





A VERY SPECIAL FLAVOR FOR AN AUTHENTIC BEER



When Louis Moritz, one of the pioneers of the Catalan beer industry, arrived to Barcelona in 1851, he brought something that he had learned from his native Alsace: the art of the “brassage”, the art of making beer. Its formula and unmistakable touch of authenticity, brought directly from Alsace, passed on from parents to children during the decades. Currently, his descendants are in charge of retracing and continuing the labor of their predecessor, making beer according to the best Alsatian tradition.

Moritz beer is made by cooking pale ales, and using water from the Font d’Or in the Montseny–Guilleries massif that belongs to the Vichy Catalán company, with which Cerveses Moritz has reached an agreement for the water supply to be sent directly from the Montseny springs. Also, the beer is perfumed with an infusion of aromatic hops flowers from Saaz (Czech Republic), that give it a characteristic and extraordinary aroma.

In short, Moritz is a beer with a very special flavor that brings together the experience inherited by the founder and the successive beer maestros of the company to, through the traditional production method, offer a unique and authentic flavor.



AIGUA DE MORITZ, A UNIQUE NON-ALCOHOLIC BEER

In September 2007, Moritz made another step forward in the consolidation of its project with the presentation of *Aigua de Moritz*, a unique non-alcoholic beer

The first product of this new line that Moritz brings to the market is *Aigua de Moritz*, a *premium* non-alcoholic beer made with mineral water, a new healthy drink that stands out for its aroma. It is the only non-alcoholic beer made entirely with natural mineral water from the Font d'Or springs of Montseny and is perfumed through the cold extraction of the aroma of the Saaz hops flower.

The image of Aigua de Moritz is the work of America Sanchez, the designer responsible for the brand image of Cerveses Moritz upon its return in 2004.





Moritz Epidor, a beer with more character

Cerveses Moritz reinvents Moritz Epidor with the goal of recovering their historical beers. Created on July 28, 1923 in Barcelona, it returned to the market in April 2009 with new features that make it a product adapted to contemporary times. This beer is aimed at the daring consumers, as it has more personality and strength than all the others from the Catalan beer company.

Moritz Epidor is a beer embraced with an extraordinary ingredient that gives it a compact body and a unique color: Carmel Malt. Along with the malt, the water from Montseny (Font d'Or spring), the aromatic hops and a long-term fermentation process, these are the secrets that give its power to the strongest beer from Moritz.

With an alcohol content of 7.2%, it is aimed at strong beer consumers and it is recommended to accompany strong meals, cheese and cold cuts. This beer can be found on Catalan restaurants and most grocery chains as from April 2009.



Like the rest of the company's beers (Moritz, Agua de Moritz and Moritz Alfa), America Sanchez is the responsible for the design of the Moritz Epidor image. This is the extra Moritz beer, and so the colors are also more vibrant and contrasting to show an image of strength and character.