

CELEBRATE BEER

TASTE THE
SUNNY SIDE OF GERMANY



DISCOVER BEER IN BADEN-WÜRTTEMBERG

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WELCOME TO THE LAND OF 1,000 BEERS

Many delicious surprises await those who take the time to learn more about Baden-Württemberg's treasure trove of delicious beer. After all, who knew SouthWest Germany was home to so many breweries and different types of beer? Even hops – the key to any great beer – are grown here on a large scale and exported to locations around the world. Young, creative microbreweries are springing up left and right, bringing fresh ideas to a market typically dominated by mid-sized breweries with long traditions. This increased competition means nothing but great things for you, the customer; when you visit one of our region's charming beer gardens, you can expect smiling faces and the red-carpet treatment as you enjoy the best beer Germany has to offer.

After all, with the 500th anniversary of the German Purity Law, or "Reinheitsgebot", just around the corner, we've had plenty of time to become masters of our trade. This law was established an entire five centuries ago in 1516, making it the oldest food law in Germany to still be in effect today. Since then, the world has used it as a standard for defining truly great beer, while many still consider German beer the best ever made.

It has never been easier to experience authentic beer culture in all its many facets; the Technoseum in Mannheim will dedicate an entire exhibition to beer in 2016, while countless breweries throughout Baden-Württemberg offer fascinating beer-themed seminars and guided tours.

This all goes to show that the world is far from losing sight of our beloved hops and malt. On the contrary, it continues to uncover fascinating facts one might never have expected of this universally beloved beverage. A single sip of one of our region's cold, crisp brews will make your journey to SouthWest Germany one for the storybooks. Come and taste the Sunny Side of Germany!



Andreas Braun

Managing Director | Tourismus Marketing GmbH Baden-Württemberg

BEER IN BADEN-WÜRTTEMBERG

A million tiny bubbles floating to the top of your glass. The foam that tickles your nose as you take your first sip. And suddenly, there it is. – the taste of SouthWest Germany. Beer made in "Gourmet Country" Baden-Württemberg is an absolute treat and promises to be an unforgettable experience for all your senses. Countless mid-sized and micro-breweries scattered throughout the region are dedicated to refining this amber nectar, many even granting their visitors special, behind-the-scene looks at their expert brewing processes. These sneak-peeks are sure to magnify your urge to try a nice, cool glass of freshly tapped beer and will leave you amazed at just how large the beer selection in SouthWest Germany has become. With an astounding 1,500 to 2,000 beer varieties depending on the season, the hardest part will be deciding where to begin!





Once upon a time, restaurant or pub guests could simply order "a beer" and knew exactly what they would be getting. The large breweries usually limited themselves to two beer varieties, while the smaller breweries had to fight to make ends meet. Expert knowledge and insider jargon was reserved for the world of wine alone, and sommeliers armed with information about the best grape varieties had everything they needed to keep their guests happy.

Luckily, times have definitely changed. Sommeliers are now also educated by the brewing industry; better still, some of Baden-Württemberg's best beer sommeliers are women. In fact, more and more women have begun to recognize beer's unique appeal ever since light and organic beer, beer mixes, and cheeky new beer creations started joining the classics on tap.

Just in time for the German Purity Law's 500th anniversary, beer has managed to regain the respect and recognition it so rightly deserves as an ancient heritage and beloved beverage that is better understood by German brewers than anyone else in the world. Hardly any other region in Germany can match

Baden-Württemberg's impressive selection of beer. You won't find any big-name beers here, unremarkable and interchangeable as they are; instead, you can look forward to myriad regional breweries that represent the very best our landscape has to offer. Many of them also run their own brewery Inn and host annual beer festivals, inviting you to experience an invaluable piece of authentic village and pub culture that will make your holiday truly unforgettable.

For more information about the "Land of 1,000 beers", please visit:
→ www.tourism-bw.com EN

What is the "Reinheitsgebot", exactly?
The "Reinheitsgebot", or "German Purity Law", dates all the way back to 1516 when Duke Wilhelm IV issued a law stating that barley (malt), hops, and water were the only ingredients permitted for the production of beer in Bavaria. Since then, the German Purity Law has become an international standard for brewing exceptional beer.

BEER FESTIVALS



Life is too short not to celebrate every chance you get. The good news is, SouthWest Germany has more than its fair share of fantastic festivals that range from grand-scale events to cozy, intimate gatherings. The region's largest beer festival takes place every autumn on Stuttgart's Cannstatter Wasen, where the bands play and the beer flows for two fun-filled weeks. Those looking for a more relaxed, leisurely beer experience are welcome to celebrate one of the many village brewery festivals taking place throughout the year – complete with traditional music and keg-tapping ceremonies, of course!

Cannstatter Volksfest

The Cannstatter Volksfest is the second largest beer festival in Germany after the Oktoberfest in Munich. It was founded in 1818 as an agricultural exhibition; today, it attracts some four million visitors to the famous Fest grounds in Stuttgart-Bad Cannstatt. Every year, guests filling seven beer tents and two wine tents celebrate for 17 glorious, beer-filled days.

www.cannstatter-volksfest.de EN

Oktoberfest in Freiburg

Hosted by the Ganter Brewery, this 10-day beer festival invites guests to enjoy an endless supply of jovial music and hearty cuisine.

www.ganter-oktoberfest.de

Oktoberfest in Constance

This cross-border festival is the perfect mix of German beer and Swiss joviality.

www.oktoberfest-konstanz.de

Ulrichsfest in Ehingen

This traditional festival featuring the Berg Brewery's finest beers will celebrate its 550th anniversary in 2016.

www.bergbier.de

Historic Beer Festival in Zwiefalten

Here, the entire town takes part in the festivities with traditional handicrafts, brass bands, brewery tours, and a special church service.

www.zwiefalter-bierfest.de

Fischer's Brewery Festival in Mössingen

A beer festival for Mother's Day, with flowers for all its female guests.

www.brauhaus-moessingen.de

ARTBRAU Heilbronn

Discerning beer connoisseurs can taste 80 different beers from 14 breweries and microbreweries.

www.artbrau.de

Ludwigsburger Brew Days

Enjoy draft beer and regional specialties at the baroque city of Ludwigsburg's magnificent town hall.

www.brau-tage.de

Craft Beer Festival Freiburg

Regional and full of flavor – the "Craftival" Craft Beer Festival in Freiburg.

www.craftival.de

Hoepfner Castle Festival

Celebrate in a historic ambience inside the walls of the Neuschwanstein-inspired brewery in Karlsruhe.

www.hoepfner.de

Even more brewery festivals are hosted

throughout the year by breweries such as the Ernst Bauer Distelhäuser Brewery in Tauberbischofsheim, the Stuttgarter Hofbräu, Stuttgart's Dinkelacker or Fürstenberg in Donaueschingen.

www.tourism-bw.com EN

BREWERIES



Long live diversity and local business! With an astounding 189 brewing facilities, Baden-Württemberg is the second most important beer region in Germany. These breweries and microbreweries are closely connected to their region and produce beers with very distinct, individual flavors.

In the Black Forest Highlands, right next to Lake Schluchsee, hikers will find a very special treasure: the Zäpfle-Weg. This hiking path doesn't just lead past soaring pines and spruces like all the others. Oh no, this path is special. Why, you ask? Because it also follows the traces of a beer that's as closely connected to the Black Forest as its dark green trees. This beer, the "Rothaus Tannenzäpfle", has been a cult classic for generations and is made in what is undoubtedly one of the most beautifully situated brewing sites in all of Baden-Württemberg: the Rothaus Baden State Brewery AG. But really, one would expect no less of a beer region where regionalism is king. Whether the Black Forest, Swabian Mountains, Hohenlohe, Tauber Valley or Upper Swabia, each area feels a strong sense of pride for their local brewery and beer. Large corpo-

rations face an uphill battle here, where a solid base of mid-sized businesses – including many family-run companies – rule the market. Our regional brewers are passionate about their product. Almost ten years ago, the Dinkelacker family in Stuttgart actually succeeded in buying back the brewery that had been previously sold to a large corporate group. Some of the most spirited representatives of their craft even decided to create the „Association of Brewers with Heart and Soul“; these so-called "True Brewers" were awarded the Baden-Württemberg Gourmet Ambassador Prize in 2015.

In SouthWest Germany, we are committed to tradition. When things started looking bleak for Mannheim's Eichbaum Brewery, the largest brewery in Baden-Württemberg, tech company SAP founder Dietmar Hopp decided to take the bull by the horns and invest the money that would save it from going under. Fürstenberg, one of the oldest beer companies in Baden-Württemberg that belongs to a noble family from South Baden, received brewing rights as early as 1283. And as if that weren't proof enough, many of the breweries still

FUN FACT

São Paulo's Campos do Jordão, the highest city in Brazil, is home to a brewery that produces 11 beers with the name "Baden-Baden" that are made in accordance with the German Purity Law.



going strong today were founded in the 18th and 19th centuries. Most of the home and microbreweries, on the other hand, weren't founded until after the turn of the millennium and mainly serve their new, innovative beers from behind the bar of their very own brewery-run restaurant.

They're clever, these master brewers from SouthWest Germany; some, like Schnitzer in Offenburg, specialize in gluten-free beers. Others grow their own hops, like Hochdorfer from Nagold. A few years ago, the Härtle Brewery in Württemberg's Allgäu became the first brewery in Germany to successfully achieve climate-neutral production.

The region's breweries and microbreweries have made a career out of winning awards, raking in gold medals for their delectable beers at record-breaking speed. When one takes the number of breweries into account, the amount of awards won by SouthWest Germany's brewers even surpassed those taken home by "Beer Country" Bavaria in 2015. In light of this, it's no wonder the Baden-Württemberg Brewery Association is more than just a little proud of its members.

We're all anxious to see what they'll come up with next: Export, Pilsner, Pale Ale, Porter, Wheat beer, Zwickel beer, Cellar beer, Bock beer, March beer, Organic pilsner, light beer or non-alcoholic varieties – their creativity knows no limits! Except for those set by the German Purity Law, of course.

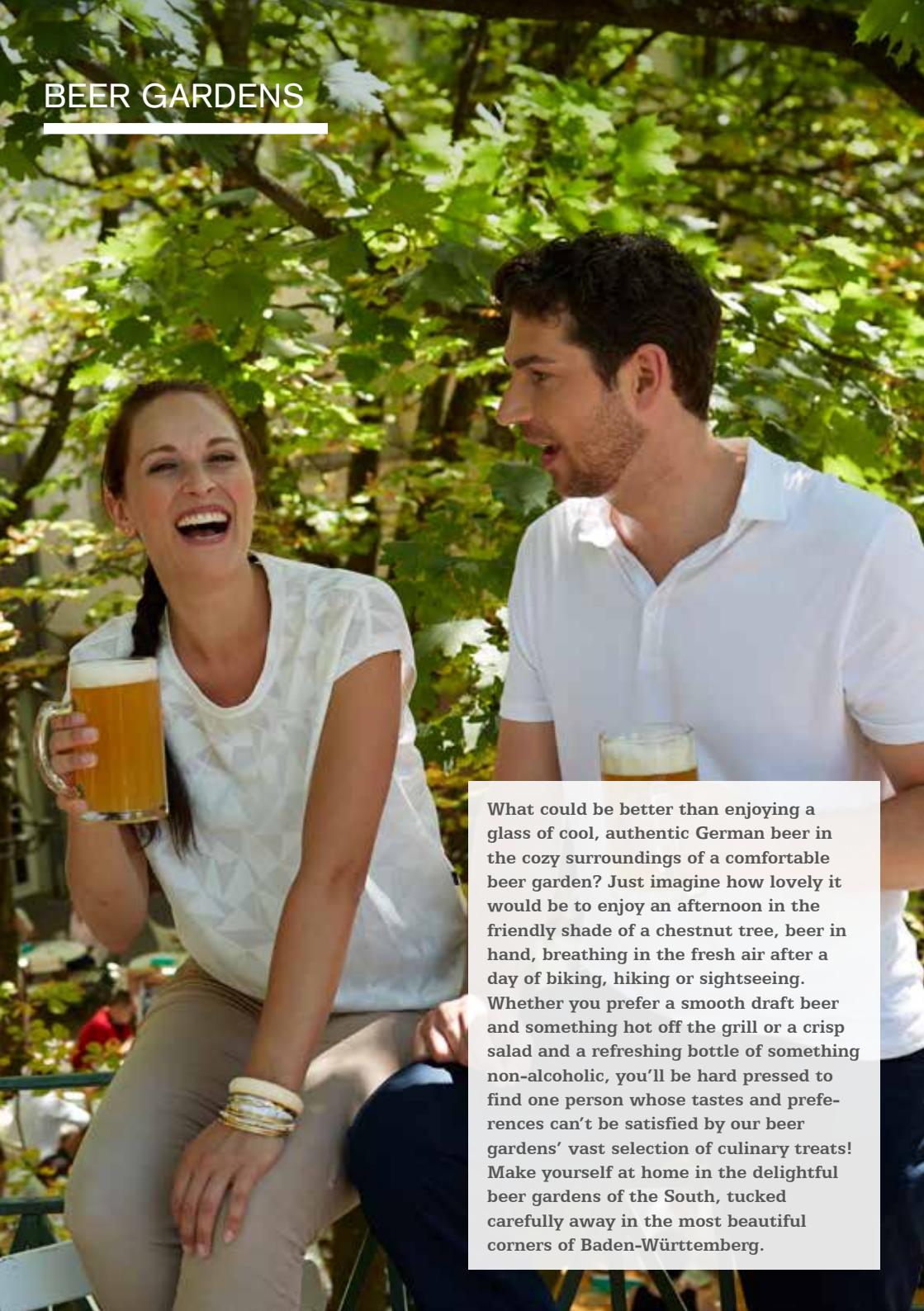
TIPS

The Rothaus Baden State Brewery is located 1,000 meters above sea level near the picturesque Lake Schluchsee, making it the highest brewery in Germany. The Zäpfle-Weg and its nine stations reveal all there is to know about this popular cult beer. Brewery tours, a brewery shop, and a brewery inn invite guests to dive head-first into the fascinating world of Rothaus beer.
www.rothaus.de EN

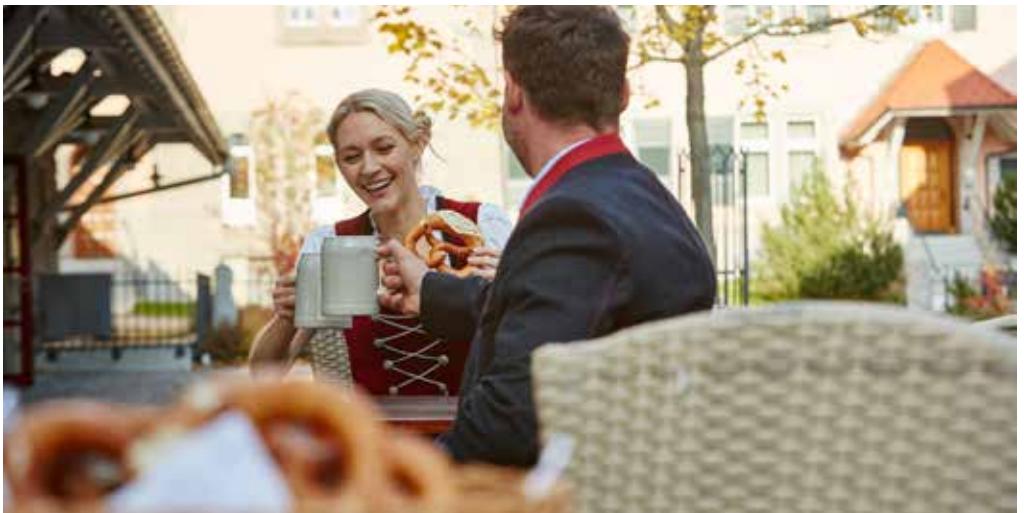
The "Association of Brewers with Heart and Soul" brings together eight owner-operated microbreweries who share the same goals.

www.brauer-mit-leib-und-seele.de

BEER GARDENS



What could be better than enjoying a glass of cool, authentic German beer in the cozy surroundings of a comfortable beer garden? Just imagine how lovely it would be to enjoy an afternoon in the friendly shade of a chestnut tree, beer in hand, breathing in the fresh air after a day of biking, hiking or sightseeing. Whether you prefer a smooth draft beer and something hot off the grill or a crisp salad and a refreshing bottle of something non-alcoholic, you'll be hard pressed to find one person whose tastes and preferences can't be satisfied by our beer gardens' vast selection of culinary treats! Make yourself at home in the delightful beer gardens of the South, tucked carefully away in the most beautiful corners of Baden-Württemberg.



In 2012, the Rauschbart beer garden in Horb am Neckar received a very special award: it beat out the Bavarian competition and was elected the most popular beer garden in Germany! The Neckarmüller beer garden in Tübingen also enjoys a stellar reputation and similarly picturesque location. And anyone who's had a chance to while away a few hours behind the Bergbier Brewery next to a sea of lush, green hops can't deny the simple charms of country life.

The open-air beer culture has even prevailed in SouthWest Germany's bustling cities, whether at Carl's Brauhaus on Stuttgart's Schlossplatz or on the lovely harbor promenade in Constance. A single ray of sunshine is all it takes for people to swarm to their local beer garden and enjoy a delicious brew under the open sky!

DID YOU KNOW...

...that the German idiom "Hopfen und Malz verloren" (literally "hops and malt are lost", similar to the English phrase "all is lost") came from a time when brewers had yet to discover the effect yeast had on beer? This lack of knowledge resulted in every second or third batch having to be thrown out!

...that before the establishment of the German Purity Law, beer was made with up to 150 different ingredients including tar, ox bile, and marsh calla? Thanks but no thanks!

BEER GARDEN TIPS

Rauschbart in Horb

An award-winning beer garden that can seat 600 guests beneath a canopy of linden and oak trees high above the Neckar Valley.

www.rauschbart.de

Neckarmüller Tübingen

A microbrewery with beer tables lining the riverbank, just a stone's throw away from Plane Tree Avenue and the Hölderlin Tower:

www.neckarmueller.de

Carl's Brauhaus Stuttgart

A hip and modern brewery and restaurant with a beer garden located directly on the bustling Schlossplatz:

www.carls-brauhaus.de

Hafenhalle Konstanz

A large, outdoor area on the Marina overlooking Lake Constance.

www.hafenhalle.de

Bräuereiwirtschaft Berg Ehingen

A quaint village beer garden behind the Bergbier Brewery restaurant, ideal for motorcyclists.

www.bergbier.de

Lindenbräu Waldbronn

A microbrewery with traditional beer benches in and around an old barn.

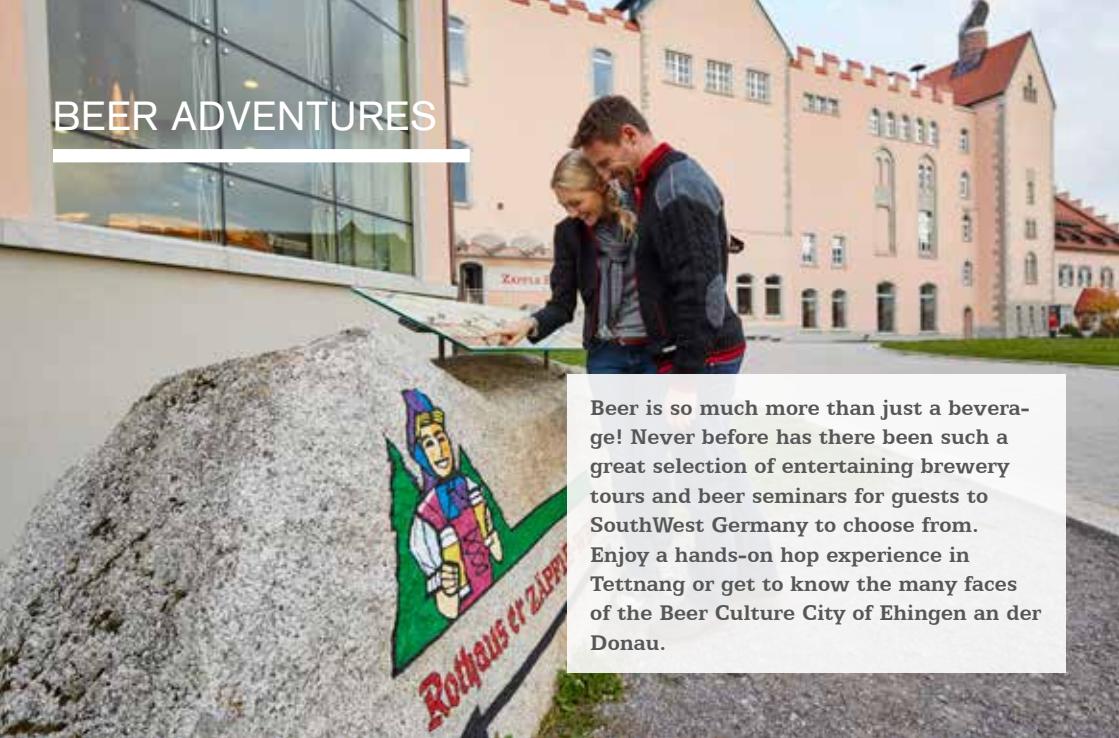
www.lindenbraeu-waldbronn.de

Barfüßerbrauerei Leutkirch

All aboard! Next stop, beer garden! This brewery is located inside an old train station.

www.barfussbrauhaus.de

BEER ADVENTURES



Beer is so much more than just a beverage! Never before has there been such a great selection of entertaining brewery tours and beer seminars for guests to SouthWest Germany to choose from. Enjoy a hands-on hop experience in Tettnang or get to know the many faces of the Beer Culture City of Ehingen an der Donau.

Heike and Tom know absolutely everything. No matter where you go or what you're doing, they'll always find a way to turn the conversation to beer. And that's a good thing, since they're the voices of Ehingen's multimedia tour! All you need to join the tour is the app and QR code. Currently home to four breweries, this charming city on the Danube has made its long-celebrated brewing culture its trademark, having dubbed itself "Beer Culture City". Since then, this is the place to be when looking for unforgettable beer experiences, with offers ranging from a beer-themed city tour to the popular beer hiking trail. This picturesque trail runs along the Danube to the Berg district, where you'll also find the popular brewery that goes by the same name. Bergbier Brewery boasts a lovely inn and beer cellar, where guests can even buy bottles of beer as delicious souvenirs of their time here. The beer also flows freely for guests in Ehingen's Schwanen Brewery; this microbrewery's beer seminars are legendary and participants can look forward to receiving their self-made brews in the mail just six weeks later.

TIPS

Those looking for a fabulous beer experience during their stay in the romantic city of Heidelberg need look no further than the historic ambience of **Klosterhof Neuburg Organic Brewery** or **Heidelberg Brewery**, which just so happens to be conveniently located in downtown Heidelberg.

www.brauerei-zum-klosterhof.de
www.heidelberger-brauerei.de

Don't just drink beer, brew your own! That's easy at places like Lenzkirch in the Black Forest.

www.brauerei-rogg.de

A Beer Mug Museum with 1,200 unique exhibits is waiting for you at the Schussenrieder Brewery.

www.schussenrieder.de

Monasteries and beer were a match made in heaven. In **Bad Wimpfen**, find out how the tranquility of a monastery and the art of brewing beer complement each other to this very day on the tour "Monastery & Beer Culture".

www.badwimpfen.de EN

You can also experience beer and Baroque along the Upper Swabian Baroque Route:

www.ober schwaben-tourismus.de

They're what you'd call "rustic", these southern brewers of ours. One of the more dazzling personalities among them is Rudi Vogel, who runs a microbrewery in Ettlingen. He can be seen on his website dressed up as a courtly knight or Count Dracula, who would choose an unfiltered beer over blood any day. A brewing kettle is located at the center of his unique restaurant, whose fermentation tanks are full of the fresh Vogelbräu that, once finished, will flow directly into the glasses of his expectant guests.

That's the beauty of modern-day breweries: they have an ambiance and beer menu that's worthy of the name. The Schönbuch Brewery in Calw just recently bought an art nouveau-style sports hall that's already bustling with new life. Here, guests can choose between eleven different beers ranging from Pilsner to Pale Ale.

Such an experience is sure to force even the toughest skeptic to realize that beer is so much more than the "boring", universal drink some mistake it for. But what would the 500th anniversary of the German Purity Law be without a trip to the museum? And not just any museum – the Technoseum in Mannheim, to be specific, which will host an exhibition dedicated to beer production in all its many facets. And since theory is nothing without practice, guests can also lend a hand at expe-



rimental stations and take an active part in the fermentation process.

After all, making exceptional beer really is an art. In the old days, much was at stake during the brewing process – one wrong move and the hard-earned malt and hops would be lost! Such instances were especially tragic in the case of Tettnang's famous aroma hops: this

TIPS

The **exhibition** "Beer – The Art of Brewing and 500 Years German Purity Law" will take place from February 19 – July 24, 2016 at the Technoseum in Mannheim.
www.technoseum.de^{EN}

The **Beer Culture City** of Ehingen is home to a beer-themed city tour, beer hiking trail, and four microbreweries. Two of these breweries – Bergbier (www.bergbier.de DE) and Schwanen (www.schwanen-ehingen.de DE) – also offer fascinating beer seminars:
www.bierkulturstadt.info^{EN}

The **Hop Museum** in Tettnang is part of an active hop farm.
www.hopfenmuseum-tettnang.de

Restaurant 87 in Stuttgart boasts a menu with the largest variety of regional craft beers in the entire Stuttgart area:
www.87-stuttgart.de

region near Lake Constance is one of the best hop-growing areas in the world. Its hops' long, green tendrils can grow an amazing seven meters high! See for yourself at the Hop Museum in Tettnang, whose visitors' platform leads brings you face-to-face with a fragrant

FUN FACT

Anyone who loves their significant other as much as they love beer can say "I do" and toast to love with a delicious beer at the Alpirsbacher Brewery World!
www.Alpirsbacher.de^{EN}

In Tauberbischofsheim, devoted beer fans can bathe in yeast or hops and reap the health benefits of their favorite drink.

www.das-kleine-amtsotel.de



field of hops. Nowadays, many breweries even open their doors to the public, allowing you to enjoy a behind-the-scenes look at beer production at the Rothaus Brewery in the Black Forest Highlands or the Eichbaum Brewery in the Palatinate – take your pick! Guests to Freiburg's Ganter Brewery can take a gander at the inside of a fermentation tank, while all the die-hard beer fans out there can even get married in a brewery cellar turned wedding room in the Alpirsbacher Klosterbräu. In many smaller microbreweries like Waldhaus or Welde, guests can meet the more adventurous artisans from the bold and creative craft beer scene. Continue this journey of discovery on a tour of the Hoepfner Brewery in Karlsruhe, where you'll learn why its building shares so many remarkable similarities with Neuschwanstein Castle.

DID YOU KNOW...

...that since 2014, the Black Forest's signature Rothaus beer can be bought in stores and restaurants all across America! For an authentic beer garden experience on American soil, be sure to visit the Black Forest Brooklyn Biergarten & Kaffeehaus. Here you'll find a menu bursting with great German cuisine and beer – including Rothaus' Tannenzäpfle, of course!

By the way, beer tasting has also become an integral part of the Slow-Food Trade Fair in Stuttgart. Contrary to popular belief, Germans don't only serve beer by the liter! And let's be honest, sometimes a single sip from a small tasting glass can be the greatest pleasure in the world for a real beer connoisseur.

BREWERY ADVENTURE TOURS

A walk-in fermentation tank with an impressive, video-based brewing simulation is waiting for you at **Ganter Brewery** in Freiburg.

www.ganter-brauerlebnis.de

At **Rothaus** in the southern Black Forest, groups can round out their guided brewery tour with a hearty, regionally inspired snack in the brewery's restaurant followed by relaxing overnight stay Black Forest-style.

www.rothaus.de EN

The **Hirsch Brewery** in Wurmlingen has its own adventure forest complete with climbing park and rustic lodge.

www.hirsch-erlebniswald.de

The **Brewery World** in Alpirsbach offers exciting tours, a fascinating museum, and a ceremonial cellar:

www.alpirsbacher.de EN

At the **Kesselhaus Restaurant and Brewery**, curious minds can find out everything about the world of beer on the "Mash, Brewers' Grains, Zwickel Beer" tour and taste five different beers under the expert guidance of a beer sommelier.

www.kesselhaus-schorndorf.de



IMPRINT



Baden-Württemberg

MINISTERIUM FÜR LÄNDLICHEN RAUM
UND VERBRAUCHERSCHUTZ

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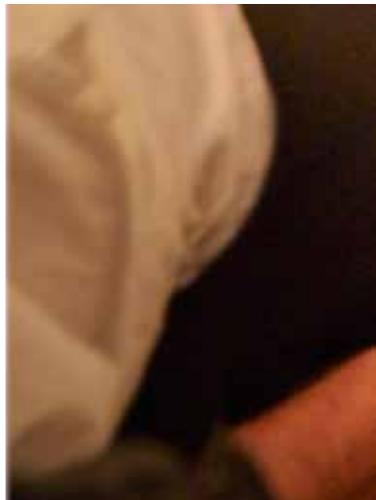
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