

A person wearing a dark blue polo shirt with a white logo on the chest. The logo features a stylized sunburst above the text "NOU TOU ANSA". The person's right hand is placed over their chest. They are standing in front of a background with horizontal stripes of red, blue, and green. In the foreground, there is a large mound of golden sand.

NOU TOU
ANSA

ALA ENN LOT 50 KI FER
NOU FIER!

**Every once
in a while,
magic happens.**



Someone, somewhere, gives birth to an
idea, creates the product that destroys all
barriers, exceeds all expectations,
and takes everything around it to new
heights through the sheer power of its



perfection.



It is the stuff

legends

are made of.





Alchemy was on the cards in



1963.

**in the little unassuming
island of Mauritius.**

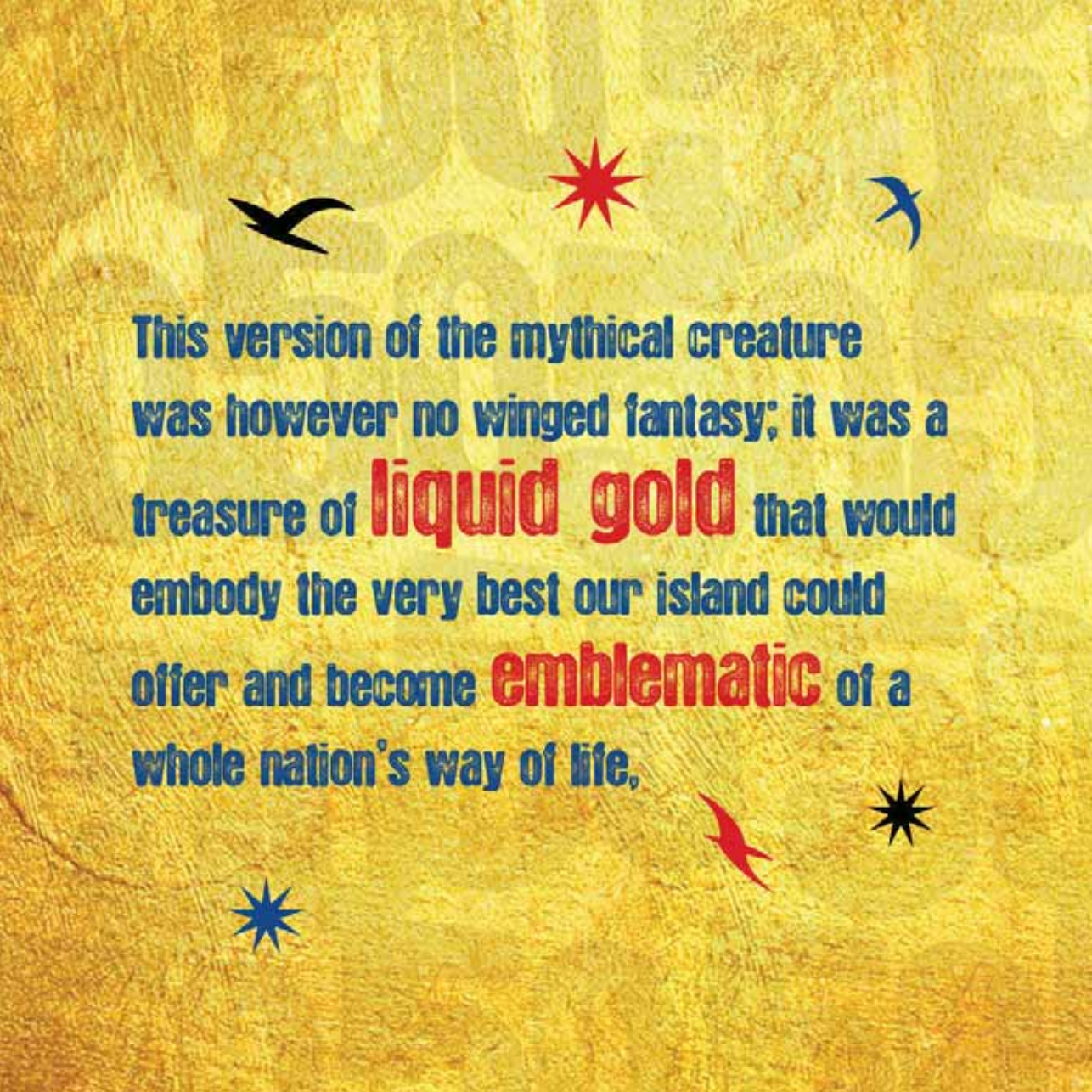




A fabled bird was about to be
born to soar to never-before
reached skies
with fiery local pride:

The
Phoenix.





This version of the mythical creature was however no winged fantasy; it was a treasure of **liquid gold** that would embody the very best our island could offer and become **emblematic** of a whole nation's way of life,



one that speaks not only of sand, sea
and sun, but also of

fondness,



friendship,

and fun.





In **March 2018**,
to celebrate our island's

50th



independence anniversary,
and fly high the island's colours,





we innovate with a

50cl
Can,

dedicated to our country's

diversity

and **unity.**



Drink Responsibly.

Brought to you by *Phoenix Beer*

