



GROLSCH PROFILE

BRAND OVERVIEW

- Since 1615 Grolsch has delivered more hops, more pop and the iconic Swingtop
- As an open minded beer from an open minded place, we have become the beer of choice for urban creatives around the world
- The brand's success is built upon the foundations of artistry and craftsmanship and the strength to forge its own distinctive approach to brewing, packaging, and brand building

BRAND CHARACTERISTICS

- Grolsch® Premium Lager is a pilsner-style beer with 5% alcohol by volume and 147 calories per 12-ounce serving
- Bitterness units – 27

FACTS AND FIGURES

- Imported to the U.S. from the Royal Grolsch Brewery in Enschede, Netherlands, where the beer has been brewed for four centuries
- Considered the highest-quality lager in the Netherlands, where it has a 15% market share
- Introduced the iconic swingtop bottle in 1897 and was the only brewery to maintain that packaging after WWII, when others switched to crown tops for cost efficiency
- Uses a naturally acidified fermentation process, all natural ingredients and decoction/infusion mashing to create the distinctive taste
- Awarded the Royal Seal of Approval in 1995 – signifying Grolsch as the only beer fit to serve to the Dutch Royal Family

BRAND SENSORY INFORMATION

- Appearance – Medium gold color
- Aroma – Rich grain and hop aromas with hints of spice
- Taste – Bold and hoppy flavor with a refreshing character; a distinctive taste and long delicate finish
- Mouthfeel – Full body, medium high carbonation
- Finish – Smooth, balanced, and dry

WHY PAIR BEER WITH CHEESE

- Hoppy Bitterness and Carbonation are the perfect palate cleansers for creamy cheese making each bit of cheese taste as good as the first
- The alcohol in beer is mild, keeping the taste senses fully alive
- The flavors of malted grains in beer are a great foil for the complex flavors of cheese

