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Media Contacts: Kelley DeVincentis
Sarah Brokenshire
212-777-2220
Kelley@Southardinc.com
Sarah@Southardinc.com

**PAULANER DELIVERS THE MUNICH OKTOBERFEST EXPERIENCE
WITH THEIR EXCLUSIVE WIESN MUG & CAN SET**

-A Perfect Pack for the Oktoberfest Fan-

Littleton, CO, (March 18, 2015) --- Paulaner USA LLC, the U.S. importer of the legendary Paulaner Brewery portfolio and the best-selling Oktoberfest bier in the world, is poised to reintroduce their highly successful Oktoberfest Wiesn exclusive gift set just in time for Oktoberfest. The gift set includes everything one needs to pour a perfect liter of Oktoberfest bier in the glass that complements it best, just as it is done at the world famous Munich Oktoberfest.

“In the Paulaner tents at the Munich Oktoberfest, you get a full liter of Oktoberfest Wiesn in a sturdy Paulaner glass mug. We’ve combined both these offerings in one pack to make this authentic experience accessible to anyone,” says Catherine Parenteau, Marketing Director at Paulaner USA LLC.

The Oktoberfest Mug Set includes an exclusive one-liter can of Paulaner’s Oktoberfest Wiesn, the only beer served in the Paulaner Oktoberfest tents and the best-selling Oktoberfest bier in Germany, along with the original Paulaner one-liter dimple glass mug in one convenient pack. It doesn’t get much more authentic than this!

This exclusive gift set will be available starting in July, but order deadline for retailers to carry this pack is **April 1**. The gift packs will be assembled at the brewery in Munich based on the orders received April 2. Unfortunately, no orders will be accepted after that date. To place an order, contact your distributor or email: dfield@paulanerhpusa.com.



Use Paulaner’s BEER FINDER on Facebook to find Paulaner near you:
<https://www.facebook.com/paulanerusa>

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About Paulaner

The Paulaner Brewery is one of the largest breweries in Munich, Bavaria in Germany and is part of the Paulaner Brewery Group. The Paulaner Brewery Group unites the brands Paulaner, Hacker-Pschorr, Auer Braeu, Hopf and Thurn and Taxis. Since 1634, Paulaner represents the finest brewing tradition for top quality crafted beer specialties in Germany and worldwide. Founded and still being brewed in Munich, Paulaner and Hacker-Pschorr are two of the six allowed brands to be served at the world famous Oktoberfest. Managing directors are Roland Tobias (CEO), Dr. Stefan Lustig, Heinrich Müller, Dr. Stefan Schmale and Andreas Steinfatt. More information can be found at www.paulaner.com

About Paulaner USA

Paulaner USA is headquartered in Littleton, Colo., and imports Paulaner, Hacker-Pschorr, Fuller's, O'Hara's, Früli, and markets Dixie beers. More information can be found at <http://paulanerhpusa.com>.

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