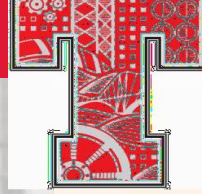




TENNENT'S

Brand Introduction
替牌啤酒品牌介绍





Brewing began on the site which would later become Wellpark Brewery.

酿酒在原厂开始的后来变成了Wellpark酒厂

1556

1700

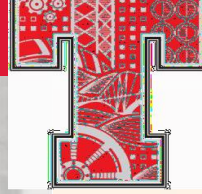
1850's

J&R Tennent became the world's largest bottled beer exporter. J&R Tennent became the world's largest bottled beer exporter.

成为了世界最大的瓶装酒出口商

Wellpark Brewery was founded in 1740 at Drygate Bridge, near Glasgow Cathedral, by Hugh and Robert Tennent, the original founding members of Tennent's beer. The business expanded in the 1790s when the Tennent family purchased the neighbouring brewery of William McLehose, and renamed the 5-acre site Wellpark Brewery. The firm originally brewed stout and strong export alcohol.

替牌啤酒的创立者 Hugh 和 Robert Tennent 在 Drygate bridge 1740年创立了 Wellpark酿酒厂。在1790在 Tennent 家族购买了附近的 William McLehose酿酒厂，并将原有的5英亩的酿酒厂合并为新的 Wellpark 酿酒厂。酒厂原来只酿造世涛和高酒精度啤酒。



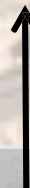
Hugh Tennent, the last member of the family to own and operate the business, built a new lager brewery at the site. The first bottles of Tennent's Lager rolled off the line - the first mass production operation at Wellpark.

Hugh Tennent, Tennent 家族的最后企业所有者在原址的基础上新建了一个更大的酿酒厂，从这里第一瓶替牌拉格啤酒诞生 - Wellpark酿酒厂大量生产的第一步

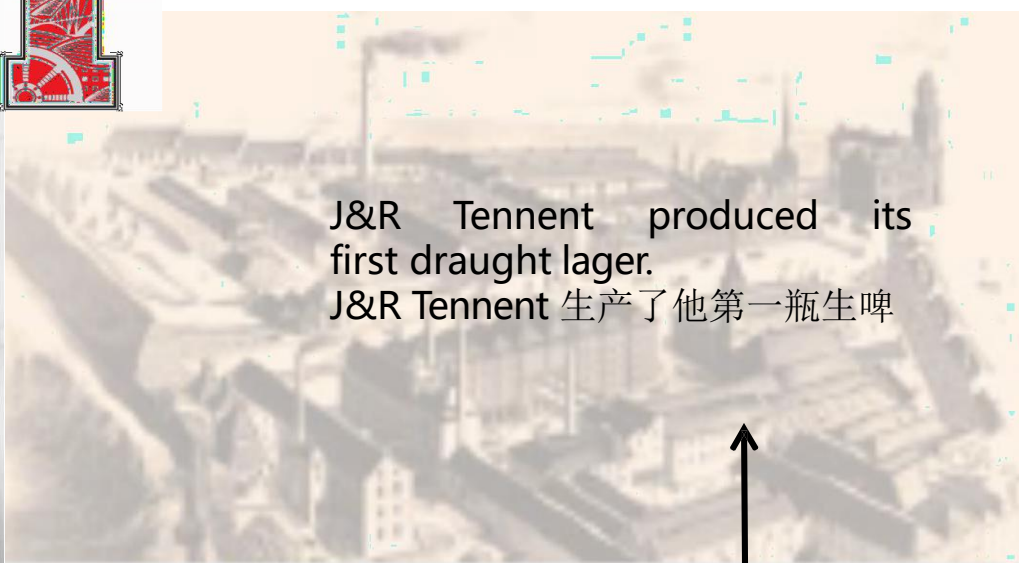
1885

1890's

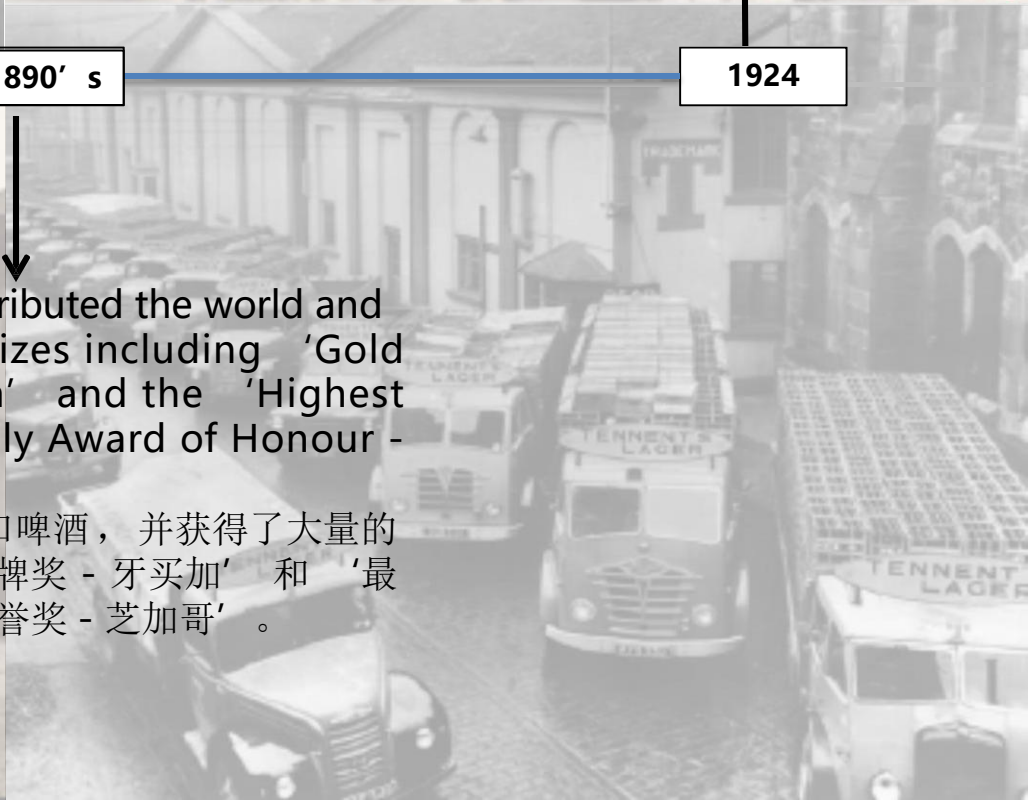
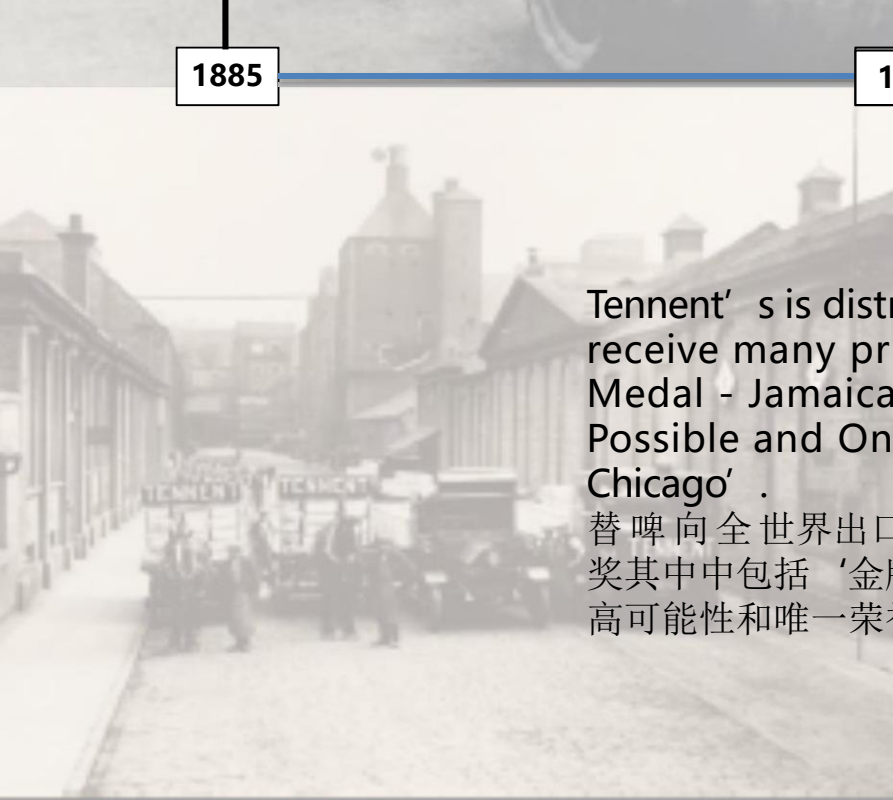
1924

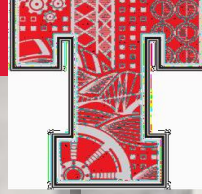


Tennent's is distributed the world and receive many prizes including 'Gold Medal - Jamaica' and the 'Highest Possible and Only Award of Honour - Chicago' .
替啤向全世界出口啤酒，并获得了大量的奖其中中包括 '金牌奖 - 牙买加' 和 '最高可能性和唯一荣誉奖 - 芝加哥' 。



J&R Tennent produced its first draught lager.
J&R Tennent 生产了他第一瓶生啤





Tennent's Lager is at the forefront of introducing canned lager to the UK.

Tennent Caledonian Breweries is formed through a merger with United Caledonian Breweries.

The launch of Caledonia Best, a new ale for Scotland that is brewed using 100% Scottish barley.

替牌加勒多尼亚酒厂是通过与美国加里东啤酒厂合并形成的

苏格兰纯麦酿造的苏格兰新麦芽啤酒——‘加勒多尼亚酒厂最佳’

替牌的拉格啤酒站在了在英国罐装啤酒的最前端

1935

1963

1966

1980's onward

2011

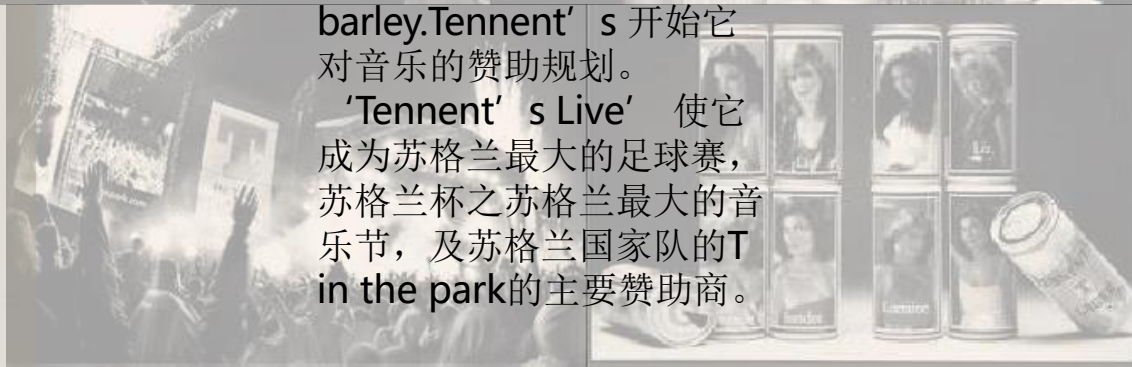
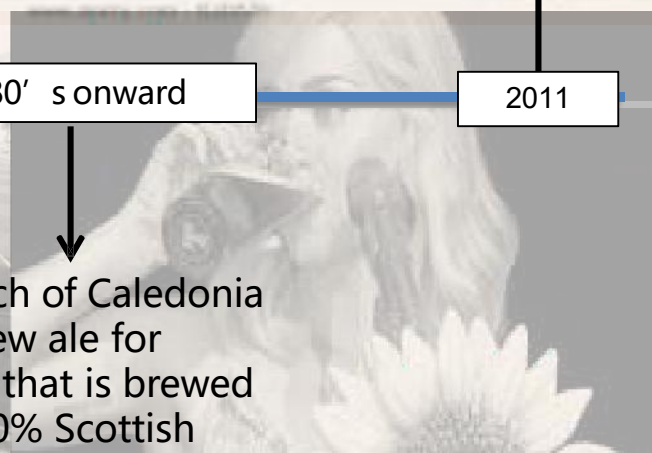
Tennent's first pressurised keg lager is produced and sold.

替牌酒厂生产并开始售卖第一桶加压拉格啤酒

The launch of Caledonia Best, a new ale for Scotland that is brewed using 100% Scottish barley.

Tennent's 开始它对音乐的赞助规划。

'Tennent's Live' 使它成为苏格兰最大的足球赛，苏格兰杯之苏格兰最大的音乐节，及苏格兰国家队的T in the park的主要赞助商。





ABV:5%



PLATO:11.75



IBU: 14



Tennent's 1885 Lager/1885替牌拉格啤酒

24*330ml Bottle / 30L Keg

24*500ml Can

Gencode : 5391516930642 5391516930444

保质期/Shelflife: 12月 / 12 Months

➤ Tennent's 1885 Lager is a pale filtered beer, with mild white foam.
替啤的1885 拉格啤酒过滤后是个淡色，伴着乳白色泡沫的啤酒。

➤ 1885 Lager has a slightly fruity flavour, well balanced by some wood-like bitterness in the aftertaste.

1885

1885拉格啤酒带有微许的果香，回味中带有苦味的木质香味，很好的平衡了整个啤酒的味道

➤ This Lager pairs well with light seafood, grilled pork and chicken, lighter pasta dishes and exotic or spicy foods.

清淡海鲜，烤猪肉，烤鸡肉，清香意式面
异国辛辣食品都是和此拉格啤酒的最好搭配。

Tennent's Whisky Oak/替牌威士忌橡木桶啤酒


24*330ml Bottle

Gencode : 5391516931250

保质期/Shelflife: 15月/ 15 Months

 **ABV:6%**

 **PLATO:14.25**

 **IBU:22**



- Tennent's Whisky Oak is a tip of the hat to Scotland's legendary Whisky heritage, as the beer takes its flavour from Scotch Whisky soaked Oak.

替啤橡木威士忌木桶啤酒是对传奇苏格兰威士忌传统的致敬，这个啤酒从苏格兰威士忌浸泡的橡木继承他的味道。

- It pours the colour of honey, with a foamy, crisp white head.

倒出一杯，颜色犹如金黄蜂蜜伴随着新鲜的泡沫。

- The whisky flavour lends the beer rich malty notes with a hint of vanilla, followed by a mellow bitterness lasting on the tongue.

威士忌的味道为啤酒增添了浓郁的麦芽味和一丝香草的味道，而在舌尖上则会有持久的醇厚苦味。

- Beans and legumes add richness to this beer while balancing it with salt and acidity, making them the perfect pairing.

豆类和蔬菜为这款啤酒增添了丰富的口感，同时又与盐和酸度相平衡，使它们成为完美的搭配。



ABV:6.2%



IBU: 50



PLATO:14.4



Tennent's IPA/替牌IPA啤酒

24*330ml Bottle

Gencode : 5391516932042

保质期/Shelflife: 15月 / 15 Months

- Tennent's India Pale Ale has some subtle fruity, estery notes dominated by strong malt and grain flavours.

替牌的印度淡色艾尔啤酒有一些微妙的水果味以强烈的麦芽和谷物味道为主。

- More malty than your typical IPA, but with the signature fragrant hoppiness and lingering bitterness, this is a tasty, balanced brew.

比一般的IPA麦芽的味道更浓，但是伴随着强烈的啤酒花和挥之不去的苦涩，这是一款美味均衡的啤酒。

- Perfect with seafood, barbequed chicken and chocolate.

海鲜，肌肉烧烤及巧克力都是这款啤酒的完美搭配。



ABV:9%



IBU: 25



PLATO:19.4

Tennent's Scotch Ale

24*330ml Bottle

Gencode : 5391516930635

保质期/Shelflife: 15月 / 15 Months



- Tennent's Scotch Ale is a strong ale with clear amber color and a white foam head. 替啤的苏格兰威士忌艾尔啤酒是个酒精度高的啤酒，清澈的琥珀色伴着白色的泡沫。
- The aroma is fruity with some hoppy notes. On the palate the strong but well balanced flavour has a malty/caramel roasted finish. 闻着果香和麦芽花香，舌尖上虽有着爆发性味道但麦芽与焦糖回味无穷，口感均衡。
- The intensity of the pork fat stands up to the strong beer characteristics. 只有大鱼大肉才配得上替啤的苏格兰威士忌艾尔啤酒。



THANK YOU!