

Pinkus Jubilate Organic Dark Lager



Seattle, September 3, 2008

Merchant du Vin and Pinkus Brewery are proud to announce the introduction of **Pinkus Jubilate**, a rich dark lager that is Certified Organic by the USDA. First brewed in 1966 to celebrate the 150th anniversary of the Pinkus Brewery, Jubilate has not been exported to the US until now. Look for Pinkus Jubilate nationally starting in September.

Before the second half of the 19th century, all beers were dark. Jubilate pays tribute to the classic and traditional German lagers of old, with a captivating amber-brown color and a deep, rich flavor with caramel and toffee nuances. The finish is subtle, featuring elegant German Hallertau hops. Jubilate pairs especially well with hearty fare and classic German cuisine: smoked meats, potatoes & sauerkraut; hearty bread and deli sandwiches; or root vegetables.

Pinkus Brewery, founded in 1816, is located in the city of Munster, in the northwest of Germany. It's still family owned and made a commitment to full organic production in 1980, becoming the first modern brewery to do so. All malt and hops used in Pinkus beers are organic, certified by the USDA-accredited ABCERT GmbH.

September is Organic Harvest Month, designated by farmers, restaurant operators, and stores to enhance awareness of organic farming and food production, where no chemical fertilizers or pesticides are used, thereby reducing the possibility of unwanted side effects in the environment. Organic producers must follow strict rules, they must buy certified organic ingredients, and they are also inspected by certifying agencies. Organic production represents a decision to do the right thing for the planet, even if it takes more work and has additional costs - Jubilate Dark Organic Lager can be your way to help save the planet this September.

Merchant du Vin imports Samuel Smith from England; Traquair House from Scotland; Ayinger & the organic beers of Pinkus from Germany; and Zatec from the Czech Republic. Our offerings from Belgium include Lindemans lambics and Green's gluten-free ales as well as the Trappist breweries of Orval, Westmalle, and Rochefort.

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