



MARKETING

VERONIKA & IVAN

WELCOME

10 of the coolest neighbourhoods in Europe

There are must-sees, of course, but to really get under the skin of Europe's great cities go for our pick of less-touristy districts

By Guardian writers

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1 Järntorget/Långgatorna, Gothenburg	2 University Quarter, Brussels
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7 Holešovice, Prague	8 Ostiense, Rome
9 Dorćol, Belgrade	10 Quartier de la Réunion, Paris

▼ Holešovice, Prague

and events. Another great event to look out for is the pop-up **Mint Market**, which brings together Czech interior, fashion and jewellery designers in Prague Market and other venues.

Eat and drink



☑ Cafe Letka.

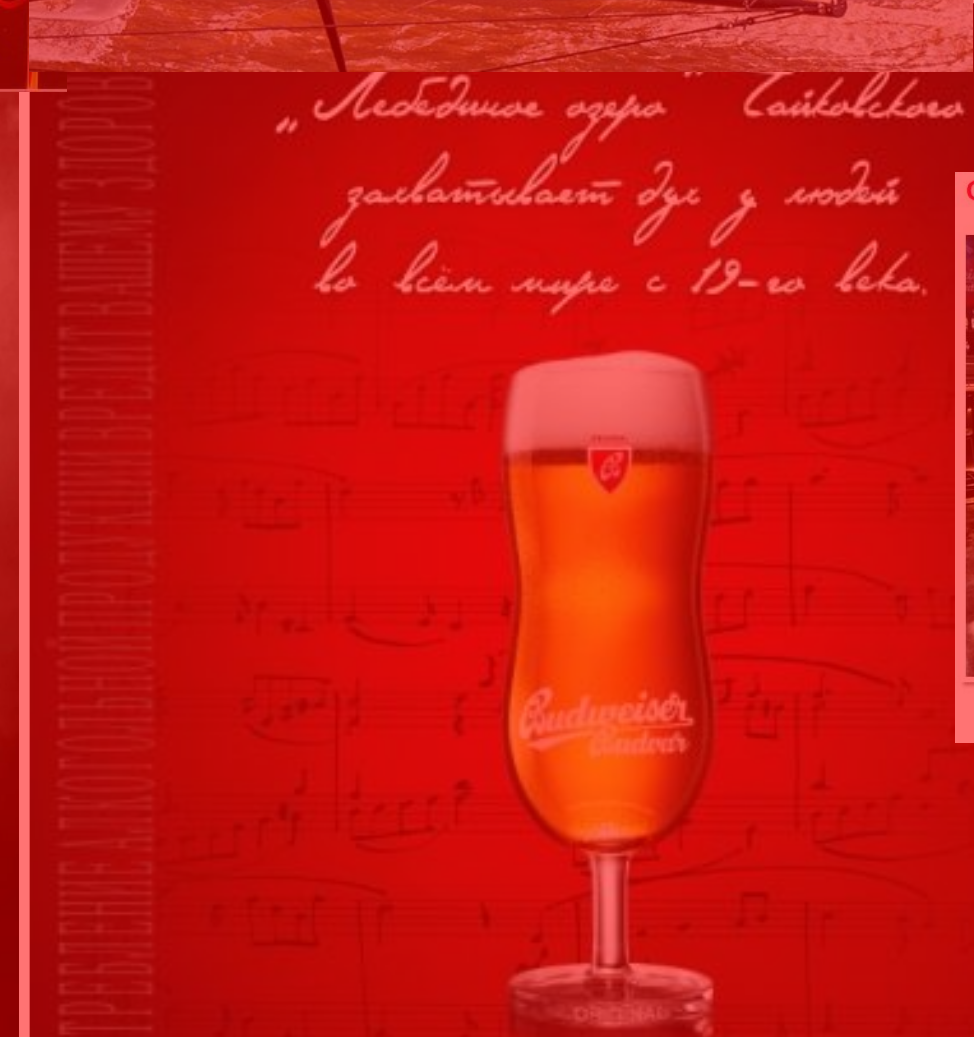
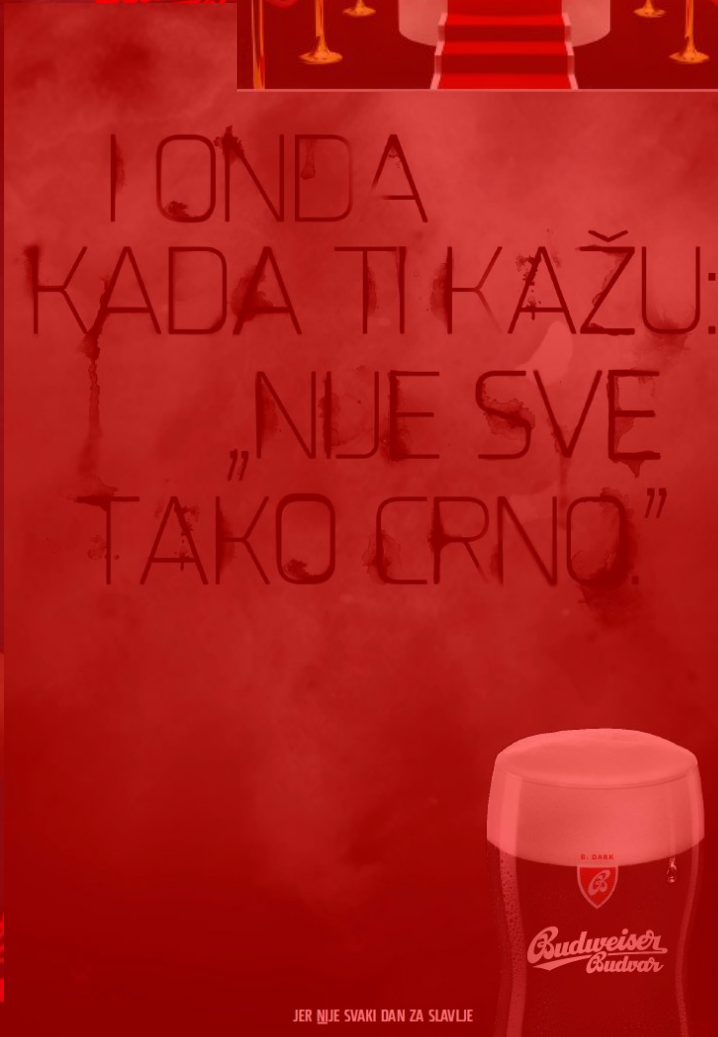
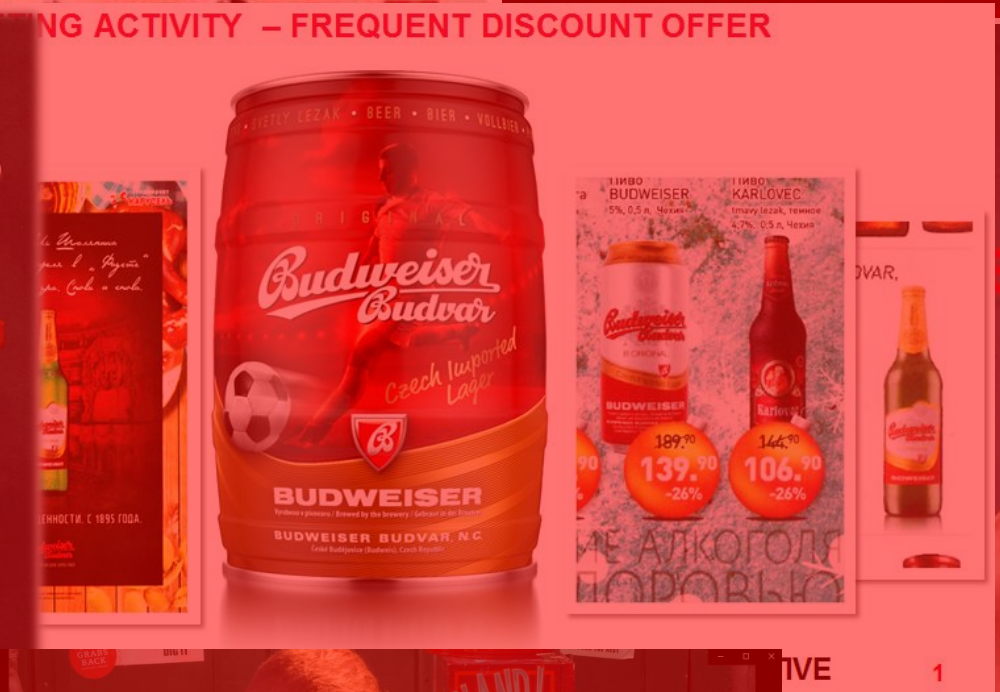
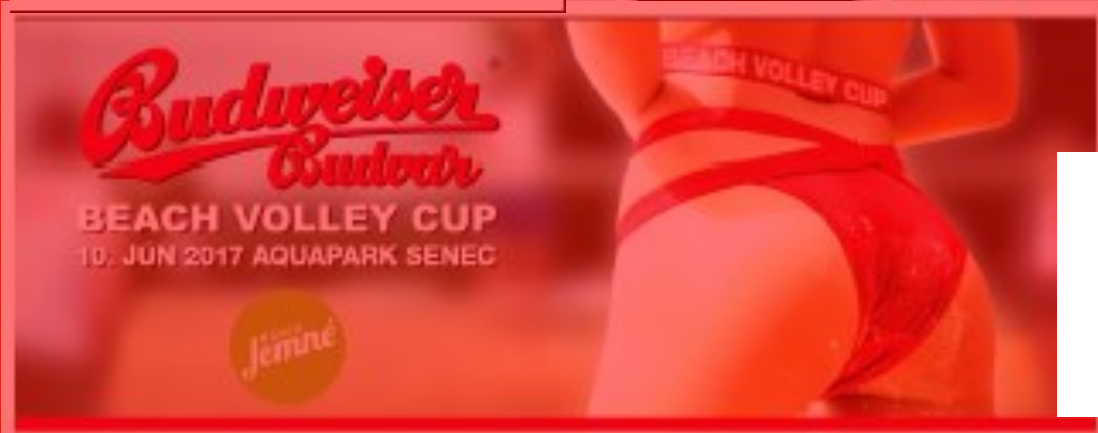
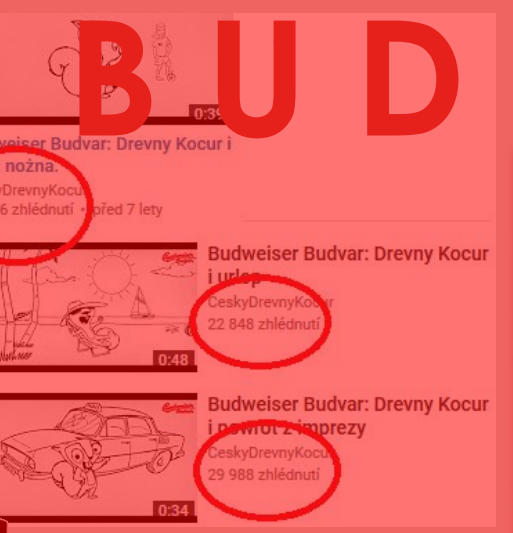
The range of dining and drinking options here is healthy and growing all the time. There's a choice of hip breakfast and brunch hangouts, from **Cafe Letka** (Letohradská 44) with its rough walls and handsomely large windows, to the spacious industrial chic of **Vnitroblok** (Tusarova 31), which doubles as a gallery and concept store. For tasty Czech pastries and cakes, head to the simple **Erhart** patisserie (Milady Horáková 56). The stylish **Bistro Jankovcova** (Jankovcova 14a) has sweet or savoury breakfasts, soups and salads, and **Bistro 8** (Veverkova 1410/8) serves Sunday brunches, brisket burgers and pulled pork tacos. For dinner, check out swanky **SaSaZu** in Prague Market, which matches Asian fusion cuisine to regular DJ sets, or **Bar Cobra** (M Horáková 8), whose menu spans mezze plates, wild boar with noodles, and a great selection of wines and cocktails. If you still have energy to hit the dancefloor, grungy **Cross Club** (Plynární 23) has live shows, DJ nights and themed parties pretty much every night, while the slicker **Mecca** (U Průhonu 3) is the spot for house music all night long.

Where to stay

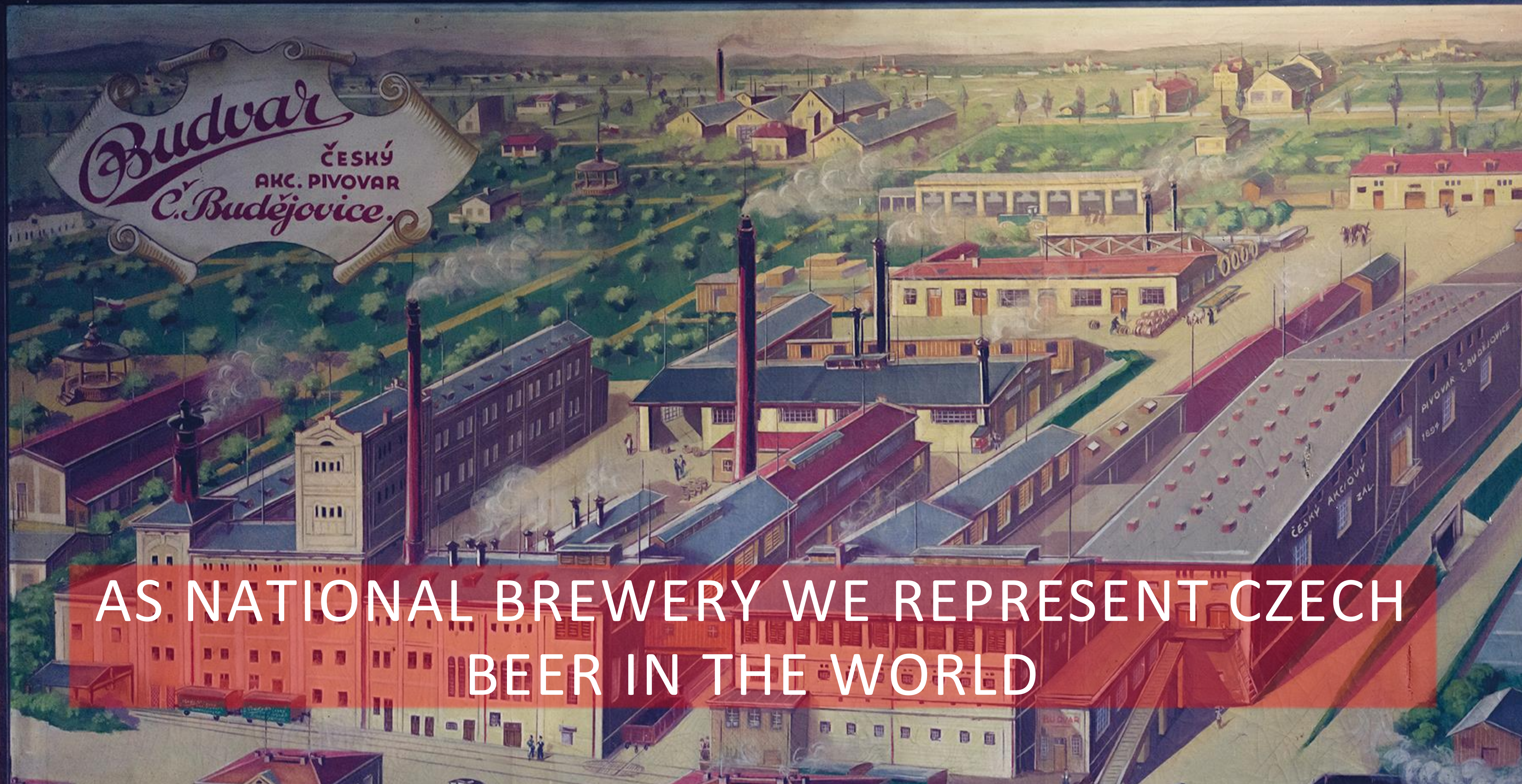
There are a few options for overnighting in Holešovice. Budget travellers can bed down at the friendly and vibrant **Sir Toby's** hostel (private doubles from £30 room-only). Slightly more upscale is **Mama Shelter** (doubles from £50 room-only), in a former listed communist hotel.

IF IT ISN'T BROKEN, DON'T FIX IT

BUDVAR BRAND WORLD



WHAT DO WE REPRESENT?



AS NATIONAL BREWERY WE REPRESENT CZECH
BEER IN THE WORLD

A man in a red jumpsuit with black accents stands in a narrow aisle between large, white, cylindrical beer storage tanks. He is holding a glass of beer with a thick head of foam. The tanks have various pipes, valves, and gauges attached to them. Some tanks have handwritten labels, such as "46-65" and "21-65". The floor is concrete, and there are blue metal structures on the sides. The overall scene is industrial and clean.

WE BREW REAL LAGER, IN THE SAME WAY, IN
THE SAME PLACE FOR 130 YEARS



BUDVAR IS BUILDING REPUTATION OF CZECH BEER IN
THE WORLD.

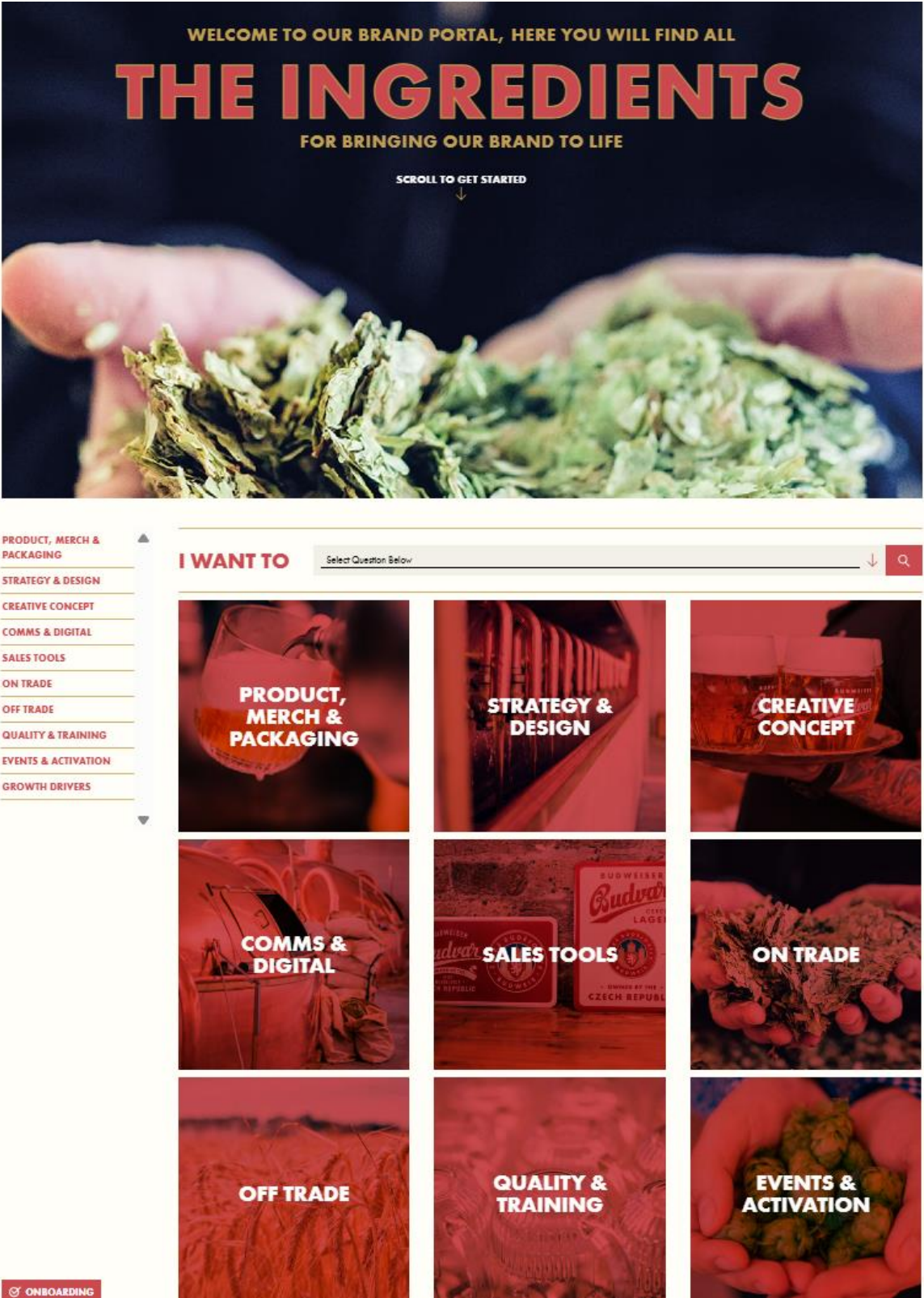
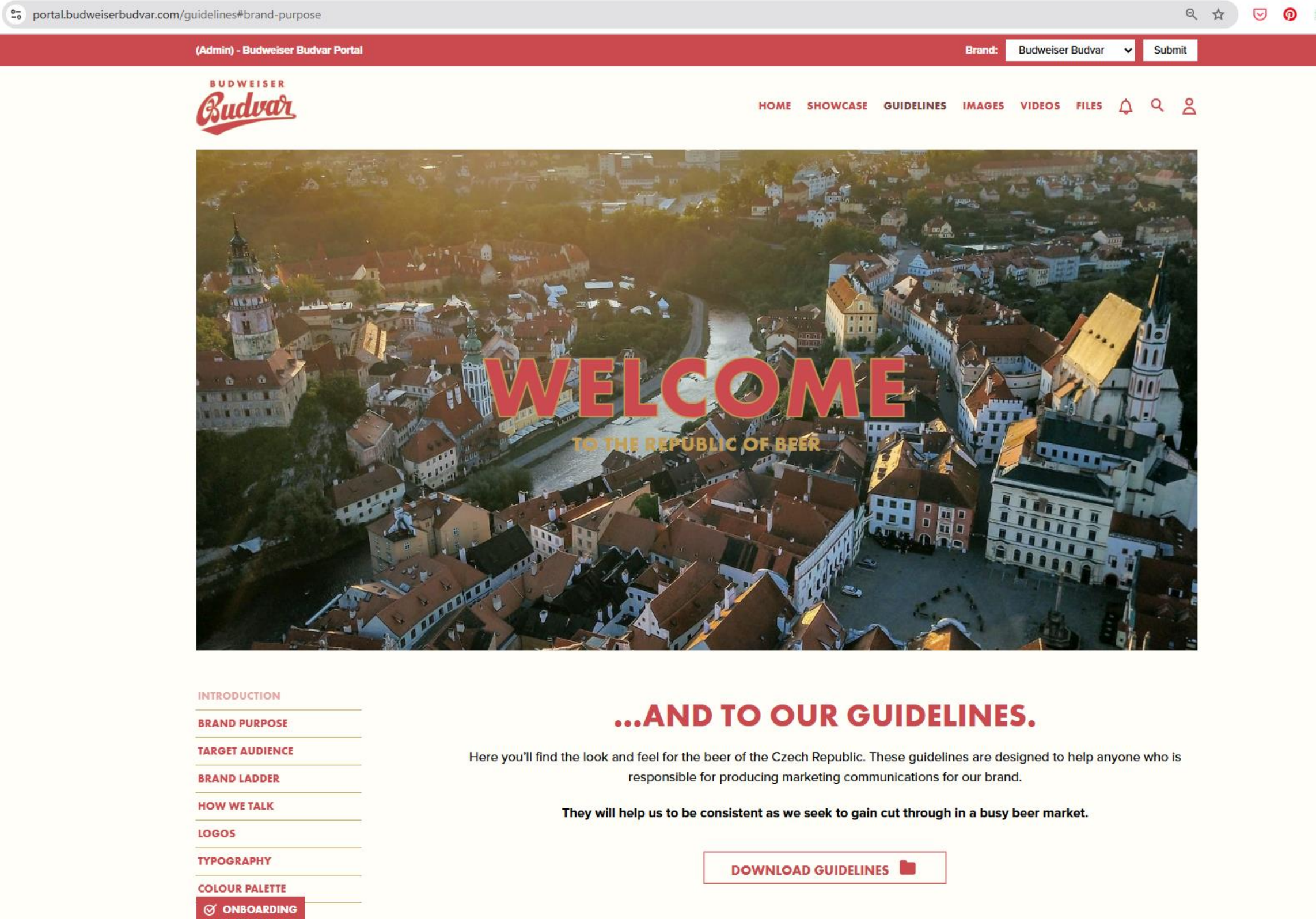
WE STRIVE TO KEEP THE CZECH BEER RELEVANT
AND CONTEMPORARY



CURRENT ASSETS



PORTAL.BUDWEISERBUDVAR.COM



OUR KEY BRAND ASSETS:



CZECH POUR



BRAND AMBASSADOR
PROGRAM



ICONIC GLASS



ICONIC FONT

**THIS IS HOW WE SHARE OUR
STORY...**





KEY HIGHLIGHTS

OWNED BY THE CZECH REPUBLIC

BREWED WITH WHOLE-CONE SAAZ HOPS, MORAVIAN
BARLEY AND NATURAL SOFT WATER FROM OUR OWN WELLS

MATURED FOR LONGER THAN OTHER LAGERS

TASTE: RICH, DEEP AND DISTINCTIVELY CZECH

EACH DROP BREWED IN ČESKÉ BUDĚJOVICE

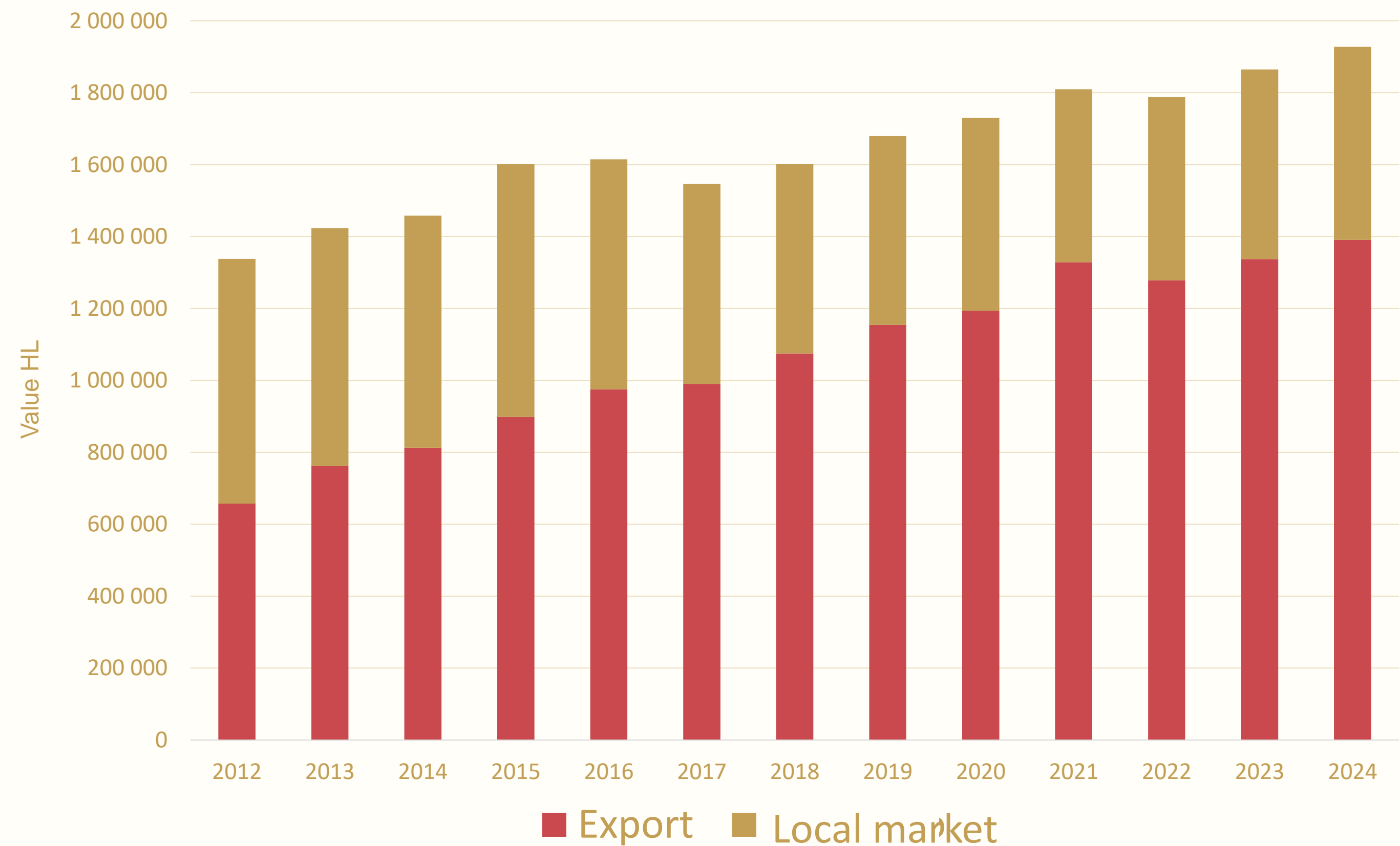
DISCOVER ONE OF THE WORLD'S GREAT BEER CULTURES

WE BREW ALMOST 2 MILLION HL

Our brewery is at capacity thanks to the high demand for our beer.

If it wasn't, these figures would be likely to continue to grow, year on year.

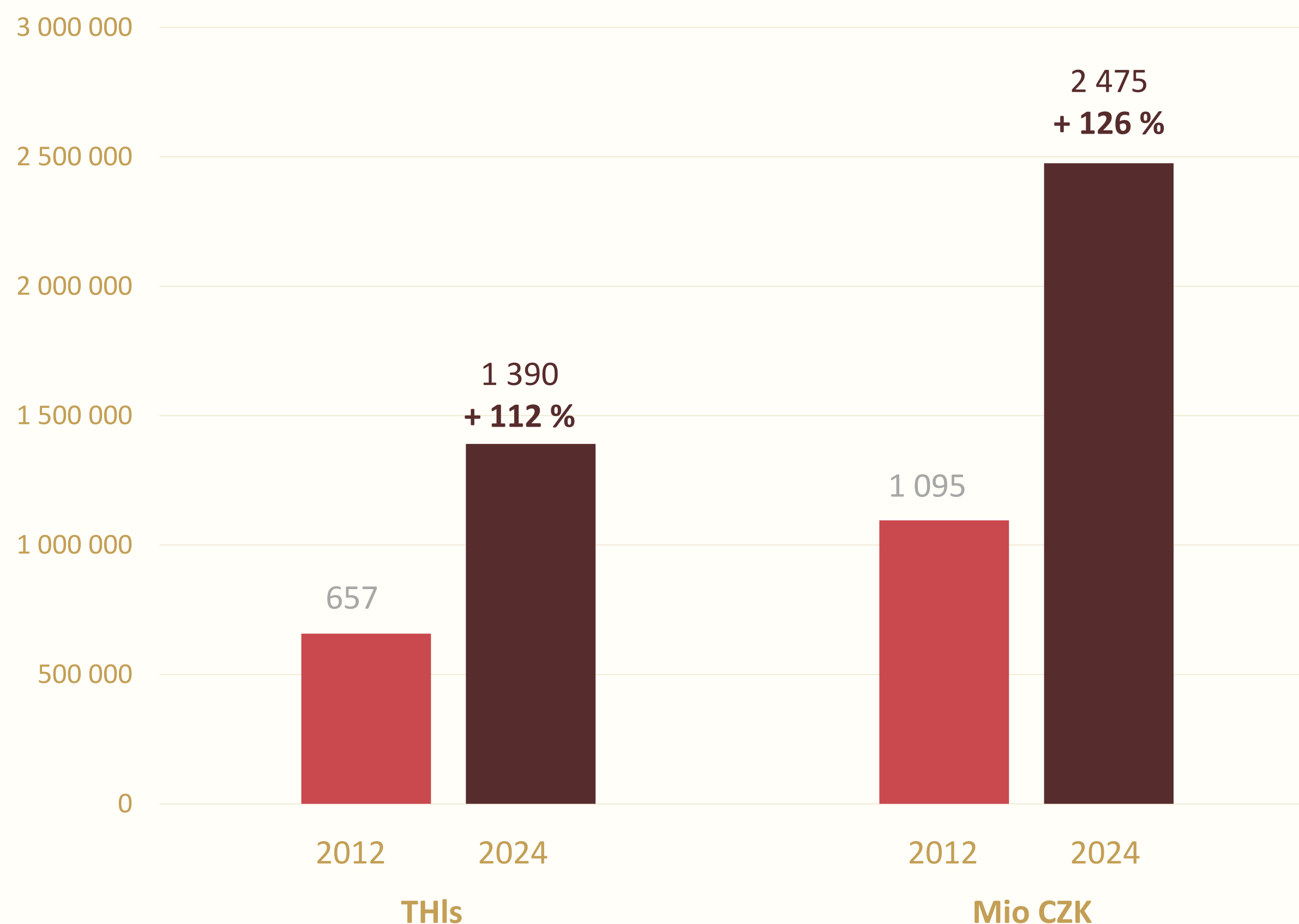
SINCE 2012, OUR BEER PRODUCTION HAS GROWN BY
44%



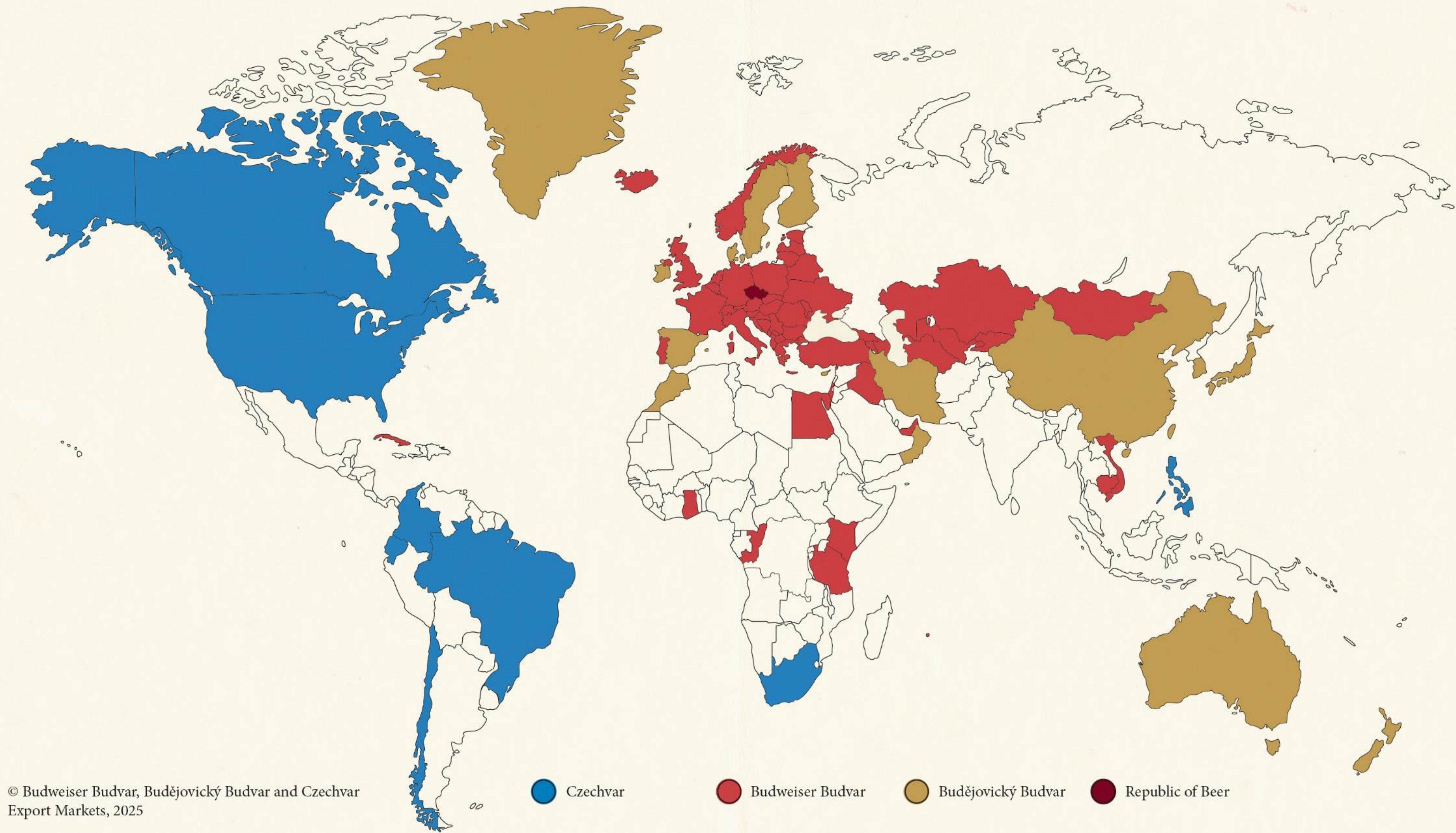
SOURCE: BBNP

EXPORT: SCALING UP IN VOLUME, SOARING IN VALUE!

Value has even grown faster than volume over the past twelve years, proving consumer are prepared to pay more for premium Czech beers



SOURCE: BBNP



LANDSCAPE

LIES.

LIES.

AND MORE LIES.

**WALT DISNEY BUILT HIS
THEME PARK
AROUND
A FAKE VERSION OF PRAGUE.**

FICTION



VS

REAL DEAL



**THAT'S WHAT THE SO-CALLED
PREMIUM BEER SEGMENT IS LIKE
THESE DAYS.**

DUBIOUS BEHAVIOR IN BEER INDUSTRY

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Vaša volba ▶

The soul of Madrid... from a rain-soaked factory in Tadcaster: How Britain's best loved 'foreign' beers are made nowhere near the continent

By ROBERT FOLKER

PUBLISHED: 07:53 BST, 26 December 2024 | UPDATED: 09:02 BST, 26 December 2024

Share 76 shares View comments 111

With an image of a man dressed in traditional Spanish-style clothing and a distinctly latin influence on the bottle, many drinkers could be forgiven for thinking they are drinking an authentic taste of Iberia.

But Madri Excepcional, which has the slogan 'the soul of Madrid' and has become a firm favourite among pubgoers since its arrival on the scene in 2020, actually has its origins far closer to home.

The lager is largely British production, being brewed 2,000 miles away from the sunny plains of Spain at Coors' factory in Tadcaster, North Yorkshire.

BBC

Home News Sport Business Innovation Culture Arts Travel Earth Audio Video Live

Italian label maybe but the beer's British brewed

15 December 2022

Share Save

THE BEER CONNOISSEUR

Home / Beer Industry / Beer Education / The Truth About Brewing Beer with Corn Syrup

The Truth About Brewing Beer with Corn Syrup



Story by: Joseph Formanek

Eat This, Not That!

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Home / Drink This, Not That! / 8 Popular Beers That Use the Lowest Quality Ingredients

DRINK THIS, NOT THAT!

8 Popular Beers That Use the Lowest Quality Ingredients

Do you know what your favorite beer is made out of?

By Steven John / Published on September 20, 2022 | 7:30 AM



Shutterstock

MORE IN DRINK THIS, NOT THAT!



Coca-Cola Issues Urgent Recall



This Iconic '80s Soda Is Back



Sprite's 'Amazing' New Flavor Is Coming Soon



Pepsi is About to Release a 'Wild' New Flavor

NOT ALL BEERS ARE BREWED EQUAL

Cost Category	Budweiser Budvar (€ / hl)	Heineken (€ / hl)	Comments
Heineken's marketing investment per hectoliter is approximately 57% higher than Budvar's.			
Total (Sum)	34.50	27.50	Budvar's core brewing cost is €7.00 higher per hectoliter due to premium inputs and traditional methods

SO WE NEED TO USE OUR STRONGEST
ASSET





BUT ALSO



BEER USED TO BE
WHAT GUYS DRANK



CRAFT BEER
FOR THE PEOPLE

NOW, IT'S A WHOLE CULTURE.

PLEASE ORDER & PAY AT THE BAR...
Dining together? Let us know

Mikkeller

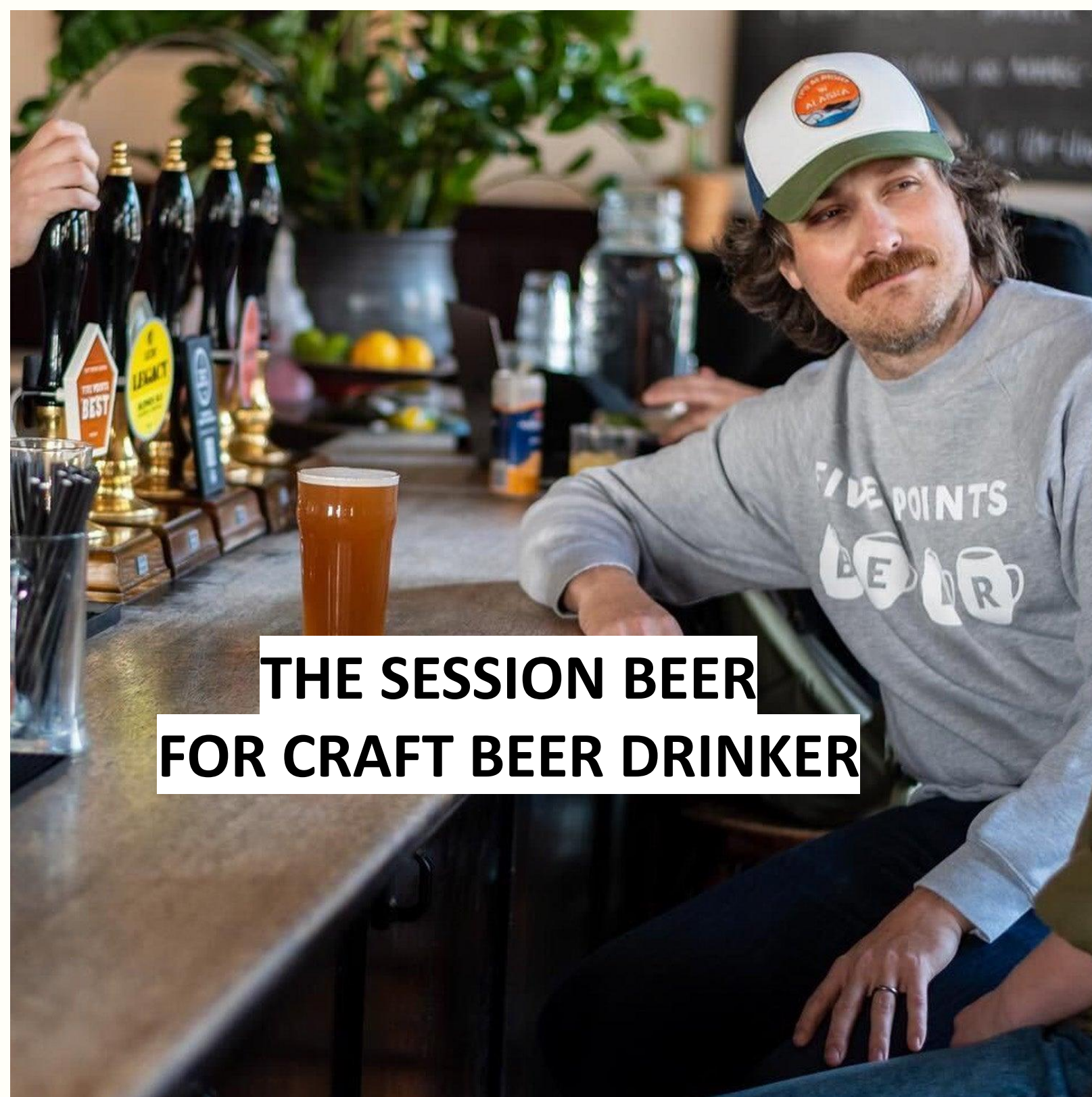
WE WANT TO BE PART OF IT

**CRAFT CULTURE IS LONG ON
WHEAT BEERS, IPAS, STOUTS,
SEASONALS AND SO ON.**

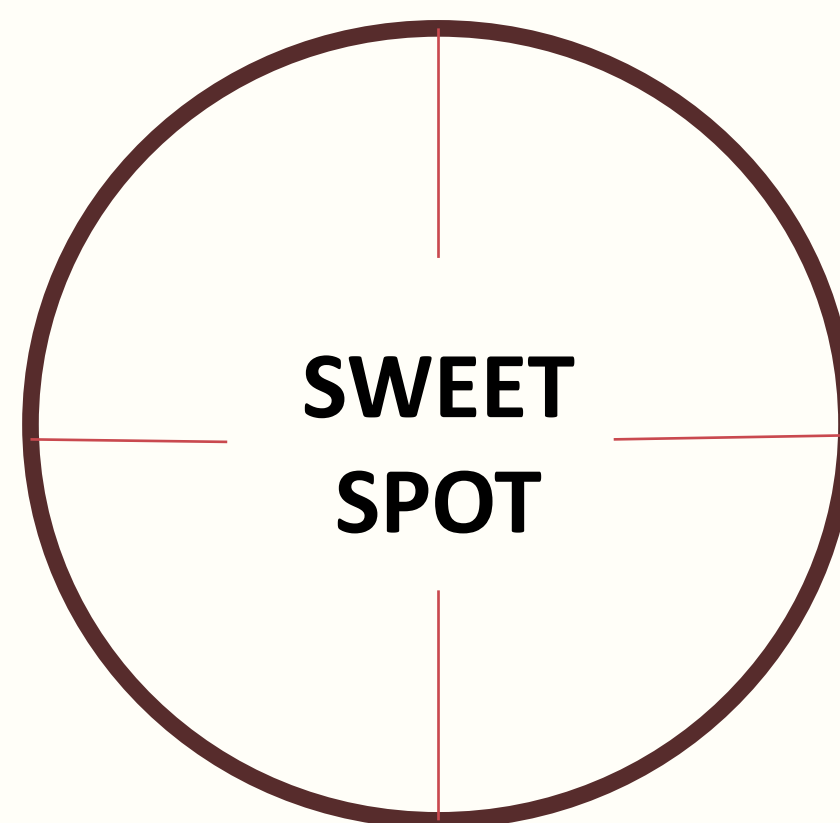
SHORT ON DRINKABLE LAGERS







**THE SESSION BEER
FOR CRAFT BEER DRINKER**



**BETTER TASTING BEER FOR
PREMIUM BEER DRINKER**

CZECH POUR – OUR SIGNATURE

Perfect czech pour means - hand washed, chilled glass in ice bath, rinsed, poured with side pull tap into iconic glass with 2-3 fingers of dense - wet foam

1/3 dense,
wet foam

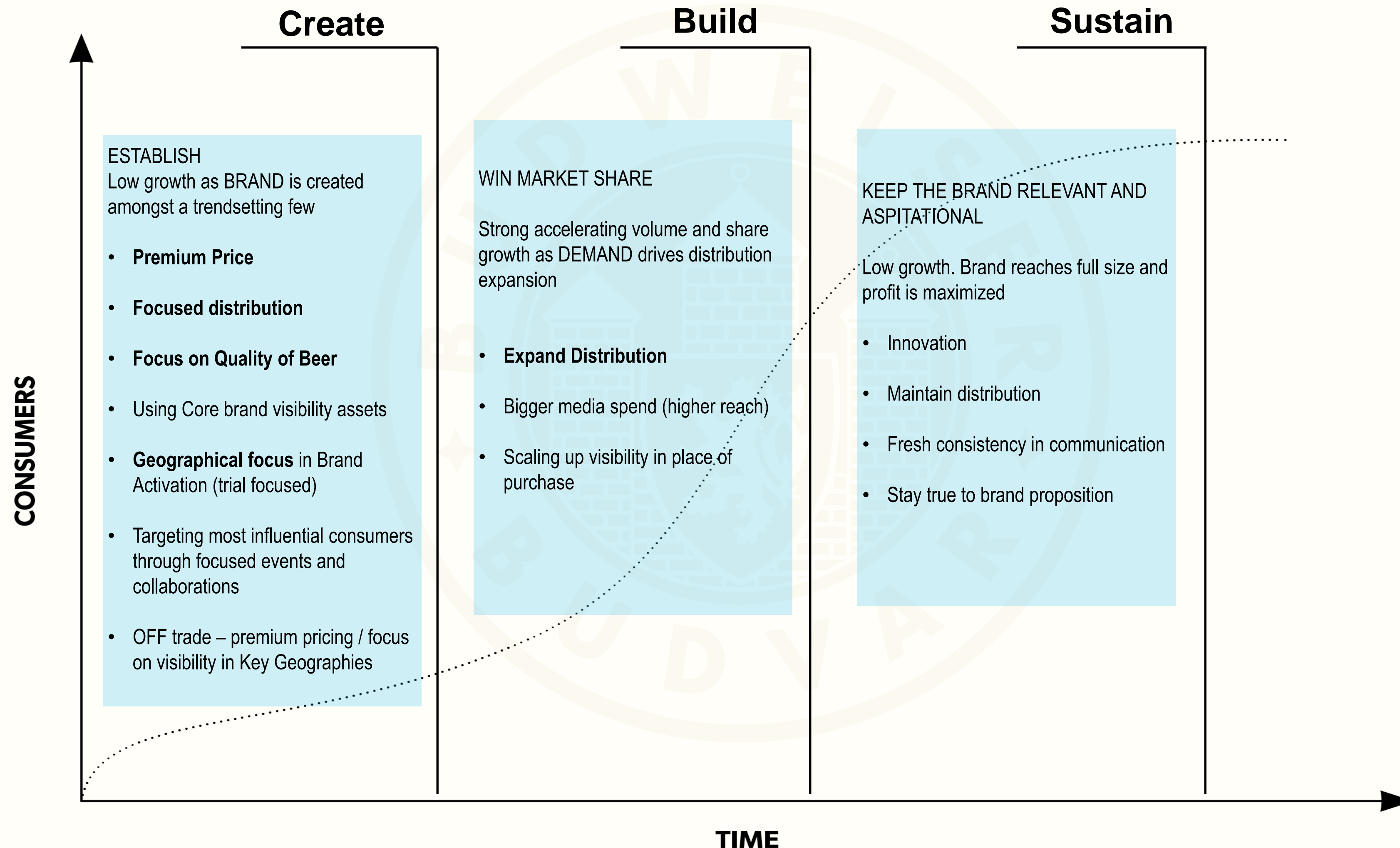
2/3 fresh,
golden
color beer



A man with curly brown hair is sitting at a wooden bar. He is wearing a light-colored t-shirt under a grey and white striped button-down shirt. His hands are outstretched in front of him, palms up, in a questioning or explanatory gesture. The background is a dimly lit bar with large arched windows and warm, yellow pendant lights. Other patrons are visible in the background, but they are out of focus.

HOW SHOULD WE DO IT?

BRAND GROWTH MODEL



THIS IS OUR MARKETING

NO AMOUNT OF ADVERTISING, PROMOTIONS, PR,
SOCIAL MEDIA CONTENT WILL BE ENOUGH IF WE
DON'T DELIVER PERFECT PRODUCT EXPERIENCE
(CZECH POUR RITUAL)



APPROACH

BE PREMIUM / EXPENSIVE

BE AUTHENTIC

CZECH POUR / FOCUS ON EXECUTION

BUILD TRIAL (GET PERFECTLY POURED BEER INTO THE HANDS OF CONSUMERS)

TRIAL

**FORM OF MARKETING, CONDUCTED TO TARGET PRODUCT SAMPLING
TOWARDS SELECTED CONSUMERS.**

TOOLS FOR BUILDING TRIAL



EVENT & POP-UP SOLUTIONS



BUDVAR BRAND AMBASSADOR PROGRAM



Totem
650x1950mm,
4/0-colour CMYK, ex works
—
Price:
150 pcs. - 26,00€/pcs.
300 pcs. - 18,50€/pcs.
500 pcs. - 16,00€/pcs.



Event Backwall
For indoor use, curved foldable metal grid system with Velcro points, click-fastener, ex works
• print dimensions -3460 mm x 2305mm
• sewn-on loop tape for attaching, incl. trolley case, 4/0-colour CMYK
—
Price:
1 pcs. - 550€/pcs.



Can Dispenser
171x68x472mm,
4/0-colour CMYK, EE-wave w/w 2, Digital print, ex works
—
Price:
100 pcs. - 32,00€/pcs. (Digital)
300 pcs. - 14,50€/pcs.
500 pcs. - 9,90€/pcs.



Chep FSDU
Set of casing/dispenser/10xcan holder/3x tray/topper/support cross, ex works
—
Price:
100 pcs. - 105,50€/pcs. (Digital)
300 pcs. - 73,50€/pcs. (Digital)
500 pcs. - 55,00€/pcs.



Can/Bottle parasite
405x321.50x75mm,
3mm acrylic white, 4/0c quality matt, ex works
—
Price:
100 pcs. - 57,50€/pcs.
200 pcs. - 52,50€/pcs.
300 pcs. - 51,00€/pcs.



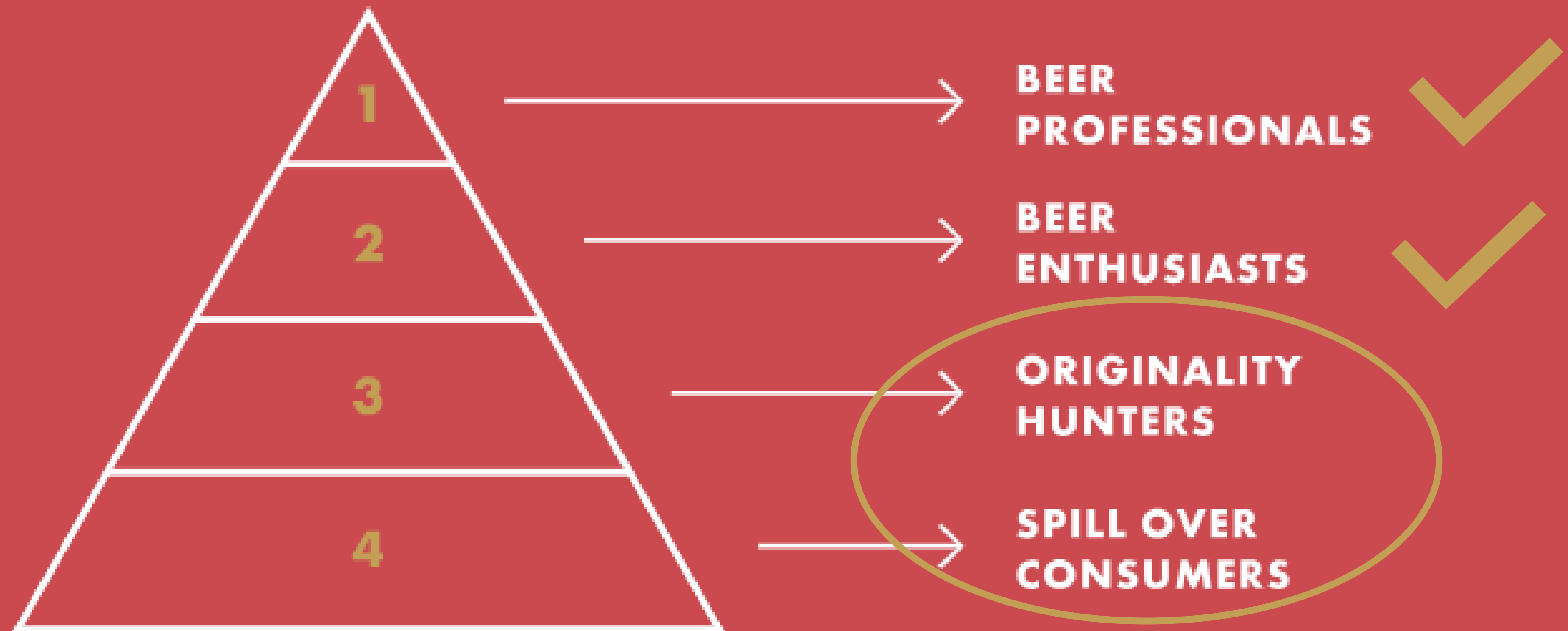
Push Display
405(L)x316(W)x1070(H)mm,
Metal red base, re-usable, ex works
—
Price:
50 pcs. - 380,00€/pcs. (Digital)
100 pcs. - 360,00€/pcs. (Digital)
300 pcs. - 300,00€/pcs.

OUR NEW APPORACH TO
GRAB
ATTENTION



KNAJPA
CZECH BEER BAR CONCEPT

OTHER NEW ASSETS





Brewed with whole cone Saaz hops, double decocted and lagered for extended period, far longer than most breweries.

Great tasting, authentic Czech lager – still produced in just one brewery in Czech Republic

Brewed Better, Brewed Longer

Drinkable Pleasure of Czech Lager



KEY MESSAGING UPDATE



KEY MESSAGE 1 //

THE DRINKABLE PLEASURE OF CZECH LAGER

TAGLINE: BUDWEISER BUDVAR. THE NATIONAL BREWER OF THE CZECH REPUBLIC.

Real Czech lager is never ‘just a lager’. It is something special. Something worth seeking out and savouring wherever you’ve earned a beer. This is because we brew and pour our lager differently to ensure its unique character and unmatched quality. Czech lager is full of real flavour with a gentle carbonation and finely crafted balance of malt and hops that creates its superior drinkability. You deserve better than ‘just a lager’. Reward yourself with real lager, every time.



THE DRINKABLE
PLEASURE OF
**CZECH
LAGER**



THE DRINKABLE
PLEASURE OF
**CZECH
LAGER**



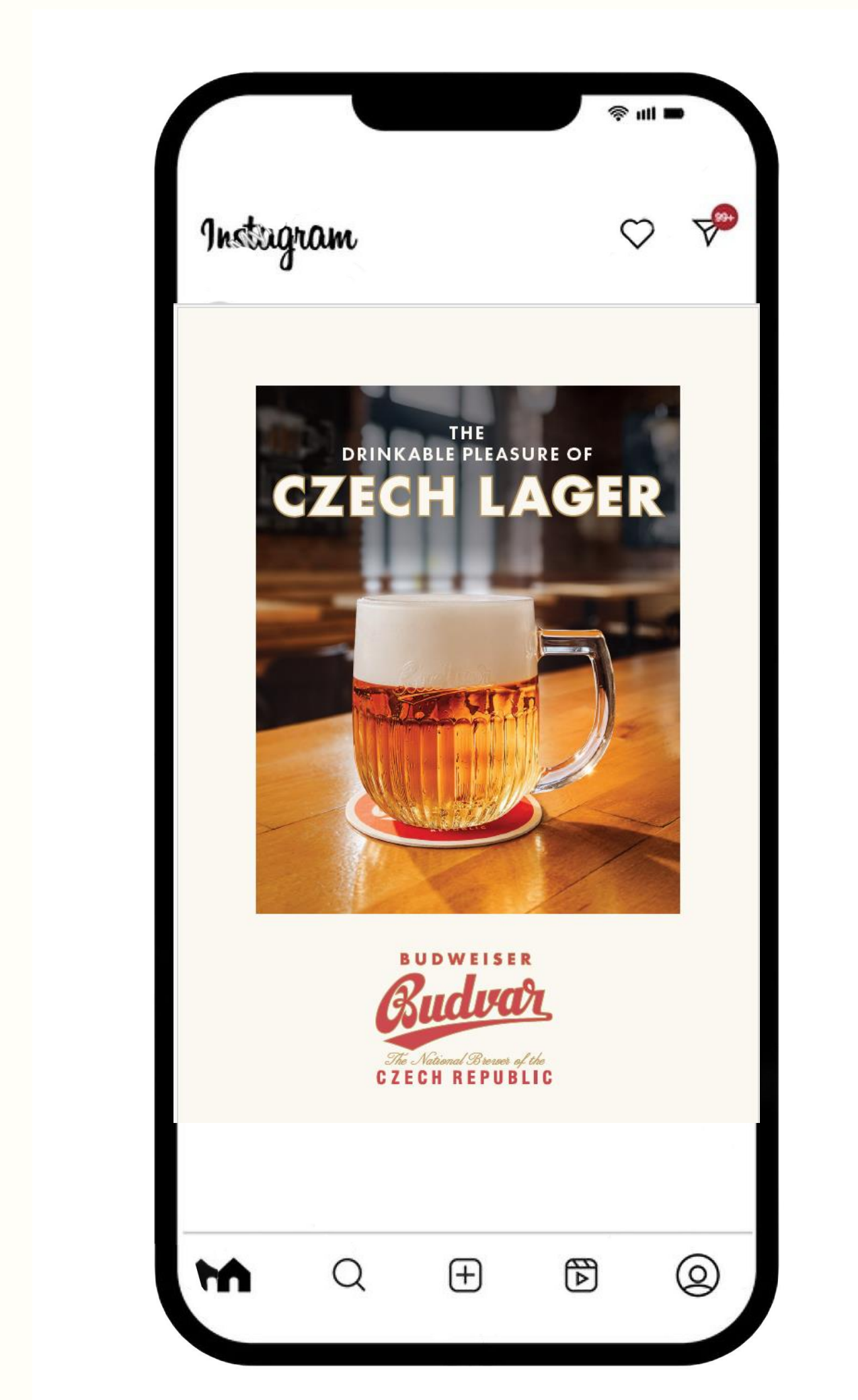
BUDWEISER
Budvar
*The National Brewer of the
CZECH REPUBLIC*

THE DRINKABLE
PLEASURE OF

CZECH LAGER



BUDWEISER
Budvar
The National Brewer of the
CZECH REPUBLIC



KEY MESSAGE 2 //

**BREWED BETTER.
BREWED LONGER.**

TAGLINE: BUDWEISER BUDVAR. THE NATIONAL BREWER OF THE CZECH REPUBLIC.

Lager is the most popular beer style in the world, but not all lagers are created equal. At Budvar, we've been brewing to the highest standards for 130 years. And always in the same place. While big corporations cut corners and brewing processes down to minutes, every drop of Budvar still slowly matures for months in our historic cellars, just as it has for generations. There are no shortcuts and no compromises. You can never rush real lager, but it is always worth the wait..





BREWED
BETTER
BREWED
LONGER



BUDWEISER
Budvar
National Beer of the
CZECH REPUBLIC











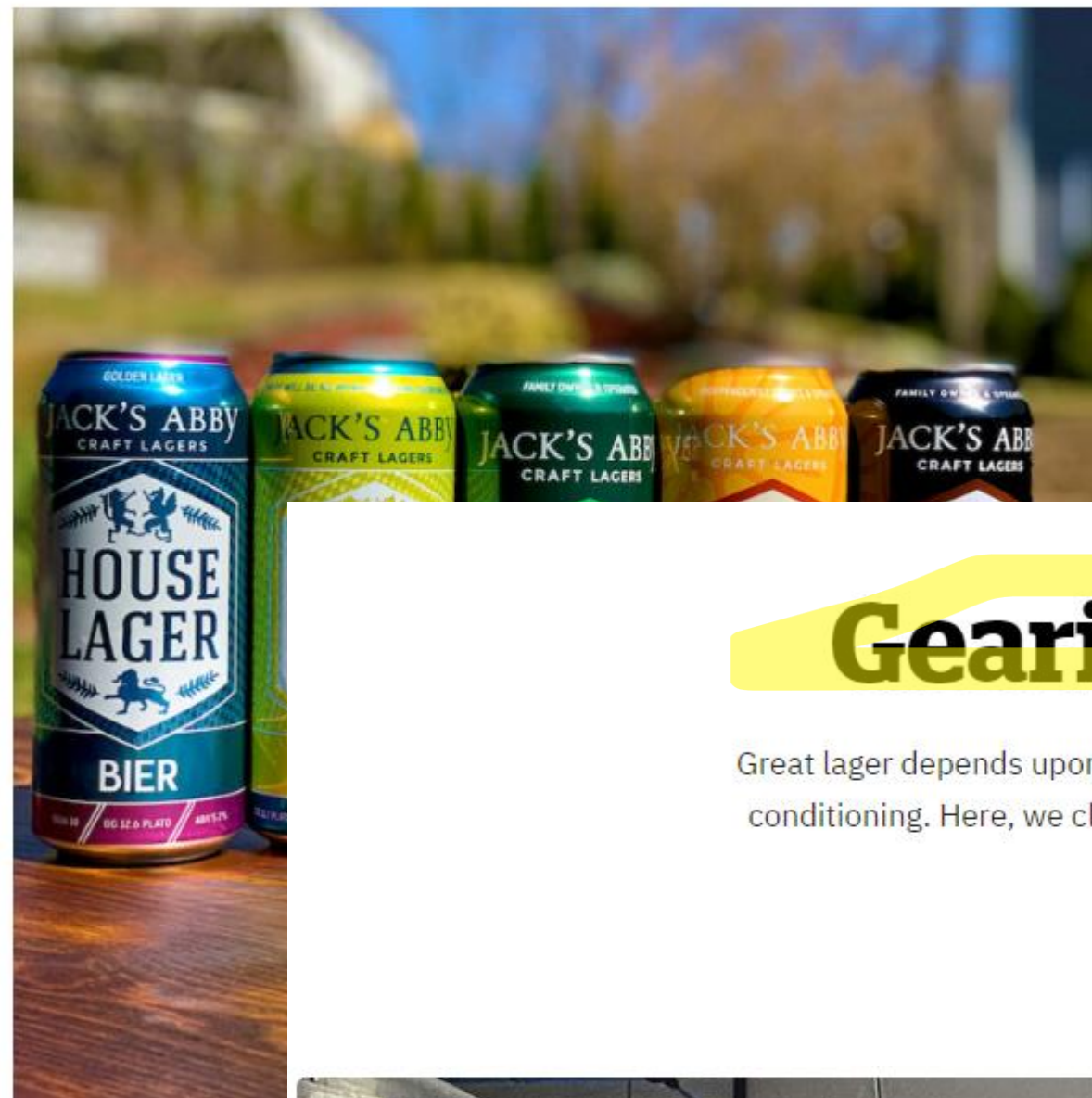
RISING TREND OF CRAFT LAGERS

APRIL 5TH, 2021

BEER BUZZ

Craft Lagers Gain Momentum

This mainstream style is finding unlikely success in the craft beer space.



While many craft breweries focus on IPAs, some in Boston, have begun turning their lower abv

BEER, WINE & SPIRITS

Lager is feeling the love from craft breweries

PUBLISHED SAT, MAY 23 2015 4:30 PM EDT | UPDATED SAT, MAY 23 2015 4:30 PM EDT

Tom Rotunno
@TOMROTUNNO

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Often ignored in craft beer circles, lager is starting to get a little craft love.

Lager, a style of beer that uses bottom-fermenting yeast and is conditioned at colder temperatures, remains the most widely consumed style of beer in the country. The top 20 best-selling beers in 2014 are all lagers, according to Chicago-based research firm IRI.



■ FOR SUBSCRIBERS

2022 is the year of the craft lager, and Michigan breweries couldn't be happier

RDIAN MANZULLO | Detroit Free Press

Gearing Up to Brew Lager

Great lager depends upon exacting attention to details—and not only when it comes to fermentation, and conditioning. Here, we climb the decks of brewhouses specifically designed with lager in mind to better appreciate what makes them different.

JOHN M. VERIVE Aug 3, 2022 - 11 min read



, they're clean, they're smooth.

tiful, too, with that shimmering gold color, that thick white the bubbles that flow from the bottom of the glass to the ast looks like a beer *should*.

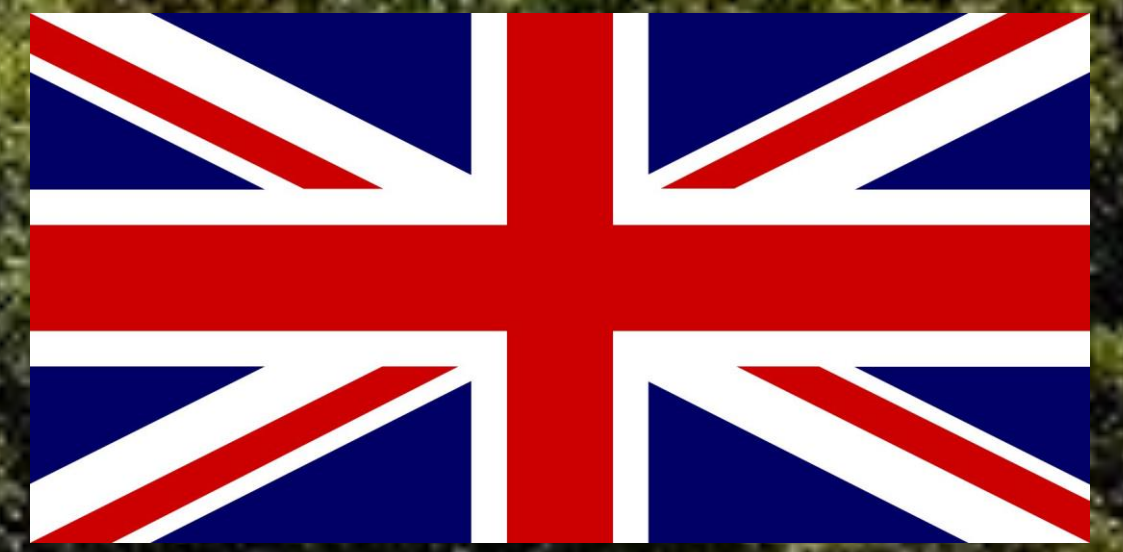
ers dominate the overall beer market — the nine best-

A photograph of two men in a brewery. The man on the left, with a beard and a black t-shirt, is drinking from a glass of beer. The man on the right, bald and wearing a floral shirt, is looking at him. In the background is a large stainless steel brewing vessel with a circular door and the number '2' on it. A red semi-transparent banner is overlaid at the bottom.

**WE WANT TO BREW CZECH STYLE LAGER WITH
SELECTED BREWERIES ACCORDING TO CZECH
BREWING STANDARDS**



PAST PROJECTS



CZECH MATES – THORNBRIDGE



Hoarding Suggestion



Film and Reels:

<https://vimeo.com/user/40851950/folder/16045662>



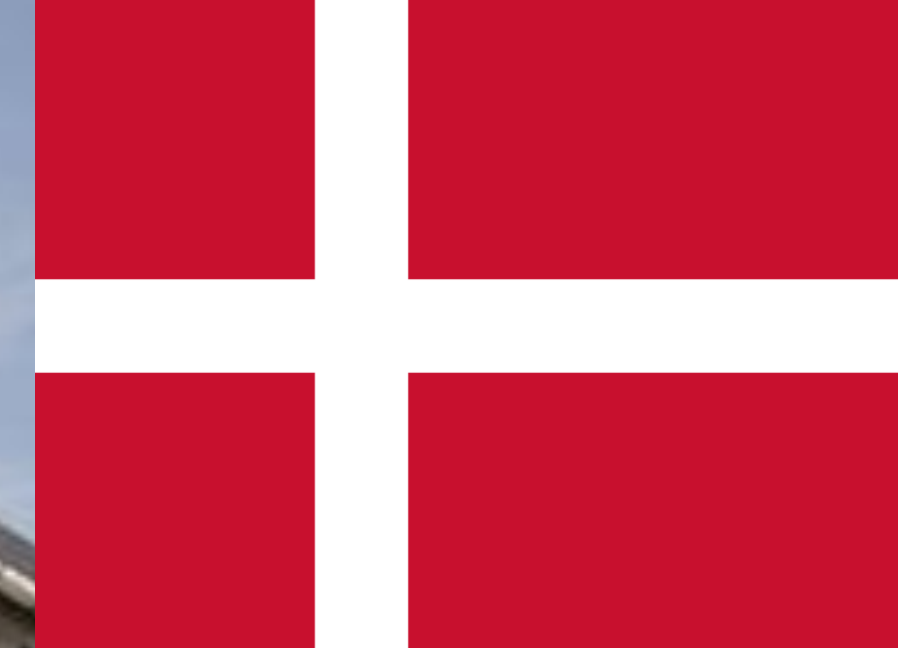
BRLO

OK, CZECH! – BRŁO



BUDWEISER
Budvar
X
BRŁO





Mikkeller x *Budvar*



Sept. 26, 2023

PRAGUE
CZECH REPUBLIC
AT DVA
KOUHOUTI



Sept. 27, 2023

COPENHAGEN
DENMARK
AT WARPIGS
BREW PUB

BREWED IN PARTNERSHIP WITH THE NATIONAL BREWERY OF THE CZECH REPUBLIC

Mikkeller and Budvar have joined forces to create this unique Czech-style lager by blending Budvar's rich brewing expertise with Mikkeller's innovative approach. This golden beer pays homage to the proud Czech brewing heritage while adding an exciting twist. As pioneers in the craft beer world with a vision to create fun, inspiring, and adventurous beer experiences, Mikkeller is the perfect ally to finally make this year the #YearOfTheLager.

MIKKELLER & BUDVAR





CHEERS TO CZECH LAGER				
BUDVAR ORIGINAL	LAGER	5,0%	22 IBU	79 Kč
CZECH MATES	LAGER	🇬🇧 THORNBRIDGE		79 Kč
OK, CZECH!	LAGER	🇩🇪 BRLO		79 Kč
#YEAROFTHELAGER	LAGER	🇩🇰 MIKKELLER		79 Kč

A man with a red beanie and a red hoodie over a grey t-shirt is holding a skateboard. The skateboard has a graphic of a blue cartoon character with large eyes and a skull. The man has a slightly awkward or nervous expression. The background is a blurred indoor setting.

**IF YOU NEED TO TELL PEOPLE YOU ARE
COOL...**

YOU ARE PROBABLY NOT



NEXT



TRIPLE SAAZ BY OMNIPOLLO & BUDVAR







AND ONE MORE THING



DIR:		CAM:	
SCENE	1	SLATE	TAKE
			3
DATE:			



AND WE HAVE SIGNED...





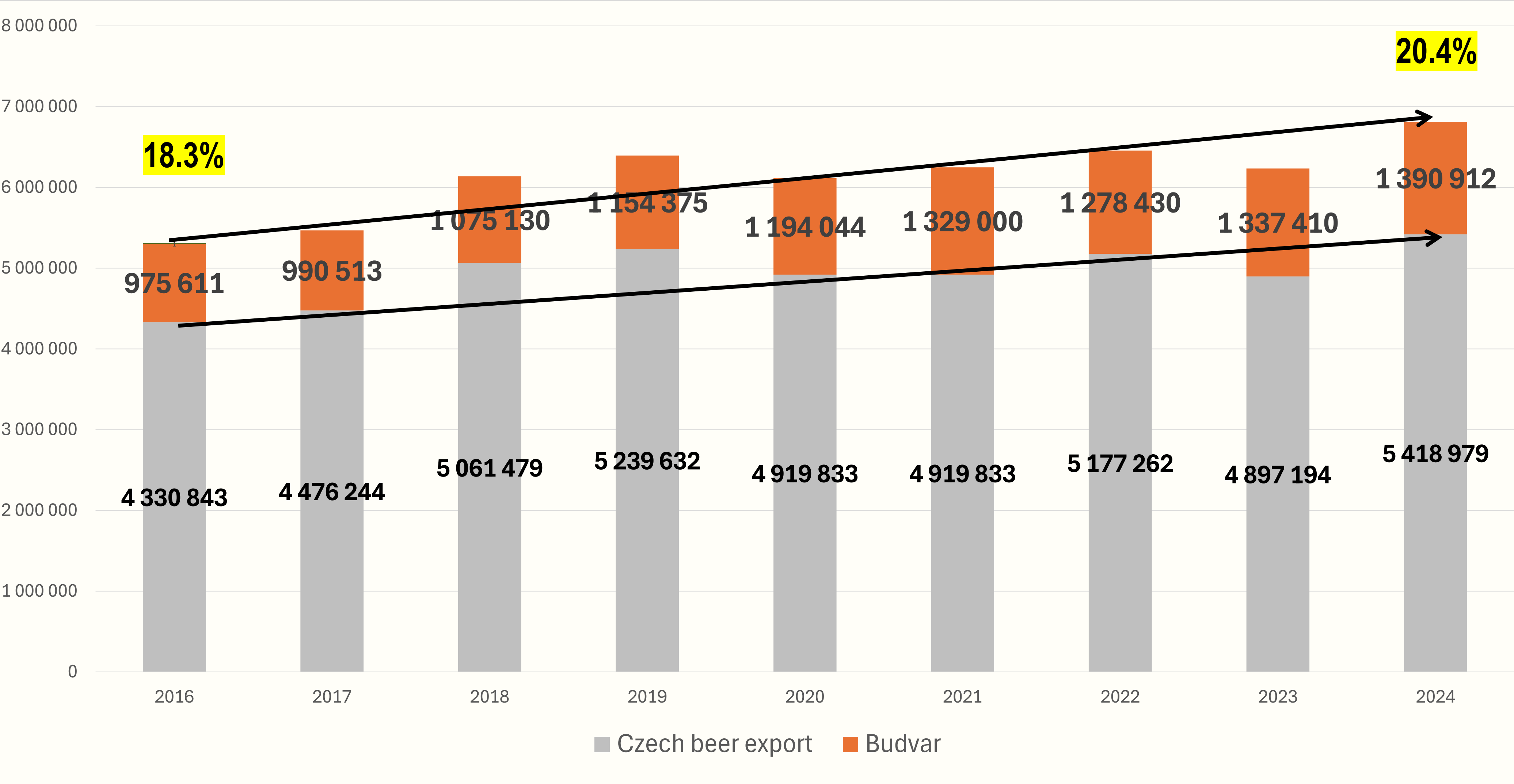
BUDAPEST

UEFA EURO 2020

@RADIM_ZVANOVEC



CZECH BEER EXPORT GROWS, AND SHARE OF BUDVAR IS INCREASING



WORKSHOPS

**BUDVAR
MEET-UP**

**BRAND
AMBASSADOR**

**BUDVAR
MEET-UP**

**EVENT
& POP-UPS**

**BUDVAR
MEET-UP**

KNAJPA

**BUDVAR
MEET-UP**

**POSM
SHOWCASE**



NA ZDRAVÍ