

The reassurance of quality

In an uncertain world,
consumers will always
look for genuine brands
that they can trust

Product | Weidmann Pilsner

Region | Middle-East

Market | Lebanon



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A snapshot

Lebanon is one of the **largest beer markets** in the Middle East and consumers there particularly appreciate German beers which are associated with high quality. Thanks to strong promotional effort, Weidmann has become one of the **leading German brand names** in the country. Its credentials based on the strong tradition of German beers plus a modern look and feel is proving to be a winning combination.



02

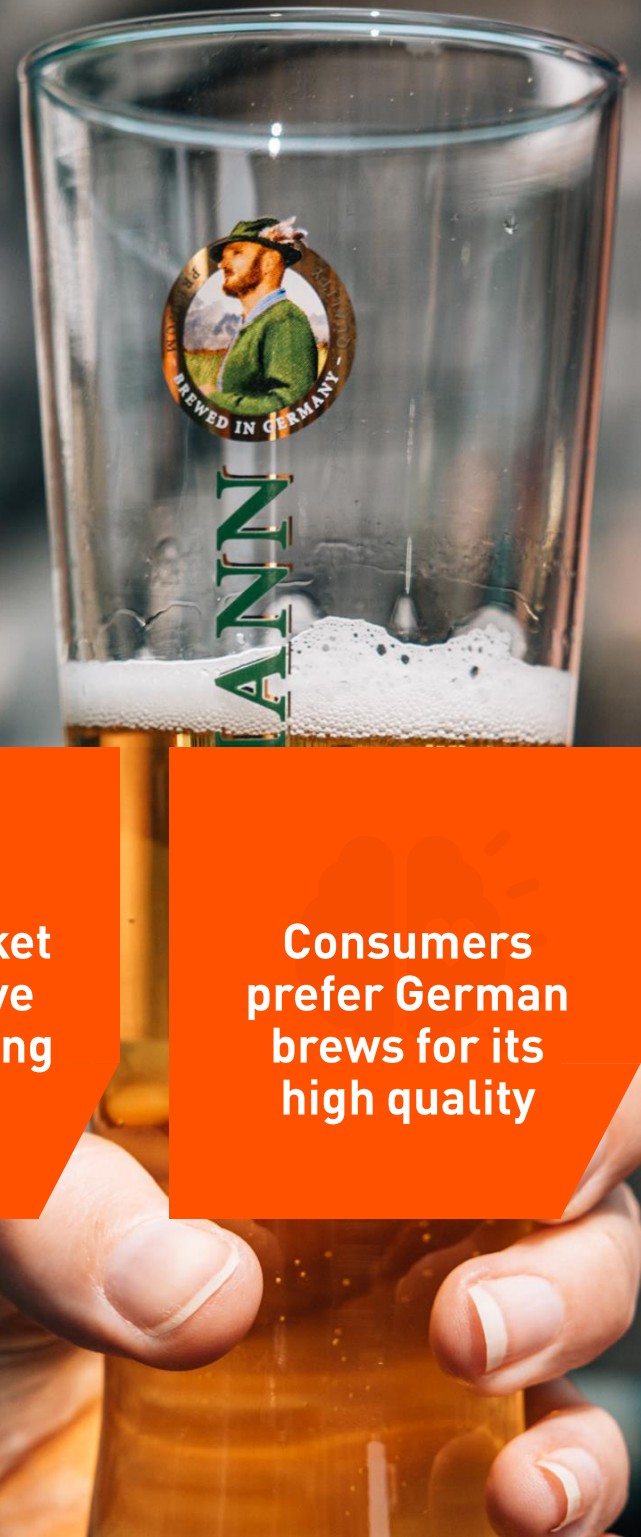
The potential

Lager in Lebanon
has stable
volumes and
modest growth

The country's
economic and
political situation
is challenging

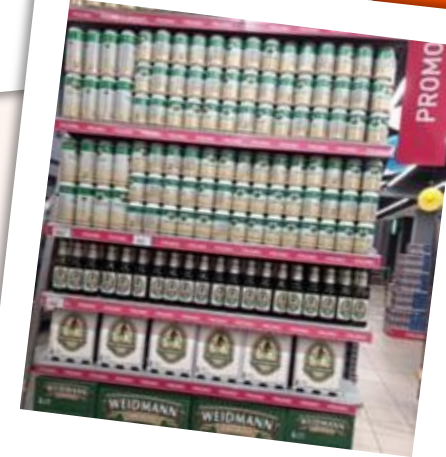
Its beer market
is competitive
with fluctuating
prices

Consumers
prefer German
brews for its
high quality



The brand

The Weidmann brand has been present in Lebanon for **25 years** and is now a significant player in the market. Through close cooperation with our local partner, Weidmann Pilsner is **widely available** in both modern and traditional retail outlets as well as on trade premises. Positioned as a challenger in German beer at **price index 90** it is seen as an affordable import, and it is opening up the segment to a broader target audience.



The strategy

Weidmann's success has been built on **close cooperation** with our local beer partner. Our overall strategy for growth is based on **4 pillars**: a redesign of the packaging, high product visibility, social media presence and sponsoring of festivals.



Pillar 01

Packaging redesign

To take the brand to the next level and to keep it relevant in a constantly changing market, we recently carried out a complete redesign giving the brand a **more modern, premium** look and feel.

Importantly, however, we retained

Weidmann's key **hunter icon** to keep a connection with its traditional German roots. To ease the transition to the new branding, our partner introduced it **step by step into the local market.**

Teasers on social media and dedicated POS materials showed both old and new designs.

Lebanese consumers quickly and enthusiastically embraced the fresh look!



Pillar 2

Product visibility

To maximize visibility, we place branding at strategic locations. For **retail locations** this includes wobblers, displays, fridges and floor stickers. And for **on trade environments** we offer bar runners, fridges, beer coolers, and umbrellas.



Pillar 3

Social media

We have launched multiple online campaigns to **grow our fanbase** even more. These are run by a local agency in close collaboration with our partner and ourselves.

Pillar 04

Sponsoring festivals

We have a strong brand presence at multiple **beer festivals** in the region linking Weidmann to a premium quality product experience. Our local partner sponsors the Mayouli Beer Festival, **Dhour Choueir Beer & Jazz Festival**, and Beit Eddine Art Festival.





Best-performing on Instagram

Local content creation getting much attention

👁 10.965 views
💬 100 interactions



Best-performing on Facebook

Promoting our stand at Dhour Shweir Jazz Festival

👁 20.122 views
💬 521 interactions

Online campaigns

On Facebook and Instagram, we worked in a **partnership format**, with UDB providing guidelines and global campaigns and a local agency creating **dedicated content** for the market. Focusing on brand awareness and engagement, we've reached impressive numbers in 2023: we reached 16,8K unique accounts on Facebook and **117,5K fans** on Instagram. From July 2024 we're strengthening the partnership by support our client with **advertising campaigns**.

The result

Today, Weidmann is one of the **leading import beers** in Lebanon with broad brand awareness and strong consumer loyalty. We continue to strengthen our position with a particular focus on reaching **new consumers**. Activations around festivals & targeted advertising on social media are especially effective for reaching a new generation of **young adults**.



Keys to success



Close partnership with local distributor



Wide distribution via multiple channels



Strong brand story and German heritage



New design gives premium look and feel



Smart, well targeted promotional activities

About Weidmann

Consumers all over the world value German beers for their **high quality**, superior taste and rich heritage. The range of authentic German beer styles in the Weidmann portfolio embraces **Pilsner, Radler and Hefeweizen**. With their premium quality and rich yet accessible taste, they are suitable for all occasions and every type of consumer. In short, they add a taste of true, traditional **German beer culture** wherever they are enjoyed.



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

Create your own success story!

We are a global beer company. Our diverse range of **beers and malt drinks** plus our marketing & RTM expertise could be your key to **opening new opportunities** in your region. Interested?

Contact us now! 



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

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