



Grolsch Premium Lager

Introduced:	1615 (Imported to the United States by Anheuser-Busch since April 2006)
Beer Category/Style:	Import – Premium European pilsner.
Taste Profile:	Smooth, crisp and full-bodied classic European lager taste.
Ingredients/Brewing:	Brewed using the finest natural ingredients and a traditional bottom fermentation process. Grolsch exhibits a characteristically creamy head and a smooth and full-bodied taste. Brewed at the Grolsch brewery in Enschede, Netherlands, for export to the United States by Anheuser-Busch.
How to Serve:	Grolsch is best enjoyed chilled (43 to 46 degrees Fahrenheit) in a clean beer glass. The beer should be poured into the center of the glass allowing a thick head to rise, which will allow the carbonation to expand and the unique aromatics of Grolsch to carry forward.
Interesting Facts:	The swingtop bottle was introduced for Grolsch in 1897 at the Brouwerij De Klok, the name of Grolsch's brewery at that time. This style of bottle was expensive and time-consuming to produce and so many brewers and soft-drink makers eventually abandoned it – with the exception of Grolsch . The swingtop bottle continues to be recognized by consumers around the world as a symbol of Grolsch quality.
Further Information:	Visit www.grolsch.com or www.anheuser-busch.com .

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