



FOR IMMEDIATE RELEASE

GORDON BIERSCH BREWING CO'S MAIBOCK HITS SHELVES

San Jose, CA (February 4, 2015) – Gordon Biersch Brewing Company announced today that its top-selling Maibock will be available in stores beginning in February.



Maibock

Translated from German, Maibock means the “bock beer of May.” The malty, German-style lager gets its flavor from heavy doses of dark roasted caramel malt. Originally brewed in the 14th century in the Lower Saxony town of Einbeck, it quickly became so popular in the South that Bavarian brewers actually enticed a brewer to relocate and ply his trade in their region.

- **ABV:** 7.3%
- **Bitterness:** 25 IBU
- **Residual Sugar:** 3.5%
- **Yeast Strain:** Weihenstephan 34/70
- **Hops:** Hallertau aroma

“I love all the beers we brew here, but Maibock has a very special place in my heart,” says Gordon Biersch co-founder Dan Gordon. “Maibock was the beer that inspired me to become a brewer. The Einbecker brewery was located fairly close to Göttingen, the town where I was an ungraduate exchange student and I toured the brewery as frequently as possible. In fact, I was enjoying a Maibock in my dorm courtyard when I decided to apply to the graduate program in brewing engineering at the Technical University of Munich with the ultimate goal of becoming a brewmaster.”

Like all Gordon Biersch products, **Maibock is brewed in adherence to the “Reinheitsgebot,”** the German purity law of 1516 which stipulates the use of only four ingredients: water, malt, hops, and yeast.

Maibock will be available from February through April wherever Gordon Biersch products are sold. Six packs range in price between \$8.99 and \$9.99.



For more information on Gordon Biersch Brewing Co, the brewery, and Maibock, visit www.gordonbiersch.com/brewery.

About Gordon Biersch Brewing Company

Dan Gordon and Dean Biersch co-founded Gordon Biersch Brewing Company in 1988 with the goal of producing the most authentic German-style lagers outside of Germany and opened a state-of-the-art brewing and bottling facility in San Jose, California to begin bottling and distributing its famed German-style lagers. Dan was the first American in 40 years to attain a brewing engineering degree from the prestigious Technical University of Munich, Weihenstephan. Today, Gordon Biersch Brewing Company is a brewery industry leader with 25 years of experience. Gordon Biersch Brewing Company has doubled its annual production, increasing the capacity to 4 million gallons of beer, and making Gordon Biersch Brewing Company the largest craft brewery in the San Francisco Bay Area.

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