

TRAPPER

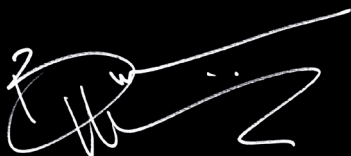


CREATED BY IRON MAIDEN

HAND CRAFTED BY ROBINSONS

INTRODUCTION

TROOPER BEER IS A PRODUCT THAT I AM INCREDIBLY PROUD OF. SINCE WE FIRST LAUNCHED IN 2013, WE HAVE SOLD OVER 15 MILLION PINTS WORLDWIDE, BECOMING A TOP 40 BEER BRAND IN THE UK AND EXPORTING AS FAR AFIELD AS EL SALVADOR AND CHINA IN THE PROCESS. THIS PRODUCT IS FAR FROM A GIMMICK. TOGETHER WITH OUR PARTNERS AT ROBINSONS WE HAVE CREATED AN AWARD WINNING PREMIUM BRITISH BEER THAT APPEALS TO BOTH IRON MAIDEN FANS AND BEER DRINKERS ALIKE. OUR LIMITED EDITIONS HAVE MET WITH UNIVERSAL ACCLAIM, AND I LOVE COMING UP WITH NEW IDEAS FOR FUTURE BEERS THAT WILL ALWAYS COMPLEMENT TROOPER. I FEEL LIKE WE ARE ONLY JUST GETTING STARTED.



BRUCE DICKINSON



THE STORY

IN 2012, IRON MAIDEN VOCALIST BRUCE DICKINSON WAS LOOKING TO CREATE A BEER, AND MET WITH ROBINSONS BREWERY IN CHESHIRE, ENGLAND, WHERE HE WAS PUT THROUGH AN ARDUOUS 'INTERVIEW' PROCESS, WHICH INCLUDED HAVING TO PASS SEVERAL BLIND TASTE TESTS. THE RESULTS SHOWED THAT HE WAS CLEARLY SOMETHING OF A CONNOISSEUR, AND SOMEONE THAT THEY WANTED TO WORK WITH. TOGETHER WITH HEAD BREWER, MARTYN WEEKS, BRUCE CREATED TROOPER, A 4.7% PREMIUM BRITISH BEER, NAMED AFTER THE CLASSIC IRON MAIDEN SONG 'THE TROOPER', FROM WHICH IT BORROWS ITS EYE-CATCHING ARTWORK.

SINCE ITS LAUNCH IN 2013 IT HAS BECOME A BRITISH BREWING PHENOMENON, SELLING OVER 15 MILLION PINTS WORLDWIDE, WINNING MULTIPLE AWARDS, BEING EXPORTED ALL AROUND THE GLOBE, AND HAS SPAWNED THREE LIMITED EDITION BEERS.



Oliver Robinson, MD of Robinsons Brewery, and Bruce celebrate the launch of Trooper in 2013





THE BREWERY

STILL OWNED AND RUN BY THE 6TH GENERATION OF THE ROBINSONS FAMILY, 178 YEARS LATER, ROBINSONS' IS ONE OF OLDEST AND MOST RESPECTED NAMES IN BRITISH BREWING HISTORY, ROBINSONS IS ONE OF THE MOST ADVANCED AND SOPHISTICATED BREWERIES IN THE UK, WITH A WORLDWIDE REPUTATION FOR REAL ALE.

ROBINSONS – BREWING PERFECTION SINCE 1838.



MALT

WE SOURCE THE FINEST MALT FROM AROUND THE UK, HARVESTED BARLEY IN THE SUMMER IS MALTED TO A GOLDEN COLOUR AND THEN CRUSHED TO PRODUCE THE RICH LIGHT AMBER COLOUR OF TROOPER BEER.



WATER

THE WATER WE USE FOR BREWING TROOPER IS SOURCED FROM OUR OWN BORE HOLE AT THE BREWERY. IT IS 150M DEEP. THE WATER HAS FALLEN IN THE BUXTON AND THE DERBYSHIRE HILLS, FILTERED THROUGH 2000 FEET OF SANDSTONE AND COLLECTS IN A NATURAL UNDERGROUND LAKE UNDER THE BREWERY IN CHESHIRE.



HOPS

WE SOURCE OUR HOPS FROM AROUND THE WORLD AND BUY THEM 5 YEARS IN ADVANCE TO ENSURE SUPPLY. GOLDINGS, BOBEK & CASCADE HOPS GO IN TO EVERY PINT OF TROOPER TO CREATE A LONG LINGERINGLY HOP DOMINATED FINISH WITH TANGY CITRIC FRUIT NOTES ON THE PALLET.



YEAST

AT ROBINSONS WE HAVE BEEN USING THE SAME STRAIN OF YEAST FOR THE LAST 100 YEARS — ALONG WITH WATER ITS OUR STRAIN OF YEAST THAT GIVES TROOPER ITS UNIQUE TASTE.

OUR INGREDIENTS

JUST 4 INGREDIENTS GO IN TO TROOPER,
WATER, MALT, HOPS AND YEAST...
NOTHING ELSE.





IRON MAIDEN

IRON MAIDEN ARE A ROCK AND ROLL INSTITUTION. OVER THE COURSE OF 40 YEARS THEY HAVE COME TO EMBODY A SPIRIT OF FEARLESS CREATIVE INDEPENDENCE AND HAVE A FEROCIOUS DEDICATION TO THEIR FANS THAT'S WON THEM A FOLLOWING THAT SPANS EVERY CULTURE, GENERATION, AND TIME-ZONE. FOUNDED BY BASSIST STEVE HARRIS IN THE MID '70S, IRON MAIDEN HAVE SOLD OVER 90 MILLION ALBUMS, PLAYED MORE THAN 2000 LIVE PERFORMANCES IN 63 COUNTRIES, GAINED TENS OF MILLIONS OF FANS AND HAVE 16 STUDIO ALBUMS OF UNERRING QUALITY AND POWER TO THEIR NAME, MORE THAN EARNING THEIR PROUDLY-HELD STATUS AS ONE OF THE MOST INFLUENTIAL AND REVERED BANDS OF ALL TIME. IN 2017 THE BOOK OF SOULS WORLD TOUR CONTINUES TO TRAVERSE THE GLOBE, CONTINUALLY PUSHING BOUNDARIES, VISITING NEW PLACES AND RETURNING TO CITIES NOT PLAYED IN DECADES, CONFIRMING THE HEROIC, INDEFATIGABLE QUALITIES THAT HAVE GIVEN IRON MAIDEN SUCH ENDURING, UNIVERSAL APPEAL.





BRUCE DICKINSON

BRUCE DICKINSON IS THE LEAD SINGER OF IRON MAIDEN, A SOLO ARTIST, COMMERCIAL AIRLINE PILOT, BEER ENTHUSIAST, AUTHOR, ENTREPRENEUR AND CREATIVE BUSINESS THINKER. WHEN NOT ON STAGE OR IN THE BREWERY HE MIGHT BE FOUND AT THE CONTROLS OF IRON MAIDEN'S 747 'ED FORCE ONE', WHICH TOOK THE BAND AND CREW AROUND THE WORLD ON THEIR HUGE THE BOOK OF SOULS WORLD TOUR. A PASSIONATE BEER FAN, BRUCE HAS WRITTEN THE INTRODUCTION FOR THE BRITISH CASK ALE REPORT AND PRESENTED THE GRAND PRIZE AT THE GREAT BRITISH BEER FESTIVAL. HE IS PASSIONATE ABOUT TROOPER, THE LITMUS TEST FOR ALL INNOVATION, AND AT THE FOREFRONT OF EVERYTHING THE BRAND DOES.





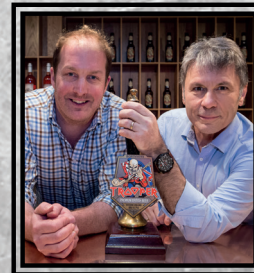
IRON MAIDEN
SINGLE 'THE
TROOPER'
RELEASED



FIRST BBI
GOLD MEDAL



666
LAUNCHED



TROOPER
REBRAND
ANNOUNCED



SECOND
PERMANENT
LIQUID



TROOPER
LAUNCHED



10 MILLION
PINTS SOLD



RED N BLACK
LAUNCHED



HALLOWED
LAUNCHED



4TH LIMITED
EDITION

20TH JUNE
1983

9TH MAY
2013

23RD OCT
2014

15TH JULY
2015

14TH SEPT
2015

1ST SEPT
2016

1ST MARCH
2017

1ST OCT
2017

SUMMER
2018

SPRING
2019

OUR LANDMARKS

IT HAS BEEN AN INCREDIBLE JOURNEY FOR TROOPER, FROM WINNING OUR FIRST AWARD, TO PASSING 10 MILLION PINTS SOLD AFTER IN A LITTLE OVER TWO YEARS ALONE. WORK CONTINUES ON NEW PRODUCT DEVELOPMENT AND, WITH BRUCE ALWAYS FULL OF IDEAS, WE KNOW THAT THERE WILL BE MANY MORE INNOVATIVE SUCCESSES THAT CAPTURE THE IMAGINATION IN THE YEARS AHEAD.



14
DIFFERENT
BOTTLE CROWN
DESIGNS SO FAR



7
AWARDS
WON



3
LIMITED
EDITIONS

57

NUMBER OF
COUNTRIES
EXPORTED TO



1
BRANDED
747



7,000

STOCKISTS LISTED
ON THE TROOPER
TRACKER WORLDWIDE



15 MILLION PINTS
SOLD



2
PODIUMS FOR THE
TROOPER BIKE

THE NUMBERS

UNITED STATES

ARTISANAL IMPORTS ACHIEVED SALES OF 875,000 PINTS IN THEIR FIRST FULL YEAR OF DISTRIBUTING TROOPER IN THE US.

CANADA

WORKING WITH BRUCE ASHLEY, TROOPER HAS SECURED LISTINGS AT ALL THE MAJOR LIQUOR BOARDS INCLUDING BOTH THE LCBO & SAQ. BRUCE ASHLEY ARE WORKING TOWARDS TURNING TROOPER INTO A 50,000 CASE A YEAR BRAND.

UNITED KINGDOM

NATIONAL DISTRIBUTION IN MAJOR RETAILERS AND IN THE ON-TRADE HAS HELPED TROOPER BECOME A TOP 40 BEER BRAND IN ITS HOME MARKET.

SWEDEN

DISTRIBUTED BY WICKED WINE, WHEN TROOPER LAUNCHED IT WAS THE 2ND BEST SELLING BEER IN THE SYSTEMBOLAGET.

RUSSIA

SVAM GROUP DISTRIBUTE THE TROOPER BRAND IN RUSSIA. WITH FANTASTIC ROUTES INTO THE ON-TRADE THE BRAND IS BECOMING INCREASINGLY ACCESSIBLE TO IRON MAIDEN AND BEER FANS IN PUBS, BARS AND RESTAURANTS ACROSS THE COUNTRY.

MEXICO

COHEVI GLOBAL MARKET SA DE CV ACHIEVED SALES OVER 325,000 PINTS IN 2016 AND WITH LISTINGS IN WALMART & SORIANA, MEXICO'S TWO BIGGEST SUPERMARKET CHAINS.

JAPAN

IKON EUROPUBS KK REPRESENT TROOPER. ALSO RESPONSIBLE FOR DISTRIBUTING BRANDS SUCH AS BROOKLYN, PAULANER, SINGH & THE AWARD WINNING DOMESTIC BREWERY HITACHINO, IKON HAVE HELPED DEVELOP OUR PRESENCE IN THE ASIA PACIFIC REGION.

ARGENTINA

GOODIES HAVE RECENTLY LAUNCHED TROOPER IN ARGENTINA WHERE THE BAND HAVE A HUGE FOLLOWING.

BRAZIL

TROOPER HAS BEEN ABLE TO CAPITALISE ON IRON MAIDEN'S LEGENDARY FOLLOWING IN THE COUNTRY.

DENMARK

DISTRIBUTED THROUGH ONEPINT, WHO REPRESENT BRANDS SUCH AS SIERRA NEVADA, BREWDOG & SCHNEIDER WEISS, AND HAVE BEEN A TROOPER PARTNER SINCE DAY ONE. NOW EXTENDING DISTRIBUTION OF THE BRAND INTO GERMANY.

GLOBAL REACH

SINCE LAUNCHING IN MAY 2013, TROOPER HAS BEEN A SIGNIFICANT GLOBAL SUCCESS STORY, BEING EXPORTED TO OVER 50 COUNTRIES WORLDWIDE BY OUR PARTNERS AT SOVEREIGN BEVERAGE COMPANY. WITH OUR LIMITED EDITION BEERS ALSO BEING SOLD AROUND THE WORLD EACH YEAR, THE GLOBAL FOOTPRINT OF THE TROOPER BRAND CONTINUES TO DEVELOP AND GROW IN STATURE.



IRON MAIDEN



TWITTER
FOLLOWERS
1.8M



FACEBOOK
LIKES
13.9M



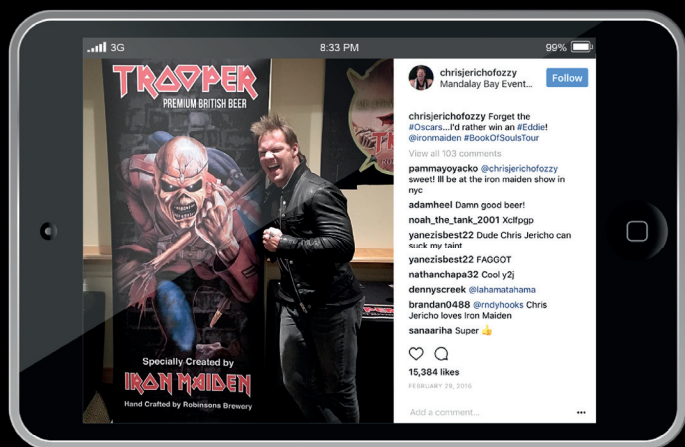
INSTAGRAM
FOLLOWERS
1.2M



TWITTER
FOLLOWERS
23,400



FACEBOOK
LIKES
215,000



SOCIAL MEDIA

AT THE CORE OF TROOPER HAS ALWAYS BEEN ITS FANS. SINCE LAUNCHING IN MAY 2013, TROOPER HAS BECOME ONE OF THE MOST POPULAR BRITISH BEER PAGES ACROSS FACEBOOK WITH OVER 215,000 FANS FOLLOWING THE PAGE AND SUBMITTING USER GENERATED CONTENT. THIS WORD-OF-MOUTH ADVERTISING HAS BEEN ONE OF THE KEY FACTORS IN THE CONTINUED SUCCESS OF THE BEER. TROOPER CAN ALSO TAP INTO THE VAST IRON MAIDEN SOCIAL MEDIA FOLLOWING, OFTEN WITH GEO-TARGETED POSTS HELPING FANS TO FIND THE PRODUCT AT A BAR, RETAILER OR EVENT IN THEIR CITY.

TO FURTHER HARNESS THE PASSION OF OUR CUSTOMERS AND HELP MORE PEOPLE GET THE BEER, TROOPER LAUNCHED THE TROOPER TRACKER – A PEER GENERATED MAP WHERE FANS COULD LET OTHERS KNOW WHERE THEY SPOTTED TROOPER SO ANYONE WHO WANTED TO FIND THE BEER COULD. SINCE ITS LAUNCH THERE HAVE BEEN CLOSE TO 10,000 SUBMISSIONS ACROSS THE GLOBE.



MARKETING & SPONSORSHIPS

SINCE LAUNCHING IN 2013, WE HAVE ESTABLISHED A NUMBER OF KEY PARTNERSHIPS IN KEEPING WITH OUR BRAND VISION. AMONGST THE MOST VISIBLE IS OUR SPONSORSHIP OF MOTORCYCLE ROAD RACER PETER HICKMAN, WHO HAS APPEARED AT THE ISLE OF MAN TT, NORTHWEST 200 AND ULSTER GP ON THE IRON MAIDEN TROOPERBIKE, SECURING TWO PODIUM FINISHES IN THE PROCESS. TROOPER IS A HEADLINE SPONSOR OF FAMOUS LONDON RUGBY CLUB ROSSLYN PARK, AND HAS SPONSORED MANY LIVE MUSIC EVENTS, SUCH AS PLANET ROCK'S ANNUAL SOLD-OUT PLANET ROCKSTOCK FESTIVAL IN WALES. TROOPER IS A GO TO BEER FOR THE LIVE MUSIC SECTOR AND HAS ALSO APPEARED AT MANY EVENTS AROUND THE WORLD. TROOPER'S COLLECTABLE BOTTLE CAPS HAVE ALSO BE USED TO MARKET IRON MAIDEN'S LEGACY OF THE BEAST MOBILE VIDEO GAME.





LIMITED EDITIONS

CONTINUING INNOVATION IS A KEY PART OF THE TROOPER STORY. WE HAVE CREATED THREE LIMITED EDITION BRANDS THAT TOGETHER FORM THE TROOPER FAMILY, WITH TROOPER 666 (IN 2015) - A FAN REQUESTED, HIGHER ABV BEER BREWED TO THE ORIGINAL TROOPER RECIPE- TROOPER RED 'N' BLACK (IN 2016) - A MODERN TAKE ON A HISTORIC PORTER THAT WAS ORIGINALLY BREWED CENTURIES AGO - AND TROOPER HALLOWED (2017) - OUR BRITISH TAKE ON A BELGIAN STYLE BEER. ALL OF THESE PRODUCTS SERVED TO ENHANCE THE ORIGINAL TROOPER BEER. CONTINUED NEW PRODUCT DEVELOPMENT IS PART OF THE TROOPER DNA AND SOMETHING THAT BRUCE IS PASSIONATE ABOUT.

OUR RANGE

330ML GLASS
BOTTLE

500ML GLASS
BOTTLE

500ML
ALUMINIUM
CAN

CARDBOARD
GIFT TUBE
INCLUDING
500ML GLASS
BOTTLE AND
TROOPER PINT
GLASS

CASK
TROOPER

CO2
DISPENSED
KEG TROOPER

5L MINI KEG

METAL GIFT TIN
INCLUDING 500ML
GLASS BOTTLE AND
TROOPER PINT GLASS



MERCHANDISE & SUPPORT

HAVING THE RIGHT MERCHANDISE CAN SIGNIFICANTLY INCREASE SALES IN OUTLETS. TROOPER IS SUPPORTED WITH A WIDE RANGE OF MERCHANDISE TO HELP SELL AND PROMOTE THE BRAND, WHETHER THIS BE AT THE BAR, ON THE SHELF OR ON THE STAFF. TO FIND OUT MORE ABOUT OUR RANGE OF MERCHANDISE PLEASE SPEAK TO YOUR DISTRIBUTOR OR IMPORTER. MERCHANDISE AVAILABLE INCLUDES T-SHIRTS, FLAGS, BUNTING, STICKERS, BAR RUNNERS, BEER MATS, BANNERS, TAP HANDLES AND GLASSWARE. FOR THE FULL RANGE OF TROOPER POS PLEASE REFER TO THE MERCHANDISE BOOKLET. EXCLUSIVE TROOPER T-SHIRTS ARE ALSO AVAILABLE AT ALL IRON MAIDEN SHOWS, ENSURING THAT THE BRAND HAS A GLOBAL REACH THAT FEW OTHERS CAN OFFER.





WWW.IRONMAIDENBEER.COM

[f /IRONMAIDENBEER](#) [#TROOPERBEER](#) [t /IRONMAIDENBEER](#)