



United Dutch Breweries

United Dutch Breweries is an independent beer group based in Breda (NL) with heritage brands as Oranjeboom, Royal Dutch and 3 Horses going back to the 17th century. The company has unique route-to-market capabilities, which enables the distribution of its affordable premium brands around the world (including Africa, the Middle East, Americas and Europe).

When ambition meets ambition

We are proud that Gimv is part of the next growth phase of United Dutch Breweries. The company has developed a unique export driven business model, leveraging on best-in-class European production capacity in Gimv's core countries. United Dutch Breweries excels at spotting opportunities in different markets and is, thanks to its lean operational structure, able to serve those needs in the most efficient way. We share the ambition to further build out the company's presence around the globe with strong positions in targeted niches.

**Together,
we build
a leading
company**

We supported the revamping of the organization while also complexity was reduced in terms of brands and SKUs (Stock Keeping Units). A KPI driven approach was installed which, combined with smart portfolio and distributor management tools, enables United Dutch Breweries to successfully build out its current client base whilst increasing distribution depth and selectively target new opportunities.

Summary

Activity	International beer group
Location	Netherlands
Entry	2015
Platform	Connected Consumer
Staff	58
Website	www.udbexport.com

