

**S+ARCK®**  
**BEER**



LIFE-SIZE

# S+ARCK® BEER

## THE S+ARCK BEER, AN ORGANIC FERTILE SURPRISE FROM ELSEWHERE.

At the origin of this collaboration, there is the encounter of two honest and generous creators.

Philippe Starck, internationally renowned creator, and Sébastien Blaquière, founder of the Brasserie d'Olt, have invented a unique, diagonal creative process to translate Starck's creativity into a unique beer with precise dosages and composition. They were inspired by Nature to create together a golden and certified organic beer in resonance with the exceptional terroir of the Aubrac plateau.

*« S+ARCK beer is an original creation offering a universal language whose flavor comes from elsewhere, born from the honesty and the tradition of the Aubrac. » Ph.S.*

The beer S+ARCK with Olt is produced artisanally, and the raw materials used in its composition have been carefully selected - malts from organic farming, hops and water from the Boraldes of the Aubrac as a strong sign of respect for the local environment and traditions. The unique work around this beer reaffirms the creativity of Starck and the Brasserie d'Olt, offering a surprising composition of a single variety of organic spring barley, three types of hops with fruity aromas - citrus, pineapple, exotic fruits - and subtle softwood notes.

The S+ARCK lager beer, with its delicate and smooth foam, is characterized by a nice bitterness, balanced yet persistent.

This IPA (India Pale Ale) beer without additive, coloring or preservative, is neither filtered nor pasteurized giving rise to a 5.2% ABV beer, more alive, more natural which allows the culture medium to balance itself naturally, guaranteeing a good preservation over time.

Also created by Starck, the bottle with its minimal design offers surprising optical games in order to place the product at the heart of the creation. The bottle is produced locally by a two-hundred-year-old working glass factory in Albi.

S+ARCK beer can be tasted in several prestigious establishments in Europe :

Allard (Paris), Café des Arts et Métiers (Paris), Carette (Paris), Chaumette (Paris), Chez Remise (Nasbinals), Gilles Moreau (Laguiole), Ha(a)ïtza (Pyla-sur-Mer), Hôtel Costes (Paris), Jules Vernes (Paris), Kong (Paris), L'Annexe d'Aubrac (Aubrac), L'Aubrac (Laguiole), L'Eglantine (Paris), L'Epicurien (Albi), La Co(o)rniche (Pyla-sur-Mer), La Porte Montmartre (Paris), La Taverne du Port (Marseillan), Le Bon Saint Pourçain (Paris), Le Brebant (Paris), Le Meurice (Paris), Le Sully (Paris), Les Fleurines (Villefranche-de-Rouergue), Les Foudres (Paris), Les Polissons (Paris), Ma Cocotte (Saint Ouen), Maison Sauvage (Paris), MB (Capbreton), MOB Hotel (Saint Ouen), Pinasse Café (Cap Ferret), Racine des Prés (Paris), Relais de Laguiole (Laguiole), Sailfish Café (Cap Ferret), Sublime Hotel Comporta (Portugal), Air France La Première lounges.



**CHARACTERISTIC FEATURES :**

- Lager beer (10EBC)
- Organic, and not filtered
- 5.2% ABV
- 3 types of hops (44 IBU)
- Infusion brewing, first wort hopping and dry hopping.

Best before : 2 years

Ingrédients :

water, organic barley malted, hops, yeast

Packaging :

35cl – 12oz, non-returnable glass, pack of 24 bottles

Palletization :

54 packs by pallet

Indus 100x120 type pallets

THE ABUSE OF ALCOHOL IS DANGEROUS FOR YOUR HEALTH,  
PLEASE DRINK RESPONSABLY.

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## **PHILIPPE STARCK**

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful. Philippe Starck and his wife, Jasmine, mostly live on an airplane or in «middles of nowhere».

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## **BRASSERIE D'OLT**

Created in 1998 in Saint-Geniez-d'Olt (Aveyron) by Sébastien Blaquière, the Brasserie d'Olt combines authenticity and creativity. Attached to its region and its environment, the brewery claims the naturalness of its products as well as the quality of its raw materials. Its traditional beers and flavored sodas, top of the range, are appreciated by amateurs and restaurateurs in France and abroad.

[www.brasserieolt.com](http://www.brasserieolt.com) / [Facebook@BrasserieOlt](https://www.facebook.com/BrasserieOlt) / [Instagram@BrasserieOlt](https://www.instagram.com/BrasserieOlt)

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