

## **Star Beer shines with Asanteman, begins production in Kumasi again**



**January 30, 2023** - Guinness Ghana Breweries PLC has today announced the relaunch of the production of Star Beer in Kumasi where it was originally brewed in Ghana.

For several years Star Beer has been a popular choice among consumers in Kumasi and it is often associated with casual occasions, good moments, celebrations and social events in the city.

Made from rich locally sourced raw materials, Star Beer is now closer to consumers in Kumasi with its signature million sparkling bubbles.

Commenting on the relaunch of the production of Star Beer in Kumasi, the Managing Director of Guinness Ghana, **Helene Weesie**, said: “Asanteman is known to be proud of its culture and royalty. Asanteman appreciates a brand that respects their values and proves it in its interactions with them. When we first started brewing here, it was about more than just creating a refreshing beer. It was about creating a connection to this city and its people”

“As we continue to execute a strategy to grow and expand Star Beer nationwide through cutting-edge consumer insights and marketing, we retraced our roots and decided not to gloss over it. I’m happy to say that, the connection Star has had with Asanteman has stood the test of time and is stronger now more than ever as we relaunch its production, in the Home of Star where it belongs”, she added

On his part, Head of Beers at Guinness Ghana, Roland Ofori noted, “Star Beer is a part of the city’s culture and tradition. Apart from refreshing the people of Kumasi since the 1960’s, Star Beer symbolizes the optimism of the everyday person in this region and that literally can be seen in the millions of sparkling bubbles in the liquid. Star Beer is not just a beer; it’s a part of Kumasi’s identity. Star Beer aligns with bravery spirit of the people, a spirit that drove their success against all odds through history.”

Gracing the occasion as Special Guest of Honor, Asantehene Otumfour Osei Tutu II was optimistic of the success of Star Beer in Kumasi.

“I am here because I came to assure you that I am always a part of this development and. I shall always be, for my people and for Ghana.”

Star Beer has won 4 Gold Awards at the prestigious Monde Selection Quality Awards with its most recent win being in April 2022.