



Grolsch



Brand Purpose

To encourage unconventional thinking

Brand Story / History

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 Facts

- 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
- Brewing process is done to the highest possible environmental standard, with 99.8% of waste being recycled

Brand Style - Malt – Hops

- Style: Dutch Pilsner Lager
- Hops : Magnum and Emerald
- Malt: Dutch aroma malts

Nutritionals – IBU - SRM

- | | |
|-----------------|------------------------|
| • Calories: 148 | • Carbs: 11.3g Sodium: |
| • ABV: 5% | 18.5mg |
| • IBUs: 27 | • Protein: 1.6g |

Sensory Information (AATMF)

- 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

Food Pairings

- Pairs well with salads , seafood such as grilled shrimp, Asian dishes like Pad Thai, marinated chicken dishes

COT Priorities

- Off Premise: 15.2-ounce 4-pack swingtops, 11.2-ounce crowntop bottle 6-pack, 11.2-ounce crowntop bottle 12-pack, 4pk 500ml Can
- On Premise: 15.2-ounce swingtops, 13.2-gallon draft, 4pk 500ml Can



Lech



Brand Story / History

Stylish and modern, Lech is what's happening now. As one of Poland's leading premium beers, Lech's popularity comes from its market niche as the beer of choice for 21-35 year old action-oriented drinkers who thrive on life's excitement. Brewed in one of the most technologically advanced breweries in Europe, Lech is viewed as more contemporary than other premium Polish brands, it sells on image, not tradition.

Brand Facts

- N/A

Brand Style - Malt – Hops

- Style: European Pale Lager
- Hops : N/A
- Malt: N/A

Nutritionals – IBU - SRM

- | | |
|---------------|--------------------------|
| Calories: 142 | Carbs: 9.9g Sodium: 10mg |
| ABV: 4.8% | Protein: 2.1g |
| IBUs: 21 | |

Sensory Information (AATMF)

- Appearance - brilliant light golden hue with a thick, white foamy head and beautiful, effervescent cascade of carbonation
- Aroma - mildly fruity with a depth of malt complexity and a hint of resinous hops that retains its bouquet long after opening the bottle
- Taste - rewardingly crisp balance between desired malt sweetness, fruity esters, and hop bitterness
- Mouthfeel - medium-bodied and refreshingly smooth
- Finish - long, crisp, and refreshing

Food Pairings

- Baked, battered, grilled, and sautéed dishes as well as spices are welcome
- Cheese: Cheddar, Asiago, Brie

COT Priorities

- 6-pack 330ml bottles, 500ml Single Bottle, 500ml 4pk can

Brand Purpose
Aguila brings people together

Brand Story / History
Aguila is Colombia. A lager brewed since 1913, Aguila is a crisp, clear pilsner with a mild taste. Colombians are passionate about family, friends and refreshment, and Aguila is the perfect beer to share and celebrate any occasion. With an authentic taste that's distinctly Colombian, Aguila is the NO. 1 beer in Colombia. Aguila makes every moment special and captures the refreshment, tradition and passion of the Colombian spirit.

Brand Facts
- The Colombian beer standard. Brewed since 1913 with the perfect ingredients to create the unique balance between bitterness, flavor, and sweetness - Brewed by Grupo Empresarial Bavaria, the 2nd largest brewery in South America - Has cultivated a national presence and is the most widely available brand in Colombia - Sponsorships include: - Exclusive sponsor of Colombian national soccer team - Official sponsor of "Barranquilla Carnaval" - Official sponsor of numerous Colombian professional soccer teams



Brand Style - Malt – Hops	
• Style: International Light Lager • Hops : N/A • Malt: N/A	
Nutritionals – IBU - SRM	
• Calories: 126 • ABV: 3.9% • IBUs: 20	• Carbs: 13.7g Sodium: 10mg • Protein: 1.0g

Sensory Information (AATMF)
- Appearance – Bright yellow with toasted, light brown hues - Aroma – Mildly aromatic with a fruity bouquet, malty with a subtle fresh hop note characteristic - Taste – Malty with slight hop taste and moderate bitterness - Mouthfeel – Medium body - Finish – Dry, crisp, and clean with minimal aftertaste
Food Pairings
- Baked, battered and grilled dishes as well as spices are welcome! - Catfish, Mahi Mahi, Amberjack, Mussels, Shrimp, Crayfish - Chicken, Turkey - Cheese: Havarti, Gouda, and Edam

Aguila



COT Priorities
6-pack 330ml bottles, 12-pack 330ml bottles



Cusqueña Golden Lager

Brand Story / History

Cusqueña is a fine all-malt lager from an unexpected and mystical location – Cusco, Peru. Brewed with the highest-quality ingredients such as Saaz hops and crystal clear 18,000-foot Andean glacial melt water.

Cusqueña combines the light, crisp taste of Latin beers with the depth and flavor of European pilsners. The beer is brewed with the exacting standards of Inca craftsmanship and remains true to German brewing heritage by adhering to the German Purity Law of 1516 (the Reinheitsgebot). Cusqueña is the only Latin American beer available in the US that is 100% malt—a statement about its premium quality.

Brand Facts

- Pronounced “Cus-ken-ya.”
- Brewed in Cusco, nearest major city to Mach Picchu, by descendants of the Inca who built the “Lost City”
- Brewery founded in 1898
- #1 Premium beer in Peru (11% market share)
- Unique, tear-shaped bottle includes embossed stones that pay tribute to the elite standard of Inca craftsmanship

Brand Style - Malt – Hops

- Style: International Light Lager
- Hops : Saaz
- Malt: N/A

Nutritionals (per 11.2oz) – IBU – SRM

- | | |
|-----------------|------------------------|
| • Calories: 142 | • Carbs: 10.3g Sodium: |
| • ABV: 4.8% | 10mg |
| • IBUs: 17 | • Protein: 1.7g |

Sensory Information (AATMF)

- Appearance – Pure, golden straw with brilliant clarity and thin white foam head
- Aroma – Malty sweetness with moderate graininess
- Taste – Bready, sweet malt with very light floral hops
- Mouthfeel – Light-bodied, but not heavily carbonated
- Finish – Very clean and refreshing with no aftertaste

Food Pairings

- Pairs well with baked, battered, grilled and braised dishes as well as spicy foods
- Also pairs well with cheeses such as Piave, Gruyere and Emmental



COT Priorities

- 6-pack 330ml bottles, 12-pack 330ml bottles

TYSKIE

Tyskie

Brand Story / History

- Tyskie was founded in Poland in 1629 and is the only Polish brewery with continuous production for over 375 years
- Lager Grand Prix (Grand Champion) winner at The Brewing Industry International Awards—commonly referred to as the “Oscars of the brewing industry” – the only two-time Grand Prix winner (2002, 2005) in competition’s 120 year history
- #1 beer brand in Poland by volume and market share

Brand Facts

- Pronounced “ti-skee”
- Tyskie means “from Tychy”, which is the Polish town where Tyskie is brewed
- Brewed with crystal clear water from Gronie springs located near the brewery

Brand Style - Malt – Hops

- Style: International Pale Lager
- Hops : N/A
- Malt: N/A

Nutritionals – IBU - SRM

- | | |
|-----------------|------------------------|
| • Calories: 153 | • Carbs: 11.4g Sodium: |
| • ABV: 5% | 10mg |
| • IBUs: 22 | • Protein: 2.1g |

Sensory Information (AATMF)

- Appearance - Golden yellow with a thick creamy white head
- Aroma - piney hop aroma with a slightly malty note and a hint of fruit
- Taste - Slight hop taste with a moderate bitterness, balanced by the fresh baked bread sweetness of the malted barley
- Mouthfeel - Medium bodied
- Finish – flowery, piney, crisp

Food Pairings

- Light to medium flavor intensity cow’s milk cheeses
- Spicy pork tenderloin, roasted and/or spicy chicken breast, roasted and/or spicy medium flavored fish



COT Priorities

- 4pk 500ml can, 12pk 330ml, single 500ml bottle, 6pk 330ml