



FERRAN ADRIÀ, JULI SOLER & ELBULLI SOMMELIERS CREATE BEER TO PAIR WITH FOOD

Ferran Adrià, Juli Soler & eIBulli Sommeliers Present Estrella Damm INEDIT

NEW YORK: May 14, 2009 – Estrella Damm today announced the launch of **Estrella Damm INEDIT**, a beer specifically created to accompany food. INEDIT was crafted by world-renowned chef Ferran Adrià, Juli Soler, eIBulli sommeliers and Estrella Damm, the leading brewer of Barcelona.

“INEDIT was developed from the belief that there was a need for a beer that could complement a dining experience,” said Ferran Adrià, eIBulli Executive Chef. “INEDIT is the fruit of more than a year and a half and 400 trial iterations between the master brewers of Estrella Damm and the team of sommeliers at eIBulli.”

INEDIT was created through collaboration between Ferran Adrià, Juli Soler, eIBulli award-winning sommeliers David Seijas and Ferran Centelles and Estrella Damm brewmasters. INEDIT follows Estrella Damm's century-old tradition of brewing excellence with an eye for experimentation and adaptability.

Developed for gastronomy, INEDIT is an alternative to wine for pairing with all dishes – from informal to more exquisite, sophisticated types of food. INEDIT is a unique coupage of barley malt and wheat with spices which provides an intense and complex aroma. It aims to complement food once thought to be a challenge in terms of culinary pairings, including salads, vinegar-based sauces, bitter notes such as asparagus and artichokes, fatty and oily fish, and citrus.

With its delicate carbonation, INEDIT adapts to acidic, sweet and sour flavors. Its appearance is slightly cloudy, and INEDIT has a yeasty sensation with sweet spices, causing a creamy and fresh texture, delicate carbonic long aftertaste, and pleasant memory. The rich and highly adaptable bouquet offers a unique personality with a smooth, yet complex taste.

Unlike most beers, INEDIT is bottled in a 750 ml black wine bottle and is intended for sharing. The wine glass is to be filled halfway, served in a white wine glass and chilled in a cooler.

A tasting of INEDIT was hosted by Chef Dan Barber, recently awarded TIME magazine's 100 Most Influential People in the World and Outstanding Chef by the James Beard Foundation, at Blue Hill at Stone Barns on May 13, 2009.

About Estrella Damm

Established in 1876, Estrella Damm is an award-winning, premium pale lager known internationally as the “Beer of Barcelona”. During its 133-year tenure, Estrella Damm has remained the number one beer in Barcelona. An independent brewer with its own personality, Estrella Damm is known for its creativity. Estrella Damm produces five million hectoliters of beer per year. United States Beverages, LLC imports Estrella Damm to the United States.

About elBulli Team

Considered a premier chef in the world, co-owner of elBulli, Ferran Adrià is the Executive Chef of three starred Michelin restaurant. Known for its originality, elBulli is considered the most imaginative generator of haute cuisine on the planet and influenced avant-garde cuisine worldwide. Partner of Ferran Adrià, Juli Soler is the co-owner of elBulli. Also influential in the creation of INEDIT are acclaimed sommeliers of elBulli, Ferran Centelles awarded best sommelier of Spain by Ruinart in 2006, and David Seijas awarded the "Golden Nose" in 2006. For the fourth consecutive year, elBulli has been named "The World's Best Restaurant" by Restaurant magazine.

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