

CCEP Australia announces sale of Feral Brewing Company

29 May 2024 | News

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CCEP Australia has announced it has entered into a Binding Agreement for the sale of Feral Brewing Company.

The sale will see the ownership of the Feral brand and employees transfer to a joint venture comprising independent Western Australian brewery, Nail Brewing, and a consortium of investors (Joint Venture Partners). It will also involve fellow independent Western Australian brewery, Beerfarm, purchasing all of Feral's assets to enable continued production of Feral products.

Following a strategic review, the purchasers represented the right team to take Feral Brewing into its next exciting chapter.

Coca-Cola Europacific Partners Australia Managing Director, Orlando Rodriguez, said: "As CCEP continues to align as a bottler of our brand partner, The Coca-Cola Company (TCCC), the sale of Feral Brewing Company will ensure Feral is ideally positioned for the next exciting phase of growth, while enabling us to focus on our core NARTD portfolio.

"The purchasers possess the attributes to deliver the necessary scale to achieve long-term sustainable growth for the Feral business, and just as importantly, to continue to invest in the development and growth of the Feral team," added Rodriguez.

Beerfarm and Nail Brewing are successful Western Australian independent breweries with a strong footprint in the WA brewing industry. Feral currently contract brews for both parties at

Feral's premises and the parties intend to continue to support and grow the Feral brand and production volumes while maximising beer production at the existing Bassendean site in Western Australia.

CCEP purchased the Feral business in 2018.