

FOOD AND BEVERAGE

B&O Play infuses craft beer with music in new campaign

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B&O Play has created a music-infused beer. Image credit: B&O Play

By DANNY PARISI

B&O Play, the unit of Bang & Olufsen devoted to audio products, teamed up with a Danish craft brewer to experiment with the effect of music on the process of brewing beer.

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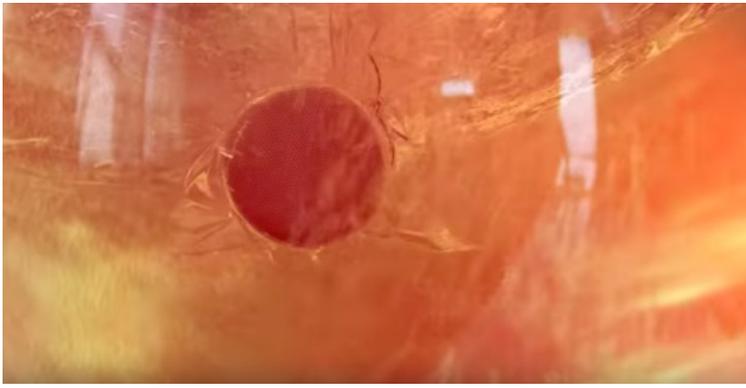
In a short documentary film and accompanying text, the brand spoke about its experiment, which involved partnering with various Danish musicians to compose music that would be played on B&O Play audio equipment embedded into the brewing equipment. The project was intended to show how music and sound can affect every aspect of the world.

Beer and music

Music can play an important role in many aspects of consumers' lives. As the lifeblood of B&O Play, the brand wanted to demonstrate the ways that music can affect the world in unusual ways.

To do this, the brand partnered with Mikkeller, a high-end Danish beer brewery, to create a beer that has been infused with music.

The process behind it is fairly simple. B&O Play worked with Danish music curator Le Gammeltoft from Heartbeats to hand-pick a selection of Danish talent for the beer including Balvig, KIKOS, Louis Petri, Moody and October Dance.



A B&O Play speaker immersed in beer. Image credit: B&O Play

These artists composed a series of tracks for the project. While the beer was brewing, B&O Play lowered one of their speakers into the beer in a waterproof casing and had the music play on a loop.

While the effect of music on beer brewing might seem non-existent, there actually is a chemical difference. Vibrations from the sound can help activate the yeast and cause it to develop more flavorful esters, or what some call "fruity notes."

The beer that resulted is 6.8 percent APV IPA-style brew called the Beobrew.

B&O Play's beer will be on sale at Mikkeller bars around Europe, Ace Hotel locations in New York and San Francisco or by ordering online.

Beobrew

There has been a strong increase in brands and purveyors of spirits creating unique products and experiences through new technology as a way of engaging with millennial consumers.

For example, Mot Hennessy-owned Champagne house Dom Prignon is reacting to consumers' on-demand expectations with a speedy delivery service.

Together with third-party technology firm Thirstie, the Champagne house is launching an ecommerce option on its Web site in select United States markets, promising to put bottles of its vintages in customers' hands in an hour. With consumers becoming more accustomed to instant gratification, retail in a number of categories is catching on with faster fulfillment ([see story](#)).

Millennials, as lovers of craft beers, are the perfect audience for B&O Play's Beobrew.

The making of the Beobrew

The use of B&O Play technology is also reminiscent of how French cognac maker Rmy Martin teamed with Microsoft for an innovative look at its production process.

Rmy Martin's experience, called "Rooted in Exception" premiered at a private brand party before rolling out to its luxury retail spaces around the world. Rooted in Exception gave customers an in-depth look at how cognac fine Champagne is made through the use of Microsoft's new mixed reality Hololens technology ([see story](#)).

As desire for new experiences grows and millennials begin to take up more share of the luxury consuming pie, these types of campaigns and projects will likely continue to be employed.