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MEDIA RELEASE

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Swakopmund Brewing Company participates in world Best Brew Challenge

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Namibia Breweries Limited (NBL) – a subsidiary of the Ohlthaver & List (O&L) Group - is proud to announce that on the 19th of May 2017, its micro-brewery 'Swakopmund Brewing Company' (SBC) situated at the Strand Hotel Swakopmund will be the first and only brewer on the African continent to take part in the international annual 'Best Brew Challenge'.

The Best Brew Challenge is the World's Largest Simultaneous Collaborative Brew with brewers from all corners of the world that participate in the competition that judges strictly on the quality of the products entered.

Initiated and hosted by the BESTMALZ Malthouse in Kreimbach, Germany, NBL Head Brewer, Christian Müller regards this as an opportunity for NBL, and SBC in particular to make its mark on the international craft beer market. Müller: "Participation in an internationally renowned competition for craft brewers will boost both the status and quality credentials of NBL, the Swakopmund Brewing Company as well as Namibia as a country. Whether we win this challenge or not, is not the most important to us at this stage. The opportunity to measure our craft beer brewing standard against the best in the world, holds more meaning to us on this venture. Our brewers will push their limits on Friday, 19 May when we brew the beer which we will enter into the challenge. Such a challenge will allow us to view ourselves within the 'snapshot' it provides and indicate to us where we are now, it gives a concrete base/result that we can test ourselves against in the future. And lastly – it is a whole lot of fun!"

All participating brewers across the globe will brew simultaneously on the same day (19 May) after which their products will be sent to the Bestmalz Malthouse for judging on the 10th of July. An international jury of beer sommeliers will do the taste judging, and the brewers of the best rated beer wins a trip for two people to Heidelberg, while the winning beer will be presented at drinktec 2017 in Munich.

NBL Global Marketing Manager, Rene Duffy: "While our beers have already received numerous international awards for quality which of course stems from NBL's unwavering commitment to the Reinheitsgebot; the 500 year old Beer Purity Law, we are excited and also anxious to know how well our SBC craft beers measure up against other craft brewers in the world. We trust that this platform will amplify interest in the growing craft beer segment and inspire more consumers to come and experience the diverse beer styles available exclusively at Namibia's first micro-brewery; the Brewer and Butcher at the Strand Hotel".

Ends,

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NBL Brewer, Stephan Koepp making sure everything is in place at the Swakopmund Brewing Company (SBC) for participation in the international Best Brew Challenge taking place next week Friday, 19 May.



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Namibia Breweries Head Brewer, Christian Müller (second from right) pictured with award-winning South African brewer, Paul de Beer (right) during a special collaboration brew at the Swakopmund Brewing Company (SBC), at the Brewer & Butcher, Strand Hotel Swakopmund last year. They were supported by NBL brewing team - F. L.T.R. are Roan Myburgh (who will take the lead in brewing for the international Best Brew Challenge on 19 May 2017), Ronn Rittmann and Stephan Koepf.



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The Swakopmund Brewing Company (SBC) situated at the Strand Hotel Swakopmund's Brewer & Butcher will be the first and only in Africa to participate at the international Brest Brew Challenge next week Friday, 19 May. Pictured at the micro-brewery are NBL's Head Brewer, Christian Müller (right) at a special collaboration brew last year with award-winning South African brewer, Paul de Beer.



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