

Star Brand  
I m p o r t s

WELCOME  
to Paulaner &  
Hacker-Pschorr

# Paulaner & Hacker-Pschorr

- Paulaner
- Big party
- Very important joint details
- Hacker-Pschorr



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## Paulaner History



# We Give Thanks to the Pauline Monks

- In 1627 a small order of monks migrated from Italy to what is now the city of Munich
- The Pauline monks founded a monastery in Munich, which later became the Paulaner brewery
  - Remains the site of Paulaner brewery 360 years later



# Liquid Bread

- Forced to fast during the Lenten period on only bread and water, the enterprising monks reasoned that beer could be brewed as “liquid bread” and not violate their Lenten promise
- In **1634** the monks brewed this first Paulaner beer and that they sold it to the population of Munich to earn some income



# Salvator

- The beer was named Salvator, in honor of Our Savior
- The monk's "liquid bread" changed brewing history forever
- The long lagering time produced a hearty full-bodied style and the world's first double bock beer



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## 6 Paulaner Styles

- Hefe-Weizen - flagship
- Oktoberfest
- Lager
- Pils
- Salvator
- ThomasBräu









# Oktoberfest History & Fun Facts

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# Proper Etiquette is a Must!



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# What IS Oktoberfest?

- It's the world's **BIGGEST public** party!
- It all started in 1810
  - Ludwig I, the Crown Prince of Bavaria, wanted to celebrate his wedding in Munich
  - Occasion for all of Bavaria to celebrate
  - Commissioned the brew masters of the Paulaner and Pschorr, among other Munich brewers, to develop a brew to commemorate the occasion
  - Beer was so good that the party lasted for days and Oktoberfest beer was born





# BIG Public Party!

- Subsequent annual celebrations evolved into the city of Munich's world-famous Oktoberfest
  - Approximately 6 million people each year
  - Approximately 6 million liters of beer
- By Munich law, only the 6 breweries within the city limits of Munich are invited to serve their beer at Oktoberfest
  - **Paulaner and Hacker-Pschorr are 2 of the 6**
  - Paulaner and Hacker & Pschorr host guest in 3 tents
    - Seating for 8,000 – 10,000 guests



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Hoffbrau, Lowenbrau, Augustiner, Spaten-Franziskaner

# Beer Tents, Festival & More

- 16 days
- 6 million people
- 14 beer tents
  - 93,000 seats
- 103 acres
- Parades
- Festival rides and games
- 6,229,000 liters of beer
- 487,000 chicken units
- 191,000 sausages
- Gazillion pretzels



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# Munich's Oktoberfest

# PROST!



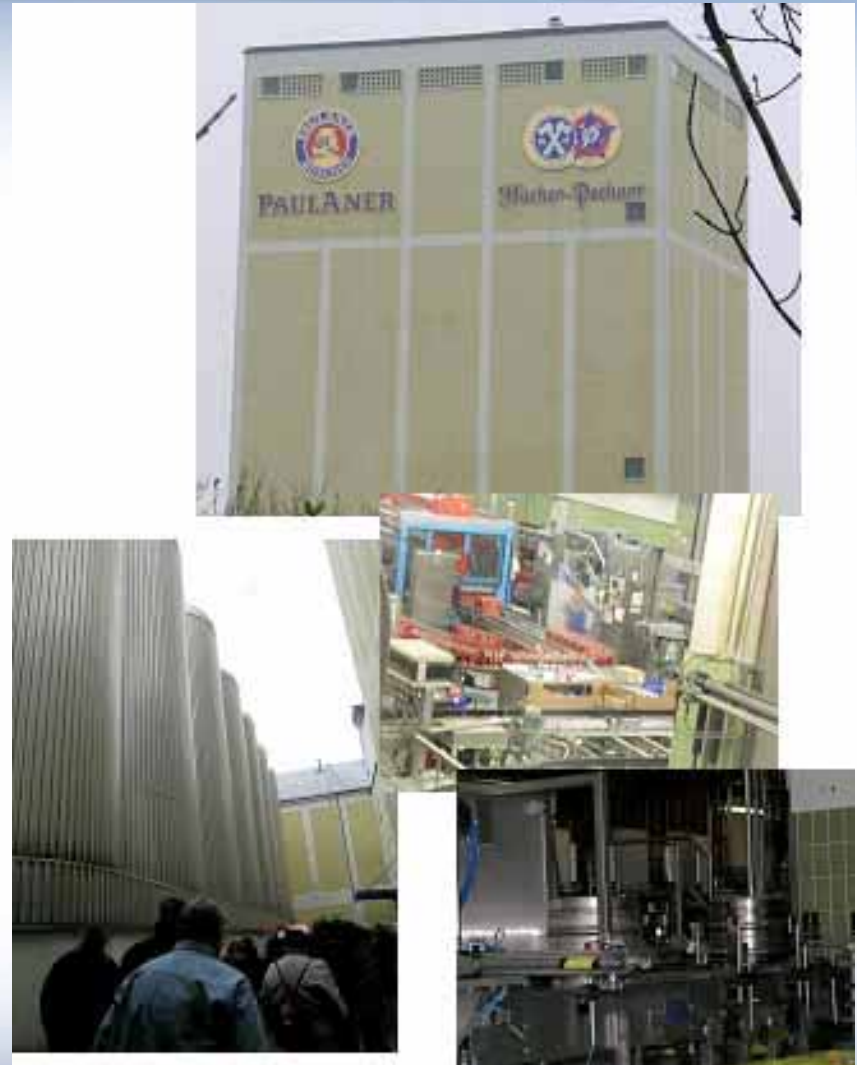
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# Very Important Joint Details

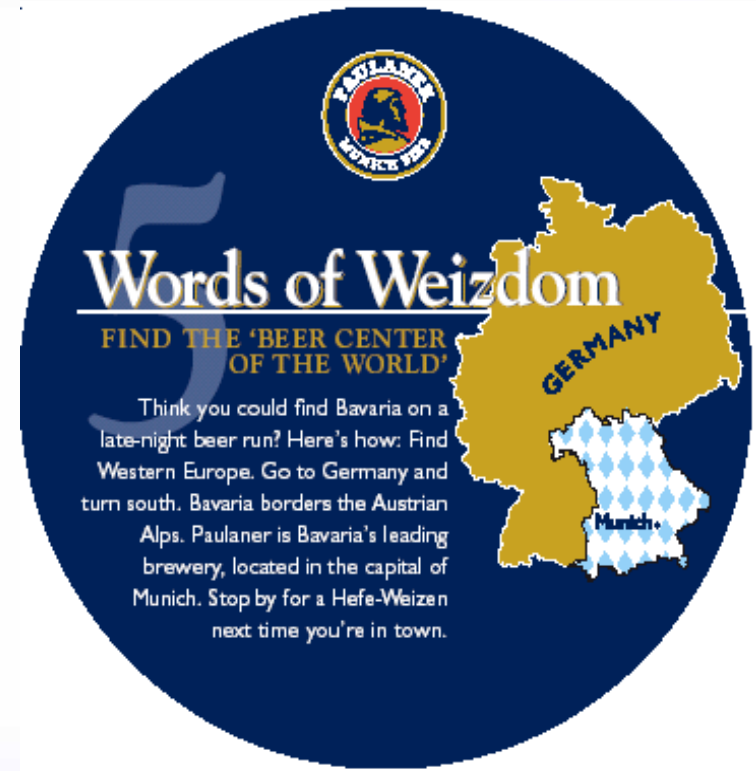
# Paulaner & Hacker-Pschorr Today

- Sister brands brewed at the same brewery with distinct and separate yeast and beer stream
- Today Paulaner is the largest brewery in Munich, which also makes it the largest brewery in the province of Bavaria
  - The annual output is nearly 32 million case equivalents



# Bavaria is Home to Paulaner & Hacker-Pschorr

- Bavaria – the cradle of the art of brewing
  - Bavaria is home to more than 800 breweries
  - Bavaria is the province of Germany whose capital city, Munich hosts the Oktoberfest celebration every year



# Strict Adherence to the Reinheitsgebot Law

- Paulaner and Hacker-Pschorr beers have always been brewed in accordance with the Reinheitsgebot Purity Law of 1516
  - Mandates that beer can consist of only malted barley, water and hops
  - An allowance for wheat malt was made later



# Hacker-Pschorr – A Story of Love



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# Origins

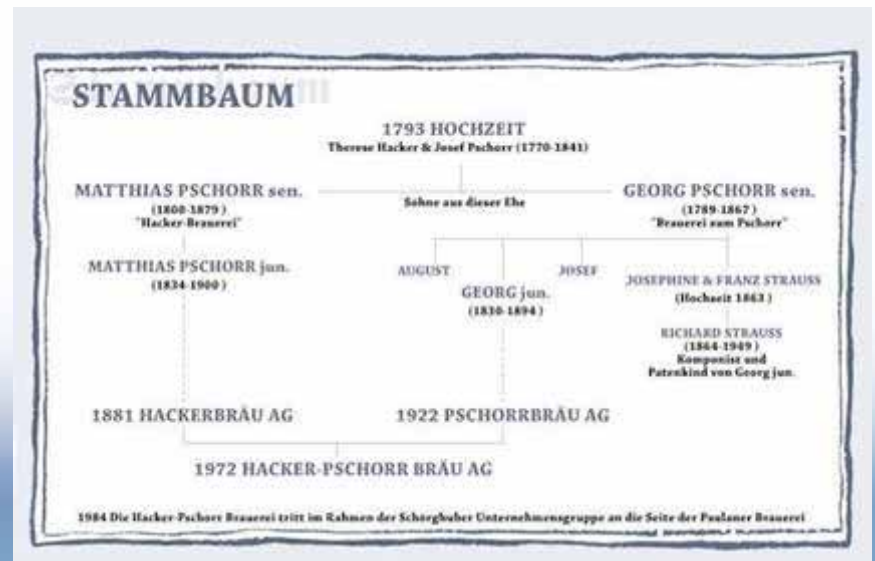
- Hacker Brewery
  - The Hacker brewery was founded in 1417
  - More than 300 years later in 1793 Therese Hacker married a farmer's son by the name of Josef Pschorr
  - Josef Pschorr took over the Hacker brewery from his father-in-law and brought it to prosperity and wealth





# Origins

- Pschorr Brewery
  - About 1820 Josef Pschorr bought another brewery and founded the Pschorr Brewery
  - After Josef's death the two elder sons inherited each one of the breweries
    - One of these sons is the man on the label, Georg



# The Man on the Label

- Georg Pschorr (1798-1867) is the man on the label
- He became the patriarch of the Pschorr brewing dynasty and inherited the brewery
  - Continued expansion



# Hacker-Pschorr Expands

- 1865 - The first delivery of export beer in bottles to America
- 1876 - At the international exhibition in Philadelphia the “Pschorr’s export beer Edelhell gets an award



# Hacker-Pschorr Continues to Grow

- 1894 -- The “U.S. Branch of Pschorr Bräu München” opens in New York on 538 & 540 Greenwich Street.
  - The site was managed by the “Eisapostel” Josef Pschorr, who was Georg’s son



# Technological Advancements are Embraced



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# Hacker and Pschorr Breweries Officially Merge

- 1972 – Modern marketing efforts show the merging of the Hacker and Pschorr breweries.



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## 2 Breweries United in 1972

- The Hacker-Pschorr logo combines both the original Hacker and Pschorr logos
- The red circle around the “P” represents Josef’s unending love for Therese



# Hacker-Pschorr Today

- Today, Hacker-Pschorr is part of the Paulaner Brewery and is brewed on the original site of the Paulaner monks' first brewery.
- Hacker-Pschorr is a favorite wheat beer of the Bavarians and is widely consumed by active consumers in their mid 20s.



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# Hacker-Pschorr Styles in the US

- Weisse – flagship
- Weisse Dark
- Oktoberfest
- Munich Edelhell





# Hacker-Pschorr New 2006 POS Campaign

The pour is a huge point of difference

Glassware is essential:

- Import
- Quality
- Difference



Headline speaks to the beer...lots of ways to play with the headline

Direct tie to Munich and heritage of 1417

Beer is hero

Label and logo definitely said:  
Germany  
Heritage  
Longevity  
Quality

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With Hacker-Pschorr....



....including the Pour!

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Play DVD