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## MEDIA RELEASE

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**'HORIZON' –  
A BOLD AND REFRESHING NON-ALCOHOLIC FLAVOURED BEER****WINDHOEK, 17 AUGUST 2020**

As the world experiences a time of tumultuous change, one thing remains constant and this is the commitment of Namibia Breweries Limited (NBL) — a subsidiary of the O&L Group — to remain at the cutting edge of innovation that speaks to the progressive aspirations of its market. The launch of Horizon, a range of non-alcoholic flavoured beer, is a reflection of this passion to deliver a wide range of beverages that appeal to a broad spectrum of taste palates and drinking occasions.

According NBL's Global Marketing Manager, Rene Duffy, "When it comes to choosing a non-alcoholic drink, consumers have limited choice, especially locally crafted offerings. Historically, choosing not to drink often involved a compromise of sorts; whether it be on quality or taste. Now consumers can enjoy a beer, 24/7 without compromising on the great authentic taste of a truly Namibian beer."

Horizon is a range of expertly brewed, premium tasting, quality Non-alcoholic beers with an alcohol-by-volume (ABV) of less than 0.5%\*. Horizon comes in three refreshing flavours of Lemon, Apple and Berries. Inherent to this offering is the recognition of a world where choice needs to reflect the diverse palate of consumers, while ensuring that every flavour delivers on the beer drinking experience.

Choice is also reflected in the availability of Horizon's bold packaging in 330ml NRBs and 500 ml cans. Flavourful taste and full beer experience delivered, the way you want it.

With global and local trends pointing towards a greater focus on wellbeing and consumers actively looking to reduce their alcohol consumption on selected occasions, Horizon offers a refreshing option that excites the senses, with a brand personality that encourages conviviality.

As NBL's Global Innovation Manager, Megan Zondagh emphasized: "With Horizon, choosing not to drink is no longer a grudge sacrifice but a lifestyle choice worth celebrating."

NBL believes that one of the ways to further enhance the lives of all Namibians is to relentlessly innovate. "That is why we are proud to have Horizon Non-Alcoholic Flavoured Beer as the latest addition to our renowned portfolio while staying true to the O&L Group's vision of 'Creating a future, Enhancing Life", concluded Zondagh.

Ends.

For more information, contact:

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*\*An ABV of less than 0.5% is legally classified as non-alcoholic. It must be noted that Horizon is not for sale to persons below the age of 18.*