

CENTURIES OF BREWING EXPERTISE IN EVERY DROP



UNITED
DUTCH
BREWRIES

FIRST-CLASS MALT SINCE 1628

Since its foundation almost 400 years ago in the Netherlands, 3 Horses has been a symbol of superior quality. The brand is recognized for its rich brand heritage, superior product quality, unique maltiness and premium packaging.

OUR HERITAGE





Our roots can be traced back to 1628, when brewery ‘Drie Hoefijzers’ (3 Horseshoes) was established in Breda. In 1886, a new brewery was constructed and the brand became the first to produce non-alcoholic beverages at a large scale. Since 2007 our malts are brewed in Germany, offering you the best of two worlds: an iconic Dutch brand perfected with German production techniques.

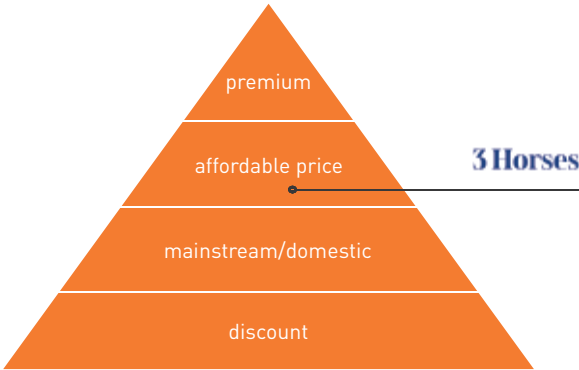


3 Horseshoes (referring the neighbouring blacksmith’s tavern) changed to 3 Horses to cater for the international markets



OUR POSITIONING

-  **Segment** Non-alcoholic Malt Beverages
-  **Values** Brewing heritage, product quality and pronounced maltiness
-  **Consumer** Men & women looking for a heritage brand with a superior malty taste
-  **Pricing** Premium quality at an affordable price



OUR STRENGTHS

- 1628** A rich brewing heritage dating back to 1628 in Breda
- 30+** Shared and enjoyed in over 30 countries all over the world
- 101** Every minute, more than 100 consumptions are being enjoyed

OUR PORTFOLIO

At 3 Horses, we use only the finest barley and water from carefully selected wells. Produced under the strict quality control of our brew masters in state-of-the-art German production facilities, 3 Horses undergoes a finely judged process of mashing, lautering and cooking. The result? Characteristically pronounced maltiness, superior quality and unparalleled refreshment.



3 HORSES CLASSIC

MALT BEVERAGE
0%

Naturally brewed for a rich foam, golden colour and refreshing taste with a unique maltiness

Bottle 330 ml, can 330 ml and can 500 ml

3 HORSES STRAWBERRY

MALT BEVERAGE
0%

The distinctive 3 Horses taste enhanced with the delicious sweetness of fresh strawberries

Bottle 330 ml

3 HORSES APPLE

MALT BEVERAGE
0%

The malty refreshment of 3 Horses perfectly in balance with the sour-sweet taste of apples

Bottle 330 ml

3 HORSES POMEGRANATE

MALT BEVERAGE
0%

A highly refreshing combination of exotic pomegranate alongside all the goodness of malt




Bottle 330 ml

OUR BRAND SUPPORT

We are committed to building and growing 3 Horses in your market. Using in-store and on-premise POS materials to generate maximum visibility and increase beer experience. But also via activations to drive sales and rotation. All in the distinctive look & feel of the brand and based on global & regional understanding of the consumer.



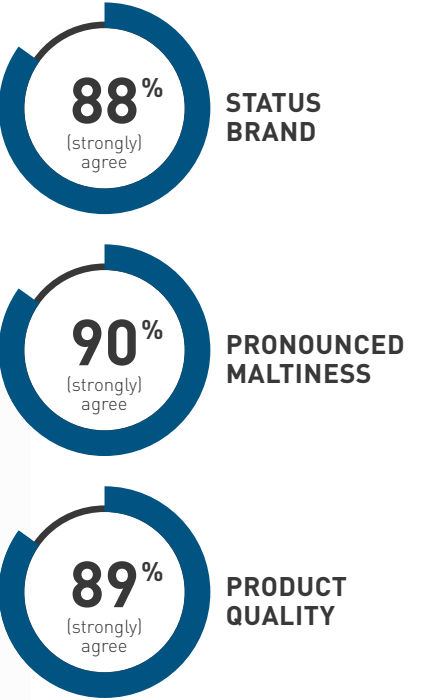
SNEAK PREVIEW OF MATERIALS

-  3horsesmalt.com
-  @3horses1628
-  @3horses1628



OUR FANS

Consumers love 3 Horses for its craftsmanship, taste and look & feel¹.



¹ Nielsen 2020



LET'S TALK MALT

Are you interested in selling 3 Horses in your market? Don't hesitate to contact us to learn more about the brand and our other products.

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**UNITED
DUTCH
BREWERIES**

SERVING GREAT MALTS TO THE WORLD