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PAULANER USA LAUNCHES NEW PACKAGING DESIGN, DECLARING ITS #1 POSITION IN GERMANY

- New Packaging Demonstrates Paulaner is Germany's Leading Hefe-Weizen –



Littleton, CO, (February 4, 2015) --- Paulaner USA, the U.S. importer of the legendary Paulaner Brewery portfolio and other premium beverage alcohol brands, will launch new packaging artwork along with a unique mnemonic logo on all secondary packaging that clearly defines its German position as the leading Hefe-Weizen brew to the U.S. market. The new design is aimed to communicate this positioning and clearly define the German brew as the world's best Hefe-Weizen to American beer connoisseurs.

“We recognize that U.S. consumers have a wide range of choices in today’s ever expanding beer category,” notes Steve Hauser, President and CEO of Paulaner USA. “With all of the expressions of Hefe-Weizen available today, we wanted to rightly acknowledge Paulaner as the leading brewing company in the country that literally invented the Hefe-Weizen style. By adding our newest tagline to every Paulaner bottle only further reinforces our clear leadership in the U.S and around the world.”

The new design will feature *Germany’s #1 Hefe-Weizen* embossed on all secondary packaging; six-pack and 12 pack assortments beginning this spring and the outer carton later this year.

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 world wide. 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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