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# AMSTEL. BREWING SINCE 1870.

For almost 150 years, Amstel has brewed a unique beer for all those people and moments in life so valuable they should be savoured and so good they must be shared. Scroll down and discover what makes Amstel so very special.

Scroll to discover more

## **Founded in 1870**

In 1870, our brewery was founded by two friends in Amsterdam. They brewed a new, Bavaria-style lager beer that became an instant favourite. Now, almost 150 years later, not only the Dutch, but people from all over the world know the excellent quality of Amstel.

## **Born out of Friendship**

As it happens, Amstel Beer was born from the very particular friendship of its two founders: Charles de Pestors and Johannes van Marwijk Kooy. Brothers-In-Law and best friends who, as the story goes, could not find a single beer in Amsterdam that they both liked. So they decided to create their own. The rest is history.

## **Dedication to Great Beer**

After having started to brew their very own beer, Charles and Johannes were still not satisfied. For them it was never about 'getting things done' and all about 'getting things right'. The ice from the River Amstel was used to keep the precious Pilsener

cold in the brewery before the times of refrigeration. The bond between Charles and Johannes and the brand it created are both inspiring icons of quality, dedication and friendship.

## Our Beer

Our classic, golden Amstel Beer, with its very distinctive and mildly bitter taste, has over the years become well known beyond the borders of its native country. The entrepreneurial spirit of the brand has created a host of brand extensions, such as: Amstel Lager, Amstel Premium Pilsener, Amstel Light, Amstel Bright and Amstel Radler

# UEFA Europa League

Amstel and sport go back a long way. Over the years, Amstel has always been a dedicated sponsor of both big events and grassroots sport, with a rich heritage backing European football. Recently Amstel has rejuvenated its association with international football via a new sponsorship of the UEFA Europa League 2015 - 2018. This partnership extends our proud bond with the world's most popular game. Amstel and sport go back a long way. Over the years, Amstel has always been a dedicated sponsor of both big events and grassroots sport, with a rich

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