

# CHANGE BREWING: NEW CULTURE FOR GOURMET BEER

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Beer : BraufactuM : Brewing



**Frankfurt – The new gourmet label from the Oetker group, BraufactuM, has launched a range of gourmet beers.**

Created by Wiesbaden-based design agency Flächenbrand, the collection is designed to establish a 'new style of brewing culture' in Germany through imported, limited-edition brews to be produced in small batches.

As with wine, beers are described in relation to the food they will be served with. You can choose from a raspberry-flavoured aperitif, the ideal beer to go with your meat or an appropriate accompaniment for dessert that sprays a subtle scent of tobacco.

For more on the changing attitudes to beer consumption read an article about the new beer connoisseurs.