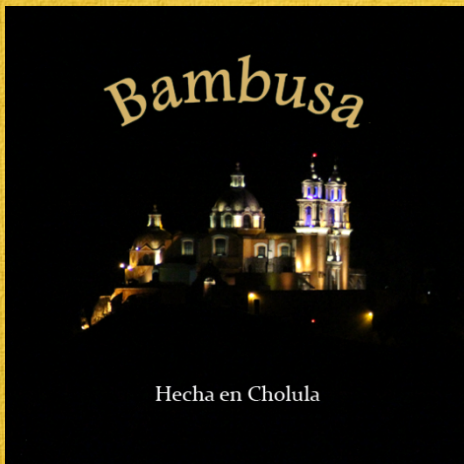
- The innovations generated by the company have been:
- The creation of an artisan/craft beer which contains bamboo, welcomed by the Mexican consumer.
- Inclusion of up to 10% of bamboo leaf extract from the Bambusa Oldhamii variety in the beer fermentation process.
- Social innovations by giving an alternative to the small-scale bamboo producers in Mexico for the use of the foliage in the beverage industry. (leaves are generally wasted) And also artisans engaged in the production of bamboo paper for packaging and handidrafts.
- Commercial innovations through a personal communication strategy with consumer “clubs” and use of social networks.



## Returns and Achievements



- Bambusa is the only brand of craft beer in Latin America to incorporate bamboo in its production and to participate as one of the 400 brands that compete in the Mexican beer market.
- Use value has been given to the foliage of bamboo for the alcoholic beverage industry



## Returns and Achievements

- The capability to artisanal process craft beer with up to a 10% addition of bamboo leaf extract
- The extraction process from the foliage of the *Bambusa Old Hammi* class was developed for its subsequent addition in the fermentation process giving depth, body and refreshing herbal overtones in the taste and aftertaste
- At present, 600 litres are produced monthly which satisfies the actual local market demand. It has a consistent demand in restaurants of a traditional food, Eco-stores, Craft , Beer Boutiques and Eco-tourism hotels as well as a demand at the national level with a positive impact on a captive market.

## Returns and Achievements



- The image that has been created by being the first and only bamboo beer has been well received in the market because it contains a unique identity and distinctive characteristics



# Returns and Achievements

Thanks to the appearance of Bambusa, a market for bamboo beer has been developed in Mexico which has turned attention to bamboo with a growing interest in the different commercial uses and its potential. This has no doubt motivated a growing interest in this millenary plant

- Bambusa It was invited to participate in the first congress “Bamboo Innovations” in Guayaquil, Ecuador in November 2014 and at the seminar-workshop called “Uses, processes and utilizations of the bamboo stock” In Costa Rica in July 2015



This pays homage to all the people involved with bamboo in Mexico, Latin American and the world.

