

BIRRA ARTIGIANALE

IMPAVIDA

CURIOSITY



INNOVATION

BREWED AT LAGO DI GARDA, ITALY

Impávida {adj.f}: **Fearless, Undaunted.**

Courageously resolute. Not intimidated or discouraged by difficulty or danger.

CURIOSITY



INNOVATION

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IMPAVIDA IS A STATE OF MIND.

It's not always epic views, miles logged, or tested limits that matter most. An adventure may be hoisting a sail, hitting the trail—or trying a new beer style for the first time.

Adventure is less about what you do and more about why you do it.

On the wild northern shore of Lake Garda, Italy—in the shadow of the Dolomite mountains—lies a premium craft brewery filled with heart and soul. Driven by adventure. Shaped by curiosity. And loved by many.

Meet Birra Impavida.



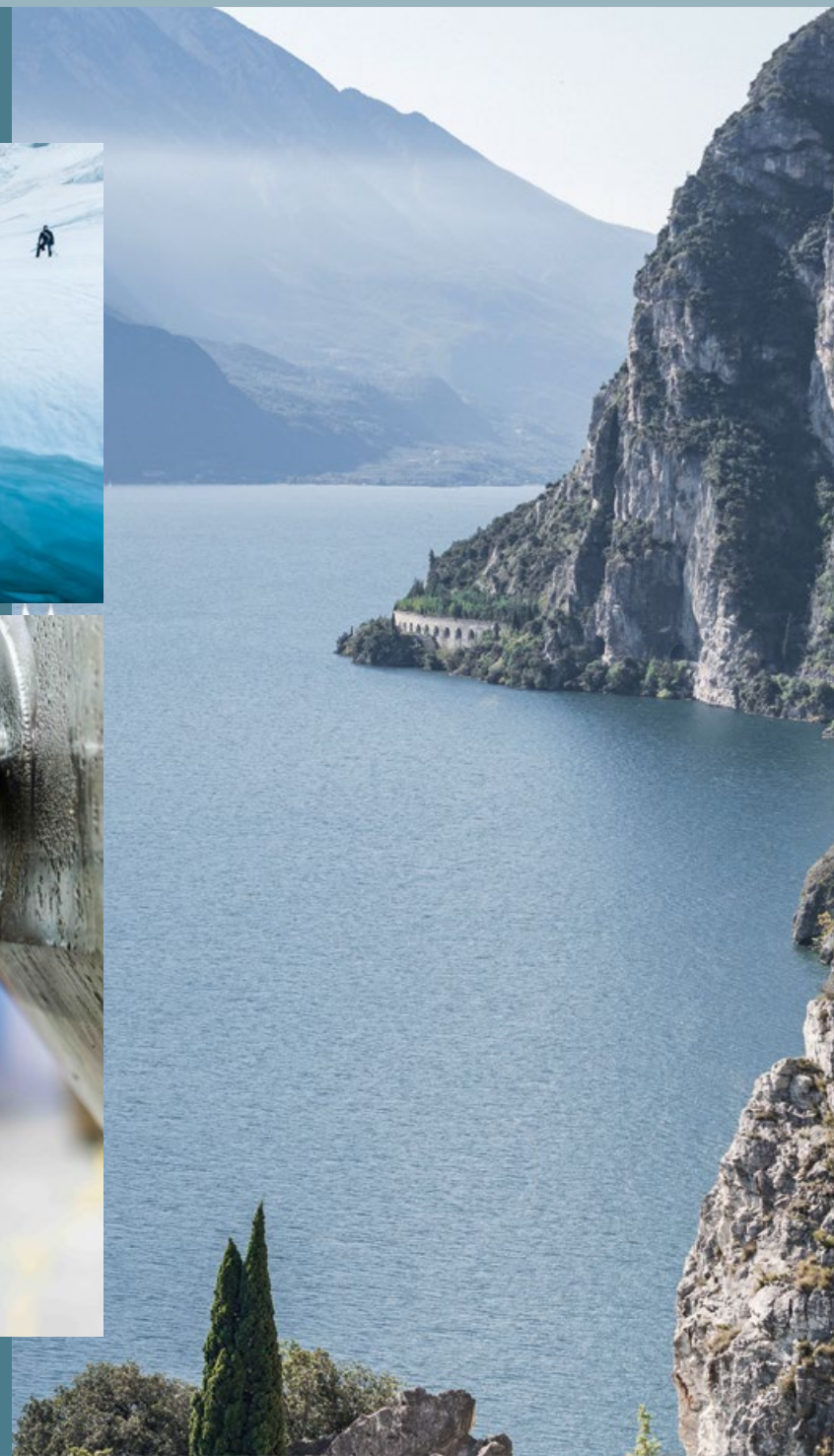
**OUR STORY CENTERS ON
FEARLESS ITALIAN CRAFTSMANSHIP**





Inspired by the traditions of exquisite Italian technique and innovation, Impavida makes expressive beers for passionate people. With a nod to the devoted Italian artisans who came before us—generations of the world's best wine makers, artists and builders—we are constantly refining our offerings to give the world beautiful beers.

Each beer we craft is ingredient-driven and brewed with Italian glacier-melt water meticulously filtered by Mother Earth. The pure, pristine flavor of the alpine water we use is present in everything we create. This is ultra premium beer at its finest.





Our beers do not dominate the palate or steal the show. Instead, they harmoniously contribute to the ebb and flow of good food and good conversation.

Impavida means “fearless.” It’s a value we hold close to our hearts as we reinvent what Italian beer can be—creative, flavorful, and elegant.





WOMEN AT THE HELM

Impavida is the passion project of two friends—raised in two different worlds—who love beer and wanted to change the face of the Italian craft beer industry. Serena Crosina and Raimonda Dushku didn't ask for permission to start their own brewery. Instead, they stormed the scene and built an amazing beer culture in the mountains of northern Italy.

Our female co-founders chose the path less traveled in the echo chamber of a historically male-dominant industry. Instead of uninspired “but this is how we’ve always done it” beer, they’ve created profoundly flavorful styles that win hearts and palates. *Their fearlessness to journey beyond tradition and expectations is the soul of Impavida.*

OUR BEER IS A JOURNEY BEYOND TRADITION





PELÈR

ITALIAN PILSNER



Sailors, windsurfers, and kiteboarders flock to our Pelér winds.

Named after the North wind that interplays between the mountains and valleys of our brewery, Pelér Italian Pilsner is a crisp and refreshing beer with notes of honey, bread, and subtle florals. Both unobtrusive and sublime, Central European hops add a hint of bitterness without overwhelming the palate.

PAIRING:

Enjoy a crisp Pelér Pilsner with light and fresh flavors. We love it with sour dough pizza, pasta, chicken dishes and fresh cheeses.

BEER PROFILE:

HOP PROFILE



ALCOHOL

4.8 %

MALT



IBUS

25

COLOR



ALSO AVAILABLE GLUTEN FREE





FREE SOLO

SESSION IPA



Here's to steep rock and the whiff of absolute freedom.

Free Solo Session IPA is a celebration of going with the flow, where preparation, strength, and skill come together in perfect harmony. Wheat and oats create a creamy body, while a unique blend of American, European, and Australian hops impart notes of tropical fruits and a hint of coconut for an easy drinking experience.

PAIRING:

We love Free Solo Session IPA with fresh air and outdoor seating. From a flavor perspective, Free Solo shines with sweet and sour foods, like Asian-fusion cuisine.

BEER PROFILE:

HOP PROFILE



BODY



COLOR



ALCOHOL

3.5 %

IBUS

25





CHAIN BREAKER

IPA



The purpose of life is to live it.

Whether it's busting through barriers or blazing down a mountain bike trail, Chain Breaker IPA is a celebration of the path less traveled and not letting life escape us. American hops provide waves of big grapefruit aromas and a refined bitterness that ride a knife's edge of balance and flavor.

PAIRING:

Enjoy a Chain Breaker IPA with BBQ, tacos, bratwurst from the grill or even Indian cuisine. This beer loves to be paired with big flavors.

BEER PROFILE:

HOP PROFILE



MALTY



COLOR



ALCOHOL

6.1 %

IBUS

41





MOXIE

AMERICAN PALE ALE



Tenacity will take you places.

In the case of our Moxie APA, that place is Lake Garda, where people express their fiery determination with every uphill bike ride, raised sail, or breathtaking rock climb. Using classic American hops, we've crafted a lightly layered beer that blends bold American tradition with Italian gusto. A malty base of light caramel is accented by refreshing hop notes of citrus and pine.

PAIRING:

Open a Moxie Pale Ale alongside char grilled meat, meatballs or anything roasted or barbecued. Nothing beats a ribeye steak and a Moxie.

BEER PROFILE:

HOP PROFILE



MALTY



COLOR



ALCOHOL

5.5 %

IBUS

35



HAZY IPA



When you're up for anything.

A fan favorite, Tropic Thunder is a perfect storm of juicy flavors and craftsmanship.

Using a blend of English malts, oats, and wheat, we've created a velvety New England-style IPA that's dangerously drinkable. American and Australian hop varieties deliver unmistakable tropical aromas and flavors that float through the palate cleanly and concisely, allowing you to unabashedly enjoy the next sip.

PAIRING:

With it's fruity juiciness,
Tropic Thunder Hazy IPA pairs
perfectly with charred meats
and caramelized vegetables.

BEER PROFILE:





VIVIENNE

VIENNA LAGER

Do your own thing and change the world around you.

Vivienne is an homage to design icon and activist Vivienne Westwood, the irreverent pioneer of the 1970s British Punk scene. Like the Queen of Punk, our Vienna lager fearlessly pushes the boundaries of life as usual. Notoriously challenging to craft, Vivienne has an elegant, decisive bitterness with malty notes of dried fruit, biscuits and toasted caramel.

PAIRING:

Vivienne Vienna Lager is a perfect match with north Italian cuisine. Try it with roasted veal or pork, baked shank, lasagna or a bolognese sauce.

BEER PROFILE:

BITTERNESS



ALCOHOL

4.8 %

COLOR



IBUS

20

BODY



ALSO AVAILABLE GLUTEN FREE





TRADITIONAL—AND DARING

LIMITED EDITION AND COLLABORATION BEERS

Curiosity and possibility rule our world.

We fully embrace experimentation and collaborations of all kinds—between breweries, coffee roasters, restaurants, and even countries. We love playing around with new ideas and ingredients. Our collaboration beers are a marriage of craftsmanship and creativity. Rules fall by the wayside. Fresh recipes and techniques emerge. And people and businesses are brought together.

For the crowd that's always looking to try something new, Impavida currently has 10 limited-release premium Italian beers in our experimental and collaboration series.



SUSTAINABILITY

We love where we live.

Looking out over the rippling waves of Lake Garda we are reminded of how lucky we are to live in such a magnificent place. Northern Italy is our home. Our heart. And we will always strive to take care of it as we grow.

Birra Impavida has focused on sustainability since we laid the very first stone of our brewery back in 2017. We produce more than 50% of our energy from solar panels and will expand our system in the next year to provide 70% of our energy needs.

We take care of our precious glacier water by implementing practices that reduce water consumption. An old well on our property provides cold water for refrigerating our production line. We have built an enhanced wastewater depuration system to ensure that what we reintroduce to the water lines is clean and clear. It's not the easiest way to do things, but it is the right way.





CANS ARE THE WAY FORWARD

We believe cans are better for the beer, people, and the planet—and pledge to use recycled aluminum whenever possible.

SUSTAINABILITY

Aluminum is endlessly recyclable. Cans are typically made with 70% recycled content, and almost 75% of all aluminum ever produced is still in use. Cans are also more likely to be recycled successfully than bottles, giving aluminum a longer lifecycle.

TRANSPORTABILITY

The lower weight and compact size of cans save space on trucks and containers, reducing fuel costs and carbon output. More can be transported in a single journey... and fewer journeys mean fewer emissions. Cans are also smaller and easier to store.

QUALITY

The two biggest enemies of beer are light and oxygen. Glass allows light in. Cans block all UV light and massively reduce the likelihood of “skunky” beer. Compared to bottles, cans are completely airtight, which prevents oxidation and off-flavors.

People are craving something
different. Something special.



People are craving something different. Something special.

Birra Impavida answered the call with premium craft beers full of character, adventure, and exquisite Italian craftsmanship.

Many people dream of traveling to Italy, sitting in the sun with a crisp beer in hand while they plan their next adventure. Someday we hope they make it to our little corner of the world. But for now, they can indulge their sense of adventure with our finely-crafted Impavida beers.

We're not everywhere. Yet. (But we're getting there.)

Please reach out to carry Impavida products in your restaurant or store. We love keeping the line of distribution short and are happy to answer any questions you have about Birra Impavida.

Ciao for now!



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