

*Welcome to the world of*

NEUSCHWANSTEINER



NEUSCHWANSTEINER

*VOICES*

*CELEBRITIES • GASTRO • EVENTS • MEDIA*

# *CELEBRITIES*



**H.R.H. Prince Leopold of Bavaria**, Brand Ambassador of Neuschwansteiner, said about the beer that is brewed in the majestic surroundings of his ancestor’s castle:

*“As a descendant of the royal house of Bavaria, Neuschwanstein Castle built by King Ludwig II in the heart of Bavaria is not only a famous icon; it is an essential part of my family’s history. The lifestyle-brand “The world of Neuschwansteiner” combines the traditional values of my family with an inspiring cosmopolitan touch!” Just like Neuschwanstein Castle, the Neuschwansteiner beer stands for superior quality, exclusivity, an unconventional lifestyle and extraordinariness. A descendant of the Bavarian kings, deeply rooted in the tradition of my ancestors, I am delighted to be representing this exquisite beverage.”*

H.R.H. Prince Leopold of Bavaria is a member of the Bavarian Royal House of Wittelsbach and is a direct descendant of King Ludwig I of Bavaria.

“Every beer has to fulfil 5 jobs: to serve very well as an Aperitif, to be an ideal accompaniment to food, a good digestive and to be enjoyed by men and women alike”, **gourmet specialist Ralf Bos** sets the standards high and judges:

*“Neuschwansteiner fulfils all these 5 points and is in my opinion, the best beer in the world! Neuschwansteiner is the new pinnacle of beers’.”*

Bos, voted into the culinary hall of fame by ‘Der Feinschmecker’ and crowned ‘Grand Seigneur’ by Port Culinaire, is a well known gourmet expert. Together with some of the world’s most exclusive wines, spirits and food products **BOS FOOD** also offers Neuschwansteiner.



The son of H.R.H. Prince Leopold of Bavaria, our brand Ambassador, H.R.H. Prince Konstantin of Bavaria, aka ‘DJ Koko Bayern’ is well known among the international club scene.

**H.R.H. Prince Konstantin of Bavaria** said:

*“Ever since my father became brand Ambassador of Neuschwansteiner, I do very much like this exquisite beer as well. It is elegantly presented and has a great taste. Especially when abroad, it feels like I can take a taste of Bavaria with me. It is at home at star-awarded restaurants and hotels and the most exquisite locations and events but also at some cool parties. Regardless where in the world I have been; people know about the ‘fairy-tale castle’ of our ancestor and now that there is also the beer named after it.”*

‘Tilke Engineers & Architects’ is recognized as the world’s leading designer for racetrack and test facilities. Hermann Tilke said:

*“I have been able to experience the Neuschwansteiner beer at several occasions, like Amber Lounge and the charity events during the Abu Dhabi Grand Prix. It has a very delicious taste, smooth and perfect as a welcome drink for such a reception. In addition I like the fact that Neuschwansteiner CEO Christian Seitz cares about children’s charities, such as the ‘Make a Wish’ Foundation and the ‘WORLD CHILDHOOD FOUNDATION by Her Majesty Queen Silvia of Sweden’.”*





**26-year old FEMME SCHMIDT** is a rising star in the music industry. She extensively toured Germany's clubs, supported Sir Elton John on his stadium tour through Australia and appeared on stage with Lionel Richie in Paris and Vienna. Most recently she supported pop icon Bryan Ferry at his concerts in Germany. About Neuschwansteiner **FEMME SCHMIDT** said:

*“Our show in Munich will be just great! Having Neuschwansteiner as our beverage partner will make our intimate post show get together even better and flavour it with luxury, fun and on top of it all true Bavarian Royalty!”*



Rock stars **Black Star Riders Robbie Crane, Damon Johnson, Ricky Warwick, Jimmy deGrasso and Scott Gorham** must really love Neuschwansteiner, because they carried our Neuschwansteiner beer on their tour bus during their UK-concert tour with fellow rock band Europe after their new single ‘Finest Hour’ was nominated record of the week by BBC Radio 2! The band’s comment:

*“Celebrating recent chart success for the new single ,Finest Hour‘ with Neuschwansteiner - the finest beer in the world.”*

**German Rally Ace and Dakar winner Jutta Kleinschmidt** said:

*“I have known H.R.H Prince Leopold for many years, we are good friends and share the same motor racing passion. It was great to spend time with him at the World Stars football match where he acted as Ambassador for the new Bavarian luxury beer, Neuschwansteiner. Tasting the March beer at the post-match gala, I have to say, I understand why he became a brand ambassador: It tastes great and the bottle looks very stylish! Perfect for Monaco.”*



Located on the shores of the Arabian Gulf, Jumeirah at Etihad Towers is the business, social and gourmet hub of Abu Dhabi. The 5-star luxury city hotel was developed under the patronage of His Highness Sheik Suroor bin Mohammed Al Nahyan’s Projects Department. **General Manager Stefan Fuchs** said:

*“It was an honour to host and support a charity event in aid of the ‘World Childhood Foundation by Her Majesty Queen Silvia of Sweden’ at our restaurant Pearls by Michael Caines in November 2015. The presence of their brand Ambassador H.R.H. Prince Leopold of Bavaria and many other distinct personalities from the world of Formula 1, made the evening one of a kind in Abu Dhabi. The cooperation with Neuschwansteiner gave the opportunity to introduce a new taste to the audience in the capital. We very much look forward to future successful ventures and events.”*





Sutton Images is the world's largest independent motorsport image agency covering Formula One since 1960-2015, with over one million images online and an archive of over five million images dating back to 1960-2015 spanning the history of F1™ and motorsports around the world.

**Mark Sutton** said:

*“I enjoy working with the great people of Neuschwansteiner and it is always a pleasure to photograph the beautiful Neuschwansteiner bottle! Neuschwansteiner stage top-class events and I felt honored that they chose my photographs for their Abu Dhabi exhibition in aid of the ‘WORLD CHILDHOOD FOUNDATION by Her Majesty Queen Silvia of Sweden’. Most of all however, I love the beer. It is smooth, a perfect aperitif and at every event I have seen it served, all the people, especially also the ladies, just love it!”*

**Keith Sutton** said:

*“The Neuschwansteiner bottle looks just extremely stylish, but you can't just keep it inside the fabulous packaging, you have to open and enjoy it! Chilled to 8 degrees or less, it tastes delicious. It's perfect as a welcome drink at any reception as well as accompanying star-rated dishes!”*

**Eddie Jordan**, also known as EJ, is an Irish former motorsport team boss, businessman, entrepreneur, musician and mentor. He was the founder and owner of Jordan Grand Prix™, a Formula One™ constructor which operated from 1991 to 2005.

*“Neuschwansteiner is a great beer, smooth and delicious. I very much enjoyed working with them during their charity event during the 2015 Abu Dhabi Grand Prix in support of the ‘WORLD CHILDHOOD FOUNDATION by Her Majesty Queen Silvia of Sweden’.”*



**Maximilian Günther** is a rising star amongst Germany's racing drivers. After winning the 2010 ADAC kart championship, Maxi moved up to the Formula BMW Talent Cup, as youngest participant ever and secured second place overall. In both 2013 and 2014, he was championship runner-up in the hard-fought Formel ADAC. In 2016 he is runner-up in the **Formula 3 European Championship**, competing for the title. Maxi said:

*“Although I don't drink much, especially not during our racing season, I have been able to taste Neuschwansteiner at some of our team's post podium celebrations as we are having a great FIA Formula 3 European championship season so far! It is a great beer. I wish we would have those nice Neuschwansteiner bottles on our winner's podiums!”*

*GASTRO*





**Bobby Bräuer chef de cuisine of his famous 2-star MICHELIN restaurant 'Esszimmer' as well as 'Bavarie' in Munich's BMW Welt, tasted our Neuschwansteiner and decided that he wanted to serve it in his restaurants:**

*"Neuschwansteiner is expressive, it is malty and powerful, a fruity complex beer which has various uses in a sophisticated kitchen. Being a full-bodied beer, it is ideal as an aperitif, as well as a lovely accompaniment to a variety of dishes,"*

Bräuer comments.



**Famous Hongkong Restaurant FOOK Lam MOON, a winner of the Restaurant Wine List Awards, forms a revolutionizing match, pairing Neuschwansteiner with spicy Cantonese delights.**

*"We share the same mission to bring customers the finest products and dining experience",*

explains **Mr Duncan Chui, director of Fook Lam Moon.**



**MICHELIN star chef Sascha Kemmerer from 'Kilian Stuba' in Hirschegg, Austria's Kleinwalsertal has been awarded with 3 GaultMillau 'Hauben' and 17 points out of a total of 20. Kemmerer is in the ranking of the 29 best restaurants in the country!**

*"The beer is an absolute eye-catcher, a wonderful alternative to classic champagne and because of its high value just perfect for our gourmet-restaurant",*

explains Sascha Kemmerer. **'Maitre-Sommelier' Lars Kirchbach** praises a chilled Neuschwansteiner as: "The top recommendation to accompany Jack's Creek Wagyu Sirloin with Mangogel, Shimeji mushrooms and Dashiud".



*"Every Legend has a beginning, we are happy and feel honored to be part of this",*

explained **Margret Bokart-Fetz, owner of the Maximilians**, Germany's most southern MICHELIN-Star restaurant in Oberstdorf. **Tobias Eisele, chef de cuisine of the Maximilians** likes Neuschwansteiner and judges:

*"A star in the beer firmament!"*





**Restaurant ‘Brasserie le Cap’ and ‘C.Bar’ at the Riviera Marriott Hotel - La Porte De Monaco** hosted the official Gala for the World Stars Football match and A.S. Star Team for the Children, Monaco where Royalty and celebrity guests alike enjoyed Neuschwansteiner as official welcome drink. Brasserie le Cap Restaurant Manager Stephane Richard said:

*“I agree with Mauro Serra, President of A.S. Star Team for the Children, Monaco, this is not an ordinary beer! You don’t just drink it; you enjoy and have a degustation every time! I could well imagine recommending it to our guests as a great alternative to a high end wine during a gourmet dinner. However it also serves very well as a digestive or welcome drink at a reception.”*



**The Iglootel in Swedish-Lapland** is a unique experience of luxury, built of only ice and snow in the surroundings of Arjeplog. Daniel Knab of Iglootel explains:

*“At the ice bar you can even drink delicious Neuschwansteiner out of ice glasses – very stylish!”*



Voted GQ’s favorite London pop-up-club, **Roxx London** is a unique venue for the UK capital’s party-goers. **ROXX founder Kamran Dehdashti** states:

*“We loved to have Neuschwansteiner. We are thrilled to offer fabulous Bavarian Neuschwansteiner at our ROXX events. A royal beer befit for Rockstars!”*

**Shane Styles from THE TRUFFLE & WINE CO., Australia** enjoyed our beer and declared with a big smile:

*“I think it is amazing to drink this beer with a red meat dish, it was very smooth and elegant. I felt myself holding the beer and swirling it like a wine, it was that smooth. I’d love to take some with me to Australia. I would certainly drink this beer again with our truffles.”*



**2 MICHELIN stars and 18 GaultMillaut points** speak for themselves! Heiko Nieder’s **The Restaurant at The Dolder Grand in Zürich** is simply outstanding. **Star chef Heiko Nieder** serves us at his ‘**The Restaurant**’ and says:

*“Neuschwansteiner looks very good, it suits incredibly well with many of our dishes and ... it just tastes extremely delicious!”*





**The Artesian Bar** in London's elegant and famous Langham Hotel was voted 'The best bar in the world', by 'Drinks International' and has topped the list of the world's best bars ranking for three consecutive years. Guide MICHELIN lists the Langham in their 2015 'Main Cities of Europe' as 'back to its best' and praises the 'stylish Artesian bar'. **Duncan Palmer, Managing Director of The Langham**, London exclaims:

*"We are delighted to feature Neuschwansteiner beer as it reflects upon the history of The Langham that originally opened in 1865 with Neuschwanstein Castle that dates back to 1882. The Artesian Bar has a great mixture of fantasy, innovation, tradition and modernity just as Neuschwanstein Castle has today. The Neuschwansteiner beer itself is of an outstanding luxury standard which is in keeping with the Artesian Bar, The World's Best Bar!"*



The famous 'Palais Coburg', a luxury five-star boutique hotel in the first - and best - 'Bezirk' (precinct) of Austria's capital Vienna is a first-class address for gourmets. In 2014 the 'Silvio Nickol Gourmet Restaurant' was awarded with two Michelin stars and 99 out of 100 Falstaff points. Silvio Nickol holds 3 Gault Millau toques and was named Gault Millau 'Austrian Chef of the Year' 2014. **Roman Nieschlag, F&B Manager Palais Coburg** said:

*"We are very happy about the new cooperation with Neuschwansteiner! Both our houses are connected via the perfect mix of tradition and the modern world as well as the ambition to offer our guests a unique gourmet and taste experience!"*



**Award winning 'Parkhotel Vitznau'** has been awarded a total of six impressive stars: MICHELIN gave three stars to the hotel itself, two for restaurant 'FOCUS' and one for restaurant 'PRISMA'. In addition, the hotel was named 'Gault Millaut Hotel of the Year 2014' and is a member of the 'Leading hotels of the world'.

**Mark Thomas Müller, 2015 F&B Manager Park Hotel Vitznau** said:

*"During the summer months, the Neuschwansteiner beer has been enjoyed with delight on our lake terrace. During the winter months, we now serve it in our bar. The noble presentation in the silver champagne cooler in combination with the stylish bottle design is amazing and was very much appreciated by our local and international guests."*

**Patrick Hoffmann, 2016 F&B Manager Park Hotel Vitznau** said:

*"Just like last year, during the summer months our guests can enjoy Neuschwansteiner beer on our lake terrace. Local and international guests very much like the stylish bottle design, especially in our silver champagne cooler, but since it has not been a rain-free summer so far, we accommodate the weather and recommend to enjoy this elegant and sparkling beer in our MICHELIN star restaurant PRISMA."*



# *EVENTS*





Neuschwansteiner premiered 2015 in Monaco at the annual Gala Dinner in honour of the 22nd World Stars Football Match in aid of Children around the World. The two teams were captained by SAS Prince Albert and Tennis No. 1, Novak Djokovic and former double F1™-World Champion Fernando Alonso.

**Mauro Serra, President of A.S. Star Team for the Children, Monaco** said:

*“We are delighted to have Neuschwansteiner as supporter of our charity Match. With its heritage and Ambassador H.R.H. Prince Leopold, it is a perfect partner.”*

*“With Neuschwansteiner we have discovered an incredible new brand and a completely new wonderful product! All Star team members, S.A.S. Prince Albert II, myself and our guests, were really surprised. We love this excellent beer, unique in the world. We have never tasted one like it! We hope Neuschwansteiner remain our perfect partner and official supplier for Star Team in the future. This is what we want in our Monaco Sport Association. We will support this brand and product to the maximum because it is really the best! It doesn't taste like normal beer. You don't drink Neuschwansteiner, you have a degustation! It is like a prestigious wine, but even better because the taste and feeling of the alcohol is completely different. It is just absolutely unique, simply a wonderful product!”*



**Amber Lounge** is a VIP nightlife experience where F1™ drivers, VIP guests and celebrities enjoy themselves at glamorous locations including Monaco, Singapore, Mexico City, Abu Dhabi, Shanghai, Valencia, Delhi and Barcelona. Founder Sonia Irvine is regarded as one of the pioneers of F1™ nightlife.

*“We are so delighted to partner with Neuschwansteiner“ says Sonia Irvine. “The brand's appreciation of fine craftsmanship and elegance are perfectly on par with my vision for Amber Lounge. Neuschwansteiner is a high end Luxury beer, a perfect fit for our high end VIP clientele who appreciated the refined quality and taste. My goal is to always give Amber Lounge clients the ultimate experience which in turn requires us to work with the most premium of beverages. A luxury beer for a luxury event, it suits perfectly!”*



Formula 1™ drivers and team principals unite annually for the star-studded ZOOM charity event in aid of **Great Ormond Street Hospital Children's Charity** **Christian Sylt, co-founder of Zoom**, says:

*“I'm pleased to welcome Neuschwansteiner as a Zoom sponsor for the second year running. It's wonderful that they continue to support this great cause.”*



Our friend Nicholas Frankl from **My Yacht Group** hosts luxurious parties and events, during the **Monaco Yacht Show**, the FORMULA 1 GRAND PRIX DE MONACO 2016 and other high end occasions, mostly in support of his longstanding charity partner, the Prince Albert II. of Monaco Foundation. Nicholas Frank said:

*“Neuschwansteiner is the finest tasting and classiest beer I know. Which makes it a perfect fit for our global guest experiences!”*



Together with stars from the UK’s film and television industries, Neuschwansteiner gathered in support at London’s Guildhall for the **British Film Industry’s LUMINOUS fundraising gala**. **CEO of the BFI, Amanda Nevill** said:

*“It was a wonderful night and I’m utterly thrilled at the way the film industry itself, and our fantastic supporters worked so generously with us to support the vital work of the BFI National Archive.”*



Neuschwansteiner joined ‘PRET A DINER’, a unique, much-loved pop-up dinner experience right in the heart of Berlin, for the **Berlinale**, February 09 until 27, 2016. **Sebastian Fiebiger-Grieger, from PRET A DINER (Kofler & Kompanie GmbH, National Sales)** said:

*“We are very happy that with Neuschwansteiner we have won a partner for PRET A DINER – THE AUDIENCE in Berlin, whose product matches our crowd perfectly: extravagant and unique, standing out from the masses. For many of our guests, this was their first contact with Neuschwansteiner-Edelmärzen and therefore also the first “Wow-Effect”. Simply experiencing PRET A DINER-Style.”*



Neuschwansteiner joined a fundraising event at the Lian Yi Museum in Hong Kong, showing the breathtaking ‘LOVE IS WILD’ photography collection **by award-winning photographer and founder of Project C:Change** to support wildlife. Sean Lee-Davies said:

*“Thanks for being our sponsor and being a supporter of the cause, Neuschwansteiner!”*





The **FELIX BURDA FOUNDATION** honours the most successful projects towards colon cancer prevention with the **FELIX BURDA AWARD**, with 2,65 billion contacts thanks to print-, radio-online-, and TV-coverage, one of the most sought-after networking-events of the German health-community.

**Carsten Frederik Buchert, Director Marketing & Communications, Felix Burda Stiftung** said:

*I have been curious about Neuschwansteiner for quite a while and therefore I am even more delighted that we are able to serve it to guests of the Felix Burda Award."*

Neuschwansteiner joined forces with the **Shangri-La hotel, Qaryat Al Beri** to support **Make-A-Wish Foundation® UAE** as the official welcome drink and beer at the fashion show's after party at famous restaurant **"Pearls and Caviar by Sergi Arola"**. **MICHELIN 2-star-chef Sergi** was impressed by our Neuschwansteiner beer!



**Nigel Essam of VIP hospitality firm Red Eye Events** hosted royalties, international sports and movie stars and high-flying guests on their yachts during the **FORMULA 1 GRAND PRIX DE MONACO 2016**.

*"With Christian Seitz and Neuschwansteiner on board our yacht and having the chance to let him experience our hospitality, we a great opportunity to prove to him our main philosophy: to provide top-class hospitality and high-end entertainment to our guests to ensure they have the best time", Nigel Essam said proudly, "our guests just loved Neuschwansteiner, and at first sight couldn't believe it was a beer as they had not seen one presented to stylish and elegantly. Even some ladies, who said, they'd never drink beer, tried and expressed their delight about the extraordinary taste and look. Over 750 different guests across the four days were able to see and taste Neuschwansteiner! We look forward to welcome Neuschwansteiner at future events of ours, hopefully very soon!"*



In Düsseldorf Gourmets celebrate the culinary-highlight of the year, the famous **Star-chef 'summit' Gourmet Festival Zurheide feine Kost** with altogether 33 German MICHELIN 'stars'. **Chief organiser Jörg Tittel** praises:

*"Neuschwansteiner is outstanding in that it is the only beer that is so elegant in taste and luxurious in design and presentation, that we are delighted to serve it in our exclusive Lexus VIP-area. It is the first time that we have a special beer: Neuschwansteiner, the best beer in the world, drunk from a champagne glass."*



*MEDIA*





Neuschwansteiner was featured in the 5/2015 issue of Germany's 'Manager Magazin', a highly rated business magazine, sharing the same issue featuring F1™ supremo Bernie Ecclestone and Red Bull Creator and owner Dietrich Mateschitz. Subtitled 'First hand business information', the monthly 'Manager Magazin', part of the 'Spiegel Group', is known to focus on business, finance and management stories. With a circulation of over 110,000 copies, it targets professional decision makers and key managers in Germany. The article headlined 'Beer-Boys', talks about the secretive 'Méthode Royale', the visions of Neuschwansteiner founder and CEO, Christian Seitz and 'The world of Neuschwansteiner'.



In their 6/15 issue, Germany's BUNTE magazine features the new in-drink Craft-Beer, headlining 'The cool beer for the young and wild'. The article quotes that Neuschwansteiner Edelmärzen is: "... as precious as Champagne - a luxurious amber-filtered beer: not a Craft, but a March beer, brewed under the Bavarian 'Reinheitsgebot' (purity law)."



"A crown for hops and malt, a special noble beer with a unique refining process", was the outcome of 'Location!'-magazine's recent Bavarian beer test, conducted together with gourmet-expert Ralf Bos, resulting in a full page feature.' Location!' has a monthly circulation of 53,000 in Muehlheim, Duisburg, Oberhausen und Essen.

German Falstaff, the largest magazine for wine and gourmet food, featured Neuschwansteiner in their June 2015 edition as a "noble full-bodied beer" and cites gourmet-expert Ralf Bos, stating: "In my view it is the best beer in the world!" Falstaff publishes three editions, for Germany, Austria and Switzerland and has a total circulation of 140,000. It is a high-end magazine with a perfect combination of lifestyle and well researched information, top features with a special style, aesthetics and design.



A MICHELIN Restaurants-article headlined "Selected champagne, the best beer in the world and your very own chauffeur-service", quotes organizer Jörg Tittel: "Our highlight is the exclusive Lexus VIP-area: guests have their own shuttle-chauffeur-service, a special champagne by Lallier (Zéro Dosage) and the 'Champagne amongst beers', Neuschwansteiner, the best beer in the world, drunk from a champagne glass."







“From Munich to Macau – how to market a high-end beer in Asia” is the title of an article by Jenny Chan, featuring our Neuschwansteiner Edelmärzen favourably on **Campaign live US and Asia**. The story refers to the revolutionizing match between our Royal German beer and Cantonese culture and cuisine: Neuschwansteiner and Fook Lam Moons delicious gourmet food in Hongkong, pairing our exclusive amber March-beer with spicy Cantonese delights.

**Macao Daily Times** author Jacky I.F. Cheongs headlined a lovely feature about our brand Ambassador H.R.H. Prince Leopold, ‘The Bavarian Royalty’, referring to Neuschwansteiner as: “... the truly sublime beer.. If German beer needed a showcase piece, it would be Neuschwansteiner. This beer is no less than Bavarian and German history in a bottle, best enjoyed alongside a Richard Wagner opera.”

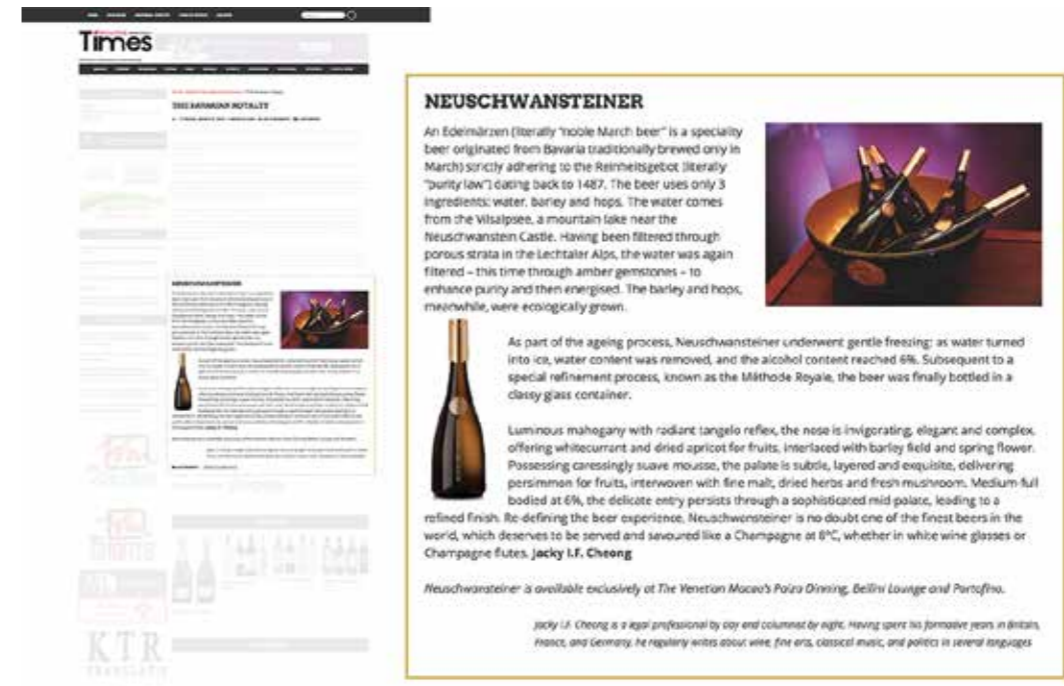


“A beer like no other” headlined **‘Lifestyle Asia’** an article in their section ‘weekly obsession’. Author Nik Addams states: “This exclusive märzenbier (‘March’ beer) will convert even the most fervent non-beer drinkers. It takes a beer of pretty remarkable quality to capture our attention, but the newly-launched Neuschwansteiner (try saying that three times quickly after a couple of glasses) has managed to do just that.”

Referring to the combination of Neuschwansteiner with the gourmet creations of our partner FOOK LAM MOON, Lifestyle Asia comments: “ It’s great with the delicate yet hearty dim sum on offer there – not a pairing one might expect, but a pleasing one nonetheless.”

According to **‘Monaco Life’**, Monaco’s premier online source, our friend Nicholas Frankl from **My Yacht Group** hosted the **‘Classiest Party at the 2015 Monaco Yacht Show’**.

‘Monaco live’ mentioned us nicely: “Guests enjoyed ..... the new ,luxury‘ beer Neuschwansteiner while feasting on truffle risotto and entertained by live jazz.”

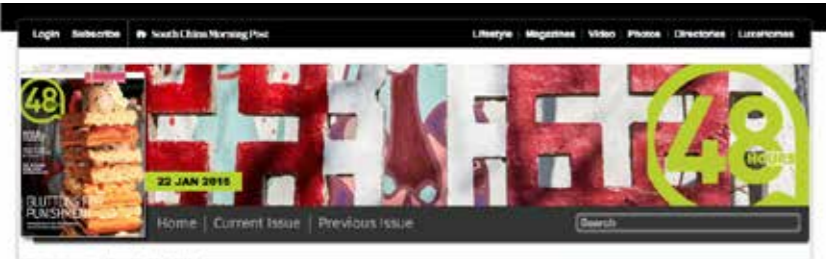




In “48 hours”, the food and wine magazine of the **South China Morning Post**, Barry Chung wrote: “Taste it and you know why it’s so pricey: dark-golden, full-bodied beer. Rare German brew Neuschwansteiner Edelmärzen is now available, of all places, at the lavish Fook Lam Moon Chinese restaurant (G/F Newman House, 35-45 Johnston Road, Wan Chai).”



The popular **‘FEEL GOOD-newsletter’**, sent to 22.000 readers of travel- and lifestyle-magazine FEEL GOOD, a bi-annual magazine with a circulation of 80.000 and produced by Momberg Media featured Neuschwansteiner. Titled “NEUSCHWANSTEINER: A noble beer for special occasions” in which the author refers to “a visionary noble March beer, an homage to the legendary castle and it’s charismatic builder”.



**HK\$550 beer - taste it and you'll know why it's so pricey**

**BAVARIAN BEER**  
Rare German brew Neuschwansteiner Edelmärzen is now available, of all places, at the lavish Fook Lam Moon Chinese restaurant (G/F Newman House, 35-45 Johnston Road, Wan Chai). Named for the castle that sits deep inside the ancient forests of Bavaria, this dark-golden, full-bodied beer is made from the purest ingredients and brewed under a process dubbed the “rotisole royale”. It comes in a champagne-like bottle with a gold seal and screw top. It will set you back a hefty HK\$550, but once you taste it, you'll know where the money went.



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High end gourmet-magazine **‘Port Culinaire’** features a story about our Neuschwansteiner beer, specifically focusing on our top-quality ingredients, stating: “The water source next to the brewery near the castle by luck delivers the best “alpine water of highest purity with a softness untypical for the region”. In addition, **‘Port Culinaire’** explains how Neuschwansteiner uses:

*“Only the best hop from the best farmer in the best hop area of the world (Hollédau)”. The Gourmet experts go back to medieval history to explain how Neuschwansteiner has become the “best beer in the world”. We particular like the page where the author cites people commenting “this is the damn best beer of my life”, putting Neuschwansteiner on level with Cognac Richard, Champagne Krug Clos d’Ambonnay and Domaine de la Romanée-Conti, “those four are the best of their class”.*



“A perfect unit, in every single drop” – this is how **‘Inspiration’ magazine**, reported it to the gastronomic business, sommeliers, barkeepers and connoisseurs. It describes Neuschwansteiner as “A beer like a castle”, ‘Inspiration’, stating that every sip increases the enthusiasm for it.

The MICHELIN Guide clearly is recognized as THE gourmet bible world-wide. Their own online magazine **MICHELIN Restaurants** published an entire article about Neuschwansteiner, even recommending our beer as “... a perfect Valentine’s day gift for her and him!”

