



Bodegraven, April 4th 2016

The four sails of Brouwerij de Molen

The future is wagging its tail enthusiastically at the threshold of 'what's next?'. The demand for Brouwerij de Molen beers is growing – much to our pleasure – all around the world. That's why we want to expand. To take on the future with our values regarding craft-beer we have defined our 'four sails'. Because a windmill without sails loses its character, its drive, its attraction and unique quality:

1. No concessions to taste, balance or ingredients.
2. Always keep experimenting and innovating.
3. Collaboration and sharing knowledge with other leading craft-beer brewers.
4. Trying to be an ambassador to the craft-beer scene, which in our opinion means quality and diversity above all else.

To actually grow as a brewery, there are two components essential: more beer of the same quality as we have always brewed and well organized distribution.

Larger volume

To brew more beer we need a bigger building, a lot more fermenters and a new bottling line. We already started the project to realize all this. We sold our building and are renting it back, including the building next door. Now owned by the same third party. This cash injection – together with that of a number of smaller investors – enables us to realize the needed growth in the second half of this year. In 2015 we brewed 6,8000 HL and we're trying to reach 10,000 HL this year. And of course even more in 2017. Yeeha!

Better distribution

Distribution is a brewer's life-line. To increase availability of our beers in the Netherlands and international we started a collaboration with Brouwerij de Koningshoeven. The salesmen of La Trappe trappist beers have included our beers in their portfolio since May 2015. The actual distribution is done by Bavaria Holland. Brouwerij de Molen has demanded commitment to our values – our four windmill sails – by both Brouwerij de Koningshoeven and Bavaria Holland. Part of the deal. Bavaria purchased the shares of the private investors from back when we started. With this deal they now own 35% of Brouwerij de Molen. We are happy with this new situation and the possibilities it offers regarding distribution and technical advise.

2016 and 2017 will be exciting years for us and the whole team at the brewery. Still in control, running the show and doing what we love to do. With a better availability of our beers for the beer loving crowd. We are looking forward to it. Big time!

Cheers!

Menno Olivier & John Brus.