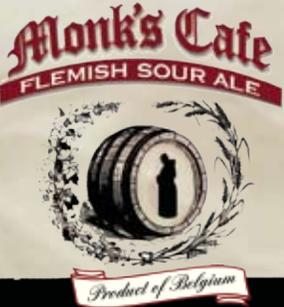
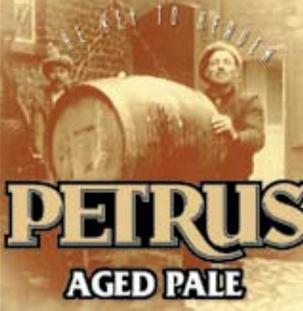
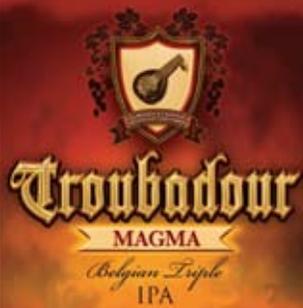


# GLOBAL BEER BRANDS SELLING POINTS

BRAND	BULLET POINTS	GLOBALBEER.COM
	<ul style="list-style-type: none"> <li>• Gulden Draak is a second fermented ale using a wine yeast which mellows the alcohol flavor and allows the drinker to pick up the sweet flavoring of the caramelized malt.</li> <li>• Gulden Draak is one of a <b>VERY</b> few brews that are second fermented in kegs. The brewer accomplishes this by reducing the Co<sub>2</sub> dramatically to 4 grams so that the keg will hold up to the building pressure. The lower Co<sub>2</sub>, along with the second fermentation, allows for a dramatically easy drinking mouth feel for the brand.</li> <li>• The Golden Dragon is an actual golden statue which sits on top of the Belfry in Ghent. Wars were waged in the middle ages with the prize being this prestigious dragon.</li> </ul>	
	<ul style="list-style-type: none"> <li>• 9000 represents the mailing zip code for the mid-evil city of Ghent, Belgium.</li> <li>• This is a unique light-colored quad ale. The brewer uses 4 times the amount of malts traditionally used in a brew. This increase in malt produces higher levels of sugar; sugar feeds yeast. Hence more food for the yeast to consume, resulting in a higher alcohol product at 10.7%.</li> <li>• The Quad is the sister brew of the famous Gulden Draak. The brewer uses more pale malt and less caramelized malt in 9000 than in the Gulden Draak Triple. The caramelized malt produces the dark coloring of this brand's more famous sibling.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Piraat won the gold metal at the 2012 World Beer Cup under the Belgian Style Pale Strong Ale category!</li> <li>• Piraat's ABV is 10.5%. Its second fermentation, along with the increased hops, makes this beer perfect for aging. In fact the brand name is derived from history where pirates stowed high alcohol beer with increased food value on long sea voyages because water would spoil too fast.</li> <li>• Piraat like Gulden Draak is also second fermented using a bordeaux yeast and is second fermented on draught.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Tom Peters, of the famous Monk's Cafe in Philadelphia, traveled to Belgium in 2002 in search of the best old brown style beer he could find. He found it in a brand called Vlammes Borgonia by Brewery Van Steenberghe. His next stop was to the brewery to see if they would produce the brand for his bar under his name and the brand was born.</li> <li>• Monk's Cafe is the perfect entry level sour beer. The brewer ages the beer in oak for 2 years then blends it with a fresh sweet beer to create a brand which has a beautiful blend of sweet and sour.</li> <li>• Monk's Cafe is the fastest growing brand in the Global Beer portfolio due to the U.S. consumer's growing fascination with sour beers, and the easy drinking nature of this brew at 5.5% ABV.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Bavik is a beautiful Belgian pilsner beer which finished Number 1 in a blind taste test of pilsner beers in Belgium in 2006, surpassing both Jupiler and Stella Artois.</li> <li>• Bavik differentiates itself from Stella by NOT pasteurizing the beer. Pasteurization helps the brewer with consistency, which is important for mega brewers like Inbev. Bavik propagates their own yeast and does NOT flash kill the yeast allowing for an easy drinking finish.</li> <li>• Bavik ferments it's beer for 36 days versus other Belgian pilsners who use a cheaper process of fermentation at 18 days.</li> </ul>	



# GLOBAL BEER BRANDS SELLING POINTS

BRAND	BULLET POINTS	GLOBALBEER.COM
	<ul style="list-style-type: none"> <li>• Wittekерke is Global Beer’s Number 1 selling beer nationally due mostly to the popularity of the can packaging.</li> <li>• The Wittekерke can is made of stainless steel which eliminates the metallic flavors which are present in other canned beers.</li> <li>• Wittekерke is an unfiltered Belgian Wit which is light and citrus flavored and is brewed using 25% wheat malt and 5% oats which gives the brand a velvet-like mouth feel.</li> </ul>	
	<ul style="list-style-type: none"> <li>• This beer is aged in 25,000 Liter oak casks for up to 3 years with an acid bacteria which thoroughly sours the brand so that you taste it in your ears.</li> <li>• The beer was once used only to blend with other brands until the famous beer writer Michael Jackson convinced the brewer to bottle Aged Pale as its own brand. Michael Jackson then put in the first order for the brand in the U.S. for his Beer Clubs of America.</li> <li>• Petrus Aged Pale was introduced on draft in 2010 with enormous success selling four times the anticipated volume and continues to grow.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Troubadour Magma is an “American Style IPA” dry hopped using the aromatic Simcoe hop.</li> <li>• If you are a start up craft brewer in America, you are a rock star. In Belgium however start up breweries compete every day against famous, wealthy traditional breweries that have been brewing beer for centuries. The Troubadour brands have only been brewed for 12 years so far.</li> <li>• Troubadour Magma won the Gold Metal at Zythos in 2010. Zythos is the most prestigious Belgian Beer competition and Magma won the gold even though the brewery has only been in business for 12 years and is a true American style hop beer.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Poperings Homel is <b>THE</b> true Belgian hop ale. This is the only Belgian hop beer which is brewed primarily for the Belgian market.</li> <li>• The beer is brewed in the hops region of Belgium and the brewery has its own well, where soft water is found, and only local grown hops.</li> <li>• What makes it special is of course the yeast, and what makes it unique is the higher amounts of hops used. The hop variation of Hallertau, Challenger and Sas gives the brew the aroma and taste of orange peel, honey and the the traditional bitter hop flavor.</li> </ul>	
	<ul style="list-style-type: none"> <li>• This beer is a desert in itself, using candied sugar and carmelized malts, which cleverly disguise the 8.0% ABV.</li> <li>• Scotch Silly is a traditional Scotch Ale using all raw materials from Kent, UK in the beer.</li> <li>• A Scotch infantry was fighting in the Village of Silly during WWI. They approached the brewer to produce their style of beer and supplied the raw materials to the brewery for free in return for free beer. The brewer sold the excess beer to the village.</li> </ul>	

