

“YOU *only* LIVE ONCE.
MAKE *sure* it's ENOUGH.”

AUTHENTIC MEXICAN BEER

In 1884 a German immigrant, Wilhelm Hasse founded the Moctezuma Brewery in Veracruz, Mexico. Thirteen years later, he created a beer named Siglo XX (20th century) to celebrate the upcoming century. With the start of the new century, the beer was named “Dos Equis”, which means two Xs. The face in the logo belongs to Moctezuma, aka Montezuma, the 16th-century Aztec ruler who was conquered by Cortés

AVAILABLE SKU



Bottle
35,5 cl bottle



Dos Equis Lager's crispness and light, yet complex taste pairs exceptionally well with premium Mexican cuisine.



GOOD TO KNOW!
Dos Equis tastes best if served extra cold



WHAT'S IN IT FOR YOU?
DOS EQUIS INCREASES YOUR VENUE'S RATE OF SALE. BECAUSE:

- Dos Equis is one of the fastest-growing brands in the USA*
- The brand heritage will attract and excite (new) guests that are looking for something different
- Your customers' demand for premium, fresh-tasting, international Mexican beer will increase your profits
- Perfectly suited for food pairing creating more drinking occasions= more sales

*Source: AC Nielsen

DOS EQUIS EMPHASIZES YOUR VENUE'S QUALITY PERCEPTION BECAUSE:

- It is a crisp, golden and full-bodied lager that offers just the right balance of flavor and refreshment
- The high quality bottle reinforces the brand's authenticity and badge value to drive additional consideration and conversation
- It is the perfect brand for premium Mexican and international themed venues thanks to its deep Mexican heritage

SENSORY PASSPORT



COLOUR
Warm and deeply golden-coloured.



FLAVOUR
Perfect bouquet of sweet, spicy and malt-like aromas.



TASTE
A crisp, refreshing, light-bodied malt-flavoured beer with a well-balanced finish. A lager that drinks as a pilsner made from pure spring water and the choicest hops.

BEER BIOGRAPHY



COUNTRY OF ORIGIN:
Mexico



BEVERAGE TYPE:
Lager



BREWING METHOD:
Bottom fermentation

TASTE DISCOVERY SEGMENTATION:
Easy drinking & moderately bitter



ALCOHOL PERCENTAGE:
4.5%



EBU VALUE:
15 BU



RECOMMENDED SERVING TEMPERATURE:
3°C

SHELF LIFE: 12 months



