

CONSUMERS' TOTAL SENSORY EXPERIENCE

INCLUDES PAIRING BEER WITH FOODS

Pilsner Urquell brings a pleasantly bittersweet flavor, delicate malt/hop balance, refreshing cascade of carbonation and crisp, rewarding finish to any dish. Consumers should follow these simple pairing guidelines when preparing an adventurous dinner at home or when dining out:

CHEESE - PILSNER URQUELL MAKES A WONDERFUL PARTNER TO THE LIGHTER, YOUNGER GOAT'S MILK CHEESES. PERFECTION IS ACHIEVED WHEN THE SHARPLY BITTER HOP OF PILSNER URQUELL MEETS THE HIGH OIL, HIGH ACIDITY FOUND IN A SLICE OF FRESH WHITE CHEDDAR.

SOUP - POTATO SOUP AND OTHER CREAM-BASED SOUPS MARRY PERFECTLY WITH PILSNER URQUELL'S FULL-FLAVORED BODY AND CRISP, CLEAN FINISH.

SEAFOOD - CRAB, CLAM, SHRIMP, OYSTER AND LOBSTER ARE TERRIFIC WHEN PAIRED WITH PILSNER URQUELL. THE FLAVORS ARE ACCENTUATED BY THE HOP PRESENCE AND RELATIVELY HIGH CARBONATION LEVELS OF THE BEER, WHICH DOESN'T OVERPOWER THE DELICATE SHELLFISH FLAVOR. MARINATED OR BLACKENED SALMON, HERRING, ANCHOVIES AND CAVIAR ARE ALSO STRONG ENOUGH TO CREATE A PERFECT BALANCE WITH PILSNER URQUELL'S INTENSE HOP PRESENCE. HOWEVER, STEER CLEAR OF SCALLOPS: THEY ARE TOO DELICATE FOR THE STRONG BITTERNESS OF PILSNER URQUELL.



CHICKEN - JUST ABOUT ANY SPICY CHICKEN DISH BRINGS OUT THE SUBTLE COMPLEXITY OF PILSNER URQUELL'S MALT PRESENCE WHILE ALLOWING THE HOPS TO CLEANSE THE PALATE AND READY THE TASTEBUDS FOR THEIR NEXT COURSE.

BEEF - STEAK SHOULD ALWAYS BE MARINATED IN A VINEGAR-BASED MARINADE OR RUBBED WITH SPICES, AND SERVED RARE TO MEDIUM TO PROPERLY ACCENTUATE THE DELICACIES OF THE BEER AND HELP ENSURE THAT THE ROBUST BEEF FLAVOR DOES NOT OVERPOWER THE PALATE.

PORK - ROASTED PORK AND ZESTY, SPICE-RUBBED PORK MEDALLIONS BRING AN EXPLOSIVE FLAVOR THAT WHEN COMBINED WITH THE UNIQUE MALT/HOP BALANCE OF PILSNER URQUELL PROVIDE A PERFECT SENSORY HARMONY.

DUCK - VINEGAR-MARINATED ROAST DUCK OR DUCK WITH SWEET SAUCE CREATES A SAVORY PAIRING THAT EMBRACES THE BITTERSWEET BALANCE OF PILSNER URQUELL'S SAAZ HOPS AND MORAVIAN BARLEY MALT.

VENISON - VENISON COERCES THE CARBONATION AND HOP LEVELS TO RIVAL THE SPICY, GAMEY NATURE OF THE MEAT AND FORM A WILD, YET MEMORABLE PAIRING.

