

**SPORT
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

WURENBACHER & BORUSSIA DORTMUND

CASE STUDY



PARTNERING WITH BUNDESLIGA ELITE TO SELL GERMAN BEER IN CHINA

First imported to China in 2013, Wurenbacher worked with SportQuake from 2017 to overhaul their football strategy, aligning with world-renowned Borussia Dortmund IP to authenticate their brand and promotions and drive growth in the world's largest beer market.



**FOR THE FULL CASE STUDY CONTACT:
PATRICK.MCCOLGAN@SPORTQUAKE.COM**



patrick.mccolgan@sportquake.com

+44 7956 189249



@SportQuake



Patrick McColgan