

Quilmes

CERVEZA





Dynamic, exciting, passionate:

“Quilmes is to beer what Tango is to dancing”.

the **PRODUCT**

Quilmes - 4.9% abv

Quilmes is a genuine import - brewed only in Argentina with:

- new varietal hops from Patagonia.
- high quality barley malt grown in The Pampas.
- water from the Andes.

Available in 34cl and 97cl bottles.

the **TASTE**

Quilmes is a classic lager that reflects its brewing heritage: golden colour, rich texture, refreshing light hoppy taste with a crisp, dry finish.

It is great to drink on its own but also makes a good food match with South American or Mediterranean cuisine.



QUILMES

Quilmes, Argentina's favourite beer, has been identified as the next star brand in the UK's imported bottled beer market.

It has an established following in style bars and Latino outlets across the country.

the **BACKGROUND**

The brewery was founded in 1890 in Buenos Aires by German immigrant Otto Bemberg. The company grew steadily in the 20th Century and Quilmes now has a 46% share of its home market.

This Argentinian icon is exported to the Americas, Asia, Australia and Europe.



the **BRAND**

Quilmes, Argentina's favourite beer, is a Premium Lager primarily targeted at young stylish drinkers in trendsetting bars, quality pubs, hotels and restaurants. The brand will attract adventurous consumers keen to try something different.

Quilmes is closely connected to all things Argentine, notably sport and culture. Sponsors of the national football team and associated with international polo and rugby matches, Quilmes also has a high profile amongst the young through its hosting of rock music concerts and events.

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