

BIRRIFICIO
ANGELO
PORETTI

VALGANNA DAL 1877



BIRIFICIO ANGELO PORETTI

VALGANNA DAL 1877

The New Family



3
LUPPOLI

TRE LUPPOLI

3 LUPPOLI IS A LIGHT LAGER WITH A WELL-BALANCED, REFRESHING FLAVOUR MAKING IT IDEAL FOR EVERYDAY MEALS. THE RECIPE WITH 3 HOP VARIETIES IS A PERFECT MATCH WITH ALL THE TASTES OF THE MEDITERRANEAN TRADITION.

4.8° ABV
3 HOP VARIETIES

4
LUPPOLI

ORIGINALE

WITH THEIR 4-HOP RECIPE, THE MASTER BREWERS FROM BIRIFICIO ANGELO PORETTI HAVE CREATED A GENEROUSLY HOPPED, VERY HARMONIOUS, VALUABLE BLOND BEER. THE 4-HOPS RECIPE IS IDEAL WITH WHITE MEATS AND MEDIUM MATURED CHEESE

5.5° ABV
4 HOP VARIETIES

Birrificio Angelo Poretti



ON 26TH DECEMBER 1877 BIRRIFICIO ANGELO PORETTI'S FIRST BREW WAS PRODUCED.

SINCE THEN OUR STORY HAS CONTINUED UNBROKEN FOR OVER 130 YEARS.

ANGELO PORETTI LEFT VA RESE WHEN HE WAS QUITE YOUNG. TRAVELLING THROUGHOUT EUROPE HE DISCOVERED BEER, WHICH INSPIRED HIS MOST IMPORTANT DREAM: BRINGING THIS DRINK TO ITALY AND ADAPTING IT TO ITALIAN TASTE.

IN AUSTRIA, BOHEMIA AND BAVARIA, ANGELO PORETTI MET **THE BEST BREWERS, LEARNING THEIR RECIPES** AND THE SECRETS OF THEIR PROFESSION. WHEN HE CAME BACK TO ITALY, HE INVESTED HIS LIFE SAVINGS IN BUILDING HIS BREWERY IN VALGANNA, A LOCATION SPECIFICALLY CHOSEN FOR ITS EXTREMELY **PURE WATER**, A FUNDAMENTAL INGREDIENT FOR PRODUCING **TOP QUALITY BEER**.

THIS SAME GENUINE **PASSION FOR TOP QUALITY** ITALIAN BEER IS STILL THE BASIS OF OUR BAP PORTFOLIO: **3 LUPPOLI, ORIGINALE CHIARA, BOCK CHIARA, BOCK ROSSA, NON FILTRATA**.



5
LUPPOLI

BOCK CHIARA

WITH THEIR 5-HOP RECIPE, THE MASTER BREWERS FROM BIRRIFICIO ANGELO PORETTI HAVE CREATED AN INTENSELY HOPPED, THICK DOUBLE MALT BLOND BEER.

THE 5-HOPS RECIPE IS PERFECT WITH WHITE MEATS, MATURE CHEESE AND COLD CUTS.

6.5° ABV
5 HOP VARIETIES

6
LUPPOLI

BOCK ROSSA

WITH THEIR 6-HOP RECIPE, THE MASTER BREWERS FROM BIRRIFICIO ANGELO PORETTI HAVE CREATED AN INTENSELY HOPPED, THICK DOUBLE MALT RED BEER.

THE 6-HOPS RECIPE IS IDEAL WITH RED MEATS, TASTY CHEESE, GAME AND CHOCOLATE.

7.0° ABV
6 HOP VARIETIES

7
LUPPOLI

NON FILTRATA

THE 7-HOP RECIPE IS A SEASONAL SPECIALTY BY THE MASTER BREWERS FROM BIRRIFICIO ANGELO PORETTI. AN UNFILTERED BEER, DIFFERENT IN WINTER AND SUMMER, ABLE TO SATISFY THE MOST EXACTING TASTES.

7-HOP SUMMER BEER

7-HOP WINTER BEER



Hops

- IN THE BREWING PROCESS, **HOPS** GIVES **DELICIOUS** AROMAS AND FRAGRANCES TO THE WORT, CREATING REFRESHING **BITTER NOTES**.
- IT IS A NATURAL WAY FOR **GRANTING LONGER LASTING THE ORGANOLEPTIC PROPERTIES**.
- **SOP HISTICATED VERSIONS OF BEER CAN BE OBTAINED** BY COMBINING DIFFERENT TYPES OF HOPS...



... this is the reason for 3, 4, 5, 6, and 7 hops!

THE MASTER BREWERS FROM BIRRIFICIO ANGELO PORETTI HAVE THUS CREATED 4 RECIPES WITH A UNIQUE TASTE.

A RANGE OF QUALITY BEERS, COMPETING IN THE NATIONAL AND SPECIALITY SEGMENTS, GUIDE CONSUMERS THROUGH INCREASINGLY HOP-INTENSE FLAVOURS, FOLLOWING THE ITALIAN BREWING TRADITION.

The consumer appreciates the number of hop varieties

I THINK THAT A GOOD BEER DEPENDS FUNDAMENTALLY ON THE TYPE OF HOPS.

94.5%

I WOULD LIKE TO TASTE BEERS WITH MORE HOP VARIETIES.

88.8%

I THINK THAT BEERS WITH SEVERAL TYPES OF HOPS ARE BETTER BEERS.

74.3%

I WOULD LIKE TO LEARN MORE ABOUT HOPS.

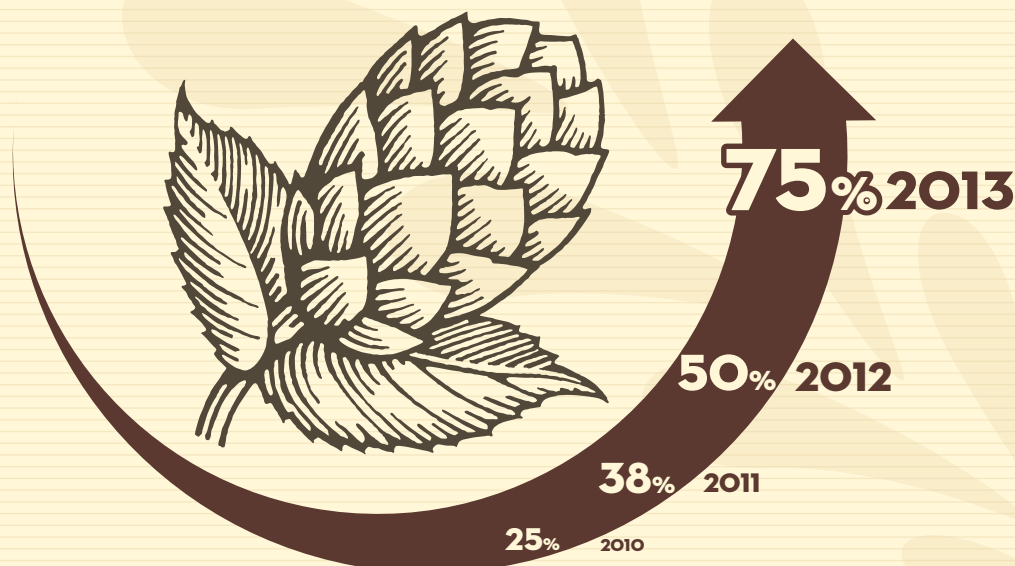
78.1%

SOURCE : ASTRA RESEARCH, CAWI QUANTITATIVE RESEARCH, AUGUST 2010.



A constantly growing fame...

SINCE 2010 THE FAME OF BIRRIFICIO ANGELO PORETTI HAS REACHED LEVELS OF EXCELLENCE. WITH ITS VALUES IN TERMS OF **TRADITION, QUALITY, EXPERIENCE AND INNOVATION**, NOW **3 CONSUMERS OUT OF 4** ACKNOWLEDGE THAT THIS BRAND IS ONE OF THE BEST ON THE MARKET.



SOURCE: INTERNAL REVISION DATA MILLWARD BROWN AUGUST 2012

... with great qualities increasingly appreciated by the market!

MARKET AVERAGE %

BIRRIFICIO ANGELO PORETTI %

22

A BRAND WITH
A LONG-STANDING
TRADITION

31

Δ% **+9**

15

A BRAND WHICH IS
BECOMING INCREASINGLY
KNOWN

22

Δ% **+7**

25

MADE WITH
**GENUINE
INGREDIENTS**

42

Δ% **+17**

13

WITH ALL THE
CHARACTERISTICS OF AN
ARTISAN BEER

40

Δ% **+27**

SOURCE: MILLWARD BROWN AUGUST 2012

A growth that makes the difference...

A GREAT RESULT IN TERMS OF
VOLUMES +14.6% vs. LAST YEAR

A VALUE PERFORMANCE
TOTALLING +17.9% vs. LAST YEAR



DIZZY SALES WITH A PRODUCT
TURNOVER RATE +14.1% vs. LAST YEAR.



CONSTANTLY GROWING
NO PROMOTIONAL PRODUCT
TURNOVER RATES +15.4% vs. LAST YEAR



SOURCE: IRI IPER+SUPER+LIBERO SERVICE YTD AUGUST 2012

2012-2013 Activities

OFFICIAL BEER



eurochocolate.com
International Chocolate Exhibition
Perugia - 19 | 28 October 2012

4
LUPPOLI

NEW SPOT
BIRRIFICIO ANGELO PORETTI



**2013
INVESTMENTS
+ 60% vs 2012!**

2012

2013



OCTOBER

NOVEMBER

MARCH

MAY

JULY

BIRRA UFFICIALE



3
LUPPOLI

SPOT TV
BIRRIFICIO ANGELO PORETTI



OFFICILA PARTNER



Excellence in the kitchen



ALMA®

La Scuola Internazionale
di Cucina Italiana

3
LUPPOLI



TRE LUPPOLI

THE RECIPE WITH 3 HOP VARIETIES IS A PERFECT MATCH WITH ALL THE TASTES OF THE MEDITERRANEAN TRADITION.



5
LUPPOLI



BOCK CHIARA

THE 5-HOPS RECIPE IS PERFECT WITH WHITE MEATS, MATURE CHEESE AND COLD CUTS.



7
LUPPOLI



NON FILTRATA

THE 7-HOP RECIPE IS BEST IF YOU TASTE IT TOGETHER CHOCOLATE-FLAVOURED IN WINTER, EXCELLENT AS AN APPETIZER IN SUMMER.



THE PURSUIT OF QUALITY BY **BIRRAFICIO ANGELO PORETTI** IS EXPRESSED ALSO IN THE IMPORTANT PARTNERSHIP WITH **ALMA**, THE WORLD'S LEADING INTERNATIONAL EDUCATIONAL AND TRAINING CENTRE FOR ITALIAN CUISINE, DIRECTED BY **GUALTIERO MA RCHESI**.

BIRRAFICIO ANGELO PORETTI AND **ALMA** WORK TOGETHER TO ENHANCE THE RELATIONSHIP BETWEEN BEER AND QUALITY CUISINE SO AS TO INCREASE PRODUCT AWARENESS, WHILE **CREATING PRODUCT CULTURE AND SUGGESTING INTRIGUING MATCHES AND TASTY RECIPES**.

DISCOVER THEM ALL ON:
WWW.BIRRAFICIOPORETTI.IT



4
LUPPOLI

ORIGINALE

THE 4-HOPS RECIPE IS IDEAL WITH WHITE MEATS AND MEDIUM MATURED CHEESE.



6
LUPPOLI

BOCK ROSSA

THE 6-HOPS RECIPE IS IDEAL WITH RED MEATS, TASTY CHEESE, GAME AND CHOCOLATE.

	ORIGINALE CHIARA 4 LUPPOLI				BOCK CHIARA 5 LUPPOLI			BOCK ROSSA 6 LUPPOLI		
	Cluster 33 cl X 3	Bottle 66 cl	Keg 25 lt	Keg 20 lt DM	Cluster 33cl X 3	Fusto PET	Keg 20 lt DM	Cluster 33 cl X 3	Keg 25 lt	Keg 20 lt DM
SINGLE PACK	3 bottles in wrap	Single bottle	Keg	PET Keg	3 bottles in wrap	Fusto PET		3 bottles in wrap	Keg	PET Keg
CONTAINER	Bottle 33 cl O/W	Bottle 66 cl O/W	Keg in stainless steel	Disposable keg	Bottle 33 cl O/W	Disposable keg		Bottle 33 cl O/W	Keg in stainless steel	Disposable keg
PACK SIZE	L 180 mm x P 61 mm x H 227 mm	H 263 mm x Ø 74,4 mm	H 441 mm x Ø 312 mm		L 180 mm x P 61 mm x H 227 mm			L 180 mm x P 61 mm x H 227 mm	H 441 mm x Ø 312 mm	
WRAP SIZE	L 360 mm x P 240 mm x H 228 mm	L 395 mm x P 240 mm x H 266 mm	H 441 mm x Ø 312 mm	L 230 mm x P 230 mm x H 580 mm	L 360 mm x P 250 mm x H 228 mm	L 230 mm x P 230 mm x H 580 mm		L 360 mm x P 250 mm x H 228 mm	H 441 mm x Ø 312 mm	L 230 mm x P 230 mm x H 580 mm
N.PACK/WRAP	8 clusters	15 bottiglie	1 fusto	1 fusto	8 clusters	1 fusto		8 clusters	1 Keg	1 Keg
WRAP TYPE	Carton tray with retractable film	Carton tray with retractable film		Carton	Carton tray with retractable film	Carton		Carton tray with retractable film		Carton
WRAP GROSS WEIGHT	Kg 13,1	Kg 14,8	Kg 32	Kg 21,5	Kg 13,1	Kg 21,5		Kg 13,1	Kg 32	Kg 21,5
EURO PALLET	66 packs 11 wraps per layer 6 layers per pallet	66 packs 11 wraps per layer 6 layers per pallet	24 packs 8 wraps per layer 3 layers per pallet	15 packs	66 packs 11 wraps per layer 6 layers per pallet	15 packs		66 packs 11 wraps per layer 6 layers per pallet	24 packs 8 wraps per layer 3 layers per pallet	15 packs
PALLET GROSS WEIGHT	Kg 880	Kg 991	Kg 795	Kg 350	Kg 880	Kg 350		Kg 880	Kg 795	Kg 350
PALLET SIZE	L 1200 mm x P 800 mm x H 1520 mm	L 1200 mm x P 800 mm x H 1730 mm	L 1200 mm x P 800 mm x H 1725 mm	L 1200 mm x P 800 mm x H 750 mm	L 1200 mm x P 800 mm x H 1520 mm	L 1200 mm x P 800 mm x H 750 mm		L 1200 mm x P 800 mm x H 1520 mm	L 1200 mm x P 800 mm x H 1725 mm	L 1200 mm x P 800 mm x H 750 mm
FASTENING TYPE	Stretch film	Stretch film	Polypropylene cage	Micro-drilled stretch film	Stretch film	Micro-drilled stretch film		Stretch film	Polypropylene cage	Micro-drilled stretch film
PACK EAN CODE	8007950012215	8007950011867	na.	na.	8007950010884	na.		8007950012673	na.	na.
WRAP EAN CODE	8007950012284	8007950010945	na.	na.	8007950010907	na.		8007950012697	na.	na.

3 LUPPOLI						
	Bottle 66 cl	Bottle 33 cl	Cluster 33 cl X3	Cluster 33 cl X6	Can 50 cl	Can 33 cl
SINGLE PACK	Bottiglia singola 66cl	Single bottle 33cl	3 bottles in wrap	6 bottles in wrap	Single can 50cl	Single can 33cl
CONTAINER	Bottle 66cl O/W	Bottle 33cl O/W	Bottle 33cl O/W	Bottle 33cl O/W	Can	Can
PACK SIZE	H. 263 mm. x Ø 74,4 mm	H. 225 mm. x Ø 59 mm.	L. 180 mm. x P. 61 mm. x H. 227 mm.	L. 180 mm. x P. 120 mm. x H. 227 mm.	H. 168 mm. x Ø 66,2 mm.	H. 115,2 mm. x Ø 66,2 mm.
WRAP SIZE	L. 395 mm. x P. 240 mm. x H. 266 mm.	L. 360 mm. x P. 250 mm. x H. 228 mm.	L. 360 mm. x P. 250 mm. x H. 230 mm.	L. 360 mm. x P. 250 mm. x H. 230 mm.	L. 405 mm. x P. 270 mm. x H. 170 mm.	L. 405 mm. x P. 270 mm. x H. 118 mm.
N.PACK/WRAP	15 bottiglie	24 bottle	8 cluster	4 cluster	24 can	24 can
WRAP TYPE	Carton tray with retractable film	Carton tray with retractable film	Carton tray with retractable film	Carton tray with retractable film	Carton tray with retractable film	Carton tray with retractable film
WRAP GROSS WEIGHT	14,8	13,0	13,1	13,1	12,7	8,4
EURO PALLET	66 packs, 11 wraps per layer, 6 layers per pallet	66 packs, 11 wraps per layer, 6 layers per pallet	66 packs, 11 wraps per layer, 6 layers per pallet	66 packs, 11 wraps per layer, 6 layers per pallet	81 packs, 9 wraps per layer, 9 layers per pallet	117 packs, 9 wraps per layer, 13 layers per pallet
PALLET GROSS WEIGHT	991	870	880	880	1050	1005
PALLET SIZE	L. 1200 mm. x P. 800 mm. x H. 1730 mm.	L. 1200 mm. x P. 800 mm. x H. 1510 mm.	L. 1200 mm. x P. 800 mm. x H. 1520 mm.	L. 1200 mm. x P. 800 mm. x H. 1520 mm.	L. 1200 mm x P. 800 mm. x H. 1690 mm	L. 1200 mm. x P. 800 mm. x H. 1668 mm.
FASTENING TYPE	Stretch film	Stretch film	Stretch film	Stretch film	Stretch film	Stretch film
PACK EAN CODE	8007950010020	8007950010877	8007950010037	8007950010044	8007950011768	8007950010068
WRAP EAN CODE	8007950060063	8007950010167	8007950060070	8007950060087	8007950011775	8007950060094



BIRRIFICIO ANGELO PORETTI

È PRODOTTA E COMMERCIALIZZATA DA CARLSBERG ITALIA S.P.A. • VIA RAMAZZOTTI, 12 • 20020 • LAINATE (MI)
 TEL. 02.93536911 • FAX 02.93536412 • EMAIL: CARLSBERGPORVOI@CARLSBERG.IT • WWW.CARLSBERGITALIA.IT
 WWW.BIRRIFICIOPORETTI.IT • WWW.BEVIRESPONSABILE.IT