

SPECIALLY BREWED FOR AN 獨特製法 | INCOMPARABLE ENJOYMENT 帶出不一樣的馥郁 |

Macau Beer is here to prove that even a small city can brew some of the world's best tastes.

澳門啤酒證明了只要用心，小城市也能釀造出世界級的佳釀。

Beer is one the most popular alcoholic drinks with perhaps the longest history and today famous breweries are scattered all around the world. Founded in 1996, Macau Beer is a representative local brand and is known for its special top-fermenting method, strong and pure malty flavour and apparent European style.

Improve the taste of beer to meet international needs

Those who have tried Macau Beer will know that this beer has a unique taste, its distinctive sweetness, bitterness and strength have made it beyond compare. In 2002, Macao fully opened up its gaming industry and the economy flourished accordingly. Hoping to expand its markets, Kirin Beer Brewery Co., Ltd. from Japan grabbed the golden opportunity and bought Macau Beer for they saw a great development potential in it. Right after the acquisition, they revamped Macau Beer's packaging and reformed their production line. More local colours

啤酒是歷史最久遠、普及最廣泛的酒精類飲品之一，世界各地有不少久負盛名的啤酒品牌，創辦於1996年的澳門啤酒以獨特的上層發酵工藝、濃郁醇和的麥香酒液及鮮明的歐洲風味，成為極具代表性的澳門知名品牌。

口感提昇 切合國際化市場

凡是品嚐過澳門啤酒的人士，都會認同其與眾不同的口味，其甘甜、濃郁及勁度是其他品牌難以相題並論的。2002年，澳門娛樂業全面開放，經濟迅猛騰飛，日本麒麟啤酒株式會社看準這一發展機遇，期望利用澳門這個獨具魅力的城市品牌效應開拓更廣闊的市場，尤其看好澳門啤酒的品牌發展潛力，因而全面收購了澳門啤酒的業權，並進行全新的包裝和改革。無論在生產及包裝上，均融入更多澳門風土人情，酒瓶圖案設計更大範圍地使用代表澳門的綠色，再輔以金色凸顯尊貴，以葡國圖案作為點綴，完美地展現了中西文化，令外觀既充滿澳門本土特色，亦富有國際化形象。

Macau Beer in distinctive golden green bottles with motifs of Macao.

澳門啤酒的酒瓶用上了獨特的綠色及金色，並且印上了澳門景點作點綴。



were instilled into the products as well. Golden green, a colour that represents Macao, was used extensively on the bottle, alongside traditional Portuguese patterns and motifs. The bottle design is itself a perfect blend of Chinese and Western culture, as both local and international elements are able to find their way through.

Macau Beer adopts Kirin Brewery brewing technology in brewing. Involving top-fermenting method that does not require high temperatures during fermentation, the beer has a strong malty flavour thanks to this special treatment. The rich and pure taste of the beer also made it similar to those from Europe. As an essential element in beer production, the water that is used to brew Macau Beer is of high quality and is pure and sweet. Hops, the soul the beer, are specially selected from Germany and Czech Republic to give Macau Beer a fresh palate, clear body and intricate foam. The barley is sourced from countries like Australia, Canada and Germany, which is two-rowed barley of similar size and shape, it are perfect for the brewing of beer as it is rich in starch and has an appropriate amount of protein. With all these supreme ingredients and techniques, Macau Beer has successfully become one of the top tier beers in the

澳門啤酒在釀製技術上引入了麒麟啤酒的精髓，透過上層發酵工藝，無須經過高溫釀造的過程，在相當程度上保留了濃郁的麥香，且酒液分外飽滿、醇和，具濃郁的歐洲風味，口感極佳；在原料方面，釀造澳門啤酒所用優質天然水，其水質清甜純淨，令人一試難忘。至於釀製啤酒的靈魂——啤酒花，則由捷克、德國等地嚴選而來，令啤酒增添獨特的清香口感、晶瑩清亮、泡沫細膩均勻。大麥則來自澳洲、加拿大、德國等地，麥芽為顆粒大小、形狀整齊均勻的二棱大麥，蘊含豐富的澱粉質和適量的蛋白質，是釀造啤酒的最合適材料！如今，澳門啤酒成功躋身於世界高檔啤酒的行列，成為不少本澳葡國餐廳、酒樓、娛樂場所及酒店等高端客戶的宴客上品。

嚴格監控 品質為先

在設備先進化等優越條件帶動下，現時澳門啤酒的產量已大幅提升；但作為一間有承擔的企業，澳門啤酒堅持以品質為先，在品牌健康穩健發展的前提下考慮銷量情況。在食品安全方面，由製麥、糖化、發酵、過濾、包裝到出貨，澳門啤酒均採用單向輸送方式，以杜絕任何影響品質的風險。所有原料更會在進貨前、送樣及進貨後作抽樣檢查，亦會對大麥芽進行蛋白質組織分析，確保每滴啤酒是最優質的出產。整個

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world today and is sold in many Portuguese and Chinese restaurants, entertainment venues and hotels in Macao.

Stringent monitoring as quality always comes first

Due to technological advancements, the productivity of Macau Beer has been improved drastically in recent years. But as a responsible company, Macau Beer never scarifies quality for quantity and it gives healthy brand development a higher priority than sales figures. To ensure food safety, the entire production from barley processing, vulgarisation, fermentation, filtering and packaging to delivery is a one-way process and that eliminates all the risk of contamination. Samples are selected from the raw materials from time to time for stringent testing. Macau Beer will also conduct protein analysis to ensure that every drop of beer is of high quality. The whole production is under complete monitoring - from barley juice, yeast, to semi-finished and finished products, each of the steps has a tracking system to ensure that it complies with international safety standards. The plant was built according to Japan's highest standard for a modern factory and has passed the ISO 9001 Quality Control System, ISO 14001 Environmental Management System, OHSAS 18001 Occupational Health and Safety Management Systems and QS Quality Safety Certificate. With all the high quality inputs, Macau Beer is guaranteeing that every customer can “Enjoy Macao, Enjoy Macau Beer”.



Each of the production stage has a tracking system to ensure that it complies with international safety standards.



每個生產程序都設有追蹤檢查，確保符合國際安全生產標準。

生產過程一絲不苟，從麥汁、發酵液、清酒至半成品及成品，每個環節都有追蹤檢查，確保符合國際安全生產標準。廠房更按照日本最高標準建造現代化生產，並先後通過了ISO9001品質管制體系、ISO14001環境管理體系、OHSAS18001職業健康安全體系和QS品質安全認證，令每位消費者都能體會「Enjoy Macao，Enjoy Macau Beer」。

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The production plant was built according to Japan's highest standard.

澳門啤酒的廠房是按照日本最高標準建造。

