

BRAND PERSONALITY

In Australia, Mythos will continue to offer the premium quality aspects of an imported European beer – especially being a green bottle proposition. As a recognised Greek ambassador in the beer sector, the brand will embody everything visitors and locals love about the country.

Mythos will represent to the drinker the 'escapism' of the Greek Isles, thus connecting the brand with the relaxed, but sophisticated essence of Greece that we all dream of experiencing...

Hence the key message to "Experience your own Mythos."

TASTE PROFILE

The development of the Mythos brew was based on a deep understanding of consumer preferences in taste – a key element to the overall success of the brand. After numerous internal and external taste tests, the final recipe resulted in a refreshing and easy-to-drink beer with a rich head. It's further characterised by its bright golden colour and distinct fruity aroma.

Mythos has a balanced, slightly sweet taste comprising of fruity nuances and hops, yet just the right amount of bitterness. With a long-lasting and clear aftertaste, it is the refreshing way to enjoy the finest brew that Greece has to offer.

MYTHOS (TRADE SPECIFICATIONS)

SPECIFICATIONS	
Alc./Vol.	4.7
Standard Drinks	1.2
Bottle Size	330mL
Crown	Sealed
Origin	Greece
Shelf-Life	12 months

