



25.11.2025 - 13:12 Uhr

Paulaner Appoints Heineken Korea as New Distribution Partner



Munich (ots) -

Paulaner, one of Germany's most renowned traditional breweries, announced that it will transition its official distribution partnership in Korea from Hitejinro to Heineken Korea effective January 1, 2026. The Paulaner Brewery Group emphasized that the move is part of a broader strategic restructuring of its global distribution framework.

Paulaner has long been one of the strongest German beer brands in the Korean imported beer market. Despite an overall 3% decline in total beer imports last year, Paulaner recorded 2.2% growth, underscoring the brand's continued momentum and strong consumer appeal in Korea. Paulaner expressed deep appreciation for Hitejinro, which has played a key role for many years in building the brand's presence and market foundation in Korea. The Munich-based brewery praised Hitejinro's professionalism, market expertise, and long-term dedication, acknowledging their significant contribution to the brand's development.

"This was not an easy decision for us," said Jörg Biebernicker, CEO of Paulaner Brewery. "We achieved a great deal together with Hitejinro. The change is not due to operational issues but is part of a long-term internal strategy. Paulaner Brewery Group has maintained a joint venture with Heineken for nearly 25 years, and this deeply rooted partnership will allow us to further develop Korean market by leveraging our internal set ups the best possible way."

Heineken Korea, the new distribution partner, brings extensive experience in the premium beverage sector and has a strong focus on the sales and marketing of imported beers. Within the framework of the existing joint venture, Paulaner plans to optimize its international distribution structures and enhance synergies to support sustainable growth in the Korean market. "We are proud to become Paulaner's new distribution partner in Korea. With our long-standing joint venture and strong expertise in premium imported beers, we look forward to supporting Paulaner's next phase of growth in the Korean market" said Heineken Korea General Manager Mika Vainio.

Biebernick added that "Korea remains one of our most important international markets," and expressed its commitment to continuing to deliver great value to Korean consumers through the new partnership.

About the Paulaner brewery

'Gut, besser, Paulaner' ('Good, better, Paulaner') – the famous slogan of the Paulaner brewery is more than just an advertising slogan, because it also serves as a guiding principle for every single Paulaner employee. The name Paulaner has been synonymous with supreme quality and Munich beer culture since 1634. The Paulaner master brewers in Munich brew the diverse range of beers associated with a Bavarian brewery, from classics such as wheat beer and 'Helles' to specialties like Salvator and Oktoberfest beer, as well as new beer creations. Paulaner is a well-established family-run Munich business, which now exports to more than 70 countries around the world and has developed into a globally thinking, modern and successful branded company. More information on www.paulaner.de.

Contact Paulaner Brauerei Gruppe GmbH & Co. KGaA:

Johannes Rieger
Unternehmenskommunikation
Ohlmüllerstr. 42
81541 München
Tel.: +49 89 48005-380
Johannes.Rieger@paulaner.de

Medieninhalte



Paulaner Logo / More information via ots and www.presseportal.de/en/nr/19178 / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.

Original content of: Paulaner Brauerei Gruppe, transmitted by news aktuell
Diese Meldung kann unter <https://www.presseportal.de/en/pm/19178/6166033> abgerufen werden.