



FACT SHEET

THE ORIGINAL PILSNER:

The name Pilsner Urquell literally translates as “pilsner from the original source.” In Plzen, Czech Republic, 1842, at the Plzensky Prazdroj Brewery, Josef Groll, the first brewmaster and a young visionary, saw beyond the status quo and discovered a unique brewing process that was different from all others. Through this process and by using the finest local ingredients, he created the beer that would later become known as Pilsner Urquell, the original pilsner.

BRAND HERITAGE:

Pilsner Urquell quickly became one of the most popular beers in Europe. The Plzensky Prazdroj Brewery was continually on the cutting edge of beer technology until all Czech breweries were acquired by the state during communist rule. Pilsner Urquell still uses the same recipe and brewing process today as when it was invented more than 160 years ago.

THE BREWERY:

The Plzensky Prazdroj Brewery is famous for its brewing history. It is a historical landmark, easily identifiable by its giant gates, built to protect the brewery and golden liquid shortly after its discovery. The brewery is credited with helping modernize Plzen and the brewing industry.

TOTAL SENSORY EXPERIENCE:

Pilsner Urquell offers a balanced sensory experience where all sensations are stimulated in proportion. The appearance, aroma and taste of the beer are all unique to Pilsner Urquell:

- Pale, golden hue
- Rich aroma that results from a unique balance of the sweetness of Moravian barley malts and the bitterness of Saaz hops
- Overall crisp taste with a distinct bitterness and clean, sharp finish embraced by caramelized sweetness

PILSNER URQUELL QUALITY:

Pilsner Urquell’s unique taste and superior quality stem from exacting standards and five golden rules:

- Brewing process features local hops, barley and water along with the same strain of yeast used since 1842
- Triple decoction brewing process
- Angled-flame heating in copper vessels
- Matured for six weeks
- Plzen brewmaster knowledge passed on through generations

PRICING/ AVAILABILITY:

Pilsner Urquell is sold throughout the United States in six-pack bottles (typically about \$7.99), 12-pack bottles (usually about \$13.99 - \$15.99), 22-ounce single serve bottles and on draught in bars and restaurants; and soon in 4-pack 500-ml cans (priced at around \$7.99).

CONTACT:

For additional information on Pilsner Urquell and its rich heritage, visit www.PilsnerUrquell.com.

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