



## CERVEZAS LA VIRGEN, COLLABORATOR OF ART MADRID'19

- Cervezas La Virgen, one of the great craft brewers of the national context, returns to closely collaborate with Art Madrid in the celebration of the fourteenth edition.
- During Art Madrid'19 you can enjoy the different varieties of Cervezas La Virgen in the Lounge area, as well as learn more about the process of making their beers, elaborated both from the traditional knowledge and the technological improvement through innovation, always using completely natural ingredients.
- In addition, the Madrid Lager beer of La Virgen, awarded in the last three years as the best Lager Helles style of Spain at the World Beer Awards, will be served in the format designed exclusively within the Contest organized by Art Madrid and La Virgen.

**Madrid, February 21, 2019.** Cervezas La Virgen, one of the great craft brewers of the national context, returns to work closely with Art Madrid in the celebration of the fourteenth edition. The Madrid-based brand, which has been growing for almost ten years, stands out by elaborating its beers following the best traditional processes while incorporating the latest technology, respecting the environment and promoting responsible consumption.

With a wide range of beer varieties, from annuals to specials, La Virgen has received many national and international awards. In this sense, we must highlight the **Madrid Lager beer, awarded in the last three years as the best Lager Helles style of Spain in the World Beer Awards**, the global awards in which the best beers in the world among consumers and retailers are selected. The Madrid Lager is the first variety made by La Virgen, the most classic and authentic, being a low fermentation craft beer, matured at low temperatures, to achieve a subtle and balanced taste.

The Madrid Lager, one of the most acclaimed beers of La Virgen, pure and fresh, was the chosen product in the **Art Madrid and La Virgen Design Contest**, developed during the months of January and February. The design is planned for an exclusive Madrid Lager's 50 cl-format, which can only be enjoyed during the celebration of Art Madrid. In addition, the winning design receives a prize of 500 euros awarded by Cervezas La Virgen. After the great reception of the contest, for which hundreds of proposals were received and studied, ten finalists have been selected and the audience has been invited to collaborate in the process of choosing the winning design, also raffling an Art Madrid and La Virgen gift pack.

The winning design was made by Gonzalo Saiz Hernández and entitled *La Cigüeña María*, a tribute to both the Madrid brand and the endearing history that even today many residents of Las Rozas remind. A very close relationship of the locals with this singular and friendly stork, whose profile is included in the shield of this town. And precisely Cervezas La Virgen also has a special bond with Las Rozas, because in this town in Madrid is where the heart of the brand is located, the impressive **Brewpub** (Calle Turín, 13) where they started their dream of making quality craft beers. Nowadays, in the most advanced factory in the Spanish craft sector stands the “Vivero de La Virgen”, a new space to enter into the world of experimental beers by the hand of Jaime Riesgo.

Along with Art Madrid, Cervezas La Virgen will also announce one of its latest news: they will open their first bar with tank beer in the heart of the Chamberí district: **La Virgen 154**. In urban culture style, the location is perfect for lovers of pure and perfectly cold beer -with varieties such as IPA, Lager, Jamonera, 360 or Trigo Limpio-, as well as for those who love good quality cooking, of this last part the **Kitchen 154** team is in charge, specialists that will give the wild card to the experience through the mixture of Asian flavours, soft, spicy and seasoned in a perfect pairing match.

But there is still more: as the creators of Cervezas La Virgen always work from the heart, because they are lucky enough to be able to do what they really like, **they have created other interesting projects in Madrid**, like the **taprooms** that can be visited in the capital: La Virgen stores managed personally by the team. Also, they serve more than 1,500 restaurant business customers with their own distributor, and their beers are present in most of the large stores nationwide as well as exporting to more than 10 countries.

Quality and creativity are characteristics that Art Madrid and La Virgen share and have joined them together. That is why, from the beginning, Cervezas La Virgen has started a revolution for quality beer, honestly elaborated with select ingredients and sustainable resources. Its success comes from reinterpreting beer that traditionally has been consumed in our country, making new varieties of beers to unveil a world that is yet to be discovered.



**Further information: [Cervezas La Virgen website](#)**

**ART MADRID'19 PRESS**

prensa@art-madrid.com

Sara Zambrana

915 358 711 / 610 078 546

www.art-madrid.com

#ArtMadrid19

