

# BROCHURE 2020





## THE BEGINNING

Born in the South (of France) and having always been passionate about beer, our starting point was a simple observation: on the French Riviera there are countless beers available on the market but there are not any light and really refreshing beers. The beers that are sold are mainly Belgian and Dutch, with a pronounced taste and often heavier. That is why we came up with the idea of producing a regional beer combining lightness and smoothness.

## THE CONCEPT

Refreshing, thirst-quenching, light and easy to drink" are the key words describing this beer. In fact, these specific qualities really come from our wish to appeal to the greatest number. The beer also reflects the Mediterranean climate with its mild and refreshing taste. The main goal is to invite people to enjoy this beer in a sociable atmosphere. We are seeking to attract both the curious and the connoisseurs. We want to introduce them to this "bière de soif" or "session beer", which thanks to its slight if any bitterness gives a really enjoyable taste. The Monte Carlo Beer stands out in this way thanks to its unique and distinctive taste providing lightness and shared enjoyment.

## PRODUCTION

The Monte Carlo Beer is brewed in the Provence Alpes Côte d'Azur region in Saint Raphaël situated in the Massif de l'Estérel (Estérel mountains) by Les Brasseurs de l'Estérel (Estérel Brewers). This is a traditional brewery which uses high performance technology enabling us to attain an optimum level of quality beer. Our objective is to combine the know-how of the best artisans with the use of the local workforce and regional products. In this way we can carefully monitor the brews so as to avoid all health risks.

We are also very attentive as regards the brewing process and in this respect tests are systematically carried out by an independent laboratory which is accredited by the Comité français d'accréditation (COFRAC) [French Accreditation Commission].

The Monte Carlo Beer recipe has been officially registered in order to protect and preserve its unique identity.

## COMPOSITION

This is a light lager "Pale Ale" type beer and is a blend of three malts and three hops produced in France, top fermented, with 4.5% alcohol. All our ingredients come from sustainable agriculture.





MONTE CARLO BEER  
MCB  
Est. 2014  
MONTE CARLO BEER



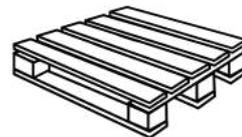
## SPECIFICATIONS:



Glass bottle  
330 ml  
4.5% alcohol



24 bottles  
375 mm x 247mm x 229 mm  
14 kg/carton



63 cartons - 1512 bottles  
120 cm x 80 cm x 180 cm  
960 kg/pallet



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[contact@montecarlobeer.com](mailto:contact@montecarlobeer.com)

The Office  
17 Avenue Albert II  
98000 Monaco