

Roux-ché Locke

Group Manager: External Relations

Tel: +264 (0)61 207 5207

E-mail: roux-che.locke@ol.na

Francios Olivier

Group Journalist and Creative Writer

Tel: +264 (0)61 2075314

E-mail: francios.olivier@ol.na

www.ohlthaverlist.com



MEDIA RELEASE

Ref: No. 267

NBL brings 'STRONGBOW' to Namibia

WINDHOEK, 10 OCTOBER 2017

Namibia Breweries Limited (NBL) – a subsidiary of the Ohlthaver & List (O&L) Group – has once again proven its commitment to its vision of being the most progressive and inspiring company by bringing the world's favorite apple cider 'STRONGBOW' to Namibia.

NBL Marketing Manager, Rene Duffy: "This initiative to bring Strongbow to Namibia is testimony to NBL's dedication to creating amazing experiences for our consumers through our brands – something NBL is very passionate about." Duffy adds that Strongbow is available on shelf in Namibia from Monday, 09 October 2017 in two flavors.

The taste of **Gold Apple** is sweet and crisp, with pleasant notes of green and red apples. **Red Berries** is a full-flavored apple cider that strikes a perfect balance between crisp apples and juicy red berries. Duffy: "Our apple varieties are blended with a high level of care, expertise and attention in order to achieve the taste Strongbow lovers have become accustomed to. With more variety and choice for the Namibian consumer, Strongbow Apple Ciders are set to lift the existing category. With more than 125 years of apple harvesting, pressing and cider-making experience, each sip of Strongbow cider is uniquely crisp and refreshing."

According to NBL Manager: Marketing Innovations, Tracey Kirsten, NBL has for some time offered Strongbow Ciders at NBL events, which has been exceptionally well received by the local target audience. Kirsten: "The cider market in Namibia is substantial and there is a growing demand for choice and access to global brands by our consumers. It is because of its proven track record around the world that it makes the perfect addition to our portfolio."

NBL Managing Director, Wessie van der Westhuizen: "I am proud of this new addition to our portfolio as it is evident of NBL's commitment to meeting the needs and wants of our consumers, customers and to stimulate overall business performance and growth."

For more information on Strongbow's range of real orchard apple ciders please go to www.strongbow.com and on Instagram @strongbow. To join the conversation about Strongbow, simply search for the hashtag #NatureRemix.

-Ends

INTRODUCING THE O&L PORTFOLIO





INTRODUCING THE Q&L PORTFOLIO





INTRODUCING THE Q&L PORTFOLIO

