


Welcome to the world of
NEUSCHWANSTEINER



NEUSCHWANSTEINER

A full-page photograph of Neuschwanstein Castle in Bavaria, Germany. The castle is a white, ornate structure with multiple towers and spires, perched on a hillside. The background features a dramatic sunset with orange and yellow light breaking through dark, cloudy skies. The surrounding landscape is lush with green trees and rolling hills.

*„An eternal mystery I want to be,
to me and to others.“*

LUDWIG II

A BEER LIKE A CASTLE

Enchanting, visionary and luxurious.

Touched by a rare, imaginative genius, Ludwig II of Bavaria created some of the most famous castles in the world. His most magical, Neuschwanstein, is said to have inspired Disney when he visited as a boy.

Echoing the spirit of this masterpiece, Neuschwansteiner, is an enchanting, visionary and luxurious märzen beer that pays homage to the iconic castle and its charismatic builder.

THE GOLDEN SEAL



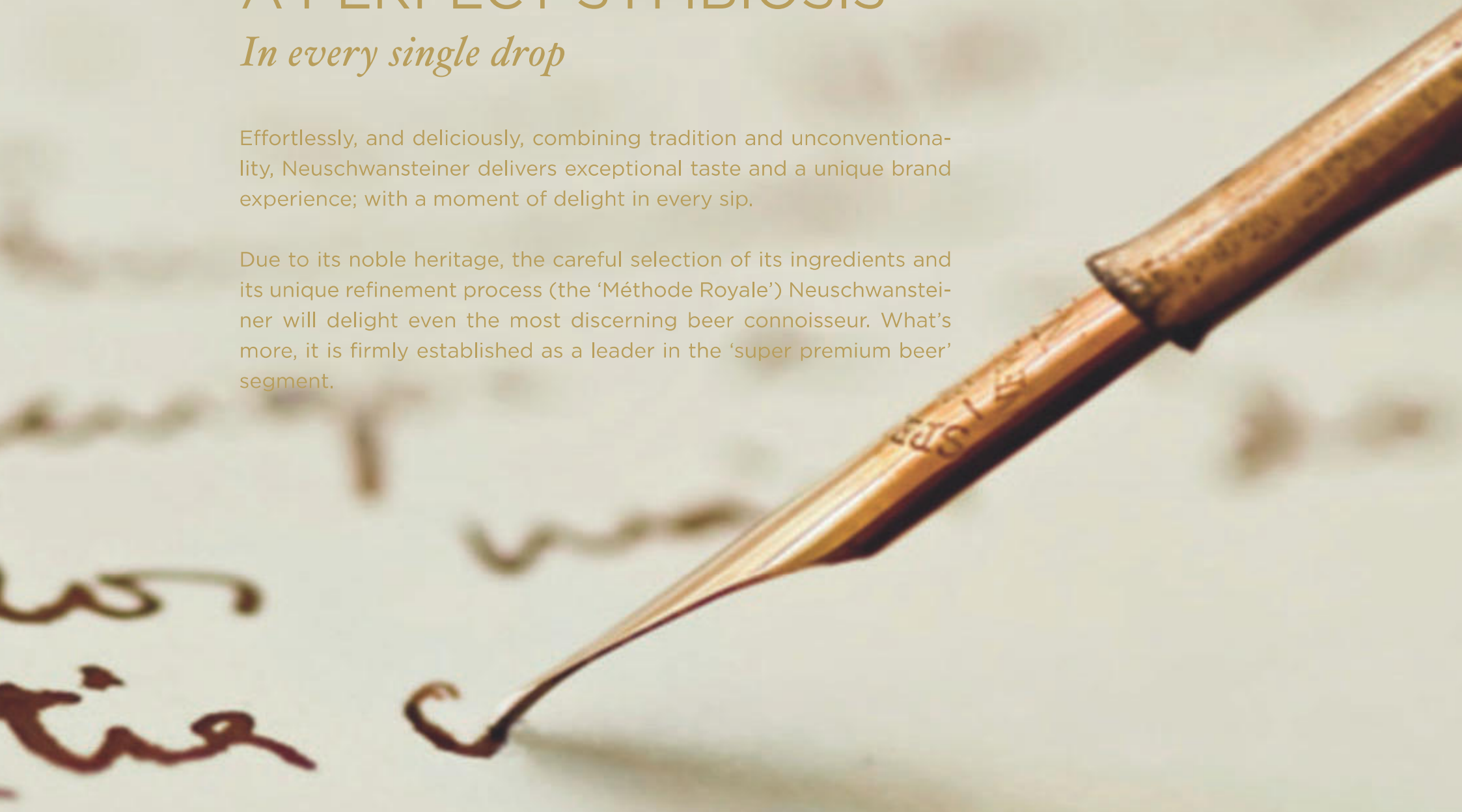
NEUSCHWANSTEINER

A PERFECT SYMBIOSIS

In every single drop

Effortlessly, and deliciously, combining tradition and unconventionality, Neuschwansteiner delivers exceptional taste and a unique brand experience; with a moment of delight in every sip.

Due to its noble heritage, the careful selection of its ingredients and its unique refinement process (the 'Méthode Royale') Neuschwansteiner will delight even the most discerning beer connoisseur. What's more, it is firmly established as a leader in the 'super premium beer' segment.

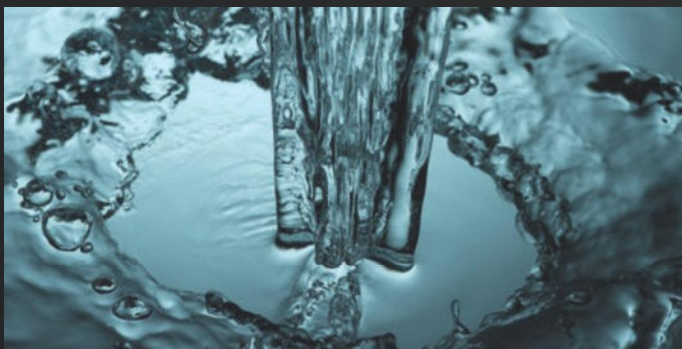


AN ENTIRELY PURE MÄRZEN

Refined by the singular Méthode Royale

The pureness of Neuschwansteiner is guaranteed by the famous German Reinheitsgebot, a Bavarian Purity Law dating back to 1516. It is further enhanced by a Neuschwansteiner-owned refinement process: The 'Méthode Royale'. This consists of three steps: First, the natural purification of the water as it filters through the rocky strata of the Alps. Second, the energising effect of amber filtration during the brewing. Lastly, the legendary ice freezing finishing process, which drives the alcohol content up to 6.0% and gives Neuschwansteiner its renowned flavour, zest and strength.

THE FOUNTAIN



THE FILTRATION



THE FREEZING



NEUSCHWANSTEINER
MADE IN GERMANY

EXCEPTIONAL CONTENT

deserves an elegant bottle

An exclusive beer calls for an exclusive exterior: Neuschwansteiner comes in an entirely elegant and subtly expressive bottle, in a design that you like to touch, like to have with you, present to your guests. The high-quality appearance of the bottle begins with a golden tab, complementing the label which is printed in genuine gold.

The golden seal on the bottle will be particularly significant: Molded out of metal and furnished with the image of Neuschwanstein, it is a removable collector's item, which can even be made of gold for a limited edition.





NEUSCHWANSTEINER



A BAVARIAN MÄRZEN

For cosmopolitan connoisseurs

Neuschwansteiner is no ordinary beer, it is one of a kind, and appeals to a very distinguished elite.

It is a beer for the cognoscenti, connoisseurs and beer aficionados.

These new connoisseurs are found in the old world, and in particular in the prospering Middle East countries. Here they appreciate a super premium beer with a special aura of strong tradition, non-conformist lifestyle and contemporary luxury.



A STRONG BRAND CREATES RITUALS TO CELEBRATE

A Neuschwansteiner inspires people and places: cultural events, star-rated restaurants and famous bars as well as intimate circles of friends or exuberating parties.

Always the centre of attention, Neuschwansteiner stays true to itself and its own rituals: From the opening of the unique bottle and the special Neuschwansteiner appearance to the exclusive gesture of sharing a bottle of Neuschwansteiner with friends or business partners.



NEUSCHWANSTEINER

TRADITIONALLY
UNCONVENTIONAL

NEUSCHWANSTEINER
MADE IN GERMANY

GET IN. AND BE PART OF IT.

*It will be a pleasure for us to welcome you in
the world of Neuschwansteiner.*

AVAILABLE NOW.

