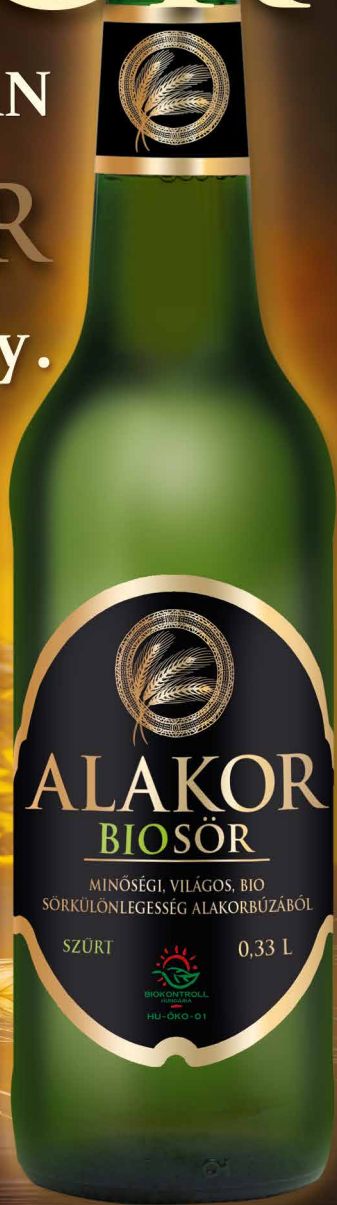
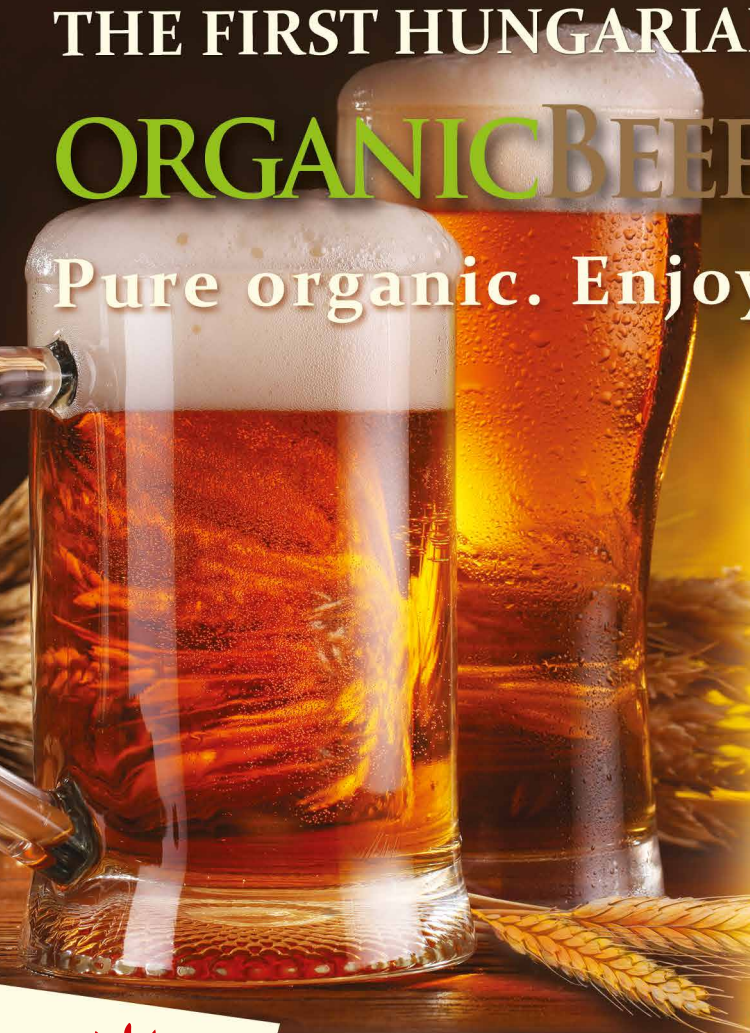


ALAKOR

THE FIRST HUNGARIAN

ORGANIC BEER

Pure organic. Enjoy.



www.alakorsor.com

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WHAT IS EINKORN WHEAT?

Einkorn wheat (in Hungarian „alakor”, which is the name of the beer brewed from it) is an ancient, 10 thousand-year-old wheat species. This special wheat variety was organically bred using a unique method in the Centre of Agricultural Research of Hungarian Academy of Sciences in Martonvásár. After several years of research work, it was first cultivated on the organic lands of the Körös-Maros Biofarm in Gyula.

Using this crop, which is ideal for organic production, the recipe of the first Hungarian organic beer was developed at the Department of Brewing and Distilling at Corvinus University of Budapest. Based on this, the brewing of Alakor beer was launched in a craft brewery in the spring of 2013.

WHAT MAKES IT DIFFERENT?

The antioxidant and micro-element content of einkorn wheat, the main raw material of the beer, is higher than traditional cereal malts used in the brewing industry. In addition, the special brewing and conditioning procedure preserves the valuable characteristics of einkorn wheat.

SENSORY EVALUATION OF THE FIRST MARKETED BATCH OF ORGANIC EINKORN BEER

This is an amber-coloured beer with a fat white head and tiny sparkling bubbles. Its scent conveys both the sweet character of caramel malt and the fresh citrus aroma of three types of hops, well confirmed by the rich aroma of top-cropping yeast. Its taste carries the grainy character and fullness of einkorn wheat, with the gentle, noble bitterness of hops appearing at the end of the taste.

Alcohol is well-hidden in the taste and aroma of the product.

WHAT MAKES IT ORGANIC?

Today, this is the only certified organic beer produced in Hungary. It has earned this title due to the fact that all components are exclusively sourced from organic farms. In short, this means that no synthetic plant protection products, artificial fertilizers, soil sterilants, or other artificial materials are used during their production.

The auditors of Biokontroll Hungária supervise the complete process from the cultivation of wheat to bottling, and enforce rules established specifically for the production of organic beer which are much more stringent than the EU regulations in effect. Consumers may directly make sure of all this as each bottle features a unique serial number, a QR code and a web address. These last two are linked to a web site where the origin of components, the place and time of bottling, as well as the organic certificate are all available based on the serial number of the given bottle.

dr. Beáta Vecseri Hegyesné

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HU - ÖKO - 01
EU mezőgazdaságból



BIOKONTROLL
HUNGÁRIA

HU-ÖKO-01

Alakor is available in the 0,33 l bottle as shown, which is currently the only make and size, and comes in shrink wrapped packs of 12.