



NEWS RELEASE

Lindemans Strawberry Lambic

When the most noble of fruits meets the most magical of beers

Vlezenbeek, Belgium - Seattle, WA (September 6, 2017) – Family-owned Lindemans brewery, Belgium’s largest independent lambic brewery, is proud to introduce its latest addition to their fruit beer line, **Lindemans Strawberry Lambic**. It is the brewery’s first new fruited lambic in over a decade. Choosing strawberry, one of the most noble of fruits, was easy: the complex sweetness of the fruit matches perfectly with the sourness of lambic, resulting in a unique balanced marriage of sweet and sour. Furthermore, strawberries were once widely grown in the Senne Valley, the only region where lambic can be brewed.

“We have been thinking of a strawberry lambic for a long time,” says Geert Lindemans, Managing Director of Brewery Lindemans and sixth generation in his brewing family.

“It took us several attempts to get the absolute perfect balance in this new beer,” adds Dirk Lindemans, cousin of Geert and Co-Managing Director of the brewery. “Our huge expertise in blending fruit lambics unfortunately doesn’t guarantee we get it right from the first attempt. Finding the perfect balance took us countless batches and a lot of patience. But, we are very proud of the result of this process.”

Available in 12 oz, 25.4 oz bottles, and 25L (6.6 gal) kegs, Lindemans Strawberry Lambic is an exciting new variety for the Lindemans brewery that was developed specifically for the ever-developing demands of the US market. First imported to the US in 1979 by Merchant du Vin, Lindemans beers are the top-selling lambics in America and have helped build the fruit beer category in the United States.



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For 39 years, Merchant du Vin has imported Europe’s classic beers from globally respected breweries. Today they supply the US market with Samuel Smith’s from England; Traquair House from Scotland; Ayinger and the organic beers of Pinkus from Germany. Our offerings from Belgium include Lindemans lambics, Green’s gluten-free beers, Du Bocq and the Trappist beers of Orval, Westmalle and Rochefort.

Merchant du Vin, Specialty Beer Importers Since 1978
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