

Anticipation Brewing for Oktoberfest Brisbane



Oktoberfest Brisbane prides itself on its authenticity, which is why it is constantly voted as one of the top 10 Oktoberfests in the world.

And nothing is more authentic or anticipated than the beer.

Two of the flagship beers are hand-crafted by the esteemed Tucher Brewery (or Tucher Bräu that was founded in 1672 and is one of the oldest breweries in Bavaria), especially for Oktoberfest Brisbane. These beers are not available anywhere else in Australia. In

fact, they are not available in Germany either so the beer is unique and exclusive to Oktoberfest Brisbane.

Keeping true to German tradition, Tucher brew the beer in accordance to the *German Purity Law using only the best quality and pure ingredients. You will not find any added chemicals in Oktoberfest Brisbane's beers. The beer takes two months to brew as it naturally ferments – no additives to speed up the brewing process – and the kegs will arrive from Germany just prior to the festival beginning, ensuring the beer is fresh and flavoursome.

Oktoberfest Brisbane also features the non-alcoholic Wheat Beer, made by the Tucher Brewery. It has the same delicious richness in flavour and is the perfect brew for beer-lovers who prefer non-alcoholic and for designated drivers.

Then there is the third flagship beer, the Oktoberfest Brisbane Dunkel (meaning dark beer) that is brewed by the international award-winning Burleigh Brewing Co. It too is brewed in accordance to the German Purity Law, also being left to ferment naturally, and is one of the finest dark beers you will find anywhere.

With authenticity a priority, head brewer and company director, Brennan Fielding scoured the world and found a strain of yeast stemming from a 600-year-old German Monastery. Add German hops and five specialty German malts also sourced from Germany and you have a delicious dark beer you could be forgiven for thinking was brewed in Germany.

“While ingredients and recipe formulation are key factors, the difference in our beer and brewing is definitely in the details – care and quality at every production step,” said Brennan. “Our crew looks forward to brewing the Oktoberfest Dunkel each year and nurtures the brew during its month-long journey from grain to finished beer.”

As with the Tucher Brewery, Burleigh Brewery makes the dark beer only for Oktoberfest Brisbane, so if you want to try one of the best beers in town, you will have to head off to the festival.

With the quality and uniqueness of the beer, people attending Oktoberfest Brisbane are certainly in for a treat. Beer connoisseur and expert, Matt Kirkegaard agrees.

For Media Enquiries please contact Jane Keighley

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"Beer is a huge part of Oktoberfest, but what I love most about Oktoberfest Brisbane is the focus on the authenticity of the experience," said Matt. "You can experience the best of Brisbane's German community and their culture while not leaving Brisbane. Of course, there's beer too and in true Bavarian tradition, it's very good beer!"

So when you're clinking steins, take a moment to really appreciate the taste – this is a beer experience you'll only get at Oktoberfest Brisbane.

Prost!

What Brew Are You?

Oktoberfest Brisbane Beers:

- Tucher Hell Urbräu - Lager Beer
- Tucher Helles Hefeweizen - Wheat Beer
- Oktoberfest Brisbane Dunkel - Dark Beer
- Radler - ½ Tucher Lager & ½ Lemonade (Shandy)
- Tucher Hefeweizen Alkoholfrei - Non-alcoholic Wheat Beer



German Purity Law

The German Purity Law or 'Reinheitsgebot' was introduced in 1516 to ensure only quality ingredients, which at the time was barley, hops and water (yeast hadn't been discovered) were used to make beer. Some brewers were using toxic herbs and other poor quality substances to preserve their beer. It was instated to protect consumers.

The law stood until 1993 and was replaced by similar law, which allows yeast, sugar, and some of the more common brewing ingredients. It is a law that German brewers pride themselves on.

Oktoberfest Brisbane:

Dates and times:

10th–12th and 17th–19th October 2014

Friday 10th & 17th: 4pm – midnight

Saturday 11th & 18th: 11am – midnight

Sunday 12th & 19th: 11am - 8pm

Location: Brisbane Showgrounds (entry via 600 Gregory Terrace), Bowen Hills, 4006-

Tickets:

Presale available online (including special offers) or at the gate.

Entry price:

Fridays: \$16 (presale online) – \$19 (gate)

Saturdays: \$21 (presale online) – \$24 (gate)

Sundays: \$15 (presale online) – \$17 (gate)

"Family Fun Day" tickets also available Sundays

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For more information or online ticket sales please visit: www.OktoberfestBrisbane.com.au

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