

Elevate your brand? *Know how.*

With funding from the EBRD Shareholder Special Fund, we helped Biyat, a brewery from Turkmenistan, improve quality and execute an ambitious investment project.



Brewery, Turkmenistan

We helped Biyat Brewery in Turkmenistan to expand their business, making use of targeted investments to promote smart growth, with a resultant increase in turnover of 43%. We also assisted the company to substantially improve their operational and technological processes, focusing on product quality to help Biyat compete effectively with international brands.

Established as a private company in 1996, Biyat Economic Society is the second largest privately-owned brewery in Turkmenistan. The company produces five types of beer in returnable bottles and kegs, and is the only producer of beer in aluminium cans in Turkmenistan.

Demand for high-quality beer in Turkmenistan has grown substantially in recent years. Historically, that demand has been filled by high-quality imports from Russia, with local brands at the lower end, producing lower-quality, cheap beer. Biyat wanted to change that, and produce local beer equal (and superior) to their imported competitors.

We connected the company with Mr Tony Fletcher, an expert in beverages'



A new approach to marketing helped Biyat be recognised for quality in Turkmenistan.

manufacturing from the United Kingdom, who had more than 15 years of experience with some of the top brands in the business. By working closely with Biyat's senior management, our adviser assisted in shaping the company's strategic vision and creating a long-term investment and business strategy to prioritise product quality and capacity expansion. The adviser also worked to improve the company's processes across the full value chain – from raw materials selection to the optimisation of the sales process. Overall, the improvements helped to cut production costs and raise quality.

During our project with them, Biyat also received three loans from the EBRD between 2010 and 2012, financing the construction of a new plant and the purchase of new equipment. Additionally, the adviser highlighted the possible opportunity for Biyat to expand into the soft drinks market. The company has now undertaken a second project with us, focused on developing and executing a strategy for Biyat's entry into the soft drink's market in Turkmenistan. The project aims to develop new soft drinks' recipes for the company and establish an integrated marketing strategy for the entire Biyat brand – across beer, soft drinks, and water. Following years of hard work and entrepreneurship, Biyat is now poised to become the leading beer company in Turkmenistan, with the structure in place to hold that position for years to come.

www.ebrd.com/knowhow

Turnover
+43%

Market share
+15%

Number of employees
+8%

Client contribution
€30,000

Total project value to date
€125,283

