



BRAND STORY

Unsatisfied with beer quality, the people of Plzeň formed the Citizen's Brewery in 1842. Josef Groll developed a clear, crisp, aromatic and flavorful Pilsner Urquell. The first golden beer soon gave its name to a whole category of beers.

BRAND FACTS

- The world's first and original pilsner, celebrating 175 years of brewing, is cold-shipped to the United States to ensure quality and freshness
- Brewed the same way since 1842 with the same Czech hops, barley and strain of yeast
- Now nearly 90% of the world's beer is a variation of the original golden beer

PRODUCT SPECIFICATIONS

- **STYLE:** Bohemian- Style Pilsner
- **COLOR:** Deep, burnished, brilliant gold color, and a dense, creamy white head.
- **CALORIES:** 149
- **CARBS:** 18.1g
- **ABV:** 4.4%
- **IBUS:** 36
- **SODIUM:** 10mg
- **PROTEIN:** 1.8g
- **HOPS:** Saaz
- **MALT:** Moravian Double Row Barley

TASTING NOTES

AROMA	TASTE
Spicy, floral Saaz hop bouquets, a hint of caramel, and a subtle buttered, fresh based baguette	Slightly, sweet, caramelized maltiness; honey-nut, bready-caramel character; a complex Saaz bitterness
MOUTHFEEL	FINISH
Induces a feeling of sweetness with a hint of fizz.	Crisp and clean