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## Beck's Pilsner

- Introduced/Availability:** 1873 in Bremen, Germany; available nationwide.
- Beer Category/Style:** High-End European Import – Premium German Pilsner
- Taste Profile:** Golden in color, **Beck's** is a classic German pilsner with a robust, distinctive full-bodied taste, a fresh “hoppy” bouquet and a rich, full head.
- Ingredients/Brewing:** Brewed in Bremen, Germany, **Beck's** is made in accordance with the “*Reinheitsgebot*,” the German Purity Law of 1516. It is brewed using only top-grade barley, hand-selected hops from the Bavarian Hallertau region, fresh glacier water and **Beck's** exclusive strain of yeast that's been cultured and cultivated for generations. **Beck's** contains five percent alcohol by volume (ABV).
- Packaging:** **Beck's** is available on draught and in 12- and 24-ounce green glass bottles. It's also available in 12- and 16-ounce cans; as well as a 5-liter mini-keg.
- How to Serve:** The round malt character and balanced but robust hop bitterness of **Beck's** makes the beer a perfect accompaniment to sushi – cutting through fatty tuna or salmon and refreshing the palate after a blast of wasabi. It is also wonderful alongside classic German fare such as bratwurst or “schweinehexen.”
- Interesting Facts:** In 1873, three entrepreneurs in Bremen, Germany, shared a vision for creating exceptional beer only from the finest ingredients. Luder Rutenberg, a successful builder, chose an unfamiliar path into brewing beer. He hired businessman Thomas May to keep things in order and Heinrich Beck, the best brewer he knew, to help guarantee success.
- The **Beck's** recipe has not changed and is still made with the same unique ingredients. Since 1876, every bottle of **Beck's** beer has proudly printed the key of Bremen on its label with the bit facing right.
- Beck's** is the No. 1 selling German beer in America. **Beck's** is imported and distributed in the United States by Anheuser-Busch, Inc.
- Also available in the United States are Beck's Light, Beck's Dark, Beck's Oktoberfest and Beck's Non-Alcoholic.
- Further Information:** Visit [www.becksbeer.com](http://www.becksbeer.com).

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