

Citizen Beer - Made with Honour



By [Warren Harding](#)

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A relative new kid on the craft beer block, Citizen Beer has been around for about 9 months and is taking the South African craft beer market by storm.



Citizen Beer currently has only one beer in the market, namely Alliance, an American Amber Ale, but promises of a few follow-up beers are soon to be fulfilled. Owner and brewing genius, Gary Pnematicatos, took 2 years off to focus on his brewing and the launch of a craft beer. Gary has consumed as much info (and beer) as he could, both online and through books, to perfect his craft, and through practical experience developed the craft beer called Citizen Beer.

Alliance was chosen to present a different beer to beer enthusiasts and newcomers to the commonly produced Pale Ales, Lagers and IPAs. Gary says: "The key, I think, is to show people how beer, much like wine, is incredibly diverse." Gary wants this to be a common thread through all his beers, and that each will be slightly different to what is commonly found on the South African craft beer market. Citizen Beer's goal is to educate and thrill its customers.

The American Amber Ale was developed in the '90s during America's craft beer revolution and Gary describes Alliance as a light-bodied beer, with a mild bitterness, followed by a caramel flavour, and ends with a subtle dryness. It's an easily drinkable beer. Gary loves hearing from people who ordinarily wouldn't drink beer who say they love it, as well as seeing how popular it is with seasoned craft drinkers.

New beers will be launching soon and each will be titled and will reflect its position or role as a Citizen. Alliance is the beginning of the partnership with customers, the alliance, and the next beer to be released will be Saboteur, as it will be the beer some will drink ahead of Alliance, thus 'sabotaging the alliance'.

Currently, Citizen Beer and Alliance Amber Ale is stocked in Cape Town only (a list of venues can be found on the website www.citizenbeer.co.za), but stock will be available in Johannesburg from early 2013.

If you have not tried Alliance, American Amber Ale, best you go out right now and neck a cold one. You can thank us later for the recommendation.

For more information go have a look here:

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www.citizenbeer.co.za

ABOUT WARREN HARDING

Warren Harding is a public speaker, event Emcee and the presenter of BizTakeouts, the marketing and media show on 2oceansvibe radio. Each week Harding chats to the industry leaders and newsmakers from the African and South African marketing, media, digital and advertising industries. He is also the Business Development Director at John Brown South African, a branch of the world leading content marketing agency, John Brown Media.

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