

PAULANER
WIRTSCHAUS
Berlin Potsdamer Platz

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THE BAVARIAN ART OF
BREWING



THE BAVARIAN
INGREDIENTS

THE BAVARIAN
PURITY LAW

GUT. BESSER. PAULANER.



SERVUS!

The popularity of Paulaner beer has always extended beyond city limits of Munich. The special enjoyment of beer, our highly skilled brewmaster and the famous Bavarian way of life, are just a few factors contributing to Paulaner's success - locally and internationally. More than 2 million hectoliters leave the historic brewery every year to over 70 countries around the world. Paulaner's unfiltered Weißbier is Germany's market leader and a worldwide benchmark for authentic Weißbier enjoyment.

And now enjoy our beer specialties here on site!

PROST!





PAULANER MÜNCHNER HELL

Our Münchner Hell is a delightfully drinkable beer: mild, elegant malt, with a hint of sweetness.

🍴 Pairs well with light meats & vegetables. 🍴

BOTTOM FERMENTED.
11,5 % STAMMWÜRZE
4,9 % ALCOHOL CONTENT

0,3l 4.10 € 0,5l 5.10 € 1,0l 10.20 €



PAULANER HEFE-WEISSBIER NATURTRÜB

The first impression mild unfiltered, characterized by a well-balanced sweetness, our Hefe-Weißbier is a fresh and fruity beergarden classic - amber-colored, fruity, refreshing.

🍴 Pairs well with most dishes. 🍴

TOP FERMENTED.
12,5 % STAMMWÜRZE
5,5 % ALCOHOL CONTENT

0,5l 5.10 € 1,0l 10.20 €



PAULANER UR-DUNKEL

Our Ur-Dunkel is brewed according to the original recipe, traditionally with dark barley malt, unveiling pleasant notes of caramel and roasted malt. The use of the historical hops Hallertauer Tradition is adding a fruity aroma to this unfiltered beer specialty.

🍴 Pairs well with dark meats & vegetables. 🍴

BOTTOM FERMENTED.
12,7 % STAMMWÜRZE
5,0 % ALCOHOL CONTENT

0,3l 4.40 € 0,5l 5.40 € 1,0l 10.80 €



PAULANER PILS

Our Pils - spicy, elegant, refreshing - a tart Pils for connoisseurs.

🍴 Pairs well with light meats, beergarden dishes. 🍴

BOTTOM FERMENTED.
11,2 % STAMMWÜRZE
4,8 % ALCOHOL CONTENT

0,4l 4.70 € 1,0l 10.40 €

BOTTLED BEERS



PAULANER HEFE-WEISSBIER DUNKEL

Our Hefe-Weißbier Dunkel makes quite an impression in the glass with its auburn-chestnut glow. Unfiltered, strong, robust - but still smooth and pleasant on the palate.

☞ Pairs well with dark meats & vegetables. ☜

TOP FERMENTED.
12,4 % STAMMWÜRZE
5,3 % ALCOHOL CONTENT _____ 0,5l **5,10 €**



PAULANER WEISSBIER KRISTALLKLAR

Crystal-clear, brilliant golden-yellow and pleasantly malty. Scents of apple rise as it is poured into the glass. Pleasantly fruity and refreshing, while wonderfully invigorating and effervescent in its clarity.

☞ Pairs well with most dishes. ☜

TOP FERMENTED.
11,7 % STAMMWÜRZE
5,2 % ALCOHOL CONTENT _____ 0,5l **5,10 €**



PAULANER ZWICKL

Brewed with premium Hersbrucker Tradition hops, using the historical triple-mash process, unfiltered and directly bottled from the tanks - this way our Zwickl gains its full-bodied flavour and smooth quaffable taste.

☞ Pairs well with most dishes. ☜

BOTTOM FERMENTED.
12,5 % STAMMWÜRZE
5,5 % ALCOHOL CONTENT _____ 0,4l **4,70 €**

All prices include the statutory VAT. The beers listed here contain wheat malt or barley malt or gluten.

BOTTLED BEERS



PAULANER SALVATOR

The founding father of all Double Bock beers - full-bodied, malty with a well-balanced sweetness.

☞ Pairs well with dark meats & heavy foods. ☜

BOTTOM FERMENTED.
18,3 % STAMMWÜRZE
7,9 % ALCOHOL CONTENT _____ 0,5l **5,40 €**

Beer Mix Drinks



PAULANER NATUR RADLER

Our Paulaner Natur Radler is refreshing and pleasantly fruity, but not too sweet - made of 100% natural ingredients.

BOTTOM FERMENTED.
10,5 % STAMMWÜRZE
2,5 % ALCOHOL CONTENT _____ 0,5l **5,10 €**



PAULANER NATUR GRAPEFRUIT

Fruity grapefruit juice meets our fine Münchner Hell and turns this beer mix into a tangy soft drink.

BOTTOM FERMENTED.
11,5 % STAMMWÜRZE IN THE BEER
4,9 % ALCOHOL CONTENT IN THE BEER _____ 0,5l **5,40 €**

All prices include the statutory VAT. The beers listed here contain wheat malt or barley malt or gluten. Mixed beer beverages can contain acidifiers or stabilizers.



BEST INGREDIENTS



ACCORDING TO THE BAVARIAN PURITY LAW

The secret to making good beer lies in using the best ingredients. According to the Bavarian Purity Law (“Reinheitsgebot”), only four ingredients are allowed to be used in the beer brewing process. Our Paulaner brewmasters choose only the best raw materials: hops from the Hallertau region, Munich yeast, selective brewing malt and the purest water. The finer the ingredients, the better the beer. That’s why our brewmasters periodically check all the raw materials with the utmost care.



HOPS

The Hallertau region in Bavaria is known for its largest, connected hops-growing area in the world and its outstanding quality. These aromatic hops are particularly useful for the production of beer: depending on the variety and quantity they give beer a subtle to intense level of bitterness and a refreshing, bitter taste. Also, hops have a positive effect on a beer’s head and shelf life. The hop oil contained in the cones, gives beer its distinct aroma, known as a hop bouquet.



YEAST

Yeast is one of the crucial factors for the later quality and taste of beer. Despite being just tiny yeast cells and unrecognizable to the naked eye, they significantly impact beer: only by adding yeast can fermentation begin, which converts the malt sugar into alcohol and carbon dioxide. In addition, yeast is creating aroma substances that will shape how a beer tastes. All the wheat beers are made with top-fermented yeast, while all of the other types of beers, like Lager, Dark or Pilsner, are brewed from bottom-fermented yeast.



WATER

The best brewing water is the main component of Paulaner Bräuhaus beer specialties. Its extreme softness and purity guarantee beer enjoyment of the utmost quality.

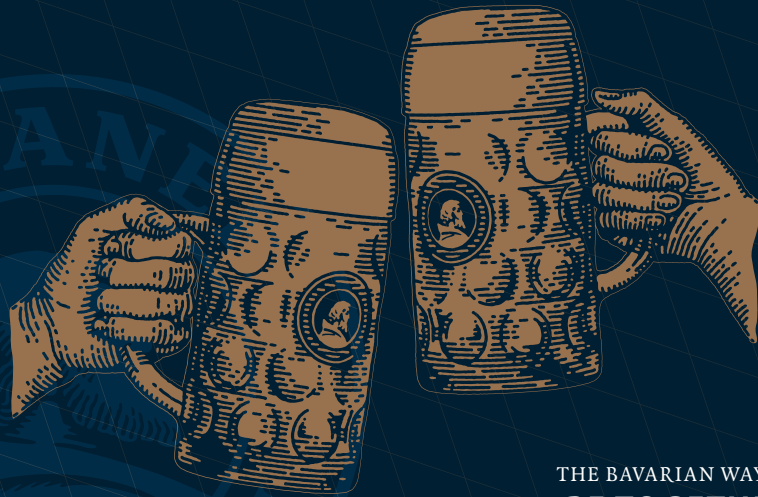


MALT

Malt is another important raw material in our beer. Paulaner brewmasters use only the finest malt. Our quality beers are made from barley malt and wheat malt. Wheat malt is used primarily for the production of our wheat beers. The brewing malt is responsible for the taste and the color of the beer. The color is determined by the type of malt, which is brought out during the drying process.



Prost! From Munich
to the World.



THE BAVARIAN WAY TO
BE TOGETHER



**PAULANER HEFE-WEISSBIER
NON-ALCOHOLIC**

With only 100 calories per half-liter, our non-alcoholic can be deceiving with its full Weißbier taste - unfiltered, zesty, refreshing.

☞ Pairs well with light dishes. ☜

TOP FERMENTED.

7,5 % STAMMWÜRZE

<0,5 % ALCOHOL CONTENT 0,5l **5,10 €**



NON-ALCOHOLIC BEERS



PAULANER WEISSBIER NON-ALCOHOLIC 0,0 %

Full flavor, no alcohol: thanks to the well-balanced combination of fine notes of malt, refreshingly fruity wheat beer aromas and a pleasantly light sweetness, our Weißbier 0,0% is a non-alcoholic delight for every occasion.

☞ Pairs well with most dishes. ☜

TOP FERMENTED.
8,5 % STAMMWÜRZE
0,0 % ALKOHOLGEHALT 0,5l **5,10 €**



PAULANER MÜNCHNER HELL NON-ALCOHOLIC

Our Münchner Hell Non-Alcoholic is a light golden, hoppy & spicy refreshment with a light sweetness.

☞ Pairs well with light meats & vegetables. ☜

BOTTOM FERMENTED.
6,5 % STAMMWÜRZE
<0,5 % ALKOHOLGEHALT 0,33l **4,20 €**

All prices include the statutory VAT. The beers listed here contain wheat malt or barley malt or gluten. Alcohol-free beers and 0.0% can contain acidulants or stabilizers.

NON-ALCOHOLIC BEERS

BEER MIX DRINKS



PAULANER WEISSBIER-ZITRONE 0,0

Our "Wei-Zi" unfurls a pleasant balance of sweetness and light tartness. A fruity bouquet and a lively flavor – the perfect refreshment with 0.0 alcohol.

☞ Pairs well with beergarden dishes & fish. ☜

TOP FERMENTED.
9,3 % STAMMWÜRZE
0,0 % ALKOHOLGEHALT 0,5l **5,10 €**



PAULANER NATUR RADLER NON-ALCOHOLIC

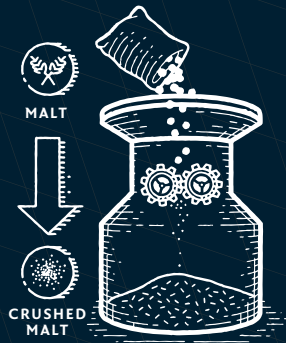
100% natural ingredients: With lemonade made of unfiltered lemon juice, which gives the Radler its natural taste.

☞ Pairs well with beergarden dishes. ☜

BOTTOM FERMENTED.
7,7 % STAMMWÜRZE
<0,5 % ALKOHOLGEHALT 0,5l **5,10 €**

All prices include the statutory VAT. The beers listed here contain wheat malt or barley malt or gluten. Alcohol-free beers and 0.0% can contain acidulants or stabilizers.

THE BREWING PROCESS



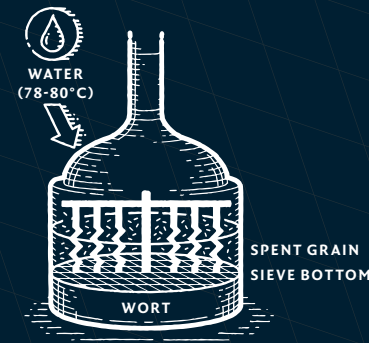
1. MALT MILLING

The malt is squeezed in the malt mill so that it breaks up. The husks must not be damaged, as they will be needed for lautering later.



2. MASHING

While mashing, the crushed malt is mixed with our fine brewing water. The starch inside the malt dissolves in the water. The so-called mash is heated in several temperature steps so that the starch is converted into malt sugar.



3. LAUTERING

During lautering, the solid parts (spent grain) of the mash will be separated from the liquid through the sieve bottom.



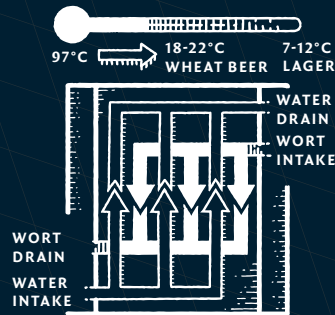
4. WORT BOILING

The wort obtained from lautering is boiled in the brew kettle. During boiling, hops is added which also determines the taste of the beer. The first hop addition is responsible for bitterness. The second addition adds aroma to the beer.



5. WHIRLPOOL

In the whirlpool the wort is in rotation. The hot trub gathers in the middle of the kettle and the clear wort is pumped to the heat exchanger.



6. HEAT EXCHANGER

The heat exchanger cools the hot wort after boiling down to pitching temperature.



7. FERMENTATION

The fermentation process starts with the addition and aeration of the yeast. The yeast converts the malt sugar into alcohol and CO₂. From now on you can call it beer!



8. MATURATION

After the fermentation, the green beer is pumped to the storage tanks in which the beer can mature for an additional period. During this process fermentation by products will be reduced, the beer is getting smoother and gets its final taste. After that the beer can be served to guests.