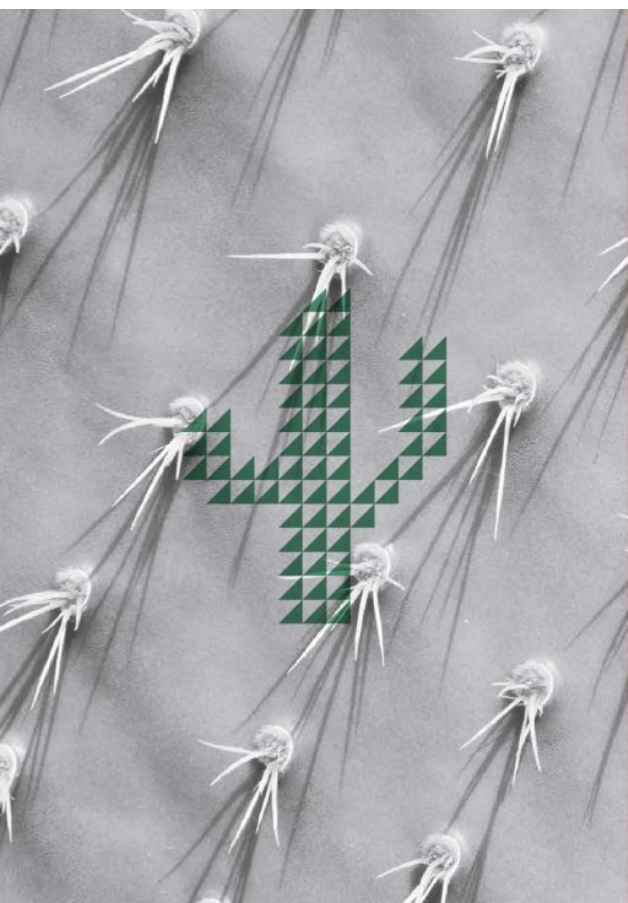


MALQUERIDA

Fresh Red

BREWED FOR THE BEST LATIN FOOD

Damm - Ferran Adrià, Albert Adrià and their team

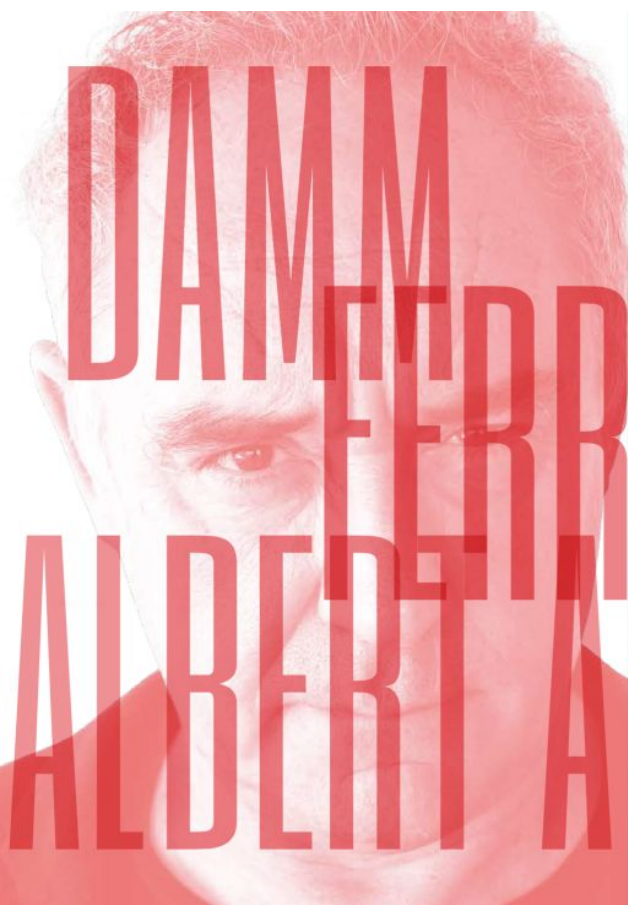


RED

FRESH RED:

A NEW BEER
A NEW STYLE OF BEER

FRESH



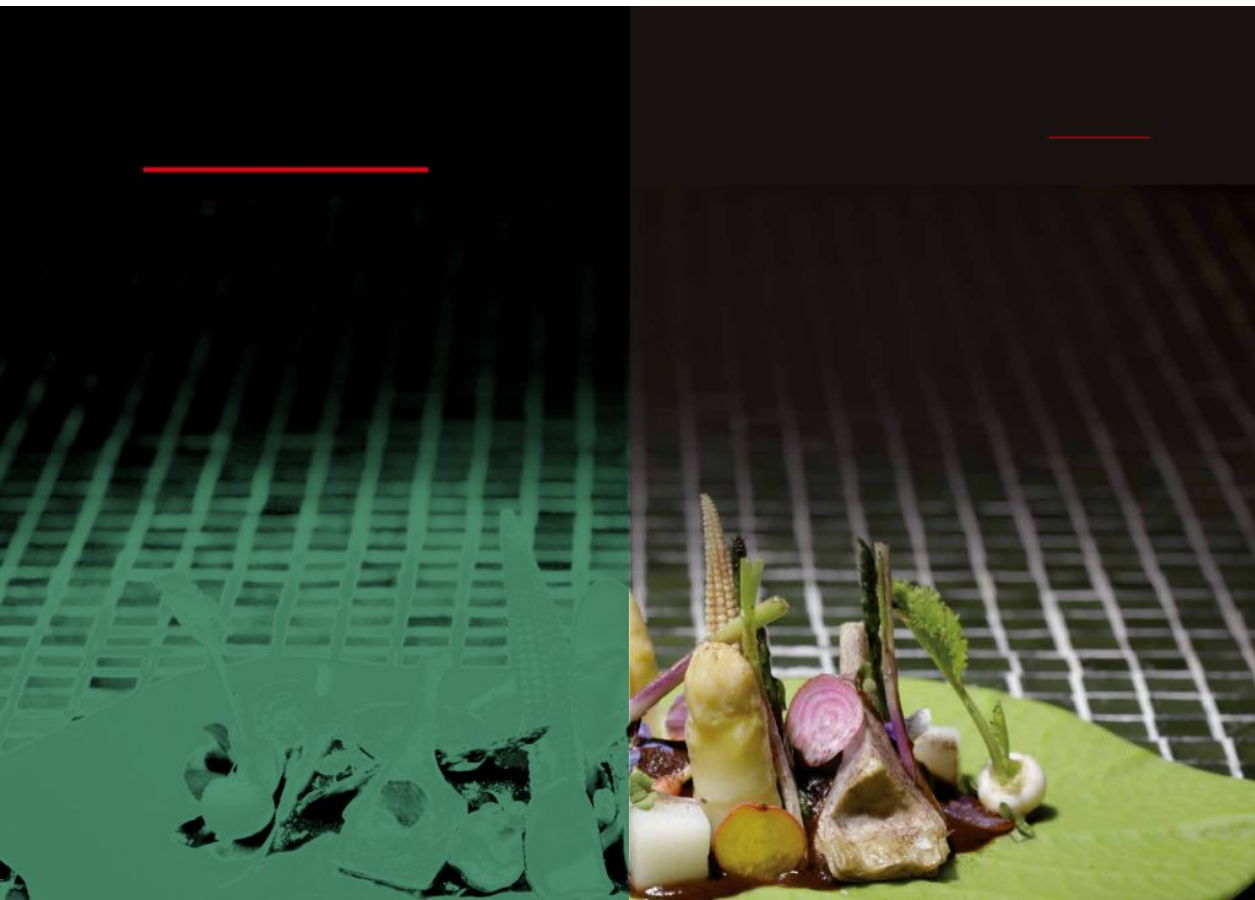
Malquerida comes from Ferran Adrià,
Albert Adrià and their team's interest in
fascination with Latin food.

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.



INSISTENCE PERSEVERANCE

TO CREATE A
DIFFERENT BEER

2014

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 Dasa. No matter what it took.



2016

MEDITERRANEAN BREWERY
AND LATIN FOOD?

~~ARE YOU SURE?~~

YES

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'.

~~TOO STRONG~~

PAGO MÉNDEZ

ALBERT ADRIÀ

Yet it still lacked acidity and texture which was why Diana Rubin suggested adding touches of wheat to it.

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".

THE
FIRST
FRESH

MAIGUERIDA

DIEGO REY

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

TOO
TOO
MILD

They tried herbs with tones of liver: lemongrass, arica, root beer plant and many other ingredients in Latin cuisine. But their old taste was overwhelmed by the intensity of the food.

COLOUR

all. The Jamaica Flower turned out to be quite a find. It was this special flower that gave the beer its wonderful red colour.

DAMM
MASTER
BREWER

Dean's senior brewers developed the latest prototype with these latest ideas. Ten months after the last session, they'd done it: The century beer was unanimously blessed by all the members of the team.

CORN

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

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.

WHEAT

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

HOPS

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

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.

BARLEY MALT

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

INGREDIENTS



THIS IS
HOW YOU
TASTE
TRY
ENJOY
A
MALQUERIDA

FERRAN GENTELLES



ABV: 5%



LOOK



IN THE NOSE



ON THE PALATE



4 AND 6°C

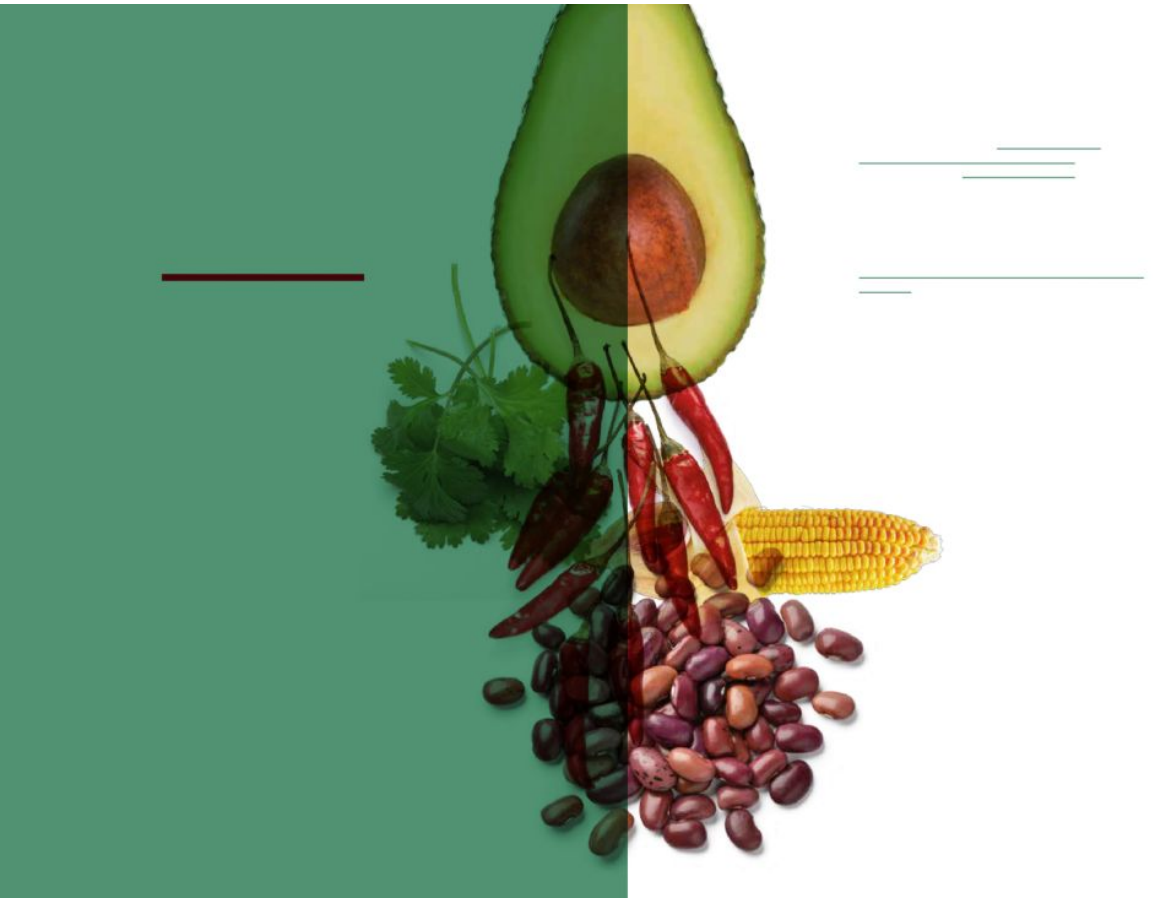


AFTERTASTE

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.

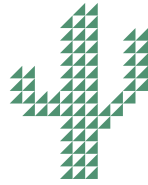


AVAILABLE IN

RETURNABLE 1/3 L BOTTLE







MALQUERIDA

Fresh Red