



BIRRA MURANO

The Sweetness of doing nothing



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On the banks of the Grande Canal di Murano, you'll find the natural splendours of a Venetian Island, steeped in heritage and charming streets.

Founded on a desire to enjoy a slower pace of life and appreciating these simpler pleasures, the story of Birra Murano was born.



THE SWEETNESS OF DOING NOTHING

Centred on enjoying the simple and beautiful things in life, Birra Murano aims to encourage its drinkers to take a moment to enjoy their surroundings, welcome these simple joys and embrace a slower pace of life.

JOIN THE FAMILY

£12.7B

Total beer sales. Despite beer losing share, World Lager is the top growing category across all major categories*

23.2%

World Lager share of the overall beer category*

42%

Growth of Premium Lager volume share, compared vs 2YA*

Premiumisation, craft beer and low-and-no continue to be key trends in the beer category



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Taste: Clean, crisp
and refreshing
Italian-style pilsner
with a hint of
citrus

ABV: 4.6%

Availability: 30L,
50L Kegs and
330ml Bottles



ITALIAN TRADITION





**EVERY DAY IS A
HOLIDAY**