Our quest was simple: we wanted to make the best white ale we ever tasted. We got there with the complex flavors of the classic witbier, including orange peel and coriander—all brewed with pure Icelandic water and a touch of oats that deliver a cool smoothness that is uniquely flavorful and refreshingly drinkable.

Three kinds of hops combine with pure Icelandic water to create our version of the Pale Ale, where robust flavor meets smooth malt. Cascade hops give it the American character, while Northern Brewer and Hallertau Tradition add just enough bitterness to make this ale refreshingly Icelandic—and to make everything else pale in comparison.

With clear notes of toffee and dark chocolate, this Porter is roasty and rich, offering a medium body that is robust, yet smooth on the palate. Toasted and chocolate malts give it a sinister black color, but its easy-to-drink taste will have you believing that there’s no more need to be afraid of the dark.

Baldur’s Notes
A clean and crisp start with a smooth mouthfeel thanks to the oats, citrus and spice round out a refreshing finish.

Baldur’s Notes
Mild, slight toffee, generous hop aroma and flavour from late hop addition.

Baldur’s Notes
Smooth, roasty with some chocolate, toffee and licorice notes.

Summer Seasonal - In 330ml cans
We celebrate summer with our Arctic Berry Ale, a refreshing witbier flavored with tasty bilberries, hand-picked near the Arctic Circle.

Limited-Edition Winter Brew
Malted barley and chocolate tones define the traditional style, while the robust aroma and long, mellow finish will make this the perfect companion for your holiday adventures.
The Einstök Brewery is located just 60 miles south of the Arctic Circle in the fishing port of Akureyri, Iceland. There, water flows from rain and prehistoric glaciers down the Hlíðarfjall Mountain and through lava fields, delivering the purest water on earth and the perfect foundation for brewing deliciously refreshing craft ales.

**DRINK. CONQUER. REPEAT.**
This is more than a slogan – it’s a way of life – and may not mean exactly what you think. This is the battle cry for modern Vikings and it calls them to the great adventure that lies ahead. Let’s break it down:

**DRINK.** Of course, the drink of choice is one of the fine ales crafted by Einstök, but, while we seek to gulp every last drop of life, we savor our beer and drink it in moderation, respecting not only the great skill with which it was made, but also our fellow Vikings and our responsibilities as citizens of this earth.

**CONQUER.** The world is a place of discovery and adventure and the modern Viking seeks to experience as much as possible. But, when we conquer new lands and new people, it is not with the goal of pillaging them, but rather to leave them better than we found them.

**REPEAT.** When it gets this good, you can’t help but do it over and over. We are talking here, of course, about repeating the thrill of adventure and about continually seeking new experiences. And, while you will likely be tempted to repeat the refreshingly drinkable experience that comes with Einstök ales, please do so responsibly.

**THE BREWMASTER: BALDUR KARASON**
Born in a small town in the north of Iceland called Siglufjordur, Baldur moved to Akureyri in 1981, where he completed his high-school and college education. He began working at the Viking Brewery in quality control as a Food Scientist and quickly became interested in learning more about the craft. In 1993, to pursue his dream to become a brewmaster, he went to the Heriot Watt University in Edinburgh and completed their prestigious brewing program – the first Icelander to do so in fifty years. He returned to Akureyri and became the head brewer at the Viking Brewery, where he has developed several new recipes, led quality control and worked closely with international companies like Löwenbrau and Carlsberg. Due in part to his leadership and talent, production has increased at the brewery and he has continued to hone his craft by attending training courses at Löwenbrau Münich, Carlsberg Denmark and Doemens Institute Germany. His advanced knowledge and creativity combine to make him the ideal head brewer for Einstök. He is Baldur the Brewmaster.

**GLOSSARY OF TERMS**

**EINSTÖK** - Our brewery’s name comes from the Icelandic word for “unique.” It’s a great name, but its invention was easy. Because there is nothing else in the world like it.

**ÖLGERÐ** - Icelandic for “brewery,” though we might also use it for “heaven.”

**N 65˚ | W 18˚** - This is shorthand for the latitude and longitude of the Einstök Brewery in Akureyri, Iceland, which is more precisely located at 65°41’N 018°05’W.

**SÉRFRAMLEIDDUR** - In Icelandic, it means “specially brewed.” For the rest of the world, it means some mighty tasty ales.

**“SKÁL”** - Say this when you raise a glass of Einstök to toast your fellow Vikings. A phrase for all occasions, its use is appropriate at the beginning, middle or end of any great conquest.

**CONTACT US TO JOIN THE ADVENTURE:**
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