

THE HERBALIST



MEDIA RELEASE FOR IMMEDIATE USE

The Herbalist Beers - a new twist on beer and food matching

April 2017, Auckland

With the rise in craft breweries, the New Zealand beer category has become a far more interesting scene than it was ten years ago. Rather than the old criteria of 'wet, cold and thirst quenching' modern consumers are looking for different hop varieties, malt complexities and interesting flavour profiles. Enter The Herbalist: a new range of herbal-infused beers specifically designed for food matching.

It's a great concept. The Rosemary and Liquorice Ale is the perfect match for lamb dishes, Nettle and Bilberry Lager is fabulous with fish and the Manuka Ale goes stunningly with barbecue or spicy dishes. Or you can freestyle it and serve whatever brew you think will go with what you've got on the stove - or that platter of 5pm nibbles!

Husband and wife team Rebecca Stenbeck and Grant McKain have developed this range together incorporating their collective craft brewing skills with Rebecca's extensive knowledge of herbs. They also developed it as people who love great cuisine and wanted a beer that went well with food. And The Herbalist is more than just a name, Rebecca is in fact a qualified herbalist - and naturopath.

"I designed the flavours for my tastes initially but found they were attractive to other people too." says Rebecca. "We find they often appeal to women, even those who ordinarily don't drink craft beer. Having said that, we've had a lot of keen blokes at tastings too - especially with the Manuka Ale which has a bit more bitterness from both the herbs and the hops. We've been surprised at how many wine drinkers we've converted. I think it's because of the layering of the flavours that occurs when you use herbs."

Brewing is not new to this family. In fact if Rebecca's Nana Doreen was alive today she'd be so proud of her granddaughter carrying on the family tradition. Doreen made home brew regularly – in a huge manual washing machine wringer bowl, well into her seventies. Rebecca has grown up making, sewing, growing and producing all manner of things and is thrilled to be making a product so many people enjoy.

In a very short time, The Herbalist beers have made a big splash in the craft beer space providing exciting flavours to enhance and complement all kinds of food.

ENDS

For more information contact Rebecca on 021 940 385 or visit www.theherbalist.co.nz