



PRESS RELEASE

Pitch Decision: Veltins goes with Grabarz XCT as new lead agency

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A fresh breeze for Veltins: Grabarz XCT is taking the helm as the new lead agency with immediate effect. In a competitive pitch process, the Hamburg-based agency convinced the Sauerland-based brewery with a clear vision for the future of the premium pilsner brand. With bold ideas and a strong focus on relevance, Grabarz XCT is ready to take off – and take the Veltins brand to the next level. Founded in 1824 and today an icon of modern brewing craftsmanship, the C. & A. Veltins brewery from Germany's Sauerland region has combined tradition and innovation for nearly 200 years. Now in the hands of the fifth generation of the founding family, the brewery stands for passionate artisanal brewing, uncompromising quality, and a clear ambition: to brew beer that excites – sustainably, innovatively, and with a future-oriented mindset, yesterday, today, and tomorrow.

Grabarz XCT was founded in 2019 and has been part of the Grabarz & Partner Group ever since. Under the leadership of Managing Director Consulting Joe Fuchs and Managing Director Creation Mattes Hoffmann, the agency works for clients such as congstar, IKEA, Union Investment, DEVK, Dr. Oetker, and Sparda-Bank. Effective immediately, the agency will oversee all communications for the Veltins brand world. Veltins' social media channels will also be managed by Grabarz XCT, with fresh ideas and a clear, confident voice.

Stefan Wiesmann, Marketing Director at Veltins:

"Grabarz XCT not only convinced us on a personal level, but also impressed us with a deep understanding of our brand's needs and exceptional creativity."

"Veltins is a major national brand and we are very excited to help shape its future," says Joe Fuchs. His management colleague, Mattes Hoffmann, adds: "We see tremendous creative potential in Veltins and its product brands. It really makes us thirsty for great ideas."

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Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Veltins

The privately owned brewery C. & A. Veltins, based in Meschede-Grevenstein, brews one of Germany's leading premium pilsner brands and reported a turnover of €459 million in 2024 with an output of 3.36 million hectolitres. Its product portfolio includes Veltins Pilsener and numerous variants under the Veltins brand such as Radler, Alcohol-Free, Radler Alcohol-Free, Veltins Fassbrause, and Veltins Helles Lager. The portfolio also includes the specialty brand Grevensteiner and the V+ range of mixed beer beverages. With "Pülleken," the brewery also offers a mild, smooth pale lager. The reusable packaging share is 92.7%.

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www.bierpresse.de | www.veltins.de | www.vplus.de

About Grabarz XCT

Grabarz XCT stands for communication that makes brands truly experienceable – surprising, relevant, and always in tune with the times. Founded in 2019 and part of the Grabarz & Partner Group, the agency develops campaigns that move people and stage brands emotionally. Whether bold brand-attitude campaigns or immersive brand experiences, Grabarz XCT understands communication as a holistic journey along the customer experience, always with one clear goal: making brands more exciting.

Led by Joachim Fuchs (Managing Director Consulting) and Matthias Hoffmann (Managing Director Creation), Grabarz XCT brings together disciplines such as live communication, sponsorship, digital, and retail with classic brand communication for clients including congstar, IKEA, Union Investment, DEVK, Dr. Oetker, and Sparda-Bank. The guiding principle: "Your brand is more exciting than you think." It captures what drives Grabarz XCT – shedding new light on brands and unlocking their full potential: surprising, creative, and to the point.

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