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press release

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CMS Hasche Sigle advises Bitburger Brewery Group on acquisition of beer brands Königsbacher and Nette

Frankfurt/Main – The Bitburger Brewery Group has acquired the brand and marketing rights for the Koblenz-based beer brands “Königsbacher” and “Nette”. The deal includes the acquisition of three beverage wholesalers from companies belonging to the Carlsberg Group and has retroactive effect from 1 January 2010. Carlsberg retains ownership of the brewery and production operation in Koblenz.

A team from CMS Hasche Sigle led by lead partner Dr Hendrik Hirsch advised Bitburger on all aspects of the transaction.

This acquisition sees the Bitburger Brewery Group adding two strong regional brands to its portfolio and securing their survival. Financial details of the deal were not disclosed. The transaction is currently awaiting approval from Germany’s Federal Cartel Office.

Advisers CMS Hasche Sigle:

Dr Hendrik Hirsch, Corporate (Lead Partner)

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