

EXPERIENCE THE TASTE THAT IS

# VIRU



---

EASY DRINKING, REFRESHING STYLE WITH BROAD APPEAL

WINNER OF 26 INTERNATIONAL AWARDS AND COUNTING

---

CATEGORY EXPERIENCING THE BIGGEST GROWTH IN YEARS

---

OLED SEE,  MIDA JOOD

# VIRU

PREMIUM ESTONIAN BEER

[ORIGIN : ESTONIA]

Viru is one of the world's most awarded beers with 26 international awards.

Viru is a deliciously light pilsner style beer from the Baltic region.

It is brewed and bottled in Estonia using deep-well spring water, Lithuanian barley and Saaz hops to produce a distinctly refreshing beer with a clean, crisp flavour.

Viru is a premium strength beer; perfectly balanced for broad appeal and suited to a wide range of drinking occasions.

Viru offers a unique and stunning art-deco bottle that is an amazing standout in the fridge and on shelf. It is appealing to both women and men.

The super premium image commands a high selling price with excellent cash margins.

The combination of these features has resulted in Viru continuing to win awards for both the beer and packaging.

'Beautiful beer.'



## TASTING NOTES

**Appearance** Light golden amber.

**Aroma** Aromas of bread dough and lemon marmalade.

**Palate** Light hoppy flavour with grassy apple butter and hints of vanilla. Crisp and clean with consistent maltiness.

**ALC.VOL** 5%.

\* AVAILABLE IN A UNIQUE 4 PACK.



**VIRU truly is a beautiful beer.**

Multiple award winner

KTC Code	ALM Code	Carton Size	4 Pack Barcode	Bottle Barcode	Carton Barcode	Layer / Pallet	Ctn.Weight	Ctn. L x W x H (cm)
11837	478758	6 x 4 x 300mL	5060214730020	5060214730006	25060214730031	10/50	14.6 kg	42.5 x 29 x 25.5