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# Product Information

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## Hacker-Pschorr Weisse

- Authentic Bavarian Wheat Beer
- Hacker-Pschorr Weisse is the company's flagship style (in the US), catering to consumers who know beer and appreciate the historic brand's unique and complex flavor. Hacker-Pschorr Weisse is a centuries-old German wheat beer from Bavaria that offers a refreshing taste. Wheat beer was originated in the German state of Bavaria in the 15th century. In Germany, it is typically called *Weisse* beer meaning white or *Weizen* meaning wheat.
- In Bavaria, Germany wheat beers represent 19.4% of the beer category. What makes the beer distinct is the use of 60% malted wheat and 40% malted barley in the brewing process. Unlike lager, wheat beer is top-fermented at higher temperatures. The top-fermentation and wheat produce hints of clove giving Hacker-Pschorr Weisse a distinct flavor.
- Hacker-Pschorr Weisse has a cloudy appearance, characteristic of wheat beer. The cloudy appearance is due to yeast that is retained in the beer. A centrifuge process is used with traditional wheat beers to retain the yeast instead of the typical filtering process used with beers that are clear in appearance. The result is a taste that is authentic and perfect all year-round.

# Product Information

## Hacker-Pschorr Weisse

Ingredients	100% natural. Brewed with pure spring water, Hacker-Pschorr's centuries-old, exclusive yeast strain, Hallertau hops and 60% malted wheat and 40% malted barley.	
Aroma	A clovey nose of sweet malt.	
Appearance	Naturally cloudy, golden color.	
Color	16 EBC	
Taste	A uniquely crisp, refreshing, smooth malty taste	
Bitterness	13 EBU	
Strength	5,5 % alcohol by volume; alcohol by weight.	4,3 %
Original Gravity	12,5 %	
Calories (per 12 oz. Serving)	156	
Carbs (per 12 oz. Serving)	9,4	
Lagering Time	4 weeks	
Shelf Life	A maximum of 9 month	
Presentation	Served in a traditional Weisse glass and usually garnished with a lemon.	
Ratings	Beverage Testing Institute – 94 (Exponential)	
Packages	6-pack or 12-pack/12 oz. Long-neck bottles, 20-pack / 16.9 oz./ 0,5l nonreturnable bottles, 20 x 0,5 l crates returnable bottles, 30L and 50L kegs.	

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## Hacker-Pschorr Oktoberfest Märzen

- The History of Oktoberfest and Hacker-Pschorr
- When Ludwig I, the Crown Prince of Bavaria, was to celebrate his wedding in Munich in 1810, he decided it was an occasion for all of Bavaria to celebrate. He commissioned Josef Pschorr, then the brewmaster of the Hacker-Pschorr brewery, among other Munich brewers, to develop special brews to commemorate the occasion. The beer was so good that the party lasted for days and Oktoberfest beer was born.
- Subsequent annual celebrations evolved into the city of Munich's world-famous Oktoberfest, which is attended by over 6 million people each year, who in 2003 consumed over 6 million liters of beer. By Munich law, only the six breweries within the city limits of Munich are invited to serve their beer at Oktoberfest. Hacker-Pschorr is one of the six, as is its sister brand, Paulaner.
- Today's event is held on land donated by Mr. Pschorr!

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## Hacker-Pschorr Original Oktoberfest

Ingredients	100% natural. Brewed with pure spring water, Hacker-Pschorr's centuries-old, exclusive yeast strain, Hallertau hops and dark- and light-coloured malt from two-row Bavarian summer barley
Aroma	A caramelized barley, sweet, malty nose.
Appearance	A classic Bavarian Märzen style, clear, with a rich amber color.
Color	10 EBC
Taste	Full-bodied, flavorful, with a rich creamy head.
Bitterness	28 EBU
Strength	6.8 % alcohol by volume; 4.6 % alcohol by weight.
Original Gravity	13.7 %
Calories (per 12 oz. Serving)	185
Lagering Time	15 weeks
Shelf Life	A maximum of 12 month
Presentation	Typically served in a one-liter dimple mug ore clay stone stein.
Ratings	Beverage Testing Institute – 89 (Highly Recommended)
Packages	6-pack or 12-pack/12 oz. Long-neck bottles, 20-pack / 16.9 oz. bottles and 50L kegs (the kegs are available seasonally).

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## Product Information

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### Hacker-Pschorr Munich Gold

In Germany, there are provinces or states like in the most countries of the world. Munich is the capital city of the province of Bavaria, which is sometimes called “The Cradle of the Art of Brewing.” In Bavaria, where beer is an art form to some and a religion to the rest, Hacker-Pschorr Munich Gold is recognized as the benchmark of the lager style.

The Hacker-Pschorr Brewery is known as Bavaria’s Heaven – “*Himmel der Bayern.*” Hacker-Pschorr’s Munich Gold represents the real thing from one of the oldest breweries in Munich. Germany is a hotbed of the brewing industry worldwide to this day, with just over 1,200 breweries in Germany, and 800 in Bavaria alone — more than any other country in the world.

1893 – Munich Gold was the first light-beer brewed in Munich.

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## Hacker-Pschorr Munich Gold

Ingredients	100% natural. Brewed with pure spring water, Hacker-Pschorr's centuries-old, exclusive yeast strain, Hallertau hops, and light-coloured malt from two-row Bavarian summer barley
Aroma	A big, clean, hoppy nose.
Appearance	Brilliant golden color, clear.
Color	7 EBC
Taste	A rich, all-natural flavor, with a light hoppy finish.
Bitterness	23 EBU
Strength	5.5 % alcohol by volume; 4.3 % alcohol by weight.
Original Gravity	12.5 %
Calories (per 12 oz. serving)	170
Carbs (per 12 oz. serving)	9.1
Lagering Time	8 weeks
Shelf Life	A maximum of 12 month
Presentation	Typically served in a glass stein or mug.
Ratings	Beverage Testing Institute – 90 (Exceptional)
Packages	6-pack / 12 oz. long-neck-bottles, 20 x 0,5 l cartons nonreturnable bottles, 20 x 0,5 l crates returnable bottles and 30l and 50L kegs (in the US available seasonally).