

Voll-Damm
DOUBLE MALT

DOUBLE OR NOTHING

VOLL-DAMM IS A MÄRZENBIER. MARCH BEER

DO YOU KNOW WHY IT'S CALLED A MÄRZENBIER?

In the Middle Ages, as there were no refrigeration systems and virtually no knowledge of microbiology, during the hot summer months brewers had to stop making beer, because higher temperatures allowed bacteria to survive which would spoil it.

But one brewmaster had a great idea: during March, everyone would work harder to make a much stronger beer, with more hops. They would also add more malt to the traditional formula, twice as much malt, to create a beer with considerably more body which would resist heat a lot better.

The result was that for the first time beer could be drunk all year.

And so the Märzenbier style was born; and so was the style of Voll-Damm.

A BEER OF A GREAT CELEBRATION

Over time, Märzenbier would also become the Oktoberfestbier. With the arrival of the cold weather and the harvest of barley, for the malt, and hops, the reserves of the last beer (Märzenbier) in storage had to be finished up to free space in the warehouses and to allow brewing to start again.

This coincided with the anniversary of the wedding of Louis I of Bavaria and Teresa of Saxony-Altenburg and became a great celebration in Munich, which has survived to the present day, now known as the Oktoberfest. And that's why Märzenbier is also called Oktoberfestbier.



OKTOBERFESTBIER



**YOU ONLY KNOW
WHO YOU ARE IF
YOU KNOW WHERE
YOU COME FROM**

THE ORIGIN OF DOUBLE MALT

Damm's first Märzenbier was created in 1953. In the early years, it was only brewed between February and April and wasn't made for the rest of the year.

VOLL-DAMM,



In 1955, as it had become a great success, it was decided to brew the Märzenbier all year round. It was given the name Voll-Damm. “Voll” in German means full, complete. The name suited a strong, intense and full-bodied beer.

**THE RECIPE
THE METHOD
THE INGREDIENTS**

**MATTERS.
IS NECESSARY.
ARE FUNDAMENTAL.**

Voll-Damm is a double malt beer. It is produced with 100% natural ingredients, using only pure varieties of barley, malted in our own malthouse. The double quantity of malt gives the beer more aroma, more flavour and more body.

Bitter hops are used early in the Voll-Damm brewing process and later, just before fermentation begins, a different type of hop, from the prestigious, well-known Bavarian region of Hallertau, is added.

DOUBLE MALT

The double quantity of malt in the recipe makes it a powerful product. With twice as much flavour. Double the body. Something you can tell from the first sip.



BITTER HOPS

During cooking we add Nugget, Magnum and Taurus variety hops, which are responsible for the characteristic bitterness of Voll-Damm.



AROMATIC HOPS

Just before the cooking ends, aromatic hops are added, which will enrich the beer with fruity, citrus and herbal aromatic notes. This process is known as late-hopping.



100% NATURAL INGREDIENTS

Voll-Damm is made with natural ingredients which are carefully selected at source. Water, barley malt, rice, corn, hops and yeast.

AWARDS ARRIVE WITHOUT ASKING



USA
2004



UK
2007



BELGIUM
2009



USA
2009



AUSTRALIA
2010



AUSTRALIA
2011



UK
2011



BELGIUM
2011



USA
2011



AUSTRALIA
2012



USA
2012



UK
2012



BELGIUM
2012



USA
2012



UK
2013



UK
2013



BELGIUM
2013



BELGIUM
2013



UK
2014



BELGIUM
2014



USA
2014



AUSTRALIA
2015



UK
2015



UK
2015



BELGIUM
2015



USA
2015



AUSTRALIA
2016



BELGIUM
2016



THE FLAVOUR OF PERSONALITY

TASTING NOTES

Voll-Damm is an oak-coloured beer with orange tones. It is dense and bright, with a toasted chromatic layer. The foam is compact. It has fine, lively, active bubbles. The aroma is of great intensity and complexity. The first scents are fruity, of ripe peach and apple; a note of orange adds freshness. The overall aroma is clean, with an end note of toast.

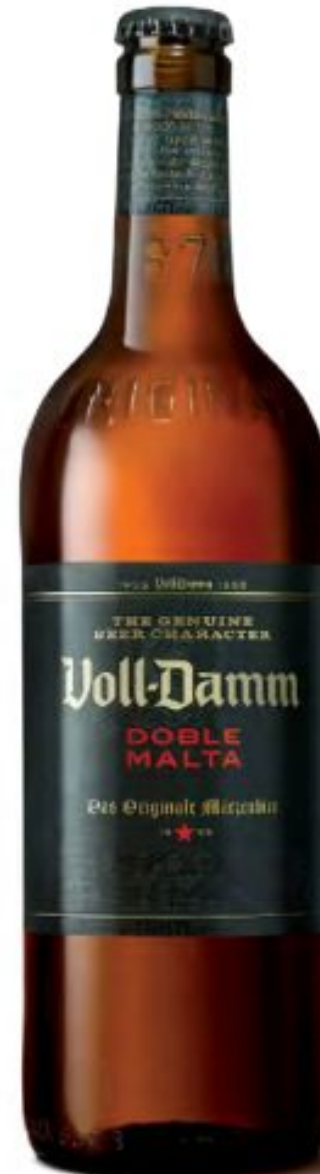
The first taste in the mouth is full, with lots of personality. Voluminous and creamy. The final flavours are reminiscent of the tannins of tobacco leaves. The bitterness of the hops gives an intense, refreshing sensation.

SERVING

The ideal temperature to serve Voll-Damm is between 6 and 8 degrees.

7.2% alcohol by volume.

FORMATS



33 cl BOTTLE

25 cl BOTTLE

66 cl BOTTLE

33 cl CAN

**NO, MY FRIEND, NOT ALL BEERS
ARE THE SAME**

DOUBLE NOTHING

Enjoy Voll-Damm responsibly. 7,2° ABV