



From the same brewery that brings you Delirium Tremens, Früli Strawberry Wheat will convert any self proclaimed 'non-beer drinker.' With 30% pure strawberries, and the addition of coriander and orange peel, Früli offers a low glycemic, low calorie traditional fruit beer with added benefit; as an unfiltered wheat beer, Früli exhibits a high B-vitamin complex which promotes healthy skin and hair, while also helping to prevent memory loss and migraines. Früli is a sweet brew but boasts a natural palate, with no colourings, artificial ingredients, or sugar added - just the innate sweetness of the strawberries' fructose. Juice, not essence, is used in the brew, which delivers the crucial taste and texture difference, making Früli a smooth beer with mass channel appeal.

Fruit Beer: Beer Barbarism or Creative Cool?

Although a faux pas to the Germans who created the Reinheitsgebot, fruit has actually played a major role in the brewing of beer. Prior to the discovery of hops, fruits like pomegranates and dates were used in ancient Egypt to flavour and spice beer - a staple of early Egyptian cuisine. The Belgians, rebels of the brewing realm, revived this ancient tradition and brought it to the foreground of modern brewing by adding fruit to their wheat and lambic ales, creating classics like kriek and framboise that are equal parts thirst-quenching and innovative. Früli is a perfect introduction to the artistic inventions of the Belgian beer market.



“Früli is a high quality Strawberry Belgian fruit beer, produced at a craft brewery in Melle near Ghent in Belgium.”

To preview our full range of beers please visit:
WWW.MCCLELLANDBEERS.CA





Früli

STRAWBERRY BEER



Style

Fruit Belgian Wit



4.1%

Apperance

Bright ruby-pink colour with amber hues, slightly cloudy

Nose

a burst of strawberry with subtle notes of orange peel, sour candy, banana, fresh cut melon, and coriander

Flavour

sweet body of fresh-pressed strawberry juice and bubblegum with sharp citrus notes and a touch of sourness; a soft texture plays with a lively effervescence on the tongue leading to a sustained yet refreshing finish

Available Sizes and Format:

Bottle: 330 mL

Keg: 30 L

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