

May 6, 2008  
subject to change without notice

## BREWING SEMINAR

### **Das Bierlaboratorium**

Giesinger Biermanufaktur & Spezialitäten Braugesellschaft

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Persons: up to 10/ Duration: about 6 hours/ including fingerfood and beverages

Information on the raw materials (grain, malt, hops) – history and philosophy of brewing.

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The “Bier- und Oktoberfestmuseum” is per se a highlight, as the oldest part of the building that it is housed in dates back to 1340. Our guests will be warmly welcomed and introduced there to all aspects of one of Munich’s defining features: beer in general and, more specifically, to Munich’s one-and-only Oktoberfest.

When the program takes place during the morning, our visit to the “Beer and Oktoberfest Museum” gets off to a start with a proper “Weisswurstfrühstück”, a Munich-style breakfast of veal sausages, pretzels and beer; an afternoon or evening visit begins with a Bavarian lunch or dinner, or, if requested by the client, directly with a short and entertaining tour through the museum.

After the visit and tour, our guests will definitely be in the mood to find out even more about the world of beer.

A qualified master brewer will then adeptly introduce our guests to the art of beer brewing: the group will actually learn all the necessary steps and carry them out themselves.

In order that the event take place in a manageable period of time, the “cooking show” principle is used: During the procedure, the master brewer will continually take on various steps in advance and then turn over the results to the group for further preparation.

Later that afternoon, after returning to the hotel, participants will discover their own “???-Brew” as a give-away in their respective rooms, labeled with their own name as the master brewer.

Duration: 135 to 150 minutes/ only beer brewing: about 60 minutes.