



## THE PERFECT SUMMER SERVE

### *Stylish Summer Entertaining with a Twist*

With the promise of a long hot summer turning the nation's thoughts to alfresco entertaining, **BitterSweet Partnership** has identified three refreshing and stylish ways to enjoy beer that are guaranteed to make your summer soiree stand out from the crowd – whether you're organising a romantic picnic, fun-filled barbecue or a glamorous dinner party.

#### **The Perfect Serve**

British summer time goes hand in hand with tennis whites, Wimbledon and the seasonal sipping of champagne with strawberries. This summer, try something different by swerving tradition and replacing champagne with **Kasteel Cru**\*. At a more affordable price, lower in calories and ABV, not to mention a lighter more refreshing taste, there's no question – it's the 'perfect serve'!

Fermented with the highest quality champagne yeast, **Kasteel Cru** is brewed with malted barley, hops and purest Alsace water. With floral top notes, hints of rose and an airy malty flavour, this fine lager has a light golden sparkle and citrusy zing – making it the perfect partner for foods such as lightly smoked salmon, camembert cheese and asparagus spears.



### **A Refreshing Summer Breeze**

Tip tradition on its head and sample a Summer Breeze\*\*. Jeremy Hives, head mixologist from The Dial Bar in Burton and talent behind an exclusive range of BitterSweet Partnership beer cocktails, has created this refreshing twist on the traditional summer tippie, Pimms and lemonade. By simply replacing lemonade with **Kasteel Cru** and a dash of Strawberry Bols, this fruity summer medley will tantalise any guest's taste buds.

### **A Final Flourish**

For a stylish and elegant way to add a touch of glamour to alfresco dining, a hand-picked wild hibiscus bud in a chilled glass of **Kasteel Cru** is a guaranteed crowd pleaser. These beautiful, edible flowers bloom when placed at the base of a glass of **Kasteel Cru**, even turning your drink pink – as if by magic!



Kirsty Derry, Managing Director, BitterSweet Partnership said; “With summer just around the corner, it’s a great excuse to get creative and have fun with this season’s must-have accessory – **Kasteel Cru**. This sophisticated summer menu perfectly illustrates how versatile beer is and underlines its place as an acceptable and stylish accompaniment to any social occasion.”

**Kasteel Cru** is sold at Waitrose, selected Tesco, Sainsbury’s and Booths stores nationwide, priced from £1.99.

–Ends–

### **For further press information please contact:**

The BitterSweet Partnership team at the Red Consultancy on 020 7025 6678 or email [bittersweetteam@redconsultancy.com](mailto:bittersweetteam@redconsultancy.com)

A dedicated site has been created, [www.bittersweetpartnership.com](http://www.bittersweetpartnership.com), to collaborate with women and take on board their opinions and ideals around beer.

## Notes to Editors:

### **\*About Kasteel Cru – 5.2%abv, 330ml, Alsace**

Fermented with champagne yeast, this beer is a demonstration of innovation in the beer industry. The natural soft waters of Alsace are the base for a light golden sparkle, with very low bitterness, low astringency and a slight dryness on the finish. With floral top notes, hints of rose and a light airy maltiness from the gently kilned barley, the beer has a herbal butteryness from the champagne yeast, a lively carbonation and yellow citrus zing.

*From £1.99 from Booths and Waitrose and selected Morrisons and Sainsbury's stores*

### **\*\*How to create your own refreshing Summer Breeze:**

- 50ml Pimms
- 25ml Strawberry Bols
- Kasteel Cru
- Chopped strawberry
- Mint leaves
- Orange slice
- 3 slices of cucumber
- 3 raspberries

Three quarters fill a tall glass with crushed ice add the fruit, 50ml Pimms, 25ml Strawberry Bols then top-up with Kasteel Cru. Add a final flourish with a strawberry, a small sprig of mint and enjoy in the sunshine.

### **About BitterSweet Partnership:**

BitterSweet Partnership is a multi-million pound business launched by Molson Coors Brewing Company (UK) Limited to make beer an aspirational choice for women.

BitterSweet Partnership was originally conceived in July 2008 under the title 'Project Eve'. Molson Coors Brewing Company (UK) Limited then recruited five women with a wealth of experience in the beer industry to work at BitterSweet Partnership full time and formally launched the business on 18<sup>th</sup> March 2009.

BitterSweet Partnership has been set up to talk to women up and down the country to break down the barriers around beer and start giving them what they want – from education and facts about beer through to developing products designed specifically for their taste buds and initiatives to improve the serve and drinking experience for women.

Molson Coors Brewing Company (UK) Limited is the fifth largest brewer worldwide. Its portfolio includes Carling, the UK's best selling lager for three decades, Coors Light, Grolsch, Worthington's, Caffrey's and Sol as well as a range of speciality beers and lagers.

### **The Love Beer Panel**

To help understand women's relationship with beer further, BitterSweet Partnership has brought together the ultimate panel of experts, pulled from the world of fashion, lifestyle, media, beer and food, to act as an independent voice for women across the UK. Commentator **Janet Street Porter**, broadcaster **Carol McGiffin**, socialite **Fran Cutler**, chef **Allegra McEvedy** and fashion designer **Amy Molyneaux** all sit on the panel.