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FURTHER INVESTMENT BOOSTS PACE OF GROWTH AT FREEDOM BREWERY

Independent brewers, Freedom Brewery, have successfully raised £3.5million of new capital to drive the continued expansion plan of the Staffordshire brewing operation. The British investment follows the brand's recent success across the on-trade, now being sold in over 2,000 outlets, and worldwide distribution, across Sweden, Italy and Singapore. The fundraising was led by Oakfield Capital and existing shareholders and will support both a major marketing push and a series of new hires.

The new investment will see a big drive in the brand's continued sales and marketing campaigns which will be overseen by the newly appointed Marketing Manager, Tim Giles. These initiatives will be built around the concept of a 'Freedom of expression' and 'My 25th Hour' and will be activated via a series of consumer events and brand collaborations as well as being supported by above-the-line advertising, PR, experiential and extensive social and digital campaign support.

The 25th Hour campaign was launched last year after it was revealed that ¾ of UK adults felt there were not enough hours in the day to complete meaningful activities and reach their goals. Through inspirational content distributed via social media and nationwide events, the campaign motivated adults across the UK to find that 'extra' hour in the day to pursue their passions. The 'Taste of Freedom' campaign will launch this summer and will look to bring a sense of 'Freedom' to consumers whilst focusing on the quality of Freedom's premium craft beers.

Freedom Brewery has already started growing their national sales team to drive further awareness of Freedom's high-quality range of beers. To support a new trade advocacy programme, Freedom Brewery will be employing brand ambassadors to ensure that all on-trade customers are fully trained in the brand's key messaging and values and can highlight the quality processes and production methods at the Staffordshire brewery.

Tim Giles, Marketing Manager at Freedom Brewery said, "We believe that it is extremely important for both our staff members and the on-trade who are selling our product to be knowledgeable about our brand. Brand ambassadors will help to develop confidence, awareness and enthusiasm for the brand as well as ensure that our messaging is passed on to the people who drink our products allowing them to understand our ethos and key credentials such as heritage and sustainability."

Matthew Willson, Managing Director at Freedom Brewery said: "We continue to make exciting choices for the brewery and the brand and we are constantly evolving to meet the increasing demand for our premium craft beers. We are seeing considerable growth in high quality on-trade outlets in both London and nationwide, as well as securing new on-trade listings such as Nando's and Searcy's. This further investment will enable our new senior sales and marketing team to enhance Freedom's positioning in the premium craft beer market".

Chairman, Stefan Turnbull adds; “This is an extremely exciting time for the brand and we are thrilled to be able to take Freedom Brewery to the next level. With the new investment from shareholders we want to continue to focus on our key brand quality, taste, alongside sustainability, vegan credentials and our Organic Lager. We hope that our series of marketing initiatives will excite our existing audience and reach new individuals to experience our premium craft beer.”

Freedom is delighted to have signed a long-term agreement with India’s leading brand Kingfisher. There has been a rise in demand across the Asian dining market for craft beer, in addition to their traditional drinks offering. The partnership will unlock this opportunity with a series of co-branded collaborations by creating bespoke customer beers. Damon Swarbrick CEO of Kingfisher Beer Europe commented; “We are delighted to have teamed up with Freedom to ensure we are both at the forefront of developing the craft category within the 6,500 UK based Indian restaurants. We will work with celebrity chefs and award-winning restaurants across the country to give consumers breadth and choice and allow Freedom brands to penetrate this dynamic sales channel.”

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About Freedom Brewery

www.freedombrewery.com

Freedom has been brewing distinctive beer that has always stood apart from the mainstream since 1995. Choosing to leave London to set up a brewery in the country, drawing spring water from their own borehole and blending innovation with tradition, all Freedom beers are high quality, vegan, fully conditioned, naturally carbonated, filtered and unpasteurised. Having developed sustainable production methods, all waste water is processed through a natural reed bed system and thermal fluid heating drives an energy efficient brew house.

About Oakfield Capital

www.oakfieldcapital.co.uk

Oakfield Capital is a private equity firm that makes control investments in small- and medium-sized businesses in the UK with significant growth potential. We partner with management teams to make transformational impact on strategy and/or operations to grow successful businesses and deliver significant capital gains. Current portfolio companies include: Freedom Brewery, The Edward Alexander Group, London Doctors Clinic and Firstcom Europe.

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