



MURAL™

AGUA FRESCA CERVEZA

BRAND STORY

Mural Agua Fresca Ale takes inspiration from Aguas Fresca's, a popular beverage in Mexico and the United States. We have partnered with Primus Cerveceria to bring you a light and refreshing beer, at 4.2% ABV, brewed with watermelon, lime, hibiscus and agave.

STYLE EXPECTATIONS

AMERICAN-STYLE FRUIT BEER

While fruit beers have been around since the beginning of brewing, American-Style Fruit Beer is a newer style in the Great American Beer Festival and World Beer Cup beer style guidelines. These are the non-wheated fruit beers that use ale (other than Belgian) or lager yeast. You can fruit any classic beer style. The key point is that the flavors must be balanced. You must taste both the fruit and the beer. A harmonious marriage of fruit and beer.

RAW MATERIALS & SPECIAL PROCESSES

MALTS-

Pale Malt – Delicate malty flavor.

HOPS-

Nugget – Spicy, herbal aroma and flavor.

BREWING YEAST-

Ale Yeast – Bright Fruity Notes

FRUITS & SPICES-

Hibiscus – Bright floral aromas.
Added in the brewhouse.

Agave – Delicate sweetness.
Added in the brewhouse.

Watermelon Juice – Juicy, bright
sweetness. Added during Fermentation.

Whole Lime Puree – Tart sweetness.
Added during Fermentation.

STATS- ABV= 4.2%
IBU= 11

FLAVOR EVALUATION

Visual: Reddish pink color with a moderate uniform sheen, light white foam and lacing.

Aroma: Watermelon (rind and candy) dominates the aroma, fresh cut grass, cucumbers & strawberry jam.

Taste: Starts sweet, quickly moving to a moderate sourness that finishes sour with a very light bitterness

Mouthfeel / Body: Medium body, with a light puckering middle and distinctly astringent finish.

SALES STRATEGY

Why is this a big idea?

- 40% of Hispanics in the US are millennial and more than 20% of millennials are Hispanic.
- Millennials buying power is on the rise; by 2020 they will represent 30% of retails sales.
- Hispanic and Latin consumers account for 67% of beer market growth and drive the majority of fruit flavored beer consumption.
- There is an opportunity to create a new sweet spot within the category by offering a beer that fuses cultures while appealing to legacy tastes and flavors.

