

### Family business: Luther advises Warsteiner on investment in start-up hye

**Düsseldorf, 18.01.2023 – The Warsteiner Group acquired a stake in Augsburg-based hye GmbH at the end of 2022. hye is a "flavoured functional water" that is completely natural and enriched with a variety of vitamins, minerals and fruit and plant extracts.**

hye will use the existing structures of the internationally operating Warsteiner Group and is particularly looking forward to the experienced and international partner in the evaluation of international markets and possible expansions, which can enable access to new sales channels and markets. The Warsteiner Group, which currently exports to more than 50 countries worldwide, expanded its portfolio only last year with the Spanish brewer Estrella Galicia and the Irish Rye River Brewing Company.

Warsteiner's investment fills a gap with traditional functional drinks such as vitamin waters and energy drinks. "We are pleased to accompany hye's path from now on and to bring the company's success to the next level in close cooperation," says Helmut Hörz, CEO & CFO as well as Chairman of the Management Board of the Warsteiner Group.

Luther supported Warsteiner in the drafting and negotiation of the participation and cooperation documentation in terms of corporate, commercial and IP law. The law firm regularly advises Warsteiner on corporate, commercial and IP law issues.

#### About Warsteiner Gruppe:

The Warsteiner brewery is one of the largest private breweries in Germany. Founded in 1753, it is a ninth-generation family business. The Warsteiner Group includes the Herforder Brauerei, the Privatbrauerei Frankenheim, the Paderborner Brauerei and shares in the König Ludwig Schlossbrauerei Kaltenberg. Warsteiner now actively markets its products in over 50 countries around the world.

<https://www.warsteiner-gruppe.de/>

#### On behalf of Warsteiner Gruppe:

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Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a founding member of unyer ([www.unyer.com](http://www.unyer.com)), a global organisation of leading professional services firms that cooperate exclusively with each other.

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