

## Brewery group Haus Cramer on course for growth: Luther advises on participation in online beer trade

**Warstein, 06.09.2023 – The Haus Cramer Group, which includes the Warsteiner brewery, is continuing to expand its international presence and online trade. The group once again relied on the legal advice of Luther Rechtsanwaltsgesellschaft for its investment in the online beer trade Bierothek®.**

With its participation in Bierothek®, the Haus Cramer Group wants to expand new distribution channels to B2B and B2C customers. Bierothek® also sees potential for the internationalisation of its business in the synergies of the two companies.

Haus Cramer Group is a long-standing client of Luther's Corporate/M&A and IP practice. Luther Rechtsanwaltsgesellschaft also acted for Haus Cramer Gruppe in its *investment in the start-up hye* as well as in the Irish Rye River Brewing Company.

"The Luther team also brought economic expertise, tact and a high level of commitment to this deal in various legal fields. This is something we really appreciate about the cooperation in our M&A team", says Michael Römer, Head of Mergers & Acquisitions at Haus Cramer Management GmbH.

### **About the Bierothek®:**

Bierothek® is the leading specialist beer retailer in the German-speaking region. With a network of stationary beer shops as well as one of the largest online shops for beer in Europe, Bierothek® already reaches more than a quarter of a billion Europeans with its wide range of beer specialities. Via the unique online marketplace of Bierothek®, breweries can also engage in legally secure cross-border direct sales.

### **About the Haus Cramer Group:**

The Haus Cramer Group is a family-run beverage company based in Warstein in the Sauerland region of Germany, which has developed over nine generations into a globally active business with around 1,000 employees. The company has been owned by the Cramer family since 1753 and has been managed by Catharina Cramer as owner of the group since 2012. The portfolio of the Haus Cramer Group includes, among others, the products of Warsteiner Brauerei, Herforder Brauerei, Privatbrauerei Frankenheim, Paderborner Brauerei

as well as the Bavarian König Ludwig Schlossbrauerei Kaltenberg and the Irish Rye River Brewing Company.

**On behalf of the Haus Cramer Group:**

Luther, Corporate/M&A: Dr Michael Bormann (Partner), Marc Urlichs (Counsel), Simon Wickel (Associate)

Luther, IP Law: Dr. Geert Johann Seelig (Partner), Dr. Daniel Bischof (Senior Associate)

Luther, Data Protection Law: Christian Kuss (Partner)

Luther, Real Estate Law: Dr Frederic Tewes (Senior Associate)

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**Luther Rechtsanwaltsgesellschaft mbH**

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with 11 of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a founding member of unyer ([www.unyer.com](http://www.unyer.com)), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisers have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther has been named "Law Firm of the Year: Germany 2021" and also "European Law Firm of the Year 2021" by The Lawyer, one of the most well-known legal magazines worldwide. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com).

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**Press Contact Luther Rechtsanwaltsgesellschaft mbH**

Verena Claasen

[verena.claasen@luther-lawfirm.com](mailto:verena.claasen@luther-lawfirm.com)

T +49 221 9937 18745

Katja Hilbig

[katja.hilbig@luther-lawfirm.com](mailto:katja.hilbig@luther-lawfirm.com)

T +49 221 9937 25070

Britta Hlavsa

[britta.hlavsa@luther-lawfirm.com](mailto:britta.hlavsa@luther-lawfirm.com)

T +49 221 9937 20043