



## **PRESS RELEASE - OFFICIAL LAUNCH OF WEST MAYO BREWERY'S FRANCONIAN BEER**

West Mayo Brewery of Islandeady are about to officially launch their latest beer 'Franconian', which has recently gone on sale locally. Caroline and Iain Price were inspired to make Franconian, a smoked beer, after visiting Höchststadt an der Aisch, a town in Northern Bavaria that is twinned with Castlebar and a place where they encountered many versions of smoked beer. They came home and developed a recipe using beech-smoked malt sourced from Franconia in Bavaria and put their own distinctive mark on their Irish version of this very special smoked beer.

The launch is to take place at 8pm on Wednesday November 2<sup>nd</sup> in Bar One Castlebar under the keen eye of Mark Cadden, a leading light in the championing of local Mayo craft beers. To mark the occasion, Sarah and Sean from De Búrca Traditional Butcher Shop on Main Street Castlebar have developed a bratwurst- style sausage made using the warm smokiness of Franconian Beer. De Búrca's produce international award-winning handmade sausages and this is their first attempt at a smoked version. It's called the Franconian Frank and both the beer and the sausage can be tasted for free on the night!

And if that wasn't reason enough to head down to Rush Street on Wednesday night, West Mayo Brewery, Bar One and De Búrca Traditional Butcher Shop have all three received news this week that they are to be awarded the McKenna Guides plaque, a respected badge of merit in Irish contemporary food, for 2017 – their third year in a row.



## Oileán Éadaigh West Mayo Brewery

### Franconian (5.0% ABV)



- Franconian is an Irish brewed German style smoked beer including beech smoked malt from Bamberg in Franconia (Northern Bavaria)
- Ingredients: water, malted **barley**, hops, **yeast** (allergens are in bold)

#### Additional Notes:

1. Barley is the only cereal used in our beers (no wheat – so lower gluten content than many beers, but beer is **not** gluten free)
2. Islinglass finings are not used so our beers **are** suitable for vegans/vegetarians
3. There are no additives or preservatives used in our beers

**Food Pairing:** This Irish-Franconian marriage will linger on the palate and can be enjoyed with the Bratwurst of your choice, meaty steaks and with Franconian carp, or simply enjoy it on its own!

