



**BERARII
ROMÂNIEI**

ANNUAL REPORT 2025

21
years of activity



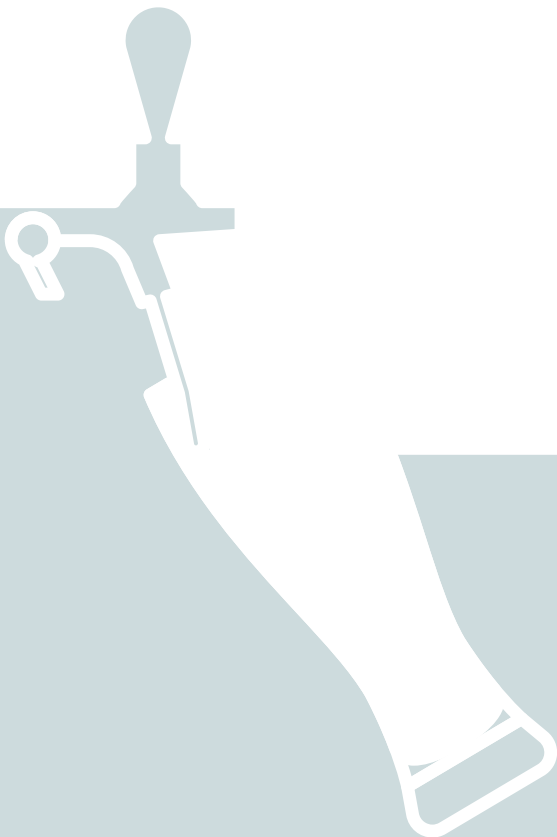
MEMBERS



**ASOCIAȚIA PRODUCĂTORILOR DE HAMEI
DIN ROMÂNIA**



PARTNERS





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2,38 BILLION EURO



MARKET VALUE

3 BILLION EURO

Contribution of the beer sector, together with its supply chain, to Romania's GDP in 2025

1 BILLION EURO

Contribution of the beer sector, together with its supply chain, to Romania's state budget in 2025



THE BEER MARKET IN 2025

80 L/capita



57.800

JOB'S GENERATED



95,5%
LOCAL PRODUCTION

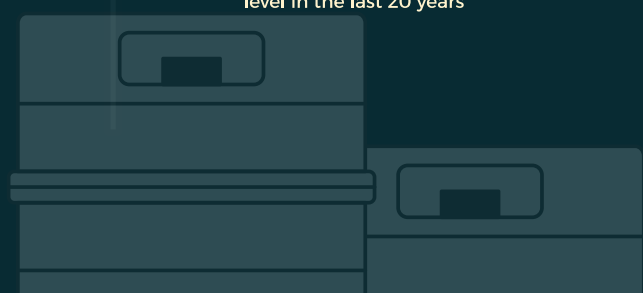


80%
Raw materials sourced from Romanian crops



14,4 mil hl.

The beer market reached its lowest level in the last 20 years



PRESIDENT'S MESSAGE



Boris Miloushev
President of the Brewers of
Romania Association

I am proud to represent a sector that has chosen the path of integrity. Today, we are an deeply local industry that keeps its added value within the country, supporting thousands of farmers and generating tens of thousands of direct and indirect jobs.

It is an honor for me to fulfill my role as President of the Brewers of Romania Association at a time marked by significant challenges for the industry, ranging from fiscal pressures to broader economic uncertainty. However, we are also witnessing a historic moment for our community: the 21st anniversary of uninterrupted activity.

This symbolic milestone represents more than just a chronological checkpoint; it is a statement of maturity, resilience, and profound impact that the brewing industry has on Romania's economic and social architecture.

Looking back over these 21 years, we see how the Association has evolved from a platform for dialogue into an indispensable strategic partner for the Romanian state. Throughout this time, the Association has been the united voice fighting for a fair and equitable legislative framework, fiscal predictability, and high production standards, contributing approximately 3 billion euro to the state budget annually.

For me, the Brewers of Romania Association is the place where market competition finds common ground in collaboration for the common good among all members — from major breweries to craft producers and raw material suppliers. The importance of our association lies in our ability to act both as a guarantor of fiscal discipline, maintaining a zero tax evasion rate, and as a promoter of innovation.

Reaching our 21st anniversary finds us more united than ever in the face of global challenges. Our mission remains unchanged: to further consolidate a locally anchored, diverse, and resilient industry that is ready to meet future challenges and contributes significantly to Romania's GDP, all while ensuring that beer remains a cornerstone of economic and social life in Romania.



WHAT DOES BEER ACTUALLY REPRESENT?

72%
of Romanians
directly associate
beer with
socializing

When we think about beer, beyond sales volumes, figures, and market strategies, we are essentially thinking about lifestyle. What does it represent for each of us?

It is the simple and profound desire to live in the moment, to enjoy time with friends, to hit pause on the daily hustle, and to escape the everyday routine for a while. It is your moment to unwind and engage in an authentic human connection. This is not just an empirical observation. Market analyses confirm this truth: 72% of Romanians directly associate beer with socializing. It is the beverage that brings us together at home, on terraces, or when experiencing the thrill of a sporting event. Statistics show that 1 in 2 Romanians consume beer weekly, making it by far the most frequent choice.

This year, the Brewers of Romania Association celebrates its 21st anniversary. A "universal coming-of-age" which, for us, translates into 21 years of maturity and, above all, responsibility towards our consumers. Looking back, I am proud to recall that as early as 2005, we launched the Commercial Communication Code. This initiative, built on the shared values of our producers, has served and continues to serve as a true ethical compass. Industry self-regulation has paid off, contributing to the cultivation of a responsible drinking culture—a fact also supported by data, with 100% of beer advertisements promoting moderate and responsible consumption.

This maturity also means adaptability. We have listened to the voice of the people and offered them alternatives.

Today, we pride ourselves on an excellent range of non-alcoholic and flavored beers, featuring tastes that do not compromise on quality. 1 in 3 people aged 35 to 44 most frequently choose 0.0% beer when they want to enjoy social outings without consuming alcohol, or when they plan to drive afterwards. Adapting to consumer preferences is a sign of vitality, allowing us to support a highly robust economic sector while maintaining an absolute standard of business ethics, highlighted by a 0% tax evasion rate. However, to maintain this balance, we need stability. We are among the very few sectors in Romania where 97% of demand is met by local production—a direct result of massive investments and serious development policies undertaken by beer producers. Nevertheless, decisions made at the state and European levels often have an economic impact that puts pressure on and disrupts the business environment. Any instability causes major damage, including to the state budget.

We feel these shocks extremely acutely precisely because we are a sector fully integrated into the Romanian ecosystem: from agricultural raw materials to production lines, distribution networks, our employees, and capital investments. The Romanian state must conduct its own pragmatic analyses to observe how much actually remains in the state budget from every 100 lei spent in Romania. Industries that contribute significantly and transparently to the country's budget must be encouraged through a predictable fiscal policy.

At the end of the day, this is what we are most proud of: we manage to produce beer using Romanian ingredients, processed in Romania, with Romanians, and for Romanians. And we will continue to do so, with the same passion, for at least the next 21 years.

S. FERMENTAREA MUSTULUI

Beer is your moment to unwind and engage in an authentic human connection. This is not just an empirical observation. Market analyses confirm this truth: 72% of Romanians directly associate beer with socializing.

Constantin Bratu
General Manager, Brewers of Romania



Radu Burnete
 Presidential Adviser -
 Department of Economic
 and Social Policies

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I believe the Romanian beer sector represents a significant component of the national economy, given its high level of local production and its contribution to maintaining stable supply chains.

In the current context, marked by multiple economic challenges, I consider that this sector highlights the importance of strengthening domestic production capacities. I note with interest how the industry constantly adapts to market demands and European regulations, demonstrating a commitment to complying with applicable standards.

I appreciate the professionalism of the 'Brewers of Romania' Association in promoting a business model based on transparency, fiscal discipline, and social responsibility. The Romanian State remains a partner in dialogue for all those who invest in the country's sustainable future, transforming local potential into a European success story.

Decision-Makers' Voice

It is important to us that the raw materials produced by our farmers are no longer exported in their raw state, but rather processed right here in Romania. The beer sector is a strategic partner in this endeavor, operating as a local industry where Romanian barley and hops are transformed into high-quality products, generating jobs and profit for our economy. The vertical integration of this sector provides Romanian farmers with stability through predictable contracts. By supporting the local cultivation of malting barley and hops, we ensure that we provide Romanians with products made from ingredients grown in our own fields. Furthermore, I welcome the responsibility shown by this sector, which is investing in the future.

Through its partnership with farmers and the use of modern production technologies, the beer sector demonstrates that high performance can be achieved while respecting the Romanian land. We will continue to support the farmers who produce for this sector, as a strong agricultural system relies on efficient domestic processing.

Together, we put Romanian production first!



Florin Barbu
 The Minister of Agriculture
 and Rural Development



Diana - Anda Buzoianu
The Minister of Environment,
Waters and Forests



This year, we mark an essential milestone in the maturation of the largest circular economy project in our country: the Deposit-Return System (DRS). What started as an ambitious promise is today a confirmed success story, with collection rates exceeding 80%. This performance would not have been possible without the investments and firm commitment of the Brewers of Romania Association, which, together with beer producers, were among the first to understand that resources are not infinite and that packaging must no longer become waste. Together, we demonstrate that economic development and environmental protection are not mutually exclusive, but rather mutually reinforcing.

Decision Makers' Voice

Industria berii reprezintă un lanț economic solid, care ține în mișcare investiții, locuri de muncă și valoare adăugată în România. Vorbim despre un sector care a investit constant în tehnologie, în digitalizare și în oameni, și care reușește să transforme materii prime locale într-un produs competitiv la nivel european.

Faptul că aproape 97% din berea consumată în România este produsă aici demonstrează că avem capacitate, avem integrare industrială și avem un sector care livrează, fiind un exemplu concret că putem acoperi cererea internă prin producție locală și că industria românească poate fi performantă atunci când există investiții și predictibilitate.

Impactul merge mult dincolo de fabrici. Sunt peste 3.000 de locuri de muncă directe și zeci de mii în lanțurile conexe, de la agricultură, la transport, comerț și HoReCa, ce produce un efect real în economie, în comunități și în stabilitatea unor sectoare întregi.

Într-o perioadă în care competiția e tot mai acerbă, industria berii arată că se poate adapta: combină tradiția cu eficiența, inovația și obiectivele de sustenabilitate. Acesta este direcția în care trebuie să meargă cât mai multe sectoare din economia românească.

La Ministerul Economiei, Digitalizării, Antreprenoriatului și Turismului, ne uităm exact la aceste exemple când vorbim despre exemple de bune practici: investiții productive, competitivitate și modernizare industrială. Rămânem un partener deschis pentru mediul economic și susținem inițiativele care aduc valoare în România, inclusiv pe cele ale Asociației Berării României și ale tuturor industriilor care contribuie la o economie mai puternică și mai rezilientă.



Ambrozie Irineu Darău
Ministrul Economiei, Digitalizării,
Antreprenoriatului și Turismului



KEY MOMENTS



BERARII
ROMÂNIEI

Ursus Breweries, HEINEKEN Romania, InBev Romania (later Bergenbier SA), and United Romanian Breweries Bereprod, under the umbrella of the Romanian Brewers Association, launch the first self-regulated guide for commercial communication in Romania.

2005



2008

The Romanian Brewers become members of the Brewers of Europe, the organization representing national brewers' associations at EU level.

WE SUPPORT LOCAL ECONOMIES
WE EMPOWER CONSUMERS
WE CHAMPION SUSTAINABILITY

The Romanian Brewers Association is validated as an example of good practices in health communication, through the "Alcohol Doesn't Make You Cool" campaign, at the European Alcohol and Health Forum.

2010





2015

Our members voluntarily decide to introduce labels with beer brands' ingredients and energy value.

From four members in 2004 and a representation of 70% of the local market, the Brewers of Romania reach ten members and 90% of the local market.

2024



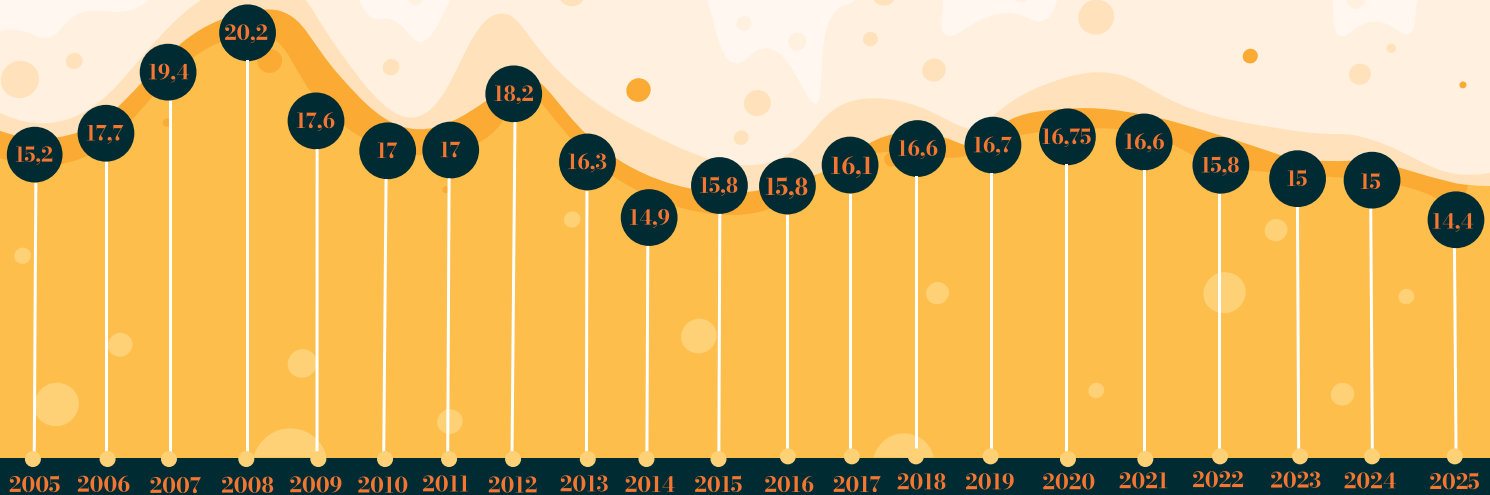
2025

Celebrating 20 years of uninterrupted activity of the Romanian Brewers Association.

BEER MARKET DYNAMICS

In 2025, the beer market in Romania recorded its lowest level in the last 20 years, reaching a total volume of 14.4 million hectoliters.

14,4 ▼
MILLION HECTOLITERS



IMPORTS

650 thousand hl

increased by 35%

In this context, imports amounted to 650,000 hectoliters, representing 4.5% of the total national market. Although the overall market is shrinking, the import segment experienced a significant increase of 35% compared to 2024.

This dynamic indicates that, although the market is contracting, there is a growing interest in imported products, while export capacity and the dominance of local production remain relatively stable in percentage terms, albeit relative to a smaller overall market volume.

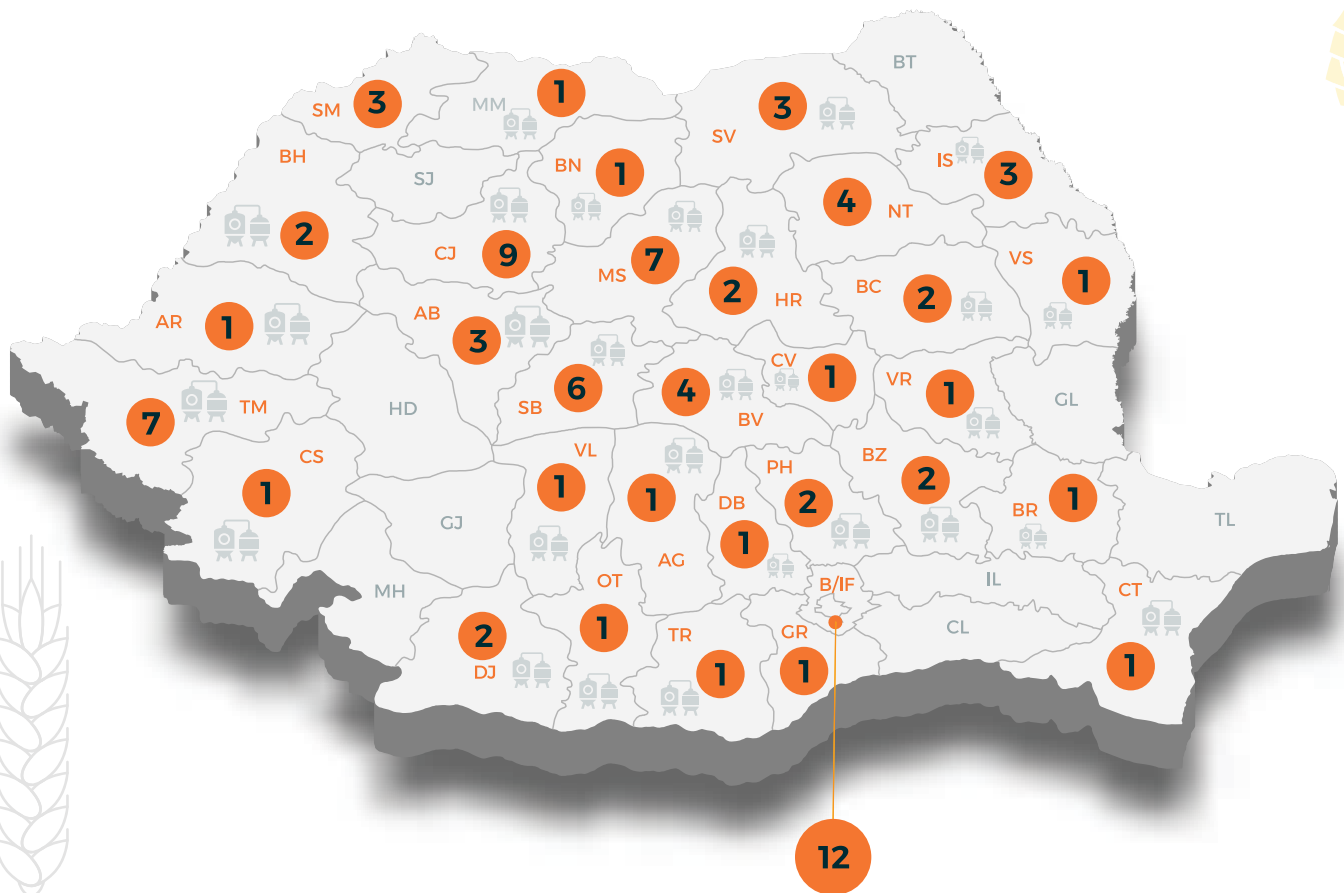
EXPORTS

330 thousand hl

The exported volume stood at 330,000 hectoliters, constituting just 2.5% of the total market in 2025.

Unlike imports, the level of exports remained flat, equal to that recorded in the previous year. The internal beer production covers 95.5 % of the market.

BEER PRODUCTION IN ROMANIA



88 Total beer
factories

83
Beer producers

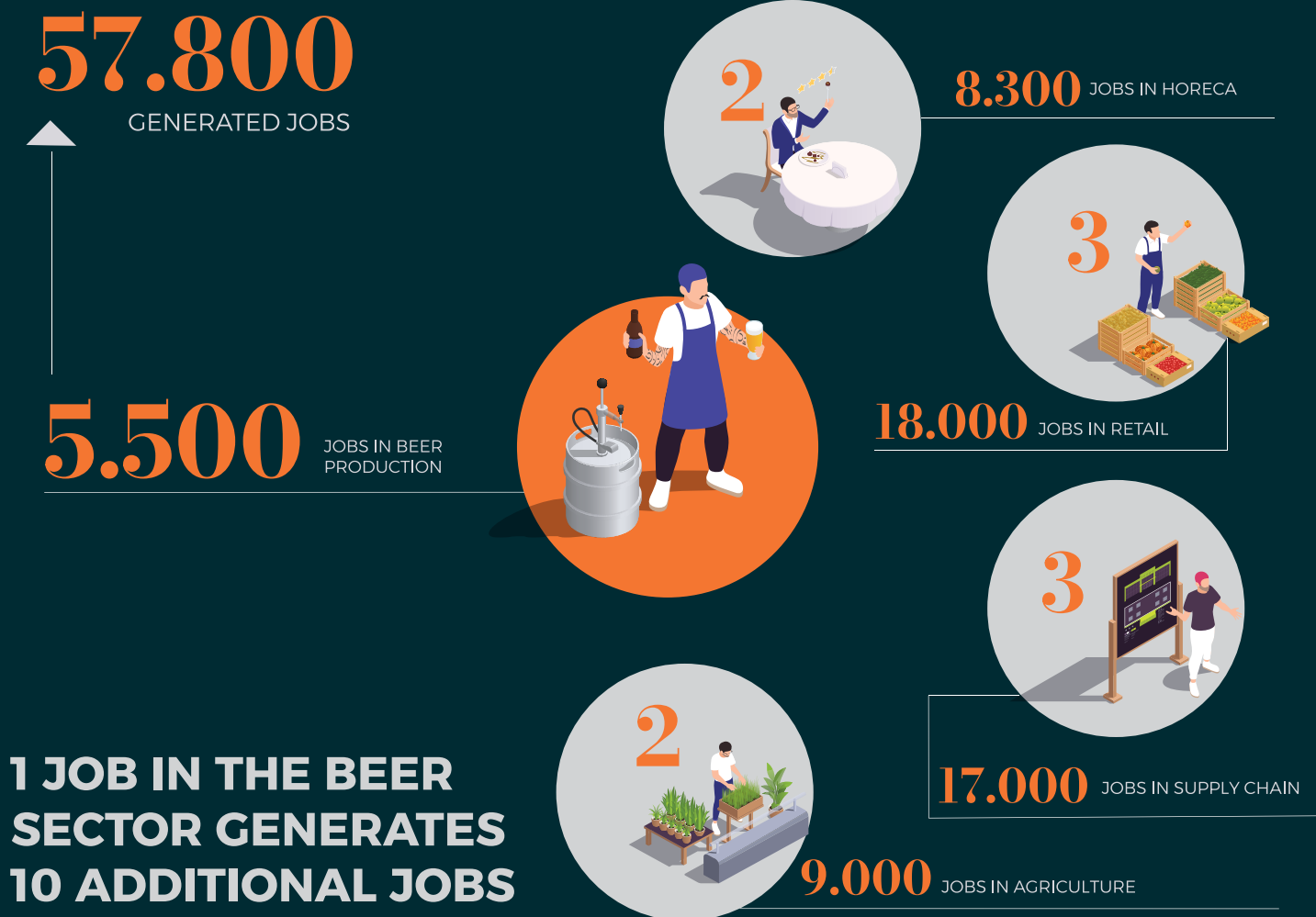
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Microbreweries

IMPACT ON THE LABOR MARKET

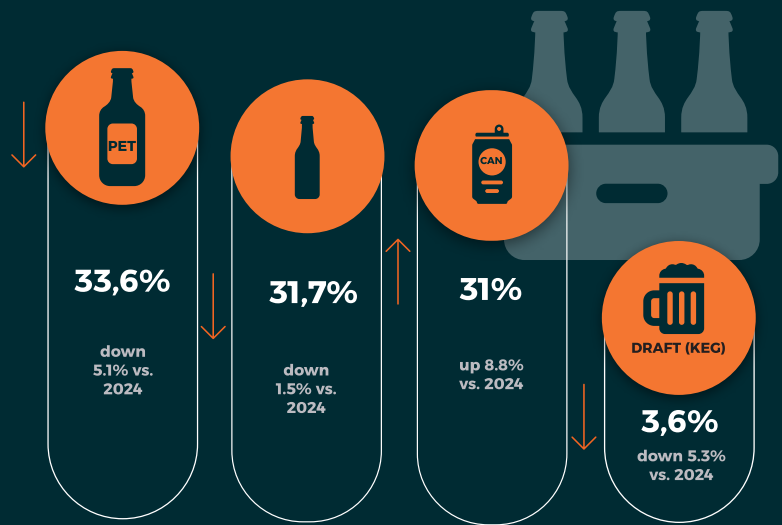
A decline in employment in the beer sector can be observed, driven by fiscal pressures over the past year. The decreases recorded in both consumption and production are closely linked to the stability of jobs supported by the beer sector. Through its multiplier effect, the beer sector has a significant impact on other areas of the economy. The 5,500 direct jobs in beer production support a broader network of employees across related industries.

As a result, the beer sector in Romania, together with its supply chain, generates a total of 57,800 jobs.



BEER CONSUMER PREFERENCES IN 2025

PACKAGING SHARE IN 2025: In 2025, canned beer recorded an 8.8% increase compared to 2024, making it the only packaging type to register growth during the year, reaching 31% of the total packaging mix. At the same time, draft beer experienced a 5.3% decline due to the downturn in the HoReCa market. Bottled beer showed a relatively stable trend, registering a minor decrease of 1.5% compared to 2024. Beer in PET bottles continues its downward trajectory compared to 2024, hitting the 33.6% mark in 2025.



One in two beers consumed in a glass bottle comes in returnable (reusable bottle) packaging.

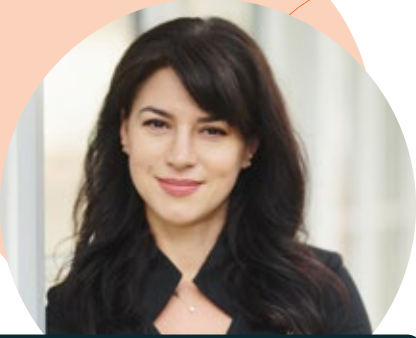


SHARE OF BEER CATEGORIES IN 2025:

The Lager category continues to hold the top spot in consumer preferences, accounting for approximately 92% of the beer market. Compared to 2024, the market share of alcoholic beers remained stable, registering a minor decrease of 0.5%. Unlike in 2024, the non-alcoholic beer category recorded an 8.2% growth, proving that sustained efforts to promote responsible consumption are yielding real results among consumers. Another increase was recorded among beer mixes and flavored beers, both with and without alcohol, which saw growth rates of respectively 15% and 12%.

Non-alcoholic beer, mixes & flavored **6,6%**

Specialties, mixes & flavored (with alcohol) **1,4%**



Julia Leferman
Secretary General
Brewers of Europe

At the European level, the beer sector is not merely a millennia-old tradition, but a strategic economic pillar, generating over 2 million jobs across the entire "grain to glass" value chain and contributing more than 40 billion euro annually in tax revenues. In this complex landscape, Romania stands out as a mature market and an example of best practices, where 97% of the beer consumed is produced locally, thereby anchoring investments and jobs within the national economy.

Today, Europe's brewing industry is undergoing a profound transformation driven by innovation and responsibility. We commend the remarkable progress made by Romanian brewers in implementing sustainability objectives. The Brewers of Europe will continue to advocate for a stable and predictable regulatory framework, which is essential to ensuring that the beer sector remains an engine of economic growth, green innovation, and social cohesion, both in Romania and throughout the European Union.

Partners' Voice

In the realm of commercial communication, trust is the most valuable currency, but also the hardest to earn. The Romanian Advertising Council (RAC) was founded on the conviction that advertising must be creative, but above all, honest and responsible towards the consumer. Throughout this journey of over two decades, the Romanian beer sector has served as a central pillar, acting as one of the early promoters of the concept of self-regulation in a media landscape undergoing profound transformation.

The importance of the beer sector within the RAC is both strategic and symbolic. Twenty-one years ago, at a time when ethical standards in communication were still in their infancy in Romania, the "Brewers of Romania" association recognized that long-term success cannot be decoupled from social responsibility. The adoption of the first Commercial Communication Code in 2005 was not merely an administrative exercise, but a declaration of maturity. This code has acted as an "ethical compass" that guided the industry far beyond the minimum legal requirements, imposing rigorous standards for the protection of minors and the promotion of balanced consumption.



Oana Cociașu
President of the Romanian
Advertising Council



Radu Savopol
President of HORA Romania
(The Romanian Hospitality
Employers' Organization)

We are going through a challenging period for the entire industry, marked by the pressure of rising costs, more cautious consumption, and a visible shift in guest behavior within venues, which is also significantly reflected in the beer market. However, this is not the first time we have faced such a context, and I am confident that we will overcome it through a joint effort, together with authorities and our partners.

The Brewers of Romania represent an essential sector for HoReCa, part of the very DNA of hospitality. We are not just talking about a product category, but about a social connector, an element that enhances the experience in venues and encourages guests to return. I am pleased with the evolution we see in the market today: the diversity of portfolios, the development of brands, 0.0% beer options, craft and seasonal specialties, and the growing interest in moderation. All of these support HoReCa operators and help us better meet customer expectations and emerging consumption trends, while maintaining the relevance of venues even during difficult times.

Partners' Voice

From the perspective of the RomAlimenta Federation, the beer sector represents one of the most robust and well-structured segments of the Romanian food industry. It is a sector that understood early on that long-term success depends on strong vertical integration, achieving the remarkable feat of locally producing 97% of the volume consumed by our citizens. For us, this indicator is not just a statistical figure, but proof of economic patriotism put into practice through constant investments in breweries and cutting-edge technology.

The Brewers of Romania play a vital role in the entire food ecosystem, serving as a strategic partner for domestic agriculture. By sourcing local raw materials—malting barley, hops, and corn grits from our own fields—this sector provides predictability to farmers and ensures the transformation of natural resources into high value-added products, right here at home. This close collaboration strengthens the supply chain and reduces reliance on imports, a priority objective for Romania's economic security. Together, we make an essential contribution to enhancing Romania's competitiveness in the European market, demonstrating that the Romanian food industry is a driver of sustainable growth and quality job creation.



Aurel Popescu
President of RomAlimenta
Federation



Paul Aparaschivei
Executive Director Concordia
Employers' Confederation

I grew up in Mureș County. I remember, on the road between Târgu Mureș and Sighișoara, certain plants that stood out from everything else growing around them. They climbed high trellises in an orderly fashion, looking entirely different from the surrounding fields. I used to watch them without knowing their name. They were hop fields. I didn't make the connection back then. Now I do. And with it, I have a deeper understanding of what the 'Brewers of Romania' truly represent. It is an industry that produces 97% of its consumption locally, with a value chain that begins in agriculture, moves through processing, logistics, retail, and HoReCa, and drives entire sectors far beyond beer itself. It is a sector whose real impact means that behind every bottle produced here stand farmers, suppliers, and local communities.

This is the kind of genuine economic anchor we value and represent at Concordia. A guild steeped in tradition that creates jobs and generates added value nationwide—one that achieved zero tax evasion not through compulsion, but through conviction, and has embraced its responsibility toward future generations through major green investments. For the Concordia Employers' Confederation, the Brewers of Romania serve as an example of how an industry can evolve through a unified representative voice, transparency, and robust data brought to the public dialogue—arguments that demand responsible consideration.

I congratulate you on what you have built and assure you of Concordia's full support.

Partners' Voice



100 MIL EURO

Our Members

325 MIL EURO

Investments

Against the backdrop of a market that showed signs of stability in 2024, the members of the 'Brewers of Romania' directed their 2025 investment budgets toward long-term impact projects aimed at strengthening the resilience of the entire sector. This stability provided producers with the context needed to transition from maintenance investments to transformative projects for production capacities and modernization solutions. The priorities were clear: modernizing breweries, increasing energy efficiency, and implementing sustainability solutions. Special attention was given to the circular economy through massive investments in reducing waste at the source and increasing the recycled content in new packaging, proving that environmental stewardship is embedded directly into the core of the business.

These technological investments are directly reflected in the diversity of products on the shelf. Innovation remains the main driver for our members, taking shape through the launch of new varieties, flavored beer mixes, and a growing range of non-alcoholic beers. By expanding the portfolio, local production promptly responds to Romanians' evolving preferences, offering them high-quality products crafted right here in our country.

Total investments over 21 years

2,2 billion EURO

Taxes & Duties

Although 2025 recorded a higher investment volume compared to the previous year, the level of direct contributions to the state budget saw a decline, dropping from €356 million in 2024 to €325 million in 2025. This trend is a direct consequence of fiscal unpredictability, a factor that puts pressure on the financial performance of the entire sector.

Beyond these figures, the members of the Brewers of Romania remain strategic contributors to the national economy through the payment of taxes and duties—ranging from VAT and excises to corporate income tax and payroll taxes. Furthermore, the impact of our industry extends far beyond its direct contributions. Through their operations, brewers support an entire ecosystem of related industries, such as agriculture, packaging, logistics, retail, and the HoReCa sector. This multiplier effect in the economy generates substantial additional revenues for the state and supports Romania's economic stability. Through all their endeavors, our members reaffirm their position as key partners to the public budget, advocating for a predictable fiscal framework that enables the continuation of this virtuous cycle of development.

Total contributions over 21 years

5,63 billion EURO



21

industry voices



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Boris Miloushev
Managing Director
HEINEKEN România

For me, the beer industry means much more than a product – it is about people, communities, and the responsibility to create long-term value. It is an industry deeply rooted in the local economy, supporting thousands of jobs, local supply chains, and ongoing investments in production, innovation, and sustainability. At the same time, beer is about the moments that bring us together – about moderation, tradition, and the joy of sharing authentic experiences. From this perspective, our role as an industry is to continue developing in a responsible and future-oriented manner, within a predictable economic, regulatory, and fiscal framework that provides stability and confidence for investment, and allows the beer sector to remain a solid pillar for Romanian society and the economy.

21 industry voices

2025 brought some of the most difficult challenges for Romania's beer industry in the past decade. Economic and inflationary pressures have reshaped consumer behavior and put strain on the entire industry ecosystem, leading to significant volume declines. In this complex environment, our ability to remain united and to act in a coordinated manner through the Romanian Brewers Association has been essential.

Even in a challenging year, we demonstrated that dialogue, collaboration, and responsibility are the pillars that can support the industry over the long term.

The Romanian Brewers Association remains the framework for dialogue and representation of the beer industry, facilitating transparent and responsible communication with both authorities and society. Fiscal predictability, responsible consumption, and sustainable investments continue to be priorities that bring us together, regardless of the context.

Looking ahead, we recognize that the path to recovery will require sustained effort, adaptability, and responsibility from all stakeholders involved. The recovery of the industry is based on constructive dialogue and on a framework that encourages the continuity of production and investments in Romania. We believe that through cooperation and predictability, the beer industry, a category with a strong national character, can navigate these difficult times and continue to contribute to Romania's economy.



Mihai Voicu
General Manager
Bergenbier S.A.

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Roman Trzaskalik
President Ursus Breweries

The beer sector means a field that is deeply connected to people, to the way they connect, socialize, and build their consumption and life rituals. It is a sector in constant transformation, shaped by changing consumer behavior, economic pressures, and an increasingly complex operating environment. We have made important progress in product innovation while preserving the category's traditional core, the way people consume beer has changed: the preference for at-home consumption has grown rapidly, while social habits have become more fragmented, with younger generations socializing more in the digital space. Even so, I believe that people's fundamental need to connect remains just as strong. From this perspective, beer continues to play a special role as a social catalyst, and opportunities for interaction in offline life will remain essential in the long term. That is why I believe the key challenge for our industry is to remain relevant by adapting its formats, portfolios, and experiences to these new consumption patterns, without losing the essence that makes beer a cultural landmark.



From a business perspective, volatility has become the norm—whether driven by local changes, geopolitical dynamics or broader economic uncertainty. In this context, adaptability, long-term investment and operational efficiency are critical. At Ursus Breweries, we continue to invest in modernization, sustainability and portfolio diversification, with over 70 million euro invested in Romania in the past five years, reinforcing both our competitiveness and our contribution to the local economy. The evolution of the sector will depend on agility, responsible innovation and strong collaboration between business and public stakeholders to create a stable and predictable environment for sustainable growth.

21 industry voices

The beer industry has always been a strong reflection of broader societal change, from economic conditions to evolving lifestyles and consumption habits. For this very reason, it is often among the first industries to feel shifts in context.

Today, we operate in an environment shaped by economic pressures and a clear recalibration of consumer behavior. Consumers are becoming more deliberate, more selective, and increasingly value-driven. This challenges us to continuously rethink how we build our portfolios, allocate resources, and create meaningful relevance in the market.

I believe the future will belong to companies that can turn this pressure into a competitive advantage through agility, the courage to innovate, and decisions firmly grounded in market realities. At the same time, our role goes beyond business performance. It is about building trust and actively contributing to a balanced ecosystem through collaboration and continuous dialogue.

We also see it as our responsibility to ensure that Romanian consumers have the freedom to choose the beer that best fits their preferences and each specific consumption occasion, whether at home or out of home. We are committed to offering the broadest possible and most relevant range of options, carefully designed to match every consumption moment and expectation.



Yoav Bar
President URBB/ Tuborg
Romania



For the Association of Hops Producers of Romania, the beer industry is our reason for being and the sole guarantor for the survival of this highly technical and precious niche crop. From our perspective, this sector begins not in the brewery, but in the fields, where the "green gold" comes to life to give beer its unmistakable aroma and bitterness. Being part of this ecosystem means having the certainty of a long-term partnership.

Without a strong and stable beer industry in Romania, the tradition of hop cultivation would be lost forever. For us, every hectoliter of beer produced locally represents a lifeline for farmers, providing the predictability required to invest in harvesting and processing technologies, thereby maintaining the quality standards demanded by master brewers.

It also means something else of great importance: the pride of seeing a year's worth of work reflected in the glass of every Romanian, proving that a truly local beer has deep roots in the nation's soil, sustained by a close collaboration between the fields and the brewery.



Acațiu Mora
President of the Association
of Hops Producers of Romania

21 industry voices



Cosmin Șoaită
Managing Director
Artizanal Brewery Sibiu

For us at Bere Sibiu, the brewing industry is a form of creative expression, offering a unique framework to showcase local authenticity through the ability to create an unlimited number of recipes with unique flavors. Being a small producer in such a vast market means choosing the longer path of quality, transforming natural ingredients through rigorous execution into a living, unpasteurized, and unfiltered product, full of character and personality. As a small local producer, the beer industry means staying close to the end consumer, and above all, the pride of seeing our craft become part of the joyful moments within the Sibiu community.

The artisanal side of this sector completes a framework of identity and innovation, initiated over time by traditional brewers. Although the scale at which we operate differs from that of large-scale producers, we are united by common values: fiscal discipline, the promotion of responsible consumption, and a commitment to the environment and the community in which we operate. The beer industry gives us the opportunity to put Sibiu back on the map of excellence in a field that is no stranger to it.



Ionuț Oprea
Managing Director
Soufflet Malt Romania

From the perspective of Soufflet Malt Romania, the beer sector is the engine that gives value to the work of hundreds of Romanian farmers, transforming raw materials into a high-precision industrial product. For us, this sector represents a continuous flow of innovation and rigor, where the malt produced in our facilities becomes the 'body' and color of Romanians' favorite beers. Being part of this ecosystem allows us to develop solid agricultural programs in Romania, providing barley growers with selected seeds and technical consulting, thus ensuring that the journey from grain to glass is one of excellence.

The beer sector offers us the predictability that any large processor needs to maintain a sustainable, fully transparent business, protecting thousands of jobs across the entire production chain. For us, this partnership is clear proof that Romanian industry can achieve global standards when there is close collaboration between agriculture and processing facilities.



Laurențiu Bănescu
Co-Fondator Zăganu

For us, the founders of Zăganu, being in the beer industry is more than a business, it is a mission, a way to build meaning around a local brand, but also simple things, done well, such as good, artisanal beer. From Zăganu's perspective, craft beer means patience, authenticity and respect for origins. The fact that we produce craft beer has influenced both our beer styles and our philosophy: unhurried, uncompromising, with a focus on balance of taste and character, to offer a complete experience to our consumers.

The craft beer industry today has the role of bringing diversity and educating the increasingly demanding tastes of consumers, but also of maintaining a real connection between the ingredients, the product and the people behind it.

Zăganu craft beer is not just about what is in the glass, but about the complete experience, from the origin of the ingredients to the moment when someone consciously chooses to enjoy it, without rushing.

21 industry
voices





Marius Mircea
General Manager Berarium

Viewed from the perspective of a microbrewery, the beer industry means more than just production - it is a blend of passion, local identity, and a direct relationship with the consumer. For a microbrewery, the industry is not merely an economic sector dominated by high volumes and widespread distribution, but rather a space for creativity, authenticity, and direct consumer connection. In this context, beer becomes a craft product, where the focus lies on quality, carefully selected ingredients, and original recipes.

From this standpoint, the beer industry offers an opportunity to stand out. Microbreweries bring diversity to the market, experimenting with new styles and reinterpreting traditions, thereby helping to refine tastes and develop beer culture. The relationship with consumers is more personal, built on transparency and direct feedback, which allows for quick adaptation to their preferences.

The challenges are real—ranging from high costs and limited distribution to competing with major brands—yet they are offset by flexibility and the ability to craft unique products.

Ultimately, for a microbrewery, the beer industry represents a balance between passion and business, tradition and innovation. It is a field where every single product reflects the vision and values of its creators.

For us, the beer sector means more than just a business — it is a story of passion, local identity, and family spirit. Our brewery, located at the foothills of the Țarcu Mountains, was born from the desire to create an authentic craft beer that reflects the character of the place and the values we believe in. We are inspired by the legend of the Dacian King Scorilo, which says that on the first day of spring, when the sun illuminates the Scorile rocks, the lucky ones can discover the king's treasure. To us, this treasure does not mean gold or riches, but the gift of nature from these lands—the pure water of Poiana Mărului and the care with which we transform simple ingredients into a quality beer.

Today, we produce three types of craft beer, each with its own personality, but all united by the same attention to quality. We currently have three employees, a small, close-knit team that functions just like a family. Every step we take is guided by the desire to build something lasting, with responsibility and respect for the consumer. We do not aim merely to produce beer, but to build a tradition that endures. For us, the beer industry means community, tradition, and the joy of bringing people together. And as a family business, it means the responsibility to carry this story forward, with deep respect for the place where we started this journey.



Valeria Schelean
Business Associate Scorilo



Marian Anghel
Factory Director
URBB/Tuborg Romania

Beer production does not need to be spectacular, but it must be deeply rigorous. It involves processes that must be followed every day, without compromise, regardless of the context. For me, satisfaction comes from consistency, from knowing that what we produce today is just as good as yesterday and will be the same tomorrow. At the same time, the future means combining this rigor with technology and efficiency, without losing the essence of quality. It is a balance that defines long-term performance.

For me, the beer sector is a field where tradition, creativity, and consumer relevance naturally intersect. It is a sector with a strong emotional dimension, tied to socializing, consumption rituals, and authentic moments of connection. From a brand perspective, beer means consistent brand building, innovation, and the ability to stay close to people by constantly understanding how their needs, preferences, and expectations evolve.



Alexandra Arba
Senior Brand Manager
Ursus Breweries

After seventeen years in sales, the beer industry represents, for me, a space where numbers are transformed into long-term partnerships. It means the discipline of building, day by day, directly in the field, as well as the satisfaction of seeing how my work contributes to creating moments of genuine connection between people. It is a dynamic field that has shaped me professionally and has shown me that lasting success is built on trust, consistency, and constant presence.



Vlad Doicaru
Regional Sales Manager
Bergenbier S.A.

Everything starts in the field, where sun and rainfall shape the growth of the barley and hops, ultimately defining the character of the future beer. Over 70% of the ingredients used in our beers are sourced locally, ensuring quality, traceability, and supporting the communities we are part of. Through the craftsmanship and dedication of our brewers, we transform nature's variability into consistency and quality, ensuring that every beer offers consumers a complete experience and the authentic joy of their favorite taste.



Ion Gore
Brewing Manager
HEINEKEN Romania

21 industry voices



Corina Hopulele
End-to-end Quality Manager
Ursus Breweries

To me, the beer sector represents the responsibility of transforming tradition and passion into a safe, consistent, and top-quality product. From my perspective as a Quality Manager, I closely monitor every stage of the production process, because behind every beer lie rigor, care for the consumer, and respect for standards. It is an essential role in an industry that must deliver trust, day after day.



Elena Ion-Bălescu
Senior Brand Manager
Bergenbier S.A.

For me, the beer industry is, above all, about people and moments. It means teams who pour passion and care into every product, as well as beer's ability to bring people together in simple, genuine settings. It is the most beautiful industry I have worked in so far – one that fits perfectly with my way of being, and in which I feel I can create meaningful things that bring joy and real connections.

The beer industry represents dynamism and opportunity. It is a constantly evolving environment where innovation and adaptability are essential. For me, it means identifying new growth directions and contributing to the development of a portfolio that responds to increasingly diverse consumer needs, especially in today's context, where the market is becoming more competitive and value-conscious.



Mihaela Ilie
Business Development Director
URBB/ Tuborg Romania

I was drawn to the beer industry from my very first interactions, during my university years in Galați, both through courses and internships. More than twenty-one years later, I find myself just as motivated to remain in this field and to continue learning. Over this time, the industry has undergone remarkable development: we have managed to significantly reduce our environmental impact, and results that once seemed unattainable a few years ago have now become the standard. I truly enjoy what I do and appreciate every opportunity to savor, together with friends, the fruits of our labor.



Edvin Moldovan
Plant Manager
Bergenbier S.A.

For me, the beer industry is a continuous exercise in relevance. In a context where consumers are becoming more selective and increasingly value-conscious, marketing is no longer about visibility, but about meaning. The real challenge is to build brands that remain relevant not only today, but also in a future where expectations will continue to evolve, and where the difference is made by the ability to create genuine connections, not just presence.



Simona Potecu
Marketing VP
URBB/Tuborg Romania

21 industry voices



Cristian Pencea
Head of Key
Account Management
HEINEKEN Romania

Romania's brewing industry is a dynamic ecosystem where success relies on close cross-departmental collaboration, strategic partnerships with clients, and a direct connection between the three breweries in Romania and the consumer. The seamless integration of sales, marketing, and the supply chain ensures flawless execution, so that what is produced in the factories translates consistently and meaningfully in to consumer experience. Adapting rapidly to trends keeps us relevant in the category, and at the heart of everything we do is the consumer, whose satisfaction is driven by the shelf experience, product diversity, and innovation. Consistent quality remains the foundation of brand loyalty and sustainable growth.



Dragoș Simonescu
Modern Trade Director
Ursus Breweries

For me, the beer industry is one of the most vibrant and competitive categories in FMCG. It is the place where strategy is immediately visible in execution, and every decision directly influences the consumer experience. Beer generates traffic, energy, and relevance, especially when supported correctly. It is a field where the winners are those who manage to combine commercial discipline with a genuine understanding of the consumer and solid partnerships. Beyond the numbers, it is an industry about rhythm, adaptation, and the ability to build together, day after day.

For me, the brewing sector represents a perfect balance between tradition and innovation, a safe and dynamic work environment that puts people first, and also the joy of crafting high-quality products. We are deeply committed to our employees by fostering a healthy workplace that encourages growth, collaboration, and diversity. From just four simple ingredients—water, malt, hops, and yeast—we brew beers that deliver more than just great taste; they create moments of connection and bring people together.



Alina Țâru
Brewery Manager
HEINEKEN Romania

21 industry
voices





prieteniresponsabili.ro



Corona Cero in Bergembier S.A. portfolio

At the end of 2025, Corona Cero was launched on the local market, expanding the range of alcohol free alternatives available to consumers in Romania, while strengthening Bergembier SA's portfolio of non-alcohol offering to consumers. As the non alcoholic variant of the Corona brand, Corona Cero preserves the spirit and values that have made the brand globally recognized, offering an experience suitable for a wide variety of occasions throughout the day. The introduction of Corona Cero reflects the growing interest in alcohol free options and supports the ongoing development of the non alcoholic segment.



Discover the soul of Madrid with Madrí Excepcional

In 2025, Madrí Excepcional brought the energy of Madrid to Romania and strengthened the premium positioning of the Bergembier S.A. portfolio. This Mediterranean-style lager, with a clean taste and a subtly bitter finish, invites consumers to enjoy an authentic escape into the atmosphere of the Spanish capital.

Easily recognizable thanks to its red label featuring the Madrilenian Chulapo and its black-and-white checkered cap, Madrí Excepcional is the result of a collaboration between Molson Coors and the craft brewery La Sagra. The brand received international recognition in 2021 and is produced in Romania at the Bergembier S.A. brewery in Ploiești. The local launch was supported by a strong campaign across digital, outdoor, and TV channels, and in the same year, Madrí Excepcional became the official beer of UNTOLD, meeting the demand for premium beers with a strong identity.

A new flavor Fresh 0.0

In 2025, Fresh 0.0 expanded its portfolio with the launch of the new Cherry & Lemon flavor, consolidating the brand's position in the non alcoholic beverages segment. The new variant complements the Fresh 0.0 range and responds to the growing interest in modern and versatile alternatives. Fresh 0.0 Cherry & Lemon is a mix of fruit juice and alcohol free beer, designed to be enjoyed at any time of day. Its balanced profile makes it suitable for various consumption contexts, from social moments to lunch breaks or everyday activities.

The launch was supported by the "Think Fresh! You'll like it!" campaign, marking a new stage in the brand's evolution and reinforcing the role of Fresh 0.0 in Molson Coors' strategy to develop the beyond beer segment.



Fans have more friends.





AMSTEL ROMÂNIA EUROPE'S #1 BEER LAUNCH

The launch of Amstel® beer in Romania has become, according to NielsenIQ data, the most successful brand launch in 2025 in the beer category at European level!

Part of the HEINEKEN portfolio, Amstel® entered the local market in March 2025 and became the first international brand in the current mainstream beer segment launched by the HEINEKEN group in Romania, offering consumers an affordable, high-quality alternative with a global reputation.

Produced in Romania according to international recipe standards, Amstel® is made from 100% malt, offering a balanced and light taste, but full of flavor. Local production allows for freshness to be preserved and an affordable price to be maintained, in a segment traditionally dominated by local brands.

Amstel®'s performance was supported by a diversified portfolio, which brought innovation in terms of formats and packaging available in the mainstream segment, as well as a visible presence in both the retail channel and consumption locations.



100% MALT





URBB

UNITED ROMANIAN BREWERIES BEREPROD



URBB promotes responsible beer consumption.



UNITED ROMANIAN BREWERIES BEREPROD

Diversity and innovation in URBB's portfolio to meet evolving consumer expectations

In 2025, URBB | Tuborg Romania continued to develop its portfolio based on a clear principle: offering complete solutions that cater to any consumption context, whether it is about consumption outside the home or moments spent at home.

The company's direction focused on consolidating a portfolio suitable for any occasion and consumer preference, regardless of the type of experience.

Every brand in the URBB portfolio is designed with the consumer in mind, responding to different tastes, occasions, and ways of enjoying beer.

As part of the premium portfolio expansion, **1664 BLANC**, the French super-premium beer known for its refined taste and distinctive style, has been relaunched to strengthen its appeal and align with current trends. The introduction of the can pack makes it even easier to enjoy, offering more flexibility and convenience, whether relaxing with friends or on the go in a fast-paced, urban setting.

The portfolio expansion continued by bringing international brands with strong identities to the local market.

KIRIN ICHIBAN, the Japanese beer known for its unique brewing process, offers an authentic and refined experience, appealing to consumers seeking novelty and superior quality. With over a century of tradition, the brand reflects Japanese craftsmanship and attention to detail, delivering in every glass the expression of carefully cultivated perfection.

At the same time, **Angelo Poretti**, an Italian brand with tradition, complements the portfolio through a sophisticated approach to taste, making it a suitable choice for diverse culinary pairings and elevated gastronomic experiences.

Together, these brands shape a balanced portfolio in which the diversity of styles, origins, and flavor profiles allows for natural integration into a wide range of consumption occasions. From social gatherings and events outside the home to casual moments, from shared meals with friends at home to parties and celebrations, the URBB portfolio is designed to enhance every consumption situation.

This approach ensures that URBB continues to build relevance across occasions, strengthening its connection with consumers through a portfolio that is both diverse and purposefully curated. ■

OH LÀ LÀ!



DISCOVER
1664
BLANC

GOOD TASTE
WITH A TWIST

CONSUMA BLANC IN MOD RESPONSIBIL. 18+ 🚗 🚚 🍷



18+ 🚗 🚚 🍷



18+ 🚗 🚚 🍷

URSUS

Breweries



18+   www.desprealcool.ro



URSUS Breweries

In 2025, Ursus Breweries strengthened its position as the leader of the Romanian beer market by investing in innovation, sustainability, and community engagement. This year marked the completion of massive investments projects: between 2020 and 2025, the company invested approximately €70 million in Romania to modernize the production facilities, expand capacity, implement sustainability projects, transition to electric equipment and improve working environments.

Portofolio

On the portfolio side, the company expanded the super-premium segment with the launch of two new alcohol-free flavored variants of Peroni Nastro Azzurro 0.0%: Peroni Limone di Sicilia and Peroni Arancia Rossa. Inspired by Italian style, the new products offer refined fruity notes of Sicilian lemon and red orange, delivering a refreshing and sophisticated alcohol-free beer experience. The portfolio development took the company one step closer to its goal of increasing the share on non-alco products to 20%.



CSR Initiatives

In 2025, the brands continued to contribute to increasing their engagement to local communities. Kozel launched a social responsibility project aimed at lighting pathways in urban parks across five Romanian cities: Bucharest, Constanța, Brașov, Timișoara and Suceava. Developed in partnership with the Act for Tomorrow Association, the initiative transforms the brand's "Meeereu împreună" campaign into a tangible community benefit. Every kilometer pedaled and recorded on the Kozel platform, in Kaufland stores or at Kozel events, contributes to funding urban lighting that makes parks safer and more welcoming.

The Ciucaș brand continued its long-term environmental commitment through the "Natură curată, relaxare adevărată" program. In 2025, four new Ciucaș meadows were added and 16 existing ones were refurbished, bringing the network to 28 outdoor relaxation spaces across 24 counties in Romania. The brand also supported the rehabilitation of the Valea Berii - Vârfu Ciucaș - Muntele Roșu mountain trail, improving infrastructure and safety so visitors can enjoy nature more responsibly.

Launching the first Sustainability report aligned with the ESRS reporting standards

As sustainability remains central to the company's strategy, one of the companies' achievements from 2025 was publishing its first report aligned with the European Sustainability Reporting Standards (ESRS), developed with Deloitte Romania. Among the outlined results for 2024, the company reduced the amount of plastic placed on the market by 28%, surpassing its 2030 target of 25%, and cut direct carbon emissions by 37% compared with the 2019 baseline. All breweries in Timișoara, Brașov and Buzău now operate using 100% renewable electricity.

Launching the podcast showcasing the history of beer

Ursus Breweries also strengthened its connection with consumers through an in-depth experience around the culture of beer. In 2025, the company launched a three-episode podcast dedicated to the fascinating history of beer, developed together with historian Damian Anfile and media personality Gajira. The podcast explores the evolution of beer from ancient recipes and medieval traditions to modern brewing innovations, highlighting beer as both a craft and a social connector that brings people together.



Sibiu Beer Craftsmanship

We are a local microbrewery from Mărginimea Sibiului, and we express this identity through the visual design of our beer bottles, inspired by traditional folk patterns and colors.

We brew our beers — SB Blondă, SB Platinată, SB Brunetă, SB Roșcată, and SB Lejeră — using our own recipes and natural ingredients, without filtration or pasteurization. We aim to incorporate as many locally sourced ingredients as possible, a goal we achieve with SB Blondă, brewed using barley malt and four types of hops produced exclusively in Romania.

We are among the few breweries in Romania producing organically certified beer. We are committed to supporting the community through partnerships with cultural, sports, and gastronomic events. When invited to represent the taste of Romania at international events, we do so with pride.







“We, a group of six friends, used to meet and enjoy quality beer together. Since, until around 2011, we couldn’t find the beer specialties we were looking for in Timișoara, we imported them directly from our favorite craft producers in Germany,” says **Marius Mircea, CEO of Berarium.**

Over time, this passion for enjoying specialty beers turned into the desire to produce beer of the highest quality—fresh, natural, full of flavor, unfiltered, and unpasteurized.

“We also added the motivation to preserve and create new local traditions and values,” **Marius adds.**

The ambition of the six friends became reality in 2011, when they founded Timișoara’s first microbrewery, “Clinica de bere,” as a tribute to this complex beverage.





SCORILO, CRAFT BEER FROM POIANA MĂRULUI

Scorigo is a family business born out of a passion for beer, history, and legends.

The Scorigo brewery is located in Poiana Mărului, Caraș-Severin, in the heart of the Țarcu Mountains, at an altitude of 600 meters. The village where the brewery is built is associated with the legend of the Dacian king Scorigo.

According to the legend, Scorigo, the father of Decebalus, hid his treasure in a cave in Poiana Mărului, and the fortunate one may find it when the first ray of sunlight falls from the ridge of Mount Nedeia on June 21 each year.

The Schelean family, who owns the Scorigo business, produces craft beers—Lager (blonde), IPA (amber), and Weizen (wheat)—based on recipes developed in collaboration with master brewers from Austria.

The production capacity of the Poiana Mărului brewery is 300,000 liters of beer per year, with the possibility to expand up to a maximum capacity of 900,000 liters annually.

Scorigo is a natural, premium-quality beer that leaves the brewery after a 30-day fermentation period. The raw materials are sourced from Austria, Slovenia, and Germany.



ZĂGANU

ROMANIAN CRAFT BEER PIONEERS.
SINCE 2013.





In 2025, we focused on offering beers full of character and variety to our consumers.

We launched seasonal Bundles in our online store: www.bere-zaganu.ro.

We mention here the most appreciated one: Zăganu Tasting pack, which contains 2 bottles of 12 different types of craft beer.

We launched an anniversary craft beer in collaboration with Radio Guerrilla.

We enriched the recipe of the limited edition Zăganu Winter Red Ale with new spices that gave it extra flavors for an authentic festive taste.

We prepared the launch of the long-awaited Zăganu Alcohol Free, a beer with distinct hop flavors, light, refreshing, which really tastes like beer.

At the end of 2025, in addition to our Zăganu bar at Calea Victoriei 91-93, we also joined the largest gastronomic center in Bucharest: GustObor, with a bar where we serve both Romanian craft beer and delicious food.



**ASOCIAȚIA PRODUCĂTORILOR DE HAMEI
DIN ROMÂNIA**



HOPS GIVE BEER ITS CHARACTER

We are honored to be part of the Brewers of Romania Association since 2011, contributing the key natural ingredient to the creation of one of the most appreciated beverages—beer. We want hops to be better understood and recognized by consumers—to show them the plant, the cones, the lupulin; to let them experience the aroma and discover the distinct bitterness.

We aim to offer a beer in which they can see the color, the foam, the effervescence—to help them develop an appreciation for beer. In doing so, consumers will gain confidence in its natural character and will seek out and recognize the qualities they have experienced.



Hops grown in Romania are used by local brewers, and hop growing represents a long-standing tradition in the country.

The Hop Growers Association of Romania was established in 2004 and currently brings together four private companies from the counties of Mureș, Alba, and Sibiu. The cultivated area currently amounts to 240 hectares, with the potential to expand to 650 hectares. The Association operates a state-of-the-art Type 90 hop pelletizing facility with a capacity of 500 kg per hour. This installation processes and packages hops in a way that preserves all their natural characteristics—alpha, beta, and gamma acids, as well as the specific aromas of each variety and their microclimate—without alteration during processing.

Under normal conditions, the Association produces approximately 20,000 kg of alpha acids per year, representing around 15% of Romania's annual consumption.

At the same time, it supports the use of Romanian-grown hops as a raw material for beer, which offer the same quality as imported varieties.







MEETING CUSTOMER REQUIREMENTS, THE COMPANY'S PRIMARY OBJECTIVE

Soufflet Malt is the largest malt producer in Romania, positioned at the very heart of the beer production chain: barley - malt - beer. Barley is used as the raw material for malt production and is the main ingredient in the brewing process.

As a member of the Brewers of Romania Association, the Soufflet Group is actively involved in promoting the beer industry in Romania and supports the cultivation of high-performance barley varieties for brewing, enabling beer to be produced from natural ingredients sourced in Romania.

The Buzău factory is located in the heart of the region with the most fertile soil for cereal production in Romania. The synergy between Soufflet Malt and Soufflet Agriculture ensures full control over the entire process—from the selection of seed varieties and technical advisory support for farmers to the selection of barley with the best quality parameters for malting.

Situated in one of the most favorable areas in Europe for barley cultivation, the Soufflet Group began its operations in Romania in 1997. Its primary objective is to meet the needs of brewers by consistently supplying products made from high-quality raw materials.

Soufflet's team of agronomists has extensive expertise across all stages of cultivation, from seed variety selection and pre-production technical testing for barley to the marketing of sustainable agricultural products.

With an annual production capacity of 115,000 tons of Pilsen malt, the Buzău factory is equipped with state-of-the-art technology for barley storage and cleaning, malt production, production monitoring, and the delivery of malt to Romanian brewers.



Beer Facts

German engineer Carl von Linde invented the modern refrigeration system (the refrigerator) at the explicit request of the Spaten brewery in Munich. Brewers needed a way to produce lager beer during the summer as well, not only in winter using ice-filled caves.



In medieval England, it was customary to brew a special beer called “Bride Ale” for weddings. The money raised from its sale went directly to the bride, helping her start her new life.

Although many avoid it, the foam (known as the “head”) protects beer from oxidation. Without it, beer loses its aroma much more quickly once it comes into contact with air.



Archaeologists estimate that beer first appeared approximately 7,000–9,500 years ago. Some theories suggest that human civilization transitioned from a nomadic lifestyle to agriculture in order to cultivate the grains needed for brewing beer.

The oldest known beer advertisement (and one of the earliest ads in the world) was found on a clay tablet from Mesopotamia, dating back to around 3000 BC. It depicts a woman holding two cups of beer, alongside the slogan: “Drink beer with the heart of a lion!”





**BERARII
ROMÂNIEI**

Brewers of Romania Association

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Responsibility is a fundamental principle of the beer sector.
The Brewers of Romania Association promotes moderate and informed
consumption, with full respect for consumers, the community,
and the legal framework.



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