



Paulaner produces exceptionally good beer. Their recipe for success? Dedication and experience, craftsmanship and knowhow - since 1634. The same criteria that guided the monks 375 years ago, still apply for today's brewing practices at the Nockherberg in Munich - despite all the technical innovations introduced over time. Here, beer is not a mere product - it is a matter of the heart.

Description: The majestic deep golden color is the first hint that one must try this beer. Earthy aromas of barley and yeast eases you into the centuries old art of German Brewing. Highly drinkable and once only available in the tents of the Munich Oktoberfest one can now enjoy the tradition of Oktoberfest in their own home.

Tasting Notes: A large frothy head, low bodied with a nice mouthfeel; there is an overwhelming sweetness. A medium bitterness, but mellow enough to make it highly drinkable. 6.0% ABV, 19IBU

Ingredients: Pure Bavarian spring water, Hallertau hops, and Paulaner's centuries-old, exclusive yeast strain

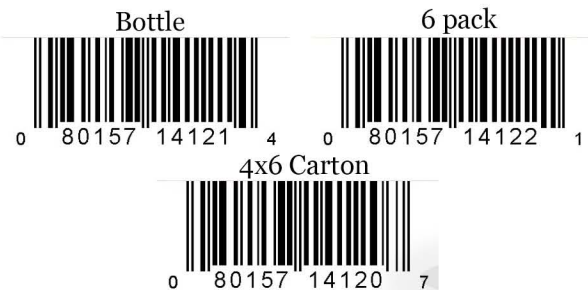
Awards: Ratebeer.com: 89 style, Beer Advocate: B+

Food Pairings: Traditional Oktoberfest foods pair well with this; Hendln, Schweinshaxen, bratwurst, grilled chicken, pork knuckles, oxen, and giant pretzels.

Oktoberfest Wiesn



Available Packages and UPC Barcodes



| PACKAGES | UNITS PER PALLET | PALLETS STACKED | Pallet Space Weight |
|------------|--|-----------------------|---------------------|
| 4x6/11.2oz | 10 cases per tier x 7 tiers = 70 cases | One pallet = 70 cases | 2185 lbs. |

GOOD, BETTER, PAULANER.