



Semedorato[®]
Beer

MADE
PURE BARLEY MALT
IN SICILY



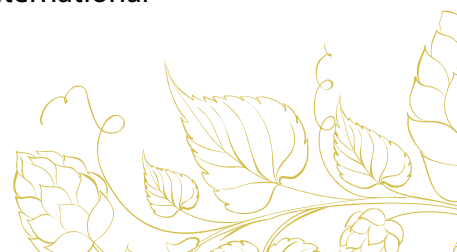
Semedorato[®]
Beer

Created in Sicily

Golden hills as far as the eye can see, where the sun never seems to set. Roads carved into the **brown rock**, dotted with the green of the olive trees. In the distance the mine, now silent. There are places that give off a different, **special light**. The city of Sommatino is one of these, a profound expression of the **Sicilian countryside**, a territory in search of a new story to tell. This time, we want the story to be ours.

Semedorato is a project shared by the founder, **Francesco Indorato**, and his partners Carmelo Indorato, Tony Scalia and Calogero Fonti who, together with **Amelio Giust**, **one of the greatest brewers in Italy**, wanted to give life to their own idea of beer. The land in which to plant the seeds of this company can only be the city of origin of the founding members: **Sommatino**.

That seed did not take long to germinate. **Semedorato** production plant was built in record time. The beers are immediately welcomed with **extraordinary enthusiasm**, which is the engine for the unstoppable growth of the **brewery**. Semedorato is the beer from Sommatino that has been able to conquer the whole **Sicily** and, through its **authenticity**, has never stopped going further, crossing national and international borders. A success story with a **Sicilian flavor**.





Pure Sicily

The bond with our land is sincere and profound. We grow our **barley** locally, our water comes from the natural springs of Sicily's **Madonie Mountains** and we brew and bottle entirely in our own brewery which is situated in picturesque Sommatino in the center of our historic and fertile island. Our beers are **authentically Sicilian**, pure like our sea, golden like our hills.

Our beers, our awards.

Blonde, Red and Craft. These are our three Sicilian beers, born from the passion of our Master Brewer, with over 45 years of experience in beer production.

In a few years, they have won several prizes, of national and international importance, establishing themselves among the **best beers in the world**, **Made in Sicily**.



Semedorato Blonde **Premium Lager**

2015 - Premio Cerevisia
Best lager beer in Southern Italy

2018 - USA Beer Tasting
Silver medal

2018 - USA Beer Ratings
Bronze medal



Golden Seed **Doppelbock**

2017 - World Beer Awards
First prize
Best Italian Doppelbock beer in the world



Himera **Special craft lager beer** unfiltered, non pasteurized

2019 - Best Italian Beer
Luppolo d'oro / Dortmunder

2019 - Packaging Beer Awards
Bronze label

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Beer



Premium Lager Blonde

Features and Technical information

A low-fermentation premium blonde beer, made from pure barley malt. Elegant and refined, with 5% alcohol content, it is characterized by a straw yellow color, a dense, compact and persistent foam, a full and aromatic taste, a delicate, not too predominant bitterness.

The quality and taste of Semedorato depend on the choice of refined ingredients, such as Sicilian barley, Madonie water and the selection of the best hops. On the nose, notes of malt, vanilla and wildflowers dominate. The flavor is very balanced, full and refreshing.

Classification: Premium

Plato degree: 11.5%

Alcoholic degree: 5.0% vol

Type: Lager

Taste: Full and aromatic

Bitter: Delicate, not too persistent

Color: Blonde, straw yellow

Foam: Compact and persistent

Fermentation: Low

Serving temperature: 5-6 C °

Golden Seed Beer



The Red Semedorato Doppelbock

Features and Technical information

A double malt beer with an amber red color, with an alcohol content of 7%. The long maturation times allow to obtain a slow refinement that gives this beer olfactory intensity, fruity and toasted taste, cocoa and licorice aftertaste.

Classification: Doppelbock

Plato degree: 14.5%

Alcoholic degree: 7.0% vol

Type: Lager

Taste: Rich, fruity and toasted

Bitter: Delicate, not too persistent

Color: Amber

Foam: Compact and persistent

Fermentation: Low

Serving temperature: 7-8 C °

HIMERA



*Special craft lager beer
unfiltered, non pasteurized*

Features and Technical information

Himera is the craft beer resulting from the fifty years of experience of the master brewer Amelio Giust, obtained from a long maturation in fermentation vats, kept at particular temperatures to reach decantation. It is from this process that the typical clarity, the slight opalescence and the genuine flavor that distinguish this beer are born. The extraordinary nature of Himera is contained in the naturalness of its processing. It is the integral yeast cells and the unfiltered particles that give it the intensity, genuineness and integrity of atavistic beer. The flavor of Himera is full, full-bodied, fruity, spicy, slightly vanilla. Himera holds all the flavors of the surrounding environment: grasses and prickly pears and, in the aftertaste, notes of black cherry.

Classification: Special
Plato degree: 13.2%
Alcoholic degree: 6.0% vol
Type: Lager
Taste: Intense, full, aromatic
Bitter: Delicate, not too persistent
Color: Blonde, slight turbidity
Foam: Compact and persistent
Fermentation: Low
Serving temperature: 7-8 C °

Certifications

Vocation to naturalness, attention to quality.

In 2019, we obtained the UNI EN ISO 9001 and UNI EN ISO 22000 certifications.

ISO 9001: 2015

Customer satisfaction is one of our main goals.

Each activity of our company is strictly organized to achieve this goal.

We follow our customers from the first contact to the time of product purchase and beyond, to collect their feedback. With a view to **collaborative growth**, between the company and its customers, of **product and service quality**, we submit questionnaires to our customers to assess, every six months, the occurrence of any market problems or the occurrence of problems that they may involve the qualitative or management aspect of the product.

In this way, Semedorato manages to:

- **manage the risk** starting from the analysis of the context, to identify development opportunities and any threats;
- **plan work** within the company;
- support the standardization and **optimization of processes**, optimizing efficiency and effectiveness, in order to increase productivity and profitability;
- support the **development of human resources**, actively involving all personnel in the improvement of processes;
- transmit to people within the organization and to stakeholders a greater **sense of conscious involvement** in operational management;
- **improve** the products / services provided.

Thanks to the organizational strengths of the **Company Management Systems** and the constant search for the elimination of disadvantages and weaknesses, Semedorato has managed to obtain **UNI EN ISO 9001: 2015 Certification**. The acronym ISO 9001 consists of a series of regulations that define the requirements of a **quality management system** for an organization, starting from the definition of the requirements, expressed or not, of the **customers** and up to the **monitoring** of the entire productive process.



ISO 22000: 2015

Product quality and **consumer safety** are essential requirements for us. To guarantee them, Semedorato constantly researches and analyzes **high quality raw materials**: the purest water from Madonie mountains, the strictly Italian barley malt, coming from sustainable agriculture, hops imported directly from Germany and the Czech Republic, homelands of hops. On an annual basis, certain related requirements are observed:

- **staff**, constantly subjected to internal company tests and training and refresher courses relating to hygiene and health in the agri-food sector;
- the **management of premises and production equipment**, in terms of cleaning, hygiene and prevention of contamination risks;
- the **acquisition and control** of raw materials and the material used for packaging the goods;
- to process and activity controls for the **release of the finished product**, including storage, carried out in warehouses that maintain an optimal temperature for the product, and transport, carried out by certified companies that maintain a rigorous hygiene practice both in the warehouses and on the vehicles of transport.

The ISO 22000 standard - Food Safety Management Systems - Requirements for any organization in the food supply chain - is based on the HACCP principles defined by the Codex Alimentarius, and is aligned with the previous ISO 9000 and ISO 14000. Although not mandatory, stands as a point of reference for operators for the application of EU **regulations on hygiene and food safety**.



Distribution

Semedorato is mainly distributed in **Sicily**, as well as in the **main Italian cities**. We are also present **abroad** - with distributors in Switzerland, France, Holland, Denmark, Sweden, England, Portugal, Greece, Hungary, Russia, Israel and Tasmania - and **overseas** with distributors in Costa Rica, Panama, USA, Canada.





Mission and Vision

THE GOALS WE HAVE ACHIEVED

- We are among **the top ten Italian breweries**, for volumes of beer produced.
- Our **growth trend** is constant: from 5,015 hectoliters of beer produced in 2015, we went to 7,500 in 2016, to 10,000 in 2017, reaching the 12,000 mark in 2019.
- In 2020, our Semedorato debuted on TV with a **national commercial**, broadcast on all Mediaset networks.
- In the last year, we have strongly consolidated our presence in Sicily and, with it, **brand awareness**: Semedorato is today a well-known and appreciated beer in the area.
- We have achieved the status of **Sicilian beer par excellence**.

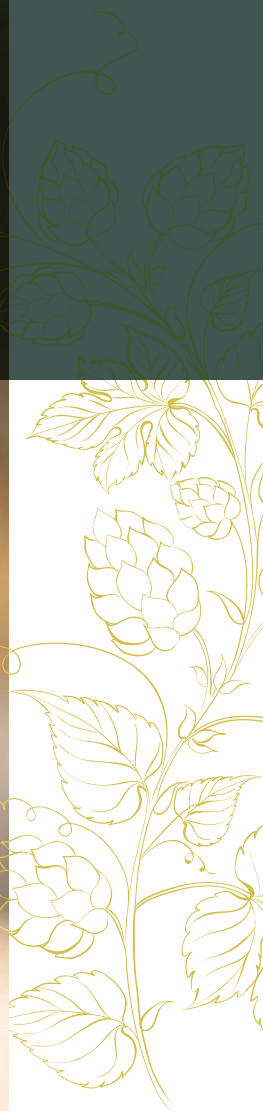
THE PROJECTS WE ARE WORKING ON

- One of our goals is to expand on the **national territory** and conquer, step by step, even the **international market**.
- We are already working on the creation of an **internal malt** house in our brewery.
- We are "preparing the ground" to start a **hops cultivation** in our area.



A sip of light

Full and aromatic taste, delicate bitterness, hints of malt and wildflowers, in a beer with a **refined profile**. The quality of Semedorato is the result of the careful selection of its ingredients, an expression of our **love for beer**.





Semedorato S.r.l.

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