

BREWED FOR KINGS

Since 1581



Krušovice is one of the oldest traditional Czech beer brands. Our roots stretch back to the early 16th century. The oldest preserved written document mentioning the brewery, which is still used today, is from 1581. Krušovice is the only Czech beer brand that was ever owned by the Czech royal family. It remained in the property of the crown for 100 years and is still the official beer served in the Prague castle.

ROYAL ROOTS

- 1517 Start of brewing beer in Krušovice
- 1580 Jirí Birka from Násile inherited Krušovice
- 1581 Foundation of the brewery
- 1581 Jirí Birka from Násile offers the brewery to the Emperor Rudolf II. (first written mention)
- 1583 Rudolf II. bought the brewery and combined it with his Krivoklát Estate
- 1687 Sale of the brewery to Arnošt from Wallenstein
- 1731 Brewery becomes possession of the Fürstenberg family

EXPANSION

- 1945 State ownership of the brewery
- 1991 The brewery separates from the association
- 1997 Initiation of export activities
- 2007 Krušovice Brewery becomes part of Heineken Group



The Art of Brewing

The Krušovice brewery prides itself on existing in the same location in Central Bohemia since 1581. It is situated in the heart of a beer brewing region known for its high competence. It is the only place in the world where Krušovice beer is produced. This means that Krušovice beer is always original, wherever it is sold in the world. Only the best premium ingredients are used. Krušovice beer is brewed with the finest quality hops (Saaz semi-early red-bine hops), spring water from an artesian well in the Krivoklát region and Czech malt.



A Choice of Two Quality Beers

Krušovice Imperial *Refreshing Czech lager*

Krušovice Imperial is a real authentic premium product. It is characterized by a golden color, tasty bitterness and an outstanding foam effect. This lager is usually highly appreciated for its pleasant and significant vigor.

- Silver medal winner at the International Beer Challenge 2011, London
- Highly commended in World's Best Beer 2009 competition, London, in the Worlds Best Pilsner category
- Gold medal winner at the World Beer Cup 2006 in Seattle, USA

Contents: water, malt, hops, hops extract

Alcohol: 5.0% ABV

Recommended RSP Index: 125 versus mainstream



Krušovice Černé *Surprisingly smooth dark lager*

Krušovice Černé is a traditional beer, brewed uninterruptedly in the Krušovice brewery for over 100 years. Among its characteristics are a full-bodied shape, mildly sweet caramel taste and bitterness.

- Gold medal winner International Beer Challenge 2011, London
- The World's Best Dark Lager Beer 2009, London
- The most exported dark beer from the Czech Republic

Contents: water, barley malt, hops

Alcohol: 4.4% ABV

Recommended RSP Index: 130 versus mainstream



What Makes Krušovice Unique

Brand with Heritage and Passion for Quality

- One of the oldest Czech brands, older than other Czech export brands (Staropramen, Pilsner Urquell, Budvar)
- Following brewing tradition and recipe (original import)
- Using the best ingredients: beer brewed in the heartland of the Zatec region
- Brewed in same brewery since 1581, the Royal Krušovice Brewery
- Royal Heritage

Product with Well-Received Taste

- Premium medal winning taste awards
- Most easy to drink Czech lager*
- Surprisingly, refreshing smooth dark lager

Premium

- High quality POS materials
- Premium packaging

* Source: Added Value consumer research 2011, UK

How to Pronounce Krušovice

Kru: cru, as in crucial **šo:** sho, as in shot **Vi:** vi, as in victory **Ce:** tse, as in seduce