InGrain Value Proposition

InGrain markets six-pack carriers and beverage coasters to the craft beer industry. InGrain’s products are made from craft breweries’ leftover spent grain. InGrain products are a more sustainable alternative to traditional paperboard, and capture the craft beer consumers’ attention in a tangible and tactile way.

Our Customers: Craft Breweries

The craft movement promises its customers authenticity and a person-to-person connection absent from mass-produced beer. Again and again in our conversations with craft brewers, they expressed a fierce commitment to the brewing process.

Customer Problems:

1.) Differentiation: Breweries struggle to convey their brand value in a crowded market.

2.) Communication: Breweries fail to effectively share their sustainability commitments with target consumers.

Our Customers: Craft Beer Drinkers

50% of millennials prefer purchasing from sustainable brands.*

Future Vision: Exploring Waste to Market Opportunities

Transforming brewery waste into sustainable packaging and brand differentiating solutions for the craft beer industry

Terra Alpaugh - Cameron Dunning - Talia Iбарgüen

Faculty Advisors: Emily Cotter & Matthew Potoski

Validation of the Business Model

Packaging as Marketing

Paperboard products are vital to brewery branding.

Communication

Craft breweries could capture greater brand value by better communicating their sustainability.

Prototypes & Industry Partners

InGrain can make an environmentally improved and functional material.

Our Products Look Sustainable Because They ARE Sustainable

InGrain’s material represents a significant step forward: it quantitatively reduces the consumption of virgin wood, fossil fuel energy, water demand, and chemical use as compared to traditional paperboard.

InGrain replaces 25-50% of inputs with spent grain and the rest with recycled fibers.

InGrain’s alternative production process eliminates many polluting steps included in traditional paperboard production.

Environmental Assessment System Boundaries

References, Acknowledgements & Further Information

For more information, please contact tralpaugh@umail.ucsb.edu and visit our website at http://ingrains.us

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References: