

Viking Line to launch Stallhagen Historic Beer

In the summer of 2010, five bottles of beer from the 1840s were discovered in an old shipwreck in the Åland archipelago of Finland. In addition to the beer, 145 bottles of champagne were salvaged from the sunken schooner. The VTT Technical Research Centre of Finland analysed the beer in detail with an eye to reproduction of the product. The Åland-based Stallhagen craft brewery, in collaboration with an international team of experts, has now succeeded in reconstructing the beer, which is regarded as being one of the world's oldest preserved beers. Viking Line will launch this product for its customers.

Bottle Number 1 will be auctioned off

Stallhagen Historic Beer 1842 will be sold in only 2,000 numbered bottles. Viking Line has been given access to these. Bottle Number 1 will be auctioned off on Viking Line Åland's Facebook page. The date for the auction is April 1 – September 1, 2014. In addition a beer cruise will be organized on the M/S Viking Grace on September 20th 2014.

Under an agreement with the Government of Åland, which owns the salvaged goods, a portion of all sales revenue from the reproduced historic beer will go to marine archaeological research.



Press release

March 10, 2014

The bottles will be hand-blown copies of the salvaged beer bottles, sealed with a champagne cork like the originals. Each bottle will be sold in a handsome wooden box. Some of the other bottles will be available for pre-ordering via Viking Line, and when production is completed they will also be available on board. According to plans, the beer should be ready by this summer.

Extensive development work behind production

Together with researchers from Finland and Belgium, the Stallhagen craft brewery has led a development effort based on analyses, a number of test brews and tasters' panels. Studies showed that there were at least three different types of beer: two golden yellow and clear, and one darker. Chemical analyses indicate that at least one of the beers had a distinct rose, almond and clove character.

For further information, please contact:

Kris Harrison, Shop Event Manager, Viking Line Abp, tel. +358 18 270 00

Kim Engblom, Tax Free Manager Sales & Purchasing, Viking Line Abp, tel. +358 18 270 00

Johanna Boijer-Svahnström, Head of Communication, Corporate Communication, Viking Line Abp, tel. +358 18 270 00

Stallhagen: Jan Wennström, CEO
Mats Ekholm, Master Brewer
Kristiina Kurki-Suonio, Marketing

<http://www.stallhagen.com/> (in Swedish)

VIKING LINE

Press release

March 10, 2014

