

Belgijskie Piwa promotes the belgian terroir into Poland

1. Corporate Social Responsibility awareness

Belgijskie Piwa is a young company, which, on a voluntary basis, aims at promoting some local Belgian beers which are the appanage of abbeys in Europe, in particular those of the famous Trappist breweries. Poland is also a country attached to traditions, some of which tend to become flattened due to the european industrialization. By reenforcing traditions, Belgijskie Piwa will preserve environmental, social and economic drifts which may become unavoidable when dealing with less noble products only holding their commercial value. From its start in 2020, Belgijskie Piwa has taken the resolution to respect the discretion of the communities which are producing these beers and the first actions were to meet these producers in person, understand what they were doing and why they were doing those traditional beers. This respect of the work upwards is the main social and economic guaranty for the future of the business of the company. The environmental concern also went unto the consciousness of how the main resource, namely "water", was preserved by the producers. Some examples of exploitation of population or resource are too frequent when dealing with water exploitation. The same thinking is for the other base products necessary for producing beers. Belgijskie Piwa is also searching for a distribution which is giving to these beers a higher ethical value than ordinary beers. The course of action of Belgijskie Piwa is thus clearly oriented towards these values which are part of a good corporate social responsibility program.

2. Innovative ways of doing business

By going to the source of the products and leading them quasi directly to the consumers, Belgijskie Piwa aims at a completely different approach than those international companies with a lot of intermediaries. This approach is the main guaranty of quality and it avoids any drift, giving a sustainable business on the long term. The link between the sources in Belgium and the consumers in Poland is a firm link which cannot be altered. It should be noticed here that the activity of the company started during the peaks of pandemia, in a period where the bars and restaurants were all closed. This means that Belgijskie Piwa had to use different arguments than a massive distribution of its products. This gave the time to explain and convince clients rather than pushing the products in hands without care. This way of business made its proves and lets think that people in Poland, like elsewhere in Europe, and in the World, will be more attracted in the future by the real values of local products and shorter distribution.

3. Creating values for Belgian business in Poland

Polish people are great lovers of beers. The Belgian Abbey and Trappist beers are unique in the world (most of them are brewed in Belgium in both Flanders and Wallonia). Their import in Poland is thus obviously creating a precious value for Belgian products and business in Poland. The first sales showed that Polish people were enchanted to discover (for most of them) from where and how was these famous beers coming and what were their history and tradition. Above all, of course, the Abbey and Trappist beers are known to hold a far higher degree of taste than any ordinary beer. Clearly, the business of Belgijskie Piwa, through traditions, will bring a new link between Belgium and Poland, together with a high potential of social and human proximity. Pandemia have closed a lot of links between people while sharing beers will compensate what have been lost during all these years.