



**Press release**

## **Owners of traditional Bavarian breweries launch joint quality campaign for wheat beer**

**Werner Brombach, Jeff Maisel and Georg Schneider unveil new quality icon “Bayerische Edelreifung”**

*Erding/Bayreuth/Kelheim, 20.9.2019.* The owners of the family-owned Bavarian breweries *Erdinger Weissbräu, Brauerei Gebr. Maisel* and *Schneider Weisse* today launched a joint quality campaign for wheat beer. The focus is on the principle which they all adhere to when brewing their wheat beers: the Bavarian double maturity method, or “Bayerische Edelreifung”.

The twice-matured wheat beers of the three breweries can be recognized by the blue quality icon “Bayerische Edelreifung” with double diamond and wheat ear around the edge.

In contrast to standard brewing methods, wheat beers bearing the “Bayerische Edelreifung” icon are allowed to mature for a second time. Fresh yeast and brewer’s wort are added after the main fermentation and first maturing process – only then are the beers bottled. During the bottling process, the beer is also not pasteurized, or heated. Instead of immediately shipping the wheat beers after bottling, the breweries store them for up to three weeks in the bottle or keg. This allows the wheat beers to mature a second time and develop their distinctive flavour and delicate sparkling nature – ensuring original Bavarian wheat beer quality.

At the joint presentation of their wheat beer quality campaign, the owners Werner Brombach, Jeff Maisel and Georg Schneider, expressed just how much they are also personally committed to traditional Bavarian brewing skills and their uncompromising quality promise: “Each one of us personally guarantees the outstanding quality of our wheat beers – brewed in the traditional Bavarian way. The Bavarian double maturity method, or “Bayerische Edelreifung”, has been passed down from generation to generation in our families, and we will continue to uphold it in future.”