

Grolsch

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Grolsch®

EXCELLENCE IN BREWING SINCE 1615.



BEER: A DRINK WITH HISTORY.

Beer is not only one of the world's favourite thirst quenchers, it is also one of the oldest drinks around. Historians tell us the Babylonians were brewing beer six thousand years ago. After them, the ancient Egyptians acquired the art, and they in turn inspired the Romans. The Germanic peoples, too, gained an early reputation as beer drinkers.



GROLSCH: A GOLDEN MASTERPIECE.

By the end of the Middle Ages, beer was very much the people's drink of the Low Countries. To begin with, it was the womenfolk who brewed beer for their families, but gradually home-brewed ale was ousted by the produce of small commercial breweries.



In the seventeenth century in particular, Holland's Golden Age with its influential guilds, the professional brewer was highly esteemed. One such brewer by the name of Peter Cuyper, from a place called Grol (present-day Groenlo), was the oldest recorded owner of the famous Grolsch Brewery founded in 1615. He was also no mean brewer. In 1677 he was appointed Guild Master of all the brewers in Grol. He introduced his fellow-brewers to the best methods and taught the secrets of brewing a good beer to the younger generations.

Over the years, beer from Grol gained something of a reputation. It was Peter Cuyper who was responsible for refining the natural method of brewing beer, the same basic method used by Grolsch to this day, over three centuries later.

TECHNOLOGY MAY CHANGE, BUT THE CRAFTSMANSHIP REMAINS.

Like any modern brewery Grolsch now employs the most advanced technology. New techniques are only adopted, however, after a painstaking selection and evaluation process. Obviously, modern methods of controlling the brewing process – thus assuring consistent quality – are indispensable.

But at Grolsch, it's man and not the machine that's in charge. For only Grolsch's centuries old mastery can guarantee that typical Grolsch quality.

PATIENCE, DEVOTION AND CRAFTSMANSHIP.

What is Grolsch' secret? It is our conviction that beer must be brewed with patience, devotion and craftsmanship. In addition, Grolsch uses purely natural ingredients only, i.e. malt, water, hops and yeast.

Barley: Barley is the essential ingredient in brewing beer. The barley, carefully selected for Grolsch, is washed and soaked and then germinated. This is done in a humid and oxygen filled room of the maltery. During germination the enzymes are generated in the barley which later plays an important role in the brewing process.

After about a week, germination is abruptly halted by application of hot air (at least 80°C). This process is called kiln-drying. From now on the germinated barley bears a different name: malt. **Spring water:** The malt is milled to produce a coarse powder called "grist" which is then poured into a large vessel and mixed with crystal-clear spring water to form a mash. It is then subjected to a gradual, even heat, thereby activating the enzymes.

The enzymes convert the malt-starch into malt-sugars, which in turn are dissolved in the water together with the proteins. After filtering, a clear sweet liquid is left: wort. **Hops:** The wort now has to be intensively boiled. But first, the hops are added. Hops contain acids which give Grolsch beer its unique mild-bitter flavour. What is more, hops act as a natural preservative to Grolsch Premium Lager. **Yeast:** After boiling, a hopped malt extract is left with a high malt sugar content. This is then filtered and cooled quickly to a temperature of 60°C.

After cooling, the superfluous proteins are removed in a natural process by fast cooling and a purified brew remains which is now ready for the next brewing phase: fermentation. In 10 to 14 days, the yeast is given the time to start a natural process: converting the malt sugars into alcohol and natural carbon dioxide.

NATURAL MATURING PROCESS.

The resulting green beer continues to ferment and mature for eight weeks in the lager cellars, at a temperature just below freezing point. This long lager period is of great importance for the natural maturing process of Grolsch Premium Lager.

After filtering the beer is crystal clear and completely free from yeast. Additional filtering substantially improves the shelf life of the beer. Grolsch beer is not pasteurized, allowing the full mature flavour of Grolsch Premium Lager to be optimally retained.

UNIQUE SWING-TOP BOTTLES.

It was back in 1898 when Grolsch first began marketing its beer in those unique bottles with their swing-top porcelain stoppers. Although Grolsch beer comes in all kinds of packs, the traditional swing-top bottle is the most important consumer pack. This bottle reinforces the quality image and is the Grolsch trademark. With its authentic pot-stoppered bottle which really stands out from the crowd Grolsch can justifiably claim to be a brand leader of world renown. Each year 200 million of these unmistakable bottles leave the Grolsch breweries. Annual beer production by Grolsch tops two hundred million litres. And a dedicated staff of over 900, at two state-of-the-art breweries in Groenlo and Enschede, labours to satisfy the wishes of customers and consumers alike.



WORLD-WIDE REPUTATION

Brewing is a process that can't be hurried but when it comes to deliveries we really get moving. That's because we want Grolsch drinkers the world over to enjoy their favourite beer in peak condition. At home in the Netherlands, Grolsch, with its centuries old brewing tradition, is the number two beer brand.



Outside Holland, too, Grolsch Premium Lager quality is widely appreciated by the consumer. In Britain and the United States, for instance, Grolsch has built up prominent positions in the premium lager market. Here, as in Germany, Grolsch operates through its own sales and marketing organisations.

Grolsch is also much sought after in countries like Australia, Japan, Canada, Spain, Italy and Switzerland. In these countries Grolsch is chiefly marketed by sole importers. Grolsch beer is available in more than 30 carefully targeted countries. And the international duty-free market receives special attention.

QUALITY AS THE BASIS OF COMMERCIAL SUCCESS.

Following the Grolsch corporate philosophy, our international activities are characterised by attention to detail, too. As a financially sound and independent company we are also keen to do business with partners of similar standing.

Grolsch is not out for short-term gains. We prefer an approach with the prospect of mutual profitable collaboration long term.

