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BGI-Ethiopia is a leading brewery in Ethiopia with five well-known brands across the country. With operations spanning six cities including Addis Ababa, Zeway, Hawassa, Kombolcha, Zebidar, and Raya since 1998, BGI-Ethiopia has been part of the Groupé Castel. The company is committed to its values of integrity, customer satisfaction, and innovation, offering a range of products including light beer, non-alcoholic beverages, and wines. BGI-Ethiopia believes in being socially conscious and accountable, having developed a successful Corporate Social Responsibility scheme that focuses on education support, health and healthcare, humanitarian assistance, art and culture, and sports. In 2028, the company launched its ambitious Vision to reshape its operations, ensuring sustainability and solidifying its position as an industry leader. This strategic move involves increasing production capacity by relocating the historic Addis Ababa plant to Sebeta and Maichew. The decision was made to address logistical challenges, water supply constraints, and optimize production capacities at the new locations. To achieve Vision 2028, BGI-Ethiopia is revamping its organizational structure while also investing in infrastructure changes to make its company more competitive and continue delivering high-quality products to customers. Our vision is to significantly increase production capacity and reach 10 million hectoliters annually, investing in people, products, operations, consumers, and the community. We aim to become the employer of choice with operational excellence by optimizing staffing levels, minimizing overlap, and enhancing employee satisfaction. As part of modernization efforts, we are streamlining our distribution network for efficient sales forces and agents. We are committed to adapting to market demands responsibly, driven by Ethiopia's growth potential. Our company, BGI-Ethiopia, a subsidiary of Castel Group, has been serving the country for over 25 years. We contribute significantly to the national economy as the leading platinum taxpayer, with annual taxes exceeding 7.4 billion Birr. Our research paper focuses on evaluating the marketing strategy implementation of St. George Brewery Share Company. The study utilized both primary and secondary data collection techniques, including individual interviews, customer questionnaires, and purposive sampling. Our analysis revealed that the marketing strategy is moderately implemented, with customers having limited knowledge about the company's approach.