

Ursus Breweries officially inaugurates a new bottling line, part of the 50M euro investment made in its Braşov brewery

Bucharest, November 1st, 2023. Ursus Breweries inaugurated in its facility from Braşov a new bottling line, as well as new warehouses, laboratories and offices spaces, which will contribute to the optimization of its operational capacity as part of a 50-million-euro strategic investment started in 2020.

"Three years ago, we embarked on one of our boldest investment initiatives, centered on the revitalization of our Braşov facility, an establishment with a rich history in the local community, dating back to 1892, as well as the birthplace of the number one beer in Romania – Ciucaş. Despite encountering unpredictable challenges, which directly and indirectly impacted our investment timeline, we are now happy to see the new line and the new facilities being fully operational. I am proud of our dedicated team for their exceptional efforts. Moreover, I am grateful for the trust placed in us by Asahi Group Holdings" stated Michał Mrowiec, President of Ursus Breweries.

A more efficient business

The new bottling line incorporates cutting-edge technology and is installed in a newly built building. To achieve this, multiple technological improvements have been made and the endeavor included various infrastructure works. To increase its efficiency, Ursus Breweries has also built a new warehouse at the ground floor of the new building, with the surface of 1800 sqm, purposed for finished product storage, and has organized another 1,200 sqm warehouse for packaging materials. Alongside these, the investment includes new laboratories, additional office spaces and new facilities for the over 200 colleagues working in the brewery.

The new line was officially inaugurated on October 26th, during the first-ever visit in Romania of the President and CEO of Asahi Group Holdings, Ltd., Mr. Atsushi Katsuki.

The investment consists as well of a series of improvements focusing on the sustainability component, such as modernizing the utilities installations or increasing the CO₂ recovery capacity, and it will continue through 2024, when the Braşov brewery will have a new beer filtering installation.

About Ursus Breweries

Ursus Breweries is the largest beer producer in Romania. The brands in the Ursus Breweries portfolio are: URSUS, Timişoreana, Ciucaş, Peroni Nastro Azzurro, Peroni Stile Capri, Kozel, Azuga, Pilsner Urquell, Asahi Super Dry. Ursus Breweries currently owns 3 breweries in Brasov, Buzau and Timisoara and a mini-brewery in Cluj-Napoca. Ursus Breweries is part of Asahi Europe & International. For more information about the company and its programs, please visit: www.ursus-breweries.ro and www.desprealcool.ro.

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