

# PFRIEM LAGER



5.0% 20 IBU

CLASSIC ANNUAL  
DRAFT & 12oz CANS

CASUAL MOMENTS CALL  
FOR AN EASY DRINKING  
BEER— FRESH AND SMOOTH,  
WITH NUANCED NOTES OF  
MELON AND HONEY.

## INGREDIENTS

### MALT

Weyermann Pilsner, Gambrinus  
Pilsner, Canadian Malting Pilsner

### HOPS

Perle, Tettnang, Select

### YEAST

Lager

## AWARDS

### 2026

Gold - Oregon Beer Awards

### 2025

Gold - Brussels Beer Challenge  
Platinum - SIP NW

### 2024

95 Points - Craft Beer & Brewing

# LAGER



HONEYDEW, FRESH  
BREAD, EASY DRINKING

## HISTORY

When the golden and clean lagers of Plzeň (Bohemia) became all the rage in the mid-1800's, München brewers feared that Germans would start drinking the Czech beer in place of their own. Munich Helles Lager was their answer to meet the demand. A bit maltier, they often share the same spicy hop characters of Czech Pils, but are a bit more subdued and in balance with the malts. Helles is German for bright.

Helles is a medium-bodied beer, it is straw to golden blonde, very clean, bready, malt forward with floral hop aromas and a touch of bitterness. The best have a slightly sulfurous character reminiscent of brewery fermentation rooms. In Bavaria, many consider Helles the very essence of the summer beer garden. These beers drink well with many occasions and in large volumes.

## FOOD PAIRINGS

Naturally Lagers pair well with classic Bavarian dishes – Schnitzel, Fresh Pretzels, Bierschinken Wurst, Nurnberg Bratwurst, Pan seared trout, Pork Knuckle, Roasted Chicken, Weiswurst, and Bratwurst. Lager is also great with many light seafoods – Halibut, Rockfish, Lingcod, Dungeness Crab, and Oysters on the half shell. Mild to semi complex cheeses work wonderfully as well – Brie, Gouda, Emmentaler, Romadur, Bavarian Blu, and Chevre.

## TASTING NOTES

Beaming white pillowy foam on a bright golden body. Fresh aromas of delicate herbs, lemon spritz, sourdough bread straight from the oven, lavender, and rising bread. Clean flavors of fresh kilned malt, honeydew melon, a touch of wildflower honey, and a whisp of sulfur, while being silky smooth. Finishes tantalizing, effervescent, quaffable, and begs for another sip!

PFRIEM



CRAFTED IN HOOD RIVER, OREGON  
PFRIEMBEER.COM