



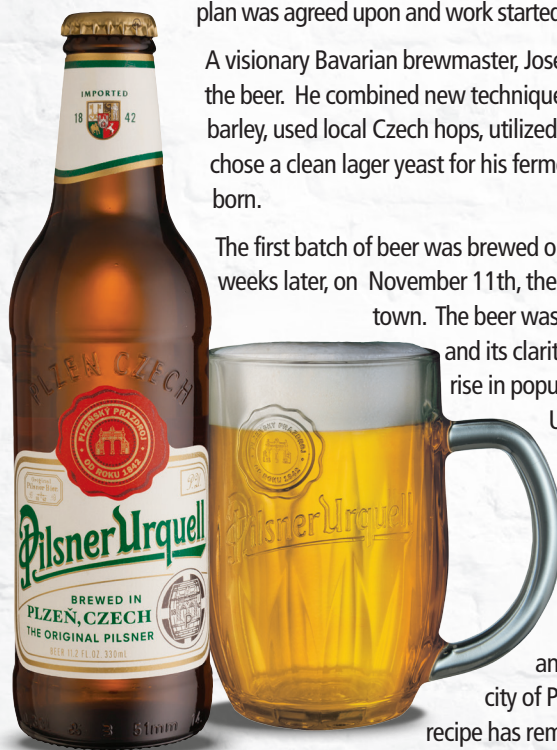
## The Pilsner Urquell® Story

In 1838, a momentous event in Plzeň saw 36 barrels of bad beer smashed and emptied into the street. Around 250 burghers had brewing rights in the city, but poor quality beer was prevalent, and there was a threat of cheaper imported beers replacing their own brews.

Something had to be done and a committee of important townsfolk decided that the answer was to build one new brewery to be run by the city. In January 1839, a plan was agreed upon and work started to build this new brewery.

A visionary Bavarian brewmaster, Josef Groll, was hired to make the beer. He combined new techniques to produce pale malted barley, used local Czech hops, utilized the soft water of Plzeň, and chose a clean lager yeast for his fermentations. A new beer was born.

The first batch of beer was brewed on 5th October 1842. Five weeks later, on November 11th, the beer was first drunk in the town. The beer was a burnished golden color, and its clarity was accentuated by the rise in popularity of glassware. Pilsner Urquell was the world's first golden lager – it was fresh, clear and refreshing with a hint of caramel sweetness and a fragrant, balanced hop bitterness. It was an immediate success and a proud moment for the city of Plzeň. Since that day, the recipe has remained the same.



## Menu Description Choose the description that works best for your establishment.

**Pilsner Urquell** Bohemian Pilsner  
4.4% | 16oz | \$\$ | Pilsen, Czech Republic

**Pilsner Urquell** Bohemian Pilsner  
4.4% | 16oz | \$\$ | Pilsen, Czech Republic  
Rich, complex malt flavor highlighted by floral and spicy Saaz hop aroma.

**Pilsner Urquell** Bohemian Pilsner  
4.4% | 16oz | \$\$ | Pilsen, Czech Republic  
The world's first golden lager, brewed in 1842. Triple decoction mashing lends the beer a burnished golden color and rich malt complexity that is balanced by a spicy, floral noble hop aroma and bitterness.

## Style and Brand Characteristics

**Style:** Bohemian Pilsner

**History:** Originating in Plzeň, Czech Republic in 1842, Pilsner Urquell became the original Pilsner, and the original clear, light colored lager. The beers are defined by their use of local Saaz hops, soft water, and decoction mashing that gives the beer its signature color.

**Overall Impression:** Rich, complex malt flavor is highlighted by floral and spicy Saaz hop aroma. Bitterness is pronounced, but well-rounded and balanced by honey-like malt sweetness. Low levels of buttery flavor are acceptable, and help to curb the perception of bitterness.

**Food Pairing:** Bohemian Pilsners work fantastically with a wide range of protein intensities, from spicy shellfish dishes to chicken or pork.

**SRM:**  
3.5-6



Color: Deep Gold

**IBUs:**  
37



Perceived bitterness: Pronounced

**ABV:**  
4.4%



Alcohol content: Normal

## Brand Facts

- ▶ Pilsner Urquell was the original golden lager, and inspired many beer styles that followed, including the German Pilsner, and both the American Lager and Light Lager.
- ▶ Pilsner Urquell utilizes a triple decoction mashing process, that causes the sugars to caramelize and leads to its beautiful, burnished gold color and rich malt complexity.
- ▶ The water in Plzeň is some of the softest water in the world, and is a signature ingredient in Pilsner Urquell.
- ▶ The Saaz hops used in Pilsner Urquell originate from the Zatec region of the Czech Republic. Saaz hops are one of four noble hops, and the only one that originates outside of Germany.
- ▶ Pilsner Urquell has three signature pours that can allow the consumer to experience the beer in different ways.
- ▶ There is a 6 km cave system below the main brewery where the beer is still fermented and lagered.