



Lahnstein, January 2021

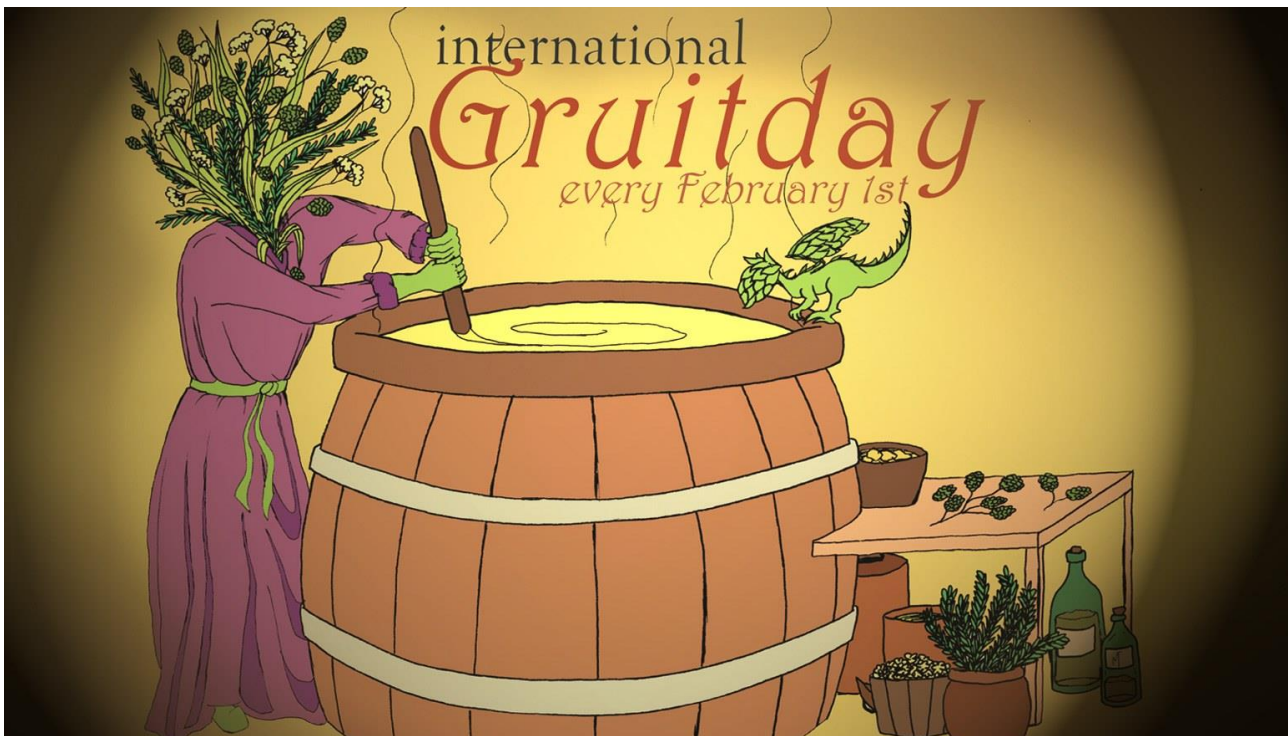
PRESS RELEASE:

[WWW.GRUITDAY.BEER](http://www.gruitday.beer) - homepage of International Gruitday

One should celebrate the parties as they come!

Sayings like this we know in many languages. In this way beer offers large opportunities in an even larger number of celebration days. Maybe the most famous one is the official „Tag des deutschen Bieres“ – day of the german beer – on April 23rd, originating in 1516 when german purity law was announced.

Some days younger but even more special is International Gruitday on February 1st. This International Gruitday was created to celebrate Gruitbeer, a beer with herbs instead or in addition to hops, according to medieval traditions and recipes. In former times hops were not available for brewers in most regions. So they had to use herbs like gale, porse, rosemary, caraway or laurel to provide taste and shelflife to their beers.



Starting page of www.gruitday.beer with its mascot „Grutie“ and the hopdragon



www.lahnsteiner-brauerei.de

info@lahnsteiner-brauerei.de

Steve Beauchesne from Beaus All Natural Brewing Company, Vankleek Hill, Ontario, Canada, founded International Gruitday in 2013. He established www.gruitday.com as his webpage to inform and to network about gruitbeer. In 2018 more than 60 brewers from all continents took part in International Gruitday. Unfortunately colleagues in Canada stopped brewing gruitbeer and also returned their domain.

But International Gruitday is too young to die. At January 27th 2021 – just a short time before 9th International Gruitday on February 1st 2021 – Dr. Markus Fohr from Lahnsteiner Brauerei at Lahnstein, Germany, started a new webpage www.gruitday.beer as a domain fitting really well for this topic.

Dr. Markus Fohr, brewing engineer and German Champion of Beersommeliers, is brewing gruitbeer since 2014. His first recipe with sage, peppermint, juniper and some hops won a golden medal at International Craft Beer Award 2015. In 2019 he recreated the recipe now using anise, lemongrass and rosemary – and again some hops – and again won a golden medal in 2020.



German Champion of Biersommeliers Dr. Markus Fohr with his gruitbeer and some more craftbeers (Foto: Herbert H. Piel)

Joining www.gruitday.beer you will get to know „Grutie“, mascot of the page. He – or maybe „she“ - is inspired by magicians like Gandalf from Lord of the Rings oder Miraculix from Asterix. Butch Heilshorn created this idea when looking for a title image of his legendary book "Against all hops", but his publishers thought it to be too extraordinary.

Apart from this the idea is exactly this - extraordinary. So Dr. Markus Fohr choose it to be the mascot of this page and called it "Grutie". His daughter Maja Fohr painted Grutie and also provided him with the „hopdragon“ as assistant. Later on both will lead visitors through this page. Welcome Grutie - thank you, Maja!



Of course preparations in International Gruitday 2021 were a little bit handicapped by the pandemic situation and all festivals and tastings had to go ahead just online. But instead of this sixteen breweries joined www.gruitday.beer until July 2021:

- Gentse Gruut Stadsbrouwerij, Belgium
- Rhombus Craftbeerbrewery, Bulgaria
- Lahnsteiner Brauerei, Germany
- Gbroi Pia Morgenroth, Germany
- Gutshof Rethmar Betriebsgesellschaft - Gutshofbrauerei Das Freie, Germany
- The Second Wedge Brewing Company, Canada
- Concept Brewing & Distilling, New Zealand
- Jopen B. V., Netherlands
- Nevel B. V., Netherlands
- Kieysbyes Naturbrauerei, Austria
- Brewery Napf, Switzerland
- Cambridge Brewing Company, USA
- Earthbound Brewing, USA
- Schmohz Brewing Company, USA
- Scratch Brewing Company, USA
- Wolf Tree Brewery, USA

For sure there will be a lot of colleagues joining the project further on. All gruitbeer brewers worldwide are invited to present themselves on the page. To participate just send an email to fohr@lahnsteiner-brauerei.de

To every brewery participating www.gruitday.beer contains pictures, informations to history and assortment and details to the gruitbeers. Apart from this you will find a lot of information and news about gruitbeer.

February 1st 2022 we will celebrate 10th International Gruitday. So of course there are a lot of ideas:

- Presenting foodpairing with gruitbeer created by Wine- and Beersommelier and cook Mario Kaps on facebook and internet. Everybody is invited to try it with gruitbeers and food available at his place at International Gruitday 2022.
- To support all of us please invite journalists, bloggers, interested breweries, beer enthusiasts or anybody else to visit www.gruitday.beer
- Send any gruitbeer news to post on www.facebook.com/internationalgruitday - like and share it afterwards, invite your friends.
- Maybe too early for 2022, but a future idea: International Gruitbeer Award.



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- Brewing a common beer every International Gruitday. In Germany there is a society announcing a „herbal healing plant of the year“. Everybody could use a small batch of his standard beer dry-gruiting it with this plant. So gruitbeers brewers worldwide will have something common and special and no risk all-in-one.



Founders of International Gruitday: Steve Beauchesne and his son Tim, Beaus Brewery, Vankleek Hill, Ontario, Kanada (Foto: www.beaus.ca)

Let´s celebrate gruitbeer by quoting Steve Beauchesne, founder of International Gruitday:

“Gruits are a part of our past, and a part of the enjoyment for me is that it connects us to our history. It’s like drinking with your great-great-great-great-great-great grandfather”.

Press contact:

Dr. Markus Fohr

Lahnsteiner Brauerei GmbH & Co. KG, Sandgasse 1, D - 56112 Lahnstein

Phone 0043-2621-917431 - Mobile 0049-171-7841954

email: fohr@lahnsteiner-brauerei.de

<http://www.lahnsteiner-brauerei.de>