



Grolsch Weizen named World's Best Wheat Beer

Grolsch Weizen, part of Coors' new Speciality Beer Brands Portfolio was yesterday named 'World's Best Wheat Beer' at the Beers of the World's World Beer Awards. The beer also took joint 1st place in the 'World's Best Grain-only Wheat Beer' category.

Judging took place over three rounds – the first stage was a blind tasting by judges around the world who tasted through the hundreds of entries. This was followed by a tasting and judging by a selection of brewers and finally again by the original judging panel, in the form of a blind tasting. The judging panel was chaired by Roger Protz who said that the overall quality of the beers in this year's competition had been impressively high.

Brand manager, Sarah Harrison, comments, "We're out to prove that wheat beer can be highly refreshing and approachable, fortunately with Grolsch Weizen we have a great product with which to do it. Unlike many other wheat beers which have herbs or fruit added to them, Grolsch Weizen is a wonderfully pure example of what a wheat beer should be."

Brewed in Holland and produced from 60% wheat malt and 40% barley malt, Grolsch Weizen has a unique cloudy, soft and refreshing taste. It's available in Grolsch's iconic swing top bottle which through its unique pouring ritual, delivers a perfect product experience. After pouring half, the bottle should be resealed, rolled to disturb the yeast and proteins, which gives the beer its thirst quenching appeal and the remainder gently poured out. It's also available on draught through the Grolsch Dutch font.



28th September 2007

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