



(Loertis) "Birra Quotidiana" –
*SlowFood "Guide to Italian Beers" 2013,
2015, and 2017*

BIRRIFICIO VIA PRIULA

Lombardia, Italy

www.birrificioviapriula.it

Founded in 2010 by two good friends and brewing enthusiasts, Giovanni Fumagalli and Mauro Zilli, Birrificio Via Priula was born from a shared passion for craft beer. Both had been brewing at home for over a decade before deciding to turn their hobby into a commercial venture. Located in San Pellegrino Terme, a commune in Lombardy, Birrificio Via Priula initially started by brewing beer at other breweries as a small passion project, but their beers quickly gained popularity among the craft beer community, winning several awards in national and international competitions. So, in 2018, the brewery was officially established with the completion of a 100-hectolitre fully automated brewing cellar. As their reputation grew, so did their capacity, and today the brewery has expanded its storage to 460 hectolitres.

The name "Via Priula" comes from an ancient 16th-century trade route that connected the provinces of Bergamo and Sondrio, reflecting Giovanni and Mauro's commitment to telling the story of their local region. The brewery sources all its ingredients locally from farms in the Brembana Valley. Today, Birrificio Via Priula produces 12 different beers, including a stout, american pale ale, pilsner, blonde, wheat, and fruit beers – continuing to expand their bottlings each year.

In line with their commitment to sustainability, Birrificio Via Priula is part of the Green Priula initiative, which focuses on reducing their environmental impact. The brewery is powered entirely by sustainable and renewable energy, thanks to solar panels installed on the roof. Additionally, they focus on generating minimal waste, the by-products of the brewing process are donated to local farmers for use as animal feed or fertiliser, and even local residents use the remnants to create baked goods such as muffins, focaccia, and pizza dough.

Code	Label name	Vintage	Alcohol	Closure type	Case size
Beer					
VP0001	Birra Lōertis Pils	NV	4.8%	Crown Cap	12x0.33lt
VP0002	Birra Bacio APA	NV	4.9%	Crown Cap	12x0.33lt
VP0003	Birra Helles San Marco 1592	NV	5.2%	Crown Cap	9x0.5lt