



## Press release

### Three brewers, one promise: to deliver outstanding wheat beer quality

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

*Erding/ Bayreuth/Kelheim, 20.9.2019.* Joint appearances by the long-standing owners of three traditional Bavarian wheat beer breweries are not exactly an everyday occurrence. And when the event is used to announce a common promise, the entire industry and every single wheat beer drinker should listen intently.

#### **Common promise: “Bayerische Edelreifung” for original wheat beer quality**

Although it might sound obvious that not all wheat beers are the same, many consumers are unaware of the exact differences in quality. Werner Brombach, Jeff Maisel and Georg Schneider – the owners of the Bavarian breweries *Privatbrauerei Erdinger Weissbräu*, *Brauerei Gebr. Maisel* and *Schneider Weisse* – are determined to change this and have underlined their commitment with a solemn 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.”

#### **What makes “Bayerische Edelreifung” so special? Expertise, the best ingredients and time**

In contrast to many other breweries that bottle and ship their beers within just a few days, the wheat beers of Erdinger Weissbräu, Brauerei Gebr. Maisel and Schneider Weisse are allowed to mature for a second time. The master brewers add fresh yeast and brewer’s wort after the main fermentation and first maturing process. The wheat beers are not bottled until after this refinement. And instead of shipping straight after bottling, the three breweries first store their wheat beers in the bottle or keg for up to three weeks. This gives the beers time and the peace and quiet they need to mature again and develop their distinctive flavour and delicate sparkling nature – ensuring original Bavarian wheat beer quality.

#### **Selected ingredients develop their full flavour**

This unmistakable flavour is further enhanced by another special feature of the “Bayerische Edelreifung” process: the lack of pasteurization, i.e. heating of the beer, during bottling.

This traditional process allows the ingredients to develop their full flavour during a second maturing process with vital yeast.

### **“There’s no alternative for us!”: preserving traditional Bavarian culture**

The “Bayerische Edelreifung” process is much more complex than standard brewing methods. It requires the special attention of master brewers and requires considerable patience. Why these three breweries continue to uphold the “Bayerische Edelreifung” process is explained by their long and proud tradition, as well as their shared passion for wheat beer. Asked why he goes to such lengths, Jeff Maisel replies: “There’s no alternative for us – we were all born with the same passion for wheat beer! The high quality standards of the “Bayerische Edelreifung” process mean we can continue to differentiate ourselves from many other breweries.” Georg Schneider offers the following explanation: “We are already the sixth generation of passionate brewers. I inherited my experience and expertise in wheat beer brewing from my great-great-great grandfather together with a determination to preserve an important aspect of Bavarian culture – the “Bayerische Edelreifung” – and to carry it into the future.” Werner Brombach adds: “Why we go to all this trouble? Because we make no compromises when it comes to quality. Because of our love of wheat beer. And because everyone should be able to taste: that’s an exceptional wheat beer!”

### **Exceptionally matured, twice-cultivated wheat beers: now instantly recognizable by the shared quality icon on the bottle**

With immediate effect, all labels for Erdinger Weissbier, Maisel’s Weisse and Schneider Weisse now bear the quality icon “Bayerische Edelreifung, zweifach kultiviert” with a blue double diamond at its heart and wheat ear around the edge – enabling wheat beer connoisseurs to quickly and easily identify these three special wheat beers in stores.

### **Quality icon to wake up the beer industry**

As in many other industries, enlightened consumers of beer are increasingly interested in information beyond the product itself: Which raw materials are used? Where do they come from? How is the beer produced – on an industrial scale with no room for individuality, or by harnessing the expertise of certain individuals? And who is behind the company? Wheat beers bearing the quality icon “Bayerische Edelreifung” come from traditional, family-owned Bavarian breweries. On seeing this icon, consumers can rest assured that they are purchasing a top-quality wheat beer with a distinctive flavour, brewed by experienced master brewers with love, care and high-quality ingredients. This is guaranteed by the owners’ signatures.