



Namibia Breweries Limited

PO Box 206, Iscor Street, Northern Industria, Windhoek, Namibia · Tel: +264 61 320 4999  
Fax: +264 61 263 327 · E-mail: nambrew@olfitra.com.na · www.nambrew.com

---

## Media Release

---

**REF: 74/2010**

**Wednesday, 17 February 2010**

### **Windhoek Lager: 100% purity arrives in Cameroon**

Namibia Breweries (NBL) announces that Guinness Cameroon S.A. (GCSA), a subsidiary of Diageo, has recently launched Windhoek Lager in the Cameroonian market as part of NBL's global brewing and licensing agreement with Diageo.

Namibia's leading export beer was on 8 February launched to key distributors and trade partners in Douala. This was followed by a media conference and launch held on 11 February in Yaoundé of which the latter was attended by over 300 invited guests.

Cameroon is the first country outside Namibia and South Africa to market this Windhoek Lager. The consignment of Windhoek Lager was during December 2009 shipped from Walvis Bay to Douala in containers with plans to eventually brew it locally. Initially, Windhoek Lager will be available to Cameroonians across a selection of high-quality bars in both Douala and Yaoundé. The marketing of Windhoek Lager, which is presented in a modern, green 330 ml bottle, will be supported with a range of advertising and promotional activities across a selection of bars.

"We take great pride in our Namibian heritage. This is the great story of a truly Namibian beer brand stepping onto the global platform and becoming an Ambassador of truly Namibian intrinsic values. The launch to the Cameroonian market is a key milestone; it is the first new launch since the signing of our global brewing and licensing agreement with Diageo in 2009," says Desmond van Jaarsveld, Managing Director of Namibia Breweries.

Christian Müller, NBL's Brewmaster, who attended the events in Cameroon, said the launch went very well. "Windhoek Lager was well received by key distributors, other trade partners, customers and the Cameroonian media. Everyone enjoyed the originality of our beer. It was important for us to bring across our heritage, the purity and originality of our beer."

Anne Mambo, the Marketing Director of Guinness Cameroon S.A. said: "We are very proud to bring this premium quality lager to Cameroon. With Windhoek we are able to offer a completely pure beer, which is made in the age old tradition of the Reinheitsgebot, brewing the perfect combination with three natural ingredients: malted barley, hops and water."



The tradition of quality.



Namibia Breweries Limited

PO Box 206, Iscor Street, Northern Industria, Windhoek, Namibia · Tel: +264 61 320 4999  
Fax: +264 61 263 327 · E-mail: [nambrew@olfitra.com.na](mailto:nambrew@olfitra.com.na) · [www.nambrew.com](http://www.nambrew.com)

---

## Media Release

---

**Caption 1:** After 2 ½ months, Windhoek Lager was released from the harbor and arrived at the distributor's premises in Douala on 10 February.

**Caption 2:** Arrival of Windhoek Lager at Guinness Cameroon S.A.

### **About Namibia Breweries and Windhoek Lager**

Namibia Breweries' leading brand is a premium, golden lager beer, brewed in Windhoek according to the Reinheitsgebot, the German Purity Law of 1516. Namibia Breweries Limited, a member of the Ohlthaver & List Group, employs 613 employees. The company's brand portfolio includes other market-leading brands such as Tafel Lager, Windhoek Draught, and Windhoek Light. NBL is also the distributor of Diageo-owned ready-to-drink-beverages (RTDs) and ciders in Namibia. More information is available on [www.nambrew.com](http://www.nambrew.com)

### **Issued and released by:**

Patrick Hashingola

Manager: Corporate Communication

Namibia Breweries Limited

P.O Box 206, Iscor Street

Northern Industria, Windhoek, Namibia

Tel: +264 (0)61 320 4080 / Fax: +264 (0)61 3204202 / Cell: +264 (0)811470971

Mail: [Patrick.Hashingola@olfitra.com.na](mailto:Patrick.Hashingola@olfitra.com.na)

URL: [www.nambrew.com](http://www.nambrew.com)



The tradition of quality.