



Bière de Caractère
Beers with Character





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THE RANGE

Blonde (Pale beer) - 5.8% abv

Lager style with a clean refreshing, malty, thirst quenching taste and a lightness that belies its strength.
Authentic French 'biere blonde'.

Ambrée (Golden beer) - 6.0% abv

A rich and rounded beer, very flavoursome with plenty of aromatic hop and malt character followed by a fruity finish.
Ideal introduction to speciality beers.

Brune (Dark beer) - 6.5% abv

Mahogany coloured with spicy aromas plus some caramel and roasted malt in its full bodied taste.
A true connoisseurs beer with great heritage.

WHY STOCK PELFORTH?

Instant brand awareness from the Pelican logo which is recognisable to all who have been visitors to France.

The association of quality French beers with classic and traditional cuisine makes for genuine food matching.

Bottled and packaged in distinctive 25cl "petite" bottles and 6-packs.

BACKGROUND

Pelican Brewery was established at Mons-en-Barœul near Lille, Northern France in 1914. The strong brand image remains to this day.

Its known name was adopted in 1937 for a new dark beer 'Pelforth 43' - derived from the 'pel' of pelican, the 'forte' of French strength and finishing with an anglicised 'h' as English malt was used.



THE BRAND

Pelforth is well know and appreciated in its home market where Brune is the No.1 dark beer. The brand is third in the speciality sector and ranks, overall, in the top ten of all French beers.

Whilst producing up to twenty different beers, including seasonal ones, Pelforth's core range of Brune (first brewed in 1937), Blonde (1963) and Ambrée (a recent addition from 2003) highlights the authentic and accessible character of French 'bière de garde'.

imported by

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