

VAN PUR WORLDWIDE FAMOUS BEER



VAN PUR

**VAN PUR IS ABOUT THE PURE PLEASURE OF
TASTING OF AN AUTHENTIC BEER STRAIGHT
FROM THE HEART OF EUROPE.**



FROM THE HEART OF EUROPE. BREWED FROM THE BEST YEAST, CAREFULLY SELECTED HOPS AND MALTS. MADE WITH PLEASURE, KNOWN WORLDWIDE.

VAN PUR

BRAND POSITIONING

- DESIGN - INSPIRED BY THE EUROPEAN BREWING TRADITION
- RECIPES CRAFTED BY VAN PUR BREWMASTERS WITH RESPECT FOR EUROPEAN TRADITIONS
- BEERS WITH DISTINCTIVE FLAVORS, BREWED FROM THE BEST INGREDIENTS
- ASSORTMENT - TOP SELLERS IN THEIR CATEGORIES
- PRICE POSITIONING - HIGH-QUALITY BEER AND ASPIRATIONAL DESIGN AT AN AFFORDABLE PRICE



VAN PUR

GLOBAL MARKET DATA - SPECIALITY BEERS



50M HL GLOBAL VOLUME IN 2021



10% SHARE OF ABBEYS IN TOTAL VOLUME



23BLN EURO GLOBAL VALUE IN 2021



179 INDEX PRICE VERSUS CORE LAGER



14% VOLUME SHARE OF IMPORTS IN 2021

SOURCE: GLOBAL DATA 2022 VOLUMES & VALUE
SPECIALTY BEER 2021 (EX WHEAT, STOUT & FLAVOURED BEER)



VAN PUR

MARKET OFFER

**VAN PUR IS A HIGH-QUALITY BEER, INSPIRED BY
THE CENTURIES-OLD EUROPEAN BREWING
TRADITION, IN QUALITY PACKAGING AND AT AN
AFFORDABLE PRICE**



VAN PUR DESIGN

IT'S THE DETAILS THAT COUNT
IN ANY CRAFT.

THEY CAN ELEVATE THE PRODUCT
AND DETERMINE WHETHER IT'S
AN ORIGINAL FORM OR JUST AN
IMITATION.



A REFERENCE TO THE VAN PUR
BREWING TRADITION

DISTINCTIVE LOGO INSPIRED BY
EUROPEAN ART

MEDALS EMPHASIZING THE HIGH
QUALITY OF THE BEER AND THE
EXPERTISE OF THE BRAND

HIGH QUALITY PRINT ON CRAFT
PAPER

VAN PUR WORLDWIDE FAMOUS AS... HAPPY HOUR

Lager is a light beer with an alcohol content of 5%. Brewed using a special yeast strain. A session beer, straw-coloured, with delicate foam. It has a smooth structure, is refreshing, but has a distinctive taste.



VAN PUR WORLDWIDE FAMOUS AS... SATISFACTION

Blonde is a top-fermented beer brewed in the Blonde Ale style. It is mild in taste and of medium bitterness, with clearly noticeable spicy and fruity notes. Alcohol content 6.6%.



VAN PUR WORLDWIDE FAMOUS AS... HIGH FIVE

Dubbel is a strong, top fermented beer, brewed in the Belgian style. It has beautiful amber colour, excellent clarity and thick foam. Selected malts give it a balanced fruitiness with a hint of chocolate and caramel.
Alcohol content 6.5%.



VAN PUR WORLDWIDE FAMOUS AS... POWER BANK

Tripel is a strong top-fermented beer in the style of Belgian monastery beers. Perfectly balanced. A rich bouquet of flavors and scents. Noticeable accents of fruit, hops and spices. Alcohol content 8.5%.



VAN PUR WORLDWIDE FAMOUS AS... LESS IS MORE

Non-alco is characterised by a traditional brewing method combined with intermittent fermentation, which results in low alcohol content, distinctive taste and aroma. This is a light beer with a delicate hint of hop bitterness.



VAN PUR

**GIFTBOX FOR SPECIAL OCCASIONS
FOUR BOTTLES OF NEW VAN PUR AND A BRANDED GLASS**

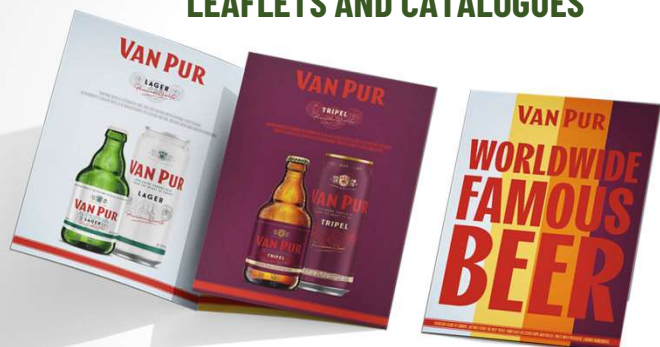
**CHANCE TO BUILD ADDITIONAL VISIBILITY AND SECOND EXPOSITIONS OUT
OF BEER CATEGORY PLACEMENT**



VAN PUR

POINT OF SALES MATERIALS

LEAFLETS AND CATALOGUES



WOBBLERS



BEER MATS



PREMIUM QUALITY OUTER CASE READY TO BUILD 2'ND EXPOSITION



VAN PUR

POINT OF SALES MATERIALS – STANDS DEDICATED TO
DIFFERENT FORMATS OF SHOPS

