



Brand Purpose

Aguila brings people together

Brand Story / History

Aguila is Colombia. A lager brewed since 1913, Aguila is a crisp, clear pilsner with a mild taste. Colombians are passionate about family, friends and refreshment, and Aguila is the perfect beer to share and celebrate any occasion. With an authentic taste that's distinctly Colombian, Aguila is the NO. 1 beer in Colombia. Aguila makes every moment special and captures the refreshment, tradition and passion of the Colombian spirit.

Brand Facts

- The Colombian beer standard. Brewed since 1913 with the perfect ingredients to create the unique balance between bitterness, flavor, and sweetness
- Brewed by Grupo Empresarial Bavaria, the 2nd largest brewery in South America
- Has cultivated a national presence and is the most widely available brand in Columbia
- Sponsorships include:
 - Exclusive sponsor of Colombian national soccer team
 - Official sponsor of "Barranquilla Carnival"
 - Official sponsor of numerous Colombian professional soccer teams

Brand Style - Malt – Hops

- Style: International Light Lager
- Hops : N/A
- Malt: N/A

Nutritionals – IBU - SRM

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|-----------------|-------------------|
| • Calories: 132 | • Carbs: 13.3g |
| • ABV: 4.0% | • Sodium: 10 mg |
| • IBUs: 20 | • Protein: < 1.0g |

Sensory Information (AATMF)

- Appearance – Bright yellow with toasted, light brown hues
- Aroma – Mildly aromatic with a fruity bouquet, malty with a subtle fresh hop note characteristic
- Taste – Malty with slight hop taste and moderate bitterness
- Mouthfeel – IMedium body
- Finish – Dry, crisp, and clean with minimal aftertaste

Food Pairings

- Baked, battered and grilled dishes as well as spices are welcome!
- Catfish, Mahi Mahi, Amberjack, Mussels, Shrimp, Crayfish
- Chicken, Turkey
- Cheese: Havarti, Gouda, and Edam

Aguila



COT Priorities

- 6-pack 330ml bottles, 12-pack 330ml bottles