

# Stiegl-Goldbräu

THE BEER FROM SALZBURG / AUSTRIA



**STYLE:** Austrian “Märzen” lager | **ABV:** 5.1%

## APPEARANCE

Bright gold, dense and fluffy foam collar that holds well

## NOSE

Honey sweetness, subtle citrus notes, sourdough bread

## FLAVOUR

Honey-like malt sweetness; toasted crusty bread; soft yet full mouthfeel for a lager with a very gentle bitterness peaking through; finish is quick, crisp and incredibly clean.

## AVAILABLE SIZES AND FORMAT



BOTTLE: 330 mL



CAN: 500 mL



KEG: 50 L

*“Every glass of beer contains the accumulated experience of countless generations.”*

Erich Kästner

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## THE BREWERY

The Stiegl brewery was established in 1492 in the heart of beautiful Salzburg, close to the water source of the Almkanal. The mineral-rich spring water used for brewing was drawn up a small flight of steps and gave the brewery its moniker as "Haus bey der Stiegen" or House by the Steps. Emerging as one of Austria's leading brewers throughout the following centuries - Mozart wrote of visiting the brewery in his memoirs - the small brewery moved to the Maxglan area of Salzburg in 1863, and in 1887 Heinrich Kiener took over operations. To this day, the Kiener family continues to own and operate the brewery. Stiegl is an award winning Austrian lager, made with 100% barley malt, hops, and

water in strict accordance with the Bavarian Purity Law of 1516. All ingredients are Austrian cultivated, from the limestone-filtered spring water from Mount Untersberg, to the sustainably farmed hops and barley from the neighbouring Weinviertel and Mhlviertel regions.



### THE ART OF CRAFT BREWING

Austria's leading private brewery has been working with the University of Applied Arts in Vienna to give budding young artists a canvas for their work. Stiegl's "Art of Brewing" edition green bottles, adorned with designs from student competitions, are made for art-loving beer enthusiasts who favour the extraordinary.

## SUSTAINABILITY AND THE WILDSHUT FARM

On 12/12/2012, Stiegl introduced Austria's first farm for the exclusive growing and processing of beer ingredients. Owned by Dr. Kiener himself, the land's grains and hops are farmed according to organic guidelines. With the addition of the Wildshut farm, Stiegl can cover a small part of the required resources to run the brewery and in-house restaurant, the rest of its raw ingredients sourced from local Austrian farmers - resulting in a 100% Austrian product. Spent grains from the brewery are used as feed on the farm, giving the brewery restaurant grass fed beef and



creating a cycle of food where nothing is lost. Stiegl is still brewed according to tradition, in a non-industrialized manner: cold and unpressurized fermentation has been passed down over centuries and is still in use today. Stiegl is proud to be part of the Slow Brewing Club founded by European brewers, where quality - and therefore patience - are prioritized to brew a pure and real lager, the way it was meant to be. Long maturation times of 3-4 weeks are a unique feat of Stiegl, and rank it above industrially produced beers whose maturation process is between 1-2 weeks.



THE ART OF BREWING AT ITS HIGHEST LEVEL.