

CREW
Republic

**HANDCRAFTED
BEER FROM
BAYERN**



**CREW REPUBLIC BREWS
PIONEERING CRAFT BEERS
WITH THE TWIST OF
GERMAN ATTENTIVENESS
AND QUALITY THROUGH
THE REINHEITSGEBOT.**



CREW REPUBLIC

THE STORY



The Craft Beer Revolution

Over the last thirty years, as big multinational brewers have pushed for growth and sought to control markets, so beer drinkers have suffered. Choice has been reduced, once-loved beer styles have been abandoned, and beer has become a shadow of its former self. Ever colder. Ever blander. Ever fizzier. German brewers stood alone against the onslaught, with quality enshrined in law through the fabled beer purity law, the Reinheitsgebot. German drinkers were rightly proud of the quality of their beers, and their world-famous beer culture.

Until everything changed.

A revolution in brewing has seen new brewers and drinkers alike rise up and champion taste and difference. Beer styles long forgotten have returned. New styles have been created. New breweries on every continent open every week. Innovation is relentless. The Craft Beer Revolution is sweeping the world. But not in Germany.

Here, the established players see craft as a threat. International brewers have moved in and closed breweries; German brewers have closed ranks. German drinkers still demand quality, but in choice, in innovation, in excitement ... Germany has fallen behind.

The tables have turned.



CREW REPUBLIC

THE STORY



Partners in Crime

Enter Mario and Timm, friends and work colleagues who were dissatisfied with their jobs and took time off to travel the world. In Australia, Timm tried beers that blew his mind. In Colorado, Mario ordered “a beer” and was served a revelation. And they wondered:

Why don't we see beers like this in Germany?

They returned home, but they didn't return to their jobs. Instead, they set up a craft brewery. They set up CREW Republic. German brewers didn't welcome them with open arms.

They were told that German drinkers don't want craft.
They were told that German beer was already the best.
They were told that German drinkers didn't want to try something new.
They were even told that craft beer was a crime.

But this didn't stop them because they knew they were onto something.

They knew that while German beer was good, it could be so much better.
They knew it could be more creative, more interesting, more modern.
They knew that the revolution was coming, and they wanted to lead it.

And where else to start a German craft beer revolution?

The capital of Bavaria, the capital of German brewing: Munich.



CREW REPUBLIC

THE STORY



Mario and Timm knew that the problem for German beer was not quality. No, the issue was the “beer establishment” holding beer back. No innovation. No new beer styles. Criticizing incredible beers from other places. All they heard was, ***“If it ain’t broke, don’t fix it.”***

And who was losing out? German drinkers. German drinkers like them, who wanted to try new beers, new styles, new tastes, and yet who still wanted German beer quality. So they set out ***to wake German drinkers up to twenty-first-century beers.***

CREW Republic beers challenge the establishment. Always brewed to uncompromising standards but exploding into new territories of taste. More creative, more distinctive, more exciting.



CREW REPUBLIC

THE BRAND



BRAND LOGO

CREW stands for all CREW members: consumers, employees, dealers, and suppliers. We all work for a better world of beers. Join the German Craft Beer Revolution! **Be part of the CREW!**

Republic stands for our own republic of beer. In the traditional beer environment in Germany, we had to create our own territory. At CREW nothing is like a traditional brewery. We make our own rules. We brew the beers we want. Following our claim: **Craft Beer is not a crime!**



HOP GRENADE SEAL



The Hop Grenade stands for our passion for hops. We love hops! The majority of our beers have a very distinct (some intense, some subtle) hop flavor, and this is what we are known for. This is our seal for: **Brewing Awesomeness.**

CRAFT BEER
IS NOT A CRIME



CREW REPUBLIC

OUR AWARDS



Certified Awesomeness

We know that to most drinkers, awards don't matter that much. That's fine. But they matter to us. They're a target that keeps us pushing, striving for even better and continuing to challenge us to pioneer and advance and never ever rest on our laurels.

In 2020, a Brewer's Dream Came True

We still can't believe this, but it's real. Our best-selling Drunken Sailor IPA is the World's Best IPA. Scoring this amazing title at the World Beer Awards 2020 was the result of years of hard work and excellence from our brewing team! That is real brewing awesomeness, YEAH!



And many more

CREW REPUBLIC

OUR RANGE



DRUNKEN SAILOR

INDIA PALE ALE



**NEW
RELEASE**

ENEMY OF STATE

PROGRESSIVE LAGER



**NEW
RELEASE**

FIRESIDE

RED ALE



HOP JUNKIE

SESSION IPA

DRUNKEN SAILOR

INDIA PALE ALE



Weigh the Anchor, Hoist the Sails! Colossal waves and lashing winds – this was the life of the English sailors who had to bring the beer to Colonial India. Only with an insane amount of hops and a high alcohol content could it withstand the perilous journey. Drunken Sailor IPA brings this adventure and powerful taste to the twenty-first century – Ship Ahoy!

BREWMASTER'S NOTES

Classic IPA with exotic hop aromas.

TASTING

Full-bodied & Hop Aromatic. A voyage of intense yet rounded aromas of tropical fruits and citrus.

FOOD PAIRING

CREW drinks Drunken Sailor with Thai food and with grilled steaks and burgers!

HOPS Herkules, Citra, Cascade, Simcoe

MALT Pilsener, Munich, Crystal


COLOR deep orange

SERVING TEMPERATURE 6-8°C

TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTIINESS 

AWESOMENESS 

ALC.
6.4%
VOL

58
IBU

15°
PLATO

CERTIFIED AWESOMENESS



DRUNKEN SAILOR

INDIA PALE ALE



30L KEG SPECS

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 × 30 l
VOLUME (SU)	30 l
EAN CODE (SU)	4260268811589
UPC CODE (SU)	-
KEG DIMENSIONS	39,5 × 39,5 × 40 cm
SU WEIGHT (FULL)	39.5 kg
PALLET DIMENSIONS	120 × 80 × 55 cm
PALLET WEIGHT (FULL)	262 kg
SU/EURO-PAL	6
VOLUME/EURO-PAL	1.80 hl
SHELF LIFE	365 days
BITTER UNITS (IBU)	58
CALORIES	To be defined
KEG COUPLER	Type D



330 CL BOTTLE SPECS

ONE-WAY/RETURNABLE	One-way
SUPPLY UNIT (SU)	24 × 0.33 l
VOLUME (SU)	7.92 l
EAN CODE (BOTTLE)	42000945
EAN CODE (SU)	4260268812715
UPC CODE (SU)	-
BOTTLE DIMENSIONS	6.1 × 6.1 × 24 cm
BOTTLE WEIGHT (FULL)	0.64 kg
SU DIMENSIONS	37.5 × 25.4 × 25.5 cm
SU WEIGHT (FULL)	15.7 kg
PALLET DIMENSIONS	120 × 80 × 173 cm
PALLET WEIGHT (FULL)	870 kg
SU/EURO-PAL	54
SU/LAYER	9
LAYER/EURO-PAL	6
SHELF LIFE	365 days
BITTER UNITS (IBU)	58
CALORIES	To be defined

ENEMY OF STATE

PROGRESSIVE LAGER



**NEW
RELEASE**



Mainstream is an insult to you. You will never settle for the lowest common denominator. Join the resistance against the status quo of basic, washed-out lagers. We are on your side! For a world where lager tastes hoppy and exciting again.

BREWMASTER'S NOTES

A lager as it should be: distinctive, hoppy, fresh!

TASTING

Golden bright with accentuated bitterness and an intense hop aroma with light citrus notes.

FOOD PAIRING

CREW enjoys Enemy of State with grilled fish and green asparagus – or just before dinner to whet the appetite!

HOPS Herkules, Hersbrucker, Citra, Comet

MALT Pilsener, Munich


COLOR golden yellow

SERVING TEMPERATURE 6-8°C

TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTIINESS 

AWESOMENESS 

ALC.
4.9%
VOL

35
IBU

11°
PLATO

ENEMY OF STATE

PROGRESSIVE LAGER



30L KEG SPECS

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 × 30 l
VOLUME (SU)	30 l
EAN CODE (SU)	4260268812791
UPC CODE (SU)	-
KEG DIMENSIONS	39.5 × 39.5 × 40 cm
SU WEIGHT (FULL)	39.5 kg
PALLET DIMENSIONS	120 × 80 × 55 cm
PALLET WEIGHT (FULL)	262 kg
SU/EURO-PAL	6
VOLUME/EURO-PAL	1.80 hl
SHELF LIFE	365 days
BITTER UNITS (IBU)	35
CALORIES	To be defined
KEG COUPLER	Type D



330 CL BOTTLE SPECS

ONE-WAY/RETURNABLE	One-way
SUPPLY UNIT (SU)	24 × 0.33 l
VOLUME (SU)	7.92 l
EAN CODE (BOTTLE)	42000938
EAN CODE (SU)	4260268812722
UPC CODE (SU)	-
BOTTLE DIMENSIONS	6.1 × 6.1 × 24 cm
BOTTLE WEIGHT (FULL)	0.64 kg
SU DIMENSIONS	37.5 × 25.4 × 25.5 cm
SU WEIGHT (FULL)	15.7 kg
PALLET DIMENSIONS	120 × 80 × 173 cm
PALLET WEIGHT (FULL)	870 kg
SU/EURO-PAL	54
SU/LAYER	9
LAYER/EURO-PAL	6
VOLUME/EURO-PAL	4.28 hl
SHELF LIFE	365 days
BITTER UNITS (IBU)	35
CALORIES	To be defined

FIRESIDE

RED ALE



**NEW
RELEASE**



**DRAFT
ONLY!**

An evening at the bar together with old friends – stories from the past, memories of shared adventures. A carefree time. Like a long night by the fire accompanied by the soft crackling of the wood and the flickering light of the flames. May the evening never end ...

BREWMASTER'S NOTES

A varied blend of specialty malts gives a velvety maltiness that is not overbearing but is rich in color.

TASTING

Bright red color with a pleasantly full yet not too heavy body. Slightly fruity-malty taste.

FOOD PAIRING

CREW likes to enjoy Fireside with a toasted turkey sandwich or with a nice piece of mild cheddar cheese.

HOPS Tradition, Fuggles, East Kent Golding

MALT Pilsener, Melanoidin, Crystal, Roasted


COLOR Reddish

SERVING TEMPERATURE 6-8°C

TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTIINESS 

AWESOMENESS 

ALC.
6.0%
VOL

28
IBU

13°
PLATO

FIRESIDE

RED ALE



20L
KEG SPECS

**DRAFT
ONLY!**

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 × 20 l
VOLUME (SU)	20 l
EAN CODE (SU)	4260268812777
UPC CODE (SU)	-
KEG DIMENSIONS	39.5 × 39.5 × 33 cm
SU WEIGHT (FULL)	29.20 kg
PALLET DIMENSIONS	120 × 80 × 48 cm
PALLET WEIGHT (FULL)	200.20 kg
SU/EURO-PAL	6
VOLUME/EURO-PAL	1.20 hl
SHELF LIFE	365 days
BITTER UNITS (IBU)	28
CALORIES	To be defined
KEG COUPLER	Type D

HOP JUNKIE

SESSION IPA

You've still got so much to do, or maybe once again you've already done your fair share. You've been jonesin' for it all day long. From the moment you woke, you could think of nothing else ... Here is your own personal hop fix – you're welcome!

BREWMASTER'S NOTES

Golden orange, strongly hopped Session IPA.

TASTING

Light & Hoppy. The full punch of IPA hops with less alcohol.

FOOD PAIRING

CREW drinks Hop Junkie any time of the day, and there's always an open bottle when we fire up the grill!

HOPS Comet, Galaxy, Chinook


MALT Pilsener, Munich, Crystal


COLOR golden orange

SERVING TEMPERATURE 6-8°C

TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTIINESS 

AWESOMENESS 

ALC.
3.4%
VOL

32
IBU

9°
PLATO

CERTIFIED AWESOMENESS



HOP JUNKIE

SESSION IPA

330 CL

**BOTTLES
ONLY!**

**DATA
FOLLOWS**

ONE-WAY/RETURNABLE

SUPPLY UNIT (SU)

VOLUME (SU)

EAN CODE (BOTTLE)

EAN CODE (SU)

UPC CODE (SU)

BOTTLE DIMENSIONS

BOTTLE WEIGHT

SU DIMENSIONS

SU WEIGHT (FULL)

PALLET DIMENSIONS

PALLET WEIGHT (FULL)

SU/EURO-PAL

SU/LAYER

LAYER/EURO-PAL

VOLUME/EURO-PAL

SHELF LIFE

BITTER UNITS (IBU)

CALORIES

Unfiltered

CREW REPUBLIC

OUR TAPROOM



The CREW Experience

Big brewers have beer factories. If they let you in, you'll be corralled around the bits they want you to see. Not for us. Our taproom is for our fans and drinkers to see and feel part of who we are and what we're doing. It's not just our flagship store, it's our beating heart and we want to share it with you.



CREW REPUBLIC

OUR BREWERY



To brew pioneering craft beer to incredible quality requires state-of-the-art brewing and packaging. Say hello to our brewery at Unterschleissheim in Munich!

No stone has been left unturned in our brewery – a state-of-the-art ROLEC brewhouse, fully automated, with a capacity up to 45,000 hl of delicious, pioneering craft beer!

And this applies to our top-notch KRONES packaging line too – capable of filling 6,000+ bottles an hour with an export-ready automated crate and carton packer.

From brewing to filling, we are in full control of quality, and no beer leaves our brewery until we are completely satisfied that it's the quality we expect.



CREW REPUBLIC

OUR SALES TOOLS

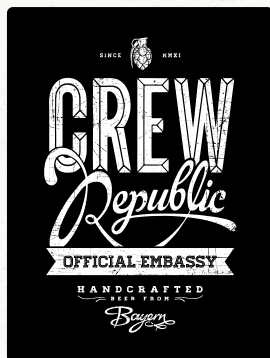


Glassware

BAR MAT



WALL DECOR



TAP HANDLE



GLASSWARE



CRAFT BEER IS NOT A CRIME!



JOIN THE REVOLUTION!
BIT-EXPORT@BITBURGER.DE

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- FACEBOOK.COM/CREWREPUBLIC.DE
- TWITTER.COM/CREWREPUBLIC
- INSTAGRAM.COM/CREWREPUBLIC



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INTERNATIONAL BRANDS

