

# WREER

by  THE ABLE CO.

: Sustainability & Product Innovation

WEBSITE



# FOUNDER BACKGROUND & STORY



## VOLUNTEERING EXPERIENCE



While volunteering with food charities, we realized the **problem & causality**.

### PRIMARY GAP



Existing Solutions like Feeding Hong Kong & Breadline **lack sufficient storage by 30%**

## FOUNDER STORY

### HOW DID WE START?

When our exams ended in 2019, the four founders celebrated by purchasing bread at the expense of **watching all other bread go straight to the landfill**. From a culture that intrinsically values food preservation and considers food wastage sinful, this shocked us. **With Breer, we envision to introduce a circular economy, fostering a culture of responsible consumption.**



**UPCYCLED**



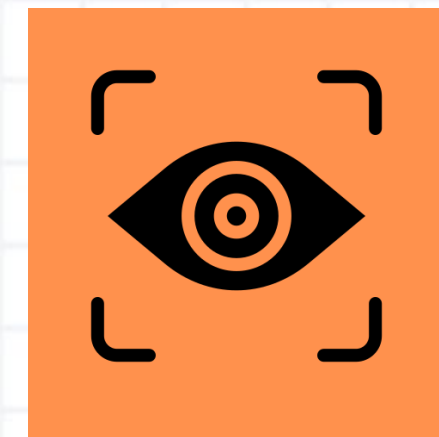
### Passion

Foster Sustainable Drinking!



### Ambition

Reaching 0% Bread Waste



### Vision

Start an Industry Revolution!



### Culture

Collectivistic Culture from India







# TEAM PROFILE



**Anushka Purohit**  
CEO



**Naman Tekriwal**  
COO

Particulars	Anushka Purohit	Naman Tekriwal
<b>Education Background</b> (HKUST)	Graduate; Electronic and Computer Engineering (ECE)	4 <sup>th</sup> Year; Management & Marketing with Entrepreneurship
<b>Division of Work</b>	Outreach, Partnerships, Technology Development, and Implementation	Events, Fundraising, Long-Term Collaborations and Outreach
<b>Skills &amp; Strengths</b>	Public Speaking, Operations, Coding and Presentation	Public Speaking, Administration, Communication and HR Management
<b>Business Experiences</b>	 童協基金會  	  

# ISSUE ADDRESSED & VALUE



## 3600 TONNES OF FOOD IS WASTED EVERY DAY IN HONG KONG!

(THAT'S 250 DOUBLE DECKER BUSES EVERYDAY!)

## 47% OF STORE DISPOSED FOOD IS LEFTOVER BREAD!



### BREAD WASTAGE

Bakeries & Retail Chains such as Yamazaki, A-1, Pizza Hut, Fusion, Wellcome throw **1700 TONNES** of the leftover bread after closing each day.



### LANDFILL CAPACITY

Hong Kong's three landfills are expected to **EXHAUST** their **CAPACITY** by end of 2024 along with no waste management policies.

### VALUE OF SOLUTION



Vertically integrated food upcycling model, converting bread into beer!



Contributes to food preservation by promoting use of unsold bread!



Provides a low-cost beer to market & promotes sustainable drinking!



Creates shared value for all stakeholders & benefit society!

### SOCIAL IMPACT



Save **17 Tonnes** of Bread!



Save **60ha** Landfill Space!



Save **2t** of CO2 emissions!



Save **8.3m<sup>3</sup>** of Water used!



Helped **4 local** breweries!

### UN Sustainable Goals Achieved



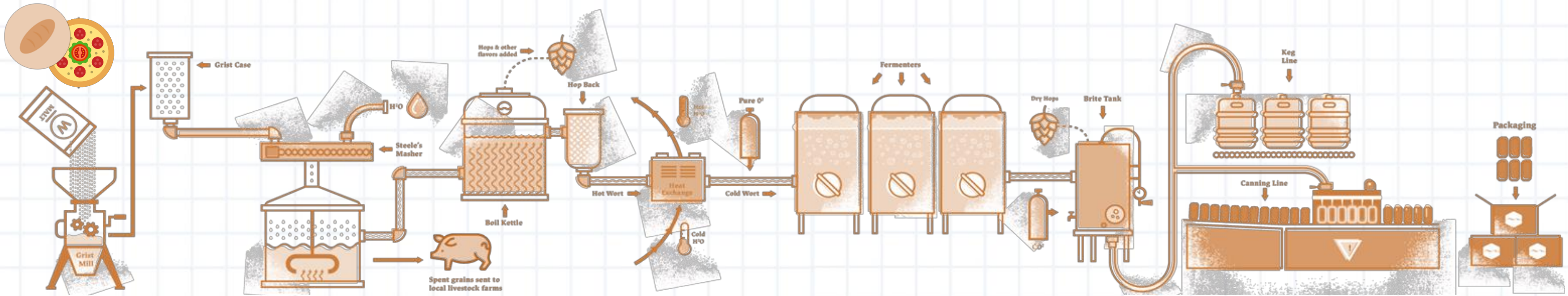
# VALUE PROPOSITION



## UN SUSTAINABLE DEVELOPMENT GOALS INVOLVED



Breer aims to achieve **goal 12.3 and 13.3** by contributing to preservation of food waste at retail, consumer & production levels by **reusing bread for brewing of beer**, creating global climate action.



We replace barley with otherwise wasted bread and pizza crust, owing to the similar **raw material composition**, using them as functional replacements.

# PRODUCT LINE



Breer's core products today include six styles. The beers with white bread as its base include the **Breer Pale Ale** (5.6% ABV), **Crisp Lager** (4.8% ABV) and **Hibiscus Sour** (5.6% ABV with added hibiscus flowers). Beyond white bread, there is the **Cocktail Bun Non-Alcoholic Pale Ale** (<0.5% ABV) with coconut buns, **Pineapple Bun IPA** (6.3% ABV) made with pineapple buns, and the **Egg Waffle Stout** (5.6% ABV) made with egg waffles.



**Pale Ale**  
(5.6% ABV)



**Bolo Bao IPA**  
(6.3% ABV)



**Hibiscus Sour**  
(5.6% ABV)



**Crisp Lager**  
(4.8% ABV)



**Cocktail Bun NA PA**  
(<0.5% ABV)



**Egg Waffle Stout**  
(5.6% ABV)

The identity of our beers has always been *sustainability and locality*, wherein, we incorporate local flavors and aim to make all our beers sustainable.

# BREER X MAXIM'S



Breer collaborated with **Maxim's Group**, to create **BOB: Bottle of Bread**. The partnership includes collecting **surplus bread from Maxim's bakeries** to create a local premium craft beer offered in all Maxim's Restaurants.

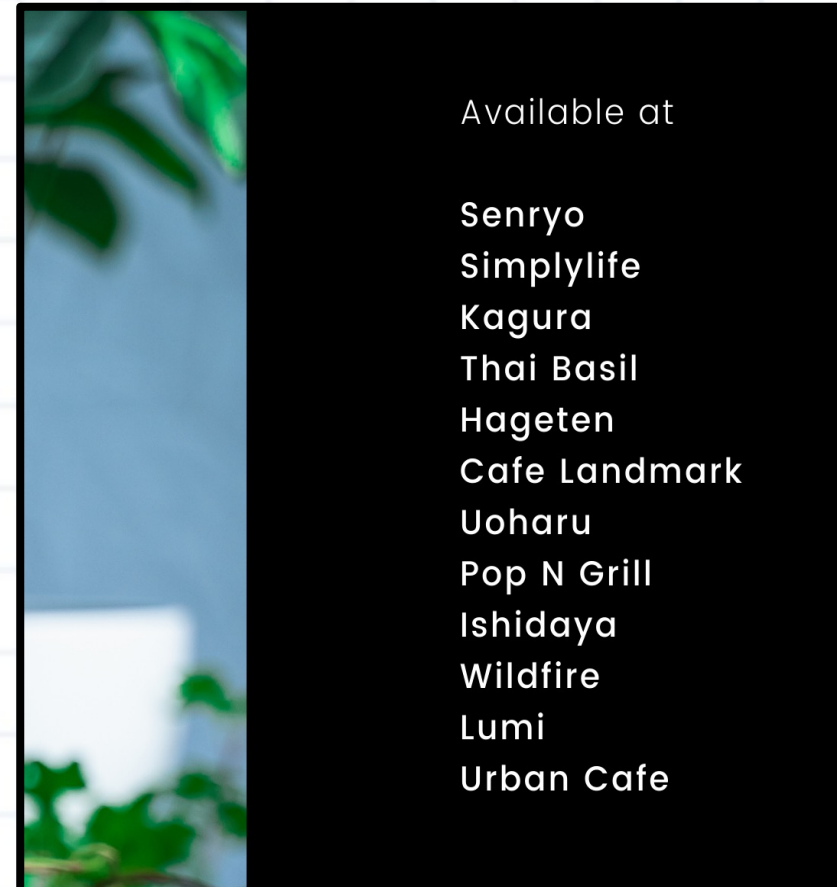


**BOB & BOB Coffee**

## Collaboration



## Sales Channels



Available at

- Senryo
- Simplylife
- Kagura
- Thai Basil
- Hageten
- Cafe Landmark
- Uoharu
- Pop N Grill
- Ishidaya
- Wildfire
- Lumi
- Urban Cafe

## Business Details

Launched in December 2021, Breer and Maxim's have together sold **20,000+ Litres of Beer in 300+ Sales Locations of Maxim's Group**

Breer and Maxim's have launched **BOB** (from white bread) and **BOB Coffee** (from white bread and coffee grounds) & are working together on creating **other novel products**

Breer and Maxim's work on a **B2B2C** model, wherein, Breer sells to Maxim's at **wholesale**, with Maxim's taking charge of **distribution**

# PACKAGING & QUALITY



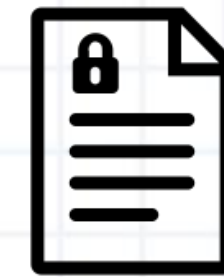
## Quality Management



All beer products & recipes are **laboratory tested** to ensure proper quality of all products being supplied for consumption.



**E-Chemicals** used in Bread are **eliminated** when Bread is used in Brewing and boiled at **100+ degrees Celsius**



Policy of using bread within **10 days after collection** and Accepting Bread with **No or only Dry Condiments**



## Sustainability Details

Track User's Sustainability Index & Contribution



## Product Origin & Details

Know about the product's origin, contents & the process of brewing of that Beer



# CO-CREATED PRODUCTS



Other than its core product line, Breer has worked with brands in Hong Kong to **co-create products**. Most notably, Breer has worked with **HK Tramways, Swire Group, and Mercedes Benz**, curating new personalized products in accordance with the client needs and flavor profiles of potential target drinkers.



CREAM ALE



**Egg Tart Cream Ale**  
(4.0% ABV)

Made using **Surplus Egg Tarts** collected from bakeries



CURRY FISHBALL NA PA

**Curry Fishball Non-Alcoholic Pale Ale**  
(<0.5% ABV)

Made using **Surplus Bread** collected from bakeries with Curry Fishball flavor

PANDAN MILKSHAKE IPA



**Pandan Milkshake IPA**  
(4.0% ABV)

Made using Surplus Bread and **Pandan Leaves** from Swire's Properties Rooftop Farms



EGG WAFFLE IPA



**Egg Waffle Stout**  
(5.0% ABV)

Made using **surplus egg waffles** collected from Mercedes Benz's Partner Bakeries

# OTHER COLLABORATIONS



Breer also works with **companies to create personalized labels** of our existing beers, often used for **gifting, events or internal purposes**. This creates a **unique synergy** for companies to own the branding while enabling Breer's mission.



# SUSTAINABILITY WORKSHOPS



With **sustainability** at the core of our mission, we **organize workshops\*** to invite more individuals to join our cause. Our **customizable sustainability workshops** are well-suited for **companies, universities, and other organizations**. Common components include a live, minimized demonstration of bread beer brewing, games & tasting.

*\*Workshops can be customized to suit client expectations*

## NOTABLE CLIENTS



JPMORGAN CHASE & Co.



THE GREAT ROOM

Madame Tussauds

Hysan 希慎

# SOCIAL IMPACT



## OUTCOMES



**16.2 TONNES OF UNSOLD BREAD SAVED!**



**60 HECTARES OF LANDFILL SPACE SAVED!**



**2 TONNES CARBON DIOXIDE EMISSIONS AVOIDED!**



**8.6 CUBIC METRES OF WATER USED REDUCED!**



**4 LOCAL BREWERIES SUPPORTED DURING COVID-19!**

## SUSTAINABLE MERCHANDISING



In near future, Breer will launch a line of **Sustainable Merchandise** producing T-shirts, hoodies & bags, using **Spoilt Milk** as an additional source of revenue.

## GREEN INITIATIVES



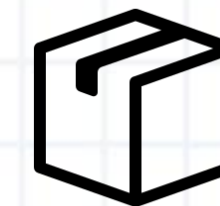
### BOTTLE REUSE SCHEMES

Breer launched a bottle reuse scheme wherein customers who **returned bottles** were awarded loyalty coupons for future purchases.



### SUSTAINABLE PACKAGE

Breer will ensure to have **sustainable material packaging** on its products, instead of plastic packaging to stay true to its mission.



### WASTE FREE SHIPPING

Breer will deliver all products by generating **zero waste** across its channels, to both retailers & customers.

# MEDIA COVERAGE




Tatler POWER & PURPOSE STYLE DINING HOMES CULTURE MORE

DINING | TASTEMAKERS

## CEO Anushka Purohit's Food Upcycling Start-Up Breer Makes Beer Out Of Leftover Bread

Flash by TAMAS MOHIT | May 12, 2022



©2022 Anushka Purohit (Photo: Tony Lau)

Hong Kong / Society

## Maxim's Group, Hong Kong start-up turning bread into beer, beer into Operation Santa Claus funding

- Dubbed BOB, or Bottle of Bread, the beer is the brainchild of a group of University of Science and Technology students
- Maxim's locations will give HK\$10 for each bottle sold at its locations to OSC, the annual fundraiser co-organised by RTHK and the South China Morning Post

Joyce Yip [+ FOLLOW](#)  
Published: 10:00am, 8 Dec, 2021 [Why you can trust SCMP](#)



(From left) Chicken Soup Foundation donor ambassador Iris Yang, Maxim's Group senior manager for food procurement and supply chain Michael Sheung, Breer co-founders Anushka Purohit and Naman Takirwal. Photo: Xiaomei Chan

HONG KONG *living*

## Breer is up-cycling bread waste to make craft beer

Four university students' journey of turning trash to treasure

December 9, 2020 / in Dining, What's On / by Katrina Lau



'Craft beer' has been the buzzword in the drinking world recently. While drowning in the sea of artisanal brews and interesting names, it may seem


Tech

## Beer made from leftover bread and an augmented reality app for online learning are winning ideas in innovation competition

- HKUST students' idea to turn unsold bread into beer to prevent food waste was victorious in Hong Kong's inaugural City I&T Grand Challenge
- The creator of an AR-based app that adds digital content to books was also a winner in the competition, which sought ideas to solve everyday issues


Neil Fong  
Hong Kong Science and Technology Parks Corporation

Neel Burridge and Morning Studio editors  
Published: 10:00am, 25 Nov, 2021 [Why you can trust SCMP](#)



Anushka Purohit (left) and Suyash Mohan are two of the four founders of Breer, a start-up that creates beer from leftover bread. It was one of the top winners at Hong Kong's first City I&T Grand Challenge held in October.

30 UNDER 30  
2023 | ASIA



Forbes 30

**F** PROFILE

## Breer

Cofounders, Breer

By Stephanie Chan

Some people work for decades toward a place in the C-Suite. At the age of 21, Anushka Purohit is a C-Suite leader two times over—and she hasn't even graduated from university yet.




Photo credits: Straub Collaborative

The 2021 Young Achiever of the Year, as chosen by AmCham's Women of Influence (WOI) committee, is an electronic and computer engineering student wrapping up her final year at Hong Kong University of Science and Technology.

## Four Hong Kong Students Are Taking On Global Food Crisis By Turning Bread Scraps Into 'Breer'

08/04/2021 10:45 am Editorial-Breer World




SUCCESS

## This 23-year-old bought a \$150 home beer brewing kit and turned it into a six-figure business

Published Tue, Dec 12 2023-10:34 PM EST • Updated Wed, Dec 13 2023-10:37 AM EST

Charmaine Jacob  
@CHARMAINEJACOB



Anushka Purohit, the co-founder of Breer, a Hong Kong-based startup that turns leftover bread into craft beer. Breer



South China Morning Post



AmCham

YOUTH CO:LAB

Forbes



# CONCLUSION

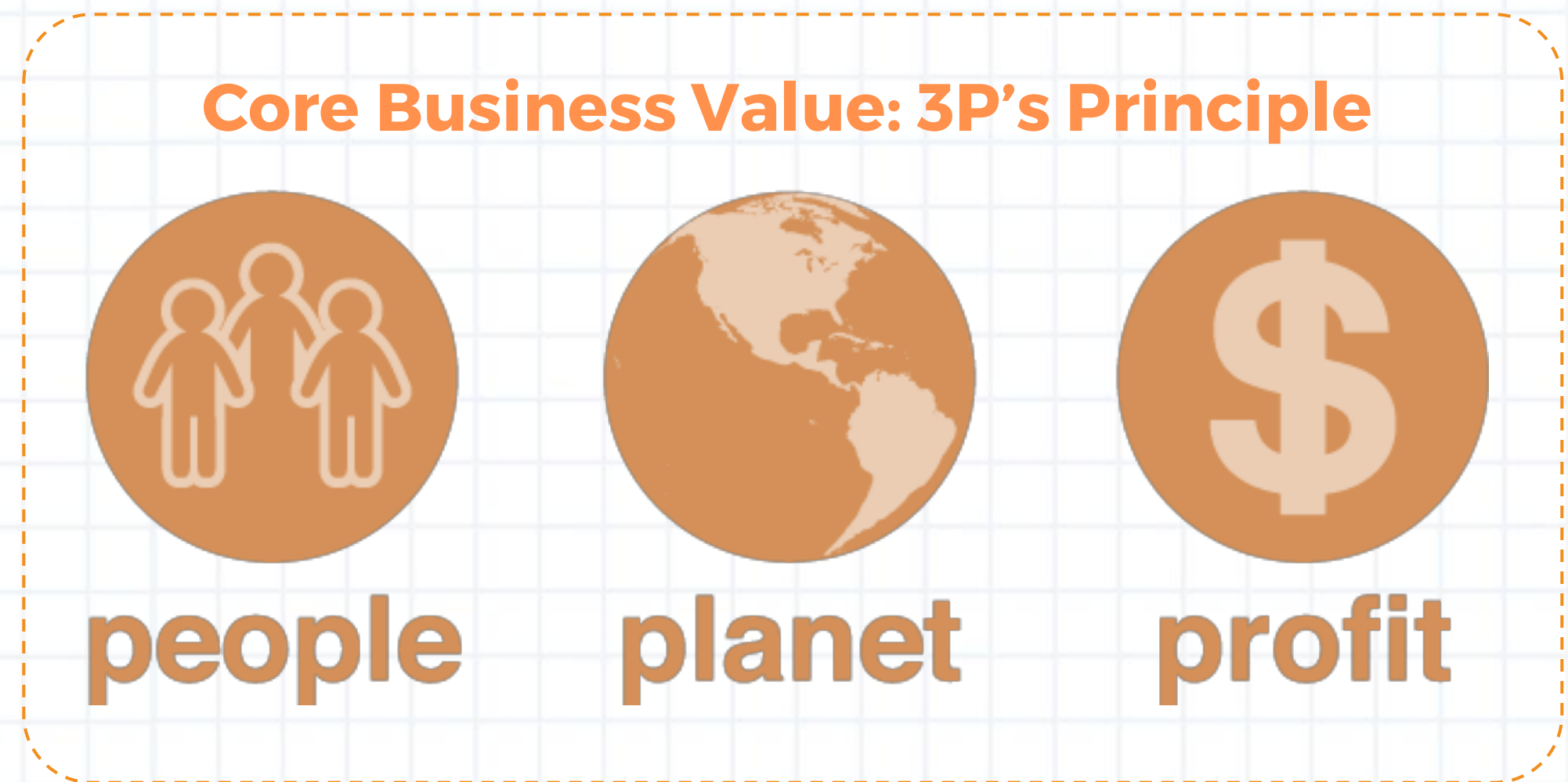
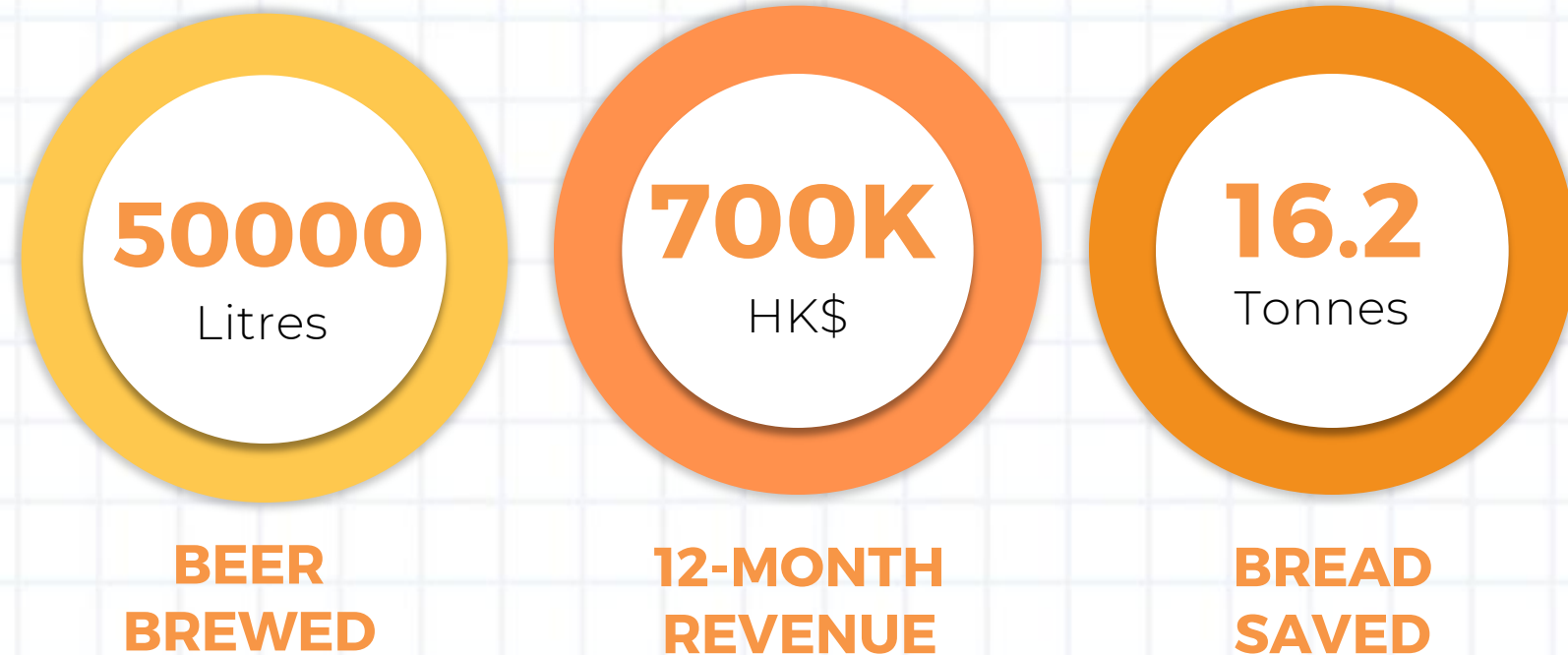


## INDUSTRY VIEW

“Breer is on the right path & we are proud to be associated with Breer, since it helps us do our bit for the society. The batch of Breer Pale Ale brewed using Breer’s recipe turned out extremely well, with the beer tasting better than average market tastes.”

*Ming Chit Jason Li – Head Brewer, Deadman Brewery*

## IMPACT CREATED



## Parting Words

Let's toast to change and unfold a rev-ale-ation in the Hong Kong market. **Cheers to sustainable drinking!**