



MONGOZO®

PREMIUM PILSENER



Mongozo Premium Pilsner is the first lager brewed to fulfill a combination of 3 consumer conscious categories; Mongozo is gluten-free [EU certified], organic [EU certified] and Max Havelaar Certified Fair Trade. Unlike other gluten-free options, Mongozo is brewed with high-grade organic barley malt using a gluten extraction process, giving this brew the true taste and light body one expects from a European Pilsner. Organic hops and barley combined with fair trade practices make Mongozo the first of its class available in Canada. Mongozo has swept up several gold medals for its high quality: 2 golds at BIRA 2011 beer competition in Tel Aviv, held during Israel's International Beer Week, 2 golds at World Beer Awards, and 2 more golds for the gluten-free specific category.

Why Gluten-free?

1 in every 100 people has celiac disease, or a severe gluten intolerance. In Great Britain, 600,000 people follow a gluten-free diet, and in continental Europe there are now more than one million with the same intolerance. Based on the available scientific evidence, Health Canada considers that gluten-free foods which contain levels of gluten not exceeding 20ppm meet the health and safety intents for those with gluten intolerances. The brewing process for Mongozo involves a gluten extraction process and certified laboratory testing to ensure that less than 10ppm of gluten are present in the beer - while still retaining that full lager flavour. It makes sense that the beer is named after the Chokwe expression for, "To Your Health!"

What about Fair Trade?

Fair Trade certified products change lives. Being part of the Fair Trade system means paying and supporting producers appropriate wages for their work, and providing stable incomes which can drastically improve a whole family's opportunities. Fair Trade premiums offered to farming cooperatives allow workers to fund wells, hospitals, better farming equipment, or even investing in the switch to organic farming. Mongozo uses Max Havelaar Fair Trade certified and organic rice in conjunction with organic barley to create a classic European pilsner with an innovative twist.

MONGOZO
PREMIUM PILSENER
WAS AWARDED



To preview our full range of beers please visit:
WWW.MCCLELLANDBEERS.CA

**ORGANIC
GLUTEN-FREE
FAIRTRADE**



MONGOZO[®]

PREMIUM PILSENER



Style

Gluten-Free Pilsner



ABV

5.0%

Apperance

clear, pale gold; long-lasting foam collar
– uncommon for gluten-free beers

Nose

honey and lightly-toasted bread with
white pepper notes and hints of
grapefruit rind

Flavour

fruity notes and honey sweetness with
elements of puff pastry and rice cake;
an incredibly light yet fulfilling body;
finish is crisp, dry, and refreshing with
bitterness that remains just long
enough until the next sip.

Available Sizes and Format:

Bottle: 330 mL

Keg: 30 L

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