Country Malt Group launches in Europe to transform malt and ingredient distribution for craft customers

Paris, France – November 10, 2026 – Soufflet Malt, the world's leading maltster, today announced the launch of **Country Malt Group in Europe,** a new distribution brand that will redefine how craft brewers and distillers access malt, hops, yeast and other high-quality brewing and distilling ingredients.

One team. One warehouse. One platform.
Country Malt Group will launch in Europe in two phases. From January 2027, Castle Malting's European and international customers, as well as Artisan Brasseur's customers in France, will be supported by the Country Malt Group sales and brewing technical teams, with malt, yeast, hops and other ingredients available from a new distribution center. From March 2027, a new digital platform will bring Castlemalting.com and ArtisanBrasseur.fr online stores under a new digital platform, offering craft brewers and distillers more choice, expert support and an easier one-stop shopping experience.

"Passion for craft is at the heart of Country Malt Group. In Europe, we are combining that passion with more choice, better service, expert brewing support and one simple platform," says **Guillaume Couture, President of Soufflet Malt for Europe, Middle East and Africa**. "Our ambition is clear: make it easier for craft brewers and distillers to get what they need, when they need it. This launch is also fully aligned with **MALTiply 2030** and our drive for greater digital and operational excellence."

Support for the craft industry
The launch comes at a pivotal time for the craft industry. Brewers and distillers in Europe are navigating rising costs, growing competition and increasingly complex supply chains while striving to deliver the quality, creativity and innovation their customers expect. Country Malt Group in Europe responds to these challenges head-on by making it easier for craft producers to source what they need, operate more efficiently and unlock new opportunities for growth.

"Craft brewers and distillers are looking for more than ingredients," said **Ludovic Galand, CMG Managing Director for Europe**. "They need a partner that can help them respond to evolving market demands, innovate with confidence and grow their business. By listening to brewers and distillers and working alongside them, we have designed a platform that reflects how they source ingredients and manage their operations. This makes us uniquely positioned to support their needs because we understand every stage of the value chain. Our broad portfolio of malt and ingredient brands, combined with technical brewing expertise, digital tools and reliable logistics, makes it easier for customers to access the products and support they need to succeed."

An e-shop built for performance
When live in March 2027, Country Malt Group in Europe will serve customers with a new digital platform available in seven languages for a unique one stop shopping experience.

Showcasing the Heritage Collection
Soufflet Malt's Heritage Collection brings together seven distinctive malt brands, each rooted in its own unique malting traditions and recipes. Together, they combine centuries of local craftsmanship, giving brewers and distillers access to a broad range of authentic malts, flavors and brewing traditions from around the world.

The collection includes:

- **Bairds Malt**, renowned for its British malting heritage and place at the heart of UK whiskies and beers;
- **Castle Malting**, known for its extensive range of premium Belgian malt recipes
- **Durst Malz**, representing German precision and brewing expertise
- **Tchecomalt**, rooted in the tradition of authentic Czech malt and Pilsner
- **Great Western Malting**, bringing the character of Pacific Northwest barley to American craft brewing
- **Canada Malting,** drawing on Canada's prairie terroir to produce quality malts for brewers and distillers
- **Barrett Burston Malting**, an iconic Australian malt brand with deep roots in the country's malting tradition

About Country Malt Group
Country Malt Group in Europe builds on the proven model established in North America. In 1995 a father and son set up shop in their backyard shed in Champlain, New York, USA, with the goal of supplying malt products to the homebrewing community. With just six bags of grain, a homemade grain mill, a cargo van and no customers, North Country Malt was born. Over the decades, the business grew and evolved into what is now known as Country Malt Group. More than 30 years later, Country Malt Group's humble beginnings continue to keep teams grounded in their passion for serving and supporting the craft beverage community.

That same customer-first spirit is now at the heart of Country Malt Group in Europe. With already strong local relationships and specialist craft expertise, Country Malt in Europe brings the proven Country Malt Group model closer to customers across the region.

Country Malt Group in Europe will launch in January 2027!

About Soufflet Malt

Soufflet Malt is the world's leading maltster, with 35 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,200 employees, Soufflet Malt has a production capacity of 3.6 million tons of malt annually to meet the demands of its customers: large, global breweries and artisan craft brewers, distillers and other food and beverage manufacturers around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting, Great Western Malting, Durst Malz, Bairds Malt, Castle Malting, Tchecomalt and Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision: Unleash the power of malt.
For more information: soufflet malt.com

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