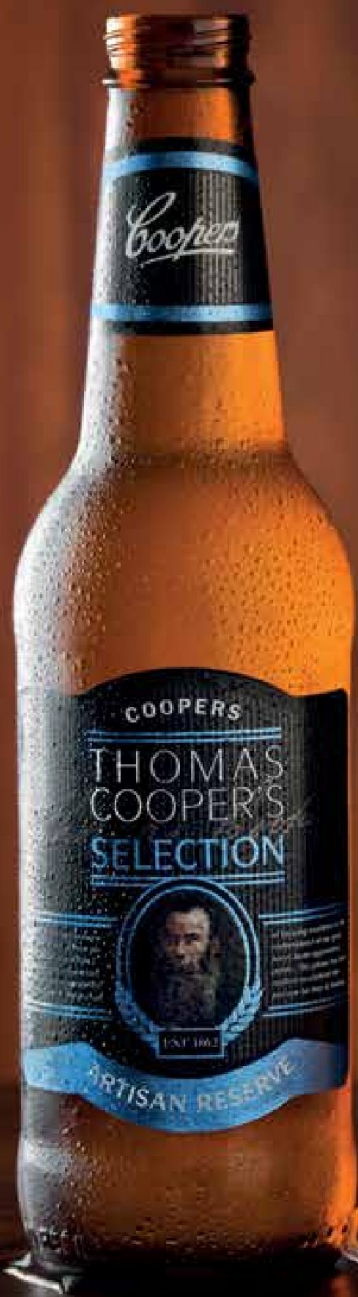


Coopers Artisan Reserve



This distinctive lager is part of the brewery's diligently crafted Thomas Cooper's Selection of premium beers, joining the recently successful brand Celebration Ale.

This beer lives up to the true meaning of 'Artisan' in reflecting the skill of the brewers who have pushed the boundaries of the ancient art of beer-making to create an unpasteurised product with the freshest taste possible. This was achieved by the application of decades of experience in producing naturally conditioned ales, with detailed attention to best practice in fermentation, maturation and packaging.

As a pre-requisite to the craft credentials of the premium Thomas Cooper's Selection, the brewing team have carefully selected the purest and best ingredients available. A beer of this type deserves the complexity of flavour that a blend of four hop varieties delivers. Being an authentic Pilsner, two of these are well-known German hop varieties, namely Hallertau Tradition and Hallertau Hersbrucker, both sourced from the famous hop growing region of Bavaria. The other two hop varieties are deliberately kept confidential to ensure the beer's originality, and to prevent imitations by others. Let's just say that these two secret 'herbs and spices' provide the support and balance for the German hop varieties to enrich the citrusy and flowery hop characters.

A traditional Pilsner such as this has required an extended process of cool fermentation and maturation to

develop the clean crisp flavour. A specially selected Tuborg strain of lager yeast has been used to carry out the fermentation, to develop less of the sulphury notes and more of the positive subtle estery and fruity undertones. This is further enhanced in maturation tanks where the yeast augments the conditioning of the beer to give such flavours.

Malted two row spring barley is the only grist ingredient used for Artisan Reserve Pilsner. It is an unadulterated all malt brew requiring no addition of liquid sugar or other adjuncts. An alcohol of 5.5% ranks higher than most other lager beers of its type in the market, chosen by the brewers in order to present the aroma and taste of a fuller strength beer. Consideration is also given to the higher level of bitterness, to balance the alcohol and the malty residual sweetness. It is bright, clear, golden yellow in colour with an appetising soft and creamy head. First impressions are of freshly cut citrus, lime and orange peel, followed by the crispy palate with balanced malt character.

Best recommended food pairing is lightly battered fish and seafood, or Tempura dishes. Artisan Reserve would also be a good complement to bacon and pork sausages.

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| Alcohol: | 5.5% |
| Carbohydrates: | 2.6 Grams/100ml |
| Standard Drinks: | 1.5/355ml |
| Energy: | 171 Kilojoules/100ml 41 Calories/100ml |

“The art of craft.”

