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MEDIA RELEASE

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PROUDLY NAMIBIAN CAMELTHORN CELEBRATES SUCCESSFUL JOURNEY, AND WELCOMES URBOCK TO THE FAMILY

WINDHOEK, 11 JULY 2018

The Camelthorn brand proudly celebrates its one year anniversary since the launch of its new look in July 2017, with the inclusion of the Urbock variant in the range. Camelthorn is a craft beer in the Namibia Breweries Limited (NBL) portfolio, a subsidiary of the Ohlthaver & List (O&L) Group.

Since its re-launch, Camelthorn has made significant inroads into the Namibian and South African beer markets. Initially launching with only two variants – a Helles brewed using Saphir hops, and a filtered Weiss using Lemon drop hops – Camelthorn has gone from strength to strength. NBL South Africa General Manager, John Fitzgerald says: “Camelthorn is widely available in the 3 key metros in South Africa, and has also managed to establish an online presence for fans of the beer living in outlying areas.”

Says Fitzgerald: “The craft beer category has become an incredibly competitive and cluttered space. While current growth is estimated to be in the region of 30% p.a., there have been numerous entrants into the market. In spite of this Camelthorn has held its own, and is starting to attract a loyal following. As more and more consumers are demanding greater variety in their choice of beer, we anticipate this trend to continue.”

Camelthorn is perfectly placed to capitalize on this growth: René Duffy, NBL Marketing Manager says: “A fastidious approach to quality, combined with a typical Namibian laid-back personality, means that the brand has found instant appeal amongst beer drinkers.”

Camelthorn is celebrating this milestone with an addition to the family: Urbock. NBL’s much loved traditional bock style beer has been embraced by the Camelthorn family, and will now be known as Camelthorn Urbock. Lovers of the beer will recognize the rich malty flavors and rich red glow that made them fall in love with the beer in the first place - a taste that remains unchanged despite the name change. Camelthorn Urbock will be available at most major retailers and selected pubs and restaurants nationally.

Camelthorn Urbock has a 7% ABV and an 18-month shelf life, and is available on shelf and selected outlets.

Ends,

Camelthorn stand at the Tourism Expo.





Camelthorn Helles & Weiss – The proudly Namibian craft beer brand, Camelthorn celebrates its one year anniversary since the launch of its new look in July 2017, with the inclusion of a new variant in the range.



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