The Netherlands, known for centuries as a sailing and trading nation, have a profound history when it comes to producing beverages. All raw materials for producing beverages, such as spices, herbs, plants, cereals, dried fruit, coffee, cocoa, and tea, were shipped from countries all over the world to the harbours of Rotterdam and Amsterdam. There, these materials were used as ingredients for the production of beer, liqueurs, geneva gin and other spirits, and soft drinks. Nowadays it is possible to import fruit from all over the world and this has given rise to a huge increase both in the availability and in the popularity of tropical fruits.

The Dutch beverage industry is part of the food processing industry. In the Netherlands there are approximately sixty beer breweries the top eight of which produce more than 99% of total production. The activities in the segment of non-alcoholic beverages are large-scale and dominated by about twenty-five ‘players’. The same goes for distilleries, although there is more diversity here. Export is an important sales channel. About two-thirds of export value is in alcoholic beverages where the premier export product is beer. It is striking that over two-thirds of the alcoholic beverages are exported primarily to non-EU countries whereas for non-alcoholic beverages, this figure drops to a mere quarter.

PUM offers expertise and knowledge regarding not only beverage production but also product development, quality control, packaging and distribution, and marketing & sales.
HELPING A FAMILY BUSINESS
PUM was asked to assist a brewery get started in the production of non-alcoholic beer. The small brewery was a family business. The company mainly produced a tasteful pilsner beer. Thousands of tourists pay a visit to this brewery, sampling and purchasing beer, sometimes even a t-shirt. The beer is also exported to other countries. Together with the owner, the PUM expert developed and tasted various recipes for non-alcoholic beer. To make sure the alcohol content is 0.00%, the expert developed malt beverages. To get an attractive taste, he added various natural-based aromatics, such as apple, and lemon. The recommendations and instructions of the expert were sufficient in getting the company off to a good start producing non-alcoholic beer.

SOFT DRINKS
In a rural area, inhabitants grow a lot of tropical fruit and a number of small-home processors are actively producing various kinds of products. The local government wanted to stimulate the growth in small-home industry. Government officials asked PUM for help in assessing the potential for growth. The small-home entrepreneurs were given basic information packages on how to process fruits using small-scale equipment. They were also shown how to use the fruit to produce soft drinks and fruit juices and how to preserve these products with the aid of preservatives. Small-scale, local production of soft drinks and fruit juices is now a welcome addition to many families’ income.

COFFEE CONSULTANCIES
Coffee plays an important role in the world economy as it is the second largest commodity in the world after oil. In coffee growing countries green coffee is often seen as the finished product that needs to be exported. In Indonesia a company desired to roast, grind and pack their green coffee for local consumption and eventually export. Little knowledge about the various areas was the reason why PUM expertise was required. These areas were:
- project management;
- sound business planning;
- knowledge about brewing and local coffee markets;
- assessing consumer preference—incorporation into product (blend, grind-size, roast-degree);
- sensory evaluation and profiling;
- roasting;
- packing;
- finance.
Assistance in these areas was obtained through PUM.

HOW CAN WE HELP SHAPE YOUR BUSINESS?
Apply for advice online or contact a PUM representative in your country for a personal introduction.