



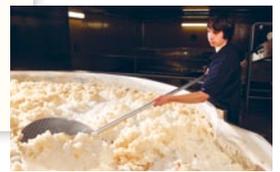
## G. Schneider & Sohn's Classic Schneider Weisse Portfolio: History in a new „artistry“ look

*Dear Schneider Weisse Fans,*

*I am Hans-Peter Drexler, head brewmaster with Schneider Weisse for 30 years now.*

- *I work for Georg Schneider Brewery, now in its 6th „Georg“ generation*
- *I source the best raw material from our contracted farmers in our area*
- *I am fanatic about the true Schneider brewing method using open fermentation vessels and, always, secondary fermentation in bottles and kegs*
- *I have the opportunity to experiment and create ever new interesting twists of the traditional Bavarian wheat beer*

*Enjoy our Schneider wheat beer specialities.*



### Georg Schneider: Owner and artist

I have always been interested in art - maybe through the influence of my mother who runs our brewery's art gallery. I have always wanted to communicate to all our customers the origin and the extraordinary flavors and aromas of our classic wheat beer portfolio via our labels. Labels because you, the customer, can see them, touch them, feel them. As design agencies never understood what I meant. How can they - they are not born into the „spirit of Schneider“! I decided to create the new labels myself. So I picked up my painting brush and started to paint. Each one of our classic wheat beers has inspired me to use specific colors & ideas ... colors and ideas associated with the unique flavors and aromas of each Schneider brand. Come join me on this journey ...



#### SCHNEIDER WEISSE



#### Wiesen Edel-Weisse

**A hint of spring freshness  
- ideal with fine vegetables**

A shiny-brass colored organic wheat beer, certified Naturland organic. An aroma of hops and citrus with a spicy note perfectly balances the malty character with the easiness of the hops.

Refreshing and full-bodied at the same time.

The ideal companion to vegetables and heartier fish dishes.

**Wheat beer 6,2 % vol. alc.,  
original gravity: 13,8 %**



#### SCHNEIDER WEISSE



#### Hopfenweisse

**Hoppy fireworks  
- a new wheat beer style**

Shiny golden, slightly reddish strong wheat doppelbock. An intense floral aroma that reminds of tropical fruit and pineapple. A powerful bitterness is relieved by fruity sweetness. This extreme wheat beer shows how far wheat beer taste can go.

The ideal companion to very spicy and exotic dishes.

**Wheat Doppelbock 8,2 % vol. alc.,  
original gravity: 18,5 %**



#### SCHNEIDER WEISSE



#### Aventinus

**Deep and complex - for big and relaxing  
moments by the fire**

Dark-ruby colored wheat doppelbock with a creamy fine head. Strong notes of ripe bananas, raisins and plums meet liquorice and roasty aromes.

Full-bodied and warming, with a well-balanced and smooth finish. Oldest wheat doppelbock of Bavaria. Since 1907.

The ideal companion for hearty roast meat, venison and also fruity chocolate desserts.

**Wheat Doppelbock 8,2 % vol. alc.,  
original gravity: 18,5 %**



#### SCHNEIDER WEISSE



#### Original

**The full complexity of the genuine  
Bavarian wheat beer - great with hearty food**

Amber-mahogany colored wheat beer. Nuances of ripe bananas, clove, nutmeg and nuts create the aroma. A full-bodied and sparkling beer with a harmonious finish. Brewed according to the original recipe of the founder of the brewery of 1872.

The ideal companion for Bavarian food, hearty dishes and the "Weisswurst".

**Wheat beer 5,4 % vol. alc.,  
original gravity: 12,8 %**

*Braukunst für Weissbierkenner*