

PRESS RELEASE

HEINEKEN®, SAME GREAT TASTE, NOW BREWED IN RWANDA

Kigali, 19th November 2018, Bralirwa Plc announces that as of 20th of December 2018, it will officially launch local production of Heineken® beer in its brewery in Gisenyi, Rwanda.

Following this announcement Rwanda will become the 9th African country producing, packing and selling Heineken® locally, alongside other markets including Nigeria, Namibia, South Africa, Algeria, Morocco, Egypt, Tunisia, and Ethiopia.

The award of the license to produce Heineken® in Rwanda, is a significant sign of trust by HEINEKEN NV, a company which has always been focused on the value 'Passion for Quality'. Therefore, local production of Heineken® beer can be viewed as the latest milestone in the development of Bralirwa Plc as a World-Class company. Locally produced Heineken® will replace the imported Heineken®, which Bralirwa Plc has been importing from the Netherlands since 1991.

Heineken® local production is the result of many years of successful investments in world class brewery equipment, expertise and brew master knowledge. Heineken® produced in Rwanda will importantly maintain the same international quality standards of the brand, and given local production will now have an even fresher taste. "Heineken® will now taste as fresh as if you were drinking it at a bar in Amsterdam," said Sander Bokelman, the Supply Chain Director at Bralirwa Plc.

"We believe that this innovation will create additional business opportunities for Bralirwa Plc and for our business partners in Rwanda as well as through export to neighbouring countries. Additionally, this is another contribution by Bralirwa Plc to the Made in Rwanda program, which every Rwandan can be proud of. By switching from importing to producing Heineken® in Rwanda, Bralirwa Plc will also importantly contribute more in the development of the local economy.

Furthermore Heineken® will now be more affordable to Rwandan consumers with the retail recommended price reduced from RWF 1000 to RWF 800 for a 33CL returnable bottle, allowing more Rwandans to enjoy the great Heineken® taste," said Victor Madiela, Managing Director of Bralirwa Plc.



PART OF THE  COMPANY

About Bralirwa Plc

BRALIRWA Plc is a Rwandan company producing and selling beers and soft drinks. The Company's beer brand portfolio includes Primus, Mützig, Legend, Amstel, Turbo King and Heineken all proudly produced in the Gisenyi brewery; the Company's largest selling beer brand has been available to consumers since 1959. Since 1974, the Company has been producing and selling soft drink brands under a licensing agreement with The Coca-Cola Company. These include Coca Cola, Fanta Orange, Fanta Citron, Fanta Fiesta, Sprite, Stoney, Krest Tonic and the Company's own brand Vital' O.

The Company was founded in 1957 with the construction of a brewery located in Gisenyi. Since 1971, BRALIRWA PLC Plc is a subsidiary of the Heineken Group, which holds 75% of the shares of Bralirwa Plc.



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