

**BAYREUTH**  
Marketing & Tourismus-GmbH  
Opernstraße 22, 95444 Bayreuth  
Tel. 0921/885-88, Fax: 0921/885-755  
[www.bayreuth-tourismus.de](http://www.bayreuth-tourismus.de)  
[info@bayreuth-tourismus.de](mailto:info@bayreuth-tourismus.de)



## Press release

### Experience Bayreuth's Beer Culture

- The region with the world record in breweries per inhabitants
- Long brewing history and authentic brewing culture
- Recommended sightseeing and tours

Bayreuth is located in the heart of Upper Franconia, a region where there is the highest density of breweries per inhabitants worldwide. Surrounded by beautiful landscapes and sceneries, Bayreuth once counted well over one hundred beer brewers and breweries. Today, you can experience brewing history and brewing culture in the city in many ways. Richard Wagner found not only his home, but also his love for beer in Bayreuth.

Visitors to **Maisel & Friends** get to see what makes craft brewing so fascinating: Brewery Maisel's historic building is home to this 4,500m<sup>2</sup> gem where you will experience the world of beer with all your senses as you gain insight into the traditional Franconian art of brewing and learn why Upper Franconia is called the "Bier- und Genussregion Oberfranken" for its specialty beers and culinary delights. The Beer Experience World brings together the tradition of Franconian beer culture and state-of-the-art brewing tech-

nology, historical buildings and modern flair as well as lots of fascinating information and plenty of opportunities to experience and enjoy beer.

Housed in the historic building of the Maisel Brewery, visitors to the **Maisel & Friends Brauwerkstatt** – a brewing laboratory with a 25 hectoliter brewhouse – can watch master brewers make beer and experience first hand the craft brewing process from the malt mill and brewhouse to the fermenting cellar and wood barrel aging.

The **Brewery Museum** with its historic brick façade provides insight into the history of brewing culture. Everything still works as if the brewers and coopers had just taken their lunch break: the machine house, brewhouse, hops room and coolships. The Maisel's Brewery Museum already earned a spot in the Guinness Book of Records for being the most diverse beer museum. Other highlights include two large cabinet vaults showcasing over 5,500 beer glasses and mugs, the 400 rare enamel signs from different breweries and brands of beer as well as an impressive collection of coasters.

At the end of the roughly 60-minute tour, you can taste Franconian craft brewing at its finest in the adjacent **Liebesbier** pub and restaurant. Guests are seated right in the heart of the brewery where they can watch the master brewers practice their art. 21 different beers on tap and about 100 bottled beers testify to the true love for beer as well as the innovation and pioneering spirit of Franconia.

**Information about tours:**

Maisel & Friends  
Andreas-Maisel-Weg 1  
95445 Bayreuth  
Phone: +49 (0)921 / 401-234  
Fax: +49 (0)921 / 401-233  
[www.maiselandfriends.com](http://www.maiselandfriends.com)  
[erleben@maiselandfriends.com](mailto:erleben@maiselandfriends.com)

**Further Information:**

Tourist Information, Opernstraße 22,  
95444 Bayreuth. Tel. +49 (0)921/885 88,  
[info@bayreuth-tourismus.de](mailto:info@bayreuth-tourismus.de)  
[www.bayreuth-tourismus.de/english](http://www.bayreuth-tourismus.de/english)

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