



# Alefarm Brewing enters into agreement with Dagrofa and MENY

27.7.2021 09:06:40 CEST | Alefarm Brewing | Company Announcement

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.

## Company Announcement no. 13

### 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 ("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.

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."*

## Additional information

For more information about the agreement with Dagrofa and MENY, please refer to the press release attached to this company announcement.

In addition, 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

- Kasper Tidemann, Stifter og CEO, +45 3144 17 60, [kt@alefarm.dk](mailto:kt@alefarm.dk)

## 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](#)
- [Press Release.pdf](#)
- [Afterglow.jpg](#)
- [Ante Meridiem.jpg](#)
- [Dayglow.jpg](#)