

Cerveses Moritz to be brewed in Barcelona after a 30-year absence

The relaunch project also involves the creation of an enormous leisure-cum-cultural centre

MICHAEL BUNN

Cervesa Moritz - that emblematic brand of Catalan beer - has made an appearance in Barcelona again, in tandem with an ambitious cultural and architectural project. Almost 30 years after disappearing from the market, Moritz beer will soon be available once more in Barcelona's bars and restaurants.

However, the return of this brand goes beyond mere brewing. On Wednesday the Moritz family presented their relaunch project, which will be accompanied by the creation of a large gastronomic and cultural centre at the company's old headquarters on Ronda Sant Antoni in Barcelona, and which is to be renovated by French architect Jean Nouvel. The cultural side of the project will be emphasised by the participation by film director Bigas Luna, who is currently making a short film about old and new Barcelona.

The Moritz headquarters, which is expected to open in early 2005, will include a restaurant, a bar and several areas set aside for cultural and leisure purposes, making a total of 45,000 square meters of multiuse space. The project is being sponsored by the heirs of the company's founder, Louis Moritz, an Alsatian who arrived in Barcelona in 1851.



One of the original logos for the beer Cerveses Moritz, which was put on display for the presentation of the relaunch project

Albert Castellón, the manager of the project, insisted on keeping the traditional roots of Cerveses Moritz and stressed that the relaunch is being completely funded with family capital. The project to renovate and fit out the headquarters, which is located at Ronda Sant Antoni between

Carrer Muntaner and Carrer Casanova, is estimated to cost 15 million euros, though a further 15 million will also be invested to finance the beer relaunch project, which will include the creation of the short film by Bigas Luna on the city of Barcelona and its cultural heritage. The

beer will not be mentioned in the film, which will be purely a reflection on past and future Barcelona.

Tradition and modernity are important features of the project, and the bottle and the logo have been redesigned, while maintaining the brand's distinctive features.

SAN FERMÍN

Youth injured at fiesta

A 23 year old man from Sabadell, Joan Vallbona Serra has been injured by a bull during the annual festival of San Fermín in Pamplona. Joan Vallbona Serra, suffered a 15 centimetre slash to his face, after participating in the third day of the dangerous bull running through the town. He was taken to the hospital of Navarra, according to the government of Navarra. Two other revelers at the festival had to be transferred to the Virgen of the Road hospital, when they also suffered injuries inflicted by bulls during the run. One is a 22 year old man from the United States, who damaged his left knee, and a 58 year old man from Málaga, who injured his forearm. Four other people have also been taken to hospital after receiving injuries in the bull run.

HOUSING

Price soar for inner city flats

Flats in a prestigious part of Barcelona are selling for between 8,500 and 14,000 euros per square metro. Offices in the paseo de Gràcia have been converted into luxury flats with the lowest prices limited to those flats that face the interior of the block. Currently there are three sales promotions ongoing and real estate companies have already bought five properties, while two other blocks have yet to be sold as the prices are "so astronomical". A spokeswoman for the company behind the sales said that property prices in paseo de Gràcia have exceeded even those that are the highest in the city, because this street is the most desired in Barcelona.

HEALTH

Plan to deal with heat wave

The Catalan Institute of Medicine Legal and the department of Justice have jointly agreed a plan to tackle the effects on the health due to the high temperatures, with help from the Catalan health service and the Generalitat. The aim of the plan is to forecast weather situations in a bid to minimise the effects of a heat wave on a person's health across the whole population of Catalonia, especially amongst the vulnerable. It follows a study of the incident of deaths caused by deaths from the heat from previous years, which showed that between 15 July and 15 August 2003 a total of five people in Catalonia died as a result of the heat.

EDUCATION

Catalan language boost

The Generalitat will set up five linguistic offices that will help preserve and increase the use of Catalan language amongst residents. The offices will be set up in Barcelona, Girona, Tarragona, Lleida and Tortosa, so that residents can make enquiries or seek help about linguistic matters, as part of a linguistic plan by the Generalitat.



Pesticides containing methyl bromide are harmful to the environment

Brussels slams Spain over pesticide reports

The European Commission has opened disciplinary proceedings against Spain and eight other member countries for not having given notification, of having provided insufficient information on the limitation of pesticides containing methyl bromide, which have been found to be harmful to the environ-

ment, especially to the ozone layer.

The EC has sent the first warning letters to Spain and eight other countries (Belgium, France, Germany, Greece, Ireland, Italy, Portugal and the United Kingdom) for not having submitted reports on the amount of methyl bromide that is used in their countries.

Mas to assume power at Convergència congress

MICHAEL BUNN

Yesterday Convergència i Unió opened its first annual congress since Artur Mas took over from Jordi Pujol as party candidate last year, and which led to CiU losing a significant share of the votes during the last Catalan elections.

"The New Convergència" is the slogan the party has chosen for this year's annual congress, during which Artur Mas will be officially assuming all the political power from Jordi Pujol, who will be carrying on as Convergència i Unió president. The most striking feature of this handover is that Pujol has apparently given Mas free rein to change the party administration, and in the next few days the new secretary general will be submitting his plans for renovating the party to the 1,898 conference delegates with one aim in mind - to consolidate his leadership in order for CiU to win back the



Artur Mas, Convergència's new head

presidency of the Catalan government in the 2007 elections.

At this congress, Pujol will merely be presenting the management report, and this will inevitably be Jordi Pujol's last appearance in this capacity at a Convergència i Unió conference.