



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 PERSONALITY

- An inspirational, tolerant and open minded approach
- Passionate about nurturing creativity and championing the progress it brings to the world

TARGET CONSUMER

- Males aged 25–35, creative minded, urban, cultured and confident
- They are sociable but not crowd followers; they are independent thinkers
- They are motivated to discover new things, places and genuine creative people who can stimulate their own thinking

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

KEY SKUs

- Off-Premise
 - 15.2-ounce 4-pack swingtops
 - 11.2-ounce crowntop bottle 6-pack
 - 11.2-ounce crowntop bottle 12-pack
- On-Premise
 - 15.2-ounce swingtops
 - 13.2-gallon draft



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

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

KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Heineken® and Stella Artois®
- Unique 15.2 ounce swingtop package provides a multi-sensory experience
- It has a delightful balance of slight sweetness and hop bitterness, closing with a classic, crisp pilsner character
- Great with food, recommended pairings include:
 - Peach and chicken eggrolls, sesame Sriracha dipping sauce
 - Crab and Corn Fritters, with Sweet Mustard



KEY PROGRAMMING INFORMATION

- Tools that celebrate the iconic Swingtop establish standout in the world of premium imports
- Active involvement in global and local creative scenes that express urban creative (art, film, photography) drives differentiation and acceptance by an opinion leading creative-minded audience

