



Maccabee

The Pride of Israel

Maccabee is a beer that has become the pride of Israel. In 2009, with the help of industry leader Heineken International, Maccabee Beer underwent a complete face-lift. Tel Aviv hipsters quickly embraced the new design and attitude, and Maccabee was crowned their official "alternative beer".

Transforming the Maccabee image doubled sales in the bars and pubs segment every year since 2009. Today Maccabee is the second best-selling Israeli beer brand in Israel.

Israel's most exported beer

Israel's most famous and most exported beer: brewed since 1968 and the recipient of four gold medals in prestigious international competitions. Maccabee is a sublime, Pils-style lager made from 100% European malt and lightly spiced with noble European hops. Maccabee has a clear blonde color, gentle dry aroma and a clean, crisp flavor.

Ingredients: Water, barley malt, hops.

MACCABEE
ID

- Category** ▶ Beer
- Target Consumer** ▶ Beer lovers seeking a refreshing drinkable beer, Israel lovers
- Characteristics** ▶ Refreshing, connected with Israel At a pub, restaurant, at home, with
- Drinking Occasions** ▶ At a pub, relaxing at home, with friends
- Pairs with** ▶ Poultry, pasta and seafood
- Trends** ▶ Ethnic beers

5%




Product SPEC

Maccabee 330ml glass bottle

| | |
|-----------------------|-------------------------------------|
| Inner package | 330ml (11.2 Fl.oz) glass bottle |
| Outer package | Closed cardboard 6 pack |
| Quantity per case | 4X6 packs shrink wrapped |
| Case dimensions WxLxH | 23.5x36.7x24.6 cm (9.3x14.4x9.7 in) |
| Case weight | 14 kg (30.8 lbs) |
| Cases on a layer | 12 |
| Layers on a pallet | 7 |
| Cases on a pallet | 84 |
| Shelf life | 12 months |
| Alc/Vol | 5% |

All Maccabee products enjoy the strictest kosher supervisions:



Badatz Ha'Eda Ha'Haredit from Jerusalem.  The Orthodox Union