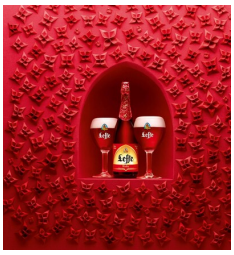
Leffe Introduces Ruby & Nectar

Thursday 16 October, 2014

Media:







Authentic Belgian beer Leffe, presents two new limited edition bottles of its craft beer - Ruby and Nectar – which bring notes of red summer fruits and smooth honey to this seasons' dining tables.

Ruby and Nectar join the existing core range of Blonde and Brune and are designed to perfectly pair with foods.

In terms of tasting notes, Leffe Ruby offers subtle traces of red fruit and rosewood suitable for those with a sweeter tooth, who still want to enjoy the essence of a typical abbey beer. Red in colour, Leffe Ruby has delicate traces of spice, that when poured into a Leffe chalice will reveal a multitude of taste sensations. Try it with your next fillet steak!

Leffe Nectar is rich and full-flavoured, due to its expert brewing technique and meticulous ingredient selection. Golden orange in colour, Leffe Nectar releases aromatic honey tastes and a wild floral bouquet when swirled around a beer goblet. Try this new craft beer with a cheese board.

Emily Kraftman, Senior Brand Manager for Leffe, remarks: "Both Leffe Ruby and Leffe Nectar join our existing range to offer a different alternative to the more traditional abbey beers. Fruit tasting beers continue to prove popular in the UK, and now Leffe brings its history of expert brewing to the core of these new variants."

Leffe Ruby and Nectar join the existing premium Leffe range of Blonde and Brune and are now available in Tesco and Morrisons, RRP £2.99 for a 750ml bottle.

- Ends –

For more information and to request samples, please contact the Leffe Press Office at Mischief on 020 3128 6600 or on Leffe@mischiefpr.com



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