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OAKFIELD CAPITAL PARTNERS PROVIDES £1M GROWTH CAPITAL FOR FREEDOM BREWERY

Oakfield Capital Partners, a private equity firm specialising in investing in small and mid-sized British businesses, today announced an EIS investment of £1 million to finance the growth and development of Freedom Brewery in Staffordshire.

Founded in Parsons Green, London in 1995, Freedom Brewery is the longest established microbrewer of craft lager in the UK. It relocated to Staffordshire 6 years ago so that it could access the Burton water table to brew the lager which is now fermented for up to 14 days, matured for 4 weeks, and then triple filtered. As a result, Freedom's range of beers has won over 20 International and National awards in the last four years.

Despite a general decline in the UK beer market in the last few years, the market for niche, high-end products is buoyant. Freedom is a profitable business with rapidly growing sales.

Oakfield Capital is backing a management team with extensive experience in the UK beer market, who have invested significant capital in the business. Oakfield's investment will be used to double Freedom's operating capacity and to ramp up sales and marketing.

Tim Massey, Director of Freedom, said: "As top-end pub and restaurant owners seek differentiation from ubiquitous lager brands so we see real opportunity in the craft lager market. Once installed on a bar, craft lager is far more likely to remain as a permanent fixture, unlike its real ale counterparts. Freedom, with a quality keg lager product, provides an excellent base on which to build a fast-growing business."

Tim Woodcock, partner at Oakfield Capital Partners, said: "We are delighted to become investors in a craft brewer that produces an outstanding range of lagers and to provide the growth capital that Freedom needs to secure its position in an attractive, growing market."

This is the first investment for Oakfield Capital's UK Special Situations Fund, which completed its first close in May this year.

ENDS

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