



# BREWING CERTIFICATE

**“SOFAMANIA”**

KISSMEYER & FRIENDS



**KISSMEYER**

A BREWING EXPERIENCE



<b>LAUNCH:</b>	September 2018		
<b>NAME:</b>	Kissmeyer Sofamania		
<b>CATEGORY:</b>	Kissmeyer & Friends		
<b>BEER STYLE:</b>	Strong pilsner		
<b>MALTS:</b>	Pilsner (80%), CaraHell (7%), Pale Munich (5%), Pale Wheat (15%), unmalted oats (3%)		
<b>HOPS:</b>	BITTER HOPS: Pacific Gem (NZ) AROMA HOPS: Pacific Gem (NZ)		
<b>FLAVOURINGS:</b>	Gooseberry (concentrated natural juice), lemon verbena (dried)		
<b>ALC. ABV:</b>	5,7%	<b>BITTERNESS, BU:</b> 30	<b>COLOUR, EBC:</b> 10



### CONCEPT AND BACKGROUND:

Restaurant MALT, on the site of the old Ceres brewery in Aarhus, is a true flagship restaurant for Kissmeyer Beer. At MALT our beer is allowed to truly be 'the star of the show', not just in terms of dominating the draft beer taps, but also, to a great extent, in the superb kitchen's approach to food. The dishes are, of course, served to the beer-loving guests along with a Kissmeyer beer menu. So we were all ears when MALT asked us to develop a brand new beer with and for them. But a single restaurant cannot sell or consume all the beer that even a micro-brewery brews per batch, so the idea was born to create a dedicated 'Aarhus Beer', granting all our local customers access to a Kissmeyer beer with authentic local links. For the same reason, we decided to include our friends at Aarhus Bryghus in the project, so that the 'Aarhus Beer' could actually be brewed in Aarhus. Together, we have developed a real favourite with the beer drinking public, very similar to the traditional Danish 'Gold Beer' – a strong pilsner. But, of course, with a unique twist to it, and probably even more suited to match food – local as well as international, thanks to the nature of our choice of innovative Nordic twist – gooseberries and lemon verbena. The name 'Sofamania' is, obviously, truly Aarhusian also. It is the name of a legendary and completely off-the-wall Aarhus band led by comedian Jacob Haugegaard in the mid to late 1970s.

### APPEARANCE:

Pale golden colour, clear (centrifuged).

### AROMA:

Malty, with distinctive fruity and hoppy notes and a hint of berries and lemon.

### TASTE:

Unmistakable malt character with tones of biscuit, supplemented by prominent fruit and hop flavours, reinforced by a subtle berry-spicy fruit note. A distinct but rounded and mild bitterness that continues in the uncomplicated, malt-driven aftertaste.

### MOUTHFEEL:

Medium-dry, with a medium, balanced bitterness.

### FOOD MATCH:

Open sandwiches, fish and shellfish, light poultry and pork dishes, salads, pizza and mild cheeses.

### SUMMARY:

'Sofamania' is an uncomplicated and refreshing, somewhat Nordic interpretation of the classic Danish 'Gold Beer'. It has sufficient body and character to qualify as a 'stand-alone' beer experience, but with its second-to-none food matching versatility is particularly well suited to accompany a meal.