

Rwanda's largest brewery, Bralirwa Plc, has announced a price increase of several of its popular beer brands, citing rising cost of input and operational costs.

In an official announcement to distributors, Bralirwa stated that on Sunday 1 June, 2025, the new prices will apply to well-known products including Turbo King 65cl, Primus 50cl, Primus 72cl, Mützig 50cl, Mützig 33cl, Heineken 33cl, Heineken 50cl, Amstel 50cl, Amstel 33cl, Desperados 33cl, and Legend 36cl.

Under the revised price structure, Bralirwa's setting price (including excise duty and VAT) for Turbo King 65cl is now Rwf 1,315, up from the previous rate.

Consumers of Primus 50cl will be affected as the brewer announced a retail rise to Rwf 1,170, and Heineken 33cl increases to Rwf 1,380. Other notable adjustments include the popular Mützig 50cl that is now increased at Rwf 1,210, Amstel 50cl has been increased to Rwf 1,385, and Desperados 33cl at Rwf 1,580.

Beer consumers and bar owners have said that they will be hit hard even though the beer producer promised affordability. Callixte Hagegekimana a bar owner in Gahini Sector, Kayonza District said that beer lovers will have to tighten their belts.

Despite the increase, Bralirwa emphasized its commitment to maintaining product affordability and quality for the consumers. "The price adjustment reflects the rising input and operational costs, but we continue to focus on providing value and quality to our loyal customers," the company stated.

Bralirwa's management, including Sales Director Théogène Uwayezu and Finance Director Munyankindi Jean Marie Vianney, expressed appreciation for distributors' continued partnership and support. They assured that efforts would be made to minimize disruptions and ensure smooth implementation of the new prices across the distribution network.

This price hike comes as companies across Rwanda navigate inflationary pressures and currency fluctuations, driving up production and import costs.

Bralirwa, part of the Heineken Company, remains Rwanda's leading beverage company, producing both alcoholic and non-alcoholic drinks for the local and regional market.