**Alhambra Reserva 1925 honoured at the**

**World Beer Awards**

*Every year, the World Beer Awards crown the best international beers by categories and in 2016 the Alhambra Reserva 1925 was recognised as the best Spanish Strong Lager*

**Madrid, 13 October 2016 –** Alhambra Reserva 1925 has been honoured with a great distinction in the eighth edition of the *World Beer Awards*, which evaluate and crown the best beers in the international market. **Alhambra Reserva 1925** was crowned as the winner of the **Country Awards** in the category **Spain's Best Strong Lager 2016**.

The **World Beer Awards** is one of the most important international awards in the brewing industry. Each year, they crown the best varieties in up to eight world-renowned beer categories. Each of these categories is classified based on the origin of the beers, although some types are, by definition, regional or national, as per their provenance.

Cervezas Alhambra embodies the knowledge and passion for the preservation of Spanish art of brewing. An art that does not adhere to conventionalism and that transforms its creations into unique and singular reinterpretations. The careful selection of the best ingredients, along with an exacting creative process based on effort, dedication and brewing expertise, bestows Cervezas Alhambra its unique and distinctive temperament.

With this new international recognition, the brewery from Granada consolidates its purpose of producing beers that blend tradition and innovation with the highest quality, thus reinforcing its position among the best Premium beers in the market.

**Alhambra Reserva 1925, Spain's Best Strong Lager 2016**

Mysterious and captivating, Alhambra Reserva 1925 is the iconic beer of the Cervezas Alhambra brewery. With intense character and a full body, Alhambra Reserva 1925 is the reinterpretation of the Bohemia Pilsen style, produced with a breed of ‘Saaz’ hop, one of the most exclusive in the world. Its rich and exquisite flavour and its distinctive presentation, a singular green bottle with no label, create an exceptional beer, apt for the most distinguished palates. Its colour, somewhere between amber and gold, reveals the ever so special character of Alhambra Reserva 1925. An intense aroma, it mixes hints of toasted grains with lightly floral and spiced nuances, characteristic of Saaz hop. When delving into its flavour, the toasty hints of caramel complement the moderate bitterness. In palate, hints of grains and hop, providing a distinctive character and conveying the perfect touch of bitterness.

*Website: www.cervezasalhambra.com*

*Swedish Distributor: Brewery International AB*

*Website: www.brewery.se*

*Contact Person at Brewery International: Stefan Schnitzler*

*Tel: 0730 74 52 12*

**ABOUT CERVEZAS ALHAMBRA**

*Born in the city of Granada in 1925, belonging to the 100% Spanish-owned family-run and Spain’s leading brewing company Mahou San Miguel, Cervezas Alhambra has been producing Premium (specialities) range beers for decades, through meticulous artisan production processes. Its product range includes four beers: Alhambra Reserva 1925, Alhambra Especial, Alhambra Tradicional and Alhambra SIN, renowned for their exceptional quality and unique flavour. For further information, visit the Cerveza Alhambra’s corporate website: www.cervezasalhambra.com*

**ABOUT MAHOU SAN MIGUEL**

*100% family-owned Spanish Company, leader in our country’s beer industry with a 35,5% share in production. It has eight brewing centres, seven in Spain and one in India, two water springs along with their packaging plants, and a team of more than 2,800 professionals. The firm's history dates back almost 125 years, beginning with the birth of Mahou in 1890. Since then, it has never stopped growing. In 2000, Mahou bought San Miguel. In 2004, it incorporated Canary Islands brand Reina and in 2007, Cervezas Alhambra. It also diversified its business with the acquisition in 2011 of Solán de Cabras. The company’s extensive national beer portfolio includes Mahou Cinco Estrellas, San Miguel Especial, Alhambra Reserva 1925 or pioneering products in their category such as San Miguel 0,0% and San Miguel ECO. It also has a wide range of international beers as a result of agreements with partners such as Carlsberg and Warsteiner, among others. Internationalisation is one of the company’s main strategies for business development. It produces more than 70% of exported Spanish beer and is present in more than 70 countries.*

*www.sanmiguel.com*