

THE OLDEST FOOD MANDATE ON RECORD: REINHEITSGEBOT, GERMANY'S BAVARIAN PURITY LAW, CELEBRATES 599TH ANNIVERSARY ON APRIL 23RD

- Paulaner USA Commemorates Landmark Beer Law with the Unveiling of Unique Artwork in Four Cities Across the Country –

LITTLETON, Colo., April 21, 2016 - On April 23, Paulaner USA, the US importer of the legendary Paulaner and Hacker-Pschorr brands, will be celebrating the 500 [th] anniversary of the Reinheitsgebot, Germany's Beer Purity Law, with four parties across the country and four pieces of original art. The Reinheitsgebot protects the purity and quality of beer by allowing only four ingredients in the brewing process: hops, malt, yeast and water. To commemorate the anniversary, each party will feature a local artist who will reveal a unique piece of artwork honoring the Reinheitsgebot's four ingredients. In addition, they are competing for an all-expenses paid trip to Bavaria, Germany where the Reinheitsgebot originated.

"The Reinheitsgebot has played an important role in the way the beer industry has evolved over the past 500 years, and its importance is being rediscovered today by consumers who are seeking cleaner foods with simpler ingredient statements," says Steve Hauser, president and CEO of Paulaner USA. "Abiding by the Purity Law has been part of the Paulaner and Hacker-Pschorr's mandate since the beginning, but it seems that this standard is right in line with a very contemporary consumer movement. As such we expect even stronger appeal and growth for our brands".

While laws require manufacturers to disclose ingredients on food labels, the same does not apply to alcoholic beverages, such as beer, in which "exempt" ingredients like artificial sugar, corn syrup and glyceryl monostearate (foam enhancer) are commonly used unbeknownst to the consumer to mask defects or increase production efficiency. Contrary to this, Reinheitsgebot-compliant beer is only brewed with four pure ingredients; as a result, consumers know they are getting the highest quality beer, free of adjuncts, artificial coloring, flavoring and added chemicals.

Adhering to the Reinheitsgebot requires a true mastery of the brewing process. Both Paulaner and Hacker-Pschorr offer a wide array of beer styles, all created using a handful of select, high quality ingredients. The brewmasters of both legendary brands use craftsmanship and brewing methods passed down by generations of brewmasters before them, and perfected over hundreds of years. This allows them to create bold and unique flavors that appeal to all types of palates, while still adhering to the same laws and principles their predecessors have followed for centuries.

In honor of the four ingredients of the Reinheitsgebot, Paulaner USA is hosting four parties in: New York City, Los Angeles, Chicago and Boulder, CO. Each local artist, will be on-hand to personally unveil their unique pieces of artwork at each location and stands a chance to have their piece permanently displayed at the brewery in Munich.

The events will unfold as follows:

New York CityARTIST: Ross Chirico
WHERE: Studio Kraut
ADDRESS: 160 8th Ave, New York, NY 10011
DATE: April 23, 2016
TIME: 6pm-10pm EDT

ChicagoARTIST: Nora Kate Balayti
WHERE: Prost!
ADDRESS: 2556 N. Lincoln Avenue, Chicago, IL 60614
DATE: April 23, 2016
TIME: 6pm to 9pm CDT

Boulder, COARTIST: Joe Tari
WHERE: Bohemian Biergarten
ADDRESS: 2017 13 [th] Street, Boulder, CO 80302
DATE: April 23, 2016
TIME: 8pm to 12am MDT

Los Angeles, CAARTIST: Lee Rupp
WHERE: Red Lion Tavern
ADDRESS: 2366 Glendale Blvd, Los Angeles, CA 90039
DATE: April 23, 2016
TIME: 1pm-5pm PDT

To vote for your favorite artist, visit www.PurityLawArt.com between 8pm EDT on April 23 [rd] and 8pm EDT on April 30 [th] . The winner will be announced on Paulaner and Hacker-Pschorr's Facebook pages on May 2 [nd] .

Paulaner USA Facebook: www.facebook.com/paulanerus
Hacker-Pschorr Facebook: www.facebook.com/HackerPschorrUSA

The above Press release was picked up by the following outlets:

Yahoo! Finance, Reuters, MarketWatch, Yahoo! Singapore, Boston Globe, Seeking Alpha, Wichita Business Journal, Washington Business Journal, Minneapolis / St. Paul Business Journal, Triangle Business Journal, Tampa Bay Business Journal, St. Louis Business Journal, South Florida Business Journal, Puget Sound Business Journal, San Jose Business Journal, San Francisco Business Times, San Antonio Business Journal, Sacramento Business Journal, Bizjournals.com Inc., Portland Business Journal, Business Journal of Phoenix, Philadelphia Business Journal, Pacific Business News, Orlando Business Journal, New York Business Journal, Nashville Business Journal, Business Journal of Greater Milwaukee, Memphis Business Journal, Business First of Louisville, Los Angeles Business, Kansas City Business Journal, Jacksonville Business Journal, Houston Business Journal, Denver Business Journal, Dayton Business Journal, Dallas Business Journal, Business First of Columbus, Cincinnati Business Courier, Chicago Business News,

Charlotte Business Journal, Business First of Buffalo, Boston Business Journal, Birmingham Business Journal, Baltimore Business Journal, Austin Business Journal, Atlanta Business Chronicle, New Mexico Business Weekly, Business Review (Albany), PR Newswire, KWTW-TV CBS-9 (Oklahoma City, OK), KOTV-TV CBS-6 (Tulsa, OK), WISTV NBC-10 (Columbia, SC), WFMZ-TV IND-69 (Allentown, PA), WSFA NBC-12 (Montgomery, AL), KHNL-TV NBC-8 (Honolulu, HI), WAFF NBC-48 (Huntsville, AL), WWBT NBC-12 (Richmond, VA), KHQ-TV NBC-6 (Spokane, WA), WXIX FOX-19 (Cincinnati, OH), WMC NBC-5 (Memphis, TN), WLOX ABC-13 (Biloxi, MS), KSLA CBS-12 (Shreveport, LA), WOIO CBS-19 (Cleveland, OH), WAVE NBC-3 (Louisville, KY), WVUE-TV FOX-8 (New Orleans, LA), One News Page Global Edition, KPLC NBC-7 (Lake Charles-Lafayette, LA), KAIT ABC-8 (Jonesboro, AR), KLTW ABC-7 (Tyler, TX), WCSC CBS-5 (Charleston, SC), WLBT NBC-3 (Jackson, MS), WRCB-TV NBC-3 (Chattanooga, TN), WDRB FOX-41 (Louisville, KY), KOLD CBS-13 (Tucson, AZ), WECT NBC-6 (Wilmington, NC), KTVN-TV CBS-2 (Reno, NV), WALB NBC-10 (Albany, GA), KFVS CBS-12 (Cape Girardeau, MO), KCBD NBC-11 (Lubbock, TX), WTOG CBS-11 (Savannah, GA), WDAM NBC-7 (Hattiesburg-Laurel, MS), WFMJ-TV NBC-21 (Youngstown, OH), KTRE ABC-9 (Lufkin, TX).