

## **Roman Trzaskalik to Take Over as Managing Director of Ursus Breweries Starting March 1, 2026**

**București, 12 februarie 2026 – Ursus Breweries announces the appointment of Roman Trzaskalik as Managing Director, effective March 1, 2026.**

Roman joined Asahi Europe & International in 2018 as Marketing Director for the Czech Republic and Slovakia (CZSK). After five years in this role, he was appointed Sales Director for the Czech Republic in 2023.

“At Plzeňský Prazdroj, Roman successfully led both the Marketing and Sales teams, making significant contributions to strengthening the brand portfolio, driving innovation, and advancing growth initiatives in the non-alcoholic segment. He played a key role in fostering cross-functional collaboration and identifying new growth opportunities, including exploring sales channels beyond traditional territories. I am confident that he will continue to accelerate the sustainable growth of Ursus Breweries. His expertise, people-oriented leadership style, and ability to build strong partnerships will support the company in its next stage of development,” said Dragoș Constantinescu, CEO of Asahi Europe & International.

Prior to joining Plzeňský Prazdroj, Roman built over 20 years of Sales and Marketing experience within the Danone Group, working across four different countries. His diverse professional background brings to Ursus Breweries strong brand-building expertise, an international perspective, and a deep passion for innovation.

The appointment of Roman Trzaskalik marks a new chapter for Ursus Breweries, the leader of the Romanian beer market and part of Asahi Europe & International, and reflects the company’s continued commitment to sustainable growth, portfolio strengthening, and team development.

About Ursus Breweries

### ***Despre Ursus Breweries***

*Ursus Breweries is the largest beer producer in Romania and has been the market leader for the past eight years. The company’s brand portfolio includes: URSUS, Timișoreana, Ciucaș, Peroni Nastro Azzurro, Kozel, Azuga, Pilsner Urquell, and Asahi Super Dry. Ursus Breweries currently operates three breweries located in Brașov, Buzău, and Timișoara, as well as a mini production facility in Cluj-Napoca. Ursus Breweries is part*

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*of Asahi Europe & International. For more information about the company and its programs, please visit:  
[www.ursus-breweries.ro](http://www.ursus-breweries.ro) and [www.desprealcool.ro](http://www.desprealcool.ro).*

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