

## Luis Tosar and Luis Zahera, in search of the perfect poured beer in the new Voll-Damm campaign

Directed by Alberto Rodriguez, "Los 5 Pasos" is the new instalment of the "Doble o Nada" saga



Click on this [link](#) to watch "Los 5 Pasos"

You can [download](#) images from the shoot and frames from the new Voll-Damm campaign

**Barcelona, March 13, 2023.**- Luis Tosar and Luis Zahera return to work under the direction of filmmaker Alberto Rodríguez in "Los 5 Pasos" ("The 5 Steps"), the new Voll-Damm campaign in which five waiters face a challenge with no second chances: learning to correctly, and with the utmost precision, pour a Voll-Damm beer, so that double malt enthusiasts may enjoy all its many nuances.

The new Märzenbier campaign -and the fourth instalment of the "Doble o Nada" saga, which boasts Artur Busquets as part of its cast- is a high-paced thriller that takes place onboard a solitary industrial vessel in a port area from which it is almost impossible to escape. Without a doubt, the ideal setting for the severe character of Tosar, with the invaluable aid from Zahera, to train a team of waiters chosen from among the "worst of the worst" with increasingly demanding training for 200 days, to be able to serve "the best of the best". In other words: the perfect Voll-Damm beer.

The title of the short film alludes to the "five-step ritual", established by Tosar, to achieve excellence when serving a draft beer. These include the correct choosing of the receptacle, the neatness and temperature of the glass, disposing of foam, the 45-degree inclination of the glass when pouring the beer, and the final opening of the tap to form the perfect head. This careful method, which only the best bartenders are capable of, allows one to better appreciate the quality of the body, the fragrance, and the flavour of a Voll-Damm, because in the end, "not all beers are created equal".

Newly created by Orio Villar, the campaign follows the three previous instalments of the "Doble o Nada" saga, directed by Daniel Monzón (2016), Dani de la Torre (2018) and Alberto Rodríguez (2021) himself.

The new Voll-Damm short film can now be seen on the double malt website; <https://www.damm.com/en/beers/voll-damm>.

## LUIS TOSAR

Born in 1971, Luis Tosar began his career in the world of theater and short films, the later achieved fame thanks to his performance in "Mareas vivas" (1998-2002) the popular Galician television series. This recognition allowed him to make the jump to Spanish cinema, where he has worked with several renown directors such as José Luis Borau, Manuel Gutiérrez Aragón, Joaquín Oristrell, Icíar Bollaín, Fernando León de Aranoa, Daniel Monzón, Jaime Balagueró, Gracia Querejeta, Emilio Aragón, Daniel Calparsoro, Kike Maíllo, Cesc Gay, Isaki Lacuesta, Julio Médem, Daniel de la Torre, Paco Plaza, Benito Zambrano or Juan Diego Botto. Widely appreciated by both critics and the public, Tosar won his first Goya as an actor in a supporting role for "Los lunes al sol" (2002) and, subsequently won two Goyas as an actor in a lead role for "Te doy mis ojos" (2003) and "Celda 211" (2009).

Internationally, Tosar has worked with several distinguished filmmakers, including Michael Mann ("Corruption in Miami", 2006), Clive Gordon ("Cargo", 2005), Jim Jarmusch ("The limits control", 2009) or Bernard Rose ("Mr. Nice", 2010). In addition to his three Goyas, the Galician actor has been awarded several other distinctions such as the Golden Shell at the San Sebastián Film Festival, the Gaudí Award, the José María Forqué Award, the Mestre Mateo Award of audiovisual arts, and the María Casares theater award. Likewise, he was honored at the Málaga Film Festival for his illustrious career.

In 2023 he appears in the Netflix produced series "Hasta el cielo", as well as in three films: "Fatum", by Juan Galiñanes, "El fantástico caso del Golem", from Juan González and Nando Martínez, and "Todos los nombres de Dios", by Daniel Calparsoso.

## LUIS ZAHERA

Born in 1966, Luis Zahera came to prominence in 1987 after working with José Luis García Sánchez on the film "Divinas Palabras", winner of six Goya awards the year it was released. His debut in television was on the Galician series "Pratos combinados" (1995-2003) and saw his popularity rise to new heights for his performance in "Mareas vivas" (1998-2002). His film

career took off at the turn of the century, when he joined the casts of several films, such as "Sé quién eres" (2000), "Lena" (2001), "Juego de luna" (2001), "Autopsia" (2002) "Los lunes al sol" (2002), "Illegal" (2003), "El lápiz del carpintero" (2003), "Locos por el sexo" (2006), "Alatriste" (2006), "Los años desnudos" (2008) or "Celda 211" (2009). He simultaneously became well known for series such as "Hospital Central" (2004-2007), "Sin tetas no hay paraíso" (2008) or "La familia Mata" (2008-2009).

Zahera is in the best phase of his acting career after having starred in several films by renown filmmakers like Dani de la Torre ("El desconocido", 2015), Alejandro Amenábar ("Mientras dure la guerra", 2019) or, specifically, Rodrigo Sorogoyen ("Que Dios nos perdone", 2016, "El Reino", 2018, and "As bestas", 2022). It was indeed under the direction of Sorogoyen that Zahera won two Goyas for best supporting actor for his memorable roles in "El reino" and "As bestas". Beyond cinema, the actor has continued to be a part of television projects such as "Matalobos" (2011-2012), "Buscando el norte" (2016), "La zona" (2017), "Vivir sin permiso" (2018-2020), "La unidad" (2020-2022) or "Sky rojo" (2021). Lastly, it's worth mentioning his theatrical performances in plays such as "Tito Andrónico", by William Shakespeare, directed by Andrés Lima; "La continuidad de los parques" from Jaime Pujol, directed by Sergio Peris-Mencheta, or "La cocina", de A. Wesker, also directed by Sergio Peris-Mencheta. Currently, Zahera is on tour with his monologue "Chungo" which has been warmly received by audiences.

#### ARTUR BUSQUETS

Born in 1990, Artur Busquets is a rising star in the world of acting. Despite his youth, he has already been a part of renown films such as "Fuimos canciones" (Juana Macías, 2021), "Barcelona, noche de invierno" (Dani de la Orden, 2015), "La tribu" (Fernando Colomo, 2018) or "42 segundos" (Àlex Murrull and Dani de la Orden, 2022). He has also been cast in television series such as "El día de mañana" (Mariano Barroso, 2018), "La fortuna" (Alejandro Amenábar, 2021), "L'última nit del karaoke" (Pedro B. Abreu, Oriol Pérez Alcaraz y Serapi Soler, 2021) or "Cristo y Rey" (Daniel Écija, 2023).

#### ALBERTO RODRÍGUEZ

Born in 1971, Alberto Rodríguez earned his first taste of success with the short "Bancos" (2000), which he co-directed with Santi Amodeo and earned them numerous awards. Rodríguez also filmed his first movie with Amodeo: "El factor Pilgrim" (2000), in which they both showcase their talent for comedy. His debut in the feature film "El traje" (2002), already incorporated a social issue, immigration, but from a perspective with comedic elements. The film thought to be his big break was "7 vírgenes" (2005), a teenage drama that revolutionised Spanish cinema and led to the discovery of Juan José Ballesta.

His next film, "After" (2009), is a drama dealing with the effects of sex, alcohol, and music, revolving around the reuniting of two old friends. Subsequently, Rodríguez demonstrates his talent for filming what would become the most defining genre from his work, the criminal thriller, with "Grupo 7" (2012). Two years later, what these days is considered as the masterpiece of his filmography, "La isla mínima" (2014) premiered. The film won several awards, among them ten Goya Awards, including best picture and best director.

During this period, he had the opportunity to direct some of the finest performers in the country, such as Raúl Arévalo, Javier Gutiérrez, Antonio de la Torre, Mario Casas, Inma Cuesta, Guillermo Toledo or Tristán Ulloa and, in his subsequent film, "El hombre de las mil caras" (2016), he worked with stars of the caliber of Eduard Fernández and José Coronado. Recently, Rodríguez has forayed into the world of television, where he participated in two highly stimulating projects: "La peste" (2017) and "Apagón" (2022). His latest movie, "Modelo 77" (2022), has also been an artistic success.

#### ORIOI VILLAR

The creativity behind the new Voll-Damm campaign once again stems from Oriol Villar and his team, who have been collaborating with Damm on its beer brand campaigns for years. Throughout this collaboration, Villar has been the creator of such distinguished slogans like "Doble o Nada" for Voll-Damm or "Mediterráneamente" for Estrella Damm.