

Damm
1876



Cool
Beer

MALQUERIDA

FRESH RED

BREWED FOR THE BEST LATIN FOOD

FRESH RED

A NEW BEER

A NEW STYLE OF BEER





FERRAN ADRIÀ ALBERT ADRIÀ

CREATED BY
DAMM'S MASTERS BREWERS,
FERRAN ADRIÀ, ALBERT ADRIÀ
AND THEIR TEAM.



~~INSPIRED BY~~
~~INSPIRED BY~~
CREATED FOR
LATIN FOOD

**MALQUERIDA COMES FROM
FERRAN ADRIÀ, ALBERT ADRIÀ
AND THEIR TEAM'S INTEREST
IN FASCINATION WITH LATIN FOOD.**

**A DELICIOUS, CREATIVE,
COMPLEX AND POWERFUL CUISINE.**

**A WORLDWIDE TREND,
ONE INCREASINGLY TO BE FOUND
IN THE WORLD'S 50
BEST RESTAURANTS.**

**BUT ONE FOR WHICH THERE WAS
NO SPECIFIC BEER THAT PERFECTLY
MATCHED ITS STRONG PERSONALITY.**

UNTIL NOW

TO CREATE A DIFFERENT BEER

***FERRAN AND ALBERT ADRIÀ
AND THEIR TEAM FIRMLY BELIEVED
IN THE NEED TO CREATE A SPECIAL BEER
FOR LATIN FOOD.***

***AND THEY DECIDED TO MAKE IT
TOGETHER WITH THE *TEAM AT DAMM.****

NO MATTER WHAT IT TOOK

MEDITERRANEAN BREWERY AND LATIN FOOD?

**BUT WHAT'S
A MEDITERRANEAN BREWERY
DOING CREATING A BEER FOR LATIN FOOD?
FERRAN ADRIÀ, ALBERT ADRIÀ
AND THEIR TEAM CAN BE VERY PERSUASIVE.
SO IN EARLY 2016,**

DAMM SAID “YES”

2016 - 2017

**A YEAR OF TESTING, DISCARDING,
TALENT, EXPERIMENTATION**



**Damm's master brewers
made beers using the ideas of Ferran Adrià,
Albert Adrià and their team:**

Ferran Centelles

(sommelier at ElBulli 2000-2011),

Paco Méndez

(chef and Albert Adrià's partner at Hoja Santaa)

and Marc Álvarez

(head of cocktails at ElBarri).

**These prototypes
were then tasted with Latin food
in the numerous meetings they held.**

01 DIEGO REY

*At one of these sessions,
and after thinking long
and hard, Argentine artist
Diego Rey came up
with the winning name:
Malquerida.*

03 TOO MILD

*They tried beers with
hints of lime, lemongrass, anise,
root beer plant and many other
ingredients in Latin cuisine.
But their mild taste
was overwhelmed
by the intensity of the food.*

02 TOO STRONG

*At first they tried
including mezcal. It gave
the beer an interesting
smoky flavour, but took
away some of the freshness
needed to accompany
such powerful cuisine.*

04 PACO MÉNDEZ

*It was then that Paco Méndez,
head chef at Hoja Santa, turned up
with a cocktail that opened
his tasting menu made
with Jamaica Flower
and orange. How about
we add it to the beer?
Delicious.*

05 COLOUR

*But that wasn't all.
The Jamaica Flower turned out
to be quite a find:
it was this special flower
that gave the beer its wonderful
red colour.*

07 DAMM'S MASTERS

*Damm's master brewers developed
the latest prototype with these
latest ideas. Two months after
the last session, they'd done it.
The newborn beer was
unanimously blessed by all
the members of the team.*

06 ALBERT ADRIÀ

*Yet it still lacked
acidity and texture,
which was why Albert Adrià
suggested adding touches
of wheat to it.*

08 FRIENDS

*There was still one acid
test to go: letting family,
friends, colleagues,
customers and others try it.
And they liked it a lot.
So much so that surprisingly
it turned out to be
"very good both for Latin food
and also just for drinking".*

**UNEXPECTED SURPRISING
RESULT:**



**FRESH
RED
BEER**

*Malquerida was something
so new that it didn't fit into any existing style.
And if it didn't exist, it had to be created.*

*It was red, but not only
red. It was a **FRESH RED**.*

INGREDIENTS

JAMAICA FLOWER

Jamaica Flower or hibiscus is a flower characteristic of tropical countries and much used in Latin cuisine. It brings to the beer its surprising red colour along with floral notes and freshness.

HOPS

Hops are indispensable for the beer's characteristic bitterness as well as its mild spicy notes.

CORN

This peculiar ingredient, also used in Latin cuisine, provides the sensation of roundness and volume of the beer.



FOR AN INNOVATIVE BEER



BARLEY MALT

Barley malt is the fundamental component for bringing structure to the beer. Plus it also adds a nice toasted nuance.

ORANGE

The idea was to get a very fresh beer, so the fruity and citrus touches of oranges were perfect as they gave it extra aroma.

WHEAT

To achieve a further point of acidity and texture it was decided to add wheat, which contributes fruity hints and delicate floral notes.

THIS IS HOW TASTE ENJOY A MALQUERIDA



Abv 5% vol.

TASTING NOTES BY FERRAN CENTELLES
SOMMELIER AT ELBULLI

LOOK

Malquerida has a fluid and an amazing red colour due to the touch of Jamaica Flower. Its head is dense and has an ivory white hue.

IN THE NOSE

it is intense with a sensation of freshness, notes of malt, a citric point of orange peel, a floral touch and a herbaceous hint from its hops.

ON THE PALATE

it is fluid, with a fizz that gives it great vivacity. Toasted notes of malt and a fruity nuance that comes from the orange..

AFTERTASTE

The aftertaste is long and very pleasant, with a delicate, bitter sensation full of citric nuances.

4 AND 6° C

Best served at between 4 a 6°

TASTING NOTES
FERRAN
CENTELLES

**THE BEER
~~UNLOVED~~ BELOVED
BY LATIN FOOD**

**MALQUERIDA IS A HIGH QUALITY,
INNOVATIVE AND SURPRISING BEER
THAT'S VERY EASY TO DRINK
AND HAS BEEN CREATED
TO GO WITH LATIN FOOD.**

**IT PAIRS PERFECTLY WITH
THE EXTREME, SPICY, POTENT
AND ACIDIC DISHES TYPICAL
OF LATIN FOOD.**

**THIS CUISINE HAS A STRONG
PERSONALITY AND INFINITE CREATIVE
POSSIBILITIES AND HAS ALREADY
BECOME A WORLDWIDE TREND
AND EACH YEAR MAKES AN EVEN BIGGER
MARK ON THE PRESTIGIOUS
LIST OF THE WORLD'S 50
BEST RESTAURANTS.**

AVAILABLE IN

33CL



**RETURNABLE
1/3 BOTTLE**

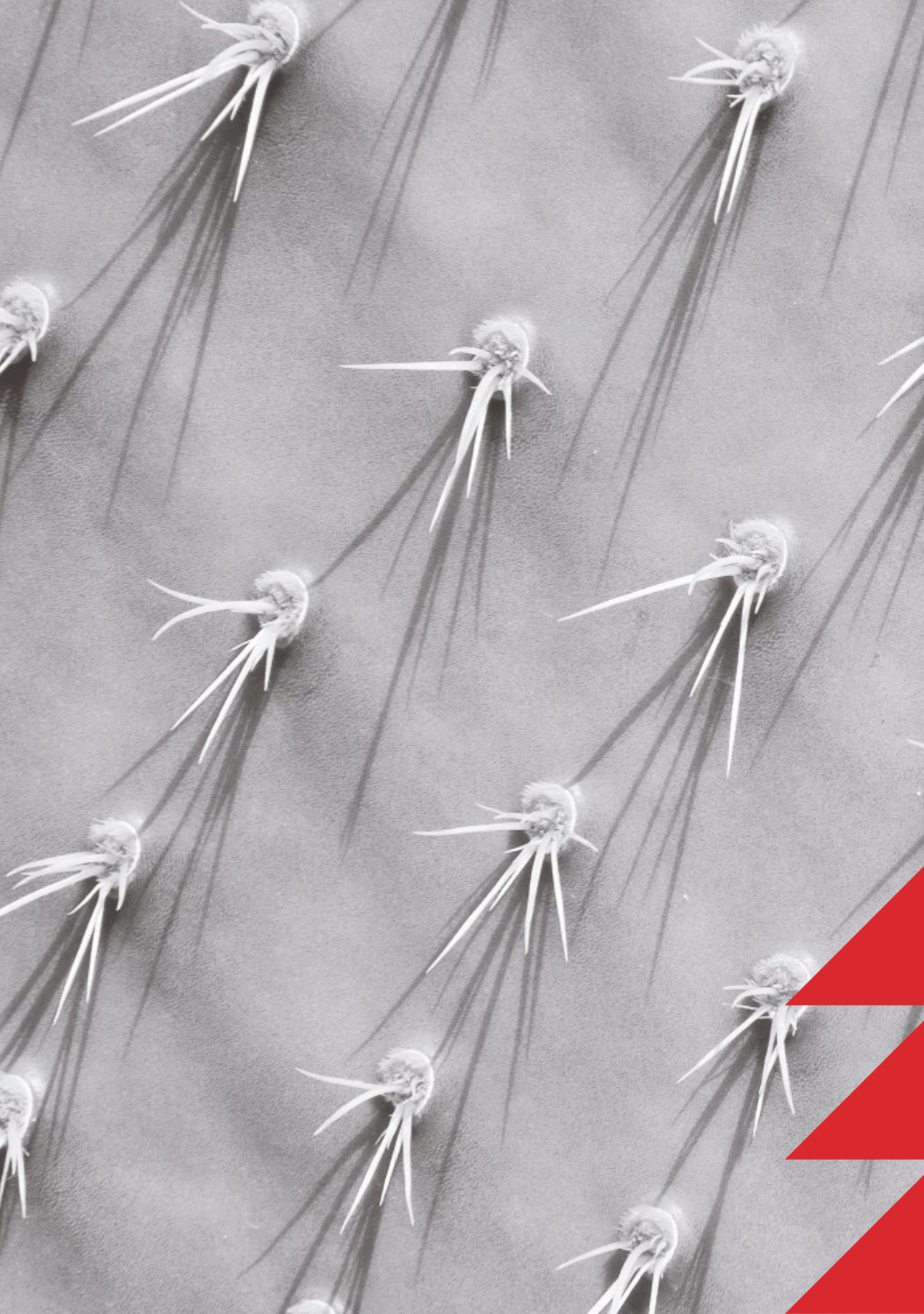
25 CL

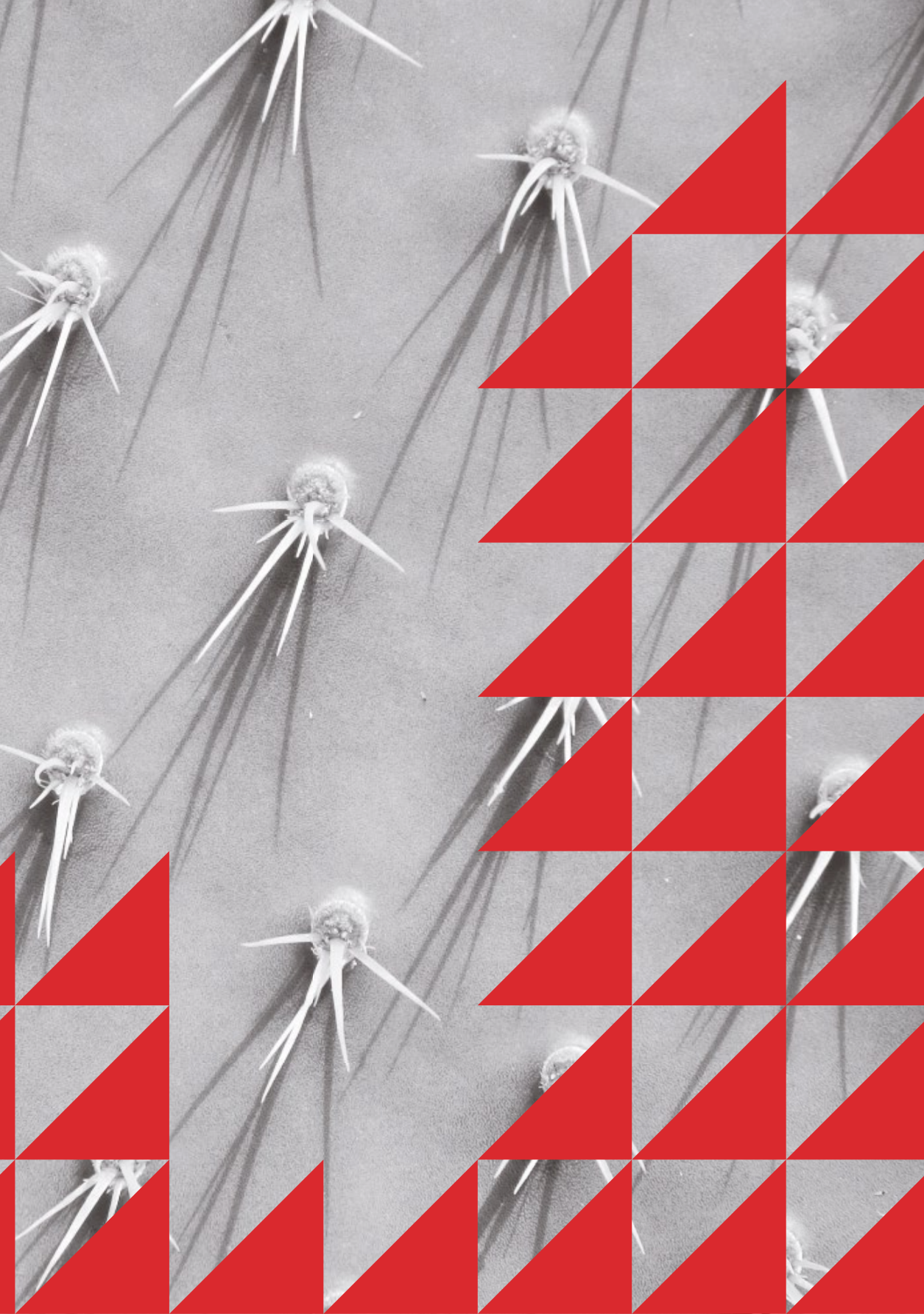


**25CL. NO RETURN
(PACK 6 BOTTLE.)**

20 LITE BARREL









Malquerida recommends you drink responsibly, 5°