

SPARKLING RESULTS

Dreher is Hungary's leading brewery and has a strong brand portfolio and is now part of the SAB Miller Group. The acquisition has since helped Dreher's beers to become some of the world's best-selling brands. Philip Yorke looks at a company that continues to achieve strong growth by setting new standards and creating innovative craft beers.

Dreher was founded by Antal Dreher in Budapest more than 160 years ago and he is still recognised as the most important person in the Hungarian beer market. His name is synonymous with quality and is endorsed by the locality, tradition and the consistency of the beers produced under his name. This in turn has generated an exceptionally strong brand loyalty amongst Dreher's consumers.

Throughout its long history, the company has maintained its high standards of purity and creativity. In 1993 the brewery became a member of the South African Breweries (SAB) and shortly afterwards reinstated the original company name of Dreher Sörgyarak.

In 2002 South African Breweries merged with the Miller Brewing Group to create the SABMiller Group, which is now the second largest brewing company in the world with distribution agreements in over 60 countries and spread across six continents.

Growth in premium brands

Today Dreher Breweries offer high quality local and international brands, whilst its traditional beers still dominate in terms of volume sales. However, the growth in premium beers and new 'craft beer innovations' such as the company's dry-hop and tank beers, are seeing strong growth. The biggest premium selling brand remains the company's traditional beer, the characteristic Dreher Classic. Other traditional brands include the special dark beer, Dreher Bak, and the non-alcoholic Dreher 24. In addition there is the smooth tasting pale beer Arany Aszok, which is also available in a non-alcoholic version.



A special brand in the SAB Miller portfolio is Miller Genuine Draft that has a light and refreshing taste owing to its special cold-filtering technology. Both the Czech brand Kozel and Hofbrau Munchen, which are brands with hundreds of years of tradition, are both licenced to be brewed by Dreher Breweries locally. However, HB Weissbier is still imported from the original German brewery.

In 2015, and recognising the growing international popularity of cider, Dreher introduced 'Kingswood', a sparkling cider that has further strengthened the company's international portfolio. "Our company is very open minded and innovative, but our main focus is on quality. We have a consistent strategy, an excellent team and a ►

strong portfolio. As a result of top quality ingredients, tradition and innovation, Dreher Classic is the most widely spread premium beer in Hungary. For the Czech beer lovers we offer the first and best known pilsner in the world, Pilsner Urquell. And our offer for young party-goers is Miller Genuine," said a company spokesman.

On-going investment programme

Dreher has a tradition of investing in its facilities and the latest brewing technology. Since the company was acquired by SAB Miller the investment programme has significantly increased with a recent investment of more than 500 million HUF for a modern warehouse that can store over 35,000 hectolitres of beer. This realignment also helps Dreher to reduce its CO2 emissions. The company has invested further in the latest 'Dry Hop' gun technology for its craft beer range.

Dreher also invests in people and provides a livelihood for over 8000 families directly and indirectly in sectors such as catering, logistics and marketing. The majority of suppliers are small and medium size domestic businesses from which the brewery sources goods worth more than 15 million HUF per year.

Recently Dreher breweries appointed a new managing director in Hungary from SABMiller Poland. Rob Cooper joined Dreher prior to being a director at the group's Polish subsidiary. Formally Cooper has worked at a senior level with Diageo and Campari. "I think every region has different consumer habits, tastes etc. For that reason the best beer producers pay special attention to the country or region from where they operate, which is our secret as well. As Hungary's

leading beer company we focus on the Hungarian people and we want to satisfy their demands."

Cooper Added, "We are always happy when we can bring an innovation that becomes successful in more regions, such as 'dry-hop'. Consumers are more and more interested in beer specialities and craft beers that bring out the true variety and flavours of the beer itself. This is especially true in the case of tank beer, which is an unpasteurised beer that provides a richer taste for beer drinkers." □

For further details of the innovative beers available from Dreher visit: www.dreherrt.hu



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- Reverse osmosis technology for salt removal
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Rob Cooper says: "For the production of beer it is essential to use high quality water. Our supplier partner, Hidrofilt Ltd, has helped us achieve our current level of success. The company uses the most advanced technological solutions for the design and manufacture of water treatment systems. In 1997 we bought our first 30 m3 / h capacity desalination system, which, thanks to the expert service team at Hidrofilt Ltd, is still working efficiently. In 2008 a new 100 m3 / h capacity water treatment system was also installed."

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