

Cervecería & Maltería Quilmes

March 2015



OUR HISTORY

1366

First brewery in Leuven, Belgium

1890

Otto Bemberg founds Cervecería y Maltería Quilmes

1932

Paraguay brewery begins operations

1965

Fabrica Nacional de Cerveza is bought and we enter the Uruguayan market.

1980

Quinsa is created (Quilmes Industrial S.A)

1987

Interbrew is founded

1991

Quinsa begins operations in Chile

2000

Quinsa Acquires BAESA (main bottler of Pepsi in Argentina) and Cerveceria Boliviana Nacional

2003

Ambev buys Quinsa shares of stock

2004

Interbrew combines with Ambev to form InBev

2006

Ambev buys more shares of Quinsa

2007

InBev incorporates Quinsa, creating the Latin American South Zone (LAS)

2008

Anheuser-Busch and combine to create the leading brewery in the world - ABInBev -

2013

Ecuador and Peru join the Zone

ARGENTINA

Our beer's roots date back to 1888, when Otto Bemberg founded Cervecería Argentina en Paris, France. Only two years later, in 1890, he established Cervecería Quilmes, just south of Buenos Aires. Since then, Quilmes has faced each challenging initiative to become the most prominent beverage company not only in Argentina but in all the countries where it operates.

In the last years, Quilmes faced the challenge of exporting its products to new markets, based on the concept "Where Argentines go, Quilmes will follow". Therefore, Quilmes is now available in such countries where Argentines live, meeting their needs and attracting new consumers.

Quilmes's strategic vision is defined by its commitment to the conquest of new markets as well as consolidation of existing ones.



CERVECERÍA & MALTERÍA QUILMES

A close-up photograph of a beer tap handle. The handle is metallic and has a blue circular logo on it that says "Quilmes" in a stylized font. The background is dark and out of focus.

IN FIGURES:

- ✓ More than 5.000 employees
- ✓ 11 industrial establishments
- ✓ 1 Malting Plant
- ✓ 9 Distribution Centers
- ✓ 192 independent Distributors

OUR DREAM:

TO BECOME THE BEST BEVERAGE COMPANY

BRINGING PEOPLE TOGETHER FOR A BETTER WORLD.

BRANDS PORTFOLIO



THE SIMPLE COMPLEXITY OF BEER

HISTORY

QUILMES FAVORITE



Quilmes Favorite was born on September 27th, 1888, when the Germans Otto Peter Bemberg and his son Otto Sebastian founded La Brasserie Argentina together with other investors. On that very same day, construction works of "Cerveceria Argentina" brew house began in the city of Quilmes. On October 31, 1890, the first beer was drafted and sold with a trade

name after the village of Quilmes. Generation after generation, the Bemberg's product range improved and grew in the beer market. Nowadays Quilmes is a synonym for beer and when you order beer, you order a Quilmes.

PARING TIPS

- 1 With hot dishes, the bitterness opens up the spices and leads you to the core of the dish. Its malty sweetness pairs the beer with the dish and helps soothe the hot notes while carbonation opens up the fat from the spices in the palate. This beer is particularly appealing and pleasant as a companion to Thai and Vietnamese dishes, which are bright, spicy and complex by nature.
- 2 Also, it goes well with Jamaican dishes, like chicken or pork jerk.
- 3 Since traditional Mexican food is really hot, this beer is highly drinkable since it easily opens up the sauces, vegetables, cheese, jalapenos and sour cream.
- 4 Almost all seafood may be enjoyed with a Quilmes Favorite. Quilmes and fried squid is a perfect pair, for this beer cleanses the palate, leaving the flavor of the seafood intact. Scallops though, are tricky, and not a great choice combination since they require a more delicate taste to enhance their flavor. All kinds of hams and prosciutto get along marvelously with this beer, for it opens up the fat in the palate and extracts the salt in the meat.



PILSENER GLASS

High, slim glass, which captures the carbonation in the beer and keeps the collar. This glass enhances the brightness and transparency of the beer -which translates into refreshment.

Things to look for in Quilmes Favorite

MAIN INGREDIENTS



BARLEY MALT

Provides the beer with its distinctively **SMOOTH** flavor.



HOPS

Refresh the beer, adding aroma and a **SLIGHT BITTERNESS**.

FLAVOR PROFILE

A typically German-style, translucent Pilsener, Quilmes Favorite strikes a balance between a slight hoppiness and cereal taste. It is bright gold-yellow.

KEY: FERMENTATION



PARING TIPS

ABC

ACCENTUATE Mexican, Hindi or Thai dishes; **SPICY**



BRIDGE Fried dishes; **CREAMY**



BRIDGE Sauces, snacks; **SMOOTH**



QUILMES BOCK



Quilmes Bock was one of the first recipes introduced by the Quilmes Brewery, and the very first bock ever in our product range. The origin of the bock style can be traced back to Einbeck, a city in Bavaria, in the XIV century. Owing to the hard Bavarian accent, the name of the beer spread as "Einbock" at first, in association with strength, and this style became so popular that was ripped off by several counties and eventually, the radicals in Bavaria decided to ditch the recipe and formulate a new one. To that end, Duke Ludwig X hired a northern-based brew master to change the formula. The

new flavor kept the original strength but provided another dimension of sophistication so the Bavarian Brew Masters felt proud and officially changed its name to Bock. Also, a logo portraying a goat ("ein bock" - a billy goat in German) was adopted everywhere to label this style. In Argentina, the goat in the logo became so popular it even created its own idiom when soccer players began wearing the Bock logo in their t-shirts. Every time the goat appeared on TV people said "A goat is going by." Today this idiom is used informally to refer to non-traditional advertising.

PARING TIPS

- 1 Quilmes Bock is strong and goes very well with fatty foods, where thick and dark reductions (with high content of caramel) are the star. For instance: pork stewed with dark sauce or grilled with butter or cream. Another distinctive feature in Bock is that it has a high alcohol by volume.
- 2 Quilmes Bock has a higher alcohol by volume than other beers and this goes well with dishes such as eggs, cream, fatty cheese, pork rind, or the popular Bagna Cauda.
- 3 Its bitterness contrasts with sweet creamy desserts or cream cheese desserts such as Tiramisu.



PINT

Thick glass which enhances the dark color, and its powerful and creamy body. This glass lets the connoisseur identify different intensities in the aroma. This glass brings out the best for beers that should be consumed between 6°C and -12°C.

Things to look for in Quilmes Bock

MAIN INGREDIENTS



TOASTED MALTS

Add the body and a **TOASTED** and **COFFEE** flavor as well as its maroon color.



HOPS

Sooth the malty base with a balanced **BITTERNESS**.

FLAVOR PROFILE

Predominantly caramel, toasted and bitter. Its maroon color comes from the toasting of malts in the brewing process, high alcohol by volume and a powerful character with medium impact.

KEY: INGREDIENTS AND BODY



PARING TIPS

ABC

ACCENTUATE Creamy non-citrus flavor desserts; **CREAMY**



CONTRAST Strong dishes and dark sauce reductions; **STRONG**



BRIDGE Well-done red meat; **BODY**



THE SIMPLE COMPLEXITY OF BEER

HISTORY

QUILMES STOUT



In 2008, Quilmes product range was expanded to include yet another dark beer: Quilmes Stout. With a Sweet Stout style, and less alcohol by volume than a dry stout, this kind of beer has a story to tell. During Victorian Ages in England, women who were

breastfeeding and athletes were encouraged to consume this type of beer based on its nutritious properties. In Great Britain and in some Caribbean countries – where it is now brewed – this beer was considered to have energetic properties.

PARING TIPS

- Quilmes Stout is a great companion of Vietnamese or Thai food.
- The taste of grilled meat and vegetables is enhanced by the combination with Stout, since the roasted or caramel in the food matches the toasted flavor of the beer.
- Hot, fried and vinaigrette dishes find an ideal match in Quilmes Stout.
- Strong-flavor meat or meat served with thick sauce also taste better with this beer. A great example is roasted pork carré with spicy or pickled stuffed onions.
- If you'd rather have fish, you may try grilled-golden haddock with crispy potatoes and Teriyaki sauce.
- If you are a cheese lover, we recommend trying a Risotto ai Funghi and three types of cheese.
- When you think of desserts, pairing one with a Quilmes Stout is way beyond comparison. Whether it is a hot brownie with ice cream, a chocolate volcano, a slice of tiramisu, a cheesecake or an apple pie, the combination with this beer is like a symphony in the mouth.



PINT

Strong and thick glass which displays the dark, powerful and creamy color. This glass lets the connoisseur identify different intensities in the aroma. Ideal for beers that should be consumed between 6°C and –12°C.

Things to look for in Quilmes Stout

MAIN INGREDIENTS



TOASTED MALTS

Special malts add to the body and the **COFFEE** and **CHOCOLATE** flavors.



HOPS

Sooth the malty base with a **BALANCE BITTERNESS**.

FLAVOR PROFILE

Quilmes Stout is a Cream/Sweet Stout with a robust body. Its bitterness is friendly and balanced with the sweetness of the toasted caramel which reminds of coffee or chocolate. Quilmes Stout goes well with strong flavors like smoky, toasted and hot. A pleasant aroma also invites to enjoyment.

KEY: TOASTED MALTS



PARING TIPS

ABC

ACCENTUATE Dark chocolate desserts; **BITTER**



CONTRAST Creamy cheese; **CREAMY, SWEET**



BRIDGE Chocolate desserts, cream; **STRONG**



THE SIMPLE COMPLEXITY OF BEER

HISTORY

ANDES



Born in 1921, Andes has been a favorite brand for many years now, both based on its quality and a strong emotional bonding with our customers. The brand's communication strategy has appealed to customers with high-impact relevant messages and innovative ads, whose

pinnacle was the Andes Teletransporter campaign. This advertising campaign became a landmark in our history, since it was acclaimed in Cannes, building on international reputation. Andes Beer is the authentic flavor of the Andes.

PARING TIPS

1

Andes is the ideal companion to any seafood dish. Fried squid gets on well with Andes, for the latter cleanses the palate and enhances the flavor of squid. It is worth stating, though, that we do not recommend to pair it with scallops, since they are delicate and need a match where one flavor does not overshadow the other.

2

Andes beer disrupts the spicy feeling of Mexican dishes, and helps cleanse the palate to continue enjoying such an intense food experience.



PINT

Tall and slim, this glass captures the carbonation in the beer and keeps the crown. This glass showcases the brightness and transparency of the beer -which translates into a refreshing feeling.

Things to look for in Andes

MAIN INGREDIENTS



BARLEY MALT

Provides the beer with its distinctively **SMOOTH** flavor.



HOPS

Refresh the beer, adding aroma and a **SLIGHT BITTERNESS**.

FLAVOR PROFILE

This is a clear and bright Pilsener-type Lager, with fruity aromas, and predominant notes of banana and green apple. Andes features slight hoppy notes, green leaves and flowers, together with the typical aroma and flavor of the malt.

KEY-FERMENTATION



PARING TIPS

ABC

ACCENTUATE Hot dishes; **SPICY**



CONTRAST Fried crispy dishes; **CREAMY**



BRIDGE Dry snacks, ham, hard cheese; **SMOOTH**



THE SIMPLE COMPLEXITY OF BEER

HISTORY

PATAGONIA AMBER LAGER



Patagonia Amber Lager is a beer for delectation. The complexity of its aromas is based on the wide malt range used (carared, carapils, melanoidina and pilsen) and a remarkable aging process –which creates its special character. The Amber Lager style was born in 1841, when an influential Viennese-born brewer called

Anton Dreher began marketing a red-copper color beer with a creamy malt taste. The product was delicious but he never knew he would trigger a true revolution in the history of German Beer. Nowadays, Patagonia is launching its 340 ml packaging and is in permanent innovation.

PARING TIPS

- Due to its organoleptic properties, Patagonia Amber Lager may be paired with red meat and sauce reductions. A great example to try is with a braised bondiola with dark or cassis sauce, cinnamon and thyme sided by crispy baked sweet potatoes.
- If you wish to try more complex food, our recommendation is to order smoked deer risotto, peas and araucaria pine nuts which combine the fragrance of the dish with the Patagonian aroma in the beer.
- If your choice is cheese, our proposal is to try the 3-cheese Fondue. The age of the cheese used should be medium, seasoned with white or cayenne pepper.
- When you are in the mood for fish, a good option might be a dish of Fussili with smoked trout in thyme and lemon topped with lime zest. It might be a good option.
- But if you are in for pasta, our recommendation is to try Tierra del Fuego southern king crab served with sour lemon cream, which is elegantly contrasted by the sweetness of the beer.



TULIP

The glass was designed to enhance the aroma of the beer, by narrowing of the mouth. It is tall enough to appreciate the color and the finish in a tulip shape keeps the collar perfect and intact.

Things to look for in Patagonia Amber Lager

MAIN INGREDIENTS



CARAMEL MALTS

Add **BALANCED SWEETNESS**, amber color and body.

FLAVOR PROFILE

Fully bodied and delicate at the same time, the beer has a pleasant bitterness which reveals toasted caramel. Slightly toasted aroma of fine malt.

KEY: SPECIAL MALTS



PARING TIPS

ABC

ACCENTUATE Acid, citric desserts; **ACID**



CONTRAST Flour-based dishes; **DRY**



BRIDGE Red spicy meat; **COMPANY**



THE SIMPLE COMPLEXITY OF BEER

HISTORY

PATAGONIA BOHEMIAN PILSENER LAGER



Patagonia Bohemian Pilsener is true to its own style. Owner of a golden color, darker than its German or American cousins, Bohemian Pilsener tends to be sweeter and has a great body. This beer is distinctively malty as a result of the special variety of malts used during the brewing process. This style was born in 1842 when a Bavarian monk separated the yeast

in low temperature fermentation (lager) and used it for this new style at the Plzensky Prazdroj brewery. This style was later replicated in the Späten in Munich, creating a product range derived from the original Bohemian Pilsener Lager. Patagonia beer continues this tradition of innovation by developing new products.

PAIRING TIPS

- 1 Patagonia Bohemian Pilsener has a great flexibility to be paired and enjoyed with several dishes.
- 2 Whether it is smoked white meat or cured with spices like smooth mustard, white pepper or herbs (thyme, etc.) the hoppy aroma of the beer complements the dishes very well.
- 3 In Wok vegetables, where the very essence of vegetables is kept, the body and brightness in the aroma of Bohemian Pilsener makes it a great companion.
- 4 Owing to its elegance, this beer might contrast with some gourmet starters containing fresh leaves (basil, parsley) where the malty notes tone down the herbs, making every mouthful like the first.



TULIP

This glass was designed to enhance the aroma of the beer, as a result of narrowing its mouth. It is tall enough to appreciate the color and the finish in a tulip shape keeps the collar perfect and intact.

Things to look for in Patagonia Bohemian Pilsener Lager

MAIN INGREDIENTS



MALTS ▶

Add **CREAMY** and **HONEY** flavors.



NOBLE HOPS ▶

Add **HERBAL** notes

FLAVOR PROFILE

The Bohemian Pilsener is a golden beer darker than their German or American cousins. It is slightly sweeter and it features a malty creamy body as a result of using a modified malt during the brewing process. The classical Czech Saaz hops contribute to its fruity aroma which virtually jumps out of the glass, appealing to the nose immediately.

KEY: ASSORTED MALTS



PAIRING TIPS

ABC

ACCENTUATE Creamy and hot dishes; **FATTY**



CONTRAST Starters with fresh herbs and vegetables; **AROMA**



BRIDGE White meat with aromatic herbs; **HOPPY**



THE SIMPLE COMPLEXITY OF BEER

HISTORY

PATAGONIA WEISSE



Patagonia Weisse is the latest addition to our Patagonia product range. With a superb aroma giving off notes of orange and coriander, Patagonia Weisse is unique in our market. Its typical haze is created by the use of wheat malt. Patagonia Weisse is a Belgium Witbier. This style is one of the survivors of the Out Law Beers in Germany. It was very popular in

the area of Randres, in southern France and its recipe included fruit and spices which were used by the monks in the Trapeze abbeys to bring aroma into their beer.

PARING TIPS

- Patagonia Weisse is delightful with fresh salads, adding a dressing sensation to them.
- It is excellent with vinaigrette dressings, where its main advantage over other beers and drinks in general is that Weisse may handle gracefully any other element which makes a salad more complex such as eggs, cheese, ham, anchovies, celery and fennel.
- With strong cheese and omelets, as well as spicy, smoked or hot sausages, Weisse beer refreshes the palate.
- Peruvian, Mexican and Thai dishes find the best and most faithful companion to relish in Patagonia Weisse.
- There is no better beer to pair with dry desserts and citric fruits.



TULIP

The glass was designed to enhance the aroma of the beer, as a result of narrowing its mouth. It is tall enough to appreciate the color and the finish in a tulip shape keeps the collar perfect and intact.

Things to look for in Patagonia Weisse

MAIN INGREDIENTS



WHEAT ▶

Adds the hazy aspect, **BODY** and a slightly tart flavor.



ORANGE PEEL ▶

Adds an airy **CITRUS** flavor and aroma, refreshing the palate as well as the senses.



CORIANDER ▶

Almost imperceptible, balances and makes the **AROMATIC PROFILE** of this beer more complex.

FLAVOR PROFILE

The aroma is bright, citrus, slightly spicy, with orange notes. A clove-like note can be perceived. Weisse's flavor is highly refreshing and fruity. Its medium tartness enhances its citrus notes.

KEY: FERMENTATION AND INGREDIENTS



PARING TIPS

ABC

ACCENTUATE Citrus-flavored desserts; **SWEET**



CONTRAST Dishes with strong flavors; **SMOOTH**



BRIDGE Salads; **AROMA**



THE SIMPLE COMPLEXITY OF BEER
HISTORY

BECKER



Becker was born in 1991 and became the first brand of the AB InBev portfolio in Chile.

As years went by, the brand began to deploy a unique and distinctive communicational approach, becoming the youth's favorite brand in Chile owing to its innovative style.



PARING TIPS

- 1 With its refreshing flavor, Becker is the perfect match to share with friends over grilled meat.
- 2 In addition, Becker goes well with appetizers and snacks before a fun night begins, as a result of its youthful and integrating character.



PILSEN GLASS

Tall and slim glass, that helps display its color and aroma.

This glass enhances the color and brightness of the beer -which translates into a refreshing feeling.

Things to look for in Becker

MAIN INGREDIENTS



MALT ▶

The beer presents slight notes of hops - which give roundness to its delicate and distinctive **FLAVOR**.



HOPS ▶

The beer presents slight notes of hops -which give roundness to its delicate and distinctive **FLAVOR**.

FLAVOR PROFILE

Light and brilliant beer, with slight notes of hop, green leaves and flowers.



PARING TIPS

ABC

ACCENTUATE Grilled meat.



CONTRAST Hot dishes.



BRIDGE Snacks.



PILSEN

La cerveza más tradicional de Uruguay lleva el nombre de la categoría más conocida y consumida de todo el mundo: Pilsen. Nació en 1886 como Pilsen Royal Luxe. El nombre se redujo y su popularidad creció. Hoy, Pilsen es la cerveza más vendida del país.

The most traditional Uruguayan beer bears the name of the most popular and consumed beer type in the world: Pilsen. This brand was originally known as Pilsen Royal Luxe. But later, the brand name was shortened and its popularity grew. Today Pilsen is the best-selling beer in the country.



MARIDAJES

1

El amargo suave y afilado de la Pilsen la hacen perfecta para maridar con comidas Thai y Vietnamitas, que se caracterizan por ser platos con especias sofisticadas y de compleja elaboración.

The smooth and sharp bitterness of Pilsen makes it a perfect pair for the Thai and Vietnamese dishes, which are spicy, sophisticated and complex.

2

Los jamones cocidos y los crudos van muy bien con la cerveza Pilsen, ya que corta la grasa y extrae la sal característica de estos productos. Una combinación perfecta es con tostados de jamón y queso gruyere.

Cured ham and prosciutto go together well with Pilsen, since the beer opens up the fat in the ham and lifts up the salt in these products. A perfect companion to ham and gruyere cheese toasts.

PAIRING TIPS



VASO PILSEN PILSEN GLASS

Vaso alto, estilizado, que captura la efervescencia de la cerveza y mantiene la espuma. Resalta el color, la brillantez y la transparencia de la cerveza, lo que se traduce en refrescancia.

High, slim glass, which captures the carbonation in the beer and keeps the color. This glass enhances the brightness and transparency of the beer -which translates into a refreshing feeling.

¿Qué hay en Pilsen? Things to look for in Pilsen

INGREDIENTES PRINCIPALES MAIN INGREDIENTS



MALTAS DE CEBADA BARLEY MALT

Aporta el color y el sabor **SUAVE** característico de esta cerveza.

*Provides the beer with its distinctively **SMOOTH** flavor.*



LÚPULOS HOPS

Refrescan el líquido aportando aromas y **AMARGO LEVE**.

*Refreshes the beer, adding aroma and a **SLIGHT BITTERNESS**.*

PERFIL DEL SABOR FLAVOR PROFILE

Color dorado brillante, espuma persistente y notas de amargo provenientes de las flores de lúpulo, que hacen a la cerveza con destacado cuerpo y sabor, un líquido balanceado entre sabor y suavidad.

The bright golden color, persistent collar and bitter notes provided by the hop flowers make Pilsen stand out for its body and flavor and for being a beer that balances flavor and smoothness.

CLAVE: FERMENTACIÓN

KEY: FERMENTATION



MARIDAJE / PAIRING TIPS

CCC

CORTE Platos Mexicanos o Thai; **PICANTES, ESPECIES**

ACCENTUATE Mexican or Thai dishes; **HOT AND SPICY**



CONTRASTE Masas homeras fritas, queso y jamón; **CREMOSIDAD**

CONTRAST Fried or baked dough ham and cheese; **CREAMY**



COMPLEMENTO Salsas, picadas; **SUAVIDAD BRIDGE** Sauces, snacks; **SMOOTH**

