



## Alefarm Brewing launches in-store concept in Denmark

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Alefarm Brewing A/S has launched an in-store concept at several Danish specialty stores and supermarkets with fully-branded fridges full of fresh beer from the brewery. The concept makes it possible for specialty stores and supermarkets to get fresh beers delivered cold on a day-to-day basis.

### Company Announcement no. 12

#### **Alefarm Brewing has launched an in-store concept at several Danish specialty stores and supermarkets with fully-branded fridges and fresh beer**

Alefarm Brewing A/S ("ALEFRM" or "the Company") is a family-run craft brewery with a focus on brewing high-quality craft beer for consumers and distributors worldwide. Today, the Company is announcing that it has succeeded in launching an in-store concept at several Danish specialty stores and supermarkets in and around Copenhagen.

With this new concept, the stores are now able to offer to their customers fresh and cold beers from Alefarm Brewing from fully-branded display fridges. This makes for an authentic and visual experience with the Company's artwork as a key part of the branding of the fridges themselves. Coupled with fresh and cold beers inside the fridges themselves, this makes for a concept that has been received with much anticipation.

In addition, specialty stores and supermarkets are now able to order beers from the brewery on a day-to-day basis and on a same-day basis depending on the location of the specialty store or supermarket. This allows for customers to experience beers that are as fresh as possible.

**Kasper Tidemann, Founder and CEO**, gives the following statement in this regard:

*"Approaching the current days of summer, there has been a significant customer demand for beers that are fresh and cold. With this new concept, we make it possible for specialty stores and supermarkets to offer to their customers fresh and cold beers, in turn making for a much better customer experience. With the fully-branded fridges on display, we believe this to be a branding and marketing effort as well, bringing all the colors and artwork of Alefarm Brewing out into the world for people to see. Fresh, cold beer in beautifully decorated fridges - that is exciting."*

### Additional information

For questions about expanding the in-store concept, the Founder and CEO of Alefarm Brewing, Kasper Tidemann, can be contacted via e-mail sent to [kt@alefarm.dk](mailto:kt@alefarm.dk). Appointed Certified Adviser of the Company is Norden CEF and John Norden, who can be contacted via e-mail sent to [jn@nordencef.dk](mailto:jn@nordencef.dk) or by phone via +45 20720200.

### Contacts

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### About Alefarm Brewing

Alefarm Brewing is a family-run craft brewery that produces high-end craft beer for consumers worldwide. The brewery is located in Greve, Denmark and has a focus on modern hoppy offerings, a wide array of unique, flavorful farmhouse ales and full-bodied stouts that are rich in flavor and character.

### Attachments

- [Download announcement as PDF.pdf](#)