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WINDHOEK LAGER STRENGTHENS ITS FOOTPRINT IN GERMANY

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Premium beer brand, *Windhoek Lager* – a product of Namibia Breweries Limited (NBL) – a subsidiary of the Ohlthaver & List (O&L) Group – has since August 2018 expanded its footprint in Germany, with a re-introduction to the market through new distribution partners.

NBL Manager: Export Markets, Antonio Simoes: "Even though in some isolated cases *Windhoek Lager* has already been available in the German market, the premium brand will from now on be imported directly from Windhoek to Germany with bottles labelled according to the German deposit system with a GPD's non-returnable notice. This re-introduction to the German market, together with a new pool of distribution partners, will also see for a wider spread of Windhoek Lager availability in Germany."

Brewed strictly according to the German Purity Law of 1516 (The Reinheitsgebot), Windhoek Lager has annually been awarded Gold at the annual international Deutsche Landwirtschafts Gesellschaft (DLG) Quality Evaluation Awards ceremony since 2007.

For the re-introduction of Windhoek Lager to Germany, a special event was held in Frankfurt, attended by NBL's Master Brewer, Christian Müller; NBL's Global Sales Manager, Anton Goosen, and NBL Manager: Export Markets, Antonio Simoes accompanied by representatives of the importer of Windhoek Lager to Germany, TBS Trading GmbH and of the regional cooperation partner, the 'Bierothek'. The manager of TBS Trading GmbH, who was at the event, Hans-Werner Timke explained that TBS supports the promotion of trading activities between Germany and Namibia and sees Windhoek Lager as an important anchor product of an extended portfolio of Namibian products for the German market. Müller: "This simply serves as a further confirmation and fruition of our commitment to producing and delivering only the best Namibia can. As a brewer, I am delighted at this next stepping stone in taking quality Namibian beers to the rest of the world."

Windhoek Lager is imported to Germany by TBS Trading GmbH and is offered for sale via regional cooperation partners in the various regions of Germany in specialized shops (e.g. craft-beer traders such as the 'Bierothek'), online and also the wholesalers to the catering trade. The firm 'Bierothek' with its offer all around the topic craft- and import beers (to date it has nine branches regularly holding beer-tasting sessions and drawing up beer packages for customers) also represents a unique and interesting channel of distribution for Windhoek Lager.

Ends,



During the re-introduction of Windhoek Lager to the German market (F.L.T.R): Hans-Werner Timke (TBS Trading GmbH); Antonio Simoes (NBL Manager: Export Markets); Stephan Karl, Axel Jester and Frank Kastien (Procellar Wines, regional sales partner from Wiesbaden); Christian Müller (Master Brewer, NBL) and Anton Goosen (Global Sales Manager, NBL).

