



Brewed Smooth
FOR ALL FOOD

Cobra Beer hits record-breaking 121 gold medals with 11 new medals at Monde Selection Awards in 2020

- *Ten new gold medals take Cobra Beer's total to 121 gold medals at the Monde Selection Awards since it first entered in 2001*
- *Cobra Beer is one of the highest-awarded beer brands in the world*

1st JULY, 2020: Cobra Beer has reached the ultimate achievement at the Monde Selection Awards, receiving its 121st gold medal earlier this month. The 11 new medals won this year take the total medal tally for the Cobra Beer product range to over 120 gold medals since it first entered in 2001. Cobra Beer has also been awarded the Crystal Prestige Trophy, having been awarded Monde Selection Awards for quality, for ten consecutive years. The brand has also been awarded two International High Quality Trophies for Cobra Premium Beer (33cl bottle) and Malabar Blond IPA Small Batch Series (20L keg), issued in recognition for having delivered to a consistently high standard for three consecutive years, as well as having been awarded a Gold/ Grand Gold award during this time period.

This year, Cobra has been awarded eleven individual product accolades, including four Grand Gold awards for its Cobra Premium Beer (66cl bottle), Cobra Premium Beer (33cl bottle), Cobra Premium Beer (30L keg) and King Cobra (7.5% ABV, 75cl bottle) and six Gold awards for Cobra Premium (62cl bottle), Cobra Premium Can (50cl), Malabar Blond IPA Small Batch Series (20L keg), King Cobra (5.2% ABV, 75cl bottle), King Cobra (5.2% ABV, 37.5cl bottle) Cobra Gluten Free (33cl bottle). Cobra Zero (33cl bottle) was awarded a Silver.

Brewed with the finest natural ingredients, a traditional Indian blend of barley malt, maize, three varieties of hops, wheat, and rice, Cobra Beer's unique recipe and low carbonation gives the range its distinctive character and smoothness that makes it the perfect accompaniment to cuisines from around the world.

Cobra Beer is 'brewed smooth for all food' using a distinctive, complex recipe resulting in an impossibly smooth beer now served alongside Indian, Vietnamese, Chinese, Thai, Japanese, Turkish, Lebanese, Greek food and in around a quarter of the 28,000 licensed restaurants across the UK.

Lord Bilimoria CBE DL, founder and chairman of Cobra Beer comments:

"The Monde Selection Awards are one of the most prestigious quality awards in the brewing industry, and Cobra Beer is now one of the highest-awarded beers in the world, bringing its total number of awards to over 120 at this year's competition, with four Grand Gold and six Gold awards presented this year. Our newly launched Blond IPA, Malabar 20L keg, has received one of the industry's highest endorsements in less than a year after its release. The full credit must go to our fantastic team of brewers who are committed to ensuring that Cobra Beer maintains its highest levels of gold medal-winning quality to satisfy our consumers."

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Andy Runcie, Molson Coors, Head Brewer of Cobra Beer has also commented on this year's exceptional achievements:

"Cobra is a premium beer with outstanding quality at its heart. Our mission is to create an exquisite beer that can be consumed with all food, from bottle to draught. This year's outstanding awards have demonstrated that we truly have created the quality beer we always aim for. I am very proud of the accolades Cobra Beer has received and it is magnificent to see that the hard work our brewers put in, has been highly recognised by such a prestigious panel of judges. At Cobra Beer, we look forward to continuing our great work in brewing our innovative, multiple gold medal winning recipe which allows us to strive to continually meet our consumers' needs and expectations."

**** ENDS ****

Notes to editors

Contact details for further information

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About Cobra Beer Partnership Ltd.

The Cobra Beer Partnership is a joint venture company that combines the brewing, selling and marketing expertise of the highly successful international brewer Molson Coors, with Cobra Beer's iconic brand and strong presence in ethnic restaurants, off-trade and the on-trade. Formed in May 2009, the Cobra Beer Partnership is chaired by Cobra Beer's founder, Lord Karan Bilimoria with the day to day operations managed by Molson Coors (UK).

Lord Karan Bilimoria founded Cobra Beer in 1989. He launched Cobra Beer when he realised that Britain deserved a better, smoother, less gassy lager. Not just smoother, but one which complemented food, and could appeal to both ale and lager drinkers alike. Originally imported from Bangalore, Cobra is brewed to a traditional Indian recipe with a modern twist for an extra smooth taste. Only the finest natural ingredients are used including barley malt, rice, maize, wheat, and three varieties of hops. Cobra Beer is now the No. 1 selling beer in Indian restaurants in UK, and is also one of the strongest and best known brands in the world beer category in the UK. Cobra has been exported to over 40 countries around the world. The Cobra Beer portfolio is also one of the most highly awarded. In the Monde Selection, one of the most prestigious quality awards in the world for beer, Cobra Beer has been awarded a total of 121 Gold Medals since 2001.

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About Monde Selection

Since 1961 Monde Selection has been evaluating, testing and awarding a large number of consumer products with its unique quality label.

Every year, 70 international experts taste and test products from all over the world in a completely independent way.

Depending on the results, these products will be granted Quality Awards that certify the quality of the products for consumers.

Different trophies are also awarded to companies that distinguish themselves through their constant efforts in maintaining and improving the quality of their products over the years.

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