





# Gualdo Tadino and the water

Gualdo Tadino and water: an ancient and inseparable relationship. By way of example let us consider the name of the “Flea Castle” (“Rocca Flea”), located in the upper part of the hill on which the town lies. Such a name was chosen because the castle was built close to the head of the Fleo (or Flebeo) river. This name recalls the word φλέψ, φλεβός, namely a term used by Greek historians and geographers to indicate water veins.

Emperor Frederick II visited these territories around 1214, during his dispute with the Papacy, and found the loyal Ghibelline town of Gualdo destroyed after a terrible fire. Touched by the fate of the allied town, the Emperor showed his generosity by building the new city walls and renovating the “Flea Castle”, of which he laid the first stone.

Furthermore, “he rode his horse around this land, and sowed with his own hands wheat, barley, spelt, broad beans, millet and other oils; he asked the Almighty to help the Castle grow and the people multiply, and to ensure them food and an everlasting safety” (Chronicon).

Nowadays, Birra Flea originates from the meeting between **the well-known waters** of Gualdo Tadino and the seeds sown by Emperor Frederick II many centuries ago.





A photograph of a brewery interior. The scene is dominated by large, vertical stainless steel fermentation tanks that stretch into the distance. A central metal ladder provides access to the upper levels of the tanks. The floor is dark and reflective, showing the silhouettes of the equipment. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and industrial scale.

## The Brewery

Birra Flea is the result of the meeting between the well-known waters of Gualdo Tadino and the best malts produced and selected within our farm.

In order to achieve the highest quality standards for our products, we pay special attention to both the selection of the raw materials and the entire production process.

Malts used in the brewing process are obtained from 100% Italian barleys, grown in our own lands, in order to guarantee a short distribution chain.

Once harvested, we send the barley to our trusted malt house (a market leader in Italy), which complies with the highest quality standards during the malting process. We purchase other raw materials like hops, yeast and sugar from selected suppliers.

We produce Birra Flea using only wheat and barley malts; we don't use other unmalted grains. Our beer is both unfiltered and unpasteurized. It is refermented in the bottle in order to preserve its organoleptic properties, without the addition of preservatives and chemical additives.

Birra Flea combines the best tradition with high quality standards and production innovation.

In each production cycle, our state of the art brewery is able to produce 24 hectolitres. Furthermore, we have a storage and fermentation cellar of 400 hectolitres and we are equipped to produce more than 3 million bottles per year.

The construction has been built by Edilcemento SPA. It is a "Class B+" and energetically independent building, equipped with a rooftop photovoltaic plant. Some photovoltaic shelters have been placed outside the building, in order to charge electric vehicles and to be used as car parks.





## Bianca Lancia White Beer

Pure malt ale, brewed with both barley and wheat malts. Bianca Lancia has a fresh and fruity taste, a low bitterness and is slightly acid, with a thick, creamy and adherent head. It is a top-fermented beer, refermented in the bottle, unfiltered and unpasteurized, and straw yellow in colour.

**Degrees Plato (°P):** 13,0

**Alcohol content:** 5,0

**Serving temperature:** 4-6°

**Suggested food pairings:** Meat dishes like porchetta, Vienna sausages, seasoned cold cuts and cheeses (also blue cheeses). Bianca Lancia is an excellent choice as an aperitif.

**Available in two different sizes:** 75 cl. Bottles - 33 cl. Bottles

*Bianca Lancia, an Italian noblewoman from Piedmont, was one of the four wives of Emperor Frederick II and probably the one he loved the most.*

*They maintained a long-lasting secret relationship and according to some historians Bianca Lancia was the only true love of his life.*

*She was a kind and delicate person, and was constantly and discreetly present during Frederick's life.*

*Their marriage took place when Bianca Lancia was dying, possibly in order to legitimate the political climb of their son, Manfred, who would be the last Swabian King of Sicily.*



## Costanza Blonde Ale

Pure malt ale, brewed with 100% barley malt.

Costanza has a fresh taste, is slightly fruity and bitter, with a thick, creamy and adherent head. It is a top-fermented beer, refermented in the bottle, unfiltered and unpasteurized, and light yellow in colour.

**Degrees Plato (°P):** 13,0

**Alcohol content:** 5,2

**Serving temperature:** 4-6°

**Suggested food pairings:** White risotto, pizza, cold cuts (slightly fatty), unseasoned cheeses.

**Available in two different sizes:** 75 cl. Bottles - 33 cl. Bottles

*Frederick II's mother, **Constance** of Hauteville, was celebrated by Dante as "the great Costanza, who from the Swabians' second guest engendered the one who was their third and final power". Dante underlined her resoluteness on the political scene but also her refinement. She was Queen of Sicily from 1194 to 1198.*

*Constance of Aragon was the eldest daughter of Alfonso II of Aragon and the first wife of Emperor Frederick II. In 1209, on the occasion of the marriage, she was crowned "Queen of Sicily".*

*Therefore, our beer Costanza was created in order to celebrate the two Queens.*





## Federico II IPA Style Strong Ale

Pure malt ale, brewed with 100% barley malt.

Federico II has a fresh taste, is rather bitter and has a herbaceous aftertaste due to the use of selected hops. Its head is thick, creamy and adherent. It is a top-fermented beer, refermented in the bottle, unfiltered and unpasteurized, and deep yellow in colour.

**Degrees Plato (°P):** 14,5

**Alcohol content:** 5,9

**Serving temperature:** 6-8°

**Suggested food pairings:** Main courses, white meat, fish dishes, cold cuts, both seasoned and unseasoned cheeses, pizza, etc.

**Available in two different sizes:** 75 cl. Bottles - 33 cl. Bottles

*Emperor Frederick II has been called stupor mundi ('the wonder of the world') by a contemporary chronicler. He is considered to be the first modern ruler, a forerunner of the Renaissance and one of the most important figures of the Middle Ages.*

*He was King of Sicily, King of Germany, King of Jerusalem and a Holy Roman Emperor; furthermore, he patronized artists and poets and was himself an intellectual and a philosopher.*

*He played a significant role in promoting literature through the Sicilian School of poetry. His fate was constantly linked with that of the Italian peninsula and especially with that of the loyal Ghibelline town of Gualdo Tadino.*







## Bastola Strong Red Ale

Pure malt amber ale, brewed with 100% barley malt.

Bastola is a dry beer with an intense taste and a slight bitterness, furthermore it has an aftertaste of caramel and hazelnut due to the use of special malts. Its head is thick, creamy and adherent. It is a top-fermented beer, refermented in the bottle, unfiltered and unpasteurized, and dark amber (tending to red) in colour.

**Degrees Plato (°P):** 16,5

**Alcohol content:** 6,9

**Serving temperature:** 8-10°

**Suggested food pairings:** main courses, red meat (also game meat), seasoned cold cuts, seasoned cheeses.

**Available in two different sizes:** 75 cl. Bottles - 33 cl. Bottles

*Several legends and traditions related to the town of Gualdo Tadino are linked to a woman known as "Bastola". According to different medieval chronicles, she was the person responsible for the fire that destroyed the town in the thirteenth century; Gualdo was then rebuilt thanks to Frederick II's urban plan.*

*Poets, artists, writers and historians described Bastola as a witch, an evil being, a lost soul, a spy or a seductive enchantress. Even in present days, at the end of the celebrations of our medieval festival, we recall her evil figure and her execution at the stake.*

Matteo Minelli and his wife Cristina created "Birra Flea", a new business challenge, a "dream" that shows their love for Gualdo Tadino combining the best tradition with an innovative approach. In the last year Matteo decided to value his farm by creating a product with a very strong local identity: a beer containing the best fruits of his hometown.



## Where we brew Birra Flea

Gualdo Tadino is located in northeastern Umbria, in an area characterized by mountainous territories and a wonderful natural landscape. It is a pristine environment where nature, art, history, culture and taste merge perfectly.

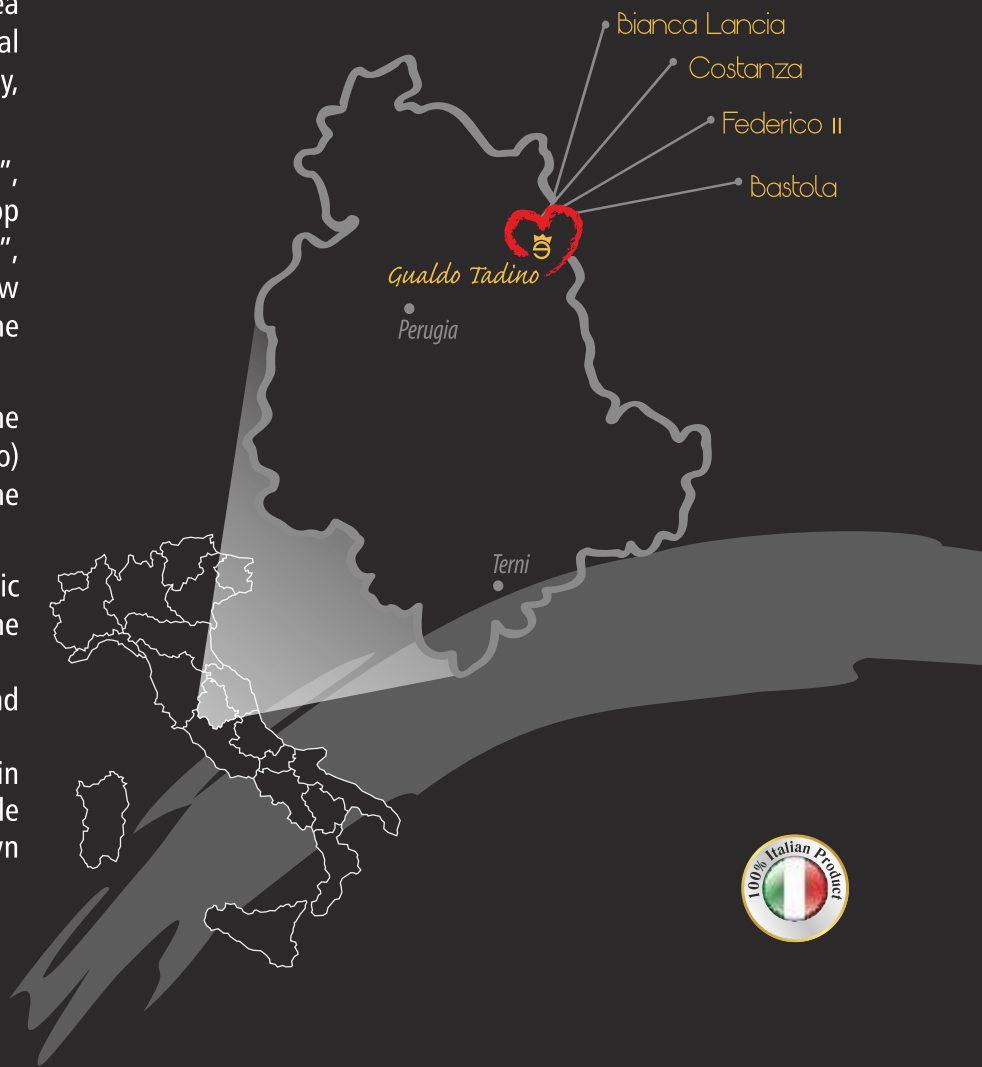
Sources of pure water like "Santo Marzio" and "Rocchetta", "Valsorda" and its green fields, the breathtaking view from the top of mount Serrasanta, artistic monuments such as the "Flea Castle", "Saint Francis Church" and the "Podestà Palace" are just a few examples of places and monuments able to leave their mark in the heart of each visitor.

Gualdo Tadino is very close to the most important towns in the region (e.g. Assisi, Gubbio, Perugia, Spoleto, Spello, Montefalco) and conserves several objects and monuments dating back to the Umbrian period, the Roman age as well as the Middle Ages.

The town is also a centre of excellence for the production of artistic ceramics, the well-known lustre pottery made famous all over the world by Paolo Rubboli.

Here in Gualdo Tadino time seems to flow slower than usual, and words like "tradition" and "memory" keep their real meaning.

Birra Flea is rooted in this wise and quite land, which is rich in values, and whose inhabitants are hard working people, capable of putting care and love in everything they create with their own hands.







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