

JOURNEY INTO THE
WORLD OF UNIQUE
EXPERIENCES”:

Privatbrauerei G. Schneider & Sohn
Kelheim, Bavaria
Germany



SCHNEIDER'S BROTZEIT BIER

“WILD YEAST SOURDOUGH PROJECT”

Launch: **June 6, 2017**

20l kegs (Micro-Matic Slide-on, Model M / 5.4 - 5.5 CO₂ g/l)

From the time you get up in the morning until you go to sleep at night there are a whole lot of things you desire. There are, however, some very specific moments where you crave for something light yet very flavorful, something with a soft, gentle sourness that refreshes and re-energizes. Something that is intuitively “good for you”, something that is able to become part of your daily diet in these special moments: after gym, after a stressful day at the office, for a light, re-energizing lunch....“SCHNEIDER’s BROTZEITBIER”.

Inspired by **Hans Peter Drexler’s**, Schneider’s head brewmaster, **wild yeast Sourdough starter**

50% rye malt

33% Barley malt

20% Vienna Malt

IBU: 5

OG: 1050

Alc/vol: Around 4.3-4.4%

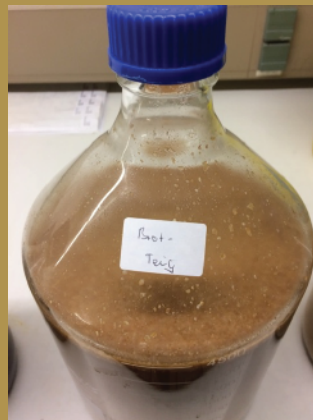
It is **NOT another Schneider wheat beer!**

The term “**Brotzeit**”: Bavarian term that was originally coined by people doing heavy physical work such as construction workers, farmers and brewers.

It denotes a special time between breakfast & lunch or between lunch & dinner where people run out of steam. They need something to quickly re-energize them “Brotzeit” traditionally consists of whole grain bread, piece of raw milk cheese, fresh radishes and cucumber along with something special to drink.



Below: Hans Peter Drexler's
wild yeast sourdough starter



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