



The Benedicta finds its name from the chemical engineering developed and managed to give the special touch to the product Benedicta Ferreiras. And thanks to the updated formulation made by the engineer Victor Ortega, the product has a unique flavor.

Officially, La Benedicta was introduced to the Dominican market on September 26, 2005. The launch event revealed that he was hiding behind the hood of expectation. A product that came to revolutionize and expand the category of soft drinks with alcohol in the Dominican Republic. La Benedicta, however, had gone through a long process that honors the modern marketing, during which their ideologues took things step by step, where money or investment capital were the most important tools to make the project a success. Plus, it was the ability to produce something very innovative.

In November 2004, Bodegas Julián Barceló Barceló c. A., founded in 1998, and Gustavo Cruz Jerez, Ghana, S. A. Founded in 2001, met by chance to exchange ideas. With vast experience in the beverage industry, both businessmen decided to join efforts to devise a different and attractive product.

In 2004 the numbers of cider sales in the Dominican Republic were amazing, so much so that the product produced and marketed Bodegas Barceló came in December of that year to sell more than beer market leader in a major supermarket chain the Dominican Republic. At that time, La Benedicta is offered in a typical bottle of Spanish cider, champagne type. Arises, then, the idea of proposing a cider bottle packed in a modern, appealing to the everyday, that would provide the immediate sensation of a product that could eat any place and time of year and not just at Christmas, as was the tradition at that time.

In late November 2005 started the pilot of La Benedicta, introduced in a green bottle cc/12 355 ounces, and cap, fashioned after a refreshing drink with alcohol. The product is released in the experiment in the city of La Romana, in order to interact with customers and consumers in this territory. An ambitious test, if the project was successful, the product marketing plan would be taken on a larger scale and formal nationwide.



Although the packaging was not the most attractive product to begin to be seen, with a humble presence on the premises, to end in major entertainment centers in La Romana, in grocery stores, car washes, nightclubs and other businesses , where drinking began selling as a new option to 15% above the price of domestically produced beer leader.

Four months later the pilot sales continued to climb La Benedicta. Hence it is decided, then, completely revamping the packaging of the Benedicta and launch the product across the country after studying the land that would be addressed.

The idea was to do something completely innovative. It all began with the bottle: Cobalt Blue. Although these bottles are more expensive than others because only a few windows in the world produce this package would also make a big impact on the market, which was what Wanted: to throw something different.

The sales plan was conservative. When the product was successfully launched its take by surprise even the top executives of the firm. Budgeted less than 10,000 cases per month, some shareholders of the company came to doubt if they could sell more than 4,000 boxes.

The launch phase of the product from market development A bell of expectation. "Come your different cold," is your cold blue ", " Cold is your premium, until that in the end, "The Cold Premium tastes different, after 15 days, are all lines or "copy" referred to, and takes as a stepping stone to advancement, to position itself as a pretext and in the same fight "that Cold"or "La Fria", or has acquired renown generic beer in the Dominican Republic.

Over time, hence the Cold Premium. We associated the brand from its beginnings to the word Premium, which to date has been a key ingredient for the brand to get your space in the mind of the consumer.

The pricing strategy of the Benedicta responds to a strategy that was perceived as premium, plus the product placement from the outset, above all national brands, with 15% above the price of beer leader was the spearhead of its management.

Packaging, concept and taste, offers an added value of high quality. At the time of its launch madness is unleashed, and executives say Benedicta, SRL, is projected a minimum monthly demand, about 10,000 cases a month. But the demand exceeded the sales in a single day. This resulted which could not immediately meet the desperate demand that I had to wait months to cover, to the extent that the company installed new equipment that offered higher production capacity.

Benedicta, SRL began to distribute their products directly in the cities of Santo Domingo, Santiago, La Romana and San Francisco de Macoris following a phased strategy of displacement, so that, unable to cope with the demand, the product is available with consistency in key squares, with a distribution that extended then spiral into major regions of the country. One thing is certain, is that La Benedicta innovated with its cobalt blue bottle, the first aluminum bottle launch, the first to launch the largest glass bottle of the Dominican market, with the Super Bl, and the first labeled Thermo-cronic.

A new proposal as La Benedicta, which enters the market to compete, not with great financial resources but with a clear and innovative, has managed to penetrate through has received support from consumers and thus has been kept in force for more than five years on the market.

