

Damm to distribute Grimbergen beer in Spain, Andorra and Gibraltar

- **This operation extends the agreement Damm signed with the Carlsberg Group in July, when it began to distribute Carlsberg beer in mainland Spain**
- **Damm will also distribute Carlsberg in the Canary Islands, Andorra and Gibraltar from January 2021**



Barcelona, 25th of November 2020- Damm, the leading beer and beverages company, which also has significant business in the food, hospitality, logistics and distribution sectors, has extended the agreement it signed in July with the Danish-based company **Carlsberg Group**. From January 2021, the brewer will be the exclusive distributor of the Belgian beer brand Grimbergen in Spain, Andorra and Gibraltar. The new contract also expands the geographical scope of the initial agreement that grants Damm the distribution rights to the Carlsberg brand.

The Carlsberg Group has decided to entrust Damm with the exclusive distribution of the Grimbergen brand through this agreement, which will come into force in January 2021. Grimbergen beers will be available both in the retail channel and the hospitality industry in these geographical areas. Damm will be responsible for the sales and marketing of Grimbergen, including communication, consumer activations and direct promotion at the point of sale. The aim will be to increase consumer brand awareness and purchases.

Grimbergen is a Belgian beer brand with a proud heritage dating back to 1128, when St Norbert of Xanten founded an abbey in the Belgian city of Grimbergen. The brand is known for making delicious, naturally sweet beers with rounded, characterful flavours. Grimbergen beers are currently available in more than 50 countries around the world. Thanks to Damm, beer lovers all around Spain, Andorra and Gibraltar will be able to enjoy Grimbergen as well. The Damm portfolio will include Grimbergen Blonde, Grimbergen Double Ambrée and Grimbergen Belgian Pale Ale.



All of these varieties will be available in 33cl bottles. Damm will also supply Grimbergen Double Ambrée in 20 litres kegs.

This new agreement confirms the consolidation of the alliance between the two companies. The success of Damm's distribution of Carlsberg since July in mainland Spain has made it possible to extend the distribution agreement to the Canary Islands, Andorra and Gibraltar as of January 2021.

Further information about Damm: www.dammcorporate.com/en

About the Carlsberg Group

The Carlsberg Group was established in 1847 by brewer J.C. Jacobsen - a true renaissance man. A believer in quality, research and serving the community, he shared his knowledge with fellow brewers. Today, the Carlsberg Group is one of the world's leading brewery groups, powered by more than 140 brands, which span core beer brands including Carlsberg and Tuborg and strong local power brands, such as Baltika in Russia, Ringnes in Norway and Lvivske in Ukraine, as well as authentic craft, speciality and alcohol-free beers. The Carlsberg Group's largest craft and speciality brands are the sophisticated French 1664 Blanc and the Belgium abbey beer Grimbergen.

In 2017, the Carlsberg Group launched a very ambitious sustainability programme, Together Towards ZERO, which includes targets to eliminate carbon emissions at its breweries by 2030 and to use 100% renewable electricity by 2022. Together Towards ZERO calls for strong action in the face of complex sustainability challenges such as climate change, access to water resources and public health concerns.

Further information: www.carlsberg.com