

PRESS RELEASE no. 15

Prosperous ZUBR Brewery continues to support the Barum Rally

One of the most significant partners of the Barum Czech Rally Zlín is the ZUBR Brewery from Přerov. They are brewing traditional Czech beer using traditional methods for nearly 150 years, and it is appreciated by the general public and international experts too.

Last year began the cooperation between the renowned Barum Czech Rally Zlín and the ZUBR brewery. **“We are pleased that our name is associated with such a legendary event like the Barum Rally. It is one of the most viewed sporting events in the Czech Republic, which has been around for decades and is in our home region, Central Moravia. We support several regional sports clubs and cultural events all year round, and we are glad that the Barum Rally is among them now,”** said Ing. Tomáš Pluháček, director of ZUBR Brewery.

A long tradition is what connects these two. This year, the ZUBR Brewery, founded in 1872, attracted a lot of attention. The eleven-grade pale lager ZUBR Grand won the Golden Beer Seal category at the 29th International Beer Festival in České Budějovice in mid-February. ZUBR Grand confirmed its uniqueness and tasteful character. Undoubtedly, the beer's patron, the hockey legend and coach of the Czech national team Miloš Říha can be very proud.

ZUBR Grand also dominated the same category in the Golden Cup competition PIVEX - Beer 2019. And another type of beer ZUBR Gold excelled as well. Not only ZUBR Gold won the category of light draft beers, but it also became the absolute winner of the whole competition and thus the Beer of 2019. **“The ZUBR brewery is one of the most successful breweries in the Czech Republic in terms of the number of prestigious awards won at tasting competitions. The Barum Rally is the number one motorsport, so I would say that this connection fits very well,”** said Pluháček.

This year, the brewery introduced a summer special - ZUBR 11 ° Semi-dark - at its frequently visited event ZUBRFEST. **“The new summer special excels in full taste with soft caramel tones and medium, pleasant bitterness. We achieve that through a combination of four barley malts and three hop varieties, led by the special aromatic hop - Saaz, from Tršice. We believe that people and rally fans will be captivated by its taste and characteristic aroma. And also by the rich color in the forest honey shade and thick velvet foam,”** said Ing. Tomáš Pluháček.

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Petr KOMÁREK
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