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**La Folie Grand Reserve: Honey Saffron Imagery & Photos:**

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CSU graduates bring the world's most expensive spice from Afghanistan to New Belgium Brewing
Sugar, Sour and Spice inspire New Belgium's limited release, La Folie Grand Reserve: Honey Saffron

(Fort Collins, CO- February 8th, 2020)– Inspiration for 2020's iconic La Folie Grand Reserve release came from examining the simple life of a flower and combining that simplicity with the world's most expensive spice, saffron. Afghanistan's first ever saffron co-op was founded by Colorado State University alum, Mahmod Shamsi. Mahmod attended CSU's School of Business on a Fulbright Scholarship and later began Zeeba Farms to strengthen the economic relationship between consumers and farmers in the Afghan saffron industry. The co-op will directly support the farmers in Afghanistan by increasing their earnings more than 50% and steering them away from Opium farming. The co-op also supports women in the farming industry of Afghanistan. New Belgium is the farm's first commercial purchase.

Saffron, honey and rose petals all work together to balance the delicate flavors in this sour brown ale. The honey that is fermented within the beer is from the African Bronze Honey Company. This honey is wild-harvested and only gathered twice a year in the West Lunga Forest of Zambia, Africa. Honey-soaked rose petals are also added just prior to bottling.

"Our annual La Folie Grand Reserve is like taking La Folie to the prom. It's the one time each year where we take our beloved signature sour, La Folie, and reinvent its world by featuring some of the most intriguing, exotic and luxurious ingredients we can get our hands on, and the 2020 release is no exception," said Lauren Limbach, Wood Cellar Director and Blender.

La Folie Grand Reserve: Honey Saffron will be unveiled at New Belgium's Lost in the Woods event held on February 8th. Mahmod and his business partner, based in Golden, CO, will be attending the event, which celebrates sour beer. La Folie Grand Reserve: Honey Saffron will be available in both the Fort Collins and Asheville Liquid Centers on draft as well as available for \$24 per 750 ml bottle.

La Folie Grand Reserve: Honey Saffron was brewed and bottled with the following characteristics:

- **Alcohol:** 7.7% ABV
- **Style:** Nitro Sour Brown Ale with Saffron and Honey
- **Malt:** Troubadour Serenade, Blue Ballad and Encore
- **Visual:** Ruby Brown, Tan Foam
- **Flavor and aroma:** Floral, saffron, honey, green apple, cherry, and cola. Rounded out with vanilla, dark fruit, and chocolate. Slightly sweet and moderately soft sourness that fades into slight bitterness.
- **Availability:** Fort Collins and Asheville Liquid Centers on draft and bottled as well as kegs to select markets, while supplies last
- **Suggested Retail Price:** \$24 per 750 ml bottle

For more information on La Folie Grand Reserve, visit [HERE](#). To find the nearest La Folie Grand Reserve near you or any of New Belgium's other offerings, visit the [beer finder](#) or download New Belgium's [Beer Mode](#) app.

About New Belgium Brewing

New Belgium Brewing is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for good, New Belgium is a Certified B Corp and was the first brewery to join 1% for the Planet. The brewery has donated over \$26 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA, Mural Agua Fresca Cerveza, and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium's Human Powered Business model, visit NewBelgium.com