



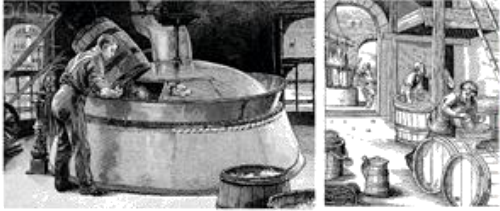
Hasen-Biere

Einfach, ehrlich, echt.

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House brew: an Augsburg tradition

Hasen-Bräu brewery is one of Augsburg's oldest breweries, with roots dating back to 1464. During the early Middle Ages (a time when Munich hadn't even been founded), Augsburg's brewers were proud of their craftsmanship and had excellent prospects for the future. Anyone who wished to set up work as a brewer in Augsburg was required to comply with rules when it came to ingredients.

According to Augsburg city regulations that had been adopted as early as 1156 (i.e. 360 years prior to issuance of the Bavarian beer purity regulation), Augsburg beer could only be made from water, malt and hops. Thus these regulations are the first rules of their type in the history of German beer.

Back then, "house brew" was brewed and served in small "house breweries," which thus served as both beer breweries and beer pubs. Augsburg's Hasen-Bräu brewery also harks back to such a home brewery, which was called the *Zu den drey Glass* pub.



Einfach, ehrlich, echt.



How Hasen-Bräu (“rabbit brewery”) got its name

In the 18th century, Martin Eberle was the proprietor and beer brewer at the *Zu den drey Glass* pub. One day a rabbit wandered into the pub, whereupon Martin gave chase to the creature and in so doing fell flat on his face (the rabbit escaped unharmed) – and thus was nicknamed “Rabbit Brew” ever after.



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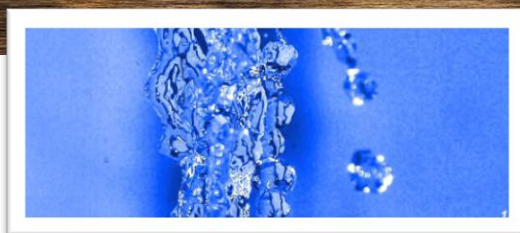
City of Augsburg is...

Founded in 15 B.C. by the Romans at the confluence of the rivers Lech and Wertach, Augsburg, along with Trier and Kempten, is one of Germany's three oldest cities. Particularly during the Renaissance, Rococo and Industrial eras, Augsburg played a leading role Europe-wide; today it is the third-largest city in the state of Bavaria. Famous sons of the city include the business magnate Jakob Fugger, the composer Leopold Mozart and the writer Bertolt Brecht. Since 1237, the pinecone has been a part of Augsburg's coat of arms, evoking the memory of its many representations in stone remaining from Augsburg's distinguished period as a Roman capital.



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Beer range



Einfach, ehrlich, echt.

Export Packaging – 20 x 0,5l carton



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Weißer Hase

Our naturally cloudy wheat beer

A top-fermented, full-bodied wheat beer with a fine yeast turbidity that smells fresh and fruity.



Original extract:

11.5 ° %

Alcohol content:

5.2 %

Beer style:

Top-fermented wheat beer

Serve at:

7-9 ° C

Einfach, ehrlich, echt.

Augsburger Original

A beer with genuine character

Our *Augsburger Original*, a naturally cloudy, unfiltered *Kellerbier* (cellar beer), is brewed according to a traditional recipe. The result: a full bodied, and genuinely smooth flavour with a light yeast note that is a genuine, authentic delight.



Original extract:

12.3 ° %

Alcohol content:

5.4 %

Beer style:

Pale export beer

Serve at:

8-10 ° C

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Hasen hell

Our easy to drink and refreshing pale beer

This bottom-fermented beer, which has just the right hint of hops and is refreshingly zingy and easy on the palate, has been popular for many generations. *Hasen Hell* is the ideal accompaniment to the substantial fare of traditional Swabian and Bavarian cooking.



Original extract:

11.5 ° %

Alcohol content:

5.0 %

Beer style:

Pale lager

Serve at:

7-10 ° C

Einfach, ehrlich, echt.

Hasen extra

Our pale beer that is in a class of its own

A pleasingly gentle, full-bodied export beer with a noble hops flavour, which is golden yellow in colour and fresh and tangy on the palate.



Original extract:

12.3 ° %

Alcohol content:

5.3 %

Beer style:

Pale export lager

Serve at:

7-10 ° C

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Leichte Weiße

This delicious light wheat beer is 40% lower in alcohol and calories than our “Weißer Hase”.



Original extract:

7.3 ° %

Alcohol content:

2.8 %

Beer style:

top-fermented light wheat beer

Serve at:

7-9 ° C

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Oster-Festbier

Our “Easter beer”

Our fresh, spicy and robust “Oster-Festbier” is a seasonal beer that is brewed specially for the Easter season. A real Easter delight!



Original extract:

13.2 ° %

Alcohol content:

6.0 %

Beer style:

pale festbeer

Serve at:

8-10 ° C

Einfach, ehrlich, echt.



Our refreshing pilsner in a comfortable format
A hoppy pilsner with a fine bitterness, in a slim and elegant 0.33-liter long neck bottle.



Original extract:

11.7° %

Alcohol content:

5.0 %

Beer style:

Pilsner

Serve at:

7-9° C

Einfach, ehrlich, echt.



Awards

- | | |
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| 2007 | Hasen Extra DLG Award in Gold |
| 2008 | Hasen Weißer Hase DLG Award in Silver
Hasen Extra DLG Award in Silver
Hasen Hell DLG Award in Silver |
| 2009 | Hasen Weißer Hase DLG Award in Gold
Hasen Extra DLG Award in Gold |
| 2010 | Hasen Weißer Hase DLG Award in Gold
Hasen Extra DLG Award in Gold |



DLG =
German Agricultural
Society

Einfach, ehrlich, echt.



Bavarian Purity Law

All Hasen beers are strictly brewed according to the Bavarian Purity Law.

„It is our particular desire that nothing more than barley, hops and water be used in any beer henceforth in all of our cities and markets and throughout the land.“

(Bavarian Purity Law from 1516)

Background Information:

On the 23rd of April, St George's Day 1516, the Bavarian Purity Law was passed at the meeting of the Bavarian Estates in Ingolstadt by the two dukes who ruled Bavaria at the time, Duke Wilhelm IV and his younger brother, Ludwig X. It is the oldest food-related legal provision that is still in effect in the world.

