



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: 76/2010

17 March 2010

For release on Thursday, 18 March 2010

Namibia Breweries launches 2090 campaign

Namibia Breweries today launched campaign 2090 aimed at commemorating 20 years of Namibian Independence and the company's 90th Anniversary. Namibia Breweries was incorporated on 29 October 1920.

The campaign will run from March 2010 to March 2011 under the slogan *"2090 – 20 Years Namibian Independence and 90 Years Exceptional Quality Brewing"*. As part of this campaign, Namibia Breweries will celebrate the company's rich Namibian heritage and its long standing relationship with Namibia and its people.

Preceded by a media launch on 17 March 2010, the campaign officially starts on 18 March 2010 with launches to the company's employees in Windhoek, Rundu, Oshakati, Tsumeb, Otjiwarongo, Swakopmund and Keetmannshoop. The launches will be followed by Namibia Breweries' participation in the 20th Independence Anniversary float of the National Preparatory committee on 20 March and the introduction of Tafel Lager neck labels for all 340ml, 500ml, and 750 ml bottles.

Caption: Desmond van Jaarsveld, Managing Director of Namibia Breweries, speaks to members of the media and NBL's executive team during the launch of "Campaign 2090" in celebration of Namibia's 20th Independence and the company's 90th anniversary.

Historic overview:

Originally beer was imported from Germany. This dark, strong beer which could withstand long sea journey was so expensive that it almost became a currency on its own. Among officers of the German Army (Schutztruppe) it was customary to settle their debts with beer. It was to take 16 long years before Bavaria Brau Brewery in Swakopmund brewed the first local beer for the country's thirsty inhabitants in 1900 – the beginning of a proud history for brewing in Namibia.

In 1904 South West Africa had four breweries, however when World War 1 broke out in 1914, the breweries lost their customers and were literally fighting for survival. The Felsenkeller Brauerei had remained the strongest of the four breweries, even in those difficult years.



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 · www.nambrew.com

Media Release

Under the capable leadership of Mr Carl List and Mr Hermann Ohlthaver, the South West Breweries Limited was incorporated on 29 October 1920, amalgamating all four breweries. In 1968 South West Breweries expanded by obtaining the majority share in Hansa Brauerei in Swakopmund which was then owned by the Heuschneider family. In the 1980's South West Breweries Limited moved to the new premises in Windhoek's Northern Industrial Area and became one of the most modern breweries in Africa.

With Namibia's Independence in 1990, South West Breweries changed its name to Namibia Breweries Limited. Since the day it was formed, Namibia Breweries has never looked back. There have been difficult years, years of crisis, of fighting to survive. Like the people of Namibia, Namibia Breweries has developed a character and a personality which can be found nowhere else. Namibia's own beers are as much part of our country as its warm hearted inhabitants, the splendid Namib Desert, and abundant sunshine. **Ends**

About Namibia Breweries:

Namibia Breweries Limited, a member of the Ohlthaver & List Group, employs over 600 employees. The company's brand portfolio includes market-leading brands such as Windhoek Lager, 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

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

URL: www.nambrew.com



The tradition of quality.