

**PROJECT
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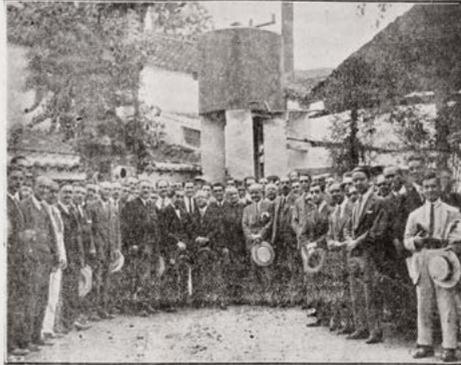
EXQUISITE AND FROM MALAGA

Un nuevo triunfo de la industria malagueña

Inauguración de la fábrica de cerveza "Victoria"

El pasado viernes, con asistencia de las autoridades malagueñas y dando al acto toda la solemnidad e importancia de un acontecimiento que a la vida ciudadana interesa, fué bendecida e inaugurada la nueva fábrica de cerveza, bautizada con el nombre bien malagueño de «La Victoria», en nuestra población establecida gracias a la actividad incansable y las dotes de organización industrial bien probadas, de los señores que forman la razón social «Franquelo S. A.» y de la que son gerentes don Luis y don Francisco Franquelo, personalidades distinguidas de nuestra sociedad y hombres de reconocida competencia en el mundo de los negocios.

Un grupo numerosísimo de invitados, a los que los señores Franquelo, con toda amabilidad hicieron visitar las dependencias todas de la nueva instalación, admiró la riqueza y perfección del material industrial construido por la casa Zimann, de Stuttgart, en Alemania y el notable acomodo con que en esta fábrica



Las autoridades malagueñas con un numeroso grupo de invitados al acto de inauguración de la fábrica de cerveza de la razón social «Franquelo S. A.»

malagueña, construida toda ella de nueva planta, han sido dispuestos los costosos y modernos aparatos que la producción cervecera requiere.

En próxima visita que con más reposado detenimiento hemos de efectuar a la fábrica de los señores Franquelo, haremos a nuestros lectores información detallada de las varias instalaciones, y organización de trabajo de tan importante establecimiento; bástenos ahora asegurar que Málaga ha conquistado para su nombre industrial un nuevo y valioso timbre con la fundación de esta nueva fábrica cervecera, tan solemnemente inaugurada.

Como antes decimos las autoridades de Málaga quisieron dar con su presencia realce e importancia al acto inaugural de la fábrica «La Victoria», y en casa de los Sres. Franquelo se dieron cita el Gobernador civil señor Cano Ortega, el militar General Latorre, el Alcalde de Málaga don Fernando Guerrero Strachan, el Presidente de la Diputación don Juan Luis Peralta y destacadas personalidades de nuestra sociedad, como don José Gálvez Guiachero y don Juan Rodríguez Muñoz.

Todos, y con ellos los numerosos invitados, fueron obsequiados con largueza por los señores Franquelo, y paladearon complacidos la sabrosa cerveza en la nueva fábrica producida.



Paladearo la rica y sabrosa cerveza «Victoria», fabricada por «Franquelo S. A.»

Original article from the weekly Malaga journal "El Pregón" number 39 in 1928. The article was published to celebrate

the opening of "La Victoria" beer factory (Franquelo S.A.) on the 8th of September of the same year.

MALAGA'S BEER SINCE 1928

Undoubtedly, the history of Cervezas Victoria goes hand in hand with the history of Malaga. "Malagueña y exquisita" ("Exquisite and from Malaga") is not just a slogan, but also the philosophy of this beer brand from Malaga.

Victoria beer was created in the fishing neighbourhood of El Perchel. Luis Franquelo opened the first Cervezas Victoria beer factory on **Saturday the 8th of September** on the day of Virgin Victoria, hence the name.

Since the beginning, Luis Franquelo was determined to strive for excellence, so he went to find it in the place in which the best beer is made. Hence, the machinery and first master brewer came straight from Germany.

A TRUE STORIE

The Civil War didn't even last seven months in Malaga. However, it marked the city forever, as well as Cervezas Victoria, since they had to close temporarily for one year (1936-1937).

Victoria was the only beer that survived the Civil War and since then its sales increased over the years. The brand became stronger in the 60s thanks to the tourist 'boom' on the Costa del Sol.



Illuminated advertisement that was installed between the end of the 50s and start of the 60s in the Fuente Olletas area.

THE MALAGA FACTORY

Opened in September 2017, the factory is located on Avenida Velázquez in Malaga, one of the main roads accessing the city. The factory, which is almost 3,500 m², is where the careful process of creating Victoria beers takes place.

The “**brassage**” or brewing of our beer takes place in the beer factory. It is also home to the fermentation tanks and the cellar where Victoria beer is stored for at least 12 days.

The filling area has three conveyor belts used to package the beer into bottles or casks ready for consumption. Moreover, it also has special equipment to transport the beer directly from the cellar to the refrigerated lorries, which distribute the freshly brewed beer to hospitality establishments who have their own tanks.

Furthermore, the Cervezas Victoria factory’s doors are open to consumers and customers so that they can enjoy a guided tour of its facilities.





EXQUISITE AND FROM MALAGA



In the 50s, Cervezas Victoria created a poster in which presented the iconic character known by everyone in Malaga as “**The German**” for the first time, along with the already famous slogan “**Exquisite and from Malaga**”, which perfectly reflects the soul of this beer; proud to be from Malaga and carefully elaborated using the traditional slow maturation procedure to achieve an exquisite taste.

TASTING NOTES

Victoria presents a bright, golden colour with fine, abundant bubbles. To the taste, the beer is balanced and very refreshing thanks to its moderate bitterness and the rice used for its elaboration. On the nose, dense notes of toasted cereals can be highlighted.

Recommended temperature for consumption: between 5°C and 7°C.

Alc. 4,8% vol.



FORMATS

50 lts

Cask

30 lts

Cask

33 cl

Bottle 33 cl. (Returnable)
Box of 24 bottles.

20 cl

Bottle 20 cl. (Returnable)
Box of 30 bottles.

BEER STRAIGHT FROM THE FACTORY



Victoria also distributes its beer in to catering establishments who have a high level of beer consumption in 600l and 1,000l tanks.

The beer goes directly from the factory to the restaurants and **its aromas and properties are maintained to perfection.**

Moreover, Victoria has a 100% electric vehicle which allows us to distribute the beer tanks around Malaga's historic centre.

NON-ALCOHOLIC VICTORIA 0,0%

Non-alcoholic Victoria is a balanced and complex beer with 0.0 % alcohol thanks to an improvement in the elaboration process allowing us to recuperate the aromas lost during dealcoholisation.

Unlike other brands on the market, **Victoria recuperates the beers own natural aromas** instead of adding new aromas.

TASTING NOTES

Victoria 0.0 % is a **very refreshing** beer thanks to the sweetness of the malt and the soft notes of hops. It's a very bright amber colour with golden undertones which provide crispness and elegance.

Recommended temperature for consumption: between 4°C and 6°C.

Alc. 0,0% vol.



FORMATOS

20 L

Cask

33 CL

Bottle 33 cl. (Returnable)
Box of 24 bottles.

20 CL

Bottle 20 cl. (Returnable)
Box of 30 bottles.

VICTORIA WITH LEMON

Victoria with lemon is a **very refreshing** radler beer elaborated using the original Victoria beer and lemon juice. **100% natural ingredients** to continue being exquisite and from Malaga.



TASTING NOTES

A bright yellow coloured beer with white foam and fine bubbles. On the nose, we can note medium-high intensity with **strong hints of mature, thick lemon rind**. In the mouth, the beer first appears full-bodied and silky. Its hint of bitterness and slight acidity makes the beer very refreshing; with strong, well-integrated notes of citrus, although it also has herbaceous, sweet notes.

Recommended temperature for consumption: between 3°C y 4°C.

Alc. 3,2% vol.

VICTORIA NEGRA (STOUT)

100% malt recipe, inspired by traditional recipes, with **toasted notes and hues of chocolate.**

Victoria's master brewers have defined a combination of five types of malts, where each one provides different characteristics, from sweet notes to intense aromas, caramel and toffee.

A complex and balanced stout. A beer **especially created for our climate and palate.**

TASTING NOTES

Victoria negra is a light beer which starts off sweet in the mouth. Its bubbles make it a refreshing beer. As the beer is swallowed, subtle bitter, toasted notes and a strong taste can be appreciated. On the nose, there are sweet notes, with elegant toasted notes and caramel, liquorice and toasted hues. It has a very dark caramel colour, but is clean and transparent with clear foam despite being a stout.

Recommended temperature for consumption: between 4°C and 6°C.

Alc. 5,6% vol.

VICTORIA
MÁLAGA 1928

Fábrica Cervezas Victoria
Avenida de Velázquez 215, Málaga