

Brasseries Kronenbourg to be turned around

Brasseries Kronenbourg, Carlsberg's subsidiary in France, today announced a turn around plan for the company built on a new brand strategy and a commercial strengthening. The objective is to make the company dedicated to satisfy the needs of customers and consumers and thereby improve the market share and the profitability. The plan includes re-launch of the main brands Kronenbourg and 1664.

The plan will result in a complete reorganisation of the company. All locations, all functions and all levels are in scope. All processes will be reviewed, as well as all the organisational charts and all job functions. The outcome will be a clearer, simpler and more efficient organisation. By the end of 2010 this reorganisation should impact 214 out of 1400 employees.

The French beer market has been declining for many years and not least the last two years. The decline is due to strong legislation which is getting more and more restrictive and to a general economic slowdown. Even as market leader Brasseries Kronenbourg is losing market share.

"Our strategic plan will help us increase the sales, win back market shares, stay competitive and restore the profitability. From 2009 we want to win back the consumers by re-launching the two main brands Kronenbourg and 1664 and by improving the partnership with the customers by the quality of our services and our expertise at the point of sale," says CEO of Brasseries Kronenbourg Thomas Amstutz.

He adds that Brasseries Kronenbourg is committed to carrying out this project with social responsibility to the employees.

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Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest-growing and best-known beer brands in the world. More than 40,000 people work for Carlsberg Group, and its products are sold in more than 150 markets. In 2007 Carlsberg Group sold more than 115 million hectolitres of beer, which is about 95 million bottles of beer a day. Find out more at www.carlsberggroup.com.