

MAIBOCK



SPRING'S SIGNATURE BEER IS DELICIOUSLY LIGHTER AND STRONGER THAN YOU'D EXPECT, FRAGRANT AS FRESH FLOWERS, WITH LIGHT CITRUS, BAKED BREAD, AND CANDIED ORANGE FLAVORS. IT'S BREWED IN HONOR OF A 400-YEAR-OLD GERMAN TRADITION BUT IS AS FRESH AS SUN RAYS BURSTING THROUGH RAINCLOUDS. GREAT WITH GRILLED MEATS, FRIED FISH AND SUNNY DAY HOOKY.

INGREDIENTS

MALT

Weyermann Pilsner, Gambrinus Pilsner, Weyermann Munich

HOPS

Hallertau Perle, Tett nang Tett nanger, Saphir

YEAST

Lager

FOOD PAIRINGS

Charbroiled steak, venison, pork, and grilled meats in general. Grilled vegetables: peppers, zucchini, onions, and squash. Dry rubbed barbeque, baked ham, and macaroni and cheese. Sausages work great, especially the spicier types. Battered fried fish, crab cakes, and smoked trout.

WILD FLOWERS, BAKED
BREAD, SPRING

HISTORY

Maibock's Magnificent Journey – From Hofbrauhaus' website

Did you know spring's signature brew is also one of Munich's oldest beers? Yep, this oldie but goodie was created in 1614 due to the people of Munich's demand for a newer and stronger beer. Brew Master Elias Pichler was the man who rose to the challenge.

Since the beer would have to travel long distances Pichler turned to the Einbeck brewing method. This called for heating the beer to a very high temperature which enabled it to ferment longer. After much experimenting Pichler finally succeeded in creating a flavor as strong as it was refreshing.

The people were pleased.

Today **Maibock is still made using Pichler's 400-year-old formula** and is recognized for its pale copper hue and malty flavor with hints of caramel. As with all of our famous brews it strictly adheres to the purity law governing German beers. This award-winning brew contains 16% original wort and an alcohol level of about 7.2% ABV. We have Mr. Pichler to thank for that.

Tradition states that the first barrel of this full-bodied brew must be tapped the last week of April in time to be enjoyed for the whole merry month of May. Even though it's only around once a year, it is always worth the wait!

pFRIEM's Maibock pays tribute to the heritage and history of these strong, blonde, and hop forward German lagers.

TASTING NOTES

Deep golden to rich blonde in color, topped with mousse-like white foam. Fragrant aromas of dandelions, wildflowers, lavender, light citrus, and candied orange. Fresh flavors of baked bread, sourdough, orange peel, and clear candy. A big, round, smooth lager finishing with a satisfying bitterness.