

The background of the entire image is a dark grey field filled with a repeating pattern of thin, light grey semi-circles. These semi-circles are arranged in a staggered, overlapping fashion, creating a textured, scale-like effect.

61 | **CENTO**

ITALIAN CRAFT BEER

MORE STYLES, LESS COLOURS.



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Who we are

The 61cento Brewery is the first Craft Brewery in **Pesaro**, Marche. Before being a brewery, **61100** (“cento” means 100) was just the old postal code of the city. In 2009 the postal code has changed. We still are **four enthusiast friends** and brewers: John, Roberto, Samuele e Tommaso. Today the old postal code is remembered only by those of us who are older than 30, but **we build our Brewery**. Passion has become work.

61cento Brewery makes “**living**” beers. Unfiltered, unpasteurized, without preservatives. It produces both high fermentation and low fermentation beers.

“We look for a **challenge** in every beer we make. It’s fun to surprise people by making our **unique version** of classic beer styles and making the toughest dark beers **so easy to drink**. Come and meet us, we will personally introduce them all to you. You can find us at 61cento Brewery, in Pesaro. **Look for the right postal code.**”









Put Pesaro on the Italian and European craft beer map, cultivating and spreading the brewing culture, promoting aware and enthusiast beer consumption, researching and valuing the best crops and local production of raw ingredients.



**Creating and producing the 61cento's interpretation
for each of the beer styles described by BJCP
(Beer Judge Certification Program).**



The issue of beer styles is one of the main topics in the discussions between experts. Why?

A beer style is the set of characteristics related to flavor, gradation alcohol, ingredients, production method, recipe, history, which distinguishes (or shares) two or more beers. A set of parameters, of standards, certainly arbitrary and constantly evolving, but useful to bring order in the production and consumption of the oldest beverage in the world and in the culture that its history has generated and continues to generate. The Brewery 61cento accepts the classification of beer styles and is recognized in it. We consider it one useful tool to understand and compete with the history of beer, to let grow the movement of those who produce and love beer and to spread culture of beer.

Producing good beer requires knowledge, competence, creativity and perseverance. It is necessary to study, and then try and try again according to your taste.

That's what we try to do: we are inspired by the official beer styles to give our interpretation of them. Every beer is a challenge: we want to see if we have studied well, if we have prepared ourselves properly, before let taste our interpretations to those who will have the goodness to drink our beers (above all) and maybe the curiosity to know the story that is inside in any glass and in in any bottle. It seems quite normal for a rock musician to study and practice on soul, blues, rockabilly, even punk pieces, and then play one its version; or that a young painter practiced various techniques before finding his way. Here, we produce beer with the same approach and we want to spread this approach.

What about the colors?

“A blonde, please” or “A pale beer, thank you”. “Dark beer is good only in Ireland”. “Red beers are for connoisseurs”. Those are still sentences very common in pubs, breweries and pizzerias, on the beach, where most part of the beer is drunk and consumed. The division of beer into colors was born for commercial and industrial needs, and belongs to the most recent history of the drink. Moreover, it is understandable that the industry preferred to stimulate consumption by offering 3 or 4 colors rather than dozens of styles. As we see it, it would be like reducing literature into mystery novels, romance novels and essays.

Which reading lover would accept a similar vision?

Nothing against this vision of the world of beer, but it is not the one in which we recognize. We recognize ourselves as a Blonde Ale, in an American Amber Lager, in a Milk Stout, in a White IPA, in a Pacific Lager, in an Italian Weiss. You can find them here. Would you like to know more? Keep reading or come to us to find. You will find more and more styles. (And less colors).





Producing a sensational Craft Beer is a matter of balance, precision, technique, passion and creativity.

We know that being born in Italy, and especially in Marche, is a priceless fortune. Sure enough, our territory offers raw ingredients of excellent quality and it's a duty to know and use them all. But we also know that it would be wrong to limit ourselves to a narrow-minded way of thinking, taking only local products in consideration. That's not the best choice, especially since we committed to be nothing less than outstanding brewers. That's why we go out in search of hops in Japan, United States, Australia or New Zealand; we travel to Germany, Belgium and Britain for malts; at the same time, we keep in mind that the Gentil Rosso wheat that grows in Marche is one of the best in the world; that from Cabernet Franc grape must of the Selvagrossa Winery, from which they produce a great wine, makes VULPES a perfect match between the two excellent drinks, beer and wine; that our local peaches give to PERSICA a unique freshness and drinkability; that we are always looking for other products of the territory, tying us more and more to our land!

The 61cento Brewery. The 61cento headquarters are in Pesaro, via Giuseppe Pierini 11. The machinery, the storage room, the offices and the outlet are all gathered in the same building and occupy a total of about 500 square meters.

Inside the brewery are:

- **An air-conditioned storage room for malts, cereals and hops**
- **An Inox three-vats production plant**
- **A cellar with conical fermenter for high and low fermentation**
- **A refrigerating storage room at low temperature for the maturation and preservation of the conditioned products**
- **Isobaric automatic bottling line with labeling, bottle rinsing and capsulator**

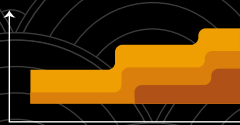
The plant's productive capability is able to guarantee extremely high quality levels to all the beer firms interested in producing their own labels.

AUTOMATIC
bottling machine

4 friends



Annual capacity:
1500 HL



 **more than 11000** fans

5/5 rating Facebook
5/5 rating Google

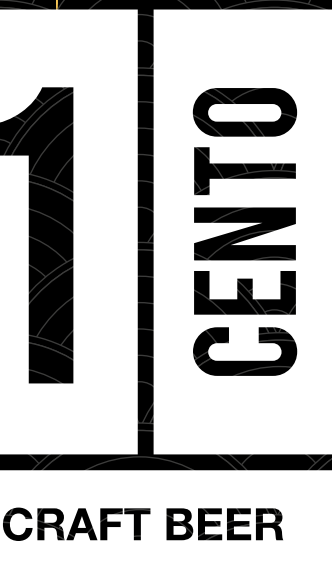


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ITALIAN

MORE STYLE

2015



ES, LESS COLOURS

12 beer styles



Sizes available



Kegs 75cl 33cl

120 authorized
retailers



5 Prizes Cerevisia



2 Prizes Birra dell'anno



2 Prizes Birra d'Italia



61
ITALIAN CRAFT BEER



CENTO

RRAFT BEER





TORIBI



High-fermented blonde beer inspired by blond ales' brewing style, from which it derives being easy drinking while keeping a good aroma and taste complexity. A strongly golden, lightly opalescent colour and a white, solid foam, it pervades the nose with fragrances of yellow blooms, sweet fruits and pineapple, giving then room to a pronounced honey flavour, getting steadily stronger and in the end, predominant. The Noble European Hop doesn't hide his bitter, and fruitfully coexists with the malt and this beer's strong body.

***TORIBI** is Japanese slang to ask for a beer; "tori" also means "birds", so the goldfinches drawn on the label.*

Style	Blonde Ale
Fermentation	High-fermented
Colour	Golden blonde
Foam	White and solid
Alcohol	5,2%
Bitter	Balanced
Aroma	Yellow blooms, pineapple, honey
Body	Medium





PICUS



PICUS is an Italian Weiss, that is to say a wheat beer reinterpreted through local produce. Its raw wheat is in fact the long-spiked Gentil Rosso, from biological cultivations in the area of Urbino. PICUS presents itself in a bright and opalescent straw-yellow colour, with a rich, solid and persistent foam. To the nose is firstly evident the fruity note, typical of weiss beers, mostly with banana smell and a balsamic hint from its peculiar hop. Freshness and a mineral note are distinctive of this beer, also noticeable to the mouth. PICUS, refreshing and thirst-quenching, with its creamy and discreet perlage, its light and elegant bitter, is a balanced and easy to drink beer.

*Local is also the name, since **PICUS** is the Latin word for “woodpecker”, which is Marche’s icon.*



Style	Italian Weiss
Fermentation	High-fermented
Colour	Opalescent straw-yellow
Foam	White, solid, dense, creamy
Alcohol	5,2%
Bitter	Delicate, balanced, lightly balsamic
Aroma	Fresh, mineral, fruity
Body	Medium



KIWI



KIWI is a “pacific lager”, which is a light, bottom-fermented beer, with hops from New-Zeland. KIWI is clear, bright straw-coloured with a white, solid, persistent and abundant foam. The scent is the part which expresses at its best the strong personality of the hops, characterized by balanced, fresh and floral notes. The taste is rich, with a pleasantly dry finale and a clean and aromatic aftertaste. Refreshing, easy to drink, it’s perfect for every occasion and every time of the day.

KIWI is the local bird that is the symbol of the New Zealand, where the hops used come from.



2nd Place



Style	Pacific Lager
Fermentation	Bottom-fermented
Colour	Bright straw-yellow
Foam	White, solid, persistent
Alcohol	5,0%
Bitter	Intense and balanced
Aroma	Floral
Body	Light





ELK



Bottom-fermented amber beer inspired by American amber lager brewing style, with north-American and European noble hops, maintaining a moderate bitter. Hops from Yakima Valley are well balanced by the caramel notes of the malts. ELK is distinguished by and intense and bright amber colour, deep and limpid. The scents are made elegant by the particular hop and malt, herbal and fruity. To the taste it gives its best: cool, easy to drink, intense and balanced, it let itself by drank with no insecurity!

ELK is the famous giant moose of the north American forests where most characteristic hops of this beer come from.



3rd Place



1st Place
Category 3

Style	American Amber Lager
Fermentation	Bottom-fermented
Colour	Amber with copper shades
Foam	White and solid
Alcohol	5,8%
Bitter	Balanced, elegant, noble hops and north-American hops
Aroma	Hop, caramel
Body	Light





KOI



KOI is a Milk Stout, a high-fermentation black beer characterized by the addition of lactose. The toasted and bitter notes of the dark malts are tamed and smoothed by the lactose. KOI sticks out with a deep, intense, almost impenetrable dark color. As it's poured, a wonderful, dense foam immediately forms into the glass, compact and creamy, with a beautiful hazelnut colour which reminds of caffelatte. The chocolate (almost milk chocolate) and cappuccino aromas immediately fill the nose, giving us a hint of the actual taste. KOI is a smooth, full and velvety beer, with a characteristic chocolate and coffee flavor.

KOI is the famous Japanese koi carp, elegant and precious; but the pronunciation also recalls coffee and black colour, two of the main characteristics of this beer.



1st Place
Category 13



1st Place



Style	Milk Stout
Fermentation	Top-fermented
Colour	Black
Foam	Compact, dense, creamy, color of hazelnut and caffelatte
Alcohol	4,9%
Bitter	Light, from roasted malts
Aroma	Smooth, enveloping, chocolate, cappuccino, coffee
Body	Full





KISA



KISA is a “white IPA”, or a wheat beer with India Pale Ale hops, specifically north-American and Australian ones. KISA is limpid, of a bright and strong gold and a white and copious foam, solid and persistent. The nose is immediately hit by a vast bouquet of fruity and floral scents, citrus and tropical fruits. The taste verifies the good balance of flavours and bitter. The hops are the main character here, but not aggressively. It’s a mouthful of aromatic essences and the persistence is really lasting. The most easily detectable bitters are the ones from grapefruit and citron’s albedo. It’s a fresh, cheerful, fragrant and intense beer.

The white elephant is a rare and famous Indian pachyderm. Right from here we got the inspiration for this beer; from the spices used, to the style White IPA (indian pale ale)..



1st Place

Style	White IPA
Fermentation	Top-fermented
Colour	Bright yellow, with golden shades
Foam	White, solid, dense, creamy
Alcohol	6,5%
Bitter	Strong but balanced
Aroma	Fruity, floral, citrus-scented
Body	Medium





ONI



ONI is a “Red IPA”, a high hoppy fermentation beer, with a share of dark malts that give a bright dark red copper color. The hazelnut colored foam, solid and creamy, diffuses the scent of herbaceous hops, fruity, earthy and zingy that are mixed to malty and caramel specialty malts. The low carbonation is delicate in the mouth and enhances the flavor of the ONI, balanced between intense bitter, enveloping, persistent and aromas of roasted malts.

*The **ONI** are the demons of the Eastern tradition, usually red-skinned.*



Style	Red IPA
Fermentation	Top-fermented
Colour	Deep dark copper
Foam	Light brown, solid, dense, creamy
Alcohol	7,0%
Bitter	Strong but balanced
Aroma	Herbal, earthy, hazelnut, caramel
Body	Full



KUMA



Dark, bottom-fermented beer, derived from the German smoked dark lager. This beer has a intense dark colour with mahogany shades, clear and bright, with a solid and creamy foam releasing smoked, barley coffee, coffee, liquorice and unsweetened cocoa aromas. It is, surprisingly, easy to drink. Thanks to the low-fermentation yeasts, all these flavours express themselves fully, enhanced by an aftertaste of smoke and by an incredible aromatic persistence, leaving the palate fresh and immaculate.

KUMA is the brown bear that inhabits the forests of southern Germany, which this beer replicating the color and reference style.



3rd Place

Style	Smoked Dark Lager
Fermentation	Bottom-fermented
Colour	Dark-mahogany
Foam	Solid, creamy, persistent
Alcohol	6,0%
Bitter	Balanced, toasted and smoked malts
Aroma	Intense, smoked, coffee, barley coffee, liquorice
Body	Light





VULPES



VULPES is a high fermentation beer in the original Italian style of IGA (Italian grape ale). A beer with the addition of Cabernet Franc red grape must from the Selvagrossa Winery, from which they produce an exceptional wine. The VULPES is clear, with an intense copper color with bright red reflections. The complex aromas immediately amaze you for the contribution that the grape must gives to the beer: multiple, intense, fresh, deep. Focusing on the perfumes allows the beer to warm up slightly and thus release its full potential. It is certainly not a boring beer, indeed! Tasting is confirmed all its complexity, supported by a good body.

VULPES is the link between beer and wine and is therefore very versatile when pairing with food. It undoubtedly prefers meat but also with seafood goes well, aided by the greater freshness and the ideal serving temperature of about 12 degrees.

The illustration represents the famous Aesop's fable "the Fox and the grape", although in this case we like to imagine that the fox is able to enjoy the fruits of the vine, as we do.

Style	IGA (Italian Grape Ale)
Fermentation	Top-fermented
Colour	Red copper, intense, bright
Foam	Light
Alcohol	9,5 %
Bitter	Mild
Aroma	Intense, vinous, fresh, complex
Body	Full





PERSICA



PERSICA is a high-fermentation peach beer, made using fine local peaches. The delicacy and high quality of the peaches used are found in the aroma of this beer. The peaches and wheat also give the characteristics of fresh notes and slightly acid of the fruit beers, balancing the palate and making it crisp and refreshing. PERSICA, that is the Latin name of the peach, has a brilliant and intense yellow color and a white opalescent abundant foam, compact and persistent, that fully expresses the aroma of peaches. The nose will perceive aromas of peach accompanied by good freshness and a slight balsamic hops note. PERSICA is a refreshing beer, not too sweet, delicate and with a lingering aroma of peach. The perlage is creamy, while bitterness is delicate and slightly aromatic.

The illustration is of a beautiful peach on bloom.

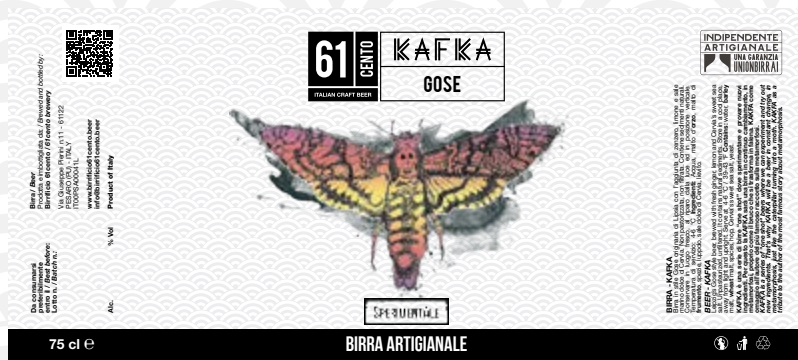
Style	Fruit Beer
Fermentation	Top-fermented
Colour	Opalescent straw-yellow
Foam	White light and creamy
Alcohol	6,0%
Bitter	Light, balanced
Aroma	Fruity, peach, fresh
Body	Medium



SPERIMENTALE

The beers that we would like to make are many, that's why we created KAFKA, a series of "one shot" beers where we can experiment and try out new ingredients. That's why KAFKA will be a beer in constant change, in metamorphosis, just like the caterpillar turning into a moth. KAKFA as a tribute to the author of the most famous story about metamorphosis.

KAFKA GOSE



Leipzig's Gose style beer, brewed with fresh ginger, lemon, Cervia's sweet sea salt and coriander. It came back from one thousand years ago and it's a very popular style known among beer enthusiasts. How it is? Low alcohol, slightly salty, spicy: perfect during hot season or after sport training.

Style	Gose
Fermentation	Top-fermented
Colour	Opalescent yellow
Foam	White, solid, creamy
Alcohol	4,5%
Bitter	Light and smooth
Aroma	Spicy, citrusy and slightly salty
Body	Medium

KAFKA VISCIOLA



KAFKA VISCIOLA is a fruit IPA. A refreshing and slightly sour beer, flavoured with local wild cherries and fine hops. A brilliant colour and an aromatic explosion make it an intense, refreshing and never boring beer.

Style	Fruit IPA
Fermentation	Top-fermented
Colour	Brilliant red
Foam	Light pink
Alcohol	5,6%
Bitter	Smooth and clean
Aroma	Fruity, citrusy and sour
Body	Medium/light



Contacts

61CENTO BREWERY BREWCO S.R.L.



Via G. Pierini n.11 | 61122 Pesaro (PU)



www.birrificio61cento.it



tel&fax +39 - 0721204348



info@birrificio61cento.beer



Birrificio 61cento



[birrificio_61cento](https://www.instagram.com/birrificio_61cento)

C.F./P.I. 02566820417 | SDI: brewco@pec.it



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