



**ERDINGER**  
*Weißbier*

## PRESS RELEASE

### **ERDINGER Weissbräu – private brewery since 1886**

Quality, enjoyment, tradition and a cosmopolitan outlook – these are the values of the private brewery ERDINGER Weissbräu. For over 130 years, our passion for Bavarian brewing skills has inspired us to produce wheat beers of outstanding quality.

#### **What makes the private brewery so successful?**

Above all one thing: ERDINGER has remained true to itself. This philosophy is personified by Werner Brombach, an owner who holds the reins of his company in his own hands. Enjoyment of life, reliability and consistency are the main pillars of our corporate culture. The quality and flavour of his wheat beer mean everything to Werner Brombach – he accepts no compromises. In this respect, he's just like his father Franz Brombach, the company's long-serving CEO who was offered the chance to buy the brewery in 1935. Annual output at the time was around 3,500 hectolitres (hl) and beer was sold exclusively in the Erding district. Franz Brombach guided the local brewery through the turmoil of the war years and laid the foundation for its success in the post-war period. In 1965 when his son Werner Brombach joined the company, annual output had reached 40,000 hl and the brewery bore the proud name ERDINGER Weissbräu.

#### **Industry pioneer**

As a graduate in both beer-brewing and business administration, Werner Brombach proved to be a pioneer within the industry. He was the first to sell wheat beer outside Bavaria, using modern marketing techniques before the word "brand" had even been used in association with wheat beer. This was the decisive breakthrough for the brewery. After his father died in 1975, Werner Brombach bore sole responsibility as owner. With his entrepreneurial vision and policy of small successive steps, he steadily developed the brewery into a global market leader. In 1977, output had already reached 225,000 hl and 13 years later in 1990 the magic 1-million hectolitre mark was passed for the first time. Thanks to Werner Brombach's unswerving commitment to quality and consistent brand strategy, the brewery continues to grow. In the past year (2019), the brewery achieved total sales of 1.71 million hectolitres. More than 90% of all Germans know ERDINGER Weissbier.



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press office

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There is no high staff turnover or constant management changes at ERDINGER Weissbräu. The archetypical entrepreneur Werner Brombach is a reliable employer for his workforce of 530 – the many portraits of loyal company servants who helped shape the company's success over 15 years or more hang proudly in the filling plant and can be viewed during factory tours.

### **Bavarian roots**

True to its motto "Beer needs Roots", the brewery sees no reason to brew anywhere else than at its home base in Erding – in strict compliance of course with the Bavarian Purity Law. This is the only way to ensure quality and flavour. ERDINGER is therefore a wheat beer specialist that prefers to supply the world from its base in Erding than to let others around the world brew for it under licence.

You can also taste Bavaria – for example with a glass of ERDINGER Weissbier. Then you'll know what traditional brewing without gimmicks is capable of. ERDINGER is particularly proud of its traditional double maturity method, or "Bayerische Edelreifung". It requires care, skill and time. Instead of bottling and shipping the beer after the first fermentation process, the brewmasters give it plenty of time to mature a second time. This allows it to develop additional flavour nuances and its gently sparkling carbonic acid – the effort is worth it. By the way, the recipe for ERDINGER Weissbier is over 130 years old, unchanged and above all strictly secret – in other words a closely guarded treasure.

Bavarians love to enjoy life. Together with a passion for a cosy and jovial atmosphere, this has established Bavaria's reputation for hospitality – something which ERDINGER Weissbräu has long adopted itself.

### **ERDINGER shaking up the market**

With the non-alcoholic wheat beer ERDINGER Alkoholfrei and its brave positioning as an isotonic thirst-quencher for athletes, ERDINGER shook up the market once again. The brand soon established itself as the leader in Germany and has helped maintain the overall growth momentum for non-alcoholic beers.



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