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# IMAP Germany supports Bitburger Braugruppe in selling the Wernesgrüner Brewery to Carlsberg Germany

IMAP Germany successfully supported Bitburger Braugruppe on the sale of Wernesgrüner Brewery to Carlsberg Germany. As of January 1, 2021, Carlsberg will take over both the brewery in the Vogtland region of Saxony and the Wernesgrüner brand. The decision for the sale is part of Bitburger Braugruppe's strategic reorientation and its resulting focus on the black beer brewery and logistics location in Bad Köstritz under the Köstritzer brand in Eastern Germany.

"We are pleased that we have found a partner in Carlsberg Germany who not only wants to take over the location in Wernesgrün, but also wants to expand its capacities in the long term and sustainably", said Axel Dahm, Spokesman for the Bitburger Braugruppe.

During the sales negotiations, it was crucial for the family owned Bitburger Braugruppe that Carlsberg Germany, as the future owner of the brewery, presented a long-term development outlook for the location.

With this acquisition, Carlsberg is expanding its leading position in the core regions of northern and eastern Germany and creates a home for all core brands with the 3 brewery locations in Hamburg, Lübz and Wernesgrün.

The IMAP team, led by Karl Fesenmeyer, Catharina Peters and Ulrich Keesen supported the Bitburger Braugruppe during the due diligence process. This is IMAP Germany's second successful transaction in the beer industry in 2020, having previously advised on the sale of the Pfungstädter Brewery.



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## FOOD & BEVERAGE



Beer Brewing Company of



GERMANY

has been acquired by



Brewery Group  
GERMANY



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