



## Canadian Beer Importer adds 'Sudden Death' to beer collection

TORONTO –McClelland Premium Imports' beer collection now includes award winning Belgian lambic **Mort Subite**. Translated as 'sudden death,' Mort Subite is named after a dice game played at a famous cafe in Brussels, but don't let the name intimidate you. This fruit lambic, available in both Kriek (sour cherry) and Framboise (raspberry), has a delicate aroma and flavour of fruit.

"We strive to bring Canadians the best beers from around the world and Mort Subite fit the bill. From its signature champagne cork - to its romantic history and original lambic style, it's truly a unique, delicious beer loved by beer drinkers and self proclaimed 'non-beer drinkers' alike." says Guy McClelland President of McClelland Premium Imports.

Mort Subite is an all natural lambic fruit beer, aged up to 5 years, and made using the oldest method of brewing known to man: spontaneous fermentation. A beer can only bare the lambic stamp if it's spontaneously fermented by the airborne wild yeasts found only in the Senne River Valley near Brussels.

Heralded as 'the beer world's answer to a Kir as an aperitif,' by the late beer writer Michael Jackson, Mort Subite is an excellent substitute for champagne and sparkling wine. Try serving Mort Subite well chilled in champagne flutes at your next party.

Mort Subite Kriek and Framboise is available across Canada and is the only lambic beer available in the LCBO, SAQ and the BCLDB.

Mort Subite Kriek was the 2011 gold medal winner at the International Brewing Awards and was selected as the Best Fruit Beer at the 2011 International Beer Challenge.

### About McClelland Premium Imports

McClelland Premium Imports (MPI) was founded in 2003 with the mission of bringing Europe's finest, most authentic beers to Canada from key regions of discovery such as: Belgium, Germany and Austria. Staying true to that goal, MPI only imports 'pure' beer including several Bavarian Purity Law beers.

MPI's beer collection includes: Affligem Blond Abbey, Delirium Tremens Tripel, Erdinger Weissbier, Erdinger Dunkel, Fruli Strawberry, Stiegl, Stiegl Grapefruit Radler and now Mort Subite Kriek and Framboise Lambic.



McClelland Premium Imports



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