

Ayinger Oktober Fest-Märzen Arrives - With Four-packs Available for the First Time Ever!

Seattle, August 4, 2015

Ayinger Oktober Fest-Märzen, one of the most highly-respected märzens available in the world (and the top-rated Oktoberfest/Märzen of 2014 at ratebeer.com) is arriving now at a store, bar or restaurant near you. This year, 4-packs of 330 mL bottles will join 500 mL bottles and 30 liter kegs!

Ayinger Brewery, founded in 1878 and located in the Bavarian village of Aying, 30 minutes from Munich, has earned a reputation for quality. Ayinger always represents a commitment to excellence, which shows up at competitions, on beer websites, in the delightful Ayinger beer quaffed at your local pub, or even in a discussions between other German brewers.

Oktober Fest-Märzen is an honest märzen - full-bodied, rich lager with a malty bouquet and richness that stops short of sweetness. Color is deep amber-gold and the flavor is a perfect balance: malt backbone with depth & richness; complemented by perfect conditioning from long maturation; and alcohol of 5.8% by volume. Fest-Märzen is spiced with enough hops to make it snappy and thirst-quenching, but in the classic Bavarian style it's not highly bitter. (The deep maltiness of Oktober Fest-Märzen comes in part from decoction mashing, a time- and equipment-intensive process that is not common outside Germany and the Czech Republic.)

Ayinger Oktober Fest-Märzen shows big bold flavors and clean purity while still maintaining perfect balance: we've never tasted any fall beer that can surpass it in comparison. But don't just take our word for it - try some yourself. Just remember, Oktober Fest-Märzen is seasonal . . . so get it while you can, or you may have to wait until next year.

Sold in 4-packs of 330 mL bottles (11.2 oz. - six 4-packs per case); half-liter bottles (16.9 oz. - 20 per case); and 30 liter (7.92 gal) kegs.



History: Munich's Oktoberfest began in 1810 when Princess Theresa married Prince Ludwig. The party lasted for days, and was such a success that it has become an annual 16-day celebration in Munich as well as in many other parts of the world. (To determine the start date of Oktoberfest, count backward 16 days from the first Sunday in October. In 2015, it starts on Saturday, September 19.)



ABV: 5.8% IBU: 21 OG: 1.054

Starting in the middle of the 19th century, Bavarian breweries began to sell full-bodied, flavorful March (Märzen) beer, brewed and lagered to celebrate this famous Oktoberfest. In September and October, these rich beers fuel German beer festivals -- served in big mugs alongside sauerkraut, roasted meats, lederhosen, and brass bands.

Merchant du Vin imports Samuel Smith's from England; Traquair House from Scotland; Ayinger and the organic beers of Pinkus from Germany. Our offerings from Belgium include Lindemans lambics, Green's gluten-free beers, Du Bocq and the Trappist beers of Orval, Westmalle and Rochefort.

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