



GERMANY

**AND ITS DRINKING
CULTURE**

HISTORY

Beer production in German monasteries dates back to around the year **1000 AD** and is generally referred to as “**Liquid Bread**”.

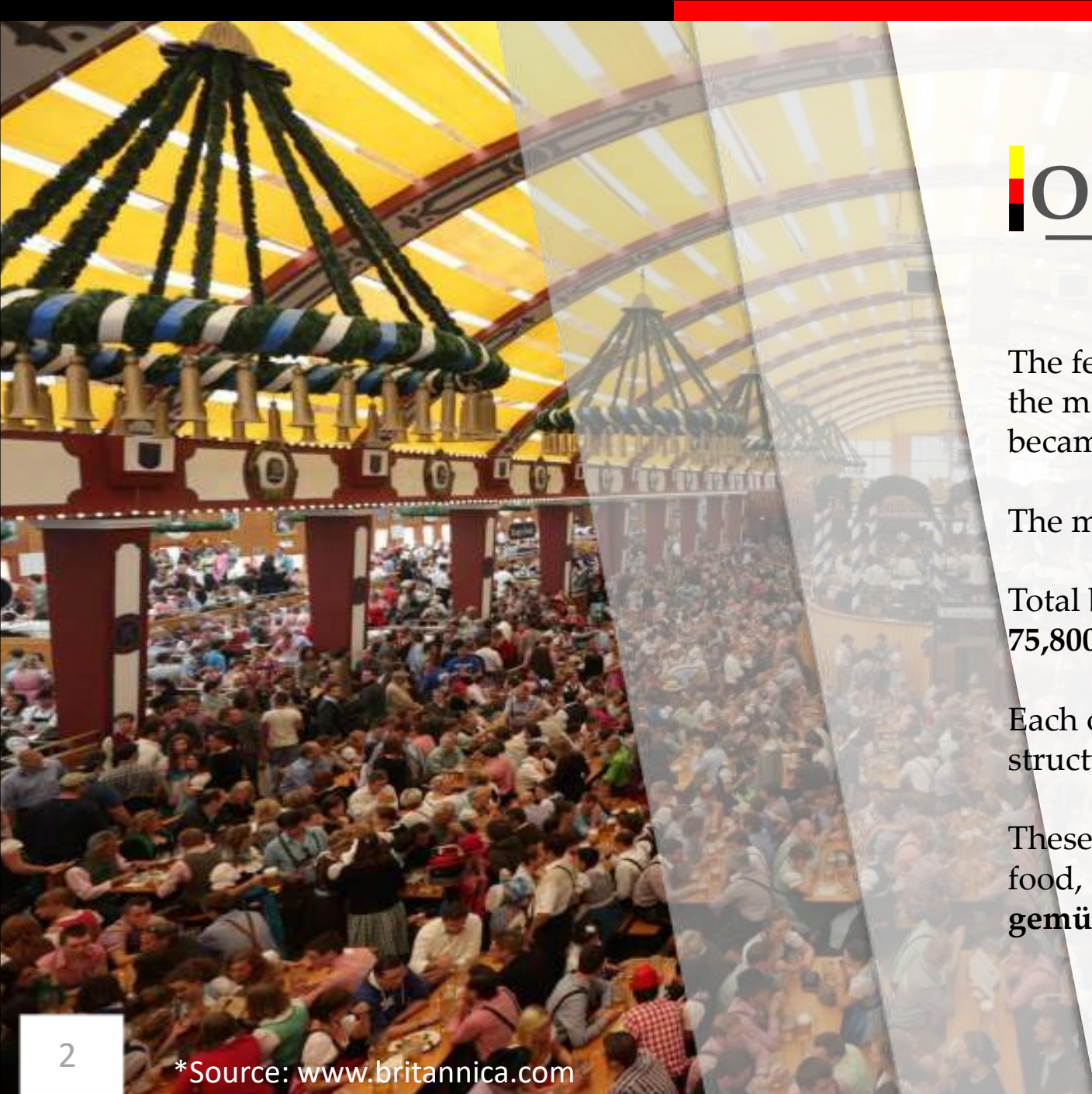
The beer-producing monasteries were located in **Southern Germany**, and some still exist and operate today, such as Kloster Andechs, St. Gallen Weijenstephan, and Weltenburg.

Beer became increasingly popular in Germany, after the enactment of the **Beer Purity Law*** in 16th century.

The Bavarians mixed barley malt with a special type of **Bavarian hops**, found primarily in the region of Hallertau which results in high quality of beer.

There was a “**Beer Revolution**” in the 19th century in German-speaking countries that ushered in the creation of Pilsner, Bock and Export beers.





OKTOBERFEST

The festival originated on **October 12, 1810**, in celebration of the marriage of the crown prince of Bavaria, who later became **King Louis I**.

The mayor of Munich taps the first keg to open the festival.

Total beer consumption during Oktoberfest is upwards of **75,800 hectolitres** (about 2 million gallons).

Each of the **Munich brewers** erects one of the temporary structures, with seating capacities of some 6,000.

These popular celebrations, which feature beer and German food, are an attempt to reproduce the Bavarian sense of **gemütlichkeit** – cordiality.



BIER CULTURE

Oktoberfest and the famous **German love of beer** springs to mind whenever one thinks about German Culture, this isn't just a **stereotype**, Germans love their beer.

With Germans knocking back an impressive **106 liters** per person on average every year, beer is an integral part of German culture.

Drinking beer is an enormous part of their culture, and it's enjoyed regularly, Germans have a very **relaxed attitude** towards drinking beer.

Beer drinking is such a large part of German culture, it has its own word "**Bierernst**". This translates as "serious beer" which highlights just how important beer is to Germans!



BREWERIES

Pilsner* – from Pilsen in the Austrian-German region of Bohemia

Schwarzbier – Eastern German states of Thuringia and Saxony

Koelsch and Alt – Cologne (Köln) and Düsseldorf on the Rhine

Berliner Weisse – a Weißbier from Berlin

Gose – A flavored wheat beer from Goslar, popular in Saxony

Starkbier/Bockbier –from Einbeck, near Hannover and Bavaria

Herz & Heimat Niko's - from Saarland

Dortmunder Bergmann Bie - from the regions of Dortmund

Bernauer- from the region of Brandenburg

Vier Vogel Pils -flavored malt beer from Sachsen



DEUTSCHER WEIN

German winemaking dates back to **100 B.C.*** when ancient Romans, who conquered the region, began producing wines on Germanic soil.

During the Middle Ages, monks continued the tradition of wine making and cultivated the vineyards that are still used to this day.

Historical wine properties like the **Cistercian Monastery Kloster Eberbach** in the Rheingau have a history dating back to about **1200 AD**.

The largest wine press ever found north of the Alps was discovered at the base of Piesport and dates to **400 A.D**



WINE FACTS

Queen Victoria visited the Rheingau or “Rhine District” in 1845 and discovered her love for German Riesling. She coined the term “**Hock**”*.

The Germans also produce high quality sparkling wines, or “**Sekt**”, and Germans have become the world’s largest consumers of sparkling wine per capita.

Because of the harsher climate, Germany’s vineyards are usually found on **slopes facing southward** to assure the longest exposure to the sun.

Germany is the world’s 3rd largest producer of **Pinot Noir** and over the last 40 years has adapted the same high quality production in Burgundy.

ALKOHOLFREIE GETRÄNKE



Schorle/ Ostmost Berlin - Juice with Sparkling mineral water

Spezi - A generic drink, mixture of Orange Soda and Coke

Fritz-Kola - Soft drink with relatively high level of Caffeine

Club Mate - Mate Tea with Citrus flavour

Miss MinzMinz - Summer drink of Lemonade with caffeine

Anjola - Refreshing Pinapple Lemonade

Bionade - Organic fermented and carbonated beverage

Frassbrause - German drink made from fruit, spices, malt extract

Karamalz - Classic non-alchohic malt beverage

KiBa - Famous German smoothie made from bananas and cherries

A photograph of three glasses of beer on a wooden table. The glasses are filled with beer and have a thick head of foam. To the left of the glasses is a bundle of golden wheat stalks. The background is a dark wooden wall.

BEST DRINKING CULTURE

“Germans have the world's best drinking culture”*

German bars range from Berlin's cool and informal bars to more traditional places in more conservative cities such as Munich.

There's a bar for every mood and type. Then there's the quality and variety of the booze itself.

Most German bars serve simple, filling meals that are designed to go well with beer or wine.

Almost all beer is made by small- and medium-sized breweries local to their area.

German wine is excellent; spirits are also good and cost less than half the price charged in most European countries.

A group of people are clinking beer bottles in a toast at night. The scene is illuminated by a warm, orange glow from a campfire in the foreground. The background shows a dark blue sky with some faint lights. The word "DANKE!" is written in large, white, bold letters across the center of the image. The image has a red bar at the top and a yellow bar at the bottom.

DANKE!