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**PAULANER USA BROADENS ITS BEER PORTFOLIO  
WITH THE INTRODUCTION OF WEIZEN-RADLER NON-ALHOLIC BREW  
TO THE U.S. MARKET**

*-A Perfect Thirst Quencher with Bold Refreshing Taste-*

**Littleton, CO, (February 11, 2015)** --- Paulaner USA, the U.S. importer of the legendary Paulaner Brewery portfolio and the number one Hefe-Weizen in Germany, adds Weizen-Radler non-alcoholic beer to its premium line-up of brands in the U.S. The new Weizen Radler combines its Hefe-Weizen non-alcoholic brew with naturally effervescent lemon flavors for a perfectly balanced taste. The product, which took Germany by storm several years ago and won numerous awards, will make its U.S. debut this spring.

“Our Weizen-Radler has experienced double digit growth in Germany for the past three years and we anticipate a similar reception to the product here in the United States,” says Catherine Parenteau, marketing director at Paulaner USA. “It was important to us to create a non-alcoholic beer that consumers will choose, not because it’s non-alcoholic, but rather for its great taste. Our initial U.S. consumer testing confirms that we’ve done just that with Weizen-Radler.”

In addition to Weizen Radler’s perfectly blended taste, the product is unfiltered and naturally rich in vitamins and minerals making it the perfect post-activity or hot weather replenisher. It is also significantly lower in calories, sugar and sodium than the leading sports drink.

Parenteau adds, “With Paulaner’s reputation as the most authentic, high-quality German wheat beer, it’s only a natural step for us to introduce our best-selling non-alcoholic beer in Germany to the U.S.”

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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](http://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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