

# Feldschlösschen

**Adresse : Theophil-Roningerstrasse, 4310 Rheinfelden (AG)**

**Fondation : 1876**

**Homepage : <http://www.feldschloessen.com>**

**Production: 1'200'000 hl**



Feldschlösschen est le mastodonte de la bière en Suisse: plus d'un million d'hectolitres brassés chaque année ! Ceci rajouté aux productions des brasseries Cardinal à Fribourg et Valaisanne à Sion, dont il est le propriétaire, nous amène à 42% du marché. Pas besoin de chercher: où que vous vous trouviez en Suisse, il y a une bière du groupe Feldschlösschen non loin de vous !

Mais Feldschlösschen est aussi (surtout) un fossoyeur: rachat et fermeture d'Hürlimann, de Gurten, Warteck et Löwengarten. Et seule une réaction de la population fribourgeoise à réussi à éviter un sort identique à Cardinal.



Mais revenons un peu en arrière: c'est le 8 février 1876 que Theophil Roninger et Mathias Wüthrich fondent la brasserie. En 1890, la brasserie "zum Feldschlösschen" est transformée en S.A.. En 1898, la brasserie devient numéro 1 en Suisse atteignant une production de 100'000 hectolitres.

Dans les années 70, Feldschlösschen met le turbo: 1970, rachat des bernois de Gurten; 1972, rachat de la brasserie Valaisanne; 1973, entrée dans le commerce des eaux minérales et sodas et en 1974, la production passe la barre des 1 millions d'hectolitres.

Feldschlösschen ne s'arrête bien sûr pas en si bon chemin: en 1989, rachat de la brasserie Warteck (Bâle) qui sera fermée 2 années plus tard, la production étant transférée à Rheinfelden. En 1991, rachat de Cardinal et en 1996, fusion de Feldschlösschen et Hürlimann. La brasserie Hürlimann, quant à elle avait racheté Löwenbräu en 1984.

En 1997, c'est le grand mouvement de panique face aux changements du marché de la bière. Les brasseries Gurten et Hürlimann sont fermées et leurs productions transférées à Rheinfelden (depuis 2002, la Gurten est brassée à Fribourg chez Cardinal). Seule Cardinal, au prix d'une vaillante résistance, garde la vie sauve.

En 2000, la situation n'étant pas folichonne, le Holding Feldschlösschen-Hürlimann laisse tomber le marché des boissons pour se concentrer sur l'immobilier, sans doute plus rentable: la brasserie est vendue aux danois de Carlsberg.

La situation empirant un peu plus chaque année, on peut se demander combien de temps Carlsberg continuera à garder un pied en Suisse. Il semble également légitime de s'interroger sur l'incapacité de Carlsberg à comprendre les évolutions du marché suisse. En effet, les consommateurs délaissent de plus en plus les bières de masse pour se tourner vers des bières avec plus de goûts et de saveurs. Et Carlsberg possède (contrairement à Heineken), des marques qui tiendraient la route dans ce créneau, telles

les Semper Ardens ou les Jacobsen. Mais allez donc savoir ce qui se passe dans la tête des grands managers ...

**Feldschlösschen 2.4 – 2,4% - lager blonde**

clear pale golden colour, fine head and a nice lace, light hoppy nose, sweet and neutral, the finish is slightly dry and plastic-like - insignificant; one more bad move from Feldschloesschen ...  
[6,8]

**Feldschlösschen Abendrot – 5,6%  
Oktoberfest/Märzen**

clear bronze colour with a solid white foam; a hint of caramel and butter in the nose; sweet and medium-bodied; no bitterness; more caramelish notes in the finish - deeply uninteresting  
[10,4]



**Feldschlösschen Alkoholfrei - <0,5% - bière sans alcool**  
[4,8]

**Feldschlösschen Castello Amber - 5,6% - lager premium**

written in the booklet delivered with the beer: "The first sip reveals its powerful body. The light sweetness and the full body are offered then in perfect harmony to your palate. Then a subtle bitterness associated with a sparkling freshness develops. The particularly fine taste of Castello Amber makes this speciality an authentic symbol of the gustatory pleasure."my friend Laurent Mousson needed 30 minutes to stop laughing ...  
[6,8]

**Feldschlösschen Dunkle Perle – 5,5% - dunkel**

ruby-brown colour, fine head, slightly toasted malty aroma with some buttery notes, sweet and light-bodied, soapy with a rather disgusting and moderate malty finish – dubious  
[9,2]

**Feldschlösschen Ice Beer – 5% - lager blonde**

light yellow colour, few foam, herbal aroma, smooth, fresh, flat flavor  
[7,6]

**Feldschlösschen Fraïche – 4,3% - lager blonde**

flavoured with herbs - translucent pale yellow colour with a poor head retention; the nose is herbal and slightly oily; medium-bodied, fresh with some tartness due to a solid carbonation; some bitterness and an effervescent herbal finish with some residual sweetness - not bad at all  
[11,6]

**Feldschlösschen Frühlingsbier – 5,5% - lager premium**

slightly cloudy pale yellow colour, nice head and lace, fresh and light fruity nose (orange ?), medium-bodied, sweet and quite flat, no bitterness, short finish  
[10]

**Feldschlösschen Gold - 4,1% – lager blonde**

one more new beer from Feldschlösschen/Carlsberg: a calorie-poor lager, labeled "premium ... longer matured for an achieved taste" ... great, I cannot wait to taste it ! - it pours a clear golden colour with a little persistent but irregular foam; correct lacing; the aroma gives me some doubts about my sensorial capacities: I'm just not able to detect anything here; maybe a slight flowery hint ? But who can say that this does not

come from a flower field outside or from my imagination ? ... a bit sweet and very thin-bodied; finishes slightly dry with a shy touch of bitterness and after it ... it's the Atacama desert. - God, what am I gonna do with the rest of my 6 pack ?  
[6]

#### **Feldschlösschen Grand Cru – 5,3% - lager blonde**

clear amber colour, creamy and slightly beige head; shy and metallic aromatic hoppiness; very creamy mouthfeel with a subtle effervescence; a flowery touch - all in all a gentle unspectacular and wrongly named beer; one more ridiculous attempt from this moribund brewery  
[10,8]

#### **Feldschlösschen Hopfenperle – 5,2% - pilsener**

clear golden colour, few head, nice lace, some hops, herbal notes, medium-bodied, sweet with a hint of bitterness, the finish is slightly oily – decent  
[11,6]

#### **Feldschlösschen Oktober Festbier – 5,2% - Oktoberfest/Märzen**

clear golden colour with a persistent little foam and a nice lacing; decent herbal hoppiness; clean palate and a medium malt body, creamy mouthfeel and a late moderate bitterness; more malts and herbs in the finish - I cannot believe it but I think Feldschlösschen has just brewed a second decent beer !  
[12,4]

#### **Feldschlösschen Original – 4,8% - lager blonde**

golden colour, nice lace, fine hop aroma, flat flavor, short aftertaste  
[8,4]

#### **Feldschlösschen Urtrüb – 5% - Dortmunder/Helles**

ohhh ! an unfiltered beer from Feldschlösschen ... - hazy dark orange colour, giant creamy head, haye and notes of nuts in the nose, oily with a tart finishing bitterness, the finish is dry and honestly malty - not much character though but it looks like I've found a drinkable Feld.  
[12,4]

#### **Feldschlösschen Weihnachtsbier – 5,5% - Vienna**

clear green-amber colour, few head and a nice lace, buttery and light fruity, sweet and quite light-bodied with a dry and slightly tart malty finish - nothing bad, nothing good, no creativity... Just about what I was expecting from Feldschloesschen.  
[10]

#### **Carlsberg Lager – 5% - lager blonde**

[8]

#### **Carlsberg Non-Alcoholic - <0,5% - bière sans alcool**



very clear and pale golden colour, poor head retention; some light grassy notes along with wet paperboard; a bit sweet and fully watery; finishes quite dry with tons of unpleasant carton-like tones - undrinkable ... of course  
[5,6]

**Tuborg Gold Label – 5% - lager blonde**

clear and pale golden colour with a fine head; the aroma is strongly corny and the hops are missing; sweet and with a moderate malt body; a hint of finishing bitterness and an herbal touch lost among the corns is by far not enough to make of this brew something interesting  
[7,2]

**Hurlimann Hammer – 5% - vienna**

labeled: "Man's best choice" - very slightly hazy amber colour with little foam remaining; aroma of corn and caramel dominates; light-bodied, moderately sweet but mainly deeply neutral; no bitterness; short watery finish - a full glass of nothing; my conclusion is that I'm not a man ...  
[6,8]

**Hürlimann Lager – 4,8% - lager blonde**

[8,4]

**Hürlimann Sternbräu – 5,2% - pilsener**

clear bright golden colour, nice creamy head, nice lace, herbal, moderate aromatic hoppy nose, medium-bodied, sweet with a hint of bitterness, malty and neutral finish  
[12]

**Löwenbräu Lager – 4,8% - lager blonde**

[11,2]

**Löwenbräu Spezial Hell – 5,2% - pilsener**

[11,6]

**Warteck Lager – 4,8% - lager blonde**

[11,2]

**Warteck Pic – 5,2% - pilsener**

pale golden colour, few head, well-hopped, pleasant body, orange, some character  
[11,6]

**Warteck 1856 – 5% - lager blonde au miel et au sureau**

brewed with honey and elder for the 150th anniversary of the brewery ... though this one is closed since a long time - pours a bright golden-orange colour under a little foam; nice lace; light honeyish (and with some imagination elder-ish) notes in the nose; moderatey sweet, medium-bodied, no bitterness; gentle honeyish finish - no character but acceptable  
[10]

**Marques retirées:** Castello [10,4]; Castello Selection Classico [6,4]; Festbier [10,8]; Fou [10,8]; Jubilé [10,8]; Quinto [8,8]; Winner [10,4]

