



Premium
YEBISU

**BORN
IN 1890,
TOKYO
AUTHENTIC
FLAVOUR AND
REFRESHMENT**

PRONOUNCED 'EBIS'
IN ENGLISH



THE PIONEER OF PREMIUM BEER IN JAPAN

Yebisu was first brewed in 1890, with the help of a German brew master, with the ambition of brewing the world's best beer in Japan.

THE PURSUIT OF AUTHENTIC RICHNESS, KOKU.

Our technique for brewing YEBISU into a rich, refined drinking experience continues to evolve.

AUTHENTIC GERMAN DRINKING EXPERIENCE.

We brew YEBISU adhering to the Reinheitsgebot*, Bavarian Purity Law, to deliver an authentic malt beer experience.

LOOK. SMELL. TASTE.

A golden hue glimmering under a gentle froth and the toasty aroma of hops satisfies the key three qualifications of good beer.

YEBISU piques the senses and delivers a rich and refined drinking experience.

INGREDIENTS ARE KING.

We craft our beer only with carefully selected ingredients from Sapporo Breweries Collaborative Farms. This unique system guarantees a satisfying beer brewed only with high-quality ingredients. Even our signature yeasts have been cultured to yield a taste and aroma that's exclusively YEBISU.

*Reinheitsgebot also known as the Bavarian Purity Law was established in 1516 to ensure quality.

This is the oldest, still valid food safety law in the world.
Alcohol 5%