

Space Barley: The final frontier

TOKYO, JAPAN: The power of producing limited edition versions of a product should not to be underestimated. Releasing a special "collectors" edition at a premium price is an excellent way to generate PR, as well as enhance the image of a brand.



In the Japanese beer market, most marketing activity takes place at the point of sale, and in the production of limited edition versions of existing brands. There are few brands however, that can claim an interstellar connection.

Brewed using a generation of barley seeds that were grown in a collaborative project with the Russian Academy of Sciences, Sapporo's "Space Barley" beer was produced in a limited edition run of 1500 bottles.

Customers wishing to purchase beer from the final frontier registered their interest online, and 250 were selected in a lottery for the opportunity to purchase a 6-pack of the beer, at US\$110 (¥10 000) a pack (about R820 a pack).

Proceeds from the sale of space beer were given to charity, to fund the teaching of science to children, to promote an interest in space. Space Barley beer sold out, and tasters described the taste as normal - which was viewed by scientists as a success, as it demonstrated that food production in space was possible.

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