



**Hopmasters since 1877**

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**A journey throughout Europe**

**A strong passion: Beer**

**A dream:  
building his own brewery in Italy**

**First brew in 1877 in Valganna**



# ANGELO PORETTI – THE STORY

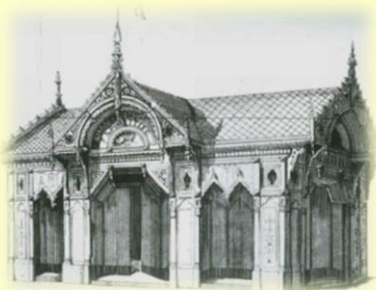
## EVERYTHING STARTS WITH A VOYAGE.

Like every adventure, our story also began with a voyage: the one that Angelo Poretti took to Austria, Bohemia, and Bavaria, where he met the best BrewMasters of that time and discovered all the hidden expertise behind brewing good beer.



## HIS DREAM COMES TO LIFE

Angelo Poretti returned to Italy and made his life-long dream come true. In **1877** he started his brewery in Valganna: this land is precious thanks to its sources of pristine water, a crucial ingredient for high quality beer. For more than 140 years, Valganna has been the heart of our brewery, and today it beats around the world.



Stand Poretti - 1881

## GOING BACK TO WHERE IT ALL STARTED.

In **1881**, Angelo Poretti achieved his first great success: he was invited to participate in the **National Exposition** in Milan. In 2015, more than a century later, our brewery was selected as the official beer of the Italy Pavilion at **EXPO MILAN**. The definitive recognition of a truly quality beer that is entirely Italian.



Stand Birrificio Angelo Poretti - 2015



# THE BREWERY



Our plant is truly unique. A perfect combination of art and technology since the early **1900s**. It was a grand project, that gave rise to the Brewery in the Jugendstil style: the industrial version of **floral Art Nouveau**.

That is why the building is full of gargoyles, flared medallions with drops, gigantic pilasters and shells, all inspired by the naturalism and Classicism of the age. Its characteristic yellow and grey colors also refer to beer.



**Villa Magnani** is nestled in a marvelous park.

It was created in **1905** by Ulisse Stacchini, the same architect who designed the central railway station in Milan and it was the house of Angelo Poretti heirs. Today, Villa Magnani is home to the prestigious **La Casa di Angelo** pub: a unique place where you can sample our recipes and learn all about our beers.



The **Brew house** was built in **1908** and preserves those same aesthetic features of that day.

It is still the very heart of our brewery.

# OUR PILLARS

## Creativity



## Craftsmanship



## Innovation



## Quality





# BIRRIFICIO ANGELO PORETTI

## Brand Image vs main competitors





# COMUNICACION ELEMENTS



**THE TERRITORY**  
Valganna – Varese lake



**THE BREWMASTERS**  
Passion & hard work

**THE RANGE OF BEERS**  
Different recipes



**THE BREWERY**  
Liberty Architecture –  
Mash tun



**HOPPY PEOPLE DRINKING**



# HOPS & NUMBERS



**Hops** are used almost exclusively in brewing beer. They give beer its distinctive bitter taste and shape all the aromas. They are also a natural preservative, thanks to the plant's antibacterial properties that allow it to maintain the quality of the beer. In nature there are more than **300 varieties of hops**, each kind distinguished by their shape, color, size, and aroma, depending on where they are grown.



The Brewmasters from Birrificio Angelo Poretti have thus created different 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.







# ONE BRAND, A FAMILY PASSION

## How we are refining our brand architecture

GROWING INNOVATION LEVEL  
FROM TRADITIONAL TASTE TO INNOVATIVE TASTE



### THE ORIGINALS

Traditional taste, the family of beers from where it all began. Roots are important as enablers for innovation.



### THE SEASONALS

New taste but familiar concept. **seasonality** Seasonal ingredients, flavors and pairings



### HARMONY OF TASTE

New taste but familiar concept. **food pairing.** The variety of beer tastes and aromas pairs perfectly with food. Perfect beers to be paired with...



### BEYOND BORDERS

New tastes, typical from other countries. Focus on beer styles.

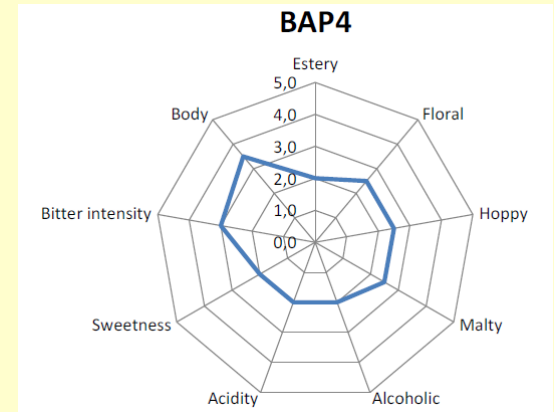


### BOLLICINE

Innovative taste combining two different world: beer and wine. Small batches, "premiumness" first. Special beers for special moments.

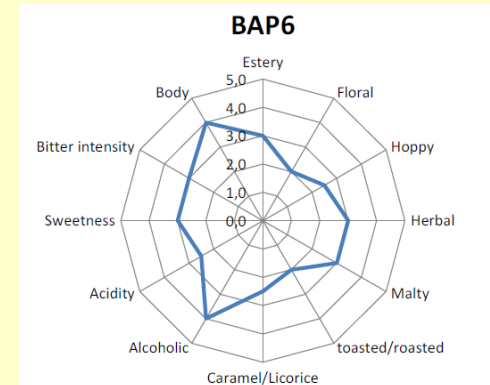
# 4 Luppoli – Premium Lager

- Birrificio Angelo Poretti 4 Luppoli is a premium lager brewed with water, barley malt and **4** different **hops varieties**.
- It is different from other classic lager beers because of the last 2 hops used in the brewing process: one is added in *late hopping* and one in *dry hopping*.
- Predominant hop: **Columbus**. It gives the beer herbal and spicy aromas
- Perfect with:  
fresh cheeses, simply salami and sausages, pasta dressed with light Italian sauces.



# 6 Luppoli – Bock Rossa

- Birrificio Angelo Poretti 6 Luppoli is a traditional Bock beer brewed with water, Munich barley malt and **6** different **hop varieties**.
- The last 3 hops are added to the brew in *dry hopping*.
- Predominant Hop: **Golding**  
It gives the beer an earthy, spicy and resin flavor
- Perfect with:  
seasoned cheeses, tasty and seasoned Italian sausages, barbecue meat and chocolate dessert.





# 8 Luppoli

## HARMONY OF TASTE



**8 Luppoli**  
**GUSTO TOSTATO**  
CREATE A PERFECT HARMONY IN  
COMBINATION WITH ROASTED  
DISHERS



**8 Luppoli**  
**GUSTO AGRUMATO**  
CREATE A PERFECT HARMONY  
IN COMBINATION WITH  
CITRUSY DISHERS.



Special brews created to find harmonies of  
flavors between beer and food.  
Beers that enhance food recipes with similar  
flavors and aromas.

**Created by the brew masters of Birrificio  
Angelo Poretti and the Chef Davide Oldani  
(1 Michelin Star)**



# ALMA and Birrificio Angelo Poretti: Haute cuisine meets excellence in brewing



Beer is our passion and our purpose is to give it a value during meals.

We want to «create culture» around beer and food, **pairing it with quality dishes** and carefully selected ingredients. We started with a long term collaboration with **ALMA**, the most important school of Italian cuisine in Italy, that worked with us on a “food-pairing” book.

Orange pastry roll with mousse of Asiago cheese and walnuts



luppoli and black and white sesame seeds



Formadi Frant cheese and pears

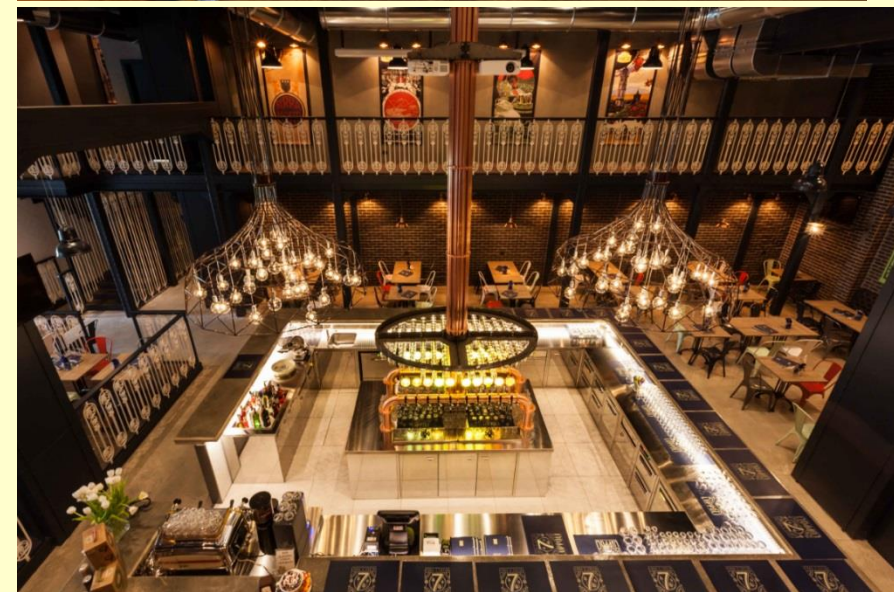
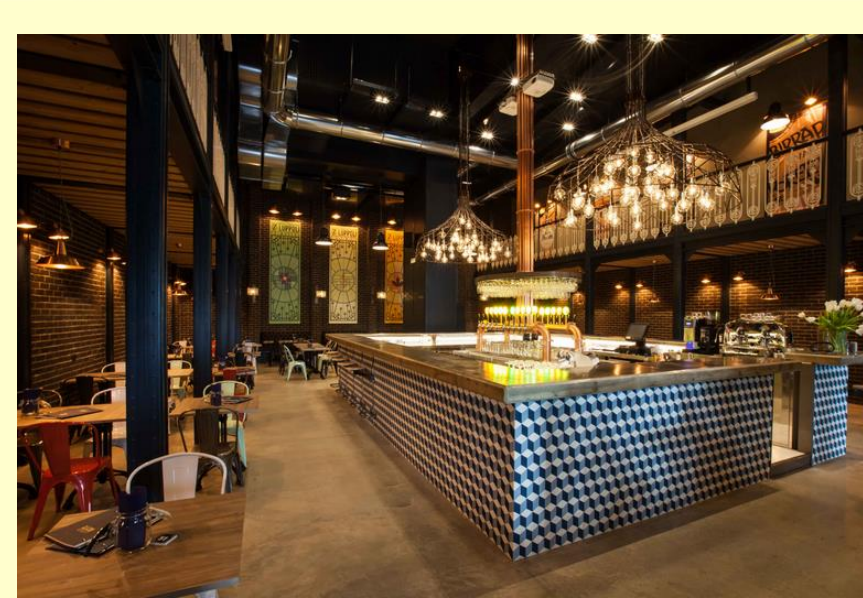


oli pasta with pesto sauce





# 7 Luppoli Birra & Cucina: The 1° Flagship Store in Milano





**Thanks!**

