

Consorcio Cervecerero





History

This consortium was founded by Mr. José Antonio González Ibarra, inspired by the memories of his childhood. His father, Mr. José González Carranza, was licensee for different parts of the country of one of the most important beer companies in Mexico.

Mr. González developed great interest and love for this trade, as he saw his father work in the distribution and sale of beer in the noble City of Tijuana.

At that time Mr. González set his goals, working tenaciously to make his dream come true. Finally, approximately twelve years ago, he registered "Tijuana TJ Beer". In 1998 Mr. González establishes "Consorcio Cerveceros de Baja California" integrating a small group of professionals who combined the best elements to create an utmost quality beer.

The beer is named after the city that, for many Mexicans, represents a land of opportunities, the road of progress and financial success. On the other hand, for foreigners, Tijuana is the closest opportunity to take a glimpse of Latin America.

"In honor of Tijuana and for everything the city has offered us, we proudly present the fruit of our efforts".

Tijuana TJ Beer





History

Tijuana TJ Beer produced with the finest ingredients, our beer is the result of years of constant improvement and the strictest quality test, David Masa, our Master Brewer, created the formula based on the experience and knowledge handed down from his father, grandfather and many generations before them. His ancestors have been Master Brewers of the most prestigious and well known breweries in the Czech Republic.

Our goal is to achieve the highest quality and service standards, giving added value to Tijuana, the city with the largest number of visitors in the world. Millions of persons have had the opportunity to visit Tijuana, and many more dream to do so some day.





Brewing Process

Milling

The malted Barley is prepared in order to expose all its properties during the boiling. Mashing manipulates the temperature of a mixture of water and a starch source (known as mash) in order to convert starches to fermentable sugars.



Sparging

(a.k.a. lautering) extracts the fermentable liquid, known as wort, from the mash.



Boiling

Sterilises the wort and increases the concentration of sugar in the wort. The wort collected from sparging is put in a kettle and boiled, usually for about one hour. Hops are added during boiling in order to extract bitterness, flavour and aroma from them.

Fermentation

Uses yeast to turn the sugars in wort to alcohol and carbon dioxide. During fermentation, the wort becomes beer.



Pasteurisation

Is an optional stage of the beer process in which the beer is slowly heated and cooled to kill off any existing cellular yeast in order to maintain longer shelf life.



Packaging

The fifth and final stage of the brewing process, prepares the beer for distribution and consumption. During packaging, beer is put into the vessel from which it will be served: A keg or bottle.





CCBC Imports

Bavarian Purity Law

In the year 1516 a law was signed
REINHEITSGEBOT INTERNATIONAL LAW OF PURITY.

It establish that only beers made with 4 primary components
are pure beers,

BARLEY, HOPS, YEAST and WATER

There are many other beers that use
rice, corn, cane sugar or artificial flavors,
and the result of this is an ADULTERATED beer.

CERVEZA TIJUANA IS 100% PURE
For this reason it won't give you a headache,
it won't irritate your stomach and it wont bring you
down next day

CHEERS!

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

PACKAGING



Light Six Pack
6 bottles 355 ml.



Güera Six Pack
6 bottles 355 ml.



Morena Six Pack
6 bottles 355 ml.



Six Pack 3 Amigos
6 bottles 355 ml.
2 Güeras, 2 Morenas
& 2 Lights



Case Double Pleasure
24 bottles 355 ml.
12 Güeras & 12 Morenas



Three Pack
3 bottles 355 ml.
1 Güera, 1 Morena
& 1 Light



Three Pack
"Rosarito Beach"
3 bottles 355 ml.



Case 3 Amigos
12 bottles 355 ml.
4 Güeras, 4 Morenas
& 4 Lights



Case Rosarito Beach
24 bottles 355 ml.



Case Cerveza Tijuana
24 bottles 355 ml.



Keg
60, 30 & 20 Lts.

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

Beer Descriptions

Light

A lighter alternative to the Guera, with all the characteristics of an extraordinary Lager beer. A unique blend of malt and hops give it a mild hop aroma and a rich malt flavor that is lighter and smoother to enjoy without losing a real beer taste.

3.5% Alc. Vol.

- 100% Pure BEER! Brewed only with barley malt, hops, yeast and water under the strict guidelines of the international purity law of 1516.
- It is a distinguished, elite, gourmet beer for the most demanding palates.
- It is the only handcrafted, limited production lager beer brewed in Mexico.



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

Beer Descriptions

Güera

A lager beer that satisfies the taste of beer connoisseurs. Its blend of finely balanced hops and malt used to brew this beer produce an uncommonly rich flavor. It is a full-bodied Lager beer with a crisp flavor and aroma. Once you drink this beer you won't change it for any other.

4.8% Alc. Vol.

- 100% Pure BEER! Brewed only with barley malt, hops, yeast and water under the strict guidelines of the international purity law of 1516.
- It is a distinguished, elite, gourmet beer for the most demanding palates.
- It is the only handcrafted, limited production lager beer brewed in Mexico.



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

Beer Descriptions

Morena

This lager dark beer is unique among all others. Its smooth body and mahogany color are a result of the special combination of several malts. Because of its sweet aftertaste it is believed to be a delicacy among beers.

4.8% Alc. Vol.

- 100% Pure BEER! Brewed only with barley malt, hops, yeast and water under the strict guidelines of the international purity law of 1516.
- It is a distinguished, elite, gourmet beer for the most demanding palates.
- It is the only handcrafted, limited production lager beer brewed in Mexico.



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

Descripción

Rosarito Beach

Our newest product.
It is a middle bodied lager blond beer with a crisp flavor and sweet malt aroma and hop.

100% brewed with selected barley malt, hop & yeast. With a special brewing getting a super premium quality product.

4.0% Alc./Vol.

9.0% Extr. Orig.



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com

RECOGNITIONS

CERVEZA

Sijjuana
-T.J.-

BEER

AWARDS



CCBC Imports



The 2007 World Beer Championships
is pleased to recognize

Tijuana TJ

Morena

Gold Medal
90 Points
"Exceptional"

A handwritten signature in black ink, which appears to read "Gerald O'Kennard".

Gerald O'Kennard, Director BTI

910 West Van Buren Suite 5000 Chicago Illinois 60607 USA

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



The 2007 World Beer Championships
is pleased to recognize

Tijuana TJ

Brava Lager

Bronze Medal
84 Points
"Recommended"


Gerald O'Kennard, Director BTI

910 West Van Buren Suite 5000 Chicago Illinois 60607 USA

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



The 2007 World Beer Championships
is pleased to recognize

Tijuana TJ

Güera

Silver Medal
89 Points
"Highly Recommended"

A handwritten signature in black ink, appearing to read "Gerald O'Kennard".

Gerald O'Kennard, Director BTI

910 West Van Buren Suite 5000 Chicago Illinois 60607 USA

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



The 2007 World Beer Championships
is pleased to recognize

Tijuana TJ

Bufadora

Silver Medal
88 Points

"Highly Recommended"


Jerald O'Kennard, Director BTI

910 West Van Buren Suite 5000 Chicago, Illinois 60607 USA

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



Silver Award

2006

AWARDED TO

Cerveza Tijuana TJ

PRODUCT NAME

Tijuana TJ Guera

SECTION

Small Brewery - Packaged/Draught

CLASS 19 : Lager

EXHIBIT NO. 801

**IT'S ALL ABOUT
THE BEST BEERS
IN THE WORLD!**

Proudly presented by



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



Bronze Award

Australian International Beer Awards 2007

AWARDED TO

Consorcio Cerveceros De Baja California, Mexico

PRODUCT NAME Cerveza Tijuana TJ "Bufadora"

SECTION Small Brewery Section

CLASS 27 - Lager Packaged

EXHIBIT NO. 278

**IT'S ALL ABOUT
THE BEST BEERS
IN THE WORLD!**

Proudly presented by



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



Bronze Award

Australian International Beer Awards 2007

AWARDED TO

Consorcio Cerveceros De Baja California, Mexico

PRODUCT NAME Cerveza Tijuana TJ "Brava"

SECTION Small Brewery Section

CLASS 27 - Lager Packaged

EXHIBIT NO. 1081

**IT'S ALL ABOUT
THE BEST BEERS
IN THE WORLD!**

Proudly presented by



CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

Australian International Beer Awards



Cerveza Tijuana Güera obtiene Medalla de Plata por obtener el 2do. lugar en el concurso Copa Cerveza en Guadalajara, Jal. en Octubre del 2009.

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports



Cerveza Tijuana Morena obtiene Medalla de Bronce por obtener el 3er. lugar en el concurso Copa Cerveza en Guadalajara, Jal. en Octubre del 2009.

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

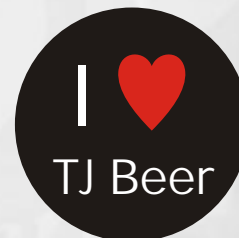
Promotion elements



Water Bottle Label



Logo on Umbrella



Pins



Displays



Publicity in Magazines



For Stores

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

LOGOTYPES

Corporative Logo



Oficial Logos

CERVEZA



CERVEZA



Restaurant Oficial Logo



Store Oficial Logo

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com



CCBC Imports

CONTACT

Lic. Angélica Beltrán
Gerente

angelicab@tjbeer.com
Tel: (664) 638-8662 y 63 ext. 204

Yesenia Gómez Gómez
Asistente Gerencia

gerencia@tjbeer.com
Tel: (664) 638-8662 y 63 ext. 200

CCBC Imports



1021 Bay Blvd. Suite H. Chula Vista CA. 91911 Phone: 011 52 (664) 634-1111 & 638-8662 www.tjbeer.com