

Welcome to the world of
NEUSCHWANSTEINER

INSIDE I



NEUSCHWANSTEINER

From the beautiful majestic castle in the Bavarian Alps, *The world of Neuschwansteiner* explores the Far East, the Arctic Circle, the glamour of Formula One and the art of Opera.

London-Formula One

Neuschwansteiner congratulates partner ZOOM F1 CHARITY AUCTION RAISES OVER £20,500 FOR GREAT ORMOND STREET HOSPITAL

Stars of Formula 1 and other celebrities gathered together on Friday 16th January for the 3rd annual Zoom Charity Gala Auction at London's InterContinental Park Lane Hotel. The auction raised over £20,500 for Great Ormond Street Hospital Children's Charity.

Christian Seitz, founder of The world of Neuschwansteiner, said: „We congratulate our partner ZOOM. We are proud to have been able to UK-premier our Neuschwansteiner Edelmärzen at their 2015 Photographic Gala Auction whilst supporting a good cause.“

In the near future, Neuschwansteiner ambassador H.R.H. Prince Leopold of Bavaria will submit his own picture for ZOOM which will be submitting his own picture for ZOOM to be incorporated in the official ZOOM book. Further Neuschwansteiner ZOOM initiatives are planned in support of the charity.



Game of Thrones star Liam Cunningham (right), here with Christian Seitz, donated his own photo for @ZoomAuction



Neuschwansteiner supports ZOOM charity as Partner and in addition was served as official beer at the auction.



Bernie Ecclestone signing his photo-donation for @ZoomAuction, the top-seller at £2400

Pictures taken by all F1-drivers and team principals were auctioned in aid of Great Ormond Street Hospital Children's Charity



Red Bull Racing's F1-world championship star designer Adrian Newey and Amanda Smerczak arriving at ZOOM charity auction



Christian Seitz and ambassador H.R.H. Prince Leopold of Bavaria interviewed by RTL @ZoomAuction



Thin Lizzy's Scott Gorham, Neuschwansteiner ambassador H.R.H. Prince Leopold of Bavaria and founder Christian Seitz @ZoomAuction



4 times F1 world champion, Red Bull Racing team principal Christian Horner and his fiancée, former Spice Girl Geri Halliwell, with her donated photo, a black and white 'selfie' which raised £800



H.R.H. Prince Leopold of Bavaria, David Knower's purchase @ZoomAuction, by @nico_rosberg and Neuschwansteiner's Christian Seitz

Hongkong

“Good Fortune arriving at the door” of Bavaria's Neuschwanstein Castle

Neuschwansteiner and Fook Lam Moon (translates into “Good Fortune arriving at your door”) form a revolutionizing match between royal German beer and Cantonese culture and cuisine, pairing the exclusive amber March-beer with spicy Cantonese delights. The partnership was celebrated with an exclusive dinner party at Fook Lam Moon, Kowloon, a winner of the Restaurant Wine List Awards.



Personalized Fook Lam Moon Neuschwansteiner bottles were presented to director Mr. Duncan Chui



Arctic Circle

Far up North

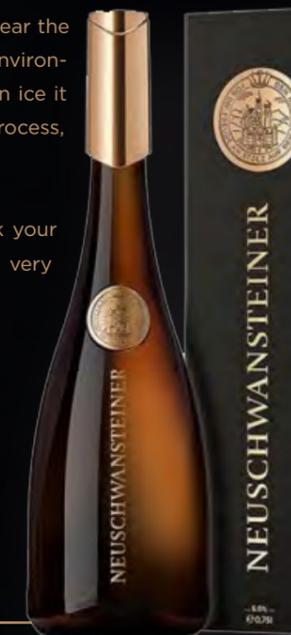
The Royal Bavarian Edelmärzen Neuschwansteiner made it all the way up north near the Arctic Circle for the opening of Iglootel 2015 in Swedish-Lapland. The icy-polar environment seems the perfect surrounding for this exclusive beer. From ice it comes, in ice it shall be enjoyed: The “Méthode Royale”, finished by the legendary ice freezing process, drives the alcohol content up to 6% and gives the beer it's zest, yet mild flavour.



At the Iglootel ice bar you can even drink your Neuschwansteiner out of ice glasses – very stylish!



Daniel Knab (Iglootel) and Andrea Schwarz enjoying a chilled @TheWorldOfNSW at opening of Iglootel 2015



Frankfurt

Frankfurt Opera Gala raises €850,000!

Close to 1,000 invited guests at the exclusive 16th annual Opera Gala were able to sample the exquisite taste of Neuschwansteiner Edelmärzen. Minister of the State of Hessen, Volker Bouffier and Opera director Bernd Loebe praised the fact that the Gala was able to raise €850,000 for the artistic budget.

Christian Seitz, founder of The world of Neuschwansteiner, says: „Art and culture have always been very important for us at The world of Neuschwansteiner, as it has of course also been for King Ludwig II of Bavaria. It is an honor to have been able to support the 16th Opera Gala in Frankfurt and we congratulate the Opera on their successful fundraising.“

Opera Gala guests enjoyed Neuschwansteiner as a welcome drink at the prestigious Opera Gala Frankfurt. Middle: David Knower, Partner and COO Cerberus. left: Ralf Hempel, right: Michael Moritz, both board members WISAG



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INSIDE II



NEUSCHWANSTEINER



Neuschwansteiner Art Collection acquires first piece



The world of Neuschwansteiner presents the first piece of the newly founded Neuschwansteiner Art Collection, "King Ludwig II" by artist Stefanie von Thun. Christian Seitz, Neuschwansteiner founder explains: "We always had a liking for fine arts and are proud to start our art collection with this painting of King Ludwig II."

The painting was presented to Christian Seitz by H.R.H. Prince Leopold of Bavaria, a direct descendant of King Ludwig I of Bavaria.

H.R.H. Prince Leopold donates his own photo of Schwangau to Zoom Charity Auction

H.R.H. Prince Leopold of Bavaria, joins F1's drivers and team principals by donating his own photo in aid of the ZOOM charity and Great Ormond Street Hospital Children's Charity and said: "For me, this picture is a perfect winter fairy tale view of the castle and its beer."

Neuschwansteiner featured in 'Bunte'

"The cool beer for the young and wild" is the headline for a feature in Germany's BUNTE magazine about the new in-drink "Craft-Beer". The article says that Neuschwansteiner Edelmärzen is: "...as precious as champagne - a luxurious amber-filtered beer ..."



Neuschwansteiner featured in the 6/15 issue of Bunte

Meerbusch

BOS FOOD lists Neuschwansteiner

"Every good beer should meet 5 criteria: to be a great Aperitif, an ideal accompaniment to food, a good digestif and be enjoyed by men and women alike", says gourmet specialist Ralf Bos who sets the standards high and says "Neuschwansteiner fulfills all 5, and in my opinion is the best beer in the world!" Bos, voted into the culinary hall of fame by 'der Feinschmecker' and crowned 'Grand Seigneur' by Port Culinare, is a well-known gourmet expert. Along with some of the most exclusive wines, liquors and food products, BOS FOOD has now added Neuschwansteiner to its gourmet



online product list. Christian Seitz says: "We are proud that gourmet-expert Ralf Bos values our Edelmärzen."



Port Culinare-Grand Seigneur Ralf Bos hails Neuschwansteiner as the new pinnacle of beers'

Neuschwanstein, Schwangau

H.R.H. Prince Leopold Ambassador for Neuschwansteiner

H.R.H. Prince Leopold of Bavaria has joined forces with The world of Neuschwansteiner and says: "The new lifestyle-brand The world of Neuschwansteiner combines the traditional values of my family with an inspiring cosmopolitan touch. As a descendant of the Bavarian kings, I am delighted to be representing this exquisite brand."



H.R.H. Prince Leopold of Bavaria signing his photo-donation



H.R.H. Prince Leopold of Bavaria at Chinese gourmet restaurant Fook Lam Moon

Dublin/London

Neuschwansteiner on tour with Black Star Riders

Rock stars love to party - but Rock stars carrying their own beer around is rare!! The Black Star Riders must really love Neuschwansteiner, because they took it on their tour bus during their UK concert tour with fellow rock band Europe. Their caption on this super cool photo read: "celebrating recent chart success for the new single 'Finest Hour' with Neuschwansteiner - the finest beer in the world." Christian Seitz, CEO and founder of Neuschwansteiner says: "Congratulations to 'Finest Hour' being nominated record of the week by BBC Radio 2!"



Christian Seitz, CEO and founder of Neuschwansteiner says: "Congratulations to 'Finest Hour' being nominated record of the week by BBC Radio 2!"

Oberstdorf

Germany's southernmost MICHELIN-starred restaurant

Neuschwansteiner had a perfect debut as one of the highlights of the annual 3-musketeers chef-event at the Maximilians, in Oberstdorf. "Every legend has a beginning, and feel honoured to be part of this", explained Margret Bokart-Fetz, owner of the Maximilians. Tobias Eisele, chef de cuisine judged it to be "a star in the beer firmament!"



Tobias Eisele(Maximilians), Martin Opitz (Kloster Hornbach), and Christoph Gies (Burg Staufeneck) enjoy a chilled Neuschwansteiner



"Easter egg of foie gras with tarragon, rhubarb and smoked almonds" by Christoph Gies (Burg Staufeneck)

Kleinwalsertal, Austria

Kilian Stuba

"It is an absolute eye-catcher, a wonderful alternative to classic champagne and because of its high value just perfect for our gourmet-restaurant", explains Sascha Kemmerer, chef de cuisine of the Kilian Stuba, awarded with a MICHELIN-Star and 2 "Gault-Millau-Hauben".



Kilian Stuba-Sommelier Lars Kirchbach and chef de cuisine Sascha Kemmerer enjoy a fresh chilled Neuschwansteiner

London

ROXX

Voted GQ's favourite pop-up club, Roxx London has joined with The world of Neuschwansteiner to bring a royal Bavarian flavour to the UK capital. ROXX founder Kamran Dehdashti loves having Neuschwansteiner: "A royal beer befit for Rockstars!" Christian Seitz says: "From star-awarded gourmet restaurants to Rockstar-parties, our Edelmärzen always brings a happy smile to people's faces!"



ROXX VIP-members took a special bus tour through London and stopped at famous landmarks, enjoying a nice chilled Neuschwansteiner.



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INSIDE III



NEUSCHWANSTEINER

Neuschwansteiner at the famous Amber Lounge

The Amber Lounge Fashion Show saw Formula 1 drivers as well as international supermodels and F1 ladies gracing the iconic Amber Lounge poolside catwalk. Afterwards the extraordinary VIP after-party had guests rocking on the dancefloor till dawn.



John Newman performed at Amber Lounge



F1 drivers Nico Hülkenberg (Germany), Felipe Nasr (Brazil), Marcus Ericsson (Sweden), Daniil Kvyat (Russia), Roberto Merhi (Spain), Will Stevens (UK) and Esteban Gutierrez (Mexico)



Emilia Pikkarainen, Finnish Olympic Swimmer and girlfriend of Williams F1-driver Valtteri Bottas impressed the crowd of international at Amber Lounge Fashion Show.



Tamara Ecclestone & Sonia Irvine Amber Lounge founder



Red Bull Racing driver Daniil Kvyat (Russia) on the catwalk



H.R.H. Prince Leopold of Bavaria and Neuschwansteiner CEO and founder Christian Seitz in the first row at Amber Lounge Fashion Show



Soul-pop superstar John Newman seemed to love Neuschwansteiner



Mercedes Motorsport Boss Toto Wolff and wife Susie



Jessica Button



H.R.H. Prince Leopold of Bavaria and S.A.S. Prince Albert II de Monaco enjoying Neuschwansteiner



The beautiful models at @AmberLoungeLtd enjoyed Neuschwansteiner.



Supermodel Selita Ebanks



Designers Odabash & Macdonald met up with Neuschwansteiner CEO Christian Seitz, and enjoyed our chilled Royal March beer



Game of Thrones actor Liam Cunningham was the star of the charity auction



Craig Slater from Sky UK interviews Neuschwansteiner Ambassador H.R.H. Prince Leopold of Bavaria





Annual World Stars Football Match

Raising funds in aid of S.A.S. Prince Albert's children's charity, the Prince's STAR Team played against the F1 drivers in Monaco, traditionally marking the opening of the Monaco F1 Grand Prix week. Players included Princess Caroline's son Pierre Casiraghi, motorcycle racing star Max Biaggi, rally-world champion Carlos Sainz (whose son played for the driver's team) as well as F1 drivers including Felipe Massa and Sergio Perez. Christian Seitz, CEO and founder of Neuschwansteiner said: "It was fun to watch these stars play for such a good cause."

Brand ambassador H.R.H. Prince Leopold of Bavaria was impressed at how well the drivers played football: "It was a fantastic setting for the Monaco debut of Neuschwansteiner."

The Gala Dinner which followed the match was the perfect event for the successful Monaco premiere of our luxury lifestyle beer 'Neuschwansteiner Edelmärzen'. Players, F1 drivers and royals alike enjoyed the exquisite taste of Neuschwansteiner at the Monaco Marriott event.

Riviera Marriott Hotel - La Porte De Monaco

Neuschwansteiner is proud to have been present at the wonderful [Riviera Marriott Hotel - La Porte De Monaco](#) for the official Gala Dinner of the World Stars football event and to have the opportunity for an exclusive product presentation to the guests.



Chief leader Prisca from the "C.Bar" was very keen to learn how we achieve our wonderful unique taste and we were pleased to provide her with some information, but naturally had to keep some secrets for ourselves....



"Brasserie le Cap"- Restaurant Manager Stephane Richard said: "This is not an ordinary beer! You don't just drink it; you enjoy the taste over and over again! It also serves very well as a digestif or as a welcome drink at a reception."



Mauro Serra, Paris Hilton and S.A.S. Prince Albert II de Monaco



CEO Christian Seitz and F1 legend Sir Jackie Stewart



Christian Garcia, Chef de Cuisine de S.A.S. Prince Albert II de Monaco enjoyed the presentation with H.R.H. Prince Leopold of Bavaria and started thinking about the dishes he would like to serve with Neuschwansteiner.

Mauro Serra, President of A.S. Star Team for the Children, Monaco, says: "All Star team members, S.A.S. Prince Albert II and myself, and our guests love this incredible beer - it really is quite unique. It is like a prestigious wine, but even better because the taste and feeling of the alcohol is completely different. It is simply wonderful!"



Tennis No1 Novak Djokovic



9-times Le Mans record winner Tom Kristensen (DK) sporting our logo. He admitted: "I really like this beer"



VIP guests included Paris Hilton, rally star driver Jutta Kleinschmidt and Italian skiers Manuela Möllg and Denise Karbon.



The Star Team loved our beer



Two-time Formula One World-Champion Fernando Alonso



F1 driver Felipe Massa attacking



CEO Christian Seitz and F1 Star Eddie Jordan



The drivers of F1 World Champion AMG F1 Mercedes, Nico Rosberg (GER) and 2-times World Champion Lewis Hamilton (UK) signing our special edition ZOOM-F1 charity bottles



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INSIDE IV



NEUSCHWANSTEINER

Now available at:

Neuschwansteiner served at 5-star 'Bayerischer Hof', Munich

Neuschwansteiner CEO and founder Christian Seitz says: "The 'Bayerischer Hof' is internationally well known for outstanding hospitality. We are proud our beer is served at 'falk's bar', one of the best bars in Munich, and being recommended by award winning chief bar tender Meike Zimmermann."



Neuschwansteiner listed in Artesian: Best Bar in the world serves best beer in the world

Named "The best bar in the world", by "Drinks International", for three consecutive years, the Artesian in London's elegant and famous Langham Hotel, now serves Neuschwansteiner. Duncan Palmer, Managing Director of The Langham, London said: "We are delighted to feature Neuschwansteiner beer... an outstanding luxury standard which is in keeping with the Artesian Bar, The World's Best Bar!"

Neuschwansteiner at KulturGut AG:

At the end of the tour through Neuschwanstein Castle, visitors enter the very stylish KulturGut AG store where they can purchase "a piece of Bavaria" to take home. Harald Brunnhuber, Chairman of the Board of KulturGut AG said: "Neuschwansteiner is very popular as a gift, with ingredients and know-how from our region, elegantly presented in a beautiful bottle."



Famous "Palais Coburg" new Vienna "home" for Neuschwansteiner

Roman Nieschlag, F&B Manager of Palais Coburg a luxury five-star boutique hotel with a 2-Michelin star restaurant said: "We are delighted to be serving Neuschwansteiner."



"Fly for your beer" Neuschwansteiner available in Lufthansa World Shop!

Check out page 137 (or online) in the "Vinothek" of Lufthansa's WorldShop featuring Neuschwansteiner. Neuschwansteiner's CEO and founder Christian Seitz says: "We are delighted and proud to be working with Lufthansa and Star Alliance."



Neuschwansteiner at "Feinkost Käfer" in Munich

The "Käfer" delicatessen store in Munich makes any gourmand's heart skip a beat and Neuschwansteiner is available there all year round, in the special edition gift catalogue and online. Käfer is a long standing partner, and as an Oktoberfest special we offered free sampling in the store on Prinzregentenstraße 37.



Media coverage:

Neuschwansteiner in "Port Culinaire"

The top-gourmet magazine features the history of our beer, with its world famous ingredients; quoting people saying that it was "the best beer of my life". It put Neuschwansteiner on a level with Cognac Richard, Champagne Krug Clos d'Ambonnay and Domaine de la Romanée-Conti, "four of the best of their class".



Neuschwansteiner: title story in "The Culinarian"

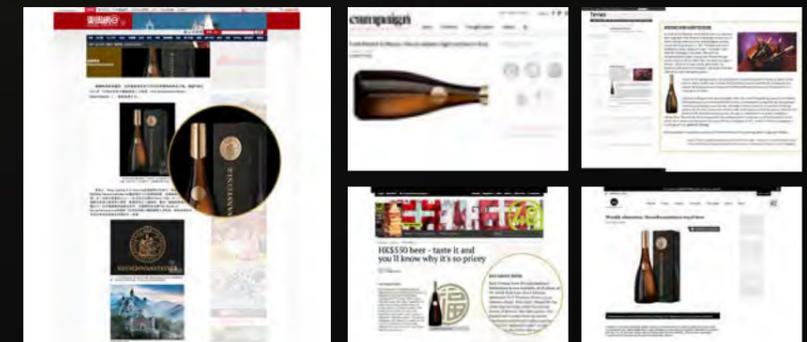
H.R.H. Prince Leopold of Bavaria was interviewed as „Ambassador for one of the best beers in the world“



Neuschwansteiner featured in Gourmet- 'Bible' "MICHELIN Restaurants"-Magazin



Neuschwansteiner in various Asian Media



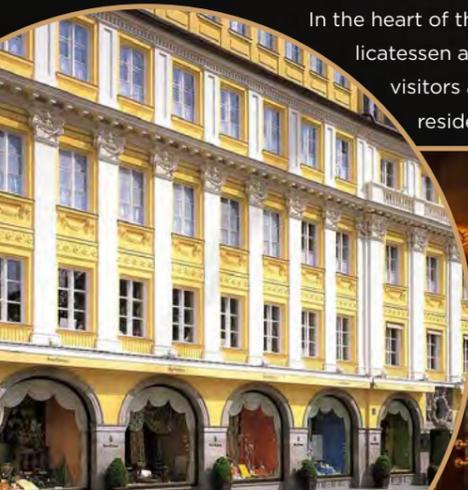
Neuschwansteiner at 2-star-restaurant "Esszimmer" in BMW-world

With almost 3 million visitors every year, BMW-world is not only a "car-temple" but also a "food-temple". Gourmet restaurants "Esszimmer" and "Bavarie" by MICHELIN 2-star-chef Bobby Bräuer serve Neuschwansteiner!



Displayed in a special window: Neuschwansteiner at "Dallmayr", Munich, one of the best delicatessens in the world.

In the heart of the city centre, the Dallmayr delicatessen annually attracts over 1.4 million visitors and the same number of local residents.





“Outstanding!”: Neuschwansteiner at Gourmet Festival Zurbeide

Düsseldorf’s culinary-highlight of the year, at Germany’s best Deli-Market turned out to be a great success!

Organiser Jörg Tittel was delighted to have Neuschwansteiner as the signature beer in his exclusive Lexus-VIP area: “Neuschwansteiner is outstanding.”



Friends:



Pirelli, Formula One’s sole tyre supplier loves having our Neuschwansteiner Edelmärzen beer in their F1 paddock motorhome. We love being there!

Neuschwansteiner at prestigious Monaco Yachtshow

At this year’s Monaco Yachtshow, yachts with a total value of €3 billion were on display, with an average yacht value at about €25 million!

Neuschwansteiner was proud to be the beer at Nicholas Frank’s famous My Yacht Group-reception, headlined by “Monaco Life” as “The classiest Party at the Yachtshow”. Nicholas Frank said: “It’s the finest tasting and classiest beer I know - a perfect fit for our global guest experiences!”



Budapest: “The Race After Party” presented by Neuschwansteiner

The Budapest F1 after party was a great success, with Neuschwansteiner proving hugely popular with the guests as they danced into the early hours. Guests included Hungarian sports and movie celebrities, all the F1 teams including race winners Ferrari and World Champions Mercedes, F1’s own FOM-broadcast crew as well as British TV stars Suzie Perry and Tom Clarkson.



During the Budapest F1 Grand Prix we had the pleasure to meet Carmen Jorda, Lotus F1 development driver. The Spanish up-and-coming racing driver represents the perfect combination of F1 speed, fashion, beauty and determination.



Neuschwansteiner and MICHELIN Star- chefs at “Chef-Sache”

Chef-Sache was the culinary highlight in Cologne with 3100 gourmet-guests and altogether over 200 (!!) MICHELIN stars.

Ralf Bos from BOS FOOD, who won the prestigious award as “best company” and “Grand Seigneur” said: “Chef-Sache is a class reunion by the aspiring gastronomy where Neuschwansteiner is at home!”



Neuschwansteiner at BFI LUMINOUS Gala in London

Stars from the UK’s film and television industries gathered for the BFI’s LUMINOUS fundraising gala to support the BFI National Archive, and Neuschwansteiner was delighted to be present to support this good cause, which raised almost €600,000.

Christian Seitz, CEO and founder of Neuschwansteiner said: “It was great to see how well our Neuschwansteiner was received and how the design of our bottle and the exquisite taste became a topic of conversation throughout the evening.”



Neuschwansteiner takes off in Lufthansa First Class Lounge



During the Oktoberfest Lufthansa and Star Alliance travellers were able to enjoy our freshly chilled Neuschwansteiner in the Lufthansa First Class Lounge at Munich airport.



Italian F1 team Toro Rosso were our excellent hosts at the Budapest Grand Prix. Team boss Franz Tost himself showed us the garage and even explained the precious steering wheel. A true racer and very nice gentleman!



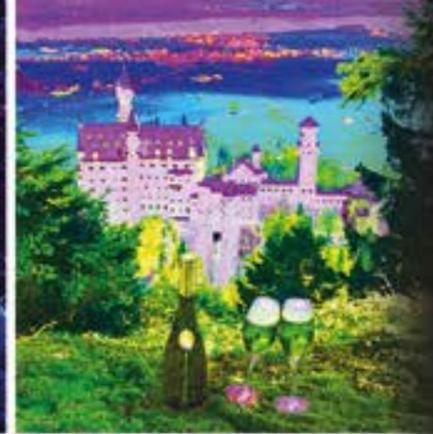
Our Neuschwansteiner Ambassador, H.R.H. Prince Leopold of Bavaria is well known for his motor-racing success and passion. He said: “As a descendant of the Bavarian kings, I am naturally very proud of my new stylish race overall.”

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INSIDE V

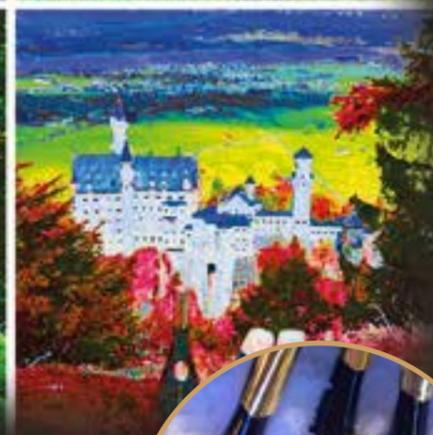
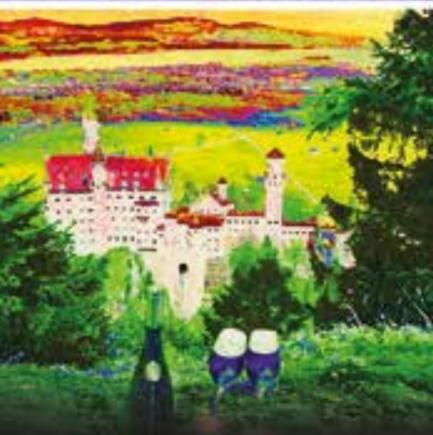


NEUSCHWANSTEINER



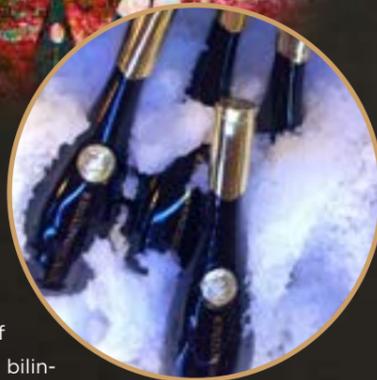
Warhol-Inspired Neuschwanstein Castle:

Neuschwanstein and its surroundings are especially beautiful now that spring is here. Experience this beautiful pop art-inspired artwork of our castle image. Here is our "Andy Warhol-inspired" version!



"A beer like a castle": Neuschwansteiner featured in Inspiration Magazine

"A perfect unit in every single drop" – is how 'Inspiration' magazine describes Neuschwansteiner. 'Inspiration' is the culinary "savoir-vivre" magazine of high-end gourmet-store **BOS FOOD** dedicated to the gastronomic business, sommeliers, bartenders and connoisseurs.



Congratulations: Luxury Lifestyle Magazine **Keypad** 4th Anniversary

Neuschwansteiner was the welcome drink at the spectacular Sky 100 on the 100th floor of ICC Tower in Hong Kong. **KEYPAD** is the first bilingual luxury lifestyle magazine delivered directly to the workplaces of professionals in Hong Kong.



Neuschwansteiner in Switzerland at the Parkhotel Vitznau

Neuschwansteiner is now being served at the 'Parkhotel Vitznau', which has been awarded three Michelin stars for the hotel itself, two for its 'Focus' restaurant and one for the 'Prisma' restaurant.

Mark Thomas Müller, F&B Manager said: "The wonderful presentation of Neuschwansteiner is very much appreciated by our local and international guests."



FEMME SCHMIDT in concert with Neuschwansteiner

"Tarantino meets Bond, jazz meets urban beats..." one of the descriptions of 'RAW', the new album from FEMME SCHMIDT who has toured with Elton John, Lionel Richie and Bryan Ferry. FEMME SCHMIDT said:

"Having Neuschwansteiner as our beverage partner fills our intimate post show party with luxury, fun and above all true Bavarian Royalty!"



The Royal DJ 2016 - Prince Konstantin of Bavaria

Our congratulations to Prince Konstantin of Bavaria, 'DJ Koko Bayern' who in February played at 'D-Edge' in Sao Paulo, rated as one of the best clubs in the world!

"More exciting gigs will follow" he said. "As always, especially when I travel abroad, I have my Bavarian home in my heart, including the beautiful castle of my ancestors, Neuschwanstein, perfectly represented by Neuschwansteiner beer."

"... a perfect Valentine's day gift for her and him!"

MICHELIN Restaurants, the online magazine of world famous MICHELIN Guide, recently featured Neuschwansteiner.

"Just to be mentioned by **MICHELIN Restaurants** is a great honour," said Neuschwansteiner CEO and founder, Christian Seitz, "and to be featured so nicely and prominently in one of their magazine articles fills us with pride!"



H.R.H. Prince Leopold of Bavaria stays on track

Our Royal brand Ambassador, H.R.H. Prince Leopold of Bavaria, is as keen as always to enjoy fast cars and has a busy race calendar ahead, including driving BMW's DTM race taxi, a Classic Demo at the 2016 FORMULA 1 ROLEX AUSTRALIAN GRAND PRIX and an Alpine rally.

Christian Seitz, Founder and CEO of Neuschwansteiner said: "We wish our brand Ambassador, H.R.H. Prince Leopold of Bavaria a perfect start to his new racing season!"



AMBER LOUNGE
THE ORIGINAL F1
EXPERIENCE 2015
DRINKS

NEUSCHWANSTEINER – the official beer at Amber Lounge for Abu Dhabi Grand Prix™

Continuing the success of the partnership in Monaco, Neuschwansteiner was served throughout the Abu Dhabi Formula One™ weekend at all Amber Lounge evening events, including the exclusive F1™ drivers and celebrity tables. Race-winner Mercedes driver Nico Rosberg celebrated with 19 F1™ drivers, including 4-times World Champion Sebastian Vettel.



Neuschwansteiner partners with Sutton Images James Hunt exhibition

To mark 40 years since Hunt's Formula One™ World Championship, Proud Chelsea Gallery in London partnered with our friends Mark and Keith Sutton from Sutton Images to present 'James Hunt: Girls, Beer and Victory', an exhilarating celebration of Hunt's turbulent life lived to the limit.



Mark Sutton said: "Sutton Images is delighted that Neuschwansteiner is our beer partner for the James Hunt exhibition".

Neuschwansteiner goes 'FEEL GOOD'

We are delighted to be featured in the popular 'FEEL GOOD' newsletter, sent to 22,000 readers of the travel and lifestyle magazine with a circulation of 80,000 and produced by Momberg Media.



Neuschwansteiner supports the World CHILDHOOD Foundation founded by H.M. Queen Silvia of Sweden

Neuschwansteiner made its debut in Abu Dhabi at our own star-studded photographic exhibition featuring exclusive F1™ pictures by Sutton Images at Pearls by Michael Caines at the Jumeirah at Etihad Towers, welcoming glamorous guests from royalty, Hollywood and sports.



Stefan Fuchs, GM Jumeirah at Etihad Towers, H.R.H. Sheikh Hamed bin Zayed Al Nahyan, H.R.H. Prince Leopold of Bavaria (curator of the World CHILDHOOD Foundation), Hollywood star Tyrese Darnell Gibson (Fast and Furious), Michelin star-chef Michael Caines, Mark Sutton



Christian Seitz, Neuschwansteiner CEO and founder, H.R.H. Sheikh Hamed bin Zayed Al Nahyan, H.R.H. Prince Leopold of Bavaria



Neuschwansteiner goes Berlinale

Our Berlin debut in February was also our Berlinale debut with 'PRET A DINER', a unique pop-up dinner experience right in the heart of Berlin with the motto: "Where there is Berlinale, you will find us!"; and delicious Peruvian flavoured food by London's hotspot PACHAMAMA. Guests included German model Toni Garrn and actor Daniel Brühl.



Fashion Fever Grand Prix and Neuschwansteiner support Make-A-Wish Foundation® UAE

During the final 2015 F1™ race week, Neuschwansteiner joined forces with the Shangri-La Hotel, Qaryat Al Beri to support Make-A-Wish Foundation® UAE. Our Ambassador H.R.H. Prince Leopold of Bavaria was guest of honour, whilst Neuschwansteiner was the official drink at the fashion show after-party at "Pearls and Caviar by Sergi Arola". MICHELIN 2-star-chef Sergi was as impressed by our Neuschwansteiner as the guests.



Maximilian Günther off to a great start

Prema Powerteam driver Maximilian Günther made a perfect start to the new FIA Formula 3 European Championship by securing his first two pole positions and his first victory.



Neuschwansteiner CEO and Founder Christian Seitz with Maxi Günther at the 2016 ZOOM charity event.

Unique pictures by F1™-drivers: auctioned by our charity partner ZOOM

Neuschwansteiner continues to support the ZOOM charity in aid of Great Ormond Street Hospital. The 4th annual Gala Auction of unique signed photographs taken by F1™ drivers, where Neuschwansteiner was the official welcome drink, included guests like Red Bull Racing team principal Christian Horner and his wife Geri, Red Bull Racing's star-designer Adrian Newey, Lotus F1™ drivers Jolyon Palmer and reserve driver Carmen Jorda.



Neuschwansteiner helps to protect wildlife

Proceeds from print sales of the beautiful fine art photography exhibition 'Love is Wild' at the Liang Yi Museum (Hong Kong) by award-winning photographer Sean Lee-Davies will support protection of cherished wildlife. Sean Lee-Davies said: "Thanks Neuschwansteiner for being a supporter of the cause!"





NEUSCHWANSTEINER

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The world of Neuschwansteiner
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