

TAG DES DEUTSCHEN BIERES / GERMAN BEER DAY DEUTSCHER REINHEITSGEBOT / GERMAN PURITY LAW der 23. April 1516

"There are small breweries and craft beer producers who would like to experiment, to embark on more daring creations," said Stefan Hempl, spokesman of the large brewery Hofbraeu Munich.

Craft and boutique brewers can market their creations in Germany but have to label them as 'mixed beer beverages'.

"What's there to complain about with organic quince or coriander?" asked Simon Rossmann of Giesinger Braeu, a Munich-based craft brewer.

"What is not pure about such ingredients, which of course you can add to beer to give it a very different taste?"

The traditionalists argue that the permitted ingredients already allow for a universe of culinary possibilities.

"We are currently seeing a huge diversity, especially in the use of hops," said Ebbertz of the Bavarian Brewers Federation.

Even without adding fruit, he said, "new varieties are giving beer some fruity notes which evoke mango, peach and the like."

For now, the boutique labels remain a niche market in Germany.

Ebbertz argued that the purity law is an essential component of the success of German beer, adding that "I think we are well advised to stick to it".

According to a survey conducted for the national federation, 85 percent of Germans feel the same way.

Prost on the Day of German Beer



Fans and brewers of German beer celebrate the Day of German Beer on April 23, the anniversary of the date in 1516 when the Reinheitsgebot (Purity Law) for the production of beer was first proclaimed in Bavaria. Today, few traditions color the world's perception of Germany more than the brewing and drinking of beer.



Bavarian Purity Law