

Ayinger Oktober Fest Märzen Arrives!

Seattle, July 15, 2008



Highly awarded; sought after by fine restaurants, stores, and great bars; Ayinger Oktober Fest Märzen arrives in the US soon. Ask for it at your favorite beer place after August 1, 2008.

Full-bodied, flavorful March (Märzen) beer is brewed and lagered to celebrate Bavaria's famous Oktoberfest. In September and October, these rich beers fuel German beer festivals -- served in big mugs, alongside sauerkraut, roasted meats, lederhosen, and brass bands.

Oktoberfest began in 1810 when Princess Theresa married Prince Ludwig. The party lasted 16 days, and was such a success that it has become an annual 16-day celebration in Munich as well as in many other parts of the world. (To determine the start date of Oktoberfest, count backward 16 days from the first Sunday in October. In 2008, it starts on Saturday, September 20.)

Ayinger Oktober Fest-Märzen is one of the most highly-respected Märzens available in the world today. Ayinger Brewery, founded in 1878 and located in the Bavarian village of Aying, has earned their reputation for beer of the highest quality. Ayinger always represents a commitment to excellence, which shows up at the World Beer Championships (where Ayinger regularly takes first place in every category entered), or in a consumer poll, or in the delightful Ayinger beer quaffed at your local pub, or even in a discussion between other German brewers.

Oktober Fest-Märzen is a full-bodied, rich lager with a malty bouquet and a hint of sweetness. Color is deep amber-gold and the flavor is a perfect balance: malt backbone with depth & richness; complimented by perfect conditioning from long maturation; and alcohol of 5.6% by volume. Fest-Märzen is spiced with enough hops to make it snappy and thirst-quenching, but in the classic Bavarian style it's not highly bitter. And remember, Oktober Fest-Märzen is seasonal ... so get it while you can or you may have to wait until next year.



U.S. packages are the traditional, slender half-liter bottles (20 per case) as well as 30-liter kegs.

ABV: 5.6% IBU: 21 OG: 1.054



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

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