



SAPPORO | PREMIUM BLACK

EXPERIENCE A DARKER SIDE OF SAPPORO

INTRODUCING SAPPORO PREMIUM BLACK

Distributors have asked the question. Bars and restaurants have asked the question. And more importantly, fans have asked the question. When will SAPPORO add another beer to its lineup? The answer is now. With the continued growth in the dark beer category*, the time is right to introduce SAPPORO PREMIUM BLACK, a new black lager brewed with roasted dark malts that give it a robust flavor to pair with the clean finish consumers expect from SAPPORO. Bold, smooth and delicious, this is the world-class dark lager beer lovers have been waiting for.

*Source: Euromonitor International "Beer in the US" June 2015

PERFECT PAIRINGS FOR SAPPORO PREMIUM BLACK

- Hearty, spicy foods
- German, Asian, Cajun and Latin cuisines
- Grilled, roasted or blackened meats
- Burgers, smoked sausages and seafood
- Salads, fine cheeses, fresh fruit and nuts
- Fresh vegetables like okra or brussel sprouts



TASTE PROFILE—DARK COLOR. BOLD FLAVOR.

STYLE	DARK LAGER (SCHWARZBIER)
COLOR	BLACK WITH RED HUE
CLARITY	OPAQUE
FOAM	STABLE TAN FOAM WITH GOOD LACING
AROMA	CHOCOLATE, ROASTED MALT
FLAVOR	ROASTED MALT, CHOCOLATE, BLACK COFFEE, DRY
MOUTHFEEL	SWEET, ROUND FULLNESS, MOUTH-COATING
AFTERTASTE	BURNT BITTERNESS, HOP BITTERNESS

AVG. ANALYSIS PER 12 FL.OZ

ABV: 5.0%	COLOR: 45 SRM
CALORIES: 152	CLARITY: 300 FTU
CARBOHYDRATES: 12.8g	ORIGINAL GRAVITY: 12.6
PROTEIN: 2.8g	FINAL GRAVITY: 2.6
IBU: 19	SERVING TEMPERATURE: 46°F

PREMIUM BLACK



PREMIUM BLACK

22 oz. Can



SINGLE CAN

- Weight: 1.6 lb.
- Diameter: 2.9 in.
- Height: 7.3 in.



PREMIUM BLACK

22 oz. Can



12-PACK*

- Weight: 20.3 lb.
- Length: 11.6 in.
- Width: 8.7 in.
- Height: 7.3 in.



THE STORY BEHIND SAPPORO

SAPPORO PREMIUM BLACK is the newest addition to the SAPPORO family. Since 1876 when Japan's first German-trained brewmaster Seibei Nakagawa combined German brewing traditions with a passion for Japanese craftsmanship, SAPPORO has been brewing beer enjoyed the world over. SAPPORO first came to America in 1964 and has grown to become the #1 selling Asian beer brand in the country, and now SAPPORO PREMIUM BLACK joins our lineup of world class beers.

PLEASE SHARE SAPPORO RESPONSIBLY.

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*Shipments are in pallets of 12-packs of 22 oz. cans