



THE BREW REVIEW

Crafting The Perfect Pour

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Crafting Memories: A Toast from Our Master Brewer

Welcome to the grand launch of the brewery!

Our journey began with a simple idea: to craft exceptional beers that would captivate the senses and bring people together.

And now, standing before you, I am proud to say that we have turned that idea into reality.

From selecting the finest ingredients to perfecting our brewing process, every step has been infused with care and attention to detail.

Our team has poured their hearts into creating brews that not only satisfy the palate but also tell a story of craftsmanship and innovation.

Cheers!

Adithya S Eashwaran
Master Brewer

Embracing a New Era: A Message from Our Sr.Vice President

We are here to celebrate the remarkable growth of microbreweries in India. In recent years, these craft beer havens have sprouted across the nation, transforming the beverage landscape and offering a unique taste of innovation.

The rise of microbreweries signifies more than just a shift in consumer preferences; it represents a cultural revolution.

These establishments are not merely places to drink, but hubs of creativity, where master brewers concoct unique flavors and push the boundaries of tradition.

Let us continue to support and savor the growth of microbreweries in India, celebrating the innovation they bring to our glasses and our communities. Cheers to the journey ahead!

Murugan C
Senior Vice President



ESSENCE - The Grand Opening!

From the humble beginnings of a dream to the clinking of glasses in celebration, our journey to this day has been one of dedication, creativity, and unwavering commitment to quality. As we stand here amidst the gleaming stainless steel tanks and the aroma of freshly brewed hops fills the air, we are filled with pride and gratitude for each and every one of you who has supported us along the way for grand opening of microbrewery.

We are thrilled to bring you exciting news from Accord Hotels & Resorts in Pondicherry. Their newly launched brewery called **"ESSENCE"** is now open, offering a unique and refreshing experience for all beer lovers. As the world's largest brewery equipment manufacturer, Prodeb brewery is proud to associate with the Accord Hotels & Resorts, Pondicherry for the complete Brewing Solutions, Technology and Equipments.

The official inauguration of Accord Hotels & Resorts' Brewery, a momentous occasion that marks the beginning of a new era in craft beer excellence. As we raise our glasses to toast this exciting venture, we are honored to have the esteemed Founder of Accord Hotels & Resorts, Puducherry, grace us with their presence and ribbon cutting ceremony was celebrated.

The chief guest has tasted our beer at the opening ceremony which is a great way to showcase our product and garner support from influential figures. The featured music was like adding ice cubes to the beer that creates a memorable experience for the brewties! It's a chance to showcase our craftsmanship and passion for brewing to the community. It's a wonderful way to introduce our style of brewing beers to the community and set the tone for future success.



ACCORD PUDUCHERRY

ESSENCE

**The Spirited
Essence**

Of Accord!

Join Us for the
Grand Launch
of Essence Brew at Accord Puducherry,

the latest microbrewery in town on the
23rd April!
@ 6 PM

Witness an unforgettable time with
an array of meticulously crafted brews,
each infused with our passion
of brewing a tasteful experience.



PRODEB CRAFTING SOLUTIONS

Congratulates ACCORD HOTELS AND RESORTS

**GRAND OPENING
of
MICROBREWERY**

Prodebbrewery is proud to associate with *Accord Hotel, Pondicherry*
for the Complete Brewing Solutions, Technology & Equipments

Tuesday
April 23, 2024

Craft Beer is brewed by our expertise team of *Master Brewers*

www.prodebbrewery.com

Crafting Beer With Our Master Brewer



At Accord Hotels & Resorts' brewery, we take pride in brewing a wide variety of exceptional beers that cater to every taste bud. Our expert team of master brewers has meticulously crafted a range of beers to satisfy even the most discerning palates.

Under the leadership of **Aadithya S Eashwaran**, our esteemed **Master Brewer**, who has attained a **Masters in Brewing & Distilling from Heriot-Watt University, Edinburgh**, we are prepared to revolutionize the brewing craft.

Aadithya's journey in the brewing world extends beyond borders, with his expertise as a Head Brewer for "**American Brew Works**" in India and his involvement in numerous brewing contracts worldwide. His passion for pushing boundaries and exploring new horizons is evident in every aspect of our brewery.



Discover Our Brews: Exploring the Variety of Beers on Tap

In this month's newsletter, we're excited to showcase the diverse range of beers we've brewed just for you! From crisp lagers to robust stouts, there's something to tantalize every palate. Here's a glimpse into the types of beers we've crafted

Apple Cider: Apple cider beer is a beverage that combines elements of both beer and cider. Experience the crisp and refreshing taste of our apple cider, made from the finest handpicked apples. This creates a beverage that retains the fruity flavour of the cider but also has the characteristic effervescence and some of the flavour associated with beer. With its balanced sweetness and tanginess, this cider is the perfect choice for those seeking a fruity twist in their beer. It's a popular choice among those who enjoy both cider and beer, as it offers a unique blend of flavors from both beverages.

Trippel: Trippel beers have a rich history rooted in traditional Belgian brewing, originally brewed with sugar derived from beets, the twist in the recipe is the use of Indian palm jaggery to bring out different complex aromas. Trippel beers offer a captivating drinking experience characterized by their complexity, depth of flavour, and ability to age gracefully over time. They often have a complex flavour profile, featuring fruity esters (often reminiscent of bananas, pears, or apples), spicy phenol (such as clove or pepper), and a moderate to high level of hop bitterness. Trippels are usually highly carbonated, providing a lively mouth feel and enhancing their drinkability despite their strength. They are best enjoyed in a chalice or tulip glass to fully appreciate their aroma and complex flavour.

German Pilsner: German Pilsner, also known as "Pils" or "Pilsner," is a style of pale lager that originated in Germany. It's one of the most popular beer styles in the world and is known for its crisp, clean taste and refreshing character. German Pilsners are pale golden-yellow in color, often with brilliant clarity. They typically have a dense, frothy white head. Overall, German Pilsners are known for their clean, crisp taste and high drinkability. They are a popular choice for warm weather or as a session beer due to their refreshing nature. German Pilsners are beloved for their impeccable balance, refreshing character, and timeless appeal.



Tropical India Pale: Tropical India Pale Ale or Tropical IPA, a style of beer that combines the hop-forward characteristics of an India Pale Ale (IPA) with tropical fruit flavour and aromas. Tropical IPAs use hops known for their tropical fruit aromas, which can include notes of mango, pineapple, passion fruit, guava, and citrus. IPAs often have pronounced hop bitterness, although it is balanced by the sweetness from the fruit and malt. They typically have a golden to amber colour, similar to other IPA styles, with good clarity and a creamy off-white head. Tropical IPAs are popular among craft beer enthusiasts for their vibrant and refreshing flavour, evoking images of sunny beaches and exotic locales. They offer a twist on the traditional IPA style, adding an extra layer of complexity and tropical fruitiness.

Witbier: Witbier, also known as Belgian Wit or simply Wit, is a style of wheat beer that originated in Belgium. It's characterized by its refreshing, fruity, and slightly spicy flavor profile, often with a cloudy appearance. Witbier is brewed with a significant proportion of wheat malt, which contributes to its cloudy appearance and smooth, creamy texture. Witbiers are traditionally brewed with a blend of spices, most commonly including coriander and dried orange peel. These spices add complexity and a subtle spiciness to the beer's flavour profile. Witbiers are often pale straw to light golden in colour and have a cloudy appearance due to the suspended yeast and protein from the wheat malt. Witbier is a versatile and approachable style of beer, loved for its light and refreshing qualities, subtle spiciness, and citrusy notes. It's a perfect choice for those seeking a flavourful and easy-drinking beer, particularly during the summer months.

German Hefeweizen: German Hefeweizen, also known simply as Hefeweizen, is a traditional wheat beer style that originated in Bavaria, Germany. It's renowned for its unique flavour and distinctive appearance. Hefeweizen is primarily brewed with a significant proportion of wheat malt. Hefeweizen is traditionally unfiltered, resulting in a cloudy or hazy appearance. German Hefeweizen is celebrated for its unique yeast character, cloudy appearance, and refreshing taste, making it a beloved style among beer enthusiasts worldwide. German Hefeweizen is a beloved style among beer enthusiasts for its unique flavour, refreshing nature, and cultural significance in Bavarian beer culture. It's a versatile beer that pairs well with a variety of foods, making it a popular choice for both casual and formal occasions.



Join the Craft Beer Community

As a valued subscriber, we invite you to become part of our growing craft beer community. Stay connected with us to receive exclusive offers, updates on new beer releases, and exciting events happening at our brewery. Plus, gain access to special tasting sessions and brewery tours where you can learn more about the art of brewing and get a behind-the-scenes look at our state-of-the-art equipment.

To ensure you never miss a sip, subscribe to our monthly free newsletter on craft beer industry by visiting our website or simply replying to the email with "**Subscribe**" in the subject line. Don't forget to follow us on social media for a sneak peek into the world of brewery. We can't wait to welcome you to our brewer's world and share our passion for crafting exceptional beers. Come and experience the flavour that will tantalize your taste buds and leave you with memories worth toasting to!

Cheers to a successful grand opening of the Brewery & Brewties!



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Prodeb Brewery Technology Belgium (P) Ltd.,

712, Shivai plaza, Andheri Kurla Road.,
Andheri East, Mumbai - 400059.

Ph : +91-9483525500 Toll Free : 1800 425 20000

E-mail : info@prodebbrewery.com

Website : www.prodebbrewery.com

Global Offices

USA

439 N Briery Road, Briery Industrial Area,
Irving, TX 75061
+1 267 7339 732
Toll Free: 1-(888)-270-2217
info@prodebbrewery.com

UAE

G1 -03, Ajman Free Zone, Ajman, UAE
Ph : +971527383123 / +971600588026
info@americanbrewworks.com

AUSTRALIA

+61363877084
info@americanbrewworks.com

UK

+44 20300 27711
info@prodebbrewery.com

CANADA

+1-(403)-469-4015
info@prodebbrewery.com

Branch Offices

CHENNAI

7, Parivakkam Road, Leelavathy Nagar,
Senneerkuppam, Ponnammallee - 600 056
Ph : +91 - 44 - 28362461 - 71
info@prodebbrewery.com

BENGALURU

4th Floor, Novel Office,
No:8/2, Yellappa Chetty Layout
Ulsoor Road, Bangalore 560 042
1-800-425-20000
+91-9483525500
info@prodebbrewery.com

DELHI

No 55, First Floor, Connaught Place,
New Delhi. Pin Code : 110001.
+91-9483525500
info@prodebbrewery.com

HYDERABAD

+91-94835 25500
info@prodebbrewery.com