

# New 'God Lager' – the Divine Beer Arrives for Christmas

Submitted by: Borough PR

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If you are looking for the perfect beer for Christmas try the aptly named 'God Lager'. This newly arrived bottled beer from Sweden makes the perfect Christmas tippie...to drink on its own or with food.

This is one of Sweden's most famous beers from the Nils Oscar Micro-brewery. The brewery controls the beer's production literally from grain to glass as the company owns the farm on which the main ingredients are grown. It is a pilsner style beer described as 'well balanced with malty sweetness and a hoppy dryness to finish'.

God Lager may be divine to drink – but it's certainly not blasphemous. 'God' means 'good' in Swedish and was the obvious name for the company's best selling beer. Swedish beer enthusiasts describe this lager as 'heavenly' and the brewery is sure that UK beer lovers will soon be converted.

This multi-award winning 'dark' lager is produced in one of the most well known and well respected craft breweries in Scandinavia. The Nils Oscar Brewery is almost unique in controlling the whole lager brewing process. The company owns the farm where the grain is grown, malts the grain in its own malt house and brews the beer all under one roof, thereby ensuring total control and the utmost quality from grain to glass.

Only the hops are bought in because Sweden is too far north to cultivate them. However, the brewery uses four hop varieties in its brewing to give the beer 'aromatic properties'. The brewery has won over 50 medals since 1999 including awards at the Stockholm Beer Festival and the American World Beer Cup.

"At Waitrose we are renowned for sourcing and stocking a wonderful range of bottled beers and Nils Oscar God Lager is a superb addition to our shelves. We were very impressed with its depth of flavour," says Waitrose beer buyer Neil Whelpton, "It is perfect to enjoy on its own and also with turkey or other roast meats over the festive season. "

Product Information: - God Lager is now widely available in the UK through Waitrose supermarkets and will shortly be appearing in a bar, pub or restaurant near you. It is unpasteurised, 5.3% abv, 330 ml, RRP £1.49.

## The Brewery

The Nils Oscar Micro-brewery/distillery was established in 1996 to produce a range of fine beers and spirits to traditional and authentic Swedish recipes. Most of the ingredients are grown on the farm owned by the brewery based in the rolling farmland less than an hours drive from Stockholm.

Today the company brews a range of ten beers and distils vodka and aquavit.

The brewery was founded by Swedish entrepreneur, Karl-David Sundberg, who named the business after his

revered grandfather, Nils Oscar, who farmed in the same area of Sweden.

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If you would like samples of Nils Oscar God Lager for review purposes sent to you, would like images or any further information, please contact:-

Simon Brookes or Susan Rowlands at C Coms PR, Tel: 0207 378 3430 or email [simon@ccomspr.co.uk](mailto:simon@ccomspr.co.uk) or [susan@ccomspr.co.uk](mailto:susan@ccomspr.co.uk)