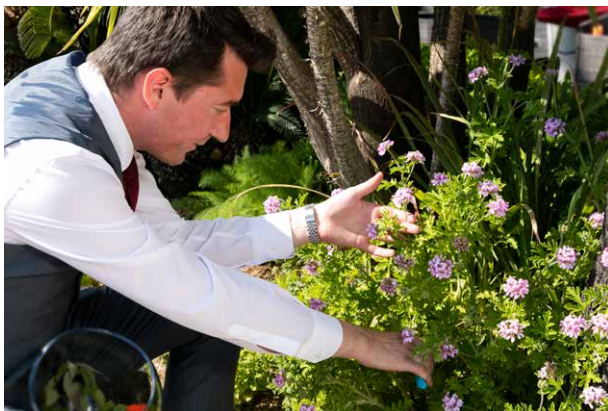




**LA BLANCHE
DU MAJESTIC**
by Emanuele Balestra

This summer, Emanuele Balestra is proud to present his very latest creation, but this time it is a beer not a cocktail, born out of a passion “fermented” during the five years he spent in Belgium. The result is this wit beer with a sophisticated and cosmopolitan character which showcases its range of astutely researched ingredients, all of which have been selected and grown by Emanuele himself.



The exceptional collaboration between Emanuele Balestra and the master brewer Luigi “Schigi” D’Amelio has given us a unique and elegant beer in which inventiveness and technology are allied with tradition and a meticulous approach.

“La Blanche du Majestic” pays homage to the traditional style of Belgian beer with its clear barley and wheat malts, blended with unmalted oats to create a finished product that is silky and smooth.

During the boiling process, the addition of bitter Grasse orange



peel and Italian coriander seeds accentuates the beer's fresh and zesty feel.

The overall style is further enhanced by a unique ingredient, rose geranium, an edible plant originally from South Africa and grown by Emanuele in the iconic gardens of the Hôtel Barrière Le Majestic.

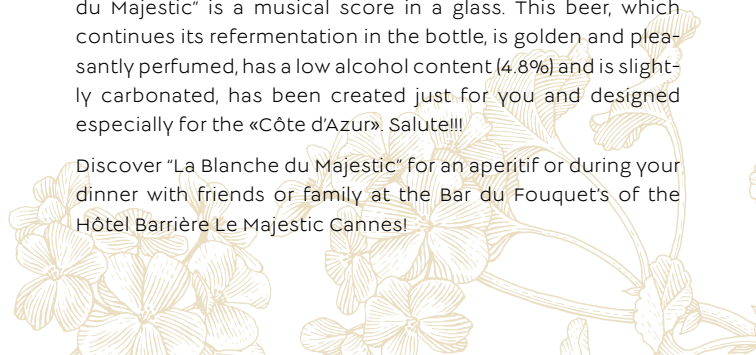
More than just a simple ingredient, rose geranium is a "recipe within a recipe", a delicate preparation in which its aromatic molecules are extracted via ultrasound. This technique, which is employed in Le Majestic's laboratories, enables pure molecules to be obtained while at the same time retaining the plant's DNA intact. Thanks to this extraction method, "La Blanche du Majestic" acquires a personality that is both botanical and floral.

Last but not least, "East Kent Golding" and "Cascade" hops add an element of bitterness and a subtle aroma respectively.

This blend is then fermented by the expert brewing hand of Luigi "Schigi" D'Amelio, who has chosen to use "Belgian trappist" yeast to attenuate the sugars in the wort, endowing the beer with a character that is dry, yet at the same time elegant and easy to drink.

The culmination of a successful joint partnership, "La Blanche du Majestic" is a musical score in a glass. This beer, which continues its refermentation in the bottle, is golden and pleasantly perfumed, has a low alcohol content (4.8%) and is slightly carbonated, has been created just for you and designed especially for the «Côte d'Azur». Salute!!!

Discover "La Blanche du Majestic" for an aperitif or during your dinner with friends or family at the Bar du Fouquet's of the Hôtel Barrière Le Majestic Cannes!





La Vie est Belle.

Emanuele Balestra

📷 @emanuele.balestra #lavieestbelle

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HÔTEL BARRIÈRE
LE MAJESTIC
CANNES