



Birra Amarcord, its history

Birra Amarcord was born in 1997 in Rimini to a number of friends who, like the famous song, wanted to change the world (of Italian beer).

Birra Amarcord was born to and in a region, Romagna. It is the upshot of a **dream that began 20 years ago** and which today has come **true**. It is also the upshot of a **constant and relentless passion**. Later on, Birra Amarcord also became "a family history," inasmuch as two generations of the Bagli family carry on this dream with dedication, thanks to top-quality raw materials but above all thanks to the people who, together with them, every day work to create one-of-a-kind products. Making good beer is not at all simple. Technology also plays a lead role, as does care for every single detail in the various stages of the production process, and strict compliance with the time it takes to make the product you find in your glass. We of Birra Amarcord have the stubbornness it takes not to renounce any of these aspects and we treat the ingredients themselves with all the care they deserve.

Amarcord, the fourth Academy Award in Fellini's career, is the film which best represents the values of the film director's universe. It is the Romagna dialect translation of "I remember", a sound that comes across rather like a poem which suggests that subtle longing for a true and authentic time. **In the name of the brewery, therefore, there is at the same time a tribute to Fellini, to the land of Romagna and to the meaning of the one word, Amarcord, which encloses a set of values and a real philosophy.** A name which, although indissolubly linked to a specific reality, is however understood by everyone. And shared by all.

Birra Amarcord and raw materials

Birra Amarcord is a **natural product, without any additives**, the quality of which depends in the first place on the raw materials used to make it. We at Birra Amarcord have the utmost attention and care for this fundamental aspect and the very location of the brewery was chosen for the quality of the **water**, which represents about 90-95% of the beer itself. We at Birra Amarcord use pure water from a spring located at the foot of Mount Nerone which gives us great flexibility in producing our different types of beer.

While **water, barley malt, hops** and **yeast** are the **four "pillars"** on which a good beer rests, this does not mean that others cannot be added which enrich or better still, make a beer even more unique. The range of "**other available ingredients**" is very broad and continues to grow, thus helping the research and creativity of the brewer. **Fruit, spices, honey, roots** such as liquorice, berries such as coffee, are the colours of a palette just waiting for the painter's talent. This is the aspect left to the imagination of the craftsman, which must however be offset by the final result – a beer which is at the same time pleasant and harmonious. The Birra Amarcord creations in this sense are always the result of a **long process made up of trial** and error, but the results are always surprising.

Birra Amarcord and the environment

The attention to the environmental impact caused by production activities has always been at the centre of Birra Amarcord philosophy and a concrete commitment from day one. The brewery has indeed a **low consumption of electricity from conventional sources** thanks to the installation of a photovoltaic plant with zero emissions that ensures the efficiency of the whole system, including the forklift trucks used within the company. With regard to water, the **treatment capacity of the wastewater** plant is clearly superior to the needs of the brewery itself, precisely in order to ensure utmost environmental friendliness and to protect the natural environment we are lucky to work in. **The malted barley wastes, the so-called draff, are still rich in nutrients ideal for livestock and therefore delivered as feed to a local livestock farm.** We also use **100% recyclable cardboard packaging**, printed with water inks and glued with corn starch glues. Finally, for our bottles we use **only dark brown 100% recyclable glass.**

Birra Amarcord, partnerships and art

There are places that cannot be defined only in geographical terms. Rimini is one of them. Rimini is of course the beaches and the sea, the historic capital of nightlife and summer fun, but it is also a city with a long history, which began as a Roman colony in 268 B.C, rich in monuments and legacies of the various generations that have succeeded one another. From the Arch of Augustus and the Bridge of Tiberius to the Pigna fountain and the Arengo building. But Rimini is, again, not only that. Rimini is a place for the soul and the **soul is above all that which Federico Fellini** always carried in his heart, often returning to Rimini, narrating the city, idealizing, transmuting it into his masterpieces. The **Federico Fellini** Rimini is, therefore, first of all, an idea, a feeling, a movement of the soul. Mischievous and irreverent in **Vitelloni**, sweet and nostalgic in Amarcord. From both Riminis, from the "physical" one of geography and history and the one full of Fellini values, Birra Amarcord takes its cue, with an attachment which is more than a simple one with the land, which nevertheless remains one of our pillars, but also a **kind of "world view" where what counts is still people, their genuineness and sincerity, the desire to be together and share.** The spirit of Fellini, who some of the founders of Birra Amarcord met when they were children at the time he was working with **Tonino Guerra** on the screenplay of Amarcord, seems to float and permeate all subsequent meetings with the various artists who appear in the adventure of the brewery.

From **Tonino Guerra himself to Milton Glaser, Garrett Oliver, Robert Niccoli and Eron.**

But if the **heart of Birra Amarcord beats in Romagna, its gaze extends to embrace the world.** After all, beer is on the one hand technology and creativity, but on the other is also **sharing and comparison.** Hence we have always liked to think of a number of beers as the result of a meeting of creative minds. Or, more simply, of brewers who like to do their job with tremendous passion. Their paths may be different and even their brewing views, but from these **partnerships** products of excellences can arise. And even some **good friendships.**

Like that with Oliver Garrett, one of the most iconic characters of the brewing revolution that started in the USA in the mid-Seventies and Brewmaster of Brooklyn Brewery since 1994.

Special Reserve is the upshot of the meeting between **Garrett and Tonino Guerra**, thanks to the link represented by the Birra Amarcord team. The two talk about everything and they understand one another straight away. And so it was that the American decided to create a beer dedicated to Tonino, a beer that narrated his dreamer soul and its link with the land. "And which was slightly 'acidic' like some of Tonino's quips, as Garrett put it.

Oliver Vesseloh and Doppelbock A. World champion biersommelier, owner and brewmaster of the renowned German brewery "KreativBrauerei", and Davide Bigucci, owner and winemaker of the renowned Rimini wine company **Podere Vecciano**, met to create a one-of-a-kind product, **Doppelbock A.** for which Vesseloh made available his unquestionable know-how as regards ancient German brewing methods and Bigucci his equally undeniable knowledge of the wine industry. And, more specifically, the precious oak barrels in which the beer evolves and ages for several months.

A meeting of skills and passions, a "blend" of several paths to create something original and innovative.

Milton Glaser and AMA beers. Born in 1929, he is one of the greatest designers of international renown with solo shows at MoMA and the Pompidou Centre in Paris. He has been literally covered with awards and accolades and his works number into the hundreds. Glaser has an important Italian background, begun when he was studying in Bologna under the guidance of the great painter Giorgio Morandi and continued with the realization of one of the tourism posters which the city of Rimini each year commissioned from a different artist. Together with another New Yorker, Garrett Oliver, the Birra Amarcord team went to visit Glaser in Manhattan. At the time, Garrett already had the idea of creating a line of beers with us dedicated to eating out. It was an obsession with him. Glaser, for his part, was happy to "get back" to Rimini somehow and played on the word Amarcord and the love he felt for the city and the surrounding area. Hence the **AMA beers were created.**

Eron and the Limited Editions.

The name of Eron is now one of the most successful on the Italian art scene, but this has not always been the case. Born in Rimini in 1973, Eron initially gave vent to his unquestionable talent by painting an unknown number of rail cars with spray paint. He could have been one of the many graffiti artists now in circulation around the world but the boy was just fifteen years of age when he picked up his first spray canister and is not just "one of the many." Indeed, he is one of the very few street artists to work in a church, with a trompe-l'oeil enhancing the ceiling of the Church of San Martino in Riparotta in Rimini, about two hundred metres of wall frescos in the town harbour, works on show at the Ravenna Art Museum, at the Venice Biennial and an invitation to the Institute of Italian Culture in New York. Aelle Magazine elected him the best Italian street artist and he has also received the Mondadori Art Prize and the Terna Prize at the Chelsea Art Museum in New York.

A dazzling career which has several times crossed the path of Birra Amarcord; it is only logical then that when Birra Amarcord decided to produce some limited editions of Gradisca, Midòna, Volpina and Tabachéra, they appointed him to design the special labels.

A common thread that continues after the meetings, friendships and collaborations with Robert Niccoli, with Tonino Guerra and with Milton Glaser. And it **proves that for Birra Amarcord something good must necessarily accompany something beautiful.**