

Building a brand through partnership

How the power of branding turned a high-quality Dutch import beer into a national treasure

Product | Breda Beer

Region | Europe

Market | Guernsey @Channel Islands



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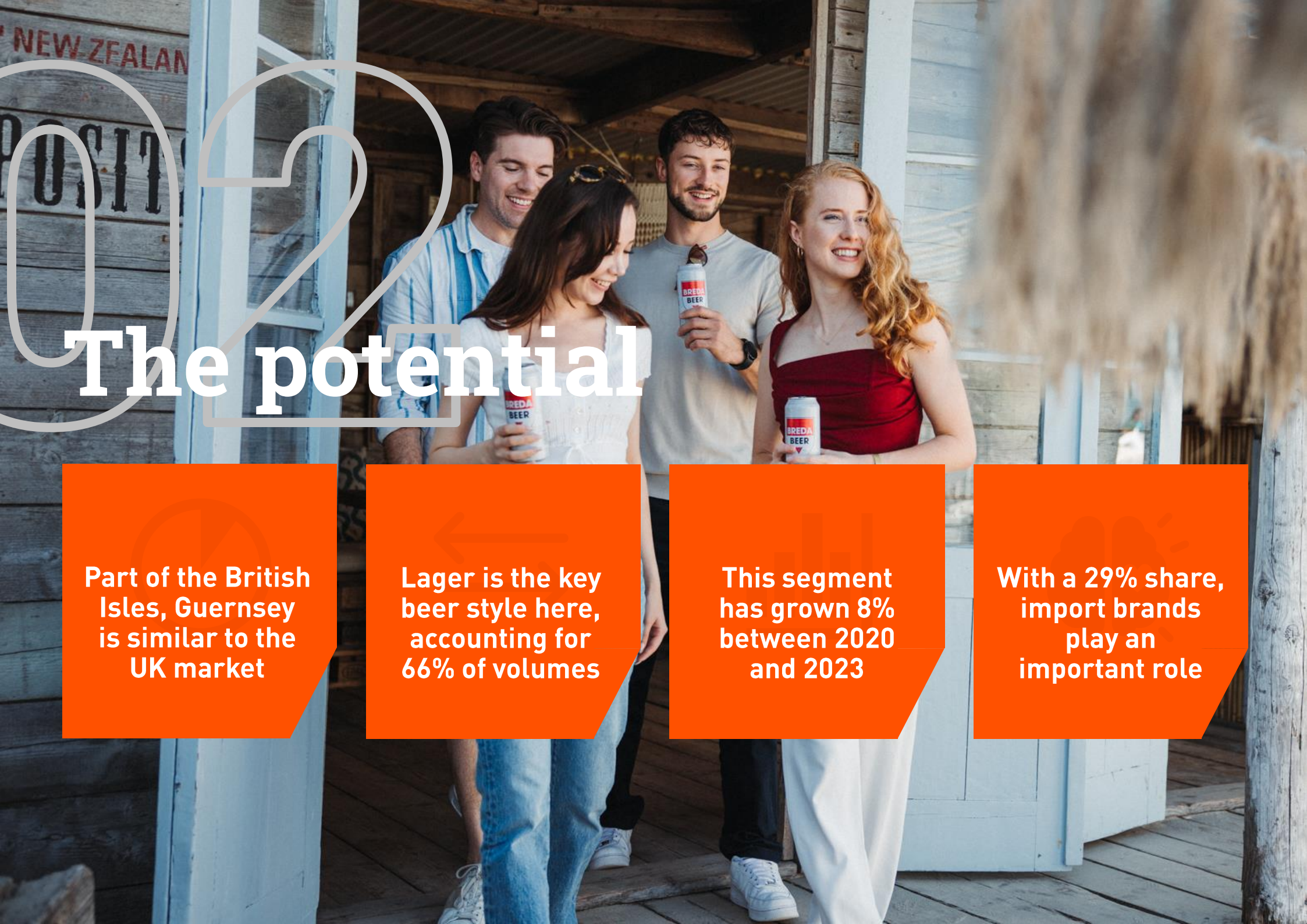
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01 A snapshot

First introduced to Guernsey **before World War II**, Breda Beer is now the most popular lager beer on the island and well loved by its inhabitants. Its success is thanks to ongoing **branding campaigns** plus the close partnership we have with our distributor there who also produces Breda Beer locally under license. After **nearly a century**, the brand is still going strong as a new generation of islanders take Breda Beer to their hearts.





02

The potential

Part of the British Isles, Guernsey is similar to the UK market

Lager is the key beer style here, accounting for 66% of volumes

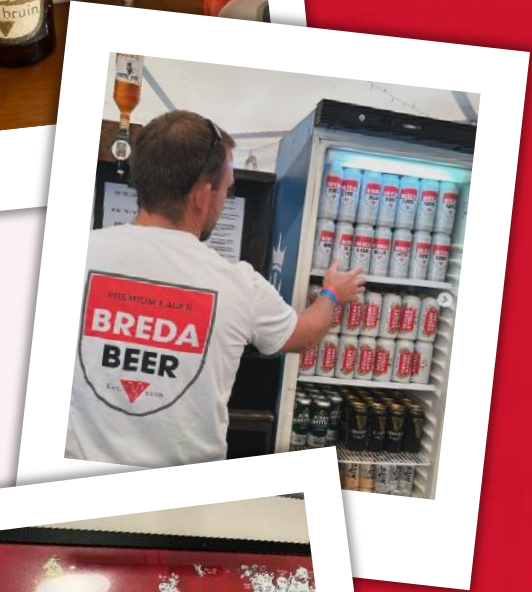
This segment has grown 8% between 2020 and 2023

With a 29% share, import brands play an important role

The brand

Breda Beer has been on the Guernsey market for almost a century, becoming particularly popular following the end of World War II. It is represented by **Randalls**, originally a family-owned distributor and beer seller that has built Breda Beer into the **island's largest beer brand**.

It is sold as an import beer, but Randalls also produces it locally under license making it **available on tap** as well. It is visible throughout the entire island - in supermarkets, liquor stores, bars, restaurants and clubs.



We see **four varieties** of Breda Beer here: the regular lager, Breda Super Dry (a more bitter lager), Breda Stout and Breda Zero.5 (non-alcoholic lager). As the **market leader**, Breda Beer is sold at similar prices to competitor brands to provide good margins.



The strategy

Brand building has been the key to Breda Beer's success on Guernsey. Visit the island and you'll see the **brand everywhere** - and people referring to 'A Breed Apart' as they call it. This high profile has been achieved by working closely with our partner on a wide range of **branding strategies**: on trade visibility, social media, the fan shop and sponsoring festivals.



A hand holds a tall, slender glass of golden beer with a white head. The glass has a label that reads "PREMIUM LAGER BRED A BEER". In the background, a blurred bar scene shows other patrons and glasses.

Pillar 1

On trade visibility

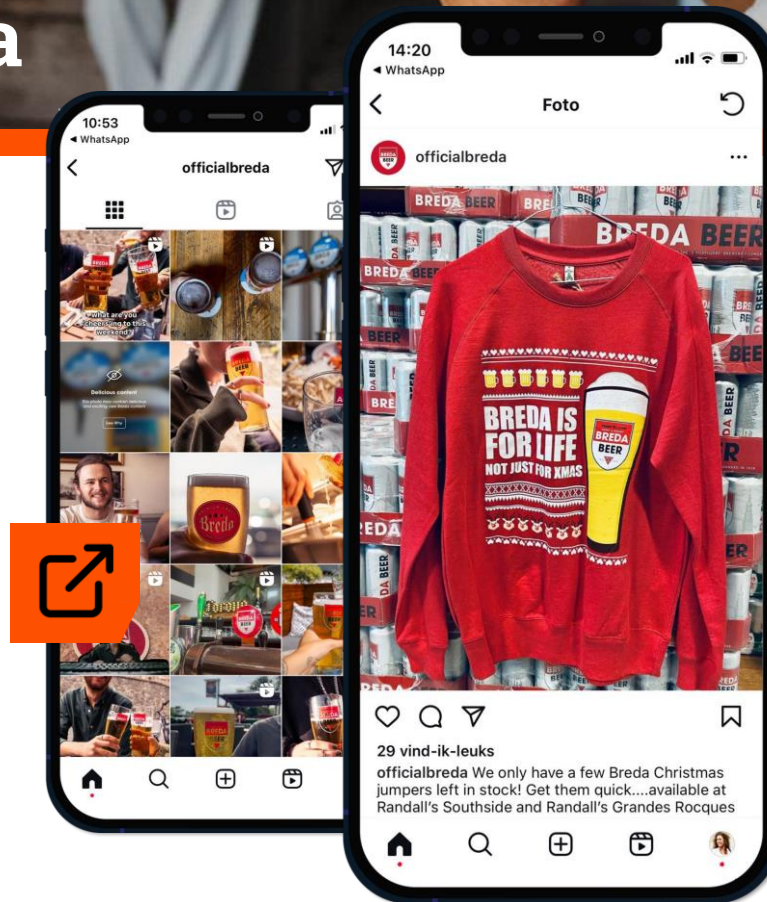
Strategic branding on draught lenses, glassware, coasters, bar runners, LED signs and wall paintings drive **on trade sales**.



Pillar 2

Social media

Awareness and **brand loyalty** continue to be built online. Targeted advertising is carried out in cooperation with a local agency.



Pillar 3

Fan shop

Breda Beer merchandise such as branded clothing and **collector's items** are sold through a dedicated fan shop. Popular items include a **Christmas sweater** and a special map which renamed Guernsey as 'Bredaland' they had in the past.

Pillar 4

Sponsoring festivals

Breda Beer is the face of many festivals including:

- Island Games: global sports event held in 2023
- The West Show: premier agricultural show
- The North Show: summer festival
- Guernsey Together: music and dance event
- Balcony Gigs: jam sessions with tribute bands (6 times per year)
- Vraicfest: rock music festival





“Working closely with United Dutch Breweries, has led to the success of Breda on Guernsey. Through our partnership we are able to continually invest in Breda to ensure it is the most loved beer brand on Guernsey.”

Daniela Gilligan | Marketing Manager Randalls

The result

Today, Breda is the **most loved and consumed** beer brand on the island. With a presence stretching back decades - and its centenary approaching - we **continue to invest** in the brand to maintain its strong position. Above all, along with our partner Randalls, we constantly work to keep the brand **relevant and appealing** to new and future generations of 'Bredalanders'!



Keys to success



Close partnership with local distributor



Investments in branding and awareness



Combination of import and local brewing



Market specific beer portfolio



Creating ambassadors via social media & fan shop

About our partner

Randalls is a **brewery, distillery and beer wholesaler** run by the Randall family on Guernsey for nearly 150 years. The brewery was sold in 2006 to The Guernsey Pub Company, a group of private investors which owns and manages **pubs, restaurants, hotels** and shops throughout the island.



RANDALLS

About Breda Beer

In the Middle Ages, Breda was an important hub for Dutch brewing. Our brand's roots lie at the '3 Hoefijzers' (3 Horseshoes) brewery, **founded in 1538** and run by the Smits van Waesberghe family for **six generations**. Today, using the original recipe alongside **modern brewing techniques** and proudly bearing the three horseshoes insignia, Breda Beer is enjoyed for its craftsmanship and heritage across the world.

[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! [!\[\]\(7377a3302f3d0fb3a834bf90f4594228_img.jpg\)](#)



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

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