

Seven-Eleven Japan and Sapporo Breweries Announce Joint Development of "Sapporo Pilsner Premier" Beer --Sales to start on July 2 at limited 7-Eleven stores in Shizuoka Prefecture using chilled delivery system--

Sapporo Breweries, Ltd., and Seven-Eleven Japan Co., Ltd., have jointly developed a genuine premium pilsner beer, "Sapporo Pilsner Premier", which will be started selling on July 2 at limited 7-Eleven stores with liquor licenses (about 120 stores) in Shizuoka Prefecture using a chilled delivery system.

Around the world and in Japan as well, pilsner beer is one of the most popular type of beers. Pilsner beer was first made in Pilsen, which is now the Czech Republic in 1842. The brewers of "Pilsner Premier" have made great efforts to achieve the same taste as a traditional pilsner.

First of all, great care was taken in selecting the raw materials. In selecting hops, which is the essential for brewing pilsner beer, the developers chose fine aroma hops from the Zatec district of the Czech Republic, acclaimed by brewers around the world for their high quality. The beer was brewed not only with 100% aroma hops from the Zatec, but also with an extravagant amount of hops. To ensure a soft but robust flavor and a noble aroma, twice the normal amount of hops were used. The malt was also carefully selected 100% European malt.

Second, The strictest standards were also applied to quality control. In Europe they have a proverb saying that beer should be drunk within the shadow of a factory's smokestack--meaning that to enjoy the subtle taste and texture of beer, it needs to be drunk as soon as it is made. To enable consumers to fully enjoy the fine and luxurious taste of "Pilsner Premier", we decided that it was essential to deliver freshly made beer to customers. To achieve that goal, Seven-Eleven Japan's refrigerated delivery network will be used to set up a comprehensive chilled delivery and storage system to transport the beer from the brewery to 7-Eleven stores. In addition, the expiration date has been reduced to ninety days. Sales information based on the point-of-sale (POS) data from the 9.6 million people who come to 7-Eleven stores every day and the know-how gained from developing original items for 7-Eleven stores were also put to good use in the development of the beer.

"Pilsner Premier" features a soft but robust taste, a noble aroma, and a fine texture to its froth. To allow lovers of genuine beer to enjoy its taste thoroughly, it has been made with a clear bite and after taste with a lingering noble aroma.

Sapporo Breweries and Seven-Eleven Japan have high expectations that the noble aroma and the mild bitterness of "Pilsner Premier" will write a new page in Japan's beer culture.