

## Phuket Beer Asian beer brand

Written by Administrator  
Monday, 30 March 2009 17:45

---



The brand's name derives from the island of Phuket, on the Indian Ocean side of southern Thailand. The largest island in Thailand, Phuket was once known for tin mining. Today it is a popular beach resort visited by about three million international tourists every year.

Phuket Beer's logo features a vibrantly-colored Hornbill bird, the company's mascot, with a backdrop of Laem Promthep (Cape Promthep), a well-known landmark on Phuket island. A protected species of Thailand, the Hornbill is indigeneous to the southern region of the country and is said to symbolize purity, fertility and loyalty. The bird was selected to represent the company's commitment to brewing pure, quality beer.

Phuket Beer was founded in 2002 to produce a premium regional beer that reflected the spirit and lifestyle of Phuket island. Tropical Beverage Company started producing it that year at a Bangkok brewery. Since 2005 the production has been managed by the brewing team of the San Miguel Brewery in Thailand, under supervision of Tropical Beverage Company.

Phuket Lager Beer has a 5% alcohol-by-volume (ABV) and 21 International Bitterness Units (IBU). Made with premium ingredients including German hops, it is an all-natural beer with no additive or preservatives, and, thus, has an average shelf life of approximately one year. Small quantities of jasmine rice are added during the brewing process to enhance the beer's smoothness and aroma. The brewery produces in small batches every two to three months to ensure freshness. The beverage is available in 330 ml cans and 330 ml bottles.

A premium beer, Phuket Lager is available at select upscale hotels, restaurants and bars in Thailand. It is distributed in the following nine states in the U.S.: Arizona, California, Illinois, Indiana, Wisconsin, Florida, Pennsylvania, Alabama, and Virginia. It can also be found in Australia, Canada, Denmark, Germany, Ireland, Japan, Netherlands, Northern Ireland, Singapore, Spain, South Africa and the United Kingdom.

Beer production capacity is approximately 50 million liters per year.

Phuket Lager received the first gold medal ever for a beer from Thailand at the 2006 Monde Selection Awards. Following this, it was awarded gold medals in 2007 and 2008 from the organization, earning the honor of High Quality Award for its three consecutive medals.

Lowther, Alex "Thepmonggon's green