



---

---

## Beck's Oktoberfest

<b>Availability:</b>	September/October
<b>Beer Category/Style:</b>	High-End European Import; Classic German Oktoberfest
<b>Taste Profile:</b>	A classic German pilsner with a sweet, full-bodied taste, caramel color and a rich, full head.
<b>Ingredients/Brewing:</b>	Brewed in Bremen, Germany, Beck's Oktoberfest is made in accordance with the " <i>Reinheitsgebot</i> ," 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 nurtured and cultivated for generations. Beck's Oktoberfest is 5.2 percent alcohol by volume (ABV).
<b>Packaging:</b>	Beck's Oktoberfest is available on draught and in 12-ounce bottles.
<b>How to Serve:</b>	Pair Beck's Oktoberfest with traditional German Oktoberfest foods such as bratwurst or sausage, or crisp-weather favorites such as hearty chili, pumpkin pie and raisin bread. It can also be used in favorite fall recipes for marinades or sauces, and to add extra flavor to stews.
<b>Interesting Facts:</b>	<p>Dating back to 1810, Oktoberfest is a two-week festival held each year during late September and early October. The event was first created to commemorate the wedding of Bavarian Crown Prince Ludwig (later King Ludwig I) to Princess Therese of Saxony-Hildburghausen, but later evolved into a celebration of the harvest. Oktoberfest is now one of the most famous events in Germany, with over six million people attending the main festival in Munich each year. Hundreds of Oktoberfest events are held to celebrate German culture in cities around the world.</p> <p>Also available in the United States are Beck's Pilsner, Beck's Light, Beck's Dark and Beck's Non-Alcoholic.</p> <p>Beck's is sold around the world on all seven continents, making Beck's Bremen brewery Germany's largest exporter of beer. Beck's is imported and distributed in the United States by Anheuser-Busch, Inc.</p>
<b>Further Information:</b>	Visit <a href="http://www.becksbeer.com">www.becksbeer.com</a> .

###