

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 Rehbinder 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 Rehbinder, 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 m² 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 Original 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

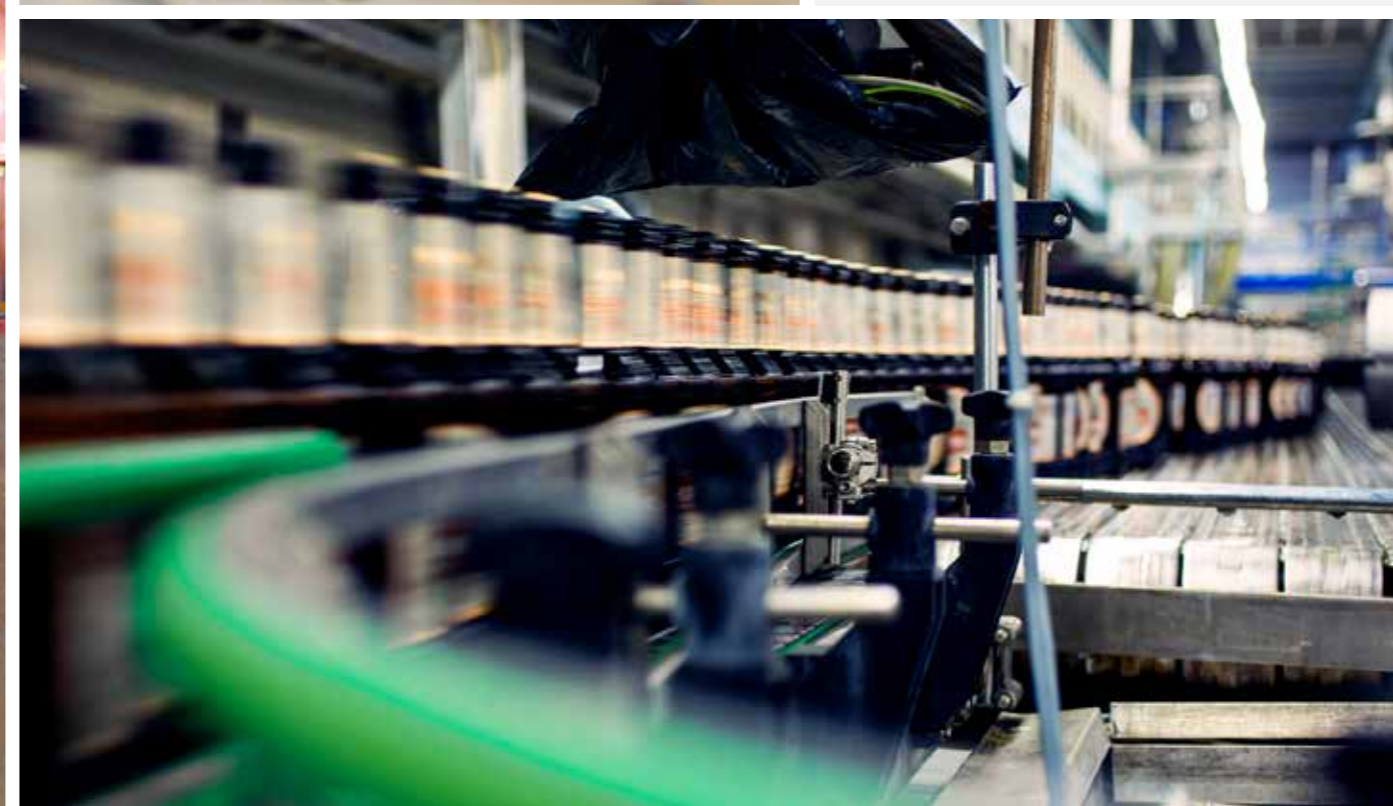
A proud member of the Carlsberg Group



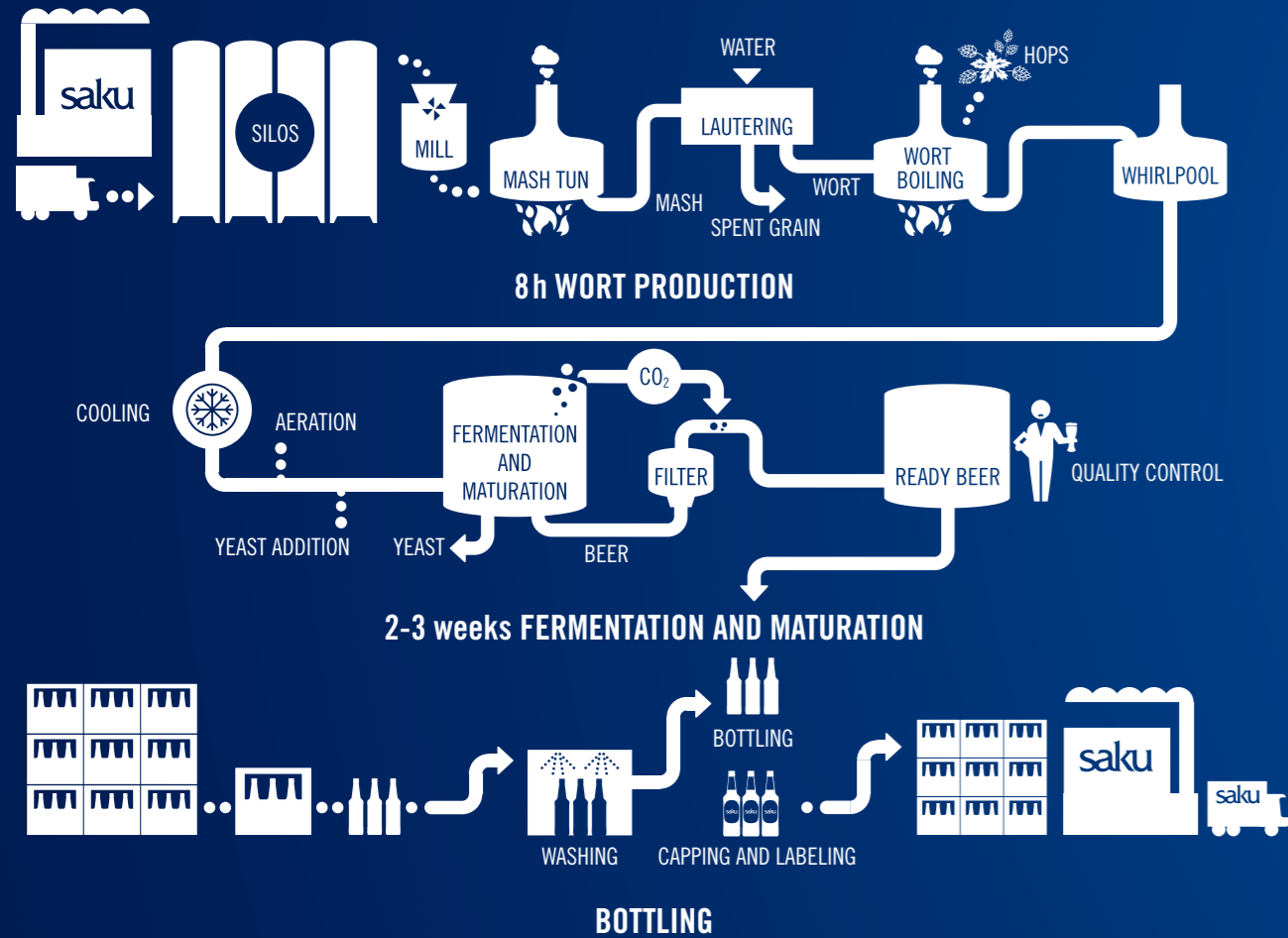
Since 2008, Saku Õlletehas has been 100% owned by Carlsberg Group. Therefore, we can say that we are part of the top league players of international breweries.

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?

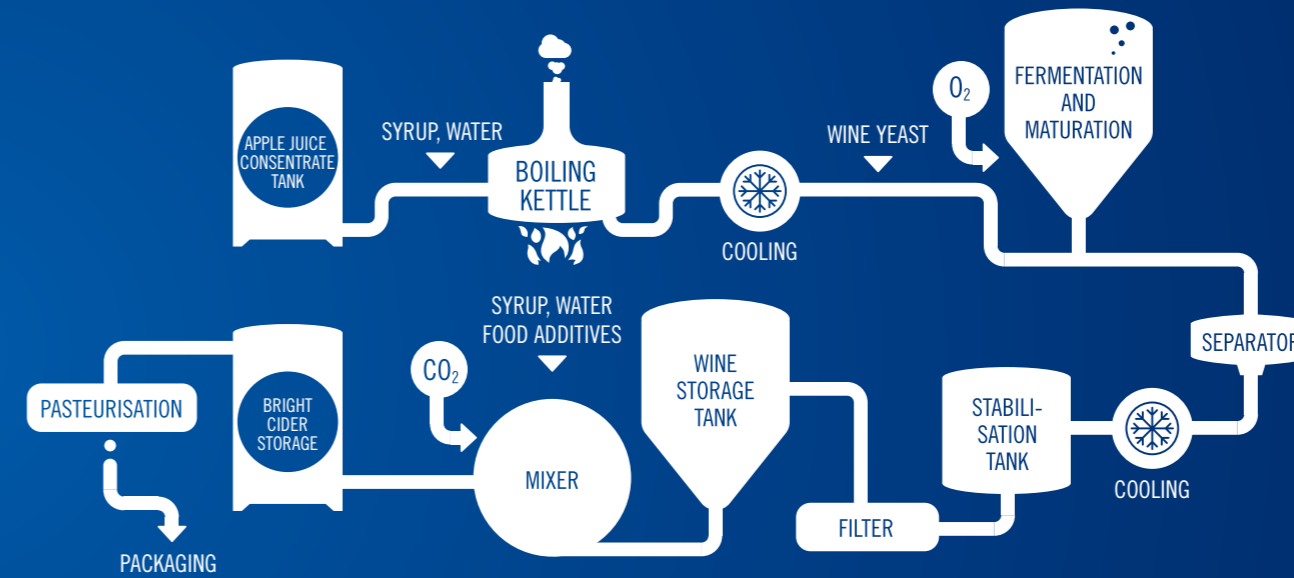
The first stage of the brewing process is called mashing. The purpose of mashing is to obtain a high yield of extract from the malt grist. The malt is ground and mixed with water at the proper temperature (50°C) to form a mash. Then the mash undergoes a process called lautering. This is the process that 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 its 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 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. Therefore, in addition to the traditional pear flavour, the Kiss cider family also includes flavours such as Cherry and Strawberry-lime.

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 Original 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 Original 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	14 months	12 months
ABV %	4,7%	4,7%	5,2%	4,7%

LAGER BEER



SAKU ORIGINAL XTRA

Modern times ask for modern beer and **gluten free** beers are most definitely trending right now. We took our biggest brand, and tweaked it a little and a new gluten free beer was born. For everybody who feel, that gluten doesn't agree with their body, this is a perfect beer to enjoy without any regrets.

PACKAGE	0,5L can
SALES UNIT	carton tray 24 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	4,4% (gluten free)

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.

PACKAGE	0,33L bottle	0,5L can	0,33L can
SALES UNIT	carton box 24 x 0,33L	carton tray 24 x 0,5L	suitcase 24 x 0,33L
UNITS PER PALLET	50	72	99
BEST BEFORE	12 months	12 months	14 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.

PACKAGE	0,5L bottle	0,5L can	0,33L can
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 %	6,7%	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	0,5L can
SALES UNIT	carton box 20 x 0,5L	carton tray 24 x 0,5L
UNITS PER PALLET	40	72
BEST BEFORE	12 months	12 months
ABV %	6,9%	6,9%

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	63	99
BEST BEFORE	12 months	12 months	12 months
ABV %	5,0%	5,0%	5,0%

LAGER BEER



KARL FRIEDRICH MÄRZEN

Karl Friedrich Märzen is a core part on the Karl brand. Staying true to its German heritage Karl Märzen is a copper looking mildly sweet beer, where you can really feel the caramel malts on your palate. With these characteristics, this beer is very easy drinkable and can bring joy and feel of home with every sip you take.

PACKAGE	0,568L can
SALES UNIT	carton tray 24 x 0,568L
UNITS PER PALLET	63
BEST BEFORE	12 months
ABV %	5,0%

LAGER BEER



KARL FRIEDRICH STARKBIER

Starkbier in translation is strong beer, and this is a strong lager beer. With lots of pale malts and moderate bitterness this 6% beer is still very easy drinkable and refreshing, but for people who are looking for a stronger body in beer, this is a perfect companion.

PACKAGE	0,568L can
SALES UNIT	carton tray 24 x 0,568L
UNITS PER PALLET	63
BEST BEFORE	12 months
ABV %	6,0%

LAGER BEER



KARL FRIEDRICH ALE

Karl Friedrich Ale is the newest member of Karl brand and might be the most modern one as well. Compared to lager beers, it is definitely more bitter and has a stronger body to it. This is very true to type to old German beers, before lagers were invented and ale beers ruled the land. With strong bitterness comes some bold flavour, and we in Saku brewery feel, that bold steps are the way forward.

PACKAGE	0,568L can
SALES UNIT	carton tray 24 x 0,568L
UNITS PER PALLET	63
BEST BEFORE	12 months
ABV %	5,0%

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 Cherry and Strawberry-lime.

	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	90
BEST BEFORE	18 months

SUPER MANKI GO BANANAS

Super Manki Go Bananas is a pure joy of Manki fans in cans, a combination of exotic banana and sweet energy drink flavor. A sweet and fun tasting experience that brings magic to the everyday for both young and old enthusiasts. Super Manki is an energy drink-flavored soft drink that does not contain caffeine and taurine.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	90
BEST BEFORE	12 months

NON ALCOHOLIC BEER



SAKU ORIGINAAL AFB

Saku Original alcohol free beer is part of our biggest and most loved beer brand Originaal. It has a light body with only mild bitterness, which gives the beer very high drinkability and you can enjoy definitely more than one glass of those.

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



GO PILSNER AFB

Go Pilsner is ment for people who want to enjoy a nice cold beer without the restrictions that alcohol can bring. With nice hop aroma and bitterness this beer is refreshing and easy to drink, but even without alcohol still has a nice long aftertaste aswell.

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



ROCK ZERO AFB

Rock Zero is alcohol free beer that carries in its soul the real rock spirit. Full body and lots of hops and malts give the beer a nice strong feel and when you close your eyes you couldn't even feel, that there is no alcohol in it. Enjoy every moment of the day without any setback the next day.

	ROCK ZERO
PACKAGE	0,5L can
SALES UNIT	carton tray 24 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	9 months
ABV %	0%

SAKU ON ICE FLAVOURED NON-ALCO MALT DRINKS



MELON

Saku on Ice non-alcoholic melon-flavored malt drink is characterized by the juicy taste of ripe melons, to which freshness is added by a delicate cucumber note. The 0.0% beer base brewed with the newest technology gives depth to the product and brings out the hoppiness in the aftertaste. This product contains real fruit juice.

	MELON
PACKAGE	0,5L can
SALES UNIT	carton tray 24 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	0%



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 coming from 0.0% beer base combined is the perfect taste of crisp Nordic summer.

	RASPBERRY-CITRUS
PACKAGE	0,5L can
SALES UNIT	carton tray 24 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	0%



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 coming from 0.0% beer base and healthy non-alcoholic way of life.

	GRAPEFRUIT
PACKAGE	0,5L can
SALES UNIT	carton tray 24 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	0%



MANGO

Saku On Ice Mango alcohol-free is our refreshing beer drink with the perfect balance between the slight bitterness of 0.0% 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.

	MANGO
PACKAGE	0,5L can
SALES UNIT	carton tray 24 x 0,5L
UNITS PER PALLET	72
BEST BEFORE	12 months
ABV %	0%

LAGER BEER



SAKU ORIGINAL

Saku Original 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	14 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	14 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 Rehnbinder. 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



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	14 months	14 months
ABV %	5%	5%



SPECIALITY BEER



SAKU ROCK IPA

Rock Indian Pale Ale is a proper American style IPA. A hoppy yet 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	14 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



SINEBRYCHOFF 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%



SINEBRYCHOFF 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%



SINEBRYCHOFF MANGO & MINT

Sinebrychoff Mango & Mint is a sweeter ready to drink cocktail drink where tropical sweetness from fruits and refreshing aftertaste of mint meet up and create a flavour profile that brings to mind summer in all its glory.

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

HEAVENLY



HEAVENLY RASPBERRY-RHUBARB LEMONADE

A refreshing, low-calorie blend of sweet raspberries and tart rhubarb, this lemonade offers a vibrant, fruity twist. Each sip delivers a delightful balance of flavors, keeping you refreshed and energized, without the extra calories.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	90
BEST BEFORE	24 months
ABV %	0%



HEAVENLY APPLE-MINT LEMONADE

Crisp apple meets cool, refreshing mint in this light, low-calorie beverage. The perfect combination of sweet and invigorating, it provides a revitalizing drink that hydrates and satisfies, all while being calorie-conscious.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	90
BEST BEFORE	24 months
ABV %	0%



HEAVENLY GRAPEFRUIT LEMONADE

Bright, zesty grapefruit flavor shines in this low-calorie lemonade. With its bold citrus tang and refreshing bite, it's a revitalizing option for a flavorful, guilt-free drink that wakes up your taste buds.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	90
BEST BEFORE	24 months
ABV %	0%



HEAVENLY PINEAPPLE LEMONADE

Enjoy the tropical sweetness of ripe pineapples in this refreshing, low-calorie lemonade. Bursting with natural flavor, it offers a light, tropical escape with every sip, making it the perfect guilt-free treat for any time of day.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	90
BEST BEFORE	24 months
ABV %	0%



HEAVENLY LEMON LEMONADE

Experience the classic, crisp taste of freshly squeezed lemons in this low-calorie drink. With a bright and tangy flavor, it's the perfect thirst-quencher that brings simple, refreshing goodness while being light on calories.

PACKAGE	0,33L can
SALES UNIT	carton tray 24 x 0,33L
UNITS PER PALLET	90
BEST BEFORE	24 months
ABV %	0%

LAGER BEER

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SAKU ORIGINAL

Saku Original 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%

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%

KARL FRIEDRICH

Karl Friedrich is a historic-tasting pale lager, that is brewed in homage to the founder of Saku Brewery, Karl Friedrich Rehbinder. 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	63
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	Standardloading	20 ft container	40 ft container
			Pallet 80x120 cm	11 pallets	23 pallets
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			

SAKU EXPORT COUNTRIES





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