

Ironhill, SMOOR Introduce Curated Beer-Chocolate Pairings in India

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Ironhill India, the country's largest brewery chain, and SMOOR, one of India's most loved artisanal chocolate brands, have come together to announce a one-of-a-kind collaboration, one that is as indulgent as it is innovative. This sinfully delicious partnership introduces a curated range of craft beer and chocolate pairings, designed to elevate indulgence into a refined, sensorial experience.

By blending the complexity of craft beer with the richness of fine chocolate, Ironhill and Smoor are unlocking a new flavour narrative that balances bitterness with sweetness, depth with delicacy, and familiarity with discovery. At its core, the collaboration is a celebration of flavour, craftsmanship, and chemistry. Beer and chocolate, two universally loved indulgences, share a surprisingly similar DNA that ranges from fermentation-led processes to layered flavour profiles, making this a natural yet elevated pairing.

The category-defining collaboration, which blends brewing science with chocolatier artistry, is being introduced across Ironhill breweries and SMOOR outlets through a specially curated menu. The offering features artisanal chocolates paired with Ironhill's signature craft brews, where each combination has been designed to enhance the tasting notes of the other.

From dark chocolate complementing the roasted bitterness of a stout to milk chocolate amplifying the citrus brightness of a wheat beer, the pairings create a dynamic interplay of textures and flavours that evolve with every sip and bite and a range of rich and indulgent chocolate bars.

The limited-edition menu has been developed through a structured process of flavour mapping and palate calibration, ensuring balance, contrast, and depth across pairings. Notes of roasted malts, hops, and fermentation profiles are carefully aligned with the nuanced characteristics of single-origin cocoa and handcrafted pralines, resulting in a layered tasting journey that is both indulgent and precise.

Commenting on the initiative, Vimal Sharma, Founder of SMOOR, said, "Chocolate, much like craft beer, is deeply nuanced. It is about origin, process, and the subtle layering of flavours. Together, we've created pairings that go beyond indulgence, where they invite consumers to slow down, explore, and truly experience flavour in a new way. It's a meeting of two crafts, brought together with intention and creativity."