

= Guinness Foreign Extra Stout =

Guinness Foreign Extra Stout (FES) is a stout produced by the Guinness Brewery , an Irish brewing company owned by Diageo , a drinks multinational . First brewed by Guinness in 1801 , FES was designed for export , and is more heavily hopped than Guinness Draught and Extra Stout , and typically has a higher alcohol content (at around 7 @. @ 5 % ABV) , which gives it a more bitter taste . The extra hops were intended as a natural preservative for the long journeys the beer would take by ship .

FES is the Guinness variant that is most commonly found in Asia , Africa and the Caribbean , and it accounts for almost half of Guinness sales worldwide . In 2011 , over 4 million hectolitres of the beer were sold in Africa , where Diageo intend to grow the product into the continent 's highest selling beer .

Guinness Flavour Extract , a dehydrated , hopped wort extract made from barley malt and roasted barley , is used for overseas production of the stout . The syrup is shipped from Ireland , where it is added at the ratio of 1 : 49 to locally brewed pale beer . In most overseas markets , Guinness Flavour Extract (GFE) is blended with locally brewed beer to produce FES .

In the 1960s , FES was marketed in Nigeria as " gives you power " . This was updated for 1999 @- @ 2006 with the Michael Power campaign , which aired across Africa . The beer is ranked highly on beer rating websites , while beer critics have varying opinions .

= = History = =

In 1801 , Guinness West India Porter , the direct predecessor of Foreign Extra Stout , was first exported from the St. James 's Gate brewery in Dublin . The product was formulated for Irish immigrant workers in the Caribbean . The beer was only brewed between October and April , which reduced acidification , and was matured in large wooden vats for up to two years , which gave the finished product greater stability . To survive the long journey overseas , which was then taken by ship , it was brewed with extra hops and a higher alcohol content , which acted as natural preservatives for the beer . Exported in barrels , the product was then bottled locally , which helped to reduce costs .

The first recorded shipment of the beer to the United States was in 1817 . In 1827 , the first official shipment of Guinness on the African continent arrived in Sierra Leone . The beer was renamed Foreign Extra Stout from around 1849 onwards . The first recorded exports to South East Asia began in the 1860s .

At the turn of the twentieth century , FES accounted for around 5 per cent of all Guinness production , with two thirds destined for Australia and the United States , where it was largely used as a medicinal product . Australia remained the single largest export market for the product until 1910 , when it was eclipsed by the United States . Due to the expense of importation , FES was a premium product , selling for double the price of domestic stouts . By 1912 , total production had reached 105 @, @ 000 hogsheads . The American trade was disrupted by the onset of World War I and then discontinued entirely with the introduction of Prohibition . The product was not popular when it returned in the 1930s , as drinkers now preferred the lighter and cheaper Guinness Extra Stout . Following discontinuation of export during World War II , FES did not return to the United States until 1956 , but this was not successful , and the beer was withdrawn shortly afterwards .

Prior to 1920 , Guinness export sales were mostly to ethnic Anglo Saxons and Celts . From the 1920s onwards this changed , and among the first natives to develop a taste for the drink were the ethnic Chinese of the Malay Peninsula . In 1924 , a global Guinness salesman was appointed by the company , and sales began to be pursued among native populations .

In 1939 , shortly after the outbreak of World War II , the British War Office purchased 500 @, @ 000 half @- @ pint bottles of FES for distribution to hospitals .

In 1951 , exports totalled 90 @, @ 000 barrels , but by 1964 had grown to 300 @, @ 000 barrels . By 1959 , sales in Ghana had grown large enough for Guinness to establish a joint venture in the country with the United Africa Company . By 1962 , Nigeria had become the largest export market

for Guinness , with around 100 @, @ 000 barrels exported to the country every year . This led the company to build a brewery in Ikeja in western Nigeria to supply the demand ; it was only the third brewery in the company 's history . The brewery cost over £ 2 million , had a 150 @, @ 000 barrel capacity , and was 60 per cent owned by Guinness Nigeria , 25 per cent by the United Africa Company with the remaining shares held by local Nigerian interests . Breweries followed in Malaysia (1965) , Cameroon (1970) and Ghana (1971) , whilst licences were granted to other companies to brew Guinness under contract in other African countries and the West Indies . Historically a small proportion of Guinness production , it was this success , especially in Africa but also in Asia , that allowed FES to grow into a 4 @. @ 5 million hectolitre brand .

A new bottle design was debuted in Malaysia in 2005 , and later rolled out worldwide . In 2013 , FES received a packaging redesign in Africa and other selected markets , with a gold foil top and a new label .

= = Production = =

The Irish version of FES is brewed with pale malt , 25 per cent flaked barley (for head retention and body) and 10 per cent roasted barley , the latter being what gives the beer its dark hue . It uses the bitter Galena , Nugget and Target hop varieties . There are about a third more hops than in Guinness Draught and the beer has 47 Bitterness Units . The beer is force carbonated .

Guinness Flavour Extract , a dehydrated , hopped wort extract made from barley malt and roasted barley , is used for overseas production of the stout . The syrup is shipped from Ireland , where it is added at the ratio of 1 : 49 to locally brewed pale beer . Each year , six million litres of GFE are made using 9 @, @ 000 tonnes of barley . Guinness Flavour Extract was first created by scientists working for the company in the early 1960s . In 2003 , production of GFE was relocated from St James 's Gate to the former Cherry 's brewery in Mary Street , Waterford , but in 2013 production returned to St James 's .

FES is produced at Diageo owned breweries in Nigeria , Kenya , Ghana , Cameroon , Ethiopia , Tanzania , Uganda , Seychelles , Malaysia and Jamaica . In addition , it is produced under licence in 39 other countries . Diageo has brewing arrangements with the Castel Group to license brew and distribute Guinness in the Democratic Republic of Congo , Gambia , Gabon , Ivory Coast , Togo , Benin , Burkina Faso , Chad , Mali and Guinea .

FES is the oldest variant of Guinness that is still available , although its ingredients and production methods have varied over time . In 1824 , it had an original gravity (OG) of 1082 . After a peak in strength in 1840 , when the beer had an OG of 1098 , by 1860 , the beer was reduced to its current standard strength of around 1075 OG . FES was originally brewed with pale and brown malts . Black malt was used from 1819 , and by 1828 its use had entirely replaced brown malt . In 1883 , the beer was produced with 85 per cent pale malt , 10 per cent amber malt and 5 per cent roasted malt . From 1929 ? 1930 onwards , Guinness switched from using roasted malt in the beer 's production to roasted barley . Amber malt continued to be added to the grist until 1940 . Flaked barley was introduced in the early 1950s , and the hopping rate was decreased .

Originally a bottle conditioned beer , FES has been pasteurised to ensure quality consistency since 1948 . Since 1950 , in an attempt to recreate the flavour profile of bottle conditioned FES , the beer has been produced by blending fresh FES with 2 per cent FES that has been aged for up to 100 days , which has developed a high lactic acid content . Finally , the beer is allowed to mature in the bottle for 28 days before being sent out for distribution .

= = Markets = =

Foreign Extra Stout constitutes 45 per cent of total Guinness sales globally . Originally exported to British and Irish expatriates , from the 1920s the beer began to be drunk by local populations . A 7 @. @ 5 % ABV version is sold throughout most of the world , although lower strength variants are found in some locations .

The beer is available in bottles and cans .

=== Africa ===

In Africa , the product retails at a premium price , with an up to 100 per cent higher cost than rival beers . 13 breweries in Africa brew FES . It is brewed and distributed by Guinness Nigeria , which is 54 @. @ 3 per cent owned by Diageo , with the remaining shares held by local Nigerian interests . As of 2012 @- @ 13 , Nigeria has been the largest market for Guinness by sales .

FES was initially introduced into the Nigerian market through importation in the 1940s . Guinness in Nigeria is made from locally sourced sorghum or maize that has been heavily roasted . Some Nigerian versions also contain wheat . The switch from malted barley was made in 1986 when the Nigerian government briefly banned imports of the grain . The use of sorghum and maize continues as it is a cheaper alternative than barley , which has to be imported , and it is less vulnerable to local currency fluctuations . The Nigerian breweries use high gravity brewing techniques to ferment sorghum and pale malt to 1090 OG . Beer writer Roger Protz describes the Nigerian product as " strikingly different " from the Irish brewed version .

The brewing of FES has taken place at Sierra Leone Brewery Limited since October 1967 .

In Ghana , FES is brewed in Kumasi by Guinness Ghana Breweries , which is 50 @. @ 5 per cent owned by Diageo . GFE is mixed with a locally brewed sorghum lager , but it differs from the Nigerian version in that it contains no wheat and has a higher proportion of roast barley . In Ghana , the product is believed to have medicinal properties , strengthening the blood and improving circulation .

In 2003 , a 5 @. @ 5 % ABV , lightly @- @ nitrogenated variant of FES was introduced in Ghana called Guinness Extra Smooth . It was released in Nigeria in 2005 , where it constitutes 5 @- @ 10 per cent of Guinness sales in the country .

=== Asia ===

In the year 2012 - 2013 , sales of Guinness in South East Asia were over £ 100 million . FES (6 @. @ 8 % ABV) is brewed and distributed in Malaysia by Guinness Anchor Berhad , a listed company in which Diageo holds a 25 @. @ 5 percent stake . The Malaysian variant is distributed throughout most of South East Asia . The brew was reduced in ABV from 8 to 6 @. @ 8 % in 2008 . Malaysia is the largest Asian market for Guinness , where , in 2012 , the brand grew by between 10 and 15 per cent . In Singapore , FES is brewed and distributed by Asia Pacific Breweries . In Indonesia , Guinness is brewed to 4 @. @ 9 % ABV by PT Multi Bintang (a subsidiary of Asia Pacific Breweries) , and is distributed by PT Dima Indonesia . In China , small amounts of FES are sold , where it is positioned as a premium priced import in upmarket bars .

=== Other markets ===

FES was sold and then withdrawn in the UK in 1976 as Guinness XXX Extra Strong Stout ; it returned in 1990 when interest in craft beer increased . The beer was again withdrawn from the UK market , returning in 2003 to cater for the increasing African diaspora . The British market is supplied with both the Irish and the Nigerian brewed variants of the beer , the latter of which has annual sales of £ 2 million . Official imports of FES into the US were resumed in 2010 , following a resurgent interest in craft beer ; this was after a period of grey imports , predominantly for African and Caribbean expatriates .

== Advertising and sponsorship ==

In the 1960s , FES was marketed in Nigeria as " gives you power " and its consumption was linked with an increase in sexual potency . This was updated for 1999 @- @ 2006 with the Michael Power campaign , which aired all over the continent . Guinness credits the campaign with allowing the company to lead the Africa beer market by 50 per cent in 2000 , experience volume growth of up to

50 per cent in some markets , achieve brand recognition of a reported 95 per cent , and by doubling Guinness sales in Africa by 2003 . In 1999 , Saatchi & Saatchi was given worldwide responsibility for marketing the FES brand . In October 2013 , BBDO was awarded responsibility for marketing Guinness in Africa . Saatchi continues to market FES in the rest of the world . Since 2008 , FES has been the largest sponsor of the Nigerian national football team .

= = Reception = =

The beer is ranked highly on beer rating websites . Garrett Oliver notes its refreshing qualities and " distinctive acidic edge " . On the other hand , it has been criticised by British journalist Tony Naylor as being " more about treacly , boozy warmth " than " complex flavour " .