

# PRESS INFORMATION

## Nuremberg's Beer Tradition

The history of Nuremberg is inextricably linked with the history of beer. Whether pale, dark or genuine "Rot Beer" – there's something here for every taste.

### Home of "Rot Beer"

On April 23, 1516 – 500 years ago – a new law for the Duchy of Bavaria was passed in the city of Ingolstadt. One of its text passages contained the basis of the German Beer Purity Law. According to this regulation, brewers may only use malt, hops and water to brew beer. Forerunners of this act were brewing regulations which had been released by city councils, guilds and regional rulers. In Nuremberg, an early statute register of the city council from 1302 – 1310 contains an edict issued in answer to famine which dictates the use of barley and no other grain for the brewing of beer. The document reads: "Man schol auch kein ander chorn preuwen denn gersten allein, weder haber noch chorn noch dinkel noch waitze" ("One should brew no other corn but barley alone, neither oats nor corn nor spelt nor wheat").

Nuremberg likes to call itself the "Home of Rot Beer" although no one is certain if it was really someone from Nuremberg or a Belgian who first brewed a red beer. In Nuremberg, the original Nuremberg red beer has been brewed according to local brewing regulations since the early Middle Ages. This special type of beer is bottom-fermented –slowly and at low temperatures. The yeast then falls to the bottom of the kettle. Since 1530, a top-fermented "white beer" has also been brewed here. In 1597 in Nuremberg there were 35 red beer and 11 white beer breweries and a city-run wheat beer brew house. At the end of the 14<sup>th</sup> century, there were more than 40 breweries in Nuremberg – for just under 30,000 inhabitants.

Today, Nuremberg's breweries are not known for their mass production, but rather for their quality. Among the most well-known and popular are the traditional Tucher Brewery, Hausbrauerei Altstadt Hof and Schanzenbräu.

For almost 350 years, the traditional Tucher Brewery has kept Nuremberg and Franconian brewing tradition alive. Those who want to take a look behind the scenes are invited to a brewery tour and will be greeted by the largest German Beer Purity Law in the world: In glittering golden aluminum letters, the original text on the wall of the malt house measures 227 square meters.

As the first organic brewery in Germany, the Altstadt Hof is located at a historical site at the foot of Nuremberg's Imperial Castle. Since its founding in 1984, beer has been brewed here in copper kettles and wooden fermenting vats according to ancient brewing privileges. One can sample the local "rotbier" and, in addition to many award-winning beer distillations, Master Brewer Reinhard Engel has recently begun to create single malt whiskeys.

Because of high demand, the beer from Schanzenbräu is currently brewed by friends in "Franconian Switzerland". Since 2007, this small private brewery has produced professional special beers which are served in its own brew pub.

The best way to enjoy a fresh Franconian beer is in one of the many brewery restaurants, beer gardens and beer cellars or at one of the local fairs. Here you can experience true Franconian hospitality.

### **Beer Tradition in Underground Nuremberg**

Closely linked with this beer tradition and a special highlight of the city are the historical rock-cut cellars, which have been carved as deep as four stories down into the sandstone hill beneath Nuremberg. These cellars were first mentioned in 1380. Today, as then, they serve as a cool place to store delicious specialties made from hops and malt. According to a regulation from the city council, anyone who wished to

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make beer and sell it had to have their own cellar in which they could brew and store the beverage. With more the 20,000 square meters of space, they are the largest contiguous labyrinth of cellars in southern Germany.

## **Nuremberg and Franconia – Land of 1000 Beers**

It's not just the people of Nuremberg who have a strong tie to "their" beer, but also the Franconians. The Franconian region has the highest density of breweries in the world. Upper Franconia alone has more than 200 breweries! Pilsner, dark beer, smoked beer and the unfiltered "Zwickel" are just some of the many beers that Franconia has to offer. A brewery guide from nordbayern.de can help you explore the great variety of beer culture available in Nuremberg and Franconia. It can be found at <http://www.nordbayern.de/essen-trinken/brauerei-guide>.

A specialist in quality and variety is the "Landbierparadies" ("Country Beer Paradise"), a beverage shop with five of its own brew pubs. The beers on offer come exclusively from Franconia.

In Nuremberg, various tours focusing on the topic of beer are available: "Red Beer in Deep Cellars", "Red Beer and Blue Sausages" and "From Beer Inspectors to Brewery Stars". Beer is also celebrated at the Franconian Beer Festival. In 2016, everything there will revolve around the 500<sup>th</sup> anniversary of the Bavarian Beer Purity Law of 1516 – with many special activities, a raffle and other surprises for guests.