

Munich, July 22, 2016

500 years of the German Purity Law

“500 Years of the German Purity Law 2016” Festival: Siemens serves its own beer

Siemens is taking part in the “500 Years of the German Purity Law 2016” Festival from July 22 – 24 as a partner to the brewery industry with its own booth. The Siemens Pavilion will be located on Brienner Straße, in the direct vicinity of its recently opened headquarters at Wittelsbacher Platz. Working in cooperation with the Technical University of Munich (TUM), Siemens has produced three 700-liter brews of its own Siemens beer in Weihenstephan specially for the Festival.

The partnership resulted in a flavorsome top-fermented pale ale produced in the Brewery Research Center of the University in Weihenstephan, whose facilities include technology from Siemens. As part of a campaign, Siemens employees were invited to design a label for the special beer bottle. This appeal resulted in over 400 creative submissions from all over the world, from which one label was democratically elected as the overall winner.

The proceeds from the beer served to visitors at the festival will be donated to a nonprofit organization supporting doctoral candidates and students from the brewery technology sector, Förderverein für Brau-, Getränke- und Getreidetechnologie e.V.

From July 22 – 24, 2016, Munich is celebrating the 500th anniversary of the Bavarian Purity Law. The Bavarian Brewers Foundation and private Bavarian breweries will be issuing an open invitation to experience and enjoy the best of the Bavarian art of brewing. All across the city from Odeonsplatz to Wittelsbacherplatz, from Brienner Straße to Ludwigstraße, over 100 breweries will be showcasing what the beer state of Bavaria has to offer in the jubilee year of the German Purity Law. Alongside the chance to sample a unique and diverse range of beers and other Bavarian specialties, Festival-goers can enjoy a lively and varied program of entertainment, glean information on everything to do with beer brewing, take part in guided beer

tastings and experience the traditional art of craft brewing.



Winner of the employee label design campaign

This background information and further material are available at

www.siemens.com/press/reinheitsgebot

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