



Nota de premsa

'ELS HAMELINS', THE NEW ESTRELLA DAMM CAMPAIGN THAT INVITES YOU TO ENJOY THE NEW BARÇA ERA



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Barcelona, 28 February 2022 - Estrella Damm, Global Partner of FC Barcelona, presents "Els Hamelins", the brand's new campaign that invites us to enjoy the spectacle of FC Barcelona's best game, the one that thrills us and makes us vibrate season after season.

Starring David Menéndez, Júlia Lara, Javier Príncipe, Paula Guerra and Ferran Fernández, and directed by Oriol Villar, the story told in "Els Hamelins" is inspired by the German fable of "The Pied Piper of Hamelin", in which a young musician was able to captivate anyone he wanted to with the hypnotic notes of the flute he played.

In the new Estrella Damm campaign, the flute player is a young mechanic, and the notes of the flute, a speech full of passion, enthusiasm and optimism for the new era of the Club and for the spectacle that its players will offer on the pitch.

A campaign that speaks of values such as effort, ambition, humility and a job well done. Values that represent the essence of Barça since its birth 122 years ago, and which it shares with Estrella

Damm, the beer born in Barcelona in 1876 by the young Alsatian brewmaster August Kuentzmann Damm.

Since its origins more than 145 years ago, Estrella Damm has been linked to the world of sport, and for more than 40 years the brand has accompanied FC Barcelona in the most important moments of its history. Both centenary institutions have carried out numerous joint actions that have brought them closer to Barça fans, sharing with them all the milestones and titles achieved by Barça and its players year after year.

"Els Hamelins" can be seen from today on Estrella Damm's social networks and website and will be active in digital media and Catalan television throughout the month of March.