

長い歴史と伝統



SAPPORO

**TRADITION, QUALITY
AND STYLE**



TASTING NOTES

Sapporo Premium Lager is an original Japanese beer. It is a bright, golden lager beer with a smooth, firm body, a balanced, complete flavour and a clean aftertaste.

SAPPORO IS A WORLD-FAMOUS JAPANESE BRAND. IT CARRIES ALL THE ASSOCIATIONS WITH HIGH TECHNOLOGY, QUALITY AND DISTINCTIVE STYLE OFFERED BY CONTEMPORARY JAPAN.



**33cl bottles and 50cl cans are also available on special request.*

SOME FACTS

- Sapporo is the oldest Japanese beer brand and was founded in Hokkaido in 1876.
- Today it is one of the big 4 Japanese brewers.
- In UK the brand is already well known & is often linked with the iconic silver can that was first imported during the 1980's.

SAPPORO PREMIUM LAGER

- The shaped silver can has great style and stand-out. It comes in a unique 65cl size.* The alcohol content is 5.0% by volume.
- Sapporo is also supplied in 30-litre kegs for draught dispense. The alcohol content is 4.7% by volume.

YEBISU

- Another Sapporo brewery beer is called Yebisu. This was first launched in 1890 and is revered in Japan as a classic beer.
- Yebisu is an all malt lager with a full body and a fragrant aroma. It is well hopped and has a malty dryness on the palate. It has 5% alcohol by volume.
- Yebisu beer is imported direct from Japan and is available in 33cl bottles.

- Both Sapporo beers go well with Asian cuisine and with light meals such as fish, chicken or salads.
- They are supported with distinctive Sapporo glassware and by a range of first class Sapporo point of sale items.

DID YOU KNOW?

- Today beer accounts for over 60% of all alcohol consumption in Japan.
- Yebisu is the name of one of the Seven Gods of Fortune from Japanese mythology.
- A lot of Japanese beers resemble the beers of Bavaria because they were established with German know-how and recipes.
- If you are drinking a bottled beer in Japan, it is polite to pour some for your friends first.
- Drinking in beer gardens is a summer tradition in Japan and there are open-air beer gardens in department stores, hotels and parks.

**THANK YOU VERY MUCH
ARIGATO GOZAIMASU**

