



simply Munich

Destination Information



City of beer: exploring Munich's modern and traditional brewing

(29 July 2020) Goethe knew that “beer gives us pleasure”. However, whether he tasted a Munich beer during his brief and only visit to the state capital on 6th September 1786 is not recorded. Even at that time, at the end of the 18th century, Munich looked back on a beer tradition going back centuries, as the Augustinian monks were already brewing beer in their monastery on Neuhauser Strasse from 1328. In 1487, Duke Albert IV issued a “Beer Ordinance” for the royal seat of Munich, which became the basis for the quality of Munich beer before the Bavarian Purity Law of 1516.

Out of originally almost 70 breweries, six large breweries are still active today: Augustiner, Hacker-Pschorr, Hofbräu, Löwenbräu, Paulaner and Spaten-Franziskaner. Together, they brew more than six million hectolitres of beer per year, which they export throughout the world. In Munich, enjoyment of beer stands for conviviality. It is traditionally consumed in one of the numerous large pubs in Munich, which are reverently referred to as “beer temples”, and particularly in the “Biergärten” (beer gardens), a special feature of gastronomy in Munich and Bavaria.

Fresh beer in colourful bottles

In addition to the traditional large breweries, around a dozen smaller house breweries are enjoying great popularity. These include Brauhaus Airbräu, the only airport brewery in the world, Giesinger Bräu, Perlacher Forschungsbrauerei, Isartaler Brauhaus and Richelbräu in the Neuhausen district of Munich. The trend towards beer diversity

follows the craft beer movement, which emerged in the USA in the 1980s and is also strongly represented in Munich. Smaller adventurous breweries produce craft beer, beer brewed by hand in small quantities according to creative recipes. Additions such as fruit extracts, herbs and spices are allowed here. The creativity can also be seen in the design of the bottle labels. To promote these creations, events such as “Braukunst Live” (www.braukunst-live-muenchen.de) or the „Craft Beer Fest Munich“ (www.craftbiermuc.com) have been launched.

Enjoying beer all year round

The “beer calendar” shapes the whole year in Munich, commencing in March with **Starkbierzeit** (strong beer season). Strong brewed beer refers back to the tradition of the monks who brewed a nourishing, delicious beer during Lent. The varieties of strong beer – the names of which all end with “...ator” – have a high original wort content, which must be at least 18 percent. Strong beer season is barely over before we start drinking **Maibock** in May. Almost seamlessly, **Biergarten-Zeit** (beer garden season) follows, marking the summer. In the three dozen major beer gardens (each with a capacity exceeding 400) and well over 700 spots to sit al fresco (from smaller beer gardens to street cafes), Munich residents and visitors alike come together to enjoy the city. **Oktoberfest**, the world’s largest public festival, has been taking place in August every year since 1810. It runs from the end of September to the beginning of October and has long been charming young and old visitors alike. The light, bottom-fermented Oktoberfest beer is brewed specially for Oktoberfest and features a higher original wort content (at least 13.5 percent), and therefore a higher alcohol content – coming in at around six percent – than traditional light beer. To ring out the year, **Festbier** appears to get us through Advent, and is brewed for the Christmas period.

Delicious beer in Munich is accompanied by music all year round, whether it’s brass band music in the beer gardens, pre-lunchtime jazz as you have a drink, or regular groups of musicians playing at meet-ups in a wide range of restaurants.

If you would like to find out interesting information about Munich beer for your visit to the city, and fancy trying the amber nectar in a historic setting, visit the **Bier- und**

Oktoberfestmuseum (Beer and Oktoberfest Museum) to explore Munich's beer culture throughout the centuries.

Background

München Tourismus is the city's central tourist organisation and is part of the City of Munich's Department of Labour and Economic Development. München Tourismus works with its business partners in the private sector and the tourist organisation München TIM e.V. to develop marketing and PR campaigns and tourism products in a bid to establish Munich as a destination on the international travel market. The strategy for achieving this aim is defined by the Tourismskommission München, a joint undertaking between the city council and the local tourist industry.

Print-ready photos for use in reports about tourism in Munich are available to download from www.simply-munich.com/photoservice