

PFRIEM + CERVECERÍA HÉRCULES PINK XOCOYUL FEST PILS



INGREDIENTS

MALT

Rahr Alix Pilsner, Weyermann Vienna

HOPS

Perle, Tettnang, Select

YEAST

Lager

SPECIAL INGREDIENTS

Pink Xocoyul Maize

TASTING NOTES

This Fest Pils pours a brilliant golden straw, topped with a thick white cap of foam. The aroma brings a whisp of sulfur that is balanced by light corn, lavender and white pepper. Flavors of nutty malt, cornbread and lemon peel work in harmony with a lifting bitterness. This beer finishes with an earthy complexity that is both crisp and quenching.

FOOD PAIRINGS

Just about anything in Mexican cuisine. Great with delicate fish - Mahi Mahi, Tilapia, Cod, Tuna, and Red Snapper. Great with shellfish - clams, crab, and scallops. Ceviche and mango salsa. Salads with bright vinegrettes. Light pasta dishes work well with oil-based or creamed sauces.



**LIGHT CORN, WHITE PEPPER,
LEMON PEEL**

HISTORY

This beer is brewed in collaboration with Cervecería Hércules for a new event called MXPDX. MXPDX is the latest international project from Beer Friends, a 501(c)(4) non-profit behind the immensely popular Fuji to Hood festivals. A biennial celebration linking Oregon and Japanese culture through beer, Fuji to Hood has rapidly grown from 450 attendees in 2018 to 2,500 festival goers in 2024, currently making it the largest beer festival in Portland. Fuji to Hood's ability to bring together communities through its unique approach of blending Japanese-inspired drinks, food, music, and culture has led to its success in drawing visitors from Portland, Oregon, other states, and abroad. With MXPDX, Beer Friends will apply this same approach to creating bonds between Oregon and Mexico, a country bountiful in culture that has enjoyed a lasting and growing appreciation among Oregonians.

The history of beer in Mexico begins in 1864 when Maximilian I, a Vienna-born member of the House of Hapsburg-Lorraine, was proclaimed Emperor of Mexico. Emperor Maximilian brought Viennese brewers to Mexico, which influence can still be seen today. The German and Viennese influence on Mexican beers is still seen today in Mexico, but they have taken their own shape and form ranging light and bright to deep and dark, with a lot of variation in-between.

For this collaboration we decided to play into the festival theme and create a Fest Pils that drinks with a bit more structure on the palate and has a bit elevated alcohol percentage. To balance the larger nature of this lager we incorporated Vienna malt and used cereal cooked Pink Xocoyul maize to help build some body. This is further balanced with a slightly elevated perception of bitterness driven by Perle, Tettnang and Select hops; which will also provide aromas and flavors of white pepper, lavender, and lemon peel. This beer drinks smooth, bold, and easy, with just enough malt and maize flavor to bring you back to your glass again and again!