



Chambord, 8 December 2022

**Axereal cooperative group and the Domaine national de Chambord
announce the launch of a craft brewery project
to promote their local territory through the creation of Chambord-branded beers.**

Driven by a common desire to bring agri-food products to life in our regions, to relocate production in France and to create activity and jobs in rural areas, the Axereal group and the Domaine national de Chambord have joined forces to produce a range of high-quality beers that respect environmental values and are produced from the estate's spring water.

The investment for this project will be provided by Axereal, while Chambord will supply the water and display the “Château de Chambord” brand on the bottles, attracting local, national and international customers.

The partnership signed in November 2022 involves the creation of a local craft brewery on the territory of the Communauté de communes du Grand Chambord (in the village of Bracieux). Thus, by 2024, Axereal will open - in the immediate vicinity of the estate - a craft brewery with a capacity of 10,000 hectolitres, drawing on its expertise in the barley-malt-beer sector.

“The public establishment status of the Domaine national de Chambord was created in 2005 under the law on the development of rural areas. This project represents a major investment for the region and will create jobs; it contributes to the national and international influence of the Chambord brand. Axereal, a region's cooperative and also the world's largest malt producer, will offer a high-quality beer made with Chambord's spring water - which has always been reputed to be very good!” – **Jean d'Haussonville, Director General of the National Estate of Chambord.**

“This craft brewery project is a logical continuation of the deep-rooted connection that Axereal has always had to the barley-malt-beer channel. We are proud to be entering into a partnership with the Domaine national de Chambord, because it is recognition of our long-standing presence in the local area” – **Bruno Bouvat-Martin, Vice-Chairman of Axereal cooperative group.**

Images for press : [HERE](#)

Press Contacts:

Axereal: Antoine Part – antoine.part@axereal.com – +33 (0)6 14 70 28 75 (temporary number)

Chambord: Mathilde Fennebresque – communication@chambord.org – +33 (0)6 52 35 36 18

About Axereal

Axereal is one of France's foremost cereals cooperative groups, with locations in France and across the world. It specialises in growing and processing grain for the brewing, baking and livestock industries. Through its subsidiary Boortmalt, Axereal is the world's biggest malting company. Axereal has 11,000 cooperative members and 4,000 employees. It generates turnover of around €3 billion per year. As the leading originator of sustainably produced grain, Axereal helps bring high-quality food to the market and is actively involved in bringing about an agricultural and food transition. Axereal operates in 18 countries (Argentina, Australia, Belgium, Bulgaria, Canada, Croatia, Ethiopia, France, Germany, Hungary, Ireland, the Netherlands, Romania, Serbia, Slovakia, Spain, the UK and the USA).
www.axereal.com

About Domaine national de Chambord

Chambord Château, which was built from 1519 onwards, is recognised worldwide as an emblem of the French Renaissance. It has featured on France's list of historic monuments since the first version was drawn up in 1840, and is also a UNESCO World Heritage Site. It belongs to the French state and is placed under the "high protection" of the French President. It is the joint responsibility of three different ministries: Culture, Agriculture and the Environment. The vast royal estate stretches over 5,440 hectares, and up until the 19th century, several farms operated within it. Today, Chambord has an ambition to revive its agricultural function and grow food on the estate. Various projects are planned, including to plant vines and create kitchen gardens.