

## BACKGROUND PAPER

### Radeberger Gruppe KG

#### *Facts & Figures*

The Radeberger Gruppe is Germany's largest private brewery group. It is part of the Dr August Oetker KG family enterprise, which is based in Bielefeld. The Radeberger Gruppe sees itself as the keeper of German beer culture: the group is committed to regionality and emotionally-charged brands to cultivate the diversity of German beer, and contributes with its innovative business concept to advancing the German beer and beverage market.

The Radeberger Gruppe currently operates 14 beer sites across the country. A mineral spring in Selters an der Lahn and the outgoing, popular brand Bionade from Ostheim vor der Rhön are strategic additions to the regional beer sites. With its unique brand portfolio Radeberger Gruppe clearly reflects this regional positioning. From smooth bitter Radeberger and dry Frisian Jever to Dortmunder Kronen Export, Sion Kölsch, Schlösser Alt, Berliner Pilsner from the capital, Ur-Krostitzer from the Leipzig area, Hessen's Römer Pils, Tucher from Franken, Stuttgarter Hofbräu and Altenmünster Brauer Bier from the Allgäu – this is German beer culture. This is the German beer market.

This is the Radeberger Gruppe...

### ❖ Operating Figures 2010

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❖ <b>Beverage sales volume:</b>	13.1 million hl
❖ <b>Market share in Germany:</b>	15 percent
❖ <b>Turnover:</b>	1.6 billion €
❖ <b>Employees:</b>	~ 5,000
❖ <b>Beer tax yields:</b>	~ 95 million €
❖ <b>Sites beer/soft drinks:</b>	14/2

## The Radeberger Gruppe – sites and selected brands:

### Beer:

- ◇ **Berlin** Berliner-Kindl-Schultheiss-Brauerei  
◇ *Berliner Kindl / -Weisse* ◇ *Schultheiss* ◇ *Berliner Pilsner* ◇ *and many more*
- ◇ **Dortmund** Dortmunder Brauereien  
◇ *DAB* ◇ *DUB* ◇ *Brinkhoff's* ◇ *Dortmunder Kronen* ◇ *Wicküler* ◇ *Hansa* ◇ *and many more*
- ◇ **Düsseldorf** Brauerei Schlösser  
◇ *Schlösser Alt* ◇
- ◇ **Frankfurt** Binding-Brauerei / Henninger Bräu  
◇ *Binding Römer Pils* ◇ *Henninger Kaiser Pilsner* ◇ *Clausthaler* ◇ *Schöffelhofer Weizen* ◇ *Henninger Radler* ◇ *and many more*
- ◇ **Freiberg** Freiburger Brauhaus  
◇ *Freiberger* ◇ *Freibergische Biere* ◇ *and many more*
- ◇ **Jever** Friesisches Brauhaus zu Jever  
◇ *Jever Pilsener* ◇ *Jever Lime* ◇ *Jever Fun* ◇ *and many more*
- ◇ **Kempten / Marktoberdorf** Allgäuer Brauhaus  
◇ *Altenmünster Brauer Bier* ◇ *Allgäuer Brauhausbiere* ◇ *and many more*
- ◇ **Cologne** Haus Kölscher Brautradition  
◇ *Sion Kölsch* ◇ *Gilden Kölsch* ◇ *Sester Kölsch* ◇ *and many more*
- ◇ **Krostitz** Krostitzer Brauerei  
◇ *Ur-Krostitzer* ◇ *and many more*
- ◇ **Leipzig** Sternburg Brauerei  
◇ *Sternburg* ◇ *Reudnitzer* ◇
- ◇ **Nuremberg / Augsburg** Tucher Bräu / Hasen-Bräu  
◇ *Tucher* ◇ *Patrizier* ◇ *Zirndorfer* ◇ *and many more*
- ◇ **Radeberg** Radeberger Exportbierbrauerei  
◇ *Radeberger Pilsner* ◇
- ◇ **Rostock** Hanseatische Brauerei Rostock  
◇ *Rostocker* ◇ *and many more*
- ◇ **Stuttgart** Stuttgarter Hofbräu  
◇ *Stuttgarter Hofbräu* ◇ *Malteser Hefeweissbier* ◇ *and many more*

### Soft drinks:

- ◇ **Selters** Selters Mineralquelle  
◇ *Selters Classic* ◇ *Selters Leicht* ◇ *Selters Naturell* ◇ *and many more*
- ◇ **Ostheim v. d. Rhön** Bionade Gruppe GmbH  
◇ *Bionade Holunder* ◇ *Bionade Quitte* ◇ *and many more*