Tourisme BRETAGNE

PRESS RELEASE

PRESS CONTACT UK & IRE | 18th April 2023

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Beer-themed hikes and micro-breweries in Brittany: a fun-way to discover the region that celebrates its Celtic heritage



Brittany's brewing tradition stretches back to the 17th century. For two centuries Breton beer was as popular as other regional drinks such as cider, Lambig and Chouchen. But gradually, the dozens of breweries closed down, and by WWII, Breton brewing was largely gone. The region's Celtic roots revival in the 70' with the creation of Lorient's Interceltic Festival, also initiates a renewal of Brittany's brewing heritage. There are now more than 223 Breton breweries turning out artisan ales. Served at between 6°C and 12°C, pale, dark or red, they can be tasted where they are brewed, or at a bar, and always in a cheery atmosphere. A particular feature of Breton beers is the surprising additional ingredients used to enhance their flavours: from spices to seaweed, and buckwheat - all are part of Brittany's DNA and tell the story of this unique destination.

Boots & Beer - An original way to (re)discover Brittany.

Brittany boasts 10,000 km of signposted trails to discover, and eight 'Grande Randonnée' (long-distance) paths. Amongst them, the GR® 34, the former customs officers' path, is the most famous and popular! It's a route steeped in history, salt and sea spray. It snakes along the coastline of Brittany for over 2,000 km, from Mont-Saint-Michel to the bridge of Saint-Nazaire. Showing off its red and white markers, it offers anyone who walks it a large breath of fresh ocean air and stunning sea views. We thought of a fun way to select a section of this iconic route: pick a walk that ends with a fresh local craft beer. An original way to get off the beaten tracks, and celebrate the Celtic roots of Brittany!



Photo credit: crtb-BestJobers



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From Cap Fréhel to Fort La Latte

Duration: 4 hours 35 mins / Distance: 16.7 km

Follow the GR 34 coastal path from Cap Fréhel headland to Fort-La-Latte, a medieval fortress built on the clifftop. You'll discover a succession of beaches and coves that are some of the finest on the north coast. It will be hard to resist a swim in the translucent water. The walk starts in front of Plévenon school, at the entrance to the peninsula. You'll be heading north-west, on an easy path through moors of heather and gorse, with a breath-taking 180° view of the sea. If you dreamed of a breath of sea air, walking among unspoilt areas in one of the most beautiful sites in Brittany, then this is simply perfect! You'll walk along the high cliffs overlooking the Channel, in a palette of vibrant colours. The dizzying view from the top of Cap Fréhel and the arrival at Fort-La-Latte, well known by cinema fans, are second to none. It's a bit blustery, but the breath-taking views will give you wings! As you head back to Cap Fréhel, stop at Brasserie La Fréhéloise, next to the church. After several years of brewing at home, Youenn and his wife Sylvie wanted to pursue their passion to the full. They are now full-time brewers and opened La Fréhéloise brewery in Fréhel in 2018.



Photo credit: crtb-Thibault Poriel



A lovely escapade in Morlaix bay

Duration: 4 hours 20 / Distance: 17.5 km

Ready for a tour of Carantec peninsula starting from its little port? Ready to carry on, if the tide permits, as far as Ile Callot and its unrivalled charm! Then, come back down along Morlaix river, with a particularly lovely view when the tide is out... Take the GR34 trail and then go back up towards Château du Taureau for a 180° view of the oyster parks! The Customs Officers' path takes you to Pointe de Pen Al Lann, where you can contemplate Ile Louët, and the rocky platform of 'Chaise du Curé': the view of the beaches, the bay lined with little islands is simply sublime - but we'll let you be the judge of that! Back in Carantec, stop at La Brasserie Graphique. Pierre-Yves Jaouen installed his vats in a former art gallery in Carantec. The former teacher's dream of a more manual work has come true. As a lover of contemporary art, for each new beer brewed, he invites an artist to design the bottle label and exhibit his works at the brewery.

"Randos Bière en Bretagne" - Beer-themed hikes and walks in Brittany

Through this guidebook, the authors invite you to discover Brittany by foot while ending each of your walks with a good local craft beer. From coastal paths to fortified towns from the Middle Ages, passing through forests, mills, standing stones, islands and secret beaches, the 40 hikes take you through various Breton landscapes. All the routes have been carried out in their entirety by the authors of the guide and the beers have been tasted conscientiously.

>>>https://randosbiere.com/bretagne/





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The top 5 artisanal microbreweries where to enjoy a 'Made in Breizh' beer



The pioneer of Breton beers, in Carhaix

This is the senior of Breton beers. Although the Coreff (barley beer in Breton) is served in nearly every bistro in the region, it's also nice to drink the beer where it is made. Created in 1985 in Morlaix, this artisanal microbrewery is now located in Carhaix. Push open the door of the Ambassad, the museum space, and follow the guide to absorb the Coreff spirit, the know-how, the attachment to Brittany and to its culture. >>> https://brasserie-coreff.com/

« Do it yourself » in Brest

How about brewing your own beer? According to the experts of En bières inconnues, in Brest, it's as easy as following a cooking recipe. Located in the Ateliers des Capucins, this new-style shop organises workshops. You'll learn all there is to know about malting, filtration, fermentation, cold storage, etc. And after one month, you'll leave with your 18 litres of «diy» beer. Don't forget to taste the company's creations too. >>> https://enbieresinconnues.fr/



Underground, opposite the bay of Brest

Quality beer on an exceptional brewing site. Térénez beers are made in a former military tunnel on the edge of Aulne estuary. They are pale, dark, wheat and triple-brewed beers, which have received many prizes in France and abroad. Judge for yourself in the brewery's tasting area. You can even taste the limited edition of the moment: honey beer, Christmas beer, etc. In season, the « Brasserie du bout du monde » also opens its production workshop for tours. And you can get there by sea, on board the Brestoâ or the Loch Monna from Brest. >>> https://www.terenez.bzh/en/

A tavern 2.0 in Quimper: La Baleine Déshydratée

A real, modern-day tavern where you use a pre-paid card that you can connect to the beer tap yourself. Among the 400 references to choose from, there are 40 somewhat bold home-made recipes. Such as the peach-thyme « Session », the raspberry-peach-chilli « Berliner Weiss », the mango-pepper-vanilla « Saison », and others. They are made in front of you, in the integrated microbrewery. The beers are debited by the centilitre, making the system ideal for just quenching your thirst or for testing several beers without excess. >>> https://www.facebook.com/labaleine.QP/

In a Brew Pub with a view of the vats, in Vannes

The Awen brewery has developed a well « inspired » concept based on the Celtic tradition of its name. This is a real pub, with fish and chips and live sports broadcasts, in the middle of an artisanal microbrewery. In other words, you can taste the brewery's two constant beers - pale and amber - plus a seasonal beer, and watch how they are made at the same time. In the restaurant, a picture window opens onto the brewing unit, the fermentation tanks and the storage tanks. >>> https://www.brasserie-awen.bzh/