

# **SAKU BREWERY EXPORT PORTFOLIO**

*A guide to the Estonian brewery and its beverages*







Estonia is a small country situated in the upper right corner of the **European Union**. Our neighbours are Finland to the north, Sweden to the west, the other Baltic states to the south and Russia to the east. We feel closest in spirit to the Scandinavian countries through our national identity and Nordic climate.

Estonia has a small population and its population density is quite low compared to that of Western Europe, which is why we have a lot of pure, **untouched nature**. About half of the country's territory is covered with forests and bogs. The other half is mostly used for agricultural purposes; one tenth of this half is covered with densely populated areas.

Our extensive agricultural background gives us a **strong advantage** in being a considerable player in the field of producing beer and other drinks. Brewing beer from cereals and distilling spirits have been our traditional industries for centuries.







**ESTONIA**

*Refreshing drinks from pure nature*









# ESTONIANS

*A distinctive nation with distinctive tastes*

With a population of a bit more than **1 million people**, Estonia is one of the least populated countries in the European Union and has enjoyed independence for just less than a hundred years. Nevertheless, as a nation, we have existed for many thousands of years, being dominated by Denmark, Germany, Sweden and Russia at different times. We have managed to preserve our language, culture and our **distinctive national identity** throughout all these eras.

When it comes to Estonian food culture, we can't say that Estonian cuisine is something extraordinary. It is a mix between Nordic agricultural products and is heavily **influenced by German food culture**, as our national dish is sauerkraut and potatoes with blood sausages. But one thing is for sure – for centuries the main drink with our meals has been traditional homebrewed beer. As we have plenty of malt and rye, and centuries of experience, we have become very professional and passionate lager-brewers, and this is something we are proudly willing to export all over the world.





**PART OF EUROPE**  
*The small country of big things*







We are eager and stubborn; determination and ambition are our natural traits. Estonians have given the world the spy camera called Minox that's known from the James Bond movies. The communication software **Skype** was born in Estonia; it is also the home of many rapidly advancing start-up enterprises like CrabCAD and Transferwise. The latter of the two is currently in the process of shaking the foundations of banking and re-defining the industry in whole.

Estonia is a fully accepted member of the **European Union** and NATO.

It has adopted the **euro** and the economy is showing signs of stable growth. 13 % of our energy demands come from renewable energy, 95 % of Estonia's territory is covered by 4G mobile network and we use ID-cards for electronic voting on the internet. If we can do all this, then we sure as hell can brew great beer and other soft drinks.





# SAKU BREWERY

200 years of beer brewing experience







Saku Brewery was established in 1820, when the owner of Saku manor, Karl Friedrich Reh binder decided to set up a small brewery at his manor. Documentation has proven that the first brewing period at the Saku beer house took place in **October 1820**. By 1899, Saku Brewery had become the biggest brewery in North Estonia and had built its own railway line between Saku and Tallinn.

Having lived through the turbulent times of both world wars, Saku became the **biggest brewer in the Estonian** beer market in 1950s and has retained that position to this day, being neck and neck with its biggest competitor.

Throughout history, quality lager beer and Baltic porter have played a key role in the Saku beer portfolios. These beers have been exported all over the world, from the Russian Empire to the developed beer markets in Europe.







## 1820

The Saku Brewery is born. The owner of Saku manor, German earl Karl Friedrich Reh binder, decides to establish a brewery at his manor. It has been proven with documentary evidence that the first production period at the Saku beer house was in October 1820.

## 1849

A new lord takes over the Saku Manor.

During the era of the Rehbinders, the brewery did not get a lot of attention, but after the transfer of the manor to the Baggo family in 1849, reforms are carried out in the brewery and beer production intensifies.

## 1876

Valerian Baggo, the new lord of the manor, builds a new brewery working on steam. The first brew in the new brewery is probably made on October 4, 1877. Three years later, Saku Brewery sends its beer to an exhibition in Riga and is awarded second place and a bronze medal.

## 1899

A railway connection is established with Tallinn. On September 28, the first beer load from Saku to Tallinn arrives – before that, beer is transported with horses.

In the same year, the brewery becomes a public limited company, proving to be very successful.

## 1928

In the beginning of the 1920s, there are 9 breweries in Estonia. However, the Saku Brewery stands out due to its innovations. In 1928, Saku introduces the 0.5 litre beer bottle to replace the half toop (1 toop = 1.23 litres) bottle used so far.

## 1960

The brewery starts producing Saku Tume (Saku Dark), a dark beer with a rich taste. It is Estonia's only strong dark beer and is brewed for experienced beer lovers who can appreciate the fuller taste of dark beer. It is the oldest beer still being brewed.

## 1970

The brewery is prospering and owns over 5000 m<sup>2</sup> of housing area with over 250 apartments in various barrack style buildings, terrace and prefabricated houses as well as in family dormitories. The brewery also has a day care centre and a sauna for locals.







## 1991

A new era for the Saku Brewery begins when a joint venture Baltic Beverages Holding (BBH) is established together with the Pripps brewery in Sweden and the Hartwall factory in Finland, which acquires 75% holding in the Saku Brewery.

## 1993

Estonia's first modern quality beer Saku Originala is brewed. It was and still is – the one.

A year later, the legendary rebel beer Rock is born in the spring of 1994. Nobody remembers much about the rock festival it was brewed for, but Rock's success story continues.

## 1999

Estonia's first ice beer is born. Saku on Ice is introduced, laying the ground for the segment of soft-tasting beers in Estonia, and achieving great popularity very quickly.



## 2001

The new series of Kiss ciders is launched. It quickly achieves a 19 % market share and the second position on the local cider market. In the same year, Saku Suurhall, the largest arena in Estonia is built and named after its supporter – the Saku Brewery.

## 2005

Saku Brewery introduces the exclusive Saku Kuld (Saku Gold) for the beer epicures. The sales of the new product prove to be three times as successful as planned.



## 2008

A historically important year for the Saku Brewery – it becomes a full member of the international brewery group Carlsberg and thereby rises to the top league of international breweries.



## 2015

Saku Brewery celebrates its 195th anniversary. In honour of the grand anniversary, a high quality Special Brew 1820 is launched and a book about the colourful history of the brewery is published.

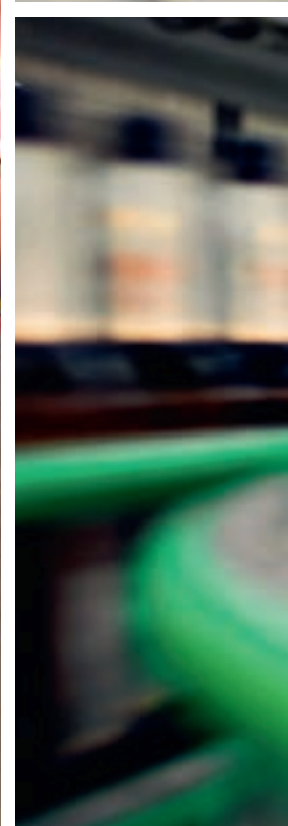
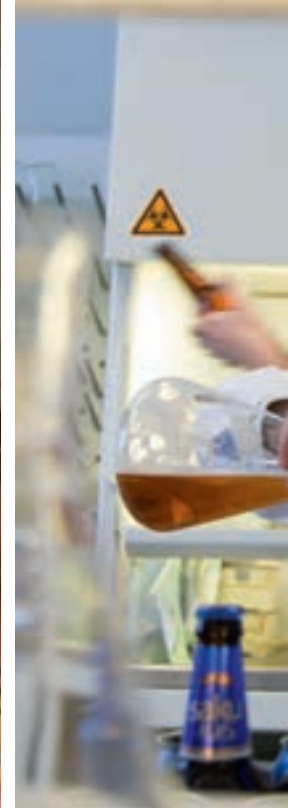






**SAKU BREWERY**

*A proud member of the Carlsberg Group*







Since 2008, Saku Õlletehas has been 100% owned by Carlsberg Group. Therefore, we can say that we are part of the top league players of international breweries.

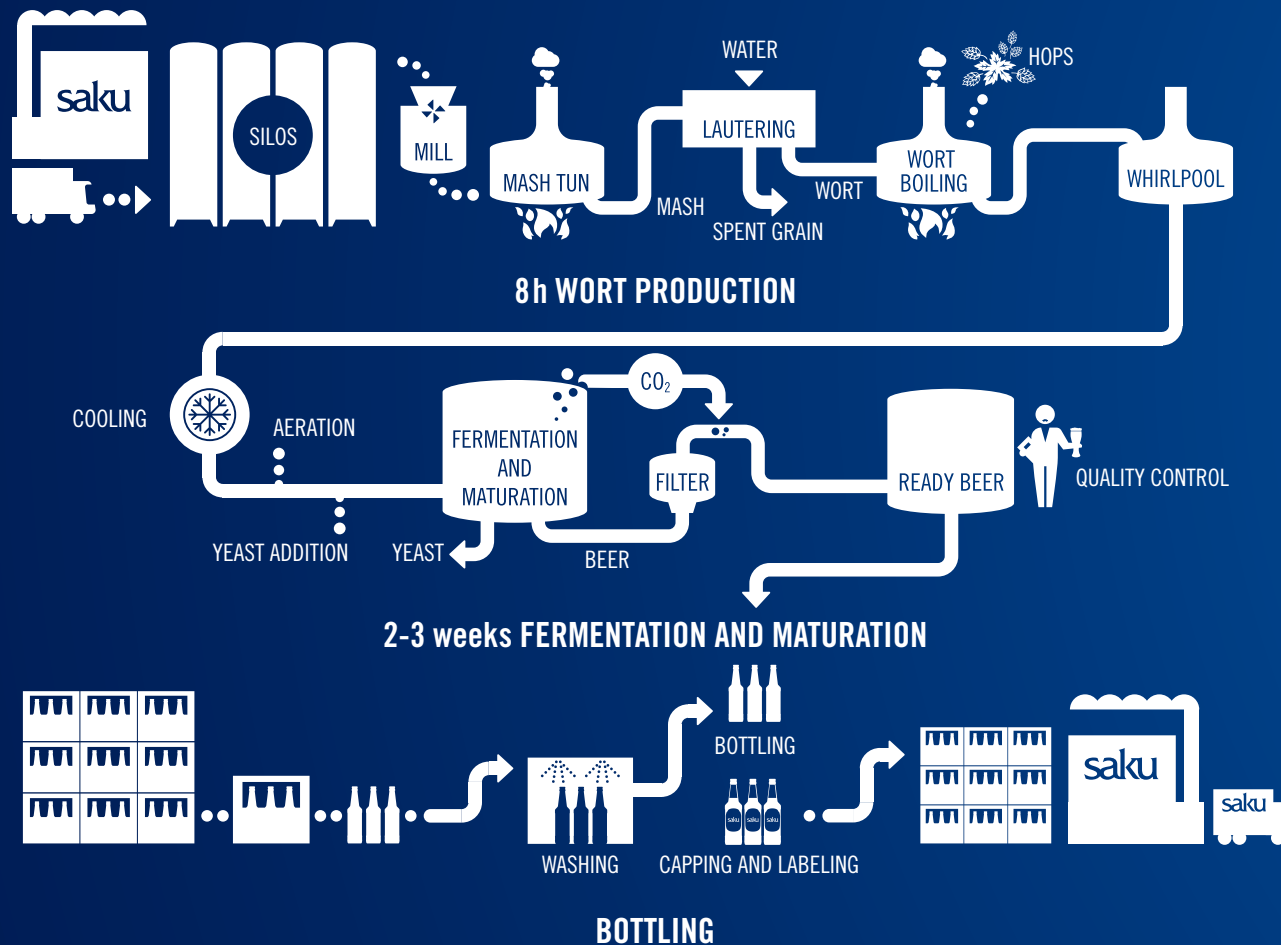
In 2015, we produced about 107,000,000 litres of beer and other beverages, including cider, long drink and table water.

We operate according to **ISO 9001** standards and the quality of our production is guaranteed by extremely high in-house and Carlsberg Group regulations that we follow.





# THIS IS HOW SAKU BEERS ARE BORN



## HOW IS BEER MADE?

The first stage of the brewing process is called mashing. The purpose of mashing is to obtain a high yield of extract from the malt grist. The malt is ground and mixed with water at the proper temperature (50°C) to form a mash. Then the mash undergoes a process called lautering. This is the process that determines the sweetness of the beer.

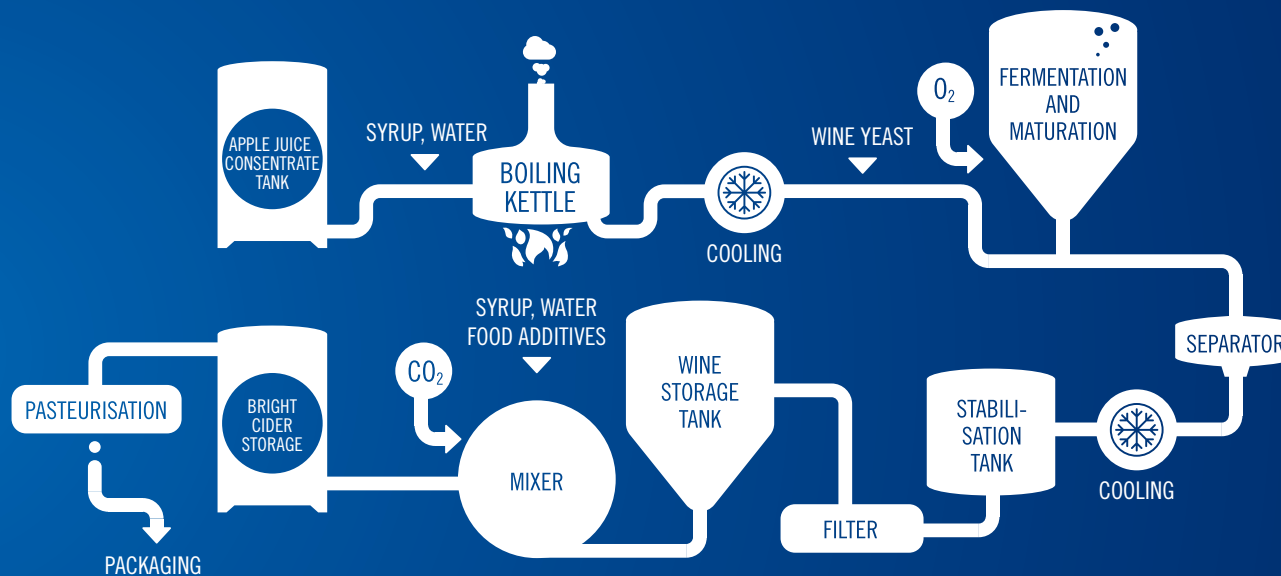
Mash is pumped into a lauter tun where wort is separated from grain. The clear wort then moves to a copper brew kettle where it is boiled with hops. The remaining spent grain is a valuable by-product, which is used as animal feed. The clear wort is boiled with hops to the desired density. One boil requires 8 tons of malt and at least 50,000 litres of water. The volume of finished boil is about 40,000 to 50,000 litres.

Boiled wort is pumped into a whirlpool or a settling tank, where solid particles settle and the wort is cooled to the fermentation temperature (11-13°C). After the wort is cooled, it is pumped into a fermentation tank and yeast is added to it. The yeast converts fermentable sugars in the wort to alcohol. After fermentation, yeast is removed and the tank is pressurised and beer is conditioned, which takes 14 days. The beer from the conditioning tank is filtered and is ready for bottling.

The beer is bottled on a state-of-the-art bottling line, one of the most modern in Europe, which can produce up to 35 thousand cans and 30 thousand bottles of beer per minute. The bottling process includes purity control, packaging, pushing air out of containers with carbon dioxide and sealing containers. Filled cans are also heated in order to discover any possible leakages.



# HOW IS CIDER MADE?



## WHAT IS CIDER?

Cider is one of the oldest drinks in the world, with roots dating back to the ancient Sumerian culture. The inebriating qualities of cider were probably discovered by chance, when juice was left in a warm place for some time and the resulting fermentation produced alcohol in the apple juice.

Cider is a light alcoholic drink made by full or partial fermentation of the juice obtained by diluting apple juice and/or apple juice concentrate.

## FERMENTATION OF APPLE JUICE

In making wine, yeast is added to apple juice and the juice is then taken to the optimal living temperature of the yeast. Saku uses top fermentation yeast, for which the best fermentation temperature is 20-22°C. Fermentation occurs as a result of the activity of the yeast, and the sugars in the juice are converted into alcohol. Saku uses high quality yeast picked from a wide range of wine yeasts, with the aroma and taste of the final apple wine as the main selection criteria.

## LAGERING

After the fermentation, yeast is removed and the wine is cooled and left to lager, which is the final part of the wine production process.

The aroma and taste of the specific apple wine are born, which have a significant effect on the quality of our ciders.

## MAKING CIDER

In making cider, the apple wine is diluted until its alcohol content reaches a desired level; to enhance the taste, various juices and juice concentrates can be added. If a sweeter cider is desired, it is sweetened and juices are added for a better and juicier taste. Natural colours can be used to make the cider look more attractive.

## ENJOYING CIDER

Preferably cold, in good company and in moderate quantities.





## SAKU ORIGINAAL

Saku Original is undoubtedly the number 1 brand in our beer portfolio in terms of sales volume. The **pale lager beer** with a pure taste, that is brewed using modern technology and European quality standards, quickly became the most popular beer in Estonia after it was first brewed in 1993. It is also our most exported beer brand.

Saku Original is brewed using pure spring water, malted barley and carefully selected hops, using Saku's own beer yeast. Its pleasing, hoppy and pure taste makes Saku Original a drinkable quality beer, ideal for enjoying in company or as a refreshing companion to a delicious meal.

In 2018 Saku Original is celebrating it's 25th year as Estonia's flagship beer.



## SAKU KULD

Saku Kuld is the finest brew of Estonia's oldest brewery. It is a true gold standard and the cream of the crop when it comes to beers. It is a masterpiece that entwines two centuries of brewing traditions with the latest technology.

In the taste of Saku Kuld you will find a masterfully balanced brew that has the strength of Nordic barley malt and velvety smoothness of sunny German Hallertau aroma hops. The purest taste of Kuld can be guaranteed by following strictly the German Beer Purity Law (Reinheitsgebot).







## KARL FRIEDRICH

Karl Friedrich, or simply Karl, is a historic-tasting **pale lager beer** with a great taste of hops and the sincere spirit of the head brewer. Centuries of experience, traditional brewing methods and pure ingredients make up the recipe for Saku Karl. It is brewed in homage to the father of Estonia's beer culture and founder of Saku Brewery, Karl Friedrich Reh binder.

Launched only in 2012, it has rapidly grown to be our second biggest beer brand. The reason behind Karl Friedrich's popularity is its taste. Its body is a bit fuller than that of an average European lager, with a slightly sweet undertone and a stronger taste of hops.



## SAKU MANCHESTER

The Taste of Manchester or Saku Manchester for short is a classic slightly sweet light red beer brewed following the finest traditions of English brewmasters. In England this beer is called ale and every respectable traditional English pub has this type of mild red beer at the top of their beer menu.

Saku Manchester gets its English accent from light and caramel malt and aromatic hops that together make the beer sweeter and give it its red colour. Characteristic to English ale, Saku Manchester has a low carbon dioxide level.

## SAKU DUBLIN

The Cream of Dublin or Saku Dublin for short is brewed following the finest achievements of Irish master brewers. It is a low-alcohol, mild, dark beer. Exactly this type of beer with a creamy foam and sweet taste is served in pints in every self-respectable pub in Ireland and England.

Saku Dublin gets its Irish accent from light, caramel and roasted malt and aromatic hops. The carbon dioxide level of Dublin is lower than average just as it is with all Irish beers.







## SAKU TUME

Saku Tume is a chestnut-coloured, rich and traditional Estonian **dark lager beer**. It is made for an experienced beer lover who appreciates the stronger taste of a dark beer. Roasted caramel malt (40% of volume) as well as burned sugar is used in addition to the traditional light barley malt (60% of volume) when brewing Saku Tume, giving the beer a special deep hue, a unique roasty taste and a rich nose. The recipe for Saku Tume has been the same since the 1960s.

Estonian dark beer is brewed using a bottom-fermenting process, and compared to common European lagers, Estonian dark beers have more alcohol, giving them a stronger taste and making them more inebriating. The alcohol content of Saku Tume is 6.7%.



## SAKU PORTER

We are especially proud of Saku Porter, as this is a unique type of beer characteristic to our region only. Saku Porter is a **Baltic porter**, which is a distinct type of beer on the world's beer map. Unlike classic English Porter, Baltic porter is brewed using a bottom-fermenting process and has a significantly higher alcohol content.

The history of Baltic porter goes back to mid 1800s, when neighbouring regions started brewing a beer that would please the thirsty aristocracy of Imperial Russia. Until then, brewers of English Porter had been supplying the Tsar's court, but its transport was expensive and the cold climate of Russia demanded a significantly stronger brew, so a better solution was found in the neighbouring region.







## LONG DRINK

The magic of Sinebrychoff Long Drink lies in its pure northern flavors and true gin-like nuances like the traditional juniper berries.

This refreshing beverage with Finnish roots was originally created for the Helsinki Olympic games and it became popular because it's so convenient! A premixed ready-to-drink cocktail with delicious and familiar flavors such as grapefruit and cranberry.



## KISS CIDER

Kiss ciders are light drinks made of natural apple wine and real juice. The flavour selection of Kiss is quite large. In addition to the classic pear taste, you can surprise yourself with blackcurrant, cherry, pomegranate-lime and blueberry-raspberry flavoured cider.

Kiss is cheerful and friendly by nature. That's why it is best enjoyed in nice weather, with good mood and cheerful company.









# LAGER BEER



## SAKU ORIGINAAL

Saku Originaal is the number one brand in our beer portfolio. It was introduced in 1993, and has retained its place ever since. It is a classic German pilsner type beer – quality lager with medium hops and a pleasant nose. In 2018 Saku Originaal is celebrating it’s 25th year as Estonia’s flagship beer.

PACKAGE	0,5L bottle	0,5L can	0,33L can	0,33L bottle
SALES UNIT	carton box 20 x 0,5L	carton tray 24 x 0,5L	suitcase 24 x 0,33L	carton box 24 x 0,33L
UNITS PER PALLET	40	72	99	50
BEST BEFORE	12 months	12 months	12 months	12 months
ABV %	4,7%	4,7%	5,2%	4,7%



# LAGER BEER



## KARL FRIEDRICH

Karl Friedrich is a historic-tasting pale lager, that is brewed in homage to the founder of Saku Brewery, Karl Friedrich Reh binder. It has a fuller body and a stronger taste of hops compared to other Saku beers.

	LAGER		
PACKAGE	0,5L bottle	0,568L can	0,33L can
SALES UNIT	carton box 20 x 0,5L	carton tray 24 x 0,568L	suitcase 24 x 0,33L
UNITS PER PALLET	40	72	99
BEST BEFORE	12 months	12 months	12 months
ABV %	5,0%	5,0%	5,0%

# LAGER BEER



## SAKU KULD

Saku Kuld is the finest brew of Estonia’s oldest brewery. This masterpiece entwines two centuries of brewing traditions with the latest technology. Saku Kuld is a masterfully balanced brew that has the strength of Nordic barley malt and velvety smoothness of sunny German Hallertau aroma hops.

	0,5L bottle	0,5L can	0,33L can
PACKAGE			
SALES UNIT	carton box 20 x 0,5L	carton tray 24 x 0,5L	suitcase 24 x 0,33L
UNITS PER PALLET	40	72	99
BEST BEFORE	12 months	12 months	12 months
ABV %	5,2%	5,2%	5,2%

# DARK LAGER



## SAKU TUME

Saku Tume is a classic Estonian dark lager with a chestnut colour and rich taste. Compared to the other dark beers in Europe, Estonian dark beers tend to have a higher alcohol content. Saku Tume has a unique roasted flavour and a rich nose.

	0,5L bottle	0,33L can
PACKAGE		
SALES UNIT	carton box 20 x 0,5L	suitcase 24 x 0,33L
UNITS PER PALLET	40	99
BEST BEFORE	12 months	12 months
ABV %	6,7%	6,7%



# PORTER



## SAKU PORTER

We are especially proud of Saku Porter – a representative of the world's only beer type characteristic of our region. The Baltic porter. It is definitely among the best as has been testified by the numerous prizes from various beer-tasting competitions.

PACKAGE	0,5L bottle
SALES UNIT	carton box 20 x 0,5L
UNITS PER PALLET	40
BEST BEFORE	12 months
ABV %	6,9%

# SPECIALITY BEER



## MANCHESTER

Saku Manchester on the other hand is a classic slightly sweet light red beer brewed following the finest traditions of English brewmasters. Saku Manchester gets its English accent from light and caramel malt and aromatic hops that together make the beer sweeter and give it its red colour. haracteristic to English ale, Saku Manchester has a low carbon dioxide level.

PACKAGE	0,5L bottle
SALES UNIT	carton box 20 x 0,5L
UNITS PER PALLET	40
BEST BEFORE	12 months
ABV %	4,2%

# SPECIALITY BEER



## DUBLIN

Saku Dublin is brewed following the finest achievements of Irish master brewers. It is a low-alcohol, mild, dark beer. Saku Dublin gets its Irish accent from light, caramel and roasted malt and aromatic hops. The carbon dioxide level of Dublin is lower than average just as it is with all Irish beers.

PACKAGE	0,5L bottle
SALES UNIT	carton box 20 x 0,5L
UNITS PER PALLET	40
BEST BEFORE	12 months
ABV %	4,2%



# CIDER RANGE



## KISS

Kiss cider is made of natural apple wine mixed with pure juice for achieving a variety of tastes. Therefore, in addition to the traditional pear flavour, the Kiss cider family also includes flavours such as blackcurrant, cherry, strawberry-lime and blueberry-raspberry.

	PEAR	CHERRY	WILD STRAWBERRY
PACKAGE	0,5L can	0,5L can	0,5L can
SALES UNIT	carton tray 24 x 0,5L	carton tray 24 x 0,5L	carton tray 24 x 0,5L
UNITS PER PALLET	72	72	72
BEST BEFORE	18 months	18 months	18 months
ABV %	4,5%	4,5%	4,5%



# ENERGY DRINK



## SUPER MANKI

Super Manki is an energy-flavored soft drink that does not contain caffeine and taurine. Extra power is provided by mate tea extract. The taste of Super Manki is great for both energy drink and lemonade lovers. Sweet enough and sour enough.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	18 months



## SUPER MANKI RED BOOST

Super Manki Red Boost is a goji-berry flavoured soft drink that tastes like an energy drink. The slightly sweet, slightly sour flavour that you love in energy drinks is accompanied by a wonderful taste from the superberry.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months



## SUPER MANKI COLA PARTY

Super Manki Cola Party is a caffeine and taurine free soft drink where is mixed two flavors - energy drink and cola. The taste is slightly sour, sweet and fruity which is coming from the combination of well known cola and energy drink tastes.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months



# SAKU ON ICE



## SAKU ON ICE

SAKU ON ICE is a very mild beer in which the bitter taste from hops has been minimized meaning that it is perfect for quenching your thirst on a warm summer day. The secret behind the taste is a special production process during which the beer is cooled down to where it almost freezes. Ice crystals form in the beer, which significantly tone down the bitterness of hops.

	SAKU ON ICE	SAKU ON ICE
PACKAGE	0,33L can	0,33L can
SALES UNIT	suitcase 24 x 0,33L	suitcase 12 x 0,33L
UNITS PER PALLET	99	198
BEST BEFORE	12 months	12 months
ABV %	5%	5%

# NON ALCOHOLIC BEER



## SAKU ORIGINAAL AF & GO AFB

There are more and more people who would like to enjoy the good taste of beer, but who do not want or cannot consume alcohol. The new alcohol-free beers provide a pleasantly crisp thirst quencher, but at the same time allowing you to continue the day's work with a clear head and a refreshed spirit.

	PILSNER	SAKU ORIGINAAL ALKOHOLIVABA
PACKAGE	0,5L can	0,5L can
SALES UNIT	carton tray 24 x 0,5L	carton tray 24 x 0,5L
UNITS PER PALLET	72	72
BEST BEFORE	9 months	9 months
ABV %	0,5%	0%



# SAKU ON ICE



## LEMON

Alcohol-free Saku on Ice Radler Lemon is a new addition to the popular Saku on Ice range. In this non-alcoholic drink, you can enjoy the sour freshness of lemon while still noticing a slightly hoppy background. This Radler is a true drink of the summer for everybody who is looking for refreshment while keeping a clear head.



## RASPBERRY-CITRUS

Nordic people love raspberries, and that's just the reason Saku Brewery decided to give life to this unique Raspberry-Citrus Radler. The sweetness of berries, sour tones of citrus and pleasant bitter hoppiness combined is the perfect taste of crisp Nordic summer. The drink is alcohol-free like all other Saku on Ice Radlers.



## GRAPEFRUIT

This alcohol-free Saku on Ice Radler steers a little bit away from lemons and uses healthy grapefruits as an inspiration. This means one of a kind fresh taste that mixes together the sour bitterness of grapefruits, hoppy aftertaste and healthy non-alcoholic way of life.



## MANGO

Saku On Ice Mango alcohol-free is our refreshing beer drink with the perfect balance between the slight bitterness of beer and the rich sweetness of a ripe mango. This tropical fruit makes the beverage so bright and vibrant that it just makes you happy! At the same time, it also keeps that distinct and lovely beer character that makes it a hit among all beer lovers.

	LEMON	RASPBERRY-CITRUS	GRAPEFRUIT	GRAPEFRUIT	MANGO
PACKAGE	0,5L can	0,5L can	0,5L can	0,5L can	0,5L can
SALES UNIT	carton tray 24 x 0,5L	carton tray 24 x 0,5L	carton tray 24 x 0,5L	carton tray 24 x 0,5L	carton tray 24 x 0,5L
UNITS PER PALLET	72	72	72	72	72
BEST BEFORE	9 months	9 months	9 months	9 months	9 months
ABV %	0%	0%	0%	0%	0%



# LAGER BEER



## SAKU ORIGINAAL

Saku Originaal is the number one brand in our beer portfolio. It was introduced in 1993, and has retained its place ever since. It is a classic German pilsner type beer – quality lager with medium hops and a pleasant nose. Saku Original is brewed from clear ground water, barley malt, carefully picked hops and Saku’s own brewer’s yeast – a quickly drinkable quality beer that is perfect for enjoying with company and as an accompaniment to a nice meal.

PACKAGE	0,33L can
SALES UNIT	24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	5,2%



# LAGER BEER



## SAKU KULD

Saku Kuld is the finest brew of Estonia’s oldest brewery. It is the cream of the crop when it comes to beers. It is a masterpiece that entwines two centuries of brewing traditions with the latest technology. In Saku Kuld you’ll find a masterfully balanced brew that has the strength of Nordic barley malt and velvety smoothness of sunny German Hallertau aroma hops. The purest taste of Kuld has been achieved thanks to the German Beer Purity Law (Reinheitsgebot).

PACKAGE	0,33L can
SALES UNIT	24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	5,2%



# LAGER BEER



## KARL FRIEDRICH

Karl Friedrich is a historic-tasting pale lager, that is brewed in homage to the founder of Saku Brewery, Karl Friedrich Reh binder. It has a fuller body and a stronger taste of hops compared to other Saku beers.

	LAGER
PACKAGE	0,33L can
SALES UNIT	24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	5,0



# LAGER BEER



## SAKU ROCK

Rock is a beer with a tough character. It was first brewed in the spring of 1994 as a special edition beer for a music festival held that year. Nobody remembers much about the festival, but Rock is still alive. Good things always get noticed. Rock has character. Rock has power. Compared to other lager beers, Rock packs a stronger taste of hops, more punch and not a drop of mildness. A beer for true beer lovers who are not willing to make compromises.

PACKAGE	0,33L can
SALES UNIT	24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	5,3%



# SPECIALITY BEER



## SAKU ROCK IPA

Rock Indian Pale Ale is a proper American style IPA. A hoppy yeast easily drinkable IPA that suits perfectly with good people and spicy food'

PACKAGE	0,33L can
SALES UNIT	24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	6%

# DARK LAGER



## SAKU TUME

Saku Tume is a classic Estonian dark lager with a chestnut colour and rich taste. It is made for an experienced beer lover who appreciates the stronger taste of a dark beer. Roasted caramel malt as well as burned sugar is used in addition to the traditional light barley malt give the beer a deep hue, a unique roasted flavour and a rich nose. Compared to the other dark beers in Europe, Estonian dark beers tend to have a higher alcohol content.

PACKAGE	0,33L can
SALES UNIT	24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	6,7%





# LONG DRINK RANGE



## SFF GRAPEFRUIT

Sinebrychoff Grapefruit is the ultimate epitome of Long Drinks. The lovely bitterness from juniper berries and the refreshing juiciness from grapefruits create the perfect balance that we seek in this Finnish classic.

PACKAGE	0,33L can	0,5L can
SALES UNIT	suitcase 24 x 0,33L	carton tray 20 x 0,5L
UNITS PER PALLET	99	72
BEST BEFORE	9 months	9 months
ABV %	5,5%	5,5%



## SFF STRONG

Strong is the big brother of Grapefruit. They grew up together, so the taste of grapefruit and juniper is present, but with Strong, there is more of everything. More of all that good stuff that we know and love about Long Drinks.

PACKAGE	0,33L can
SALES UNIT	suitcase 24 x 0,33L
UNITS PER PALLET	99
BEST BEFORE	12 months
ABV %	5,5%

# LONG DRINK RANGE



## SFF PASSION

Sinebrychoff Passion is a sweeter Long Drink with a full body. Its juiciness keeps the sweet notes lingering for a long time, but the nice bitterness from juniper berries stops it from becoming too sweet.

PACKAGE	0,5L can
SALES UNIT	carton tray 20 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	9 months
ABV %	5,5%



## SFF CRANBERRY

Cranberries are one of the most loved forest berries in the Nordic countries, so of course, we had to make a cranberry Long Drink. The traditional bitterness from the gin is kept perfectly balanced with these slightly sour berries.

PACKAGE	0,5L can
SALES UNIT	carton tray 20 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	5,5%



# LAGER BEER



## SAKU ORIGINAAL

Saku Originaal is the number one brand in our beer portfolio. It was introduced in 1993, and has retained its place ever since. It is a classic German pilsner type beer – quality lager with medium hops and a pleasant nose. Saku Original is brewed from clear ground water, barley malt, carefully picked hops and Saku’s own brewer’s yeast – a quickly drinkable quality beer that is perfect for enjoying with company and as an accompaniment to a nice meal.



PACKAGE	0,5L can
SALES UNIT	4 x 6 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	4,7%

# LAGER BEER



## SAKU KULD

Saku Kuld is the finest brew of Estonia’s oldest brewery. It is the cream of the crop when it comes to beers. It is a masterpiece that entwines two centuries of brewing traditions with the latest technology. In Saku Kuld you’ll find a masterfully balanced brew that has the strength of Nordic barley malt and velvety smoothness of sunny German Hallertau aroma hops. The purest taste of Kuld has been achieved thanks to the German Beer Purity Law (Reinheitsgebot).



PACKAGE	0,5L can
SALES UNIT	4 x 6 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	5,2%

# LAGER BEER



## KARL FRIEDRICH

Karl Friedrich is a historic-tasting pale lager, that is brewed in homage to the founder of Saku Brewery, Karl Friedrich Reh binder. It has a fuller body and a stronger taste of hops compared to other Saku beers. Karl is an honest and simple beer for people who love to take moments for themselves. That’s why we like to call Karl the calmest beer in the world.



PACKAGE	0,568L can
SALES UNIT	4 x 6 x 0,568L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	5,0%

# TRANSPORT INFORMATION

Volume L	Package	Weight kg (per pallet)	Width cm (per pallet)	Height cm (per pallet)	Length cm (per pallet)	cases (per pallet)	Weight kg (per case)	MOQ
0,5	can	926	80	150,5	120	72	12,8	72 cases
0,33	can	900	80	132	120	99	8,85	99 cases
0,5	bottle	689	80	146	120	40	17	40 cases
0,33	bottle	709	80	159	120	50	14	50 cases
0,33	can(sleak)	820	80	146	120	90	8,85	90 cases

Mandual loading	20 ft container	40 ft container
24*0,5 can case	1576	2070
24*0,5 btl case	1059	1300
24*0,33 can case	2380	2925
24*0,33 btl case	1271	1550
Max cube meters	33,2	67,6
Max gross/kilograms	21 720	26 650

Standardloading	20 ft container	40 ft container
Pallet 80x120 cm	11 pallets	23 pallets



# SAKU EXPORT COUNTRIES









## SAKU ÕLLETEHASE AS

Tallinn Road 2, Saku,  
Harju County, 75501,  
Estonia

[www.saku.ee](http://www.saku.ee)

MARGUS MASING  
Export Manager  
Phone: +372 6508469  
e-mail: [margus.masing@saku.ee](mailto:margus.masing@saku.ee)