



Alefarm Brewing enters into agreement with Dagrofa and MENY

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ALEFARM BREWING HAS ENTERED INTO AGREEMENT WITH DAGROFA ABOUT THE DISTRIBUTION AND SALES OF BEER IN ALL OF THE 111 MENY LOCATIONS IN DENMARK

Alefarm Brewing A/S has entered into agreement with Dagrofa about the distribution and sales of beer in all of the 111 MENY locations in Denmark. This is a ground-breaking development that will bring quality craft beer directly to customers across the country. The agreement has a potential value of DKK 3,3 million in revenue during the first year.

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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 entered into agreement with Dagrofa about the exclusive distribution and sales of beer in all of the 111 MENY locations in Denmark.

Dagrofa is one the largest grocery store groups in Denmark – and one of the largest nation-wide companies as a whole. Dagrofa is the only group to have independent grocers run the majority of the grocery stores across the country. It has an annual turnover of about DKK 17 billion and employs more than 14.000 people.

Part of the Dagrofa group is the MENY grocery stores that focus on high quality products that are sourced from a wide array of local suppliers. With the rise in demand for craft beer in recent years, Dagrofa is now implementing a new strategy for this category that includes an upgrade of the selection of locally-produced beers that are available to customers at every MENY location.

A HISTORICAL PARTNERSHIP

The partnership between Alefarm Brewing and Dagrofa was established in early 2019. At that time, Alefarm Brewing was one of the first new-era craft breweries to attend beer tastings at Wika MENY in



Køge, the store in the chain of MENYs that had the largest selection of beers at the time – and still does to this day. Both parties continued to build on the successful reception from customers, steadily expanding the selection of beers from Alefarm Brewing for sale in the store.

The partnership flourished and went on to incorporate more MENY stores including locations in Hellerup, Copenhagen, Taastrup, Karlslunde and Himmelev, all selling fresh and locally-produced craft beer from Alefarm Brewing.

With the formalization of the partnership between Alefarm Brewing and Dagrofa, both parties are now ready to take the next step on the successful journey between the two, making beers from Alefarm Brewing available for sale in all of the 111 MENY locations across Denmark. Country-wide kick-off is planned for week 39, 2021.

PRESENTING A CORE RANGE OF BEERS

With the agreement in place, all MENY locations will have a core range of beers available for sale from Alefarm Brewing. These beers include the following offerings:

- **Dayglow**, an IPA at 6% ABV that is dry-hopped with Strata, Azacca and Simcoe. The malt base is soft, light and pillowy with a playful water chemistry. Flavors promoted include bright zippy grapefruit, zesty blood orange, red peach, pomelo and a white grape yeast-hop interplay. Dayglow is both pulpy and crisp with a layered pithy bitterness.
- **Afterglow**, a DIPa at 8% ABV that is dry-hopped with Strata, Azacca and Simcoe. It carries on where Dayglow leaves off, leading with pulpy red grapefruit, blood orange and pineapple which follows into fleshy white grape, donut peaches and a passion fruit zing woven underneath. The perceived acidity from the chosen hops elevates their profile and adds an experience at the end akin to biting into fresh citrus fruit.
- **Ante Meridiem**, a breakfast stout at 4,2% ABV that pours a clear dark color with a creamy head. Once poured, scents of freshly roasted coffee, cacao and mocha immediately appear. A complex combination of malts provides depth to the aromas that highlight coffee, dark chocolate, cashew and caramel. This makes for a beer that displays just the right balance between sweetness, drinkability and roasty notes for an easy-going and flavorful stout offering.

The above beers will be available throughout the year at every MENY location in Denmark, ensuring a steady supply of freshly produced craft beer for sale. In addition to this, unique offerings are already planned for the upcoming seasons.



THE FUTURE OF CRAFT BEER

With this announcement, Alefarm Brewing and Dagrofa are paving the way for the future of craft beer. It is the ambition of both parties to make available to grocery store customers top-shelf offerings in the craft beer category to match the ambitions of MENY as a supplier of high quality products in all areas.

Alefarm Brewing will sell beers exclusively to Dagrofa for distribution and sales in all of the MENY stores. In turn to maintain exclusivity, Dagrofa pledges to place orders worth a potential total value of DKK 3,3 million a year beginning September 15, 2021 with a 10% yearly increase each following year.

The agreement is limited to grocery stores and supermarkets. Alefarm Brewing will maintain all of its national sales to bottle shops, specialty stores, restaurants, bars, wine shops, online resellers etc.

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

"This agreement is a monumental development not only for Alefarm Brewing, but for the craft beer category as a whole. We are bringing freshly produced craft beer to the shelves at each and every MENY in Denmark, making it possible for customers to buy top-shelf high quality craft beer right there in the store. Just imagine being able to buy a carefully crafted imperial stout with cocoa nibs and tonka beans during the winter season right off the shelves at your local MENY. This is amazing - and a revolutionary undertaking in the quest to expand the reach of locally-produced craft beer in Denmark."

Morten Skov Nielsen, Category Manager at Dagrofa, elaborates further on the agreement:

"By signing this country-wide and exclusive agreement with Alefarm Brewing, we succeed in expanding and upgrading the assortment at MENY. We are thrilled to be the only grocery store operator to sell the exquisite beers from Alefarm Brewing. This development is in line with our strategy at MENY where we aim to offer our customers unique experiences on each and every level. With this agreement in place, we are strengthening our market position in the craft beer category, pushing forward on our ambition to become the favored provider of craft beer in Denmark."

Rikke Damdbmann, Commercial Manager at MENY, adds to the above:

"All of us at the 111 MENY locations are looking much forward to the partnership with Alefarm Brewing that is set to begin in week 39. We are convinced that the addition of beers from Alefarm Brewing will make for an upgrade of our assortment that benefits both us and our customers. This partnership shows that MENY is indeed the leader in the craft beer category in Denmark."



ADDITIONAL INFORMATION

For questions about the agreement with Dagrofa and MENY, the Founder and CEO of Alefarm Brewing, Kasper Tidemann, can be contacted via e-mail sent to 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 or by phone via +45 20720200.

All the best,

A handwritten signature in black ink that reads "Kasper Tidemann".

Kasper Tidemann

Founder and CEO
Alefarm Brewing