



A TRUE ITALIAN STORY



Founded in **1906**, BIRRA ITALIA expresses all the fizzy taste of that age, still today letting us taste a world of **freshness and excitement**, along with the passion, typical of our country, for things that are good and **artfully made**.

Joy, light-heartedness, joie de vivre: this was the spirit of the Belle Époque, and it is the essence of Birra Italia. Thus this **premium beer**, produced according to the **old Italian recipe**, journeyed through history to come back today as a great classic, a **timeless pleasure**, dedicated to those with a thirst for excitement.

BIRRA ITALIA is now brewed in Udine, at an ideal venue to express the combination between **artisan skill and cutting-edge technologies** which characterizes the brand.

BIRRA ITALIA today puts into each bottle all the vitality and outstanding entrepreneurial ability that are typical of the **made in Italy**.



It's in 1906 when BIRRA ITALIA gets to life in Milan. This new beer is brewed in a facility located near downtown.



In the late '50s, an underground earthquake damaged the water source, causing the end of the operations.



In the following years the brand changed hands a few times with no production being performed. In the early 2000s the historic BIRRA ITALIA brand was acquired by the CAVIRO group that brought it back to life. The new production site was identified in a "state of the art" Brewery located in Central Italy.

BIRRA ITALIA

is brewed according to the original recipe and the use of selected ingredients resulting in a nice, crisp, refreshing beer that keeps gaining popularity both in domestic and international markets.

Today BIRRA ITALIA is one of the very few International style lagers that can claim to be 100% owned, managed, and brewed in Italy.



ITALIANBEV a company located in Bergamo (Lombardy - Northern Italy) acquires the brand. The new course of Birra Italia finally starts. The new production site is in Udine, at the Brewery that belonged to Birra Moretti until 1997, when that brand was taken over by the Heineken Group.

TASTING NOTES

Style: low fermentation beer, made with a blend of fine hops, giving it a pleasant and balanced taste.

Appearance: straw gold color. Nice and bright white head.

Aroma: cracker and grassy hops.

Taste: sweetly malty, balanced by a soft bitterness, mildly grassy.

Mouthfeel: medium-light in body and gently fizzy.

Finish: pleasantly dry and medium lingering.

Overall: nice International lager, crisp and refreshing.

BEST PARINGS

BIRRA ITALIA, with its' **crisp and refreshing flavors** of a well-brewed premium lager, finds a natural spot in most restaurants and bars with plenty of options for beer pairings. It pairs really well with almost every kind of food but it really goes great with **spicy food, burgers, shrimp salads, fried fish, French fries** and of course, being Italian, it's great with **pasta and pizza**.





	PACK-SIZE	TYPE	ALCOHOL CONTENT	ITEMS PER PACKAGE	PACKAGING
PRODUCTS					
Bottle	33 cl.	Premium Lager	4,6%	24	Carton
Bottle	66 cl.	Premium Lager	4,6%	15	Carton
Cluster	33 cl. x 6	Premium Lager	4,6%	4	Carton
Can	33 cl.	Premium Lager	4,6%	24	Tray



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ITALIAN BEV
THE ART OF DRINKING