

Ayinger Bavarian Pils

Seattle, April 4, 2017

Merchant du Vin and Ayinger are pleased to announce that **Ayinger Bavarian Pils**, brewed for years but never before exported to the US, is available now nationwide in four-packs and on draft. The release coincides with spring leading into summer, but **Ayinger Pils** will be for sale year-round.

Any new beer from Ayinger represents huge news, but **Ayinger Bavarian Pils** delivers a beer experience like no other: this lager shows brilliant gold color; perfect clarity; and rocky head; the flavor melds pure gold (best quality German barley), marvelously good aroma & bouquet (noble hops from Hallertau), clean crispness and incredible balance: you will taste the proud history of German brewing, rustic fresh-baked bread, a walk in the springtime . . . Ayinger Pils may make you realize that the Reinheitsgebot is a powerful brewing asset rather than some kind of restriction. That's the magic that Ayinger has captured and put into every

Ayinger Brewery, founded in 1878 in the Bavarian village of Aying, 30 minutes from Munich, has earned a global reputation for quality. Still owned and operated by the founding family, Ayinger Brewery's commitment to quality is unmatched, and they demonstrate their regional traditions, family pride, and their mission to "Genießen Sie die echte Bierkultur" ("Enjoy the Real Beer Culture") with every drop of beer that they brew.



Sold in 4-packs of 330 mL bottles (11.2 oz. - six 4-packs per case); and 50 liter (13.2 gal) kegs.

Merchant du Vin imports Samuel Smith's from England; Traquair House from Scotland; Ayinger and the organic beers of Pinkus from Germany. Our offerings from Belgium include Lindemans lambics, Green's gluten-free beers, Du Bocq and the Trappist beers of Orval, Westmalle and Rochefort.

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Merchant du Vin - Specialty Beer Importers Since 1978 merchantduvin.com

