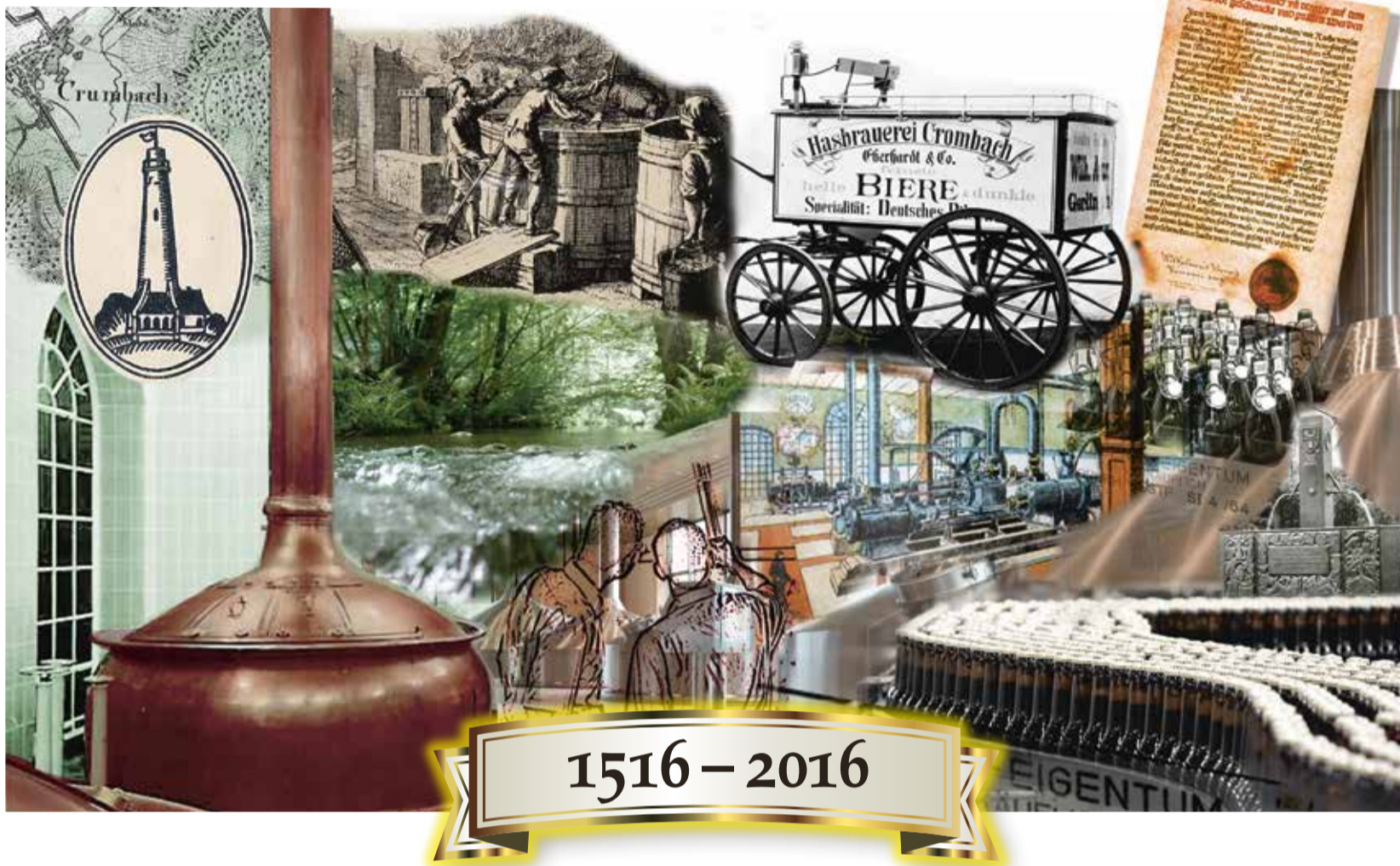


# Jubilee Newsletter



NATURAL • PURE • UNIQUE



1516 – 2016

## 500 years of pure enjoyment

The German *Reinheitsgebot* marks its 500th anniversary this year. Congratulations! Krombacher is joining in the celebrations.

Germany's favourite premium pils

One in every ten pils consumed in Germany is a Krombacher

At Krombacher satisfying our customers, by offering them a high-quality beer, is our heartfelt desire. A relationship that we continue to honour, because in this jubilee year of the German Beer Purity Law, Krombacher is Germany's favourite premium Pilsner. We owe this leading position to the beer's outstanding flavour and the



commitment of each and every one of us to ensure, through our knowledge and passion, that Germany's Number 1 premium beer remains the Number 1. Krombacher Master Brewer Manfred Schmidt: "It's a fantastic privilege to brew a beer that is enjoyed by so many people in Germany."

**A** fine white head, the distinctive clear, golden-yellow and gleaming colour: connoisseurs know that German beer, brewed according to the Pilsner style, is one of the purest and most natural foodstuffs of all.

It was in Ingolstadt that, 500 years ago, on 23rd April 1516, Duke William IV of Bavaria decreed the oldest

### The beer commission at Ingolstadt

piece of consumer protection legislation that is still valid to this day: the

*deutsche Reinheitsgebot* (commonly known in English as the German Beer Purity Law). In Krombach we have continued to brew our beers



Frequent convivial gatherings such as this will mark the occasion of the 500th anniversary.

with the same passion and the same methods since our foundation in

1803 – but with modern, innovative technology – according to the *Reinheitsgebot* and to the highest quality standards.

The title of the original decree is, "How beer should be served and brewed in summer and winter in the principality". Instead of adding all

### The ingredients: water, barley and hops

possible ingredients, the decree of 1516 stipulated that from this time on, beer had to be brewed using only water, barley and hops. At the time, yeast was still unknown, so its significance for the fermentation process

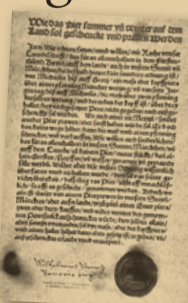
was likewise unknown. That's why the ingredient was only added to the list later. To this day, we have followed the German Beer Purity Law with a great sense of duty and tradition. It was decreed so that people would be able to depend upon the quality of a natural source of nourishment, their dearly beloved beer. In Krombach, we are delighted to fulfil this commitment using the finest *Felsquellwasser*® (the natural spring water from the Rothargebirge mountain range), double-rowed summer barley, and the choicest Siegel hops. And we do it with consistency and responsibility, as well as great passion! 🍷

## The *Reinheitsgebot* and Krombacher – a pictorial journey through time



### Around 1300

The first documented reference of Krombach appeared around 1300. Its name derives from "Krummer Bach", which means curving brook. So we can assume that the locals were already aware of the special quality of Krombach water.



### 1516

The document: The German Beer Purity Law of 23rd April 1516 not only specifies the permitted ingredients for brewing, but also the exact measures for beer mugs as well as the prices innkeepers can charge.



### 1600 to 1700

The art of brewing is further developed in monasteries, where beer can be enjoyed at any time, since "liquid does not break the fast".

### 1803

The Krombacher brewery is officially mentioned for the first time. The family company is already gaining significance in the region.



Did you know that ...

... for generations, the Krombacher brewery has been a family business and is currently Germany's largest privately owned brewery?

... Krombacher has spared no effort in finding the best springs and sources for brewing, because *Felsquellwasser*® is the most important ingredient?

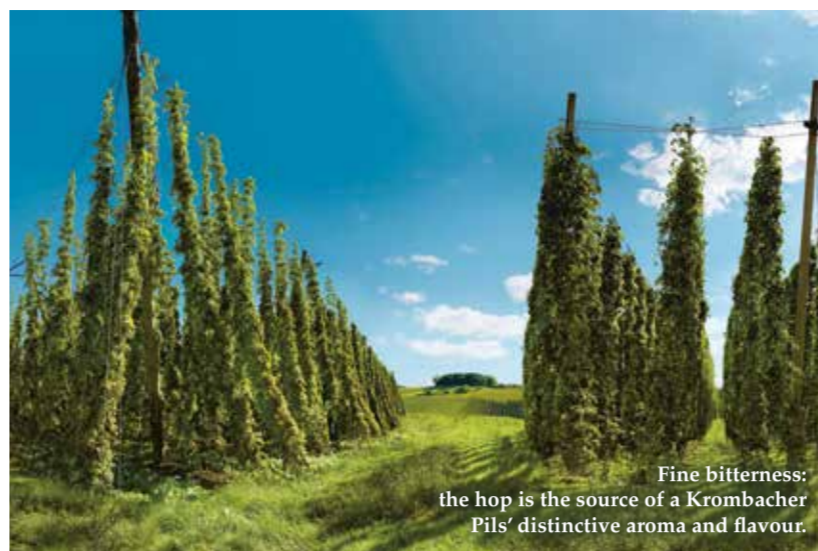
... Siegel hops from Hallertau perfectly round off the flavour of a Krombacher?

... Krombacher relies on traditional brewing processes such as the double mashing method, lautering and boiling the wort, as well as special fermentation and maturation processes?

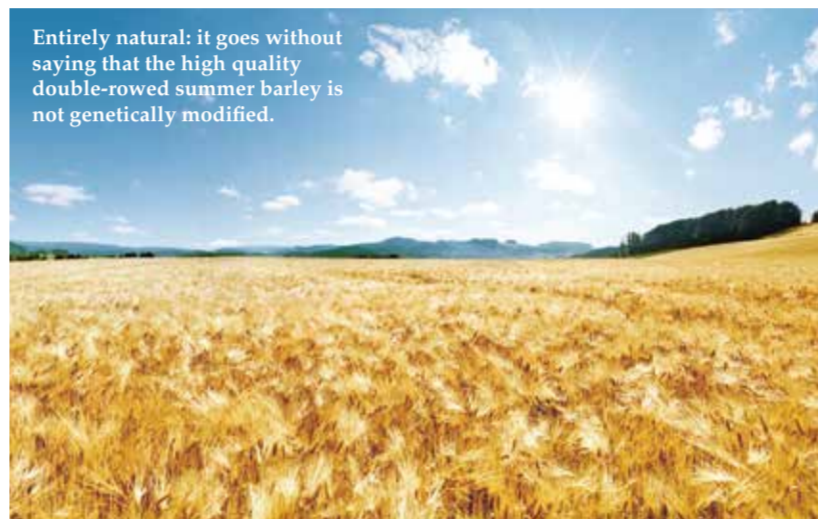
... Krombacher continuously tests quality throughout the entire brewing process, and that three Master Brewers must approve both the filling and final despatch of the beer?



Testing with all the senses: even if the brewing industry is moving with the times, traditional craft methods still matter.



Fine bitterness: the hop is the source of a Krombacher Pils' distinctive aroma and flavour.



Entirely natural: it goes without saying that the high quality double-rowed summer barley is not genetically modified.

Dr. h. c. Friedrich Schadeberg, company owner:  
**“Beer is our passion”**

Profound knowledge, traditional brewing methods and closely guarded secret recipes are passed on down the generations at our family-owned company Krombacher

In our family-owned brewery the handcraft art of beer brewing and our well-guarded recipes are passed on from generation to generation. With this great master brewing experience and selected ingredients of the highest quality, we brew with the utmost care, in the traditional way. We produce first-class beers with a unique full-bodied and fresh flavour, which beer connoisseurs especially love

analyse the quality of the raw materials. This exceptionally rigorous selection process calls for highly developed senses and ensures that at all times, Krombacher is brewed using only the choicest of ingredients.

Since Krombacher Pils consists of 92% water, *Felsquellwasser*® is the most important ingredient for its

unmistakable flavour. The water is filtered naturally through many rock strata to achieve its outstanding quality. Malt, obtained from the strong grain of double-rowed summer barley, is also highly important. This is what lends Krombacher Pils its distinctive colour and remarkable fullness of flavour. For generations, Siegel hops from Hallertau in

central Bavaria have rounded off the taste of every Krombacher Pils.

This ingredient from the world's largest hop-growing area also contributes to the substantial and fresh head on a glass of Krombacher.

And let's not forget the yeast, which is also crucial to the premium quality and distinctive taste of Krombacher Pils. Especially cultured for our beer, our yeast guarantees the balanced release of its

**It all depends on the water**

and appreciate. This makes our Krombacher Germany's most popular beer brand. For us, quality does not start in the brewery, but much earlier. Harvesting is decisive for the final product; Krombacher Master Brewers examine, smell, taste and



One of the 48 springs supplying Krombacher *Felsquellwasser*® is in the Zimbergstollen mountain tunnel.

**The finest natural ingredients**

flavour. Moreover – and this is not usually the case in other breweries – our yeast is used once, and once only. This comes at a high cost, but that's to be expected when beer is brewed with great passion, as at Krombacher.



Swing stopper, crown cap, green glass, brown glass, square label, round label, bottle size ... down the decades, our naturally fresh and finely aromatic Krombacher Pils has always appealed to contemporary tastes.

**Krombacher Pils through the ages**



Tradition meets technology: a heady brew

**Three steps to enjoyment – this is how we brew our Krombacher Pils**

We must thank the artistry, experience and great passion of our Master Brewers for the fact that a Krombacher always tastes consistently good. Samples are continuously taken from the tuns at each stage of the brewing process, and only when three Master Brewers independently – and unconditionally – give their “yes” do we fill bottles and kegs with our Krombacher. Although ours is one of Europe's most technically advanced breweries, it is the human beings at Krombacher who determine its quality. A Krombacher comes into being as a result of three carefully aligned and harmonious stages in the brewing process. The refined palates and highly trained noses of our Master Brewers accompany the entire process from the very start, right through to the satisfying finish.

**1 BREWING:** In the brewing process the milled barley is first mixed in the mash tun with *Felsquellwasser*® and heated. With this so-called mashing (the word comes from the old German, *maischen*: to mix) the starch contained in the malt is brought into a water-soluble and fermentable form. In contrast to many other breweries, Krombacher relies on the time-consuming double mashing method, according to old tradition. In order to do this, part of the total mash is taken from the first tun and then separately heated in a second mash tun. The two mashes are then mixed together again – this is worth the effort, as it lends the unique flavour to our Krombacher. In the subsequent lautering process (this is another word from the old German, *läutern*: to separate) solid materials are filtered from the liquid, now known as wort, in the lauter tun. Finally, the wort is transferred to a wort kettle where we add hops and boil the entire brew.

**2 FERMENTATION AND STORAGE:** After the wort, previously heated to 98 degrees, has cooled down, we add another important ingredient: yeast, from Krombacher's own high-quality yeast culture. We give the yeast from about five to seven days to ferment the malt sugars in the mixture, producing alcohol and carbon dioxide. Then we remove most of the yeast and transfer the (almost finished) Krombacher Pils into lagering (storage) tanks to mature.

**3 FILTRATION:** With three separate passes we extract all of the cloudy substances and the remaining yeast from the beer. Separation in a centrifuge follows so-called *kieselguhr* filtration. As was already done after fermentation and storage, the beer undergoes a final test in the laboratory. When the Master Brewers have given their approval, it is bottled and kegged.

**Three Master Brewers personally ensure quality**



The mashing, lautering and filtration processes, each decisive in determining the flavour of Krombacher Pils, take place in modern brewing vessels.



Master Brewers Reinold Fischer, Arthur Riedel and Manfred Schmidt (from left to right) have the final word.

**1908**

The Krombacher brand comes into being. Ever since, the *Kindelsbergturn* tower has adorned Krombacher labels and to this day, the tower remains a popular destination in the region.



**1930 to 1945**

In Germany's dark years supply bottlenecks lead to a decline in the brewery's production, but never to a standstill.



**1958**

Production increases significantly, although at the time people could never have imagined today's production facilities and volumes.

**1965**

This tastes good to me ... Chancellor Ludwig Erhard, the “inventor of the social market economy” and leading figure behind the German economic miracle, visits the brewery at Krombacher.



**1967**

Production surpasses a record 500,000 hectolitres. By comparison, in 2014 Krombacher's total output reaches 5.47 million hectolitres, more than 10 times as much.

**1986**

The first Krombacher TV-commercial is broadcast. Even then, the focus is on the local nature of the Krombacher brewery.



UNIQUE VARIETY, A PROMISE!

Here's to a delicious future

500 years of the German Beer Purity Law – let's raise our glasses to a delicious future and enjoy our Pils, Weizen, Dark or Hell, fresh from the keg or the bottle. You can get to know the wide variety of beers from the Krombacher Brewery at [www.krombacher.com](http://www.krombacher.com)



**Krombacher Pils**

*Krombacher Pils has been made famous by its Felsquellwasser® spring water, the most important ingredient behind the unique quality and unmistakable taste experience that is a true Krombacher Pils. Finest Siegel hops and selected varieties of malt, together with pure spring water provide for the naturally fresh pleasure of Pilsner beer.*

**Tasting notes**  
Clear, gleaming and golden-yellow colour; a substantial and compact head. The attractive flavour of noble hops. The slight bitterness is revealed primarily in the finish and lingers as a pleasant aftertaste in the mouth. Very refreshing.



**Krombacher Weizen**

*With its tangy and full-bodied fruity flavour, the naturally cloudy Krombacher Weizen delights every connoisseur of wheat beer. It owes this flavour to selected ingredients: wheat malt, fresh top-fermenting yeast and our famous Felsquellwasser®. A harmonious experience of the incomparable pleasures of wheat beer, delivered to you care of the classic Krombacher art of brewing.*

**Tasting notes**  
Krombacher Weizen is fresh, fully flavoured and refreshingly carbonated with a foaming head. You'll notice the fine, soft and sweet aromas with your first sip: reminiscent of honey and fresh banana on the palate.



**Krombacher Dark**

*Our Krombacher Dark obtains its rich colour from fine roasted malt, which lends it a pleasant bittersweet chocolate flavour. Most beers of this type are strong and rather overpowering – but you will find Krombacher Dark refreshingly soft and light.*

**Tasting notes**  
The ebony-coloured speciality beer from Krombach pours into the glass with a dense, long-lasting and stable creamy-coloured head. You will detect strong notes of bittersweet chocolate. The sweet maltiness is only present at the first sip, giving way to the aromas of cocoa and coffee. A finely integrated bitterness completes the experience.



**Krombacher HELL**

*Krombacher Hell is brewed with a careful selection of special types of malt, finest Siegel hops and the famous Felsquellwasser® spring water. Thanks to its subtle hopping, this light-coloured lager beer is less bitter and has the pleasant taste of sweet malt. Krombacher Hell is a full-bodied, lightly sparkling and especially palatable experience.*

**Tasting notes**  
Gleaming and golden-yellow in appearance, with a slight opalescence. A finely laced head and light frothiness forms as you pour Krombacher Hell into your glass. Its restrained and refined bitter notes, reminiscent of freshly harvested hops, are surrounded by a malty sweetness.

Discover the refreshing taste of our Radler (effervescent Lemonade mixed equally with Premium Pils) and the non-alcoholic versions of Krombacher Pils and Krombacher Weizen.

Find out more at:

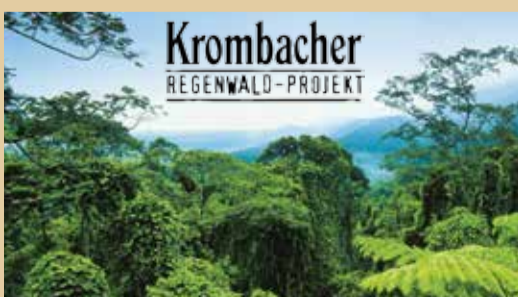


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**Krombacher**  
REGENWALD-PROJEKT

2002

Krombacher launches its rain forest project, delighting its customers with this unique campaign. By the end of 2015 we had already made more than ten million Euros available for the protection of nature and the environment – and we're still going strong!

2009

The Bundesliga is quite simply Germany's most prestigious sporting competition – week in, week out. Since January 2009 Krombacher has been the Bundesliga's official partner.



2010

Krombacher becomes the first brewery to publish a sustainability report. Acting sustainably, for the benefit of both human beings and nature, is the guiding principle of our enterprise. Learn more on [www.krombacher.com/Engagement/Nachhaltigkeit/](http://www.krombacher.com/Engagement/Nachhaltigkeit/)



Today

Krombacher is Germany's largest private brewery, brewing its beer in one of the most modern brewery facilities in Europe. It has defended its market leadership in the premium market segment for three years now. The journey through time is not over: Krombacher is devoted to carrying tradition forward into the future; history goes on.