



SAPPORO | PURE

AVAILABLE SPRING 2021!

SAPPORO PURE is the Exceptional Light Beer, crafted by the makers of the #1 selling Asian beer brand in the United States. In the growing premium light beer category (up 5% as of July 2020*), SAPPORO PURE is brewed to stand out to health conscious Millennial consumers who are not only looking to cut calories, but who want to enjoy it without compromising flavor. SAPPORO PURE is a superior light lager with only **90 calories, 2.4g carbs, and 4.0% ABV**.

Through our expert brewing process, SAPPORO PURE achieves a beautiful, soft-golden hue and features hints of floral notes in every sip, all culminating in a refreshing beer with a clean finish. Discover an unparalleled light beer that's purely delicious.

*(Nielsen | Beer Business Daily, 2020)

Color	Straw to pale
Clarity	Brilliant
Foam	Tight, white foam
Aroma	Lightly floral with a pleasant hint of spice
Flavor	Clean, refreshing with a very subtle hop bitterness
Mouthfeel	Crisp, light body and effervescent

Per 12 FL. OZ Average Analysis: Calories 90, Carbohydrates 2.4g, Protein 1.0g, Fat 0g



COMPARITIVE DATA

(Per 12 FL. OZ.)	SAPPORO PREMIUM LIGHT	SAPPORO PURE	Brand A	Brand B	Brand C
Style	Light Lager	Superior Light Lager	Superior Light Lager	Superior Light Lager	Wheat
ABV / ABW	3.9% / 3.1%	4.0% / 3.2%	4.2% / 3.3%	4.0% / 3.2%	4.0% / 3.2%
Cals	110	90	95	90	95
Carbs (g)	8.5	2.4	2.6	2.6	3.6

CONFIDENTIAL: ALL DESIGNS ARE STRICTLY CONFIDENTIAL. PLEASE DO NOT SHARE ANY IMAGES PUBLICLY UNTIL MID-FEBRUARY 2021.



SAPPORO | P U R E

AVAILABLE SPRING 2021!



SAPPORO PURE
12 OZ. CAN



SINGLE CAN



SAPPORO PURE
12 OZ. CAN



6-PACK



SAPPORO PURE
12 OZ. CAN



4/6-PACK TRAY

SPECIFICATIONS

Cases Per Pallet	Cases Per Layer	Number Of Layers	Avg. SKU Weight (Pounds)	Avg. Pallet Weight (Pounds)	Length (Inches)	Width (Inches)	Height (Inches)	Selling Weight (Pounds)	Full Pallet Length (Inches)	Full Pallet Width (Inches)	Full Pallet Height (Inches)
96	12	8	20	1960	14.125	9.25	6.25	20	48	40	55

THE STORY BEHIND SAPPORO

SAPPORO is Japan's oldest and the #1 selling Asian beer brand in the United States, founded in 1876 in Sapporo City. Japan's first German-trained brewmaster Seiei Nakagawa combined German brewing traditions with a passion for Japanese craftsmanship. SAPPORO first came to America in 1964, and by using only the highest quality ingredients and combining them with advanced brewing knowledge, SAPPORO was able to create a one-of-a-kind beer with a perfectly balanced taste and superior drinkability.