



BIRRIFICIO ANGELO PORETTI
LAUNCH PRESENTATION

DECEMBER 2019

WHY BIRRIFICIO ANGELO PORETTI IS THE PERFECT FIT FOR BELGIUM



Italo-belgi community counts over 250.000 people

Focused mainly in Hainaut, Liège, Limburg, Brussels

Italian gastronomy expanded rapidly

Today 10% of restaurants in Belgium are Italian

Food pairing and craft trend

Italians love their Italian products





THE STORY

Angelo Poretti gathered expertise all over Europe before starting his brewery in 1877



EVERYTHING STARTS WITH A VOYAGE

Angelo Poretti visited Austria, Bohemia and Bavaria to meet BrewMasters.

HIS DREAM COMES TO LIFE

With the expertise from his travels, he made his dream come true and opened his brewery in Valganna in 1877.

GOING BACK TOWHERE IT ALL STARTED

Still today, Valganna is the heart of our brewery. In 1881, Angelo Poretti booked his first success, namely the National Exposition in Milan.

A TRADITION THAT GROWS STRONGER

Just as Angelo Poretti once travelled all the way to Vienna looking for the best wooden casks, today we use DraughtMaster™ technology.

TODAY WE'RE MADE OF HOPS

In the pursuit of excellence and continuous innovation that came from our Founder, today our Brewmasters excel in the art of combining and selecting among more than 300 hops varieties, the ones that give birth to an extraordinary range of beers.

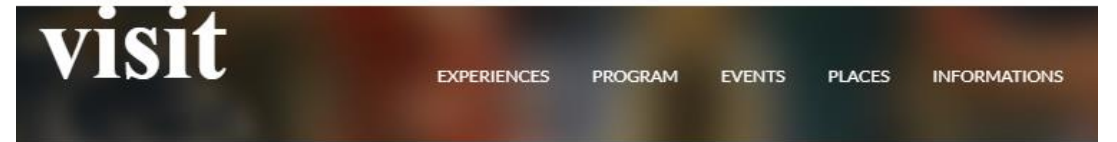


THE STORY

Birrificio Angelo Poretti was the official Italian beer at the World Expo in Milan

ITALY PAVILLION

In 2015, more than a century later, our brewery was selected as the official beer of the Italy Pavillion at World Expo Milan. The definitive recognition of a truly quality beer that is entirely Italian.





BRAND STRATEGY

Our brand ambition is to be the reference beer in Italian restaurants

Brand Ambition

Introduce Birrificio Angelo Poretti and DraughtMaster to cater to new and different consumer needs (Italians + craft trend).

3-Year Brand Objectives

Commercial objectives: Win market share on lager and craft with Birrificio Angelo Poretti, and capture market share in Italian restaurants.

Main objective: Be the n°1 distributed Italian beer in Italian outlets.



TARGET DEMAND SPACE: Great food and drinks in good company





LAUNCHING BIRRIFICIO ANGELO PORETTI

CORE PRODUCT RANGE

THE ORIGINAL

4 HOPS

PREMIUM LAGER

A premium lager, generously hoppy with a smooth body characterized by a remarkable harmony between the fragrance of malt and the scent of hops.

33cl bottle + 20L DM keg

ABV: 5.5%

Ingredients:

Water, Malted barley, Barley, Hops



Number of hops used

4
HOPS



The number on the bottle stands for the amount of hops used

REUNITING ALL KEY ITALIAN BRANDS

BIRRA



VINI



Bosco
del
Merlo



SUPERALCOLICI ITALIANI



AMARO
DEL CICLISTA



ACQUA & BEVANDE BIOLOGICHE

BIONINA
ORGANIC SPARKLING JUICE DRINK



INNOVAZIONE

Cocktail Organico con
un basso indice alcolico,
pronto da servire



RECAP OF THE BIRRIFICIO ANGELO PORETTI BRAND



- ✓ Birrificio Angelo Poretti is a **craft beer** made of **different kind of hops**, the number on the bottle stands for the amount of hops used
- ✓ Birrificio Angelo Poretti has a **long history with a lot of expertise**, originally **founded by Angelo Poretti** (and his family) and now part of the Carlsberg Group
- ✓ It comes from **Varese region (North of Italy)**, Valganna to be precise
- ✓ Birrificio Angelo Poretti is known to have a **superior quality** as well as **natural ingredients** and is an **innovative and premium brand**
- ✓ **DraughtMaster technology** will allow us to give a better service to our clients

Master of hops since 1877



GRAZIE MILLE !