

CREW
Republic

**REVOLUTIONARY
BEER FROM
GERMANY**



„CREW Republic brews pioneering craft beers with the twist of German attentiveness and quality through the Reinheitsgebot“



The story



The craft beer revolution

Over the last thirty years, as big multi-national brewers have pushed for growth and sought to control markets, so beer drinkers have suffered. Choice has 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 their beers, their quality, 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 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.



The story



Partners in crime

Enter Mario & 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 whilst 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



The brand



BRAND Logo

Hop Grenade SEAL

CREW stands for all CREW members: Consumers, employees, dealers and suppliers. We all work on 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 there is nothing like in a traditional brewery. We make our own rules. We brew the beers we want. Following our claim: **Craft Beer is not a crime!**



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



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; continuing to challenge us to pioneer and advance and never, ever, rest on our laurels.

2020, a brewer's dream has come true...

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



... and many more

CREW Republic

Our range



DRUNKEN SAILOR

INDIA PALE ALE



JACKPOT

HAZY IPA



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 high alcohol content could it withstand the perilous journey. Drunken Sailor IPA brings this adventure and powerful taste to the 21st 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

Bright Orange

SERVING TEMPERATURE 6-8°C

TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTINESS 

AWESOMENESS 

IPA

ALC.
6.4%
VOL

14.7°
PLATO

Certified Awesomeness



... and many more



WORLD'S BEST
IPA 2020

DRUNKEN SAILOR

INDIA PALE ALE



30 L KEG SPECS

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 x 30 l
VOLUME (SU)	30,00 l
EAN CODE (SU)	4260268811589
UPC CODE (SU)	-
DIMENSIONS KEG	38 x 38 x 40cm
WEIGHT SU (FULL)	40,10 kg
DIMENSIONS PALLET	120 x 80 x 55 cm
WEIGHT PALLET (FULL)	265,60 kg
SU/EURO-PAL	6
VOLUME/EURO-PAL	1,80 hl
SHELF LIFE	365 Days
CALORIES	49 kcal / 206 kJ – 100ml
KEG COUPLER	Flat



330 ML BOTTLE SPECS

ONE-WAY/RETURNABLE	One-Way
SUPPLY UNIT (SU)	24 x 0,33 l
VOLUME (SU)	7,92 l
EAN CODE BOTTLE	42000945
EAN CODE SU	4260268812715
UPC CODE (SU)	-
DIMENSIONS BOTTLE	6,0 x 6,0 x 22,5 cm
WEIGHT BOTTLE (FULL)	0,555 kg
DIMENSIONS SU	37 x 24 x 23 cm
WEIGHT SU (FULL)	13,3 kg
DIMENSIONS PALLET	120 x 80 x 154,5 cm
WEIGHT PALLET (FULL)	744,28 kg
SU/EURO-PAL	54
SU/LAYER	9
LAYER/EURO-PAL	6
SHELF LIFE	365 Days
CALORIES	49 kcal / 206 kJ – 100ml



330 ML CAN SPECS

ONE-WAY/RETURNABLE	One-Way
SUPPLY UNIT (SU)	6 x 4 x 0,33 l
VOLUME (SU)	7,92 l
EAN CODE (4-PACK)	42448730
EAN CODE (SU)	4260268812975
UPC CODE	-
DIMENSIONS 4-PACK	13 x 13 x 11,8 cm
WEIGHT 4-PACK	1,408 kg
DIMENSIONS SU	40 x 27 x 12 cm
WEIGHT SU (FULL)	8,448 kg
DIMENSIONS PALLET	120 x 80 x 146 cm
WEIGHT PALLET (FULL)	861,352 kg
SU/EURO-PAL	99
SU/LAYER	9
LAYER/EURO-PAL	11
SHELF LIFE	365 Days
CALORIES	49 kcal / 206 kJ – 100 ml

JACKPOT

HAZY IPA

**NEW
RELEASE**



You're no gambler, but sometimes you need the thrill. The stakes are high - it's all or nothing. Adrenalin is coursing through your veins. Everything around you is in a haze. You've got tunnel vision. Waiting. Silence. !!! JACKPOT !!! You are back. Now it's time to celebrate. Today is your lucky day!

brewmaster'S noteS

The perfect burst of hops for a long, hot day. Orange, hazy, juicy and fruity. Refreshing!

Tasting

A tropical beverage with an intense hop aroma of passion fruit and citrus. Light body with balanced acidity and restrained bitterness.

Food Pairing

CREW enjoys Jackpot Hazy IPA ice cold, for cooling down on a 35 °C day under the blazing sun.

HOPS Galaxy, Mosaic, Amarillo, Citra

MALT Pilsner, Wheat, Oat, Caramel


COLOR Cloudy-Orange

SERVING TEMPERATURE 6-8°C

TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTINESS 

AWESOMENESS 

**HAZY
IPA**

**ALC.
5,0%
VOL**

**11,5°
PLATO**

JACKPOT

HAZY IPA



30 L KEG SPECS

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 x 30 l
VOLUME (SU)	30,00 l
EAN CODE (SU)	4260268811589
UPC CODE (SU)	-
DIMENSIONS KEG	38 x 38 x 40cm
WEIGHT SU (FULL)	40,10 kg
DIMENSIONS PALLET	120 x 80 x 55 cm
WEIGHT PALLET (FULL)	265,60 kg
SU/EURO-PAL	6
VOLUME/EURO-PAL	1,80 hl
SHELF LIFE	365 Days
CALORIES	-
KEG COUPLER	Flat



330 ML BOTTLE SPECS

ONE-WAY/RETURNABLE	One-Way
SUPPLY UNIT (SU)	24 x 0,33 l
VOLUME (SU)	7,92 l
EAN CODE BOTTLE	42000945
EAN CODE SU	4260268812715
UPC CODE (SU)	-
DIMENSIONS BOTTLE	6,0 x 6,0 x 22,5 cm
WEIGHT BOTTLE (FULL)	0,555 kg
DIMENSIONS SU	37 x 24 x 23 cm
WEIGHT SU (FULL)	13,3 kg
DIMENSIONS PALLET	120 x 80 x 154,5 cm
WEIGHT PALLET (FULL)	744,28 kg
SU/EURO-PAL	54
SU/LAYER	9
LAYER/EURO-PAL	6
SHELF LIFE	365 Days
CALORIES	-



330 ML CAN SPECS

ONE-WAY/RETURNABLE	One-Way
SUPPLY UNIT (SU)	6 x 4 x 0,33 l
VOLUME (SU)	7,92 l
EAN CODE (4-PACK)	42448662
EAN CODE (SU)	4260268813132
UPC CODE	-
DIMENSIONS 4-PACK	13 x 13 x 11,8 cm
WEIGHT 4-PACK	1,408 kg
DIMENSIONS SU	40 x 27 x 12 cm
WEIGHT SU (FULL)	8,448 kg
DIMENSIONS PALLET	120 x 80 x 146 cm
WEIGHT PALLET (FULL)	861,352 kg
SU/EURO-PAL	99
SU/LAYER	9
LAYER/EURO-PAL	11
SHELF LIFE	365 Days
CALORIES	-



FIRESIDE

RED ALE

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 colour.

Tasting

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

Food Pairing

CREW drinks Fireside with a toasted turkey sandwich or with a nice piece of mild cheddar cheese.

HOPS Tradition, Fuggles, East Kent Golding
MALTPilsener, Melanoidin, Crystal, Roasted
COLOR Reddish


SERVING TEMPERATURE 6-8°C


Certified Awesomeness



TASTE-O-METER

COLOR 

BITTERNESS 

HOPPINESS 

MALTINESS 

AWESOMENESS 

RED
ALE

ALC.
6.0%
VOL

13,5°
PLATO

FIRESIDE

RED ALE



15 L
KEG SPECS

**DRAFT
ONLY!**

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 x 15 l
VOLUME (SU)	15,00 l
EAN CODE (SU)	4260268819158
UPC CODE (SU)	-
DIMENSIONS KEG	28,7 x 28,7 x 36,2 cm
WEIGHT SU (FULL)	21,6 kg
DIMENSIONS PALLET	120,0 x 80,0 x 51,5 cm
WEIGHT PALLET (FULL)	262,6 kg
SU/EURO-PAL	11
VOLUME/EURO-PAL	1,65 hl
SHELF LIFE	365 Days
CALORIES	48 kcal / 200 kJ – 100ml
KEG COUPLER	Flat

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

Orange-golden, 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 Tradition, Mosaic, Amarillo, Citra
MALT Pilsener, Munich, Caramel, Wheat, Oat
COLOR Orange-Golden
SERVING TEMPERATURE 6-8°C

Certified Awesomeness



... and many more

TASTE-O-METER

COLOR

BITTERNESS

HOPPINESS

MALTISSNESS

AWESOMENESS



HOP JUNKIE

SESSION IPA



30 L
KEG SPECS

**DRAFT
ONLY!**

ONE-WAY/RETURNABLE	Returnable
SUPPLY UNIT (SU)	1 x 30 l
VOLUME (SU)	30,00 l
EAN CODE (SU)	4260268813156
UPC CODE (SU)	-
DIMENSIONS KEG	38 x 38 x 40cm
WEIGHT SU (FULL)	40,10 kg
DIMENSIONS PALLET	120 x 80 x 55 cm
WEIGHT PALLET (FULL)	265,60 kg
SU/EURO-PAL	6
VOLUME/EURO-PAL	1,80 hl
SHELF LIFE	365 Days
CALORIES	-
KEG COUPLER	Flat

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...



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 brew house, fully automated, with a capacity up to 45k Hl of delicious, pioneering craft beer!

And this applies to our top-notch KRONES packaging line too - capable of filling 6000+ bottles an hour with an export-ready automated crate and carton packer.

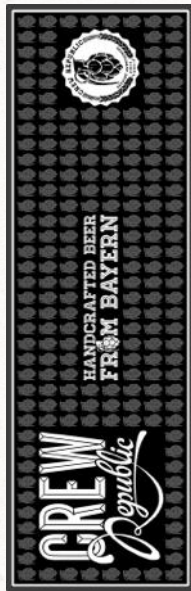
From brewing to filling, we are in full control of quality and no beer leaves our brewery until we are completely satisfied that it's the quality we expect.





Our promotion materials

Bar mat



Wall Decor



Taphandle



Glassware

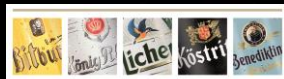


BREWING AWESOMENESS



JOIN THE REVOLUTION!
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