



## Aurosa - Femme fatale of the brewery

Aurosa is a new Czech brand of traditional beer, however there is nothing traditional about it. On the contrary, Aurosa is a very unique concept of beer in all its aspects. Just by looking at the packaging, it is clear, that we are speaking about a highly designed and sophisticated beverage. Aurosa is the idea of creating a luxury combination of art and elegance with a beverage that has never been linked to the luxury segment before.

The founder Martina Smirova created the brand Aurosa with a dream to invigorate old tradition with something new and timeless. Aurosa was able to successfully combine the old Czech beer tradition with a modern take and establish itself in the industry.

Our beer is designed for the ladies, Aurosa #BEERFORHER was created to support, encourage and connect women in their every day life, all while signifying that their feminine nature does not have to be compromised.

"I created Aurosa #FORHER as a reminder that women shouldn't forget that they can succeed in all aspects of life without having to adapt or sacrifice their natural tenderness and femininity. I was able to succeed in an industry that disregards women and in which it is very hard to start a business in, and many other women who chose to pursue their ambitions, no matter how impossible it all seemed, without sacrificing our nature." says the founder Martina Smirova about her best-selling beer.

The beer Aurosa, though coming from a picturesque castle Rychvald outside of Prague, has the heartbeat and energy of a city. Therefore, Aurosa's biggest goals are to intervene, reach out and find common ground with people from the world's largest fashion metropolises.

Aurosa has become an official partner of Mercedes-Benz Prague Fashion Week, because fashion is key to our core brand. The design of the bottle gained instant popularity among the fashion trendsetters from major fashion metropolises.

If you also admire aesthetical design and high beer craftsmanship, we believe Aurosa is for you!

[www.aurosa.cz](http://www.aurosa.cz)

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