

TRADITIONALLY BREWED WITH LOVE

Story of a Slovenian brewer

LAŠKO
VERDIENSTE

1825 190 2015
YEARS





Gäher

Märzen

18

Advertisement text on a small sign in the foreground, likely for the beer brand.



Well
Per
98

Export

SPECIAL RESERVE

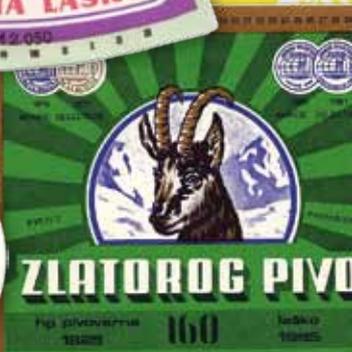
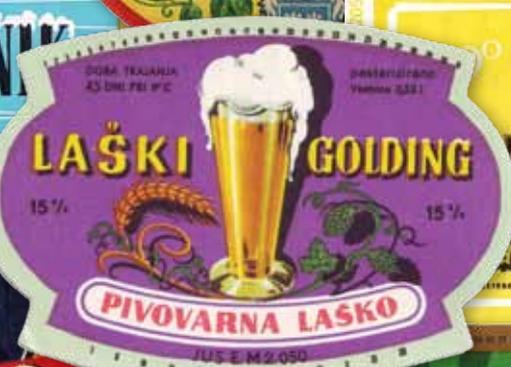
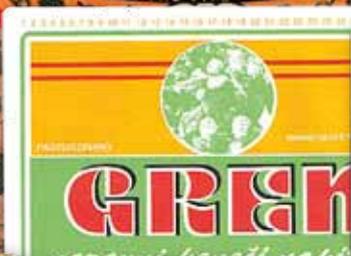
Imported Beer



Imported by BEST BRANDS, Inc.
Fairfield, N.J. U.S.A.



Porte
16% črno pi
Delniške pivova
Laško





LOVE AND KNOWLEDGE since 1825

BEEER BREWING in Laško is based on the love for this noble beverage. The brewery was founded by Franz Geyer, a gingerbread baker and mead producer. The love for beer brewing was soon joined by knowledge. Before the end of the 19th century, Simon Kukec, a nationally conscious Slovenian entrepreneur and developer, established a new type of beer and the first beer brand - the thermal beer.



In the 20th century Laško beer is exported all the way to India! Wars and the economic crisis affected the development, however, they do not interrupt it. Even in 1944, when the brewery was bombed to the ground, the brewing spirit did not falter – production restarted already the first year after the liberation. At the end of the 80s, Pivovarna Laško became the leading brewery in former Yugoslavia, a country with a population of 22 million, with its own resources and knowledge. In 1990, it sold over 1,000,000 hl of beer.

The entry into the 21st century was marked by Slovenia's independence and European integration. In the beginning, this would take its toll, however, a fully competitive production in terms of capacity and technological capability could soon measure up with the largest breweries.

We as proud heirs of one of the longest brewing traditions are aware that we are living in times the only constant of which are changes. Changes of technologies, know-how, strategies, markets, business and purchasing habits. Despite a turbulent period, we are continuing the path set by our ancestors and following the set goals with confidence.



Simon Kukec



BREWERS' TESTAMENT



TIMES ARE CHANGING FASTER AND MORE DRAMATICALLY THAN EVER BEFORE. Through it all, the brewing process remains a focus of primary knowledge, and this knowledge reveres beer as a natural food. At Pivovarna Laško, we've made due consideration of progress, but we still abide by the ancient traditions of master brewers:



TECHNOLOGY IS THE BIBLE

BIRTH CERTIFICATE – the entire journey for all our beer is fully prescribed: from brewing, through alcoholic fermentation and maturation, and finally to bottling. The Laško process guarantees a quality that has become proverbial.

TRADITIONAL RECIPE – We never hurry or shorten the brewing, alcoholic fermentation or maturation processes. Laško beer matures at least 3 to 4 weeks to ensure the best possible quality.



WATER IS THE HEART

MINERAL COMPOSITION – Our source springs originate deep under impermeable rocks in an area of untouched nature. This ensures the long-lasting freshness and quality of our beer. The Laško water has been giving our beer its unique and characteristic flavour for centuries.



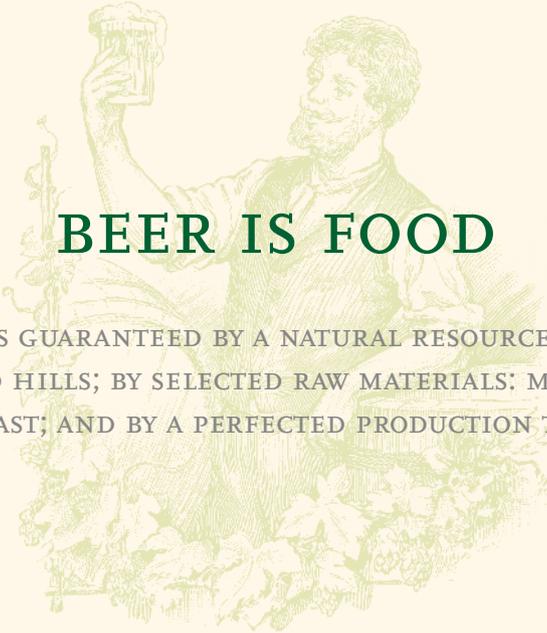
HOPS ARE THE SOUL

AROMATIC, AUTOCHTHONOUS VARIETIES – Slovenian hop-growers cultivate green gold of the highest quality. The *Aurora*, *Celeia* and the *Savinjski golding* are brewing spices that enrich all varieties of our beer. Each is added at a different ratio. They provide the unique, flavourful and aromatic character that has become synonymous with Laško.



QUALITY ALWAYS PREVAILS

An excellent beer is the result of the excellence of all the relevant fields: from the selection of raw material, technological processes, production, distribution, through the contact with business partners and consumers to the relationship between employees, the involvement in the community and the responsibility toward the environment.



BEER IS FOOD

ITS QUALITY IS GUARANTEED BY A NATURAL RESOURCE: WATER FROM THE LAŠKO HILLS; BY SELECTED RAW MATERIALS: MALT, HOPS, BREWER'S YEAST; AND BY A PERFECTED PRODUCTION TECHNOLOGY.

WATER is of key importance for the character and quality of beer. It comes from the surrounding hills and is renowned for its high quality – microbiologically untainted, crystal clear and with a low content of carbonates give to the Laško beer of all types a special and intense flavour. Preserving its natural characteristics is one of our fundamental commitments.

MALT, the basic raw material for producing beer, is obtained by germinating barley in the malting plant. Various types of malt (light, caramel, colour, etc.) are intended for brewing different types of beer. Malt is made using mainly the two-row spring barley, the ear of which is composed of two regular rows of grains of the same size and rich with starch. The purpose of germination is to activate the already existing enzymes and create new, necessary enzymes, which are the main agents in the brewing process.

HOPS gives to the beer its characteristic pleasant aroma and refreshing bitterness. Only non-fertilised female flowers are used as a brewing spice. We still exclusively use Slovenian hops of world-renowned varieties of the highest quality.

BREWER'S YEAST is essential for the alcoholic fermentation process. The *Saccharomyces carlsbergensis*, also known as bottom-fermenting yeast (lager type yeast), is used.

THE TECHNOLOGY used to make beer is a 5-phase process: brewing or production of hopped wort, alcoholic fermentation, beer maturation, beer filtration, beer bottling.



BEER IS SOCIALISING

ITS QUALITY IS ENSURED BY ACTIVELY PARTICIPATING IN PROJECTS WITH WHICH WE IDENTIFY AND WITH WHICH WE SHARE OUR VALUES, IN THE FIELD OF SPORTS, CULTURE, EDUCATION, NATURAL CONSERVATION IN THE LOCAL, NATIONAL AND INTERNATIONAL ENVIRONMENT.

INTEGRATION IN THE COMMUNITY We help with the renovation of the architectural and cultural heritage and invest in the infrastructure, we support the operation of local sports and culture associations, traditionally also majorettes and brass bands, and the The Society of Laško Brewers and Malts, and each year we organize the Beer and Flowers Festival.

THE GOLDHORN TRAIL OF PRIDE is the most extensive highland itinerary that includes mountain lodges and alpine clubs, and is supported by the Slovenian Alpine Association. More at www.gremovhribe.si.

SPORTS ON ALL LEVELS Traditionally, handball, basketball and football players are »ours«, and we have been proudly supporting the Olympic Committee of Slovenia since its inception, while helping clubs and individuals to achieve promising results as much as possible.

FOR THE ENVIRONMENT Water is our primordial contact with nature. Since we are aware of its vulnerability and since we wish to preserve it for future generations in the purest state possible, the environmental aspect has become part of all our production processes and actions (one of which is the investment in a waste water treatment plant).

DRINK RESPONSIBLY An excessive intake of alcohol affects our social as well as psychophysical abilities and health. We never cease to remind people of this and add: Drinking beer is a beautiful ritual that comes to full expression with moderate, responsible consumption.

HARD WORK DOES PAY OFF The longevity of our beer-making can be attributed to the constant progress in quality. Our high quality has won us numerous awards, among which several medals for quality Monde Selection (the first in 1976 for the Zlatorog beer and the last five in 2014).







A GOOD PRODUCT SPEAKS FOR ITSELF

WE HAVE WATER – crystal clear, of exceptional quality. WE HAVE HERITAGE – beer came to Europe already in ancient times. WE HAVE TRADITION – we have been brewing beer in Laško for almost 190 years. AND WE HAVE PEOPLE – with knowledge, love and loyalty.

THESE FOUR ELEMENTS REPRESENT THE FOUNDATION which enables us to confidently adopt and implement daring projects since the very beginning.

It should not be forgotten, however, that we are here because you, the consumers of our products, are standing by our side. Together, we follow the wishes and needs of beer aficionados – we ensure them the traditional flavour and unique beer pleasure that are easily recognisable. Also due to the well-established Laško brand, a modern and handy packaging, and a fresh, distinguishable look.

However, we still strive toward the same goal with everything we have, our everyday work and future planning: to ensure the satisfaction of consumers, customers, employees and shareholders.



ODLIČNOST LASKEGA PIVA PRITEČE Z VODO IZ NEOKRNJENE NARAVE

Z LJUBEZNIJO GA VARIMO OD LETA 1825



LAŠKO

PIVO · BEER · 1825 · BIER · BIRRA

ZLATOROG

ORIGINAL
LAGER

TRADICIONALNA KVALITETA

ZVEŠTOBA PIVOVARSKI TRADICIJI IN 100 % SLOVENSKI HMELJ VARITA VRHUNSKO LAŠKO PIVO

SINCE 1961



GRAND GOLD

QUALITY
AWARD

ZLATOROG

supposedly got its name after a suggestion by writer Janez Jalen who compared the king of the Alps (the white chamois buck named »Zlatorog« or »Goldhorn«) with the beer king (Laško). Already before 1939 the thermal dark beer, containing 16% of extract, was named to ZLATOROG. As a standard twelve-ounce beer, still famous today, it was launched in 1957 (already in 1953 according to records).

ORIGINAL

is the label of the beer produced according to our own recipe.

DRAUGHT BEER

established itself in the beginning of the 20th century and still remains today the most genuine and popular way of enjoying beer - due to tradition as well as freshness and natural flavour. Draught beer has a special place in Slovenia too, this is why we designed a very special beer mug specifically for it.

FOAM

is very important, since it protects the beer from external temperature and gives to the drinker a general impression of the beer (bitterness, flavour, smell). Those who do not like the foam and pour the beer to the brim are deprived of the comprehensive beer-drinking experience.

GLASS

Beer has to preserve its characteristics through the entire time of drinking, this is why you should drink it from thick glasses (which serve as isolators against external temperatures). The most suitable and popular are beer mugs. Stemmed glasses are also used, so that the hand that holds the glass does not warm up the beer.

PACKAGING

1968 was an important milestone for packaging - the transition from wooden bottle cases to plastic cases. In 1987, we were the first brewery in former Yugoslavia to offer canned beer. In 2003, we launched a handy bottle case for 10 bottles, which is already competing with the popular six pack.



LAGER BEER OF CRYSTAL CLEARNESS, FULL AND REFRESHING FLAVOUR, A THICK HEAD AND CHARACTERISTIC HOPPY BITTERNESS.

The result of the best raw material, the latest technology and traditional recipe.

A unique character, unchanged for decades. A beer that was already enjoyed by our grandparents.

You may enjoy the record-holding draught beer (for its longevity and sales) in selected bars across Slovenia in our specifically designed beer mug.



Contains
4.9 vol %
of alcohol

TO BE SERVED:
on a coaster,
poured in a mug,
from a bottle
in a 0.3 l
stemmed glass

TEMPERATURE:
6-8 °C

**SINCE BEER PRODUCTION FAITHFULLY FOLLOWS THE OLD RECIPES,
ITS SPECIFIC FLAVOUR REMAINS UNCHANGED.**

MADE WITH WATER FROM PRISTINE NATURE



LAŠKO

CLUB 

• PREMIUM QUALITY •

PREMIUM QUALITY

It is not a beer type, but rather it is a marketing term with which we separate the »special« premium from the »ordinary« lager.

THE BEER PURITY LAW

Reinheitsgebot (1516) prescribes that only water, barley and hops may be used for making beer. We are abiding by this traditional German brewing law still today, and Bavarian brewers are striving to place it on Unesco's Intangible Cultural Heritage List, since it is the oldest regulation for food quality.

LAGER

It is a bottom-fermenting beer, pale or dark, lightly, medium or strongly hopped. It is drunk cold, poured in a glass, with foam.

There are 3 basic types of light lager beer (Vienna lager, Pilsner and Dortmunder) which are distinguished by the hardness of water, colour and degradation of malt, duration of fermentation and maturation.

BIRTH CERTIFICATE

Each Laško beer is made according to a precisely defined recipe. Each beer has its own birth certificate that accompanies it literally from the hopfield to the bottle (packaging). The certificate prescribes in detail all technological and monitoring procedures. ZLATOROG has a more accentuated bitterness – we like to say that it is a beer with strong character. CLUB is slightly milder, with a softer bitterness and lighter colour.

LOOK

Since we first see beer and only then taste it, its look is beside the constantly controlled quality of the beer itself also extremely important. Upon entering the EU we have radically updated the entire brand and have preserved the marks and symbols that are, like brewing, part of our heritage: typography and year as an expression of respect to the first Laško brewers, Zlatorog as our signature, the Laško hills as our commitment to nature, the lily as the symbol of our town and people. In 2008, we received the first award which resulted from the renovation – the Laško CLUB in the 0.33 l bottle received the CroPak award for the best foreign packaging.



LAŠKO CLUB.
BEER WITH A FULL CHARACTER.

LAGER BEER WITH A DISTINCT MALT NOTE AND MILDER BITTERNESS.
AROMATIC HOP VARIETIES GIVE IT A SUBTLE HOP AROMA.

Laško Club is particularly suitable on special occasions:
meal with friends, conclusion of a business meeting ...
but also for a relaxed evening in your favourite bar.

For beer drinkers who prefer a beer with a rich and full flavour.



Contains
4.9 vol %
of alcohol

TO BE SERVED:
on a coaster,
in a 0.3 l
stemmed glass

TEMPERATURE:
6-8 °C

**PREMIUM QUALITY BEER, BREWED IN ACCORDANCE
WITH THE BEER PURITY LAW.**

ODLIČNOST LAŠKEGA PIVA PRITEČE Z VODO IZ NEOKRNJENE NARAVE.

Z LJUBEZNIJO GA VARIMO OD LETA 1825.



LAŠKO

1825

• BIER • BIRRA •

PIVO • BEER •

LIGHT

LIGHT 'N CLEAR

3,0
% ALK.

LAŠKO LIGHT VSEBUJE 40 % MANJ KALORIJ IN ALKOHOLA OD OBČAJNEGA PIVA.

ORIGINAL LIGHT

Our light beer is something special, since we do not add water to it when it is already brewed, but we rather make it according to our own recipe: it is brewed with less alcohol from start to finish.

NATURAL BEVERAGE

All varieties of Laško beer are distinguished by their characteristic purity, full and sharp flavour, thick foam and hoppy bitterness. Our beers are completely natural beverages, without any artificial aromas, added preservatives, etc.

QUALITY CONTROL

Beer is an entirely natural product and a foodstuff at the same time. We achieve the required quality exclusively with the use of top quality raw material, with prescribed technological procedures and with a strict production control. A chemical and microbiological laboratory and a direct control of each production phase ensure safe product of unimpaired quality - by also complying with the »food« legislation, i.e. European regulations, national legislation and strict internal regulations (we operate according to the HACCP system).

QUALITY PARAMETERS

chemical: % of alcohol, % of extract, bitterness, colorant, pH, CO₂ (g/l), ...

microbiological: packaging and equipment cleanliness, presence of possible micro-organisms in raw material, semi-finished and finished products, beer durability, cultivation and control of the yeast culture, etc. **organoleptic:** evaluation of beer with the senses, sampling.

BENEFICIAL TO OUR HEALTH

Scientists have discovered that beer in moderate quantities has a positive effect on the heart and kidneys, it contains a lot antioxidants and it benefits the strengthening of bones. A glass of beer can also help relieve stress and tension.



A FULL-FLAVOURED LIGHT BEER WITH LOW ALCOHOLIC AND CALORIFIC VALUE AND WITH THE PREMIUM LIGHT LABEL.

The typical representative of the European varieties of light beer is the right solution for all those who have to renounce their favourite drink due to the nature of their job, devotion to an active life, body weight control. (By the way: In normal quantities beer does not cause weight gain. It irritates, however, the gastric mucosa, which in turn causes hunger.)

You can enjoy a cold beer without any guilty conscience in a chilled glass or directly from the bottle.



Contains
3.0 vol %
of alcohol

TO BE SERVED:
on a coaster,
in a 0.2 l glass

TEMPERATURE:
6-8 °C

COMPETITIVE ADVANTAGE:
A FULL FLAVOUR AND LOWER CALORIFIC VALUE

MADE WITH WATER FROM PRISTINE NATURE



LAŠKO

1825

DARK

• PREMIUM QUALITY •

SINCE 1961



GRAND GOLD

QUALITY
AWARD

DARK LAGER

From Kukec's dark Laško beer to today's LAŠKO DARK we boast a long, award-winning history of dark beer, in which the main milestones are the highly appreciated THERMAL DESSERT, the elite ELIKSIR (double bock) and the beer of all beers, the KR PAN (a representative of the so called barley wine). LAŠKO DARK is the receiver of the gold medal at the world beer competition Monde Selection 2011 and 2014.

LAŠKO DARK

The Laško brewers were making porter beer already around 1900. Due to having second thoughts about the foreign name it was renamed to Laško Dark beer. It was a strong beer, today we could measure a little less than 18% of extract in the basic wort. The porter (known as the English stout) is an ale type of beer, with a dark brown colour, almost black, with a white foamy head. The roasted malt enables strong coffee flavours with a bit of roasted chestnut and chocolate.

THE SERVING TEMPERATURE

has a strong influence on quality – the colder the beer, the lower the carbonisation, which means that the flavour and smell are also less pronounced. Lower temperatures also anaesthetise the olfactory-gustatory receptors.

EVALUATION

One of the most established is the Fred Eckhardt method for evaluating beer according to 4 categories (the maximum total number of points is 20):

- 1. look** - look and foam stability; sediment on the bottom of the bottle; look of the beer in glass;
- 2. smell** - general smell, bouquet, presence of hop smell;
- 3. taste** - quality of hops; malt and alcohol ratio; beer character; taste that remains in the mouth; density;
- 4. general feel.**

EXPIRY DATE

In the past a clear beer was considered a lasting beer. This still holds true today, however, law requires that the expiry date is limited in time. The final date of all our varieties of beer is based on years of experience and it means that our product will preserve its original characteristics, under normal storing conditions of course, at least until that date.



AN EXCELLENT DARK BEER WITH A SPECIFIC AROMA AND
A SHADE OF CARAMEL AND COLOUR MALT.

A high percentage of extract in the basic wort gives this beer a full, harmonious flavour with a distinct aromatic bitterness. It is also characterized by higher alcohol content.

It is an elite, dessert dark beer.

It is best enjoyed on special occasions in selected company.



Contains
5.9 vol %
of alcohol

TO BE SERVED:
on a coaster,
in a 0.3 l
stemmed glass

TEMPERATURE:
7-9 °C

CULMINATION OF BREWING SKILLS.

LAŠKO

Pšeničné

PIVO

WEIZEN

BEER · BIER · BIRRA ·

PREMIUM KVALITETA

WEIZEN

This wheat beer is known in different forms also in northern Germany, Belgium and the Netherlands. Wheat malt gives it its special aroma, and, of course, every beer also contains barley malt. It is softer, sweeter and different than lager beers. Since yeast does not settle during fermentation, the beer is not transparent.

ALE IN LAGER

Ale, stout, barley wine, porter and certain wheat beers are upper-fermenting beers. Typical of all is that during fermentation yeast is accumulating on the surface and ferments at a higher temperature (15–24 °C). Bottom-fermenting beers are mainly lagers, smoked beer and stone beer. After finishing fermenting, yeast settles on the bottom of boiling vessels - fermenters, and they operate best in the temperature range of 5–13 °C.

STORAGE AND LOGISTICS

Beer is an entirely natural product in which nutrients are dissolved, this is why it requires careful handling. A producer may launch to the market the best possible beer, but its quality may deteriorate as soon as a weak link (i.e. lack of knowledge and ignorance) occurs in the chain from the producers to the end user. Beer is sensitive to sunlight, heat and high temperature variations. It should be kept in a dark and cold place (5–10 °C). Quality beer undoubtedly deserves this care due to its nobility.

CAPACITIES

Laško has capacities that enable production and sale up to 2 million hl of beer. Difference in beer consumption during season and off-season is significant (2- to 3-times), for this reason the capacities are established for maximum consumption. This is the only way to ensure a product of standard quality throughout the entire year.



WHEAT LAŠKO. WITH A HERBAL AND FRUITY NOTE.

UNFILTERED, PASTEURISED WHEAT BEER WITH
NATURAL SEDIMENT OF INACTIVE YEAST.

It is less hopped than other varieties of beer with low carbonisation. It is distinguished by murkiness, yeast sediment and a special note.

Its milder bitter taste with a prominent herbal fruity note is suited to those who prefer less bitter beers and don't drink the refreshing beverage merely to quench their thirst. It can be served with a slice of lemon.



Contains
5.6 vol %
of alcohol

TO BE SERVED:
on a coaster,
in a 0.5 l glass

TEMPERATURE:
8–10 °C

**SUITABLE WITH GOOD FOOD FOR GOURMETS AND
MORE DEMANDING BEER DRINKERS.**

LAŠKO



THERE IS NO SHORTAGE OF CHALLENGES



BEEER BREWING HAS ALWAYS BEEN A TRUE ART FORM. This is even more true today, when beer production is one of the most competitive industries, where the main players are transnational corporations, commercial franchises, informed and demanding users. On one hand there is the commitment to preserve the nobility and quality of our products, on the other hand there is the obligation to maintain the technological and business fitness. Laško has both – tradition in operation and tradition in perseverance.

All our knowledge and love for the drink of the gods is revealed in this story of a Slovenian brewer and is also contained in every sip of any Laško beer.

We will continue protecting the reputation of the Laško beer brewing in the future as well. As proud heirs of the traditional recipe we will maintain a quality level of our »flagships«, frequently awarded on the international stage, and at the same time we will keep researching and creating new styles and flavours. A century-long brewing tradition, competitive technology and basic raw material literally invite us to do so.





PIVOVAR
LAŠKO

797
1975

50

LAŠKO PIVO





WATER FROM
AN INTACT NATURE



100%
SLOVENIAN HOPS



TRADITIONAL
BREWING
TECHNOLOGY



LAŠKO

1825

WWW.LASKO.EU

