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Beer today, gone tomorrow!

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NAMIBIANS might have to savour every drop of their favourite beverage this festive season, because Namibia Breweries cannot keep up with the demand from beyond our borders.

The local brewer says it is experiencing an unprecedented demand for its premium beer brands from countries in the southern African region, resulting in a "tight supply situation".

"Due to this high demand for our beer brands some temporary shortages are being encountered with resulting disruption of supply," Namibia Breweries announced yesterday.

"Our production and distribution teams are however working hard to counter this in order to meet the unprecedented demand for its beer," the company said in a short statement.

Beer is the nation's most popular drink and the local brew is internationally acclaimed.

Due to its high quality because it is brewed under the German purity law of 1516, Namibian beer has won various international awards.

According to Nambrew, Namibian beer has become the "drink of preference" of an increasing number of consumers both locally and abroad.

One Windhoek bottle-store owner The Namibian visited yesterday said he only had enough beer in stock to last until tomorrow, because he usually places a larger order before the festive season.

"We just hope that there are enough supplies from Namibia Breweries for New Year's Eve, when everyone wants to party," the store owner said.

One large supermarket chain in Windhoek ran out of beer on Wednesday.

"Our clients are frustrated, because in this heat they want beer and the Breweries can't supply us right now," the manager of one branch told The Namibian.