

Strong results in strong beer

In the booming strong beer segment, Atlas has established itself as a challenger brand

Product | Atlas Strong Beer

Region | Europe

Market | The Netherlands



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01 A snapshot

In **2018** we introduced Atlas in the Netherlands in response to the popularity of strong beer there. Positioned as a challenger brand to the market leaders, Atlas has seen **significant growth** in terms of both volumes and margins, especially in the last 3 years. With further **line extensions** in the pipeline, it's set to take an even bigger share of the market.





The potential

Worldwide, we see a substantial demand for strong beer

Strong beer (lager >5,5% ABV) is popular for its intense taste

With +66% in the past 3 years, this segment is booming in NL

Category leaders are Grolsch (11.6% ABV) and Gulpener (10%)

The brand

Since 2018 the Atlas brand has been available at key retailers in the Netherlands including **Albert Heijn** and **Jumbo**. In total that means around 1.000 stores throughout the country. It is positioned as a challenger brand in the strong beer segment and **priced at index 90** compared to the market leaders. Atlas is currently available in 8.5% and 14% in 500 ml can.



The strategy

We worked together with our partner, Dutch distributor Multi Bier, which **promotes Atlas to the retailers**. Thanks to its unique selling proposition, the brand requires very little support in terms of advertising and POS materials.

As we seek further growth, we are evaluating the launch of a **line extension: Atlas 10%** in a 500 ml can. This addition aligns us with the key players in the market and offers consumers a wider choice.



**“Atlas has a unique
full and rich flavour,
thanks to the longer
fermentation
process”**



Joep van Damme | Sales Manager United Dutch Breweries

The result

Volumes for Atlas have **consistently grown** year-on-year. Sales have tripled over the past 5 years, even reaching a **21.2% market share** at retailer Jumbo in 2024.



Keys to success



Partnership with ambitious distributor



Strong brand with clear proposition and rich taste



Strategic pricing to challenge market leaders



Range of product options and ABVs

About our partner

Multi Bier is a **leading independent** beer distributor, supplying liquor stores, specialty retailers, supermarkets, retail chains, and wholesalers. They handle **exclusive distribution** for several brands, such as Atlas, within the Dutch market.



About Atlas

The Atlas range of strong beer was launched in **Holland the 1950s**, targeting men who were looking for a little extra kick in their beer. Atlas was named after the **Greek mythological figure** known for fighting Zeus with the Titans. The beers are naturally brewed using pure water, subtle malts, flavourful hops. A longer and more **complex fermentation** process results in an intense yet accessible taste.

[Website](#) [Instagram](#) [Facebook](#)

Create your own success story!

We are a global beer company. Our strong portfolio and commercial skills combined with your local vision could be the key to opening new opportunities in your region. Interested?

Contact us now! [!\[\]\(70d2c6078ab65d8fee937ad46006682c_img.jpg\)](#)



Sources | All data in this document are obtained using Global Data, Euromintor and Mintel

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