



Beck's Non-Alcoholic (NA)

- Introduced/Availability:** 2004 in the United States; available nationwide.
- Beer Category/Style:** Non-Alcoholic High-End European Import
- Taste Profile:** What this brew lacks in alcohol it makes up for in flavor. Beck's brewmasters stop the fermentation process before alcohol can form, but not before they achieve the distinctive full-bodied taste and aroma of the finished brew. Light amber in color, **Beck's Non-Alcoholic** boasts a full, rich, thick head and balanced bitterness.
- Ingredients/Brewing:** Brewed in Bremen, Germany, Beck's is made in accordance with the "*Reinheitsgebot*," the German Purity Law of 1516. It is brewed using only top-grade barley, hand-selected hops from the Bavarian Hallertau region, fresh glacier water and Beck's exclusive strain of yeast that's been cultured and cultivated for generations. **Beck's Non-Alcoholic** contains less than 0.5 percent alcohol by volume (ABV).
- Packaging:** **Beck's Non-Alcoholic** is available in 12-ounces.
- How to Serve:** **Beck's Non-Alcoholic** pairs well with sushi, Pan-Asian cuisine and poultry.
- Interesting Facts:** In 1873, three entrepreneurs in Bremen, Germany, shared a vision for creating exceptional beer only from the finest ingredients. Luder Rutenberg, a successful builder, chose an unfamiliar path into brewing beer. He hired businessman Thomas May to keep things in order and Heinrich Beck, the best brewer he knew, to help guarantee success.
- The **Beck's** recipe has not changed and is still made with the same unique ingredients. Since 1876, every bottle of **Beck's** beer has proudly printed the key of Bremen on its label with the bit facing right.
- Beck's** is the No. 1 selling German beer in America. **Beck's** is imported and distributed in the United States by Anheuser-Busch, Inc.
- Also available in the United States are Beck's Pilsner, Beck's Premier Light, Beck's Dark and Beck's Oktoberfest.
- Further Information:** Visit www.becksbeer.com.

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