

Eighteenth century masterpieces return to the Netherlands

Breda, July 12th, 2016 – UNITED DUTCH BREWERIES launches D'ORANJEBOOM Princesse beer and Princesse white beer, two forgotten luxury beers from the eighteenth century. Named after Anne, Princess of Orange, Princesse beer was enjoyed all over the world a century before the introduction of India Pale Ale. A piece of forgotten Dutch beer history brought back to life, brewed and bottled in all its uniqueness.

Stijn Deelen, Managing Director of UNITED DUTCH BREWERIES: "Last year, while searching through our Oranjeboom archives in Rotterdam, we came across several unique Oranjeboom recipes. Together with our beer specialists, we ploughed through these historic documents to uncover the recipe for a number of lost beers, including Princesse beer. In collaboration with microbrewery De Beyerde in Breda, we chose to reproduce Princesse beer first – in all of its original flavour."

Deelen continues: "With the launch of D'ORANJEBOOM we introduce this forgotten beer in two variants: Princesse beer and Princesse white beer. Princesse is a top fermenting luxury beer characterised by a rich, full-bodied, aromatic flavour. Unfortunately, this beer disappeared early last century with the arrival of cheaper bottom-fermentation lagers. However, current flavour trends are returning to more flavourful, hoppy beer sorts."

D'ORANJEBOOM Princesse beer is characterised by a uniquely blended recipe. Liquorice, coriander and curaçao provide its spicy tones. Making it a subtle, highly drinkable unfiltered beer with a full bitterness. The beer is brewed with Hallertauer Magnum & Tettnanger hops, giving Princesse its lingering aftertaste and memorable character – with the beer's malts colouring it orange for extra royal flair. Saison yeast is the finishing touch to this exceptional brew.

Princesse white beer was first brewed in 1788 as a Flemish tribute to Dutch Princesse beer. This cloudy white variant has a full fresh flavour, pleasant bitterness and well-balanced acidity.

Both variants are available today in selected off-licences, bars and restaurants – served in a 33 cl bottle. For photos, more information about D'ORANJEBOOM Princesse beer and the points of sale for these eighteenth century masterpieces, please see: doranjeboom.com.

United Dutch Breweries

United Dutch Breweries is the heir and brand owner of D'ORANJEBOOM. Founded in 1671, this brewery grew into one of the largest in the Netherlands and one of the first to export its beers. United Dutch Breweries continues this tradition with beer brands such as 3 Horses, Trio Stout, Breda Royal, Atlas, Royal Dutch Post Horn and Oranjeboom.

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