**Changes within the Brewers of Romania Association**

**Bucharest, 28th of April:** After twelve years marked by many acomplishments, Constantin Bratu has decided to leave the position of General Manager of the Brewers of Romania Association to further pursue new professional challenges. The activities of the Brewers of Romania Association will be coordinated, starting this May, by the Secretary General of the organization, Ciprian Sandu, under the supervison of the Chairman of the Board.

“*I would like to thank Mr. Constantin Bratu for the sustained efforts undertaken for this project close to the heart of the Romanian brewers – Brewers of Romania Association –, to not only fall into place and grow to what it is today, but also have a major contribution to the development of the local beer culture. I also want to wish success to Mr. Ciprian Sandu in the mission he has to continue the Association’s projects to the highest standards”,* declared Igor Tikhonov, President of the Brewers of Romania Association*.*

An active promoter of the beer culture in Romania and an engaged partner in beer sector’s self-regulation, Brewers of Romania Assciation has committed to ensure a sustainable and responsible business environment within its activity sector.

The Brewers of Romania Association has imposed itself both locally and European level as a common voice of its members, succeeding to transmit to the business environment, the consumers and the public institutions the values governing it.

“*For eleven years, my professional evolution identified itself with the development of the Brewers of Romania Association, an organisation I had joined ever since establishment. I am proud to have contributed, together with my colleagues, to the sustainable development of the brewing sector in Romania. The projects developed throughout this time together with the Association members will remain a landmark of professionalism and fair-play, an experience for which I thank everybody. I wish a lot of success to Ciprian in the new position!”,* further said Constantin Bratu*.*

Ciprian Sandu was active in the organisation over the last two years, as Public Affairs Manager.

“*I believe I have a difficult but very exciting mission, which is that of keeping the evolution of the Association at the high standards of the brewing sector in Romania. It is also my pleasure, with this appointment, to be able to continue wide-scope projects meant to keep the locally-produced beer on the tables and in the hearts of the Romanians”,* added Ciprian Sandu.

Before joining the team of the Brewers of Romania Association, Ciprian Sandu was a Public Affairs Consultant for two years within BDR Associates - Hill+Knowlton Strategies Affiliate, after a three-year experience as Adviser on European Affairs within the Department of European Affairs of the Government of Romania.

He graduated The National School for Politic and Administrative Studies – SNSPA, he is licensed in Administrative Sciencies and has a master’s degree in Modern Government and European Integration. Also, Ciprian Dragoș Sandu completed his studies with many courses in European Affairs and Management.

**About the Brewers of Romania Association**

Brewers of Romania Association is a genuine symbol of the beer industry in our country. In its twelve years of existence, the Brewers of Romania Association succeeded to impose itself locally and internationally as a common voice of its members, managing to disseminate its values to the business environment, the consumers and the state institutions.

Its current membership includes major brewers in Romania: BERGENBIER SA, HEINEKEN Romania, UNITED ROMANIAN BREWERIES BEREPROD, URSUS BREWERIES and MARTENS, as well as the micro-brewery CLINICA DE BERE. Together, the six brewers account for more than 80% of the amount of beer consumed in Romania. The Association also includes representatives of raw material producers: SOUFFLET MALT ROMANIA and the ASSOCIATION OF HOPS PRODUCERS.

The six beer producers member of the Association provide jobs to around 3,700 people in twelve breweries, out of which two micro-breweries. The Association’s brewing facilities are located in Ploiesti, Constanta, Craiova, Miercurea Ciuc, Targu-Mures, Pantelimon, Timisoara, Buzau, Brasov and Galati, while the two micro-breweries are located in Cluj-Napoca and Timisoara.

In 2008, the Brewers of Romania joined the larger family of European brewers, represented by the Brewers of Europe, established in 1958 in Brussels. The current members are the national brewers’ associations from the EU member states, Norway, Switzerland and Turkey. The organization represents the interests of more than 6,500 brewers in Europe in their relation with the various international institutions and organizations. The Brewers of Europe also defend the interests of over 2.3 million people employed in brewing and beer selling.

**For additional information:**

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