

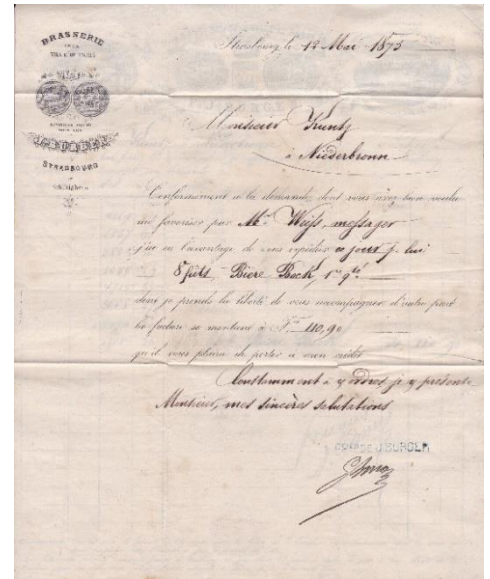
## Beer ... The liquid bread

Strange as it may seem from the moment it was made from a random event 5,000 years ago, beer contributed to the development of mankind, creating agriculture and mathematics, as well as to the construction of the pyramids and to the creation of healthcare.

It evolved over the years, took on aroma and color, such as white, black, or gold without discrimination and became the nourishing drink of the medieval monks who called it... the liquid bread... It was loved worldwide, it became a poem and a song and today we enjoy it frozen with a good meal.

Thank you beer and cheers!

25%



Entire letter of the brewery J. Burger from Strasbourg posted on 12 May 1875

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The most important postal items in the exhibit are indicated with a **green arrow**.

#### Bibliography

- Unwin, T. (1996). *Wine and Beer in European History*. London: Routledge.
- Kunze, W. (2014). *Technology Brewing and Malting*. Berlin: VLB Berlin.
- Briggs, D.E., et al. (2004). *Brewing: Science and Practice*. Cambridge: Woodhead Publishing.

# 1. THE HISTORY OF BEER

## 1.1 Ancient times

It is generally accepted that brewing has its roots in Mesopotamia. Its production was done about 5000 years ago by chance, when a container of barley was left in the rain and tested due to the curiosity of a man. The first clear evidence that beer was made from barley, herbs and honey comes from the Sumerians, from an inscription dating at around 3000-2800 BC. in the epic of Gilgamesh.



Aerogram printed stamp depicts the city of Uruk.

The king of the city of Uruk was Gilgamesh, a hero in the epic titled under his name. He lived in the 3rd millennium BC.

In 2000 BC. Assyrian inscriptions refer to beer



The tablets discovered in 1974 in the Syrian city of Ebla, show that the city produced beer.



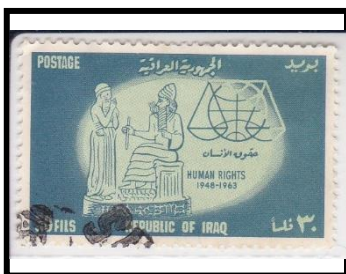
Map of Babylon of the 6th century BC century.



Lithograph

Beer was the main treat for visitors in Syria

The Babylonians, after 1750 BC, seem to be making beer from various cereals. The Hammurabi Code of Human Rights guaranteed the right to drink beer depending on the social position held by each citizen. According to the same code, the Brewer who he did not make good beer, was drowned in the beer he made himself...



Justice by Hammurabi



It has been mentioned that beer was among Noah's supplies.

### 1.1 Ancient times

The Egyptians believed in the divine power of beer. For this reason they always made offerings to their gods. For its production they used unbaked bread and checked the dates, thus improving the quality. More than four types of beer must have been known.



The goddess Hathor was the protector of the cow and the embodiment of joy, and alcohol



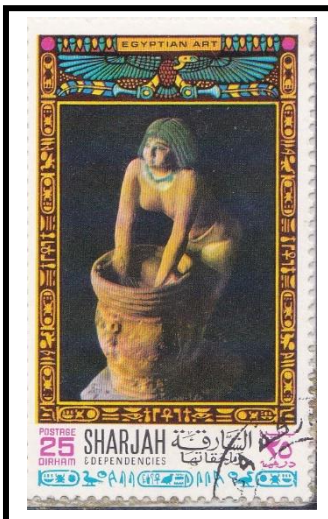
The patron saint of cereals was the Goddess Isis with her favorite drink beer



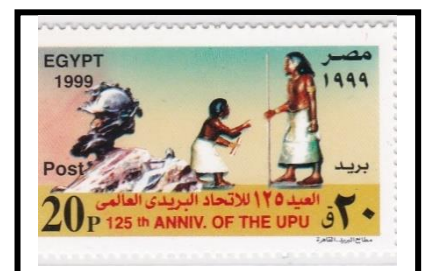
Aerogram of 1953

The temple of Queen Nefertiti housed a brewery. Jars with beer sediments were found during the excavations. British brewers and archaeologists, with the use of chemical analysis, they tried to learn the ingredients of beer in order to re-saturate it after 3,500 years.

The production of beer was done exclusively by women



During the construction of the pyramids, beer was the main drink of workers who were entitled to 4-5 liters daily. At the same time, beer was an "exchange" currency.





### 1.1 Ancient times

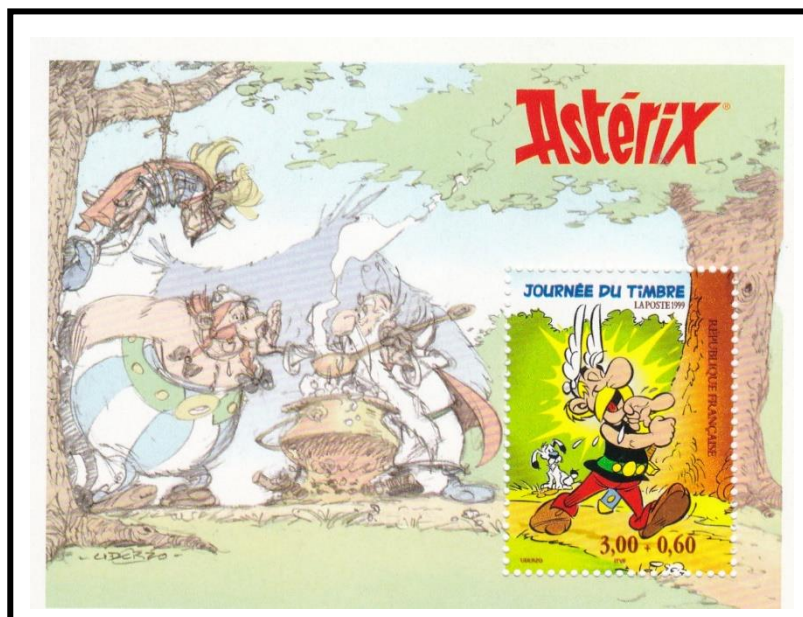
In ancient Rome as well as in ancient Greece, beer was considered a barbaric drink. The word beer comes from the Latin word -biber (drink) and the verb bibere (drink). Pliny (Roman writer 63 AD) emphasized the success of beer in the Mediterranean before wine. He states that in Egypt, beer foam keeps the skin fresh.



In ancient Rome and today beer is a recommended drink for women who are breastfeeding as it helps in the production of breast milk. The Galatians considered beer an invigorating drink. The Asterix's magic filter was nothing more from a strong kind of beer.



Pliny



The magic filter of Asterix



Breastfeeding

The Spaniards named the beer "Cerveza" in honor of the Greek goddess of crops Demeter (Ceres). In the province of Soria, Spain, beer residue have been discovered dating back to 1.200 BC, Bronze Age. It was made from wheat and was drunk only on special holidays.



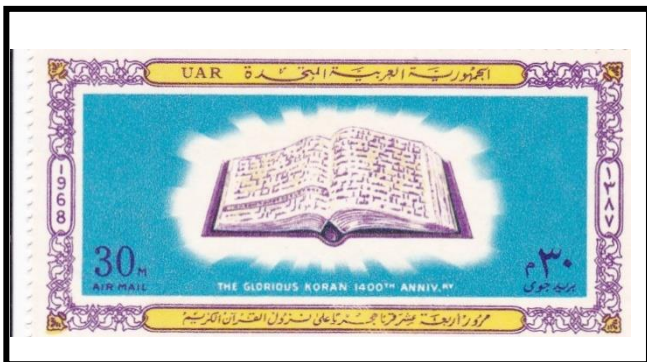
Emblem of the province Soria.



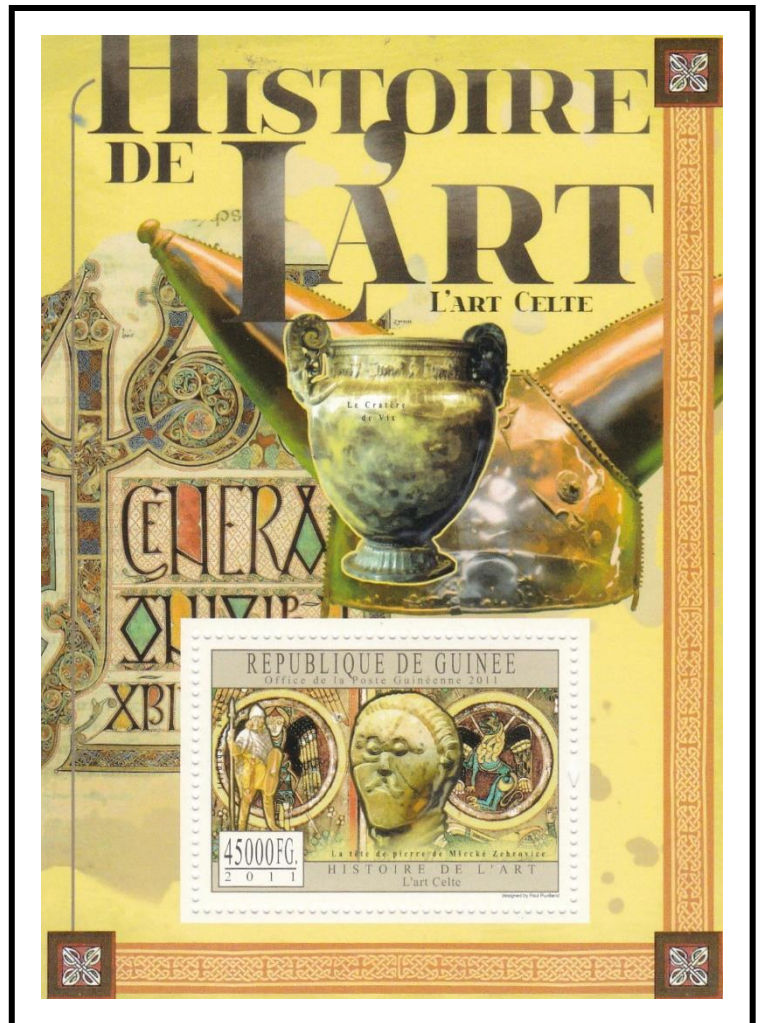
French stamp depicting the goddess Demeter (Ceres) on entire letter posted on 1871

The Celts knew the beer from in the 1st century B.C. Although they were unaware of hops, they added various herbs as flavor enhancers.

Wherever Islam prevailed, it stood in the way in the spread of beer. The Qur'an explicitly forbids alcohol to believers



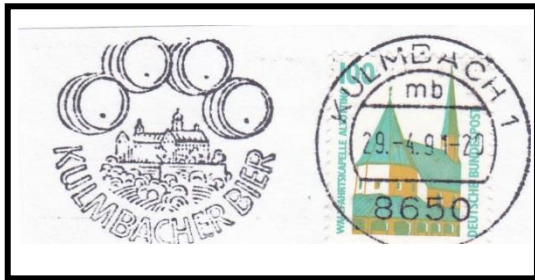
Koran the holy book of Muslims.



Celts - Amphora

### 1.1 Ancient times

The Germans prove that they brew beer in 800 BC. when an amphora with beer sediment was found on the outskirts of Kulmbach. This beer was not stored, it was cloudy and had no foam. In the Nordic countries, far-sighted Vikings transported and brewed beer on ships to provide them with an adequate supply of vitamins. Ancient Chinese texts (1,200 BC) verify to the existence of beer, and the area Mitzia where ceramic brewing utensils were found.



Kulmbach.



Taiwan 2015



Vikings

An epic poem consisting of 22,795 verses by Elias Lönnrot portraying **Kalevala** as the main hero of Finland and Russia. The 400 verses praise the creation of beer saying that it is the drink of mortals while wine is for the gods.



Postal stationery envelop of the former Soviet Union of 1965 presenting the main hero Kalevala.

## 1.2 Middle Ages

### 1.2.1 The first experiments

During the Middle Ages the people of northern Europe used to make beer a mixture of herbs, plants or even fruit they called "gruit" or "grut". Every producer had their his own secret recipe. The most common are berries, rosemary, thyme, anise, bilberry and so on.

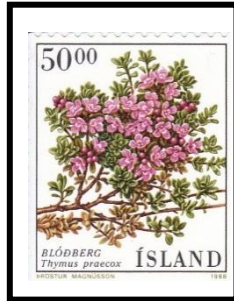


Women brewers Beer

The brewing of beer was done by women who, if they produced large quantities of beer, also had good chances for a good groom ie the production of beer was a dowry for the groom.



Rosemary



Thyme



Anise



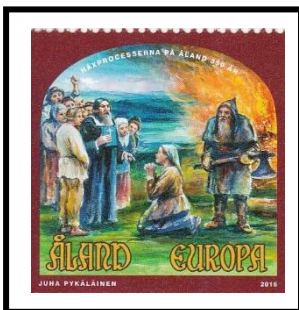
Berries



"Hyoscyamus niger" poison plant



Bilberry



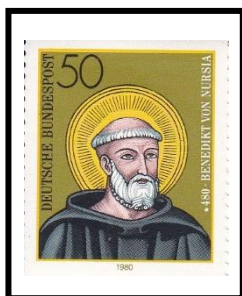
Beer Witches

The women had misfortunes, besides herbs, they used, without knowing it, poisonous plants such as Yoskyamus, which caused side effects or even death. These women were considered "Beer Witches" and many were burned at the stake after the decision of the Holly Inquisition. The herbalist nun Hildegard von Bingen (1098-1179) was the first to use hops in beer.



Hildegard von Bingen

In the Abbey of Monte Casino hill near Rome in the 6th century St. Benedict of Nursia wrote a regulation known as the "Rule of St. Benedict" which encouraged monks to earn a living through labour so, the monks began to produce their own products and among them the beer. In the Freising monastery of Bavaria in 768 AD. hops were cultivated for the first time.



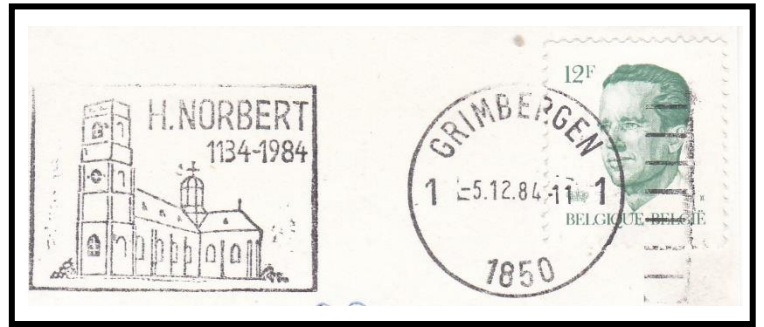
St. Benedict of Nursia



Freising monastery

### 1.2.2 Beer in monasteries (Middle Ages)

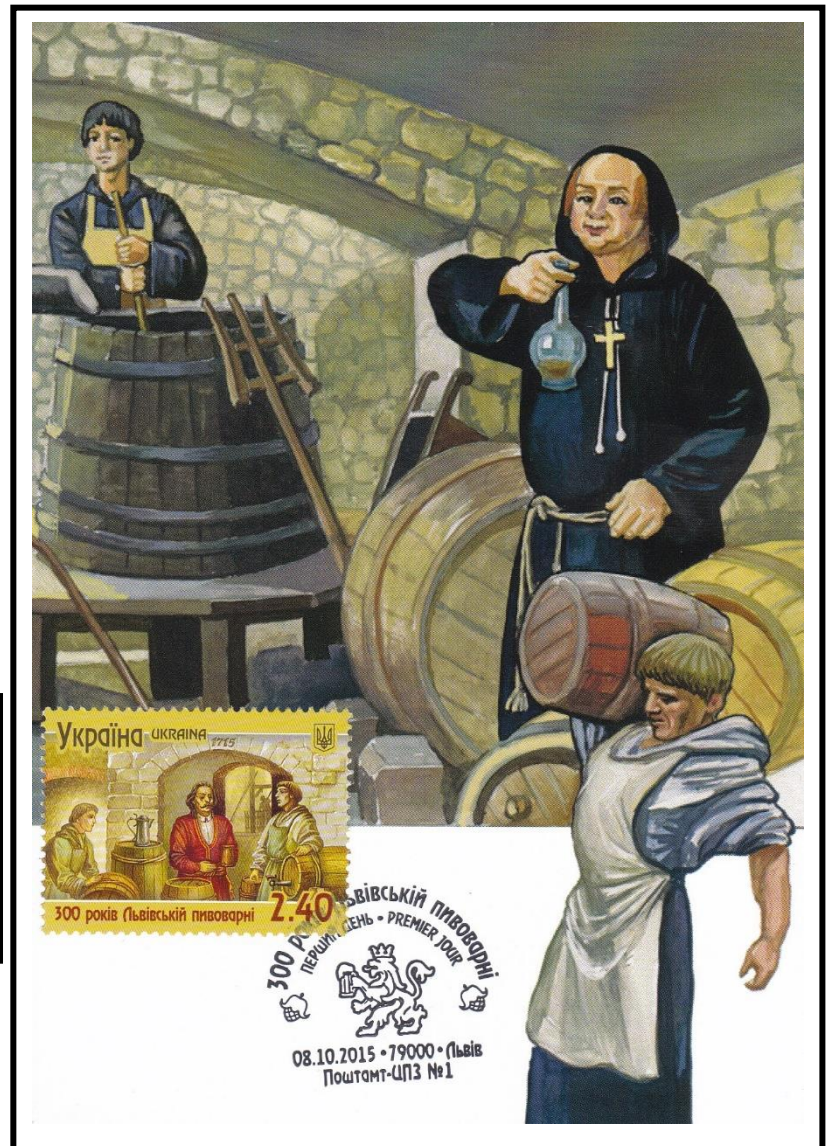
At the beginning of the 1st century AD, the production of beer passed to the monasteries. The monks had discovered an excellent drink to accompany their meals, but also to stimulate them during fasting. Later, however, they began to commercialize it. The rulers of the time immediately realized how profitable the production of beer was. Thus, they imposed high taxes on the monasteries - breweries resulting in the closure of most in the 4th - 5th century.



The monastery of Norbert in the town of Grimbergen in Belgium it brewed a monastery beer in 1136



At the Neudeck Monastery in Munich. The Franciscan monks called Paula made the famous beer under the name Paulaner-Salvator in 1694 until 1799.

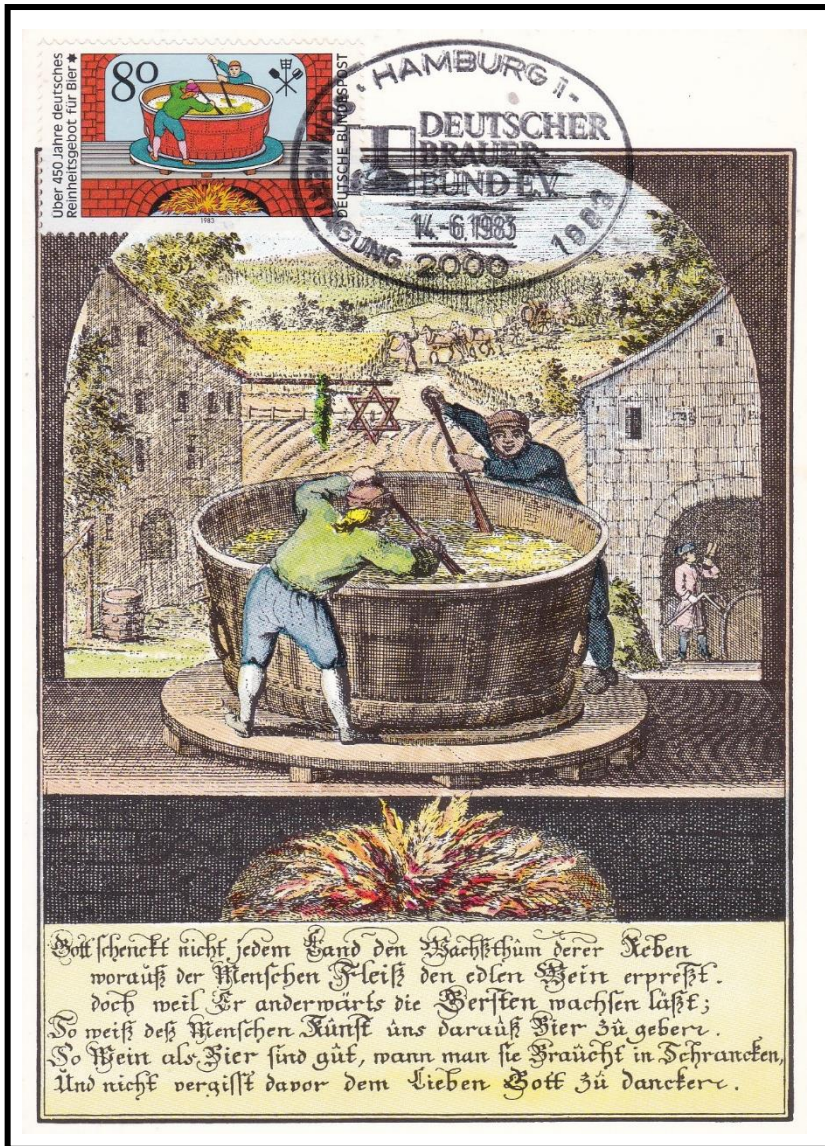


Monk – Brewer

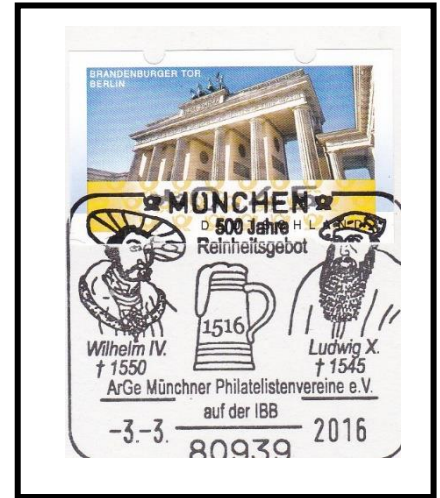


The brewing of the monastery beer in the city of Lviv, Ukraine began in 1715. Anniversary for the 300 years of operation of the monastery.

At the end of the 16th century after the widespread use of hops, the Duke of Bavaria Wilhelm IV who co-ruled with his brother Ludwig X, established, in 1516, with the law "Reinheitsgebot" the preparation instructions of German beer, with 3 main ingredients: water, barley and hops. The law on the purity of beer called for severe penalties for non-compliance.



Maximum card where you write the law "Reinheitsgebot"



Commemorative seal 500 years implementation of the "Reinheitsgebot" law by Duke Wilhelm IV and his brother Ludwig X.



The first city to enforce the law was Munich.



Germany commemorative stamp



Liechtenstein (BF)

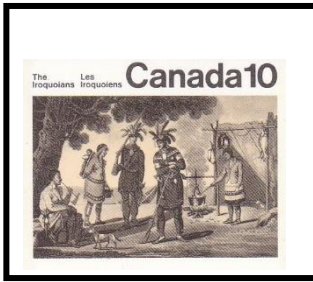
500 years of law enforcement.



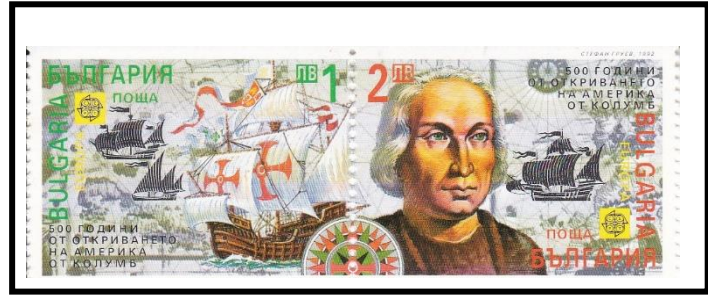
Brewer of the Middle Ages

### 1.2.4 Beer contributed to the discovery of America (Middle Ages)

Beer was a key factor in the discovery of America, both by Christopher Columbus in 1492 as well as by other explorers later. The reason is that the water was contaminated in the ship holds, while beer, containing alcohol and hops was kept fresh and cool, and was above all, harmless. Before the discovery of America, the Native Americans of this continent made a kind of corn beer.



Indigenous people

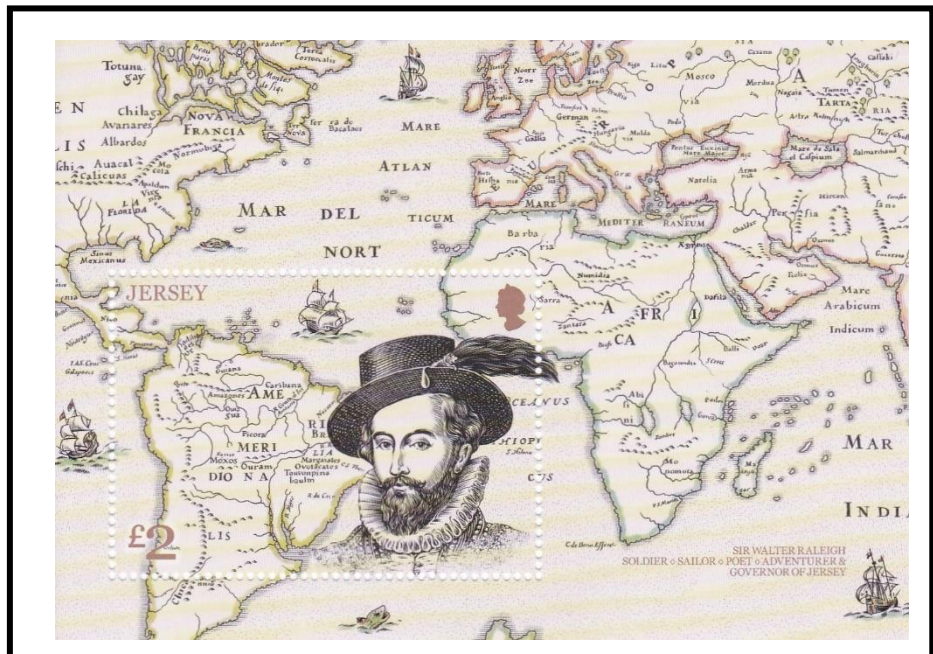


Christopher Columbus

In the Roanoke colony of North America (modern-day North Carolina) owned by the explorer Sir Walter Raleigh, the beer produced was of poor quality. So the settlers published an ad in 1609 in a London newspaper asking for experienced European brewers.

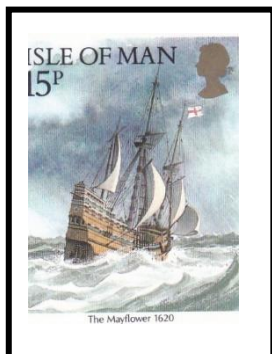


Governor Myles Standish

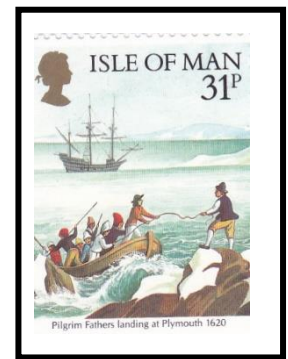
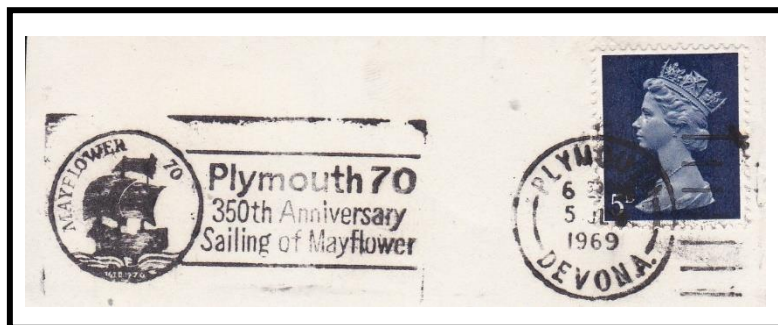


The explorer Sir Walter Raleigh

In 1620, due to a storm, the ship Mayflower, commanded by Myles Standish, ran aground in Plymouth when his destination was Virginia. The trip did not continue due to lack of beer. When they settled there, they used acorns to produce beer, since they did not have hops.



Ship Mayflower



Disembarkation at Plymouth

### 1.2.5 Celebrities and events that made beer stand out (Middle Ages)

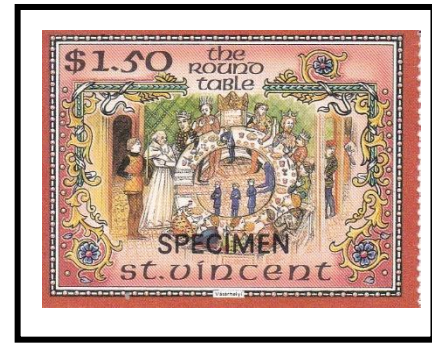
King Arthur of Wales in the 6th century AD was preparing a beer especially for the Knights of the Round Table. In the 8th century AD, Charlemagne, king of the Franks, was considered to have trained monks in the technique of brewing.



Charlemagne

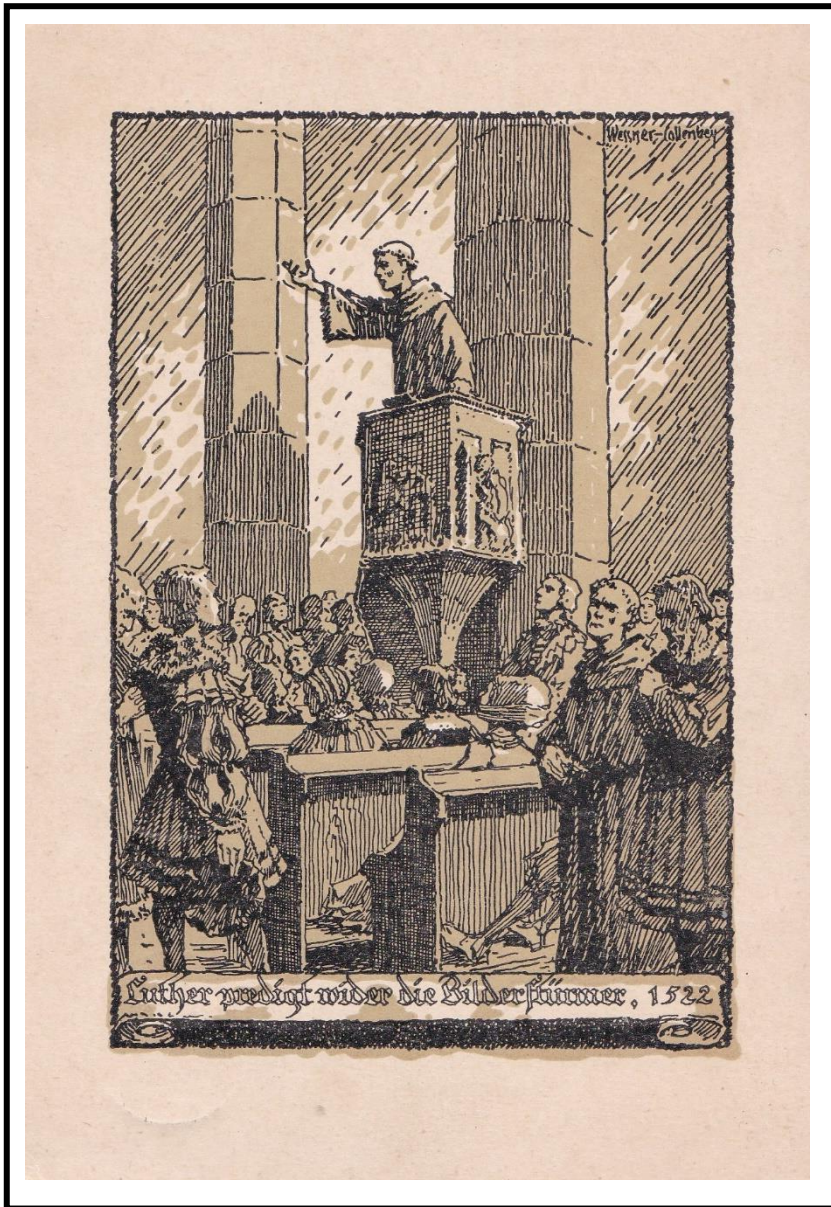


King Arthur



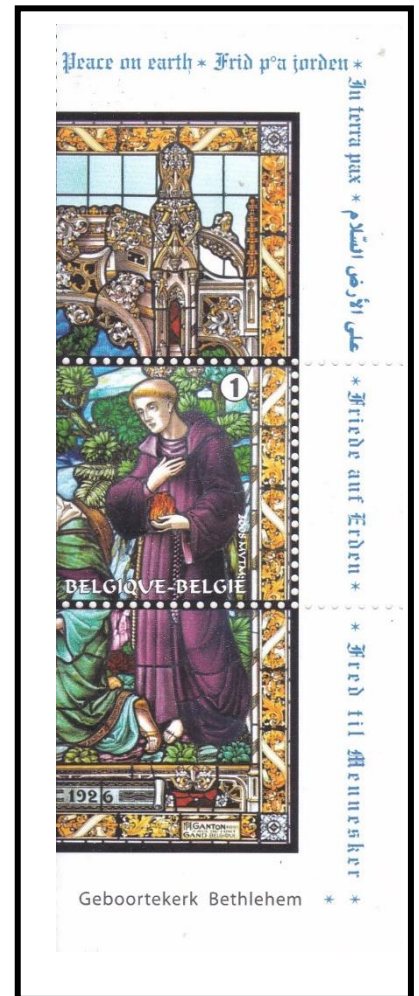
Specimen stamp 1986 - RoundTable

Christians, unlike Muslims, believed that beer was a gift from God. During an epidemic, monk Arnould, the founder of the monastery in Oudenbourg (Belgium) in the 12th century, convinced the world to drink beer instead of water, thus eliminating the disease. He has since been proclaimed a patron saint of brewers



1922 Postal stationery card (German Reich)

Martin Luther



Monk Arnould.



St. Wenceslaus (907-935)  
Patron saint of the Czech brewery

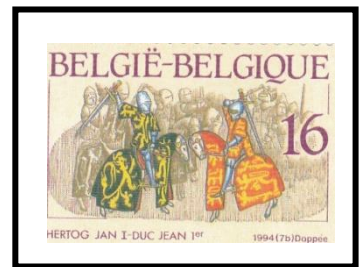
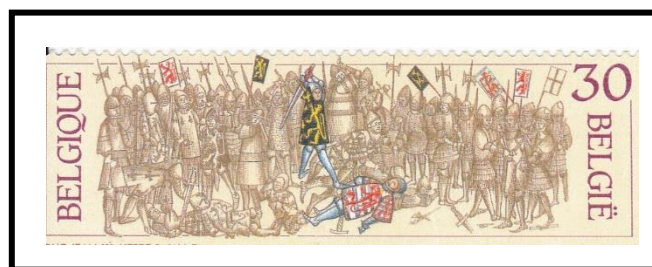
Martin Luther, a 15th century German priest, made some thoughts about beer, saying: "Whoever drinks beer sleeps fast for many hours and does not sin, and since he does not sin, he goes to Paradise! For this reason let us drink beer".

### 1.2.5 Celebrities and events that made beer stand out (Middle Ages)

Jan Primus, Duke of Brabant (1251-1294), patron saint of Brewers. He taught the cultivation of hops and the conversion of barley into malt. He Set the fine for the offer of lower quality beer. He is the first to enact a law against counterfeiting. It was said he could drink 144 large glasses of beer during a party!



Jan Primus on machine printed postal Frank.



Jan Primus in action

Paracelsus (1493-1541), physician, alchemist and astrologer, in his work on diseases of miners, states that beer was the medicine for the liver and for respiratory tract.



Machine publicity postmark for the 500 years of Paracelsus.

St. Thomas (1118-1170) Archbishop of Canterbury brewed a beer whose recipe dates back to 300 years ago.

In the 15<sup>th</sup> century, Queen Elizabeth I drank a glass of beer while eating breakfast.

Sumo wrestlers accompany their lunch drinking a liter of beer necessarily



St. Thomas



Elizabeth I



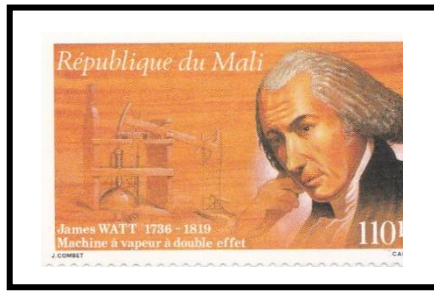
Sumo wrestlers

### 1.3 Modern era 1.3.1 Scientists who played a role in its evolution.

At the beginning of the 19th century, revolutionary discoveries contributed to the evolution of beer. James Watt's locomotive resulted in beer getting its way into industrialization with J.C. Jacobsen who founded the first Carlsberg brewery in 1847.



J.C. Jacobsen



James Watt

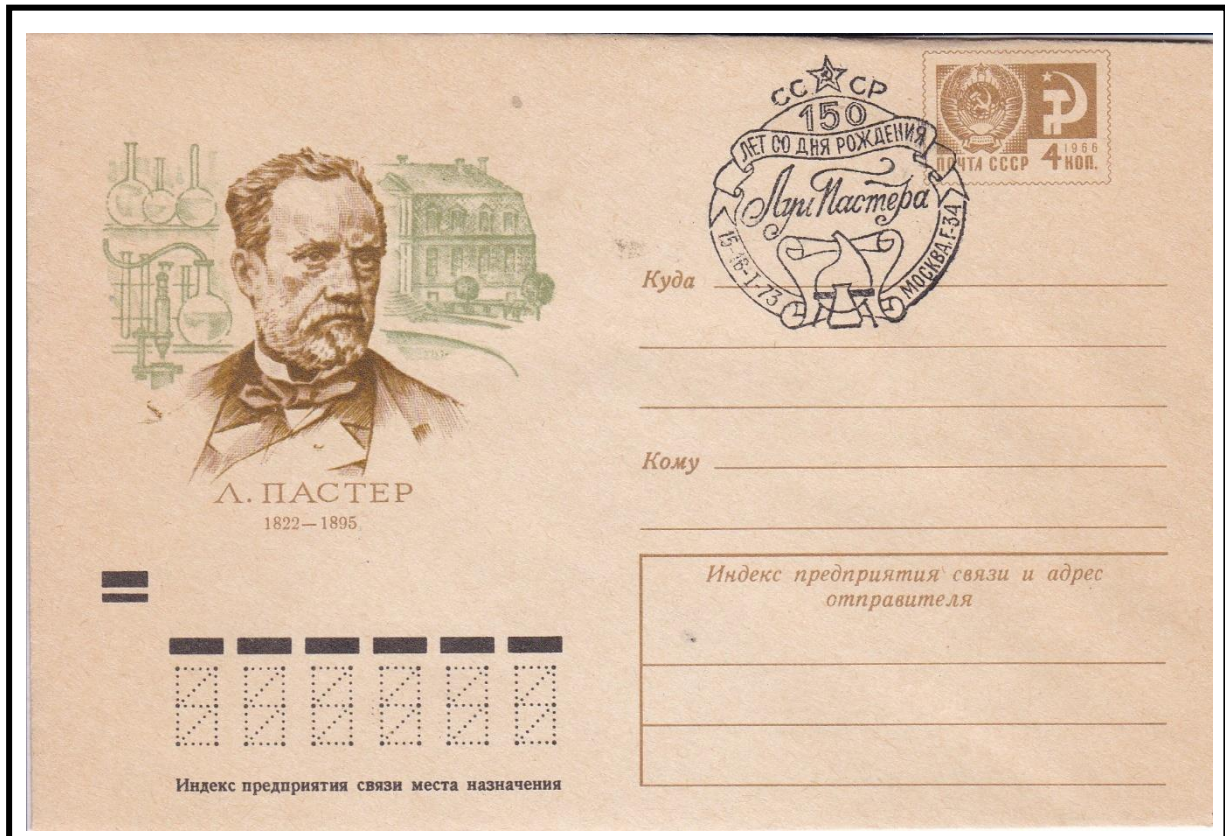


J.C. Jacobsen Emil Christian Hansen  
100 years of brewery operation

Pasteur studied the fermentation process. He found that during fermentation along with the production of alcohol, various unwanted products such as bacteria were equally created and as a solution he suggested boiling the beer, a process called "Pasteurization" to kill them.

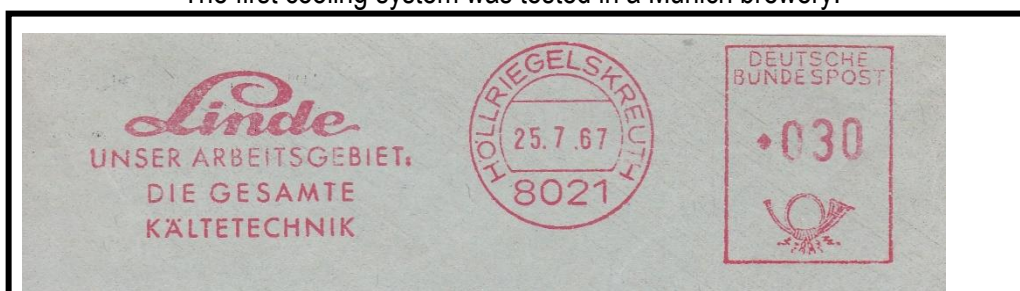
Microbiologist Emil Christian Hansen 1842-1909 successfully isolated a yeast cell, with which he produced pure yeast cultivation. In this way the fermentation of the beer improved and its taste perfected.

The yeast was named *Saccharomyces Carlsbergensis*.



Anniversary Postal stationery for the 150th anniversary of Pasteur's birth.

With the discovery of artificial cooling by Carl von Linde, beer could be produced regardless of the season. The first cooling system was tested in a Munich brewery.

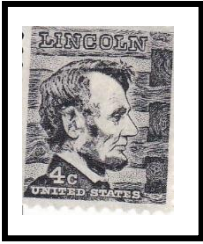


Linde Machine printed postal franks advertising brand.

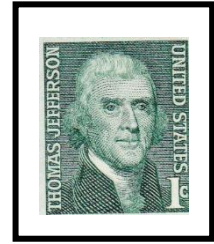
In the USA. presidents (National Fathers) such as G. Washington, T. Jefferson came from brewery families with T. Jefferson saying about beer: "If we drink it in moderation, it softens the soul, delights the spirit and promotes health".

The taverns were meeting centers where the main drink was beer, people would listen to and music, decisions were made for the nation and great events would take place such as the American Revolution.

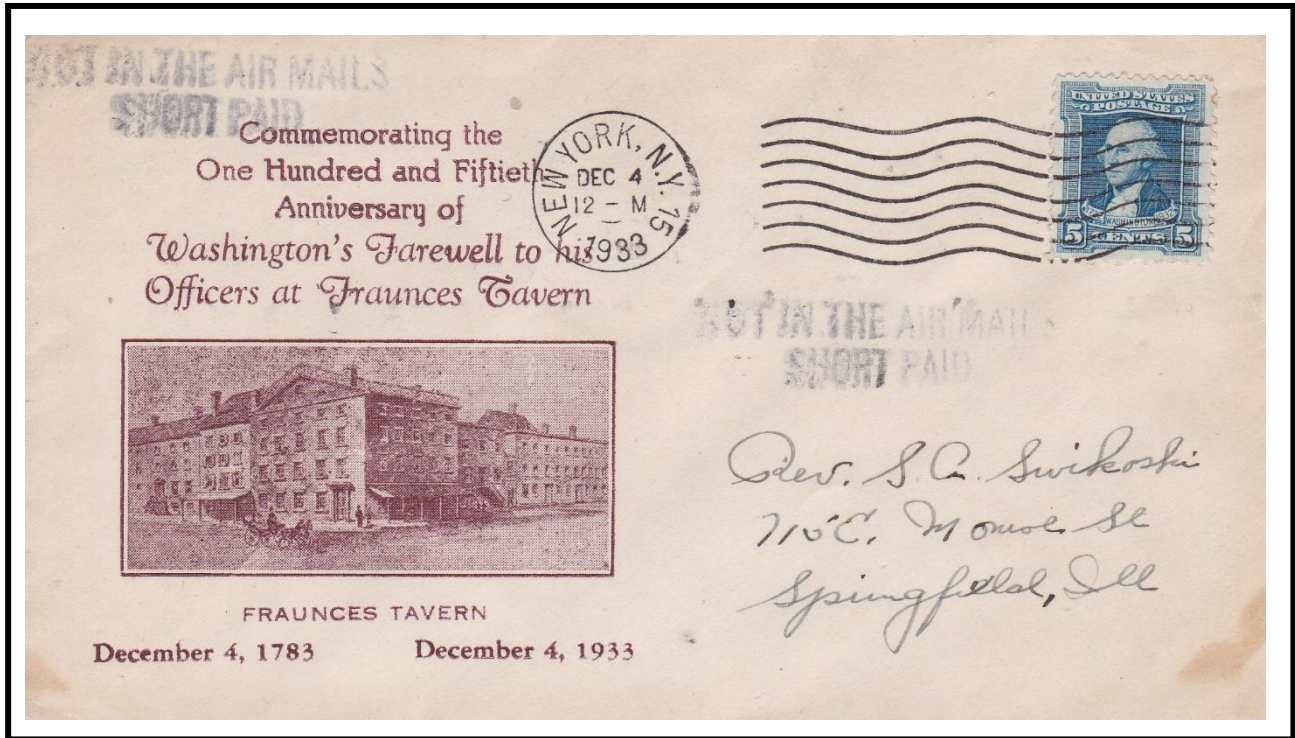
Abraham Lincoln believed that when you give the truth and beer to the people you can deal with any national crisis.



A. Lincoln



T. Jefferson



Cover with G. Washington stamp for the 150 years of operation of the famous FRUNCES Tavern.

Due to the civil war, part of the dossier has been paid at a low cost bearing the stamp "NOT IN THE AIR MAILS / SHORT PAID"

Hevelius Johannes (1611-1687), Polish astronomer and president of the brewers' guild of Gdansk. Those who belonged to this guild learned the art of brewing beer in the same way. Created the famous "Jopeen Bier" beer.



J. Hevelius

In 1854 the British epidemiologist John Snow mapped the cholera epidemic in London, concluding that those who were near the pubs and drank beer did not die.

Winston Churchill (1874-1965) said that its taste first causes hatred and then pleasure.

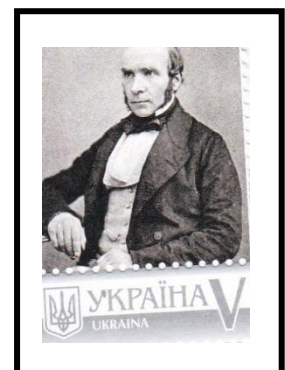


W. Churchill

Richard von Weizsäcker (1920-2015), former President of the Federal Republic of Germany  
"We would be happy if the air we breathe was as clean as our beer." Has remained in history.



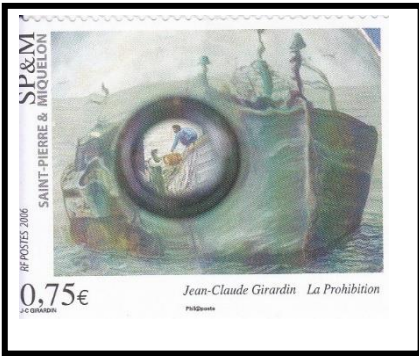
Richard von Weizsäcker



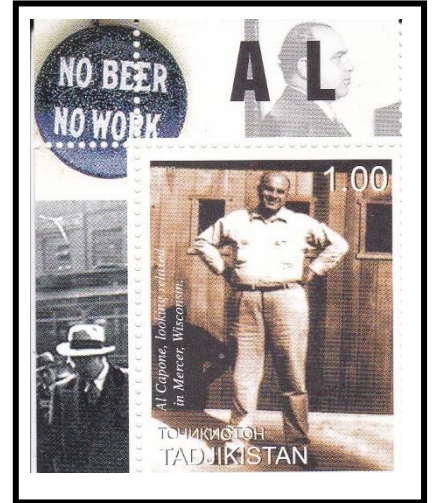
J. Snow

### 1.4 Prohibition 1920-1933

Alcohol production was banned by the Volsted Act of 1920. Demand increased and so did smuggling. Among the smugglers, the one who stood out and got rich was the American mafia boss, Al Capone.



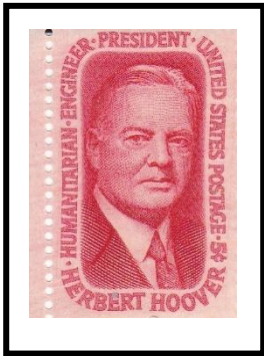
The smuggling of alcohol by sea



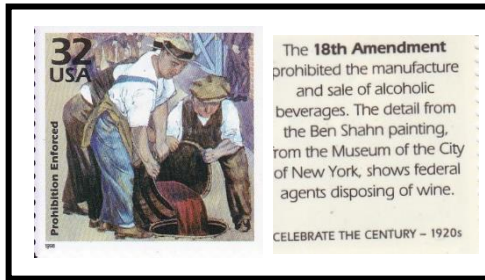
Al Capone  
With message on the sidelines "NO BEER NO WORK"

In May 1932, hundreds of thousands of people protested in the streets of New York. Their request was that the beer was taxed, so to make it legal. They held placards with the phrase "no beer, no slavery".

Hoover Herbert was president of the United States at the time.

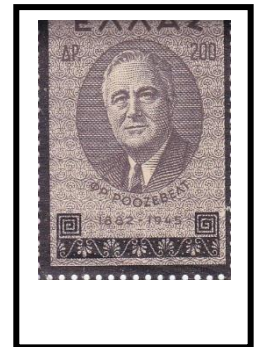


H. Hoover



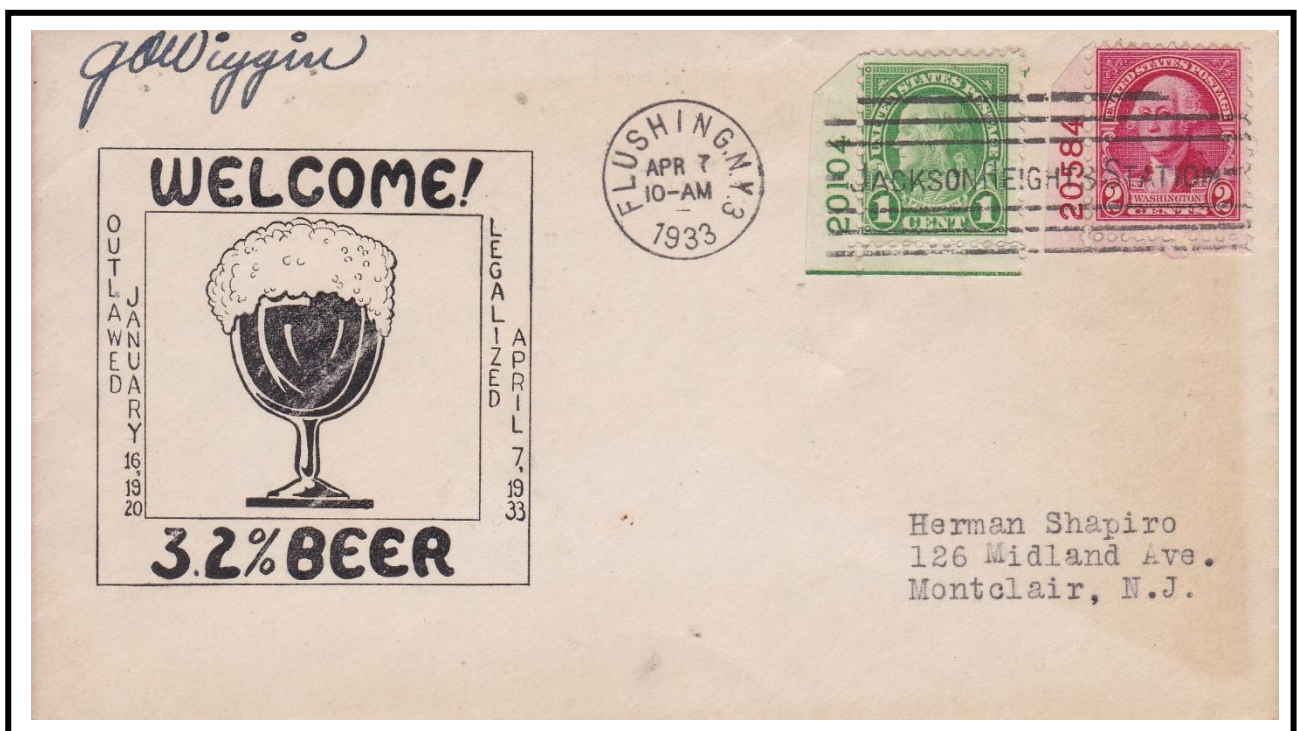
Printing text on the gum

"The 18th amendment prohibited the manufacture and sale of alcoholic beverages"  
The throwing of alcohol in the sewers. Detail from Ben Shahn painting



F. Roosevelt

Roosevelt easily won the 1933 election because he was against the prohibition and signed an amending law as soon as he took office Gullen-Harrison on 07/04/1933 where the brewing of beer with 3.2% alcohol was allowed repealing the previous law. Every year in the USA, on April 7, they celebrate the **National Beer Day**.

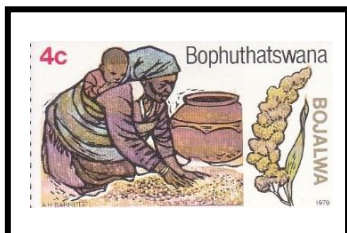


U.S.A. F.D.C.

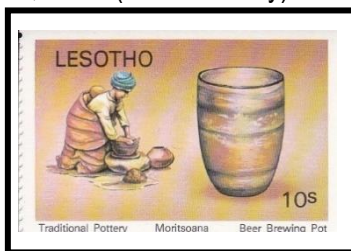
April 7, 1933 National Beer Day.

2.1 The primitive brewing of beer

Brewing beer until the Middle Ages was usually done by women, while men were the masters of enjoyment. Each region uses different raw materials, another uses barley, wheat, millet (coarse barley) and even corn.



Drying on the skin



Grinding of the raw material



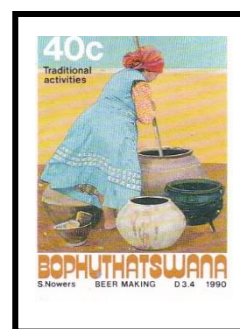
Boiling

This is followed by wetting and drying the grind and then the boiling of the malt. The boiled mixture is then fermented in containers where the beer must be separated with special sieves (filters). It stays in special containers for some days (post-fermentation) until it becomes suitable for drinking.

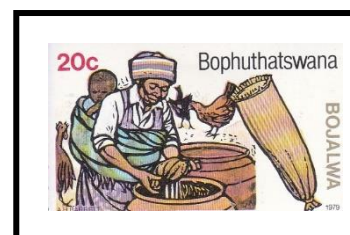


Maximum card

Knead the mixture and separate with a special sieve "filtering"



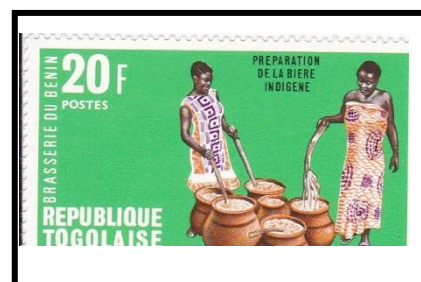
Cooling



Filter

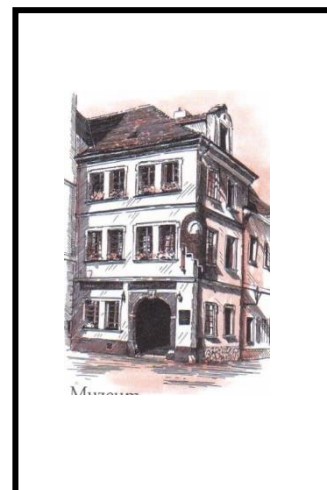
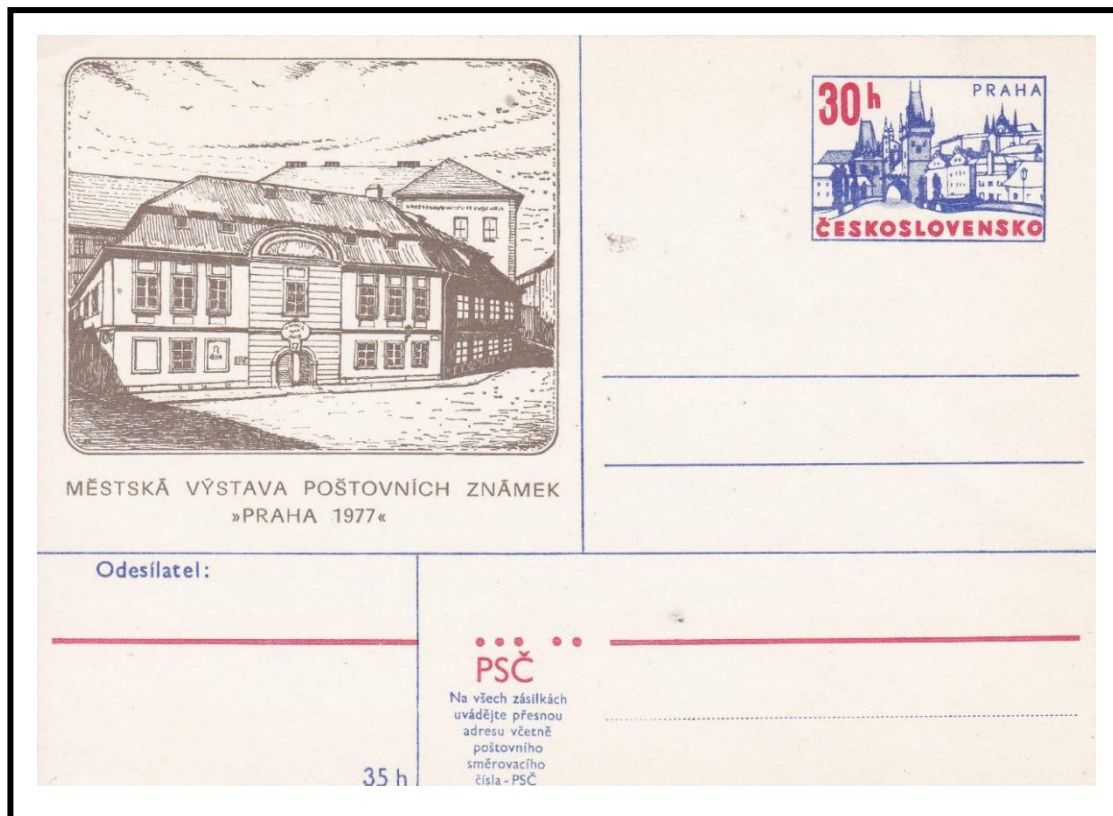


Togo color proof of the stamp of 20F.



Storage

Beer brewing started in small houses and evolved into large building complexes (breweries).



Self-adhesive stamp.  
The first "Urquell" beer brewery functions as a museum today.

Postal stationery of Czechoslovakia

In the middle of the 18th century this building was a house-brewery, called "U Halamku" and today it is a museum.



Small brewery in the city of Marche-en-Famenne in Belgium



Banja Luka Brewery has been operating since 1873



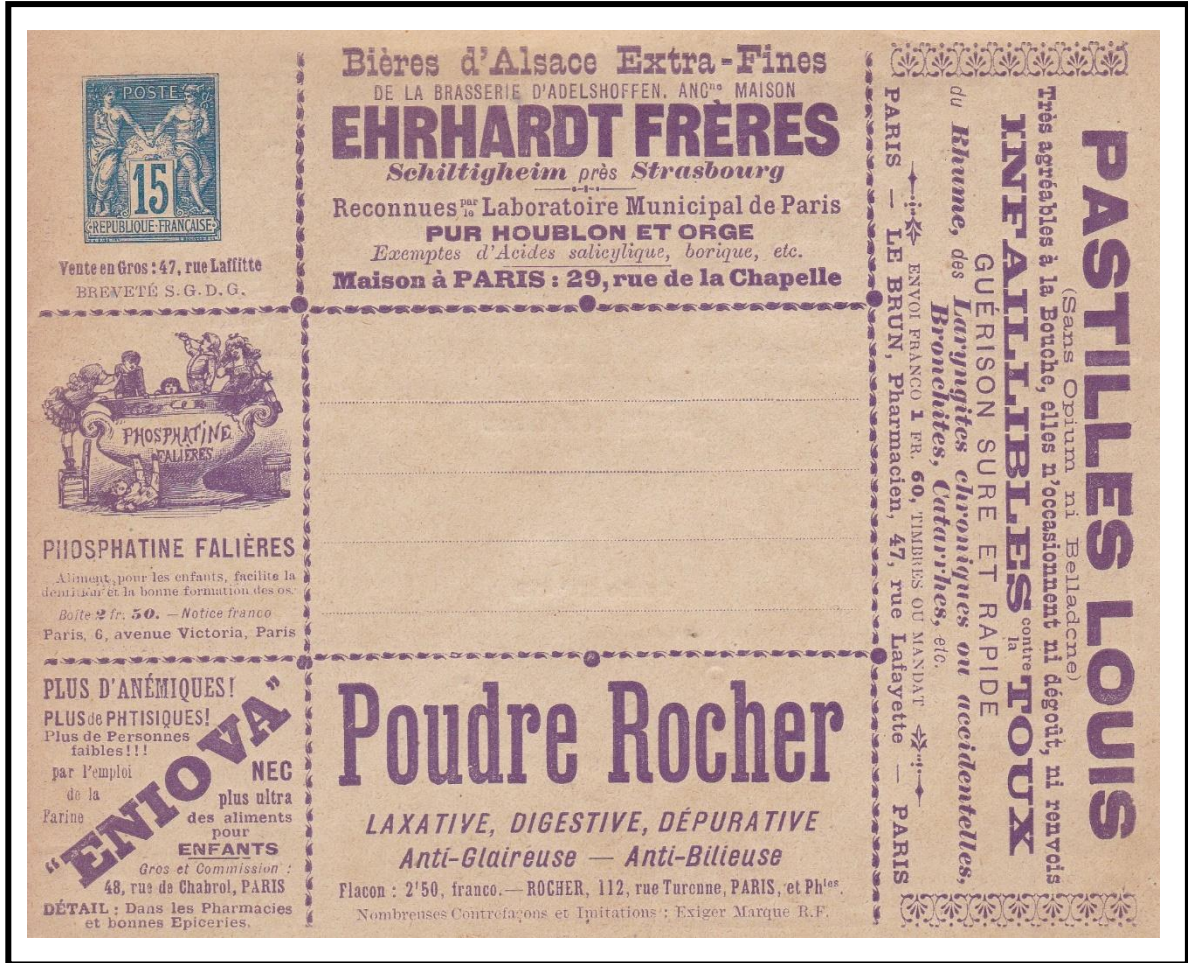
Brewery in the city of Krajina, Serbia

Postal stationery of Hungary posted in 1999

The printed stamp depicts the brewery of the city of Pécs.



In 1864, the **Ehrhardt brothers** founded a brewery in the village of Adelshoffen, after which it took its name. It is located in the municipality of Schiltigheim north of Strasbourg. It later developed into a large brewery.



French postal stationery envelop with printed stamp of 15F.  
Advertisement of the Alsatian brewery Adelshoffen.



The **Champigneulles** Brewery of Lorraine was founded in 1897.

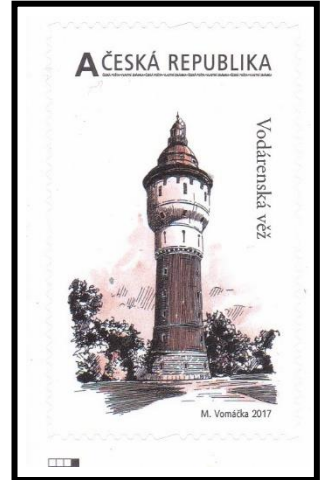
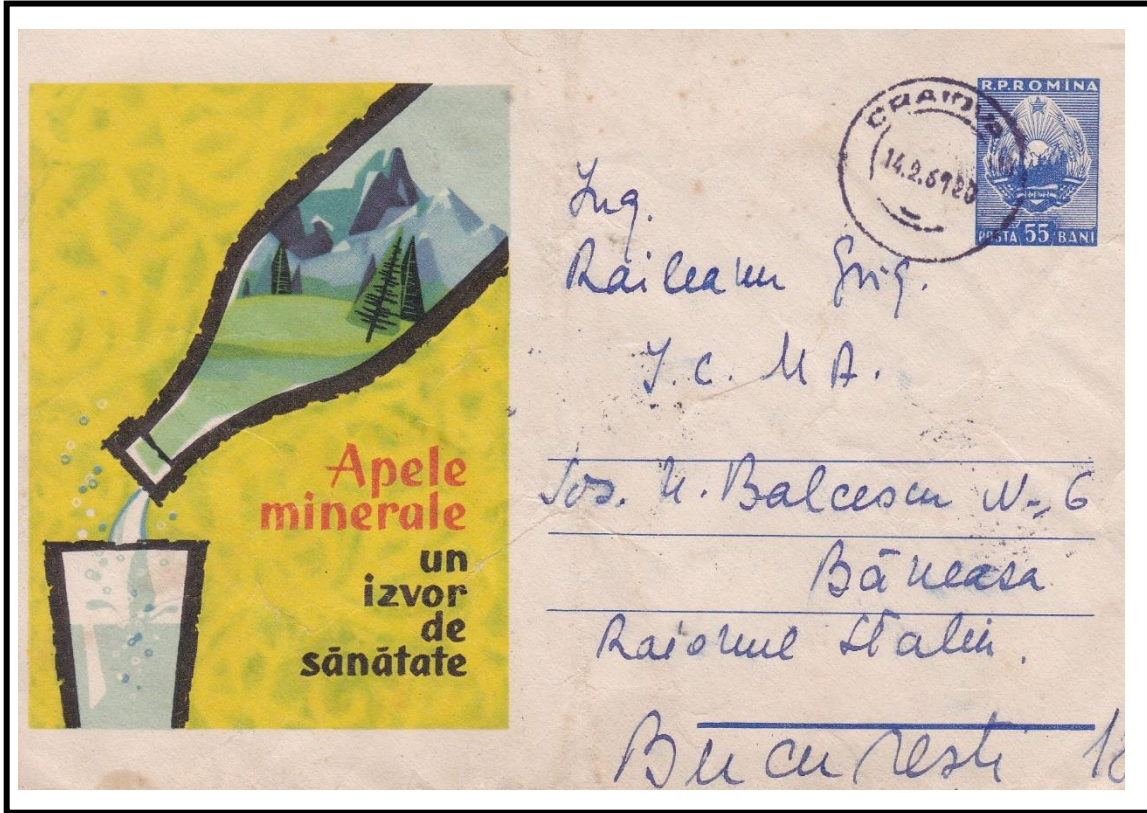


1930 France Booklet with 20 of 50c stamps. With advertising message on the sidelines (blonde French beer).  
Panoramic view of the brewery.



### 2.3 Raw materials

**The water.** 95% of beer is water. Good water quality has an effect on beer quality



Self-adhesive stamp.  
Water tank  
By Urquell Brewery.

Posted Postal stationery Romanian envelop of 1969

Mineral water

Mineral water with low pH is suitable.



2000 China Advertising postcard / Lottery  
Showing Small Zhejiang Waterfall from which Shiliang Brewery (InBev) uses its water due to its good quality.

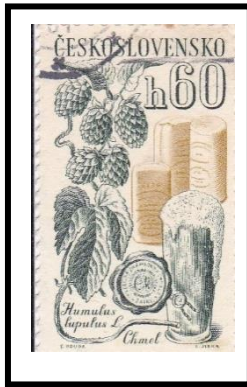
## 2.3 Raw materials

### The hops

It is a climbing plant that reaches five meters in height and grows in cool places and its harvested in Autumn. Its flowers and leaves serve to give the beer a bitter taste and characteristic aroma. In addition, it acts as an antioxidant and preservative for beer.



The Planting of Hops.



The plant



Hop harvest.



Each area that produces hops has its own type that stands out for its aroma and bitterness.

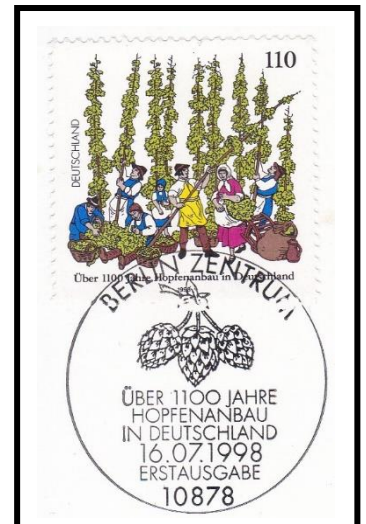


Booklet of 1971

British Hop (Humulus Lupus).



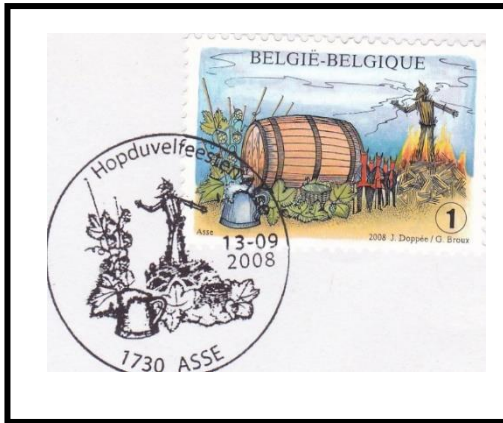
Commemorative postmark stamps for the hop varieties produced by the German regions Au (Hallertau) and Wolnzach.



1100 years of production of hops in Germany.

**The hops**

The bitterness of hops balances the sweetness of malt, so combinations of different types of beer are possible.



Hop festival in Belgium

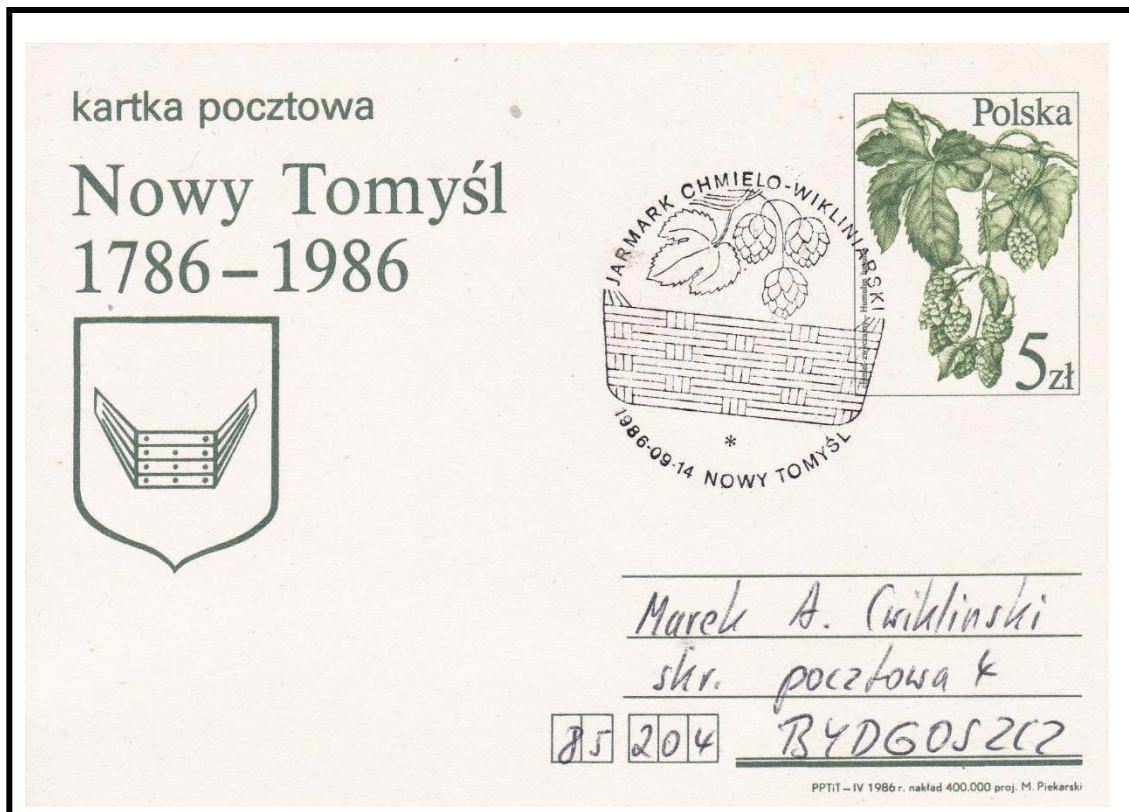


Most hop varieties are produced in Germany



*Machine publicity postmark of Belgium*

Hoppeland which means (land that produces hops) is an area of the city of Poperinge in Belgium



*Postal stationery of Poland*

In the town of Nowy Tomyśl, hops have been the main agricultural produce for 200 years.

## 2.3 Raw materials

### The barley

The beginning was 5000 years ago without it we would not have beer. It is the basic material.

We meet two types of barley suitable for brewing, double-walled and six-walled with varieties exceeding 300. This shows how important the quality of barley is for making beer.



Barley is one of the oldest cereals



Double-walled



Six-walled



Harvest (Mrigel's painting).



Germany produces most types of barley



Modern agricultural barley harvesting machines.



**SOUTĚŽ  
DODAVATELŮ  
SLADOVNICKÉHO  
JEČMENE**

"CENA  
KRÁLE  
JEČMÍNKA"



pořádá  
skupina  
**TCHECOMALT GROUP**







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Czech postal stationery      1999 Quality barley competition

The barley



Wheat



Millet

Some beers are made with other cereals, such as



Oats



Rye



Tauber-Braugerste Barley Quality Assessment Committee.

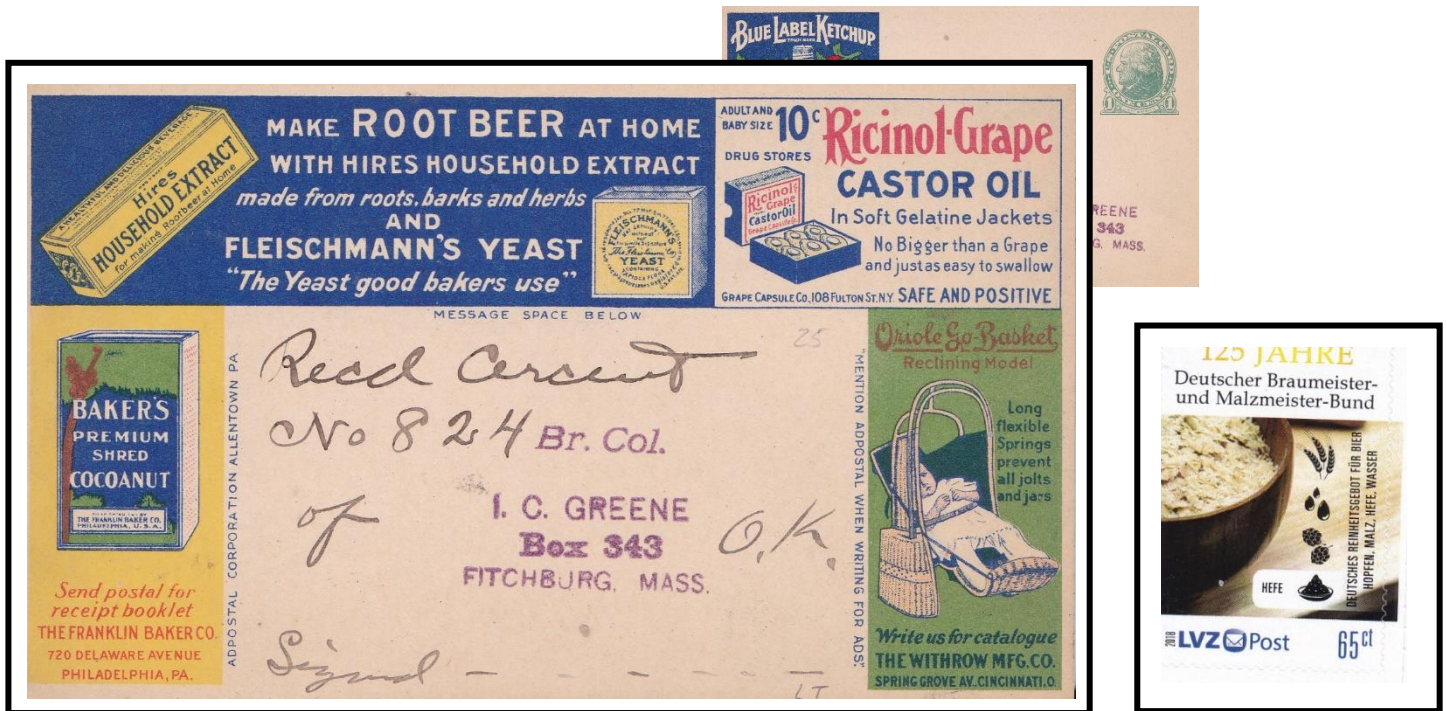


The **Condroz** region of Belgium where barley is produced for the preparation of the Chimay monastery beer.

### 2.3 Raw materials

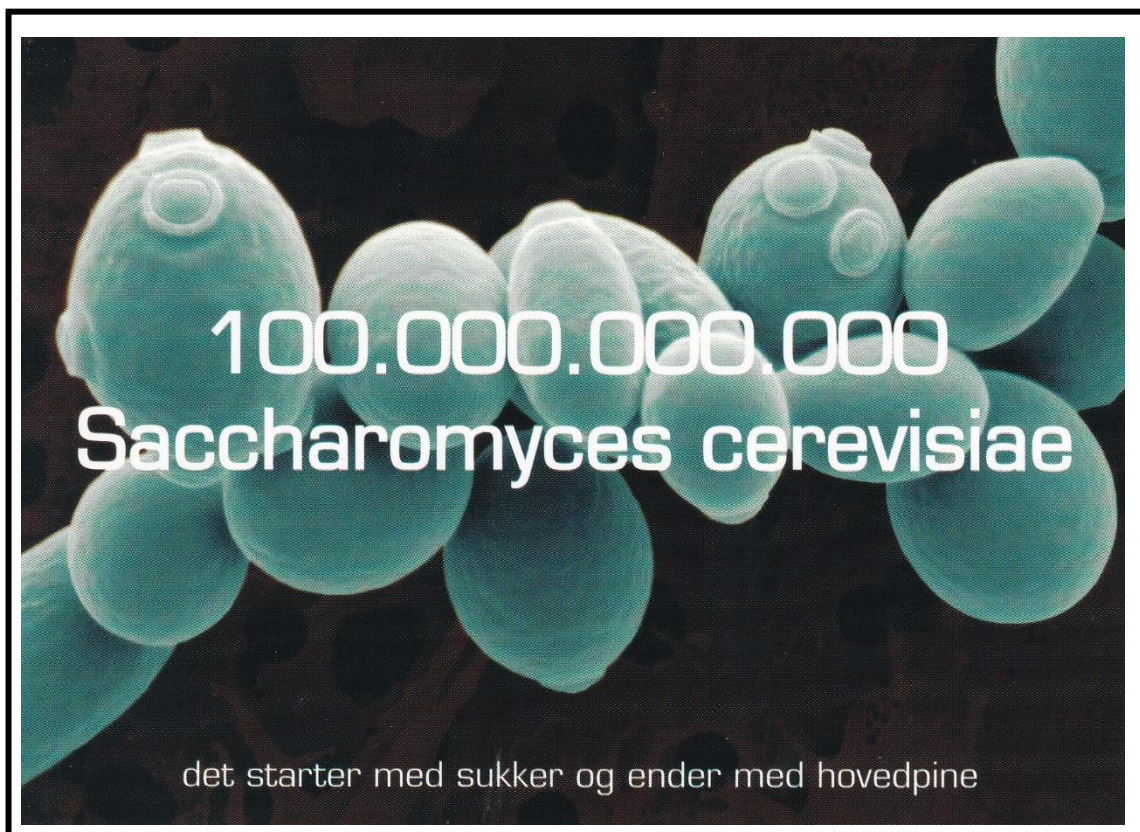
#### Yeast

They are unicellular fungi that have been studied since 1850. They serve to transform sugars in carbon dioxide and alcohol. The amount of sugar fungus in the beer depends on the kind of beer we want to brew.



US repique postal stationery with a yeast ad for homemade beer

Yeast as the main ingredient of beer was added after 1850.



Postal stationery with illustration of the fungus *saccharomyces* under the microscope.

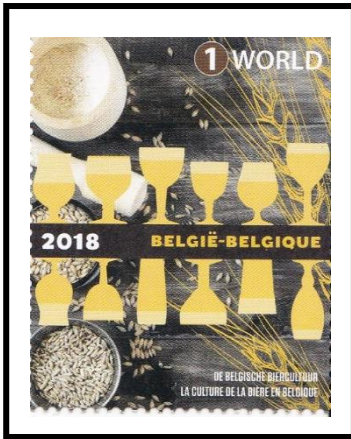
Cerevisie, revider og produceret af Østergaard & Sørensen, som har  
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 været med til at udvikle verdens bedste og mest populære øl i verden.  
 Bliv medlem i Østergaard & Sørensen - www.ostergaard.dk

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 2800 LYNGBY

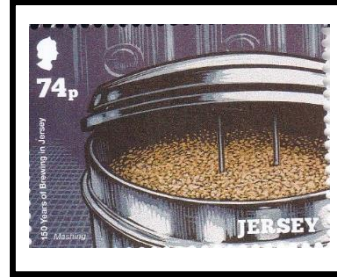
## 2.4 Production

### 2.4.1 Manufacturing process

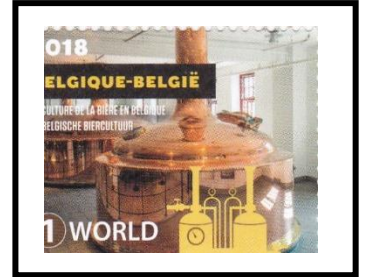
The malt you get from the soaking of the barley is ground (**Milling**) and mixed with water to become pulp (**Mashing**). The mixture is then separated (**Lautering**) into must (wort) and solid residues (Spent grains) into filtration tanks (Lauter tun).



Milling (malt & water)

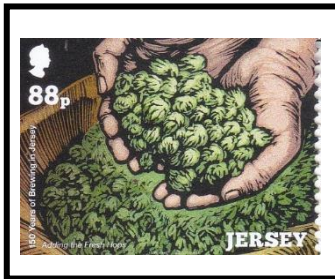


Mashing



Lautering (Lauter tun)

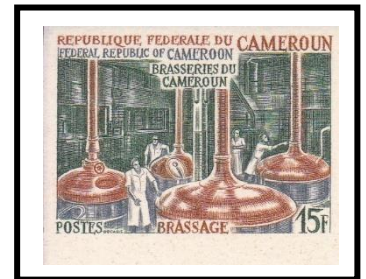
The must is boiled (**Boiling**) in kettles called (wort kettle) where hops are added to achieve pasteurization.



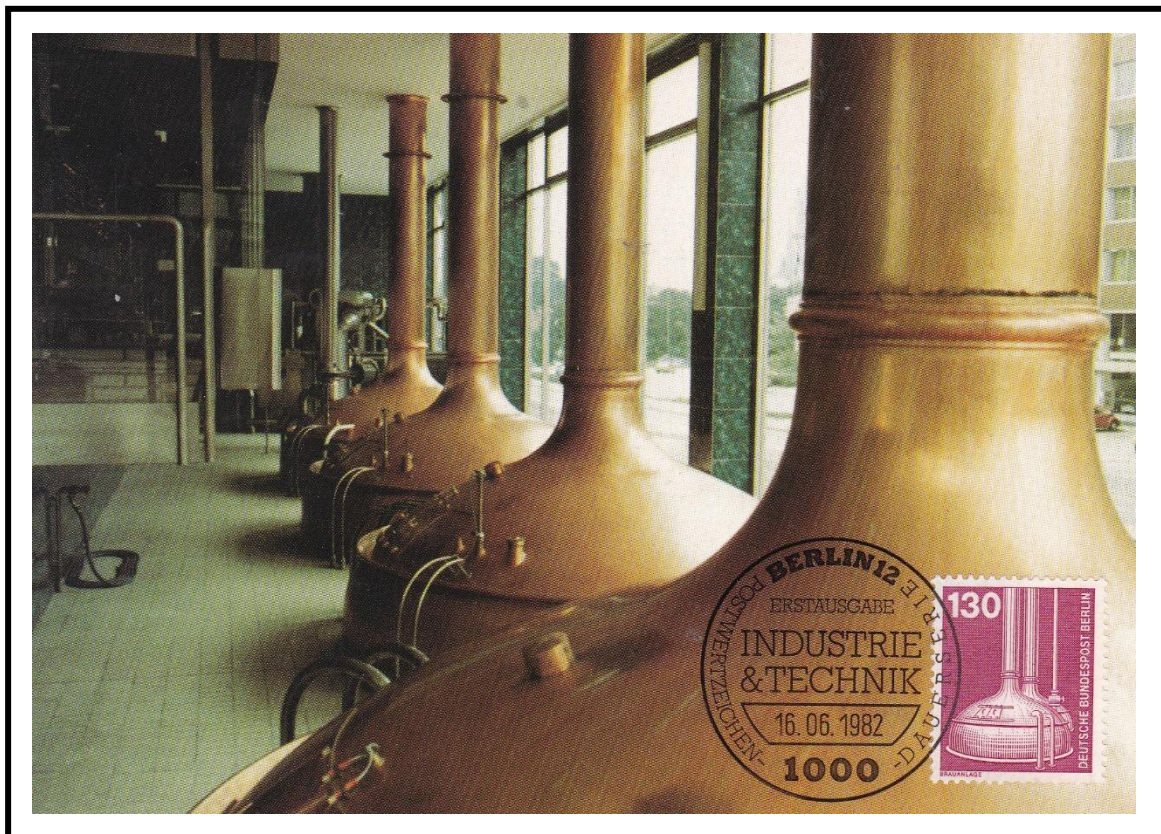
Adding the fresh hops



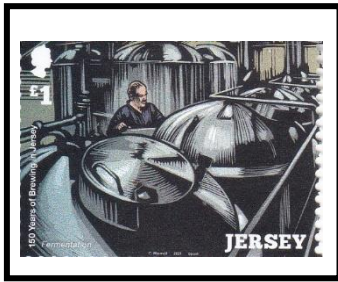
stamp from North Korea



Boiling



The must is then cooled and transferred into to **fermenting** tanks where the yeast is added and later converts the must into ethyl alcohol (alcohol) and carbon dioxide CO<sub>2</sub>.



Fermenting



Carbon dioxide is a key ingredient in the taste of beer.



Stamp from North Korea

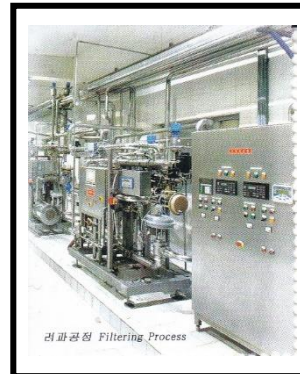
The beer now after freezing remains for at least two weeks in maturing tanks (**Maturing**) and then gets filtered (**Filtering**).



Operation control console



Maturing



Stamp from North Korea



Filtering

**江西森鑫啤酒实业有限公司**  
**江西樟树市思尔凯陶瓷公司**

董事长兼总经理：黄建军

2003-1405(PG)-0006 江西省宜春市邮政商函广告中心发布

地址：樟树市工业开发区 电话：0795-7853461、7621408 手机：0-13707950690

China postal stationery.

Fermentation large tanks and bottling.

### 2.4.2 Bottling in bottles

Washing and sterilizing the returned bottles is an essential concern of the breweries.

Automation produces large quantities of beer in bottles and quality control becomes better.

The bottles can also be disposable with the indication of recycling. Usually pack in boxes of twenty or six in plastic.



Washing of bottles



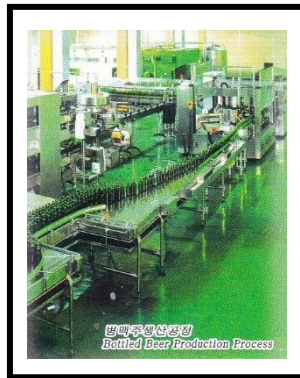
Quality control



Bottling



Manual placement of bottles in boxes.



Stamp from North Korea



22/04/2007 day of recycling

中华第一玉兔

含山

重庆啤酒集团含山有限责任公司

重庆啤酒集团含山有限责任公司系重啤集团在华东投资控股的大型啤酒企业之一。

公司位于含山县城，占地面积10万平方米，拥有在安徽省处于领先水平的纯生啤酒生产线和每小时3.6万瓶啤酒生产线，年生产啤酒能力达20万吨。现主导产品——“山城”系列啤酒，集“中国名牌”和“中国驰名商标”双冠荣誉于一身。

安徽省含山县招商局

招商热线：0565—4324108、4326986 邮编：238100

传真：0565—4323308 网址：www.ahhszs.gov.cn

Chinas 2010 Postal stationery / lottery

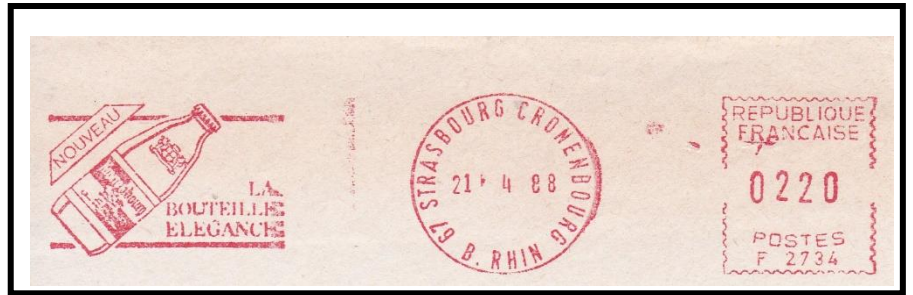
Bottling of green bottles in a modern factory.

### 2.4.2 Bottling in bottles

In the 19th century, beer was first stored in regular glass. However the ultraviolet rays of the sun destroyed the hops and caused a stench. The solution was the use of a **brown** glass, but at the end of WW2 due to shortage, it was replaced by a **green** glass since it was in abundance. Of course the best protection is storage in shade.

Cork was the first material in use to seal, bottles which were then stored sideways like wines.

In 1892 the American William Painter invented the modern metal caps. Labels are a basic accessory for both appearance and beer advertising.



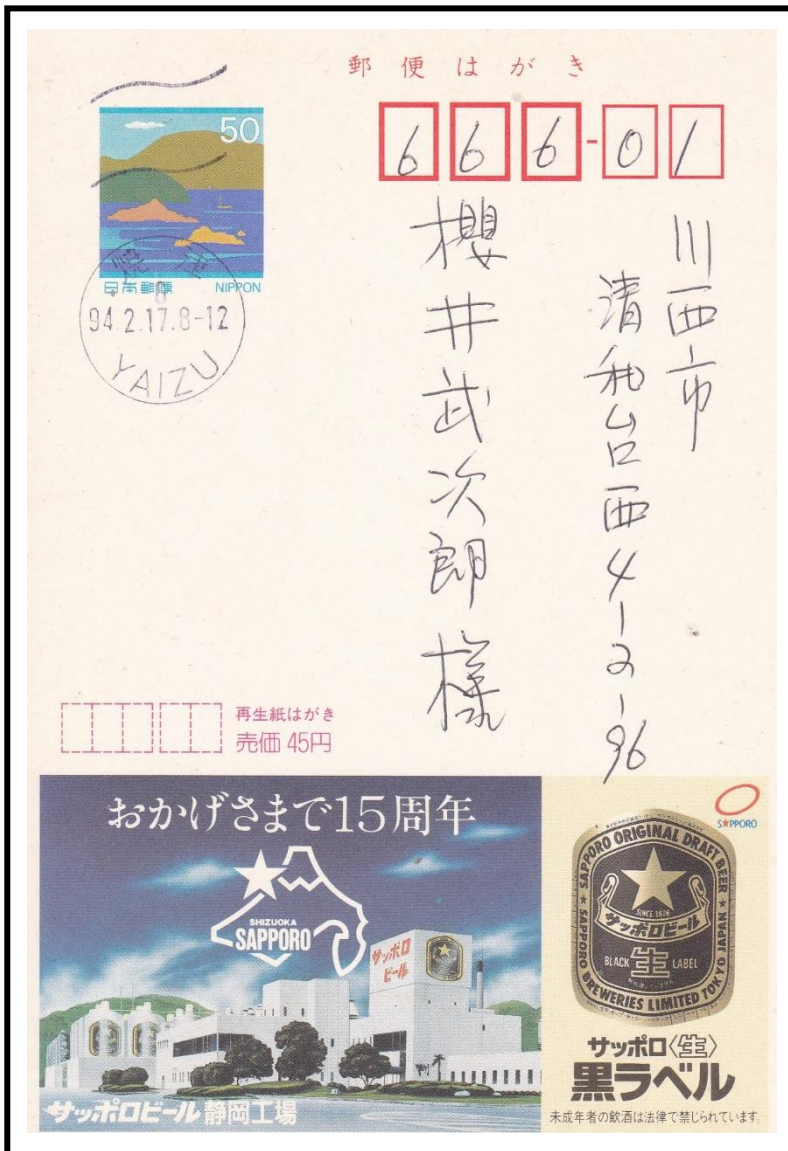
Advertising the new Kronenbourg bottle.



Metal cap of the beer Heineken.



Green bottle Stamp from North Korea



Posted on 2008 Japan postal stationery

Beer label Sapporo



Monastic beer Orval in a brown bottle



40% of consumers worldwide prefer the bottle.

### 2.4.3 Bottling in wooden barrels

Wooden barrels usually made of oak are the first to be used for beer storage.

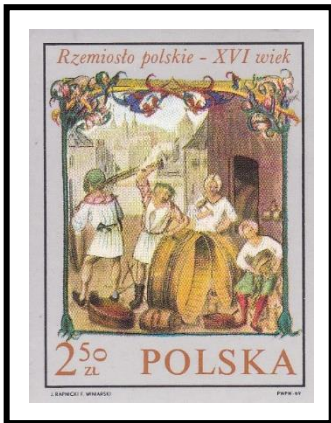
The cylindrical shape helps in easy transport by rolling.

The first barrel was discovered in Egypt in 2600 BC. It evolved in Europe from experienced wood craftsmen.

It gives the beer a special taste and aroma. Today the production of beer in wooden barrels has high cost and is made in small breweries, which rely on quality. Cooling is done naturally, in underground warehouses with temperatures of 10-12 degrees Celsius.



Wooden barrel of Mansfield Brewery.



Middle Ages - barrel makers



Self-adhesive stamp  
Underground warehouses (lagers)



1900 Posted postal stationery

Advertising of beer Karcher in a wooden barrel.



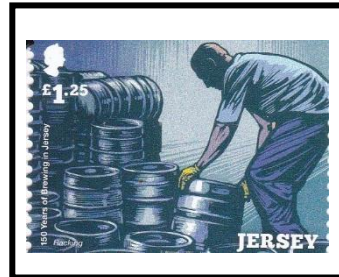
### 2.4.4 Bottling in stainless steel barrels (Draft beer)

Stainless steel barrels are more durable than wooden ones, they are recycled, cleaned easier to have higher production and sales.

In bars and restaurants each barrel has a cooling machine and a bottle next to it carbonate where you mix so serve iced. These machines and piping are regularly cleaned by the companies.



The foam affects the taste of the beer.



Stainless-steel barrels

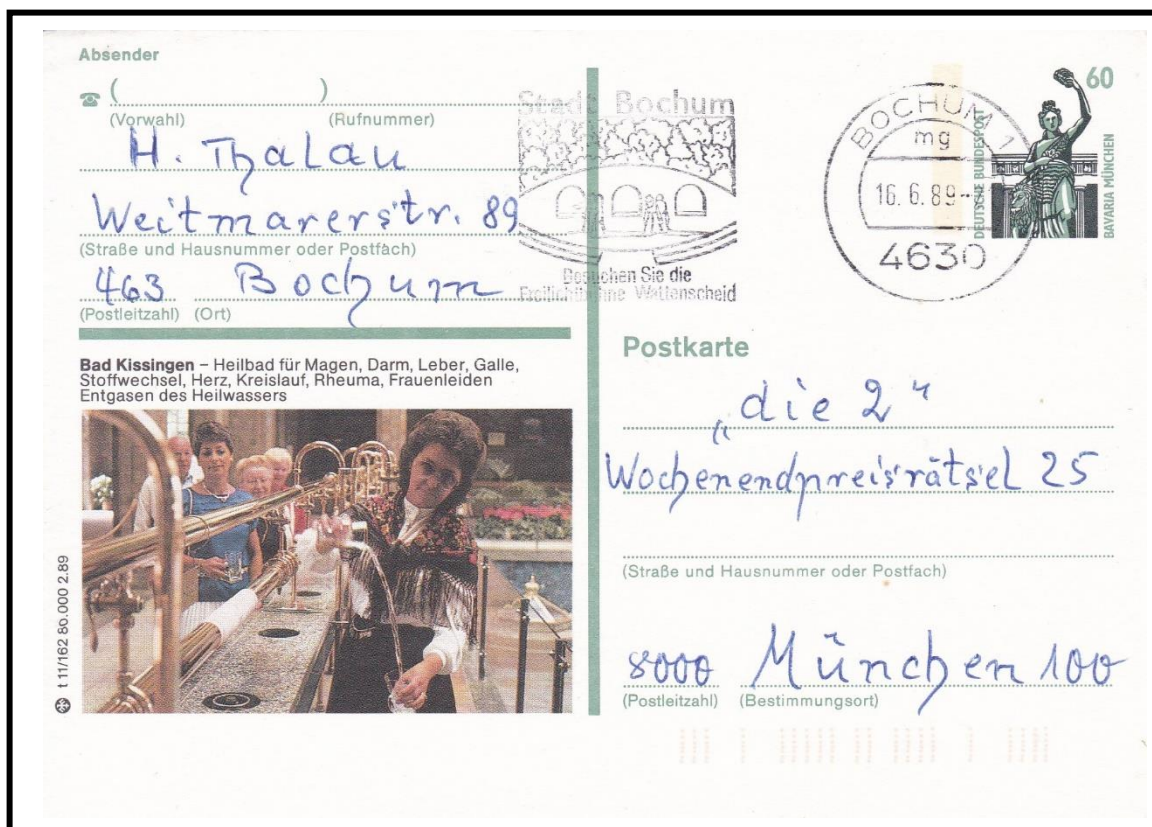


Large breweries offer many types of draft beer.



Ddraught beer by Antoine Brewery.

Taps are also works of art that can be made of bronze, stainless steel, porcelain or ceramic.



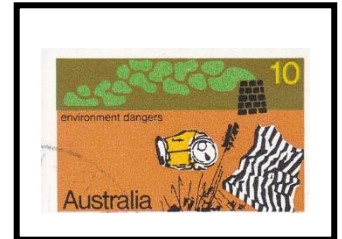
Festival in Bochum where you mainly consume beer in kegs.

### 2.4.5 Bottling in can

Aluminum cans ensure equally good quality beer. Ease of transport and opening. The can protects the beer from ultraviolet radiation and prevents it from corroding. Since 1935, the manufacturers have added a thin plastic coating to the aluminum cans to prevent taste deterioration.



1953 The Bavarian beer can was the first to appear



Environmental protection is of the utmost importance for all of us.



2009 China postal stationery

Beer Tsingtao in can.

The depiction of recycling in beer cans and bottles is mandatory by the breweries



Recycling prompt.

### 2.4.6 Transportation of beer

It is important for the small traditional breweries to distribute in the early morning hours so that the barrels do not come into contact with the sunrays. Transportation to some cities is done in a traditional way with special horses.



In the Belgian brewery Alken-Maes beer barrels were carried on the shoulders.



The barrels are transported on carts drawn by humans or by horses



领奖人填写内容  
姓名 地址或单位名称  
证件名称 证件号码



2003

采用再生林纸印制




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网址: <http://www.hapi.com.cn>

2003-0801 (BK) - 0143

### 2.4.6 Transportation of beer



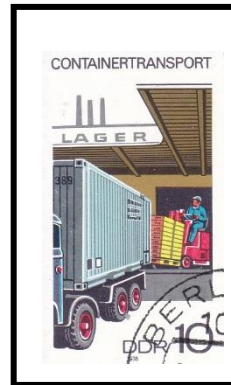
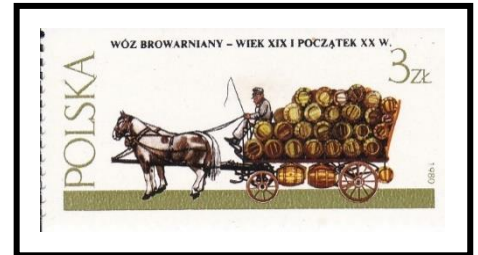
Ein Flaschenkind.

Military PPC (Feldpost) posted in 1918

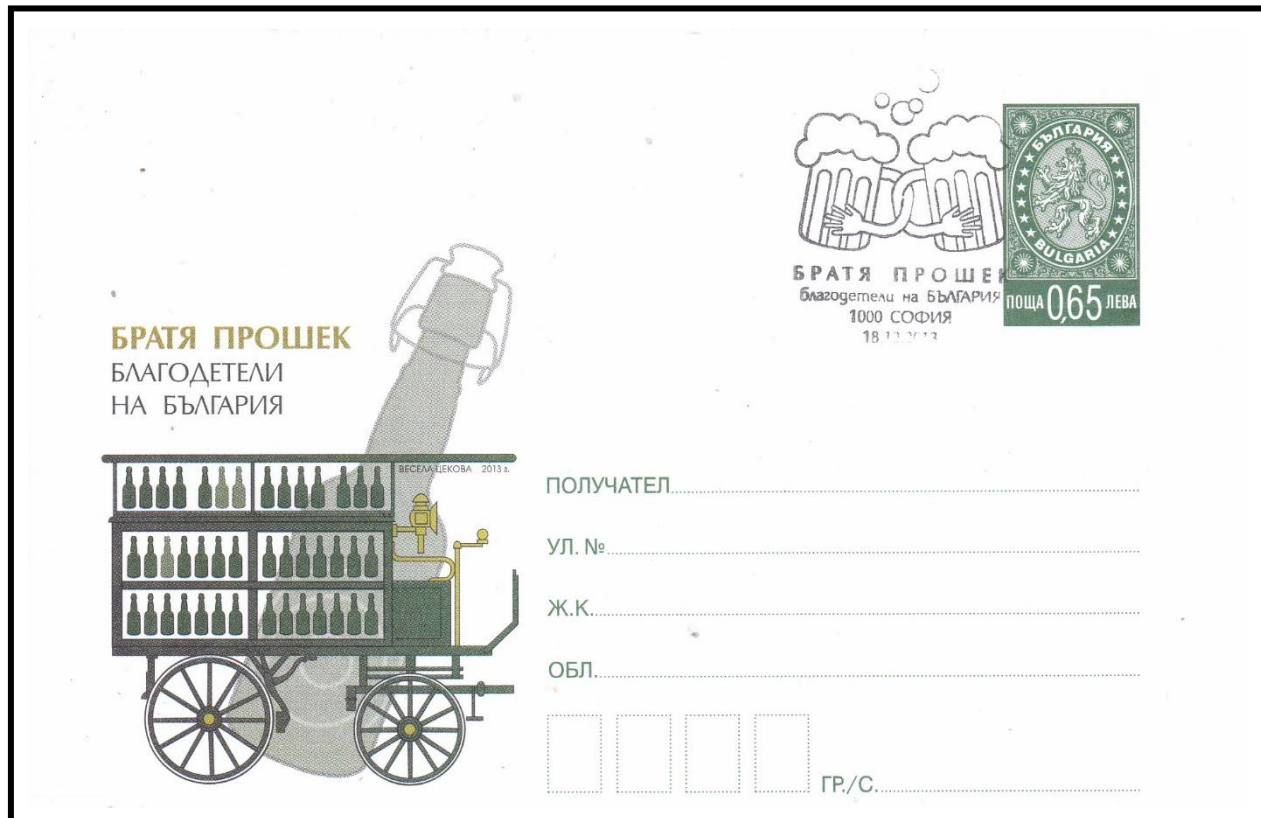
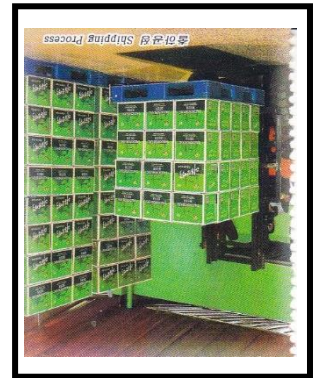
Women unloading a truck



Transfer of beer barrels on railway tracks by one horse or on the road with two horses.



Modern transfer with Clark.



Private postal stationery cover of a Bulgarian brewery.

Traditional cart that carries beers in bottles.

### 2.4.6 Transportation of beer

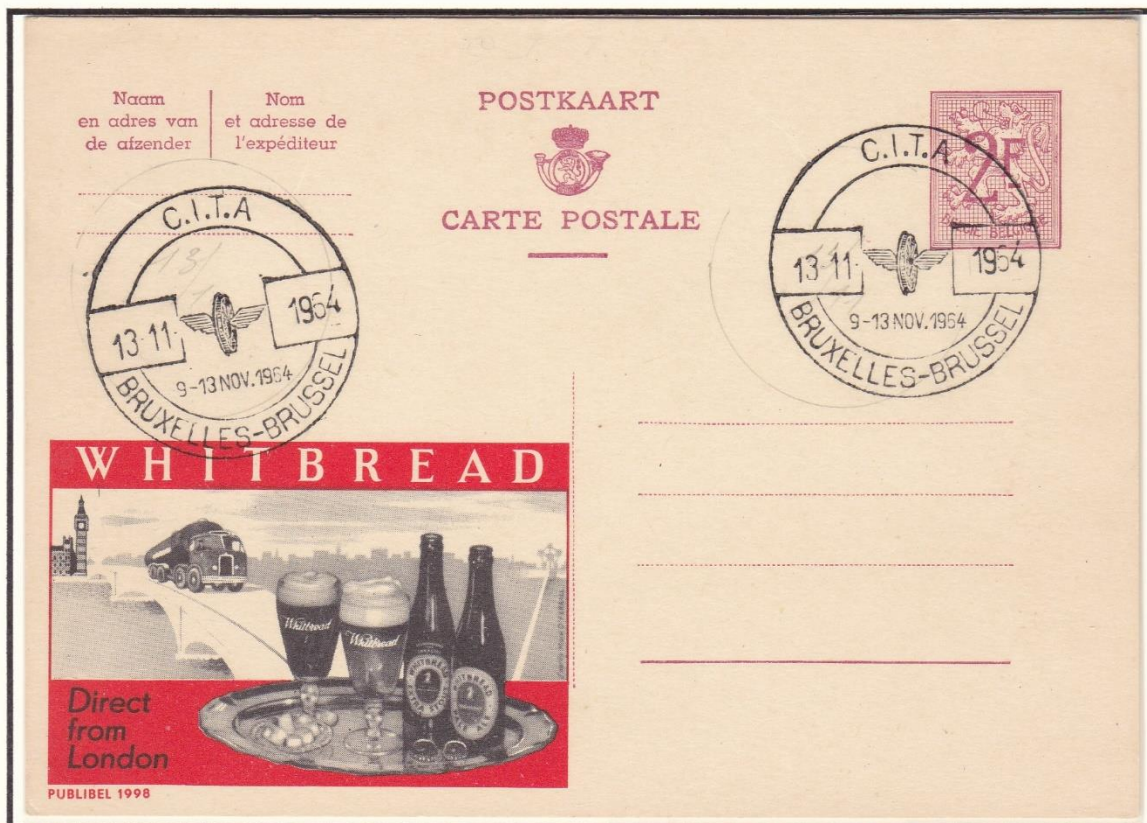


2010 Japan Postal stationery of 40 JPY

Transportation from an old truck.



Containers are used for exports which are transported by trains or ships



1964 Belgium "Publibel"

Transfer of Whitbread beer from London.

### 3. TYPES OF LAGER BEER

#### 3.1 Lager

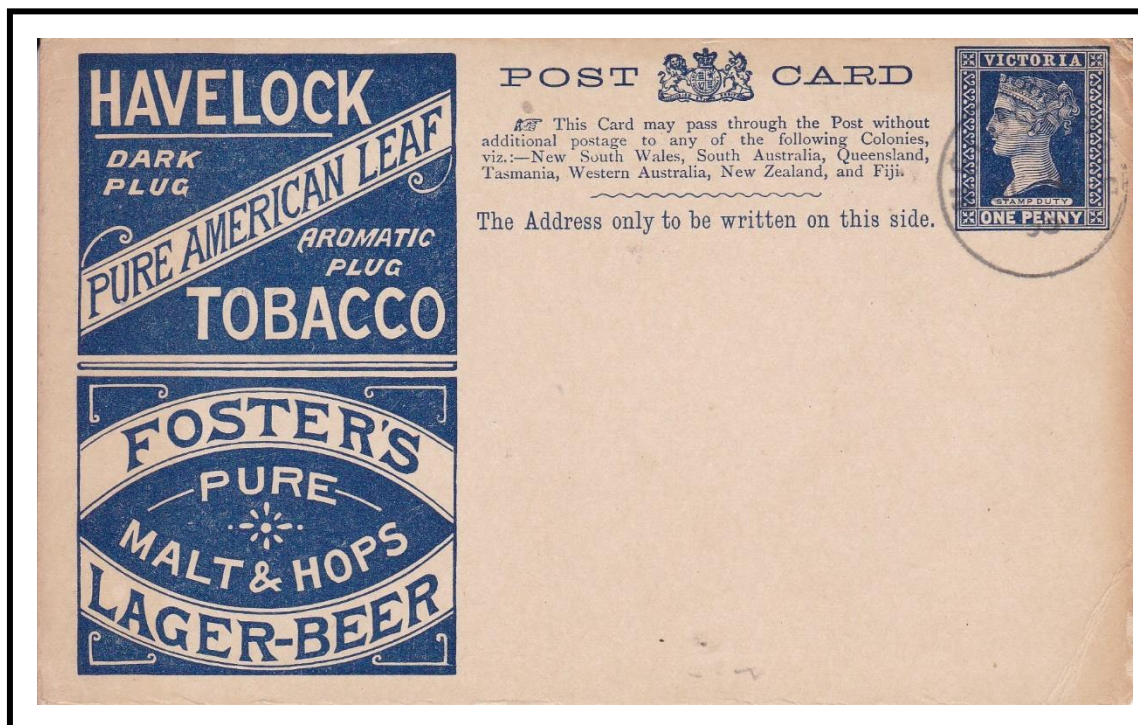
The fermentation of Lager yeast is done at the bottom of the barrels at temperatures, 6-12 ° C while the post-fermentation is made in cool cellars staying there for a few months. It got its name from the German -lager which means -warehouse. Beers in this category are the most consumed worldwide.



Cellar of the China beer Tsingtao

#### Foster's

Made by brothers William M. and Ralph R. Foster in 1889 in Melbourne. Although it is internationally known it is less popular in Australia.

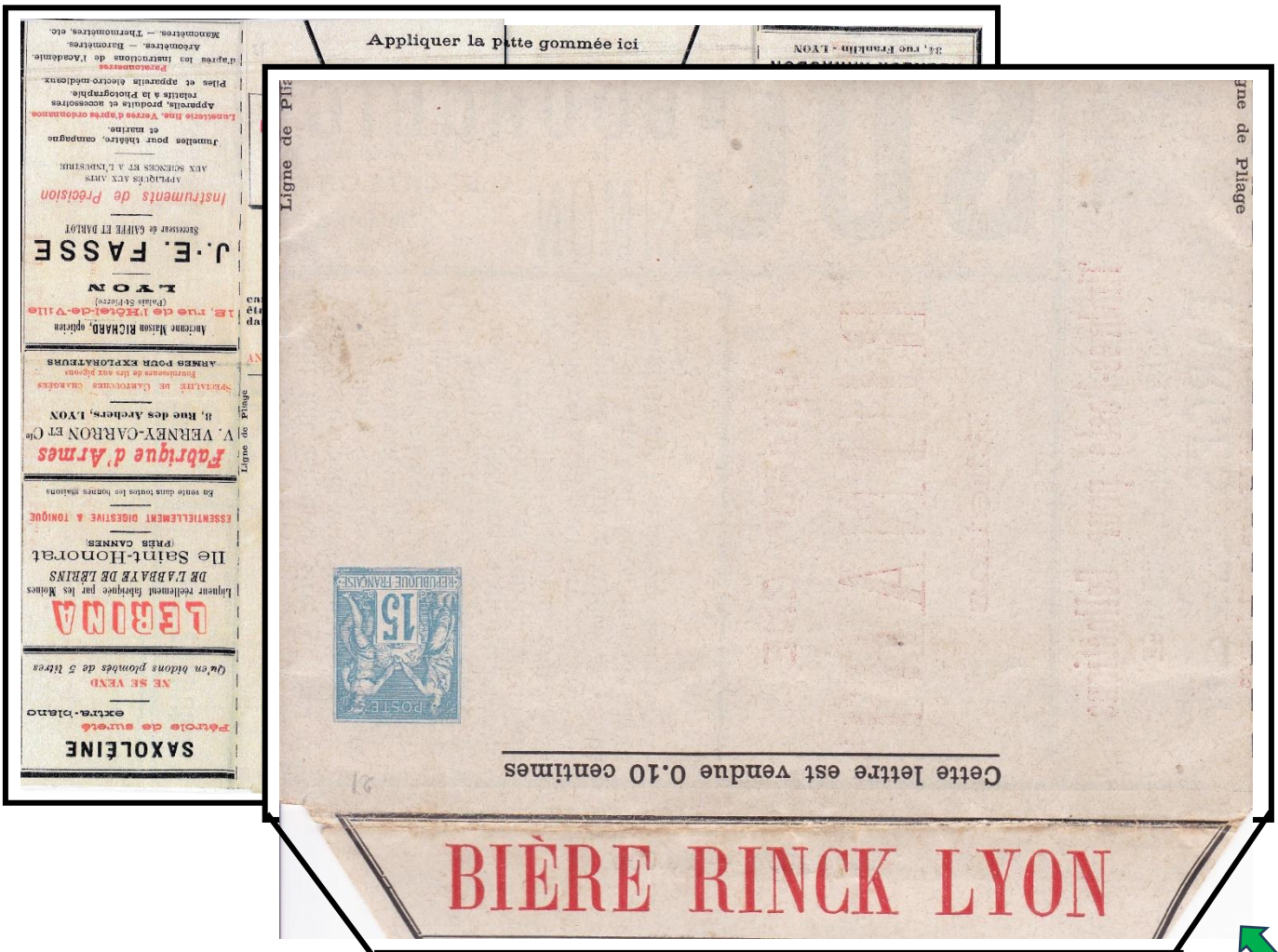


Australia Postal stationery (state of Victoria) with printed stamp of one penny  
In the state of Victoria, a type of hops was grown by the natives.

Foster's ad.

### 3.1 Lagers

**Rinck lager** German-born Guillaume Rinck founded the brewery in Lyon, France in 1859.



Postal stationery envelop (edition 1899) 20.000 copies.

### Birra Busalla

The Brewery is located in the Liguria region of northern Italy, founded in 1906



Italian posted postal stationery on 4/10/1921

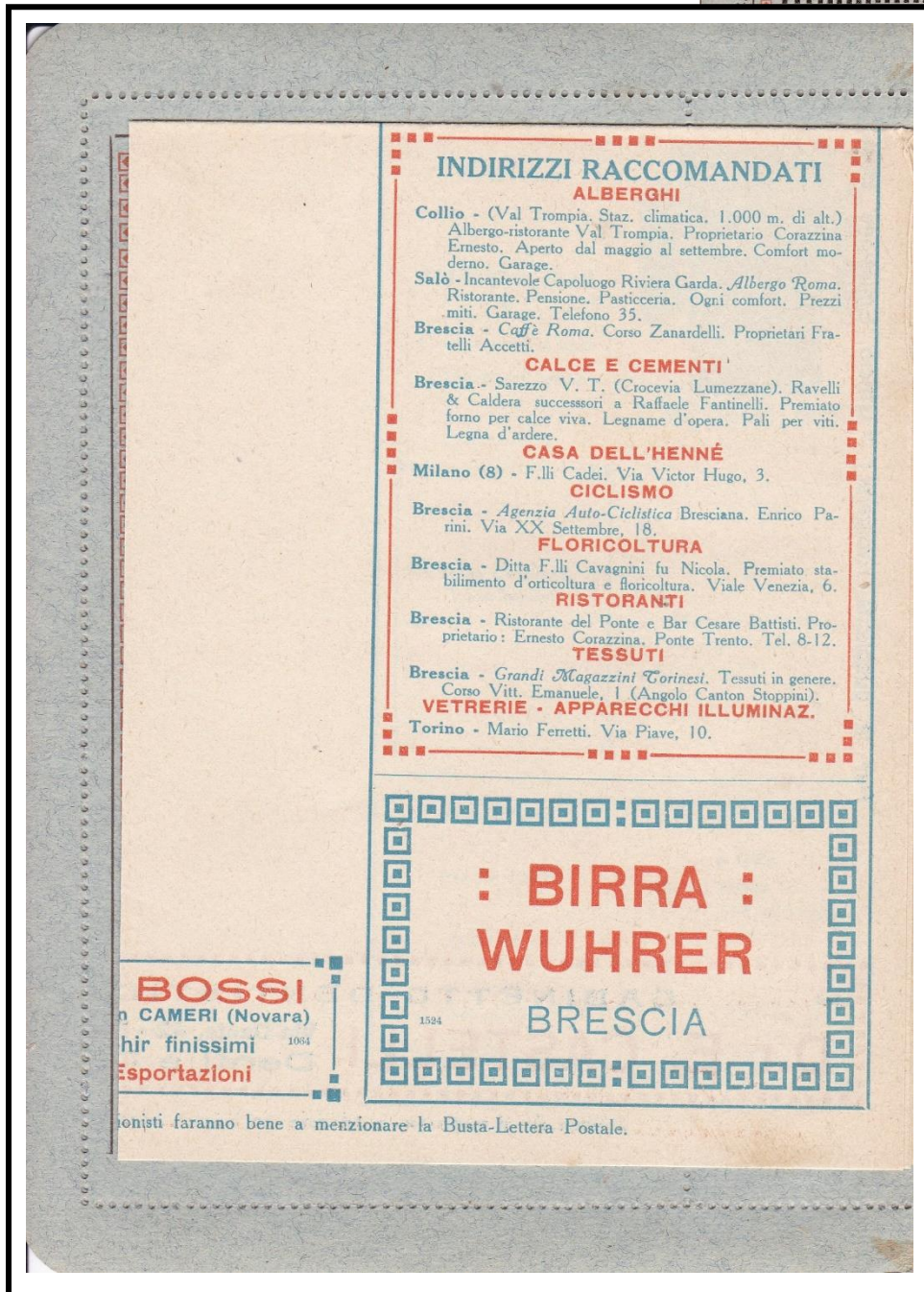
Birra Busalla ad.

### 3.1 Lagers

**Birra Moretti** was an Italian brewery, founded in Udine in 1859 by Luigi Moretti.



**Wührer Lager** The Wührer Brewery is the oldest in Italy. It was founded in 1829 in the city of Brescia by the Austrian Franz Xaver Wührer.



Italian Postal stationery envelope B.L.P. (Busta-Lettera-Postale) with printed stamp of 40 cent.

### 3.1 Lagers

#### Kronenbourg

It was first made in 1664 in the region of Alsace (France) by the eldest brewer of the region Jérôme Hatt. Kronenbourg is now produced in the UK by Heineken.



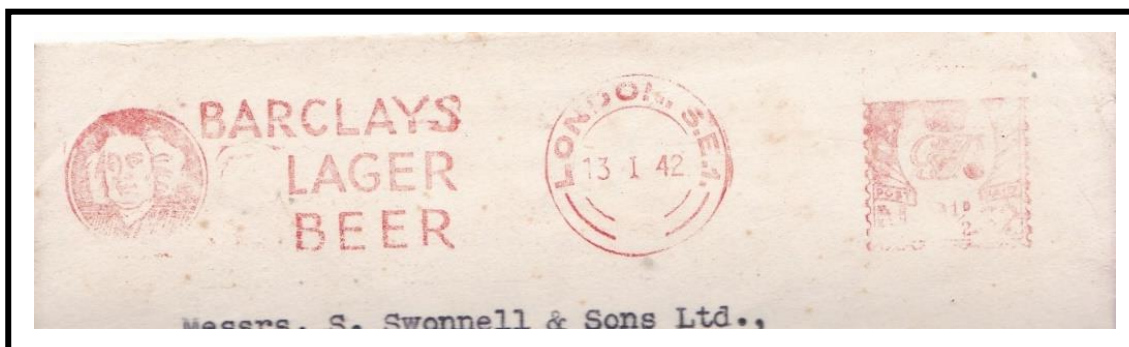
The Kronenbourg plant in the Congo.



Registered Entire letter of 1958 from Abidjan (Ivory Coast) to Dahomey (now Benini) with machine printed postal frank of Kronenbourg beer.

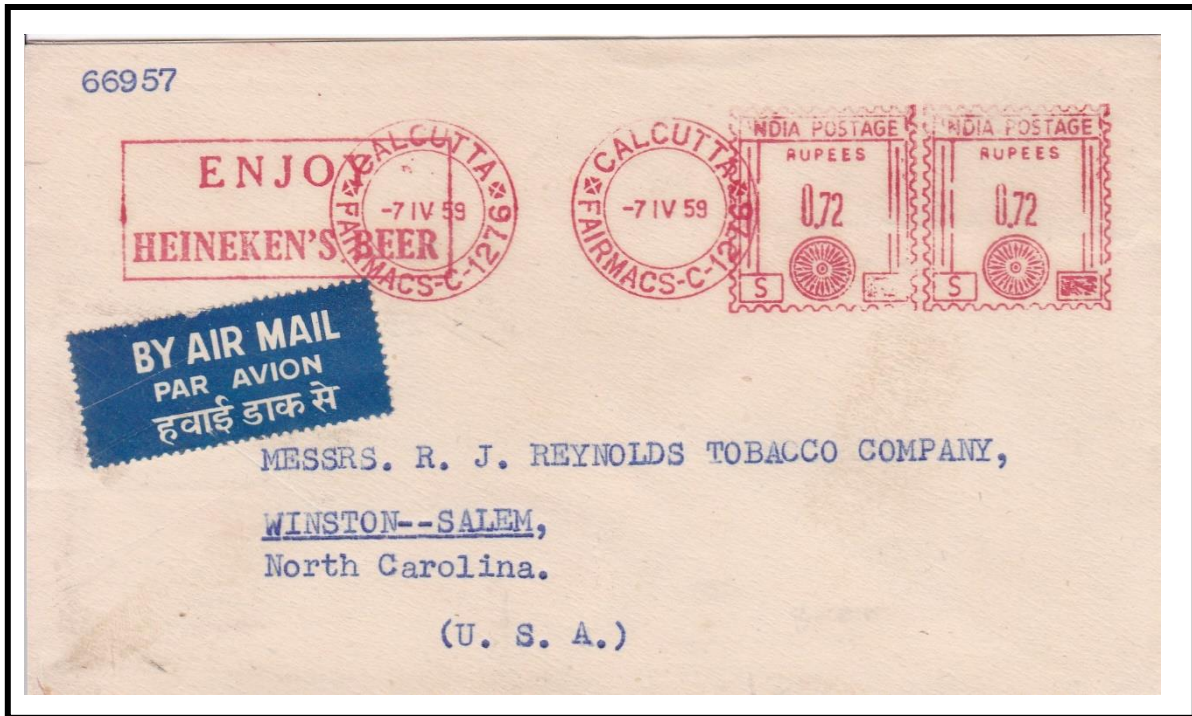
#### Barclays Lager

Created in 1781-1993 by John Perkins and Robert Barclay, a member of Barclay's banking family. It was one of the largest breweries in London for more than 150 years.



### 3.1 Lagers

Heineken Founded in 1864 by Gerard Adrian Heineken in Amsterdam.



Posted Air mail cover on 1959 from Calcutta (India) to U.S. with machine printed postal frank of Heineken beer.



China postal stationary / postcard of 80Fen in 2011.



Heineken is one of the most popular Dutch products worldwide



Adhesive Stamps of St. Martin with an advertisement by Heineken

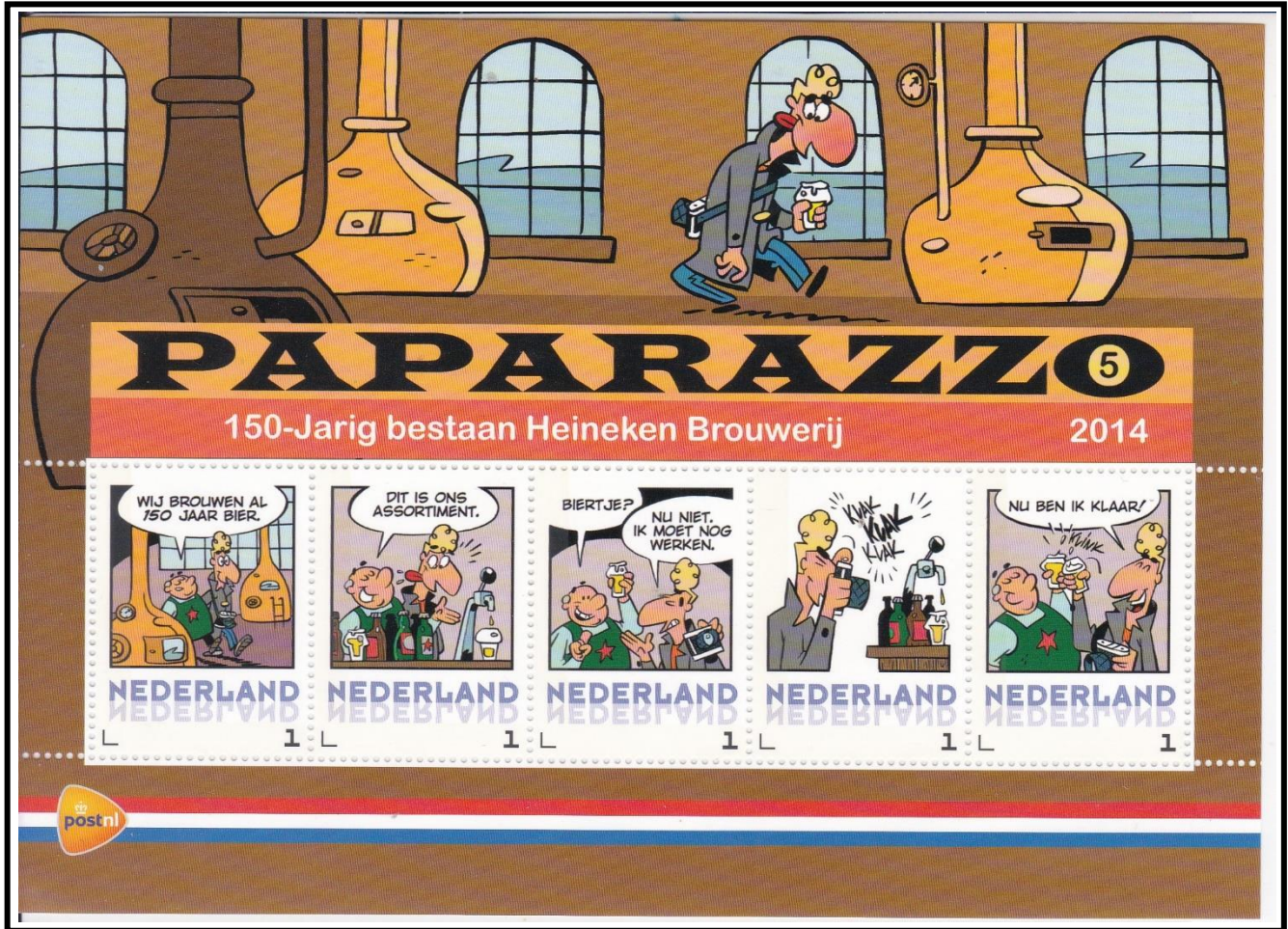
A part of the island of Ag. Martinou of the Caribbean belongs to the Netherlands and the other in France.



### 3.1 Lagers



Importing company advertising Heineken in Belgium.



Miniature sheet for the 150 years of operation of Heineken

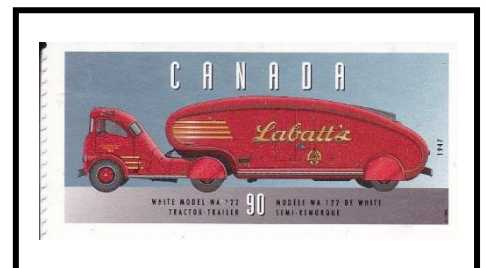
#### Bavaria

Founded before 1680 in Holland, it belongs to the Swinkels family since 1773



#### Labatt

Canada's largest brewery. It was founded by John Kinder Labatt in 1847.

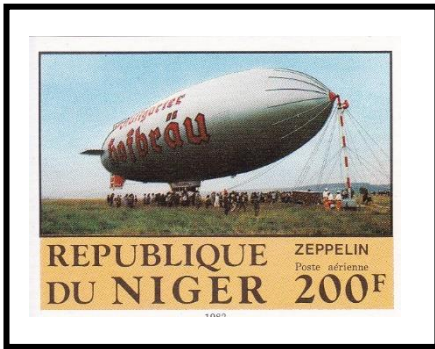




### 3.1 Lagers

#### HB

It belongs to the state Hof-bräuhaus brewery in Munich. The word Hof (court) denotes a royal brewery.



#### Löwenbräu

Munich Brewery whose name in German means "lion brewery". It was founded around 1383. The emblem of the lion comes from a mural of one 17th century building where the brewery was located.

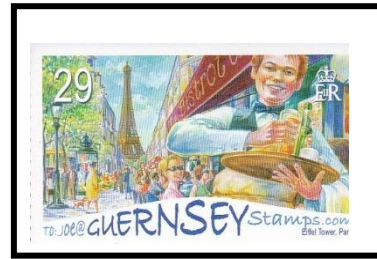


Posted "Publibel" postal stationery of 1975

### 3.1 Lagers

#### Stella Artois

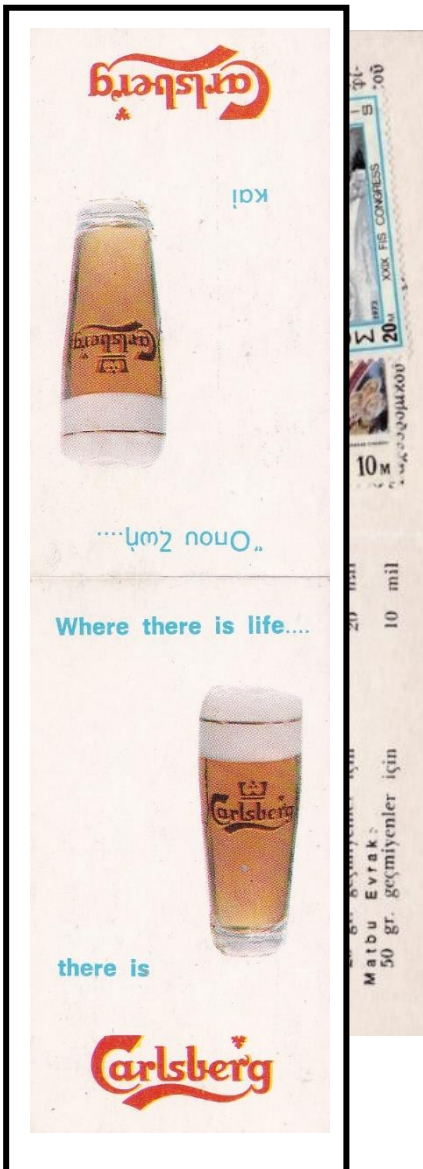
In 1717, Sébastien Artois founded the brewery in the city of Leuven. At Christmas 1926, Stella was released for the first time, taking its name from the Christmas star.



Stella is much preferred in Paris



**Carlsberg** Founded in 1847 in Copenhagen by J. C. Jacobsen.



Cypriot booklet of 1973

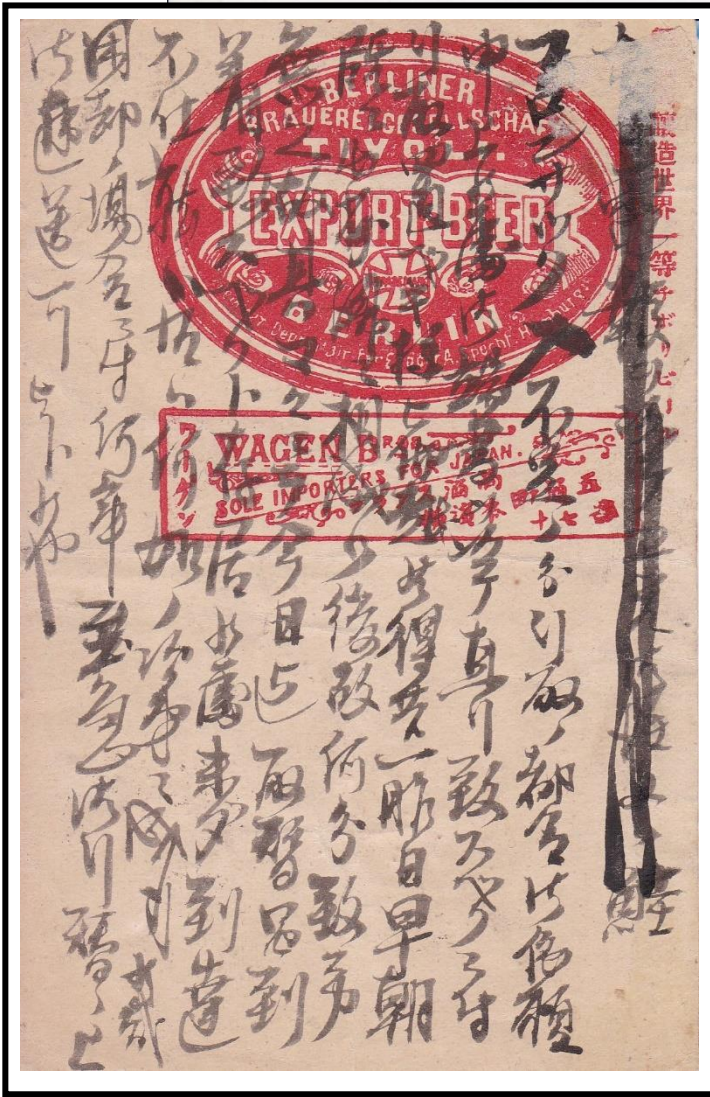


**Tuborg** It was founded in 1873 in the port of Hellerup, north of Copenhagen. He has been a member of the Carlsberg group since 1970.



### 3.1 Lagers

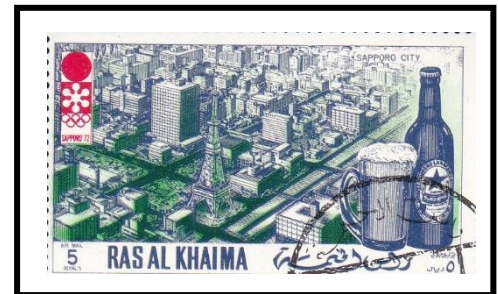
Tivoli lager is prepared in Colorado, USA.  
Was founded in 1864 by the German immigrant Moritz Sigi.



Sapporo. The brewery was founded in 1876 in Sapporo of Japan by Seibeï Nakagawa. It is the oldest beer brand in Japan.



Self-adhesive stamp  
The first brewery in Sapporo



1948 Japanese postal stationery of 0,20 sen.

Ad of Tivoli Export

领奖人填写内容  
姓名 地址或单位名称  
证件名称 证件号码

2003

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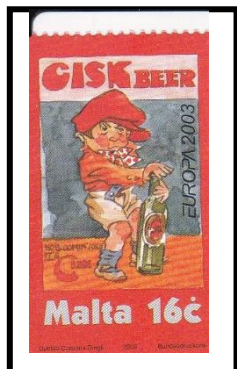
2003-0703(BK)-0089

Posted China postal stationery

Ad of lager beer Kay.

### 3.1 Lagers

**Cisk** Malta Beer was founded in 1928



**Kulmbach** Bavarian beer, founded in 1895, it takes its first name from the town of Reichelbräu.



**Corona Extra** Prepare in Mexico, serve with a slice of lime or lemon to the neck of the bottle to add acidity and flavor.



**Budweiser** It is an American style lager that also contains rice, founded in 1876.



中国邮政明信片  
Postcard  
The People's Republic of China



2006 China postal stationery

Various types of Budweiser beer.

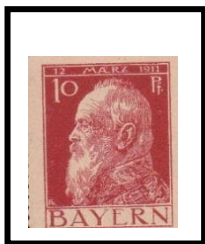
### 3.1.1 Diet-pils

Beers with a strong taste of hops but with a low percentage of alcohol. **Dunkel, Dortmunder** and **Alcohol free Dunkel (Dark)**. They are brownish red with a caramel or chocolate flavor generally dark in color, their malt content is higher and that's why there's a little sweeter. Creator of the type of beer of this is the king of Bavaria Leopold of Bavaria (1821-1912).



Third Reich with machine printed postal frank of brewery Köstritzer. The brewery was making **Dunkel** beers and **Helles**.

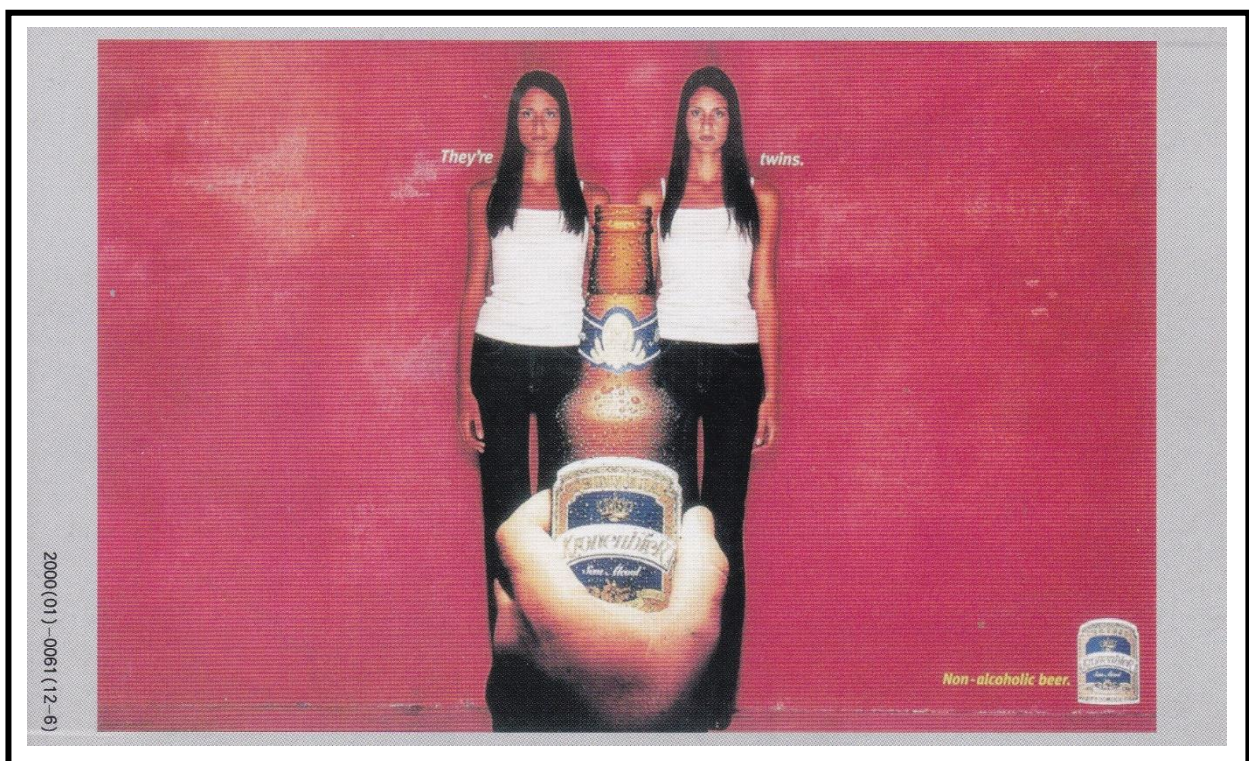
**Dortmunder Helles Beer** brewed in the German city of Dortmund since 1873



King Leopold



Alcohol free



2000 China postal stationery of 60 Fen.

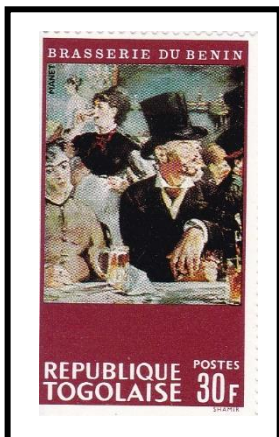
Ad of a Alcohol free beer.



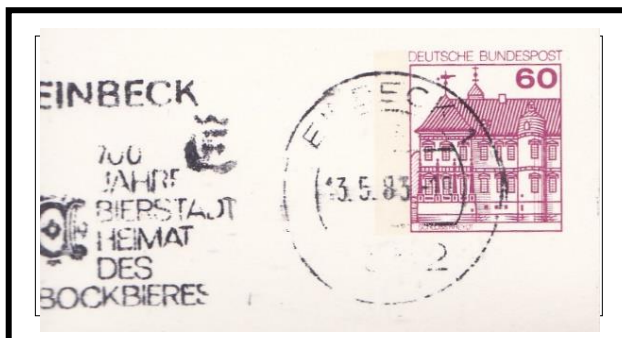
中国邮政明信片  
The Postal Stationery of China



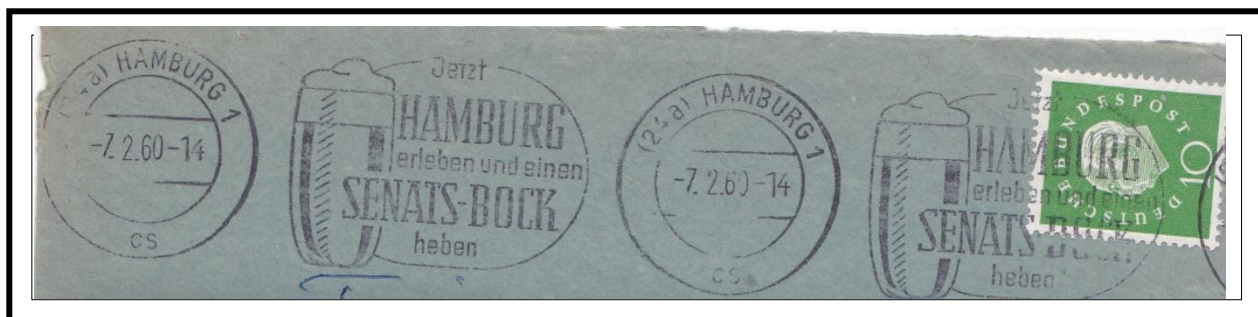
With flavors of chocolate, caramel and malt, usually dark (maibocks) to very dark (doppelbocks). It was first made in the 14th century by German brewers in the town of Einbeck (Lower Saxony). The type of beer was later adopted by Munich brewers in the 17th. Due to their Bavarian accent, the citizens of Munich named the city Einbeck as "Ein Bock" and so the beer became known as "bock".



Painting by Edouard Manet in 1878 entitled (The Bock Drinkers).



Tribute to the city of Einbeck where **bock** beer was brewed 700 years ago.



1960 German machine publicity postmark

ad of bock beer Senats.



1901 Posted repique PS from US to Germany

ad of Schaefer bock beer.



### 3.1.3 Pilsner

Dry and bitter beers, usually light or golden, with more hops where is the main difference with Lager.  
 Beers of this type got their name from the city PLZEN or PILSEN (German) of Czechoslovakia .  
 During this period Czechoslovakia was under German occupation.



Pilsen



1889 Posted Ecclesiastical entire folder envelope cancelled with the postmark of the city Pilsen.

Josef Groll 1813-1887 is the "Father of the Pils" made For the first time this kind of beer in the city of Pilsen.



Josef Groll



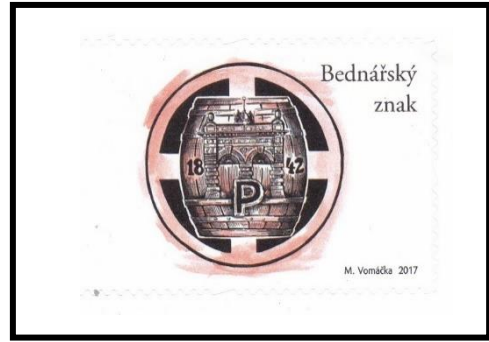
Propaganda commemorative postmark for 100 years of foundation of Urquell beer 1842-1942. Dedicated to Hitler's birthday,

### 3.1.3 Pilsner

**Urquell** The name "Urquell" in German means "the ancient source". On November 11, 1842 the new beer was consumed for the first time on the feast of St. Martin. She is the mother of all Pilsner.



The city of Rilsen in former Czechoslovakia became world famous by brewing Urquell beer.



Self-adhesive stamp  
The emblem of the company Urquell.

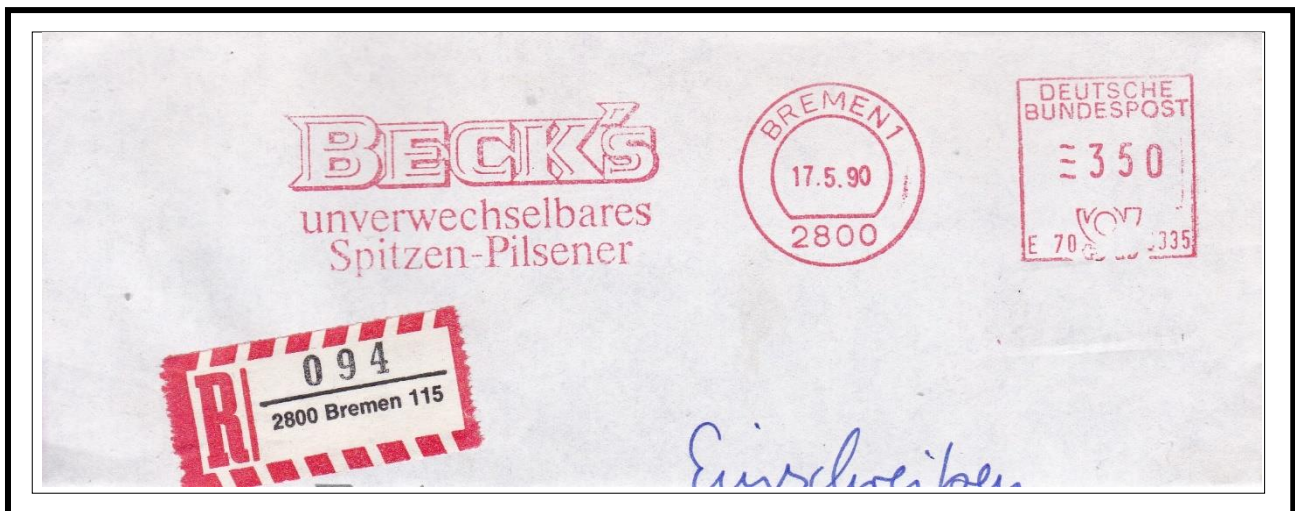


Machine printed postal frank dedicated to the 150 years of operation of the brewery Urquell.

**Bitburger** The brewery was founded in 1817 by Johann Wallenborn. It ranks 3rd in sales of Pils beer in Germany.



**Beck's** The Beck & Co. brewery was founded in 1873 in Bremen. It comes first in the exports of beer and especially of Pils.



**Radeberger**

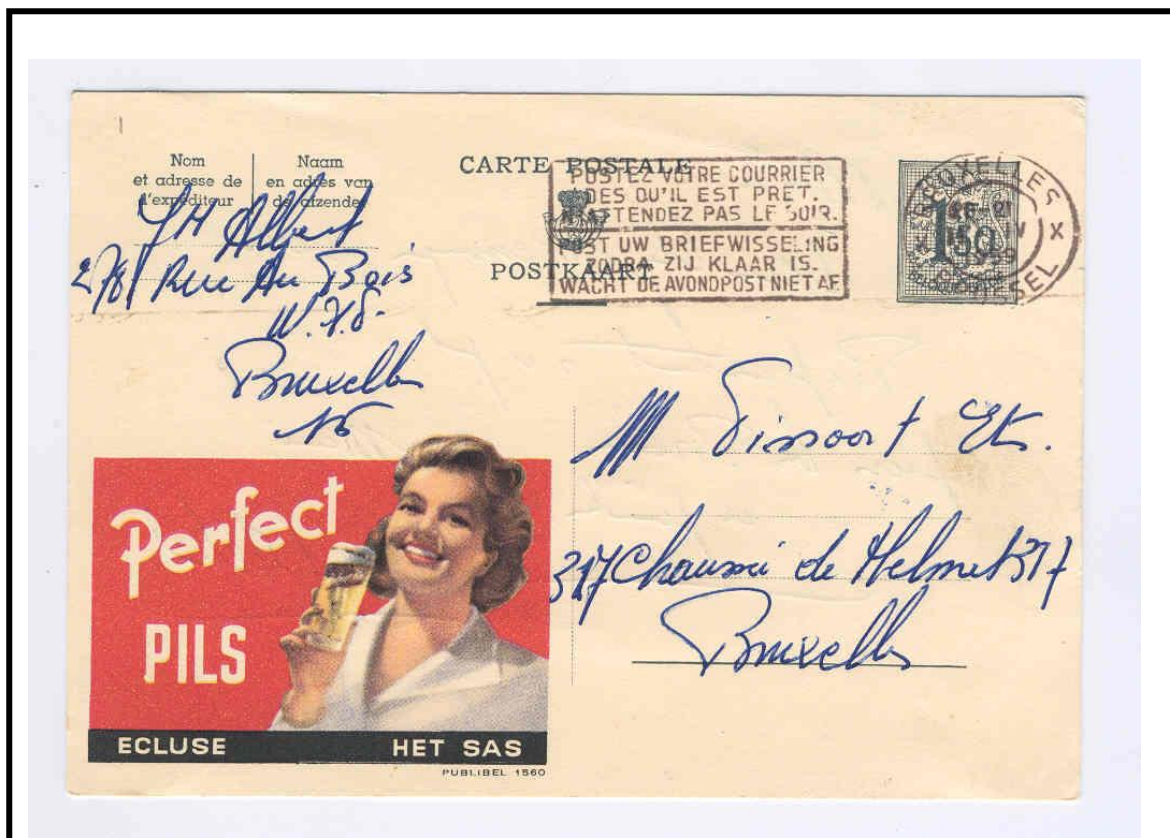
Founded in 1882 it was the German chancellor's favorite beer Otto Von Bismarck.  
In 1946 he took control of the brewery East German government.



East Gerny 1951  
commemorative postmark

**Warsteiner**

Manufactured since 1753 in Warstein (North Rhine Westphalia).  
Its most popular type is the Warsteiner Premium Verum (pilsener style).



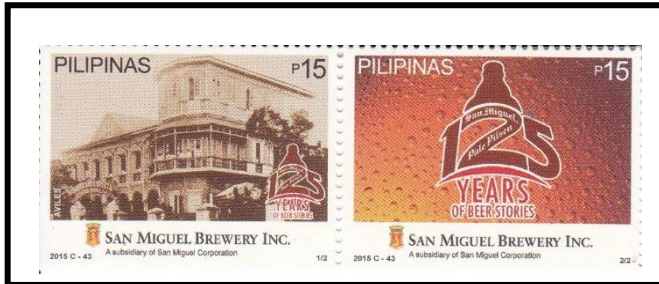
1959 Posted Belgium "Publibel"

Ad of pils beer Ecluse.

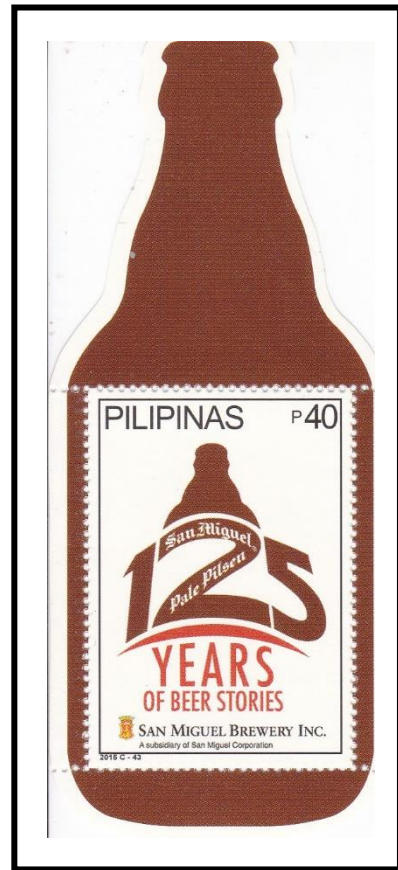
### 3.1.3 Pilsner

#### San Miguel Pale Pilsen

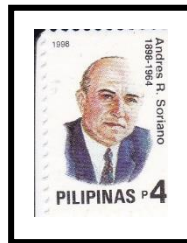
It was founded in 1890 in Manila is the first in sales in the Philippines and Hong Kong



Commemorative stamps for the 125 years of operation of the brewery.



With the approval of its president of San Miguel Brewery, Andrés Soriano in 1950 is also made in Spain, making this beer known in the Iberian Peninsula.



1902 Posted wrapper with printed stamp of 20reis and extra tow stamps of 10reis & 20reis (total rate 50reis) from Sau Paulo (Brazil) to Manila (Philippines) at the brewery **San Miguel**.

**Mack Bryggeri**

Brewery in Tromsø, Norway. Founded in 1877 by Ludwig Markus Mack (1842-1915), son of a German immigrant businessman and politician..



Posted cover to Sweden with machine printed postal frank.

Ad of Macks pilsner 1959.



Carlsberg advertises the fresh taste of pilsner.

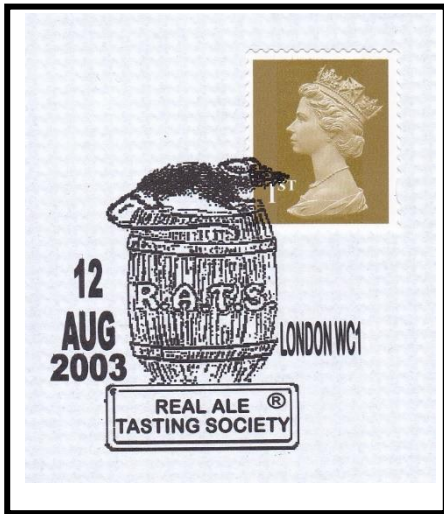
**Krombacher** brewery was founded on 4 February 1803 by Johannes Haas.



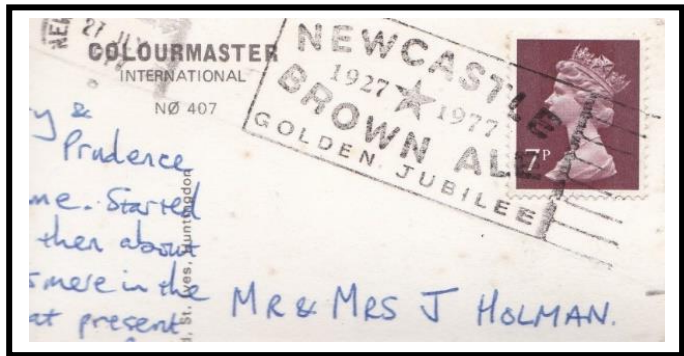
"Prêt-à-Poster" Infopost service from the German Post.

### 3.2 Ale

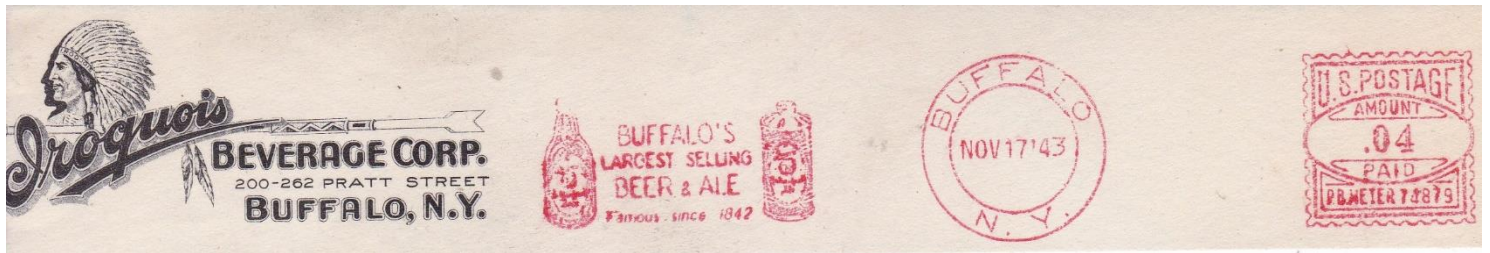
In this type of beer after fermentation, the yeast rises to surface, for this reason they are called (foam doughs). There are many types of Ale, with differences in taste, color and aroma.



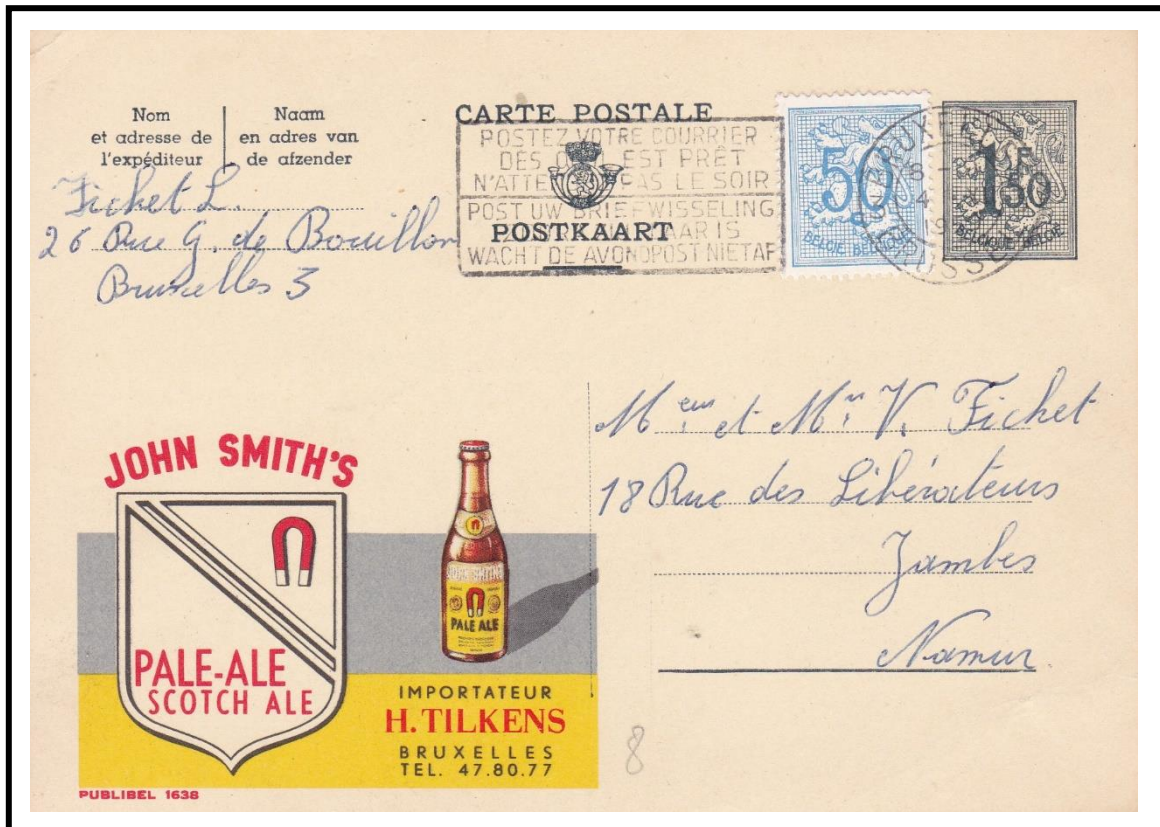
Commemorative postmark



1977 Postmark of machine Sylbe & Pondorf English- Brown Ale with a strong malt flavor.



Iroquois Brewery based in Buffalo, N.Y. prepares American ale.



Posted Publibel 1959

J. Smith Brewery makes Scottish Pale - Ale. Sweets with dark red color.



These beers are made mainly from wheat (40% -70%) and most are not filtered. They contain yeast residues in their bottle resulting in a cloudy color and rich foam. Their alcohol is about 4.5-5.7% and they require a special way of serving. The best known are:

**Paulaner** It took its name from the Italian St. Francis of Paola (1416-1507) founder of the order of "Minims" The fast of this order, which was also established in Munich, is based on the diet of the Vegans, because of strict fasting made in 1634 a nutritious wheat beer which they named the "wet bread" of the monks. In 1928 Franz Xaver Zacherl completely renews the brewery and names the beer "Paulaner Salvator" was named "Salvator", in honor of their Savior.



St. Francis of Paola



**Franziskaner** The brewery was founded in 1397 in Munich.



(21/08/1917) Posted PPC from Hamburg with handwritten military franchise

Beer-bar of "Franziskaner".

**Erdinger** The brewery is located in the German city of Erding, founded in 1886 by Johann Kienle.



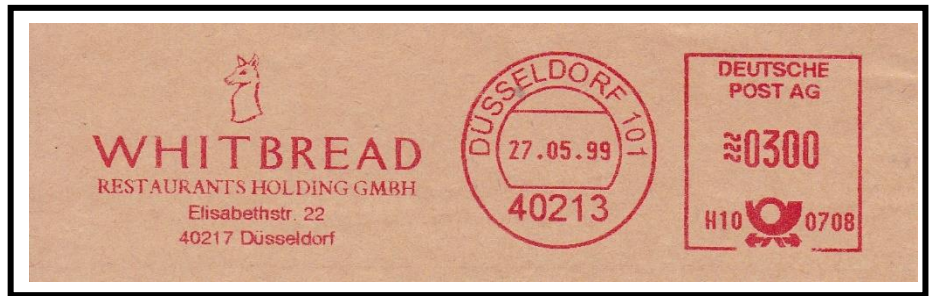
Very dark beers filled with bittersweet chocolate taste. They are usually made from baked barley. Stout stand out for their black color and bitter taste.

The father of this species is **Guinness Arthur** (1725-1803). During the Napoleonic wars his brewery, St. Jame's became the largest in the world.

1959 Guinness Arthur in registered mail from Dublin to Belgium.



Stout beer



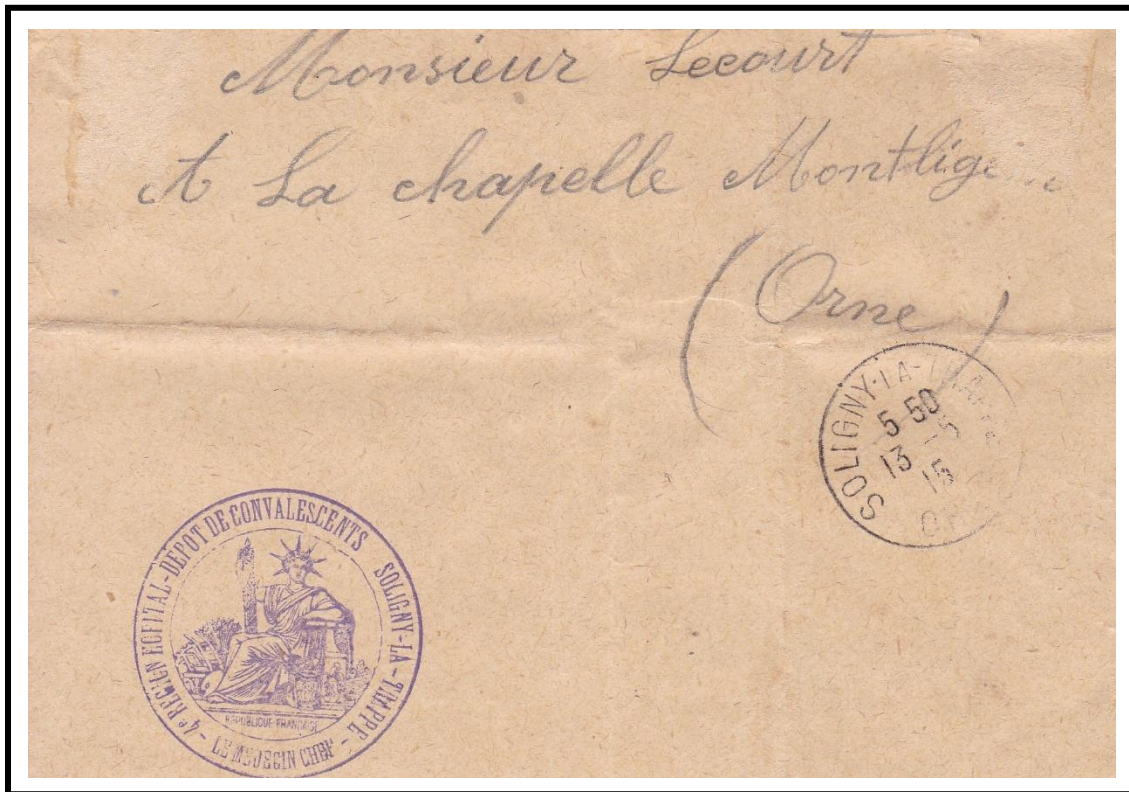
Whitbread a London brewery of 1742 made Stout beers.



Royal hunt stout the beer of the hunters

### 3.2.3 Trappist

High fermentation beers with their maturation lasting more than 3 years. A second follows fermentation (re-fermentation) inside the bottle. The alcohol content can reach up to 12 degrees. The name comes from the monks (trappistes) of the Catholic monastic order Ordo Cisterciensis founded in 1098 in France. The main reason for the closure of the Monasteries was the French Revolution.



Franchise cover of Soligny Trappe Monastery in Normandy 1915

It is the first Monastery where the monks made Trappist beers (The Monastery during the First World War functioned as a convalescent home).

Three requirements are required by the International Trappist Association for the use of the logo.

The beer can be produced in the area of the monastery, made by monks and most of it of profits to end up in public works.

Only six Belgian monasteries meet these conditions and one from Austria.



"Flames" postmark with presentation of the Monastery of Sept-Fons in France. It is the last monastery in France that made Trappist beers until 1930.

#### Stift Engelszell

The monastery was founded in 1293.

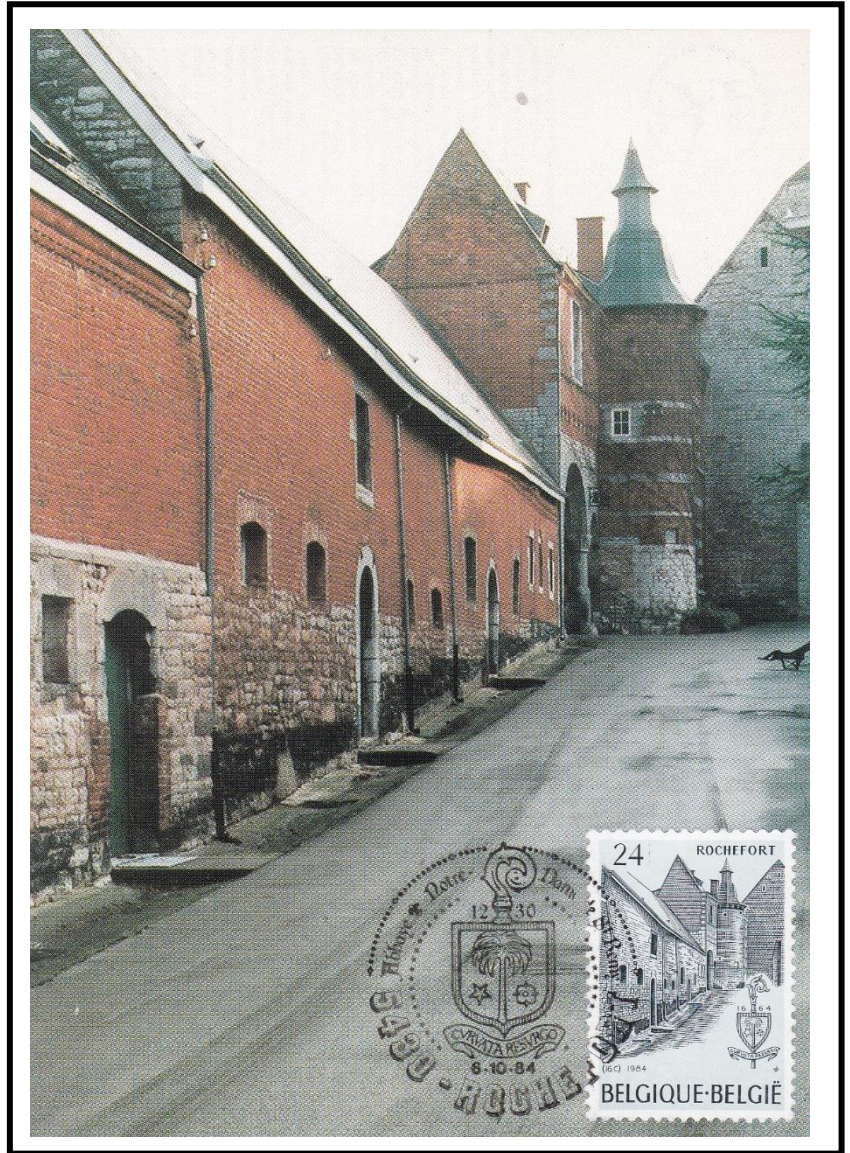
It is located near the city of Linz in Austria.

The only one that prepares trappiest beers, with the most famous being "GREGORIUS" and "NIVARD".



Commemorative postmark of the Stift Engelszell monastery

**Rochefort** Brew in the abbey of Saint Remy from the 16th century.  
 The brewery as a Trappist has been operating since 1889 making three types of beer.

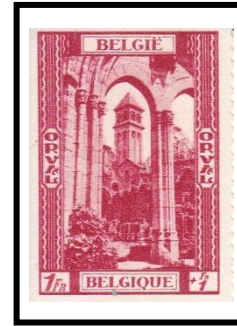
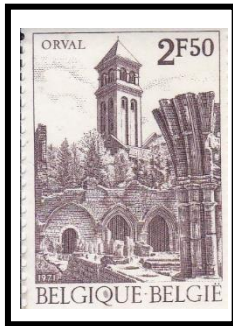


**Achel** In 1852 in the region of France Patersvaatje operated a brewery and in 1871 became a Trappist monastery. During World War I it was closed and the monks left. In 1998 it reopened in the monastery of St. Benoit (Achel) of Belgium.

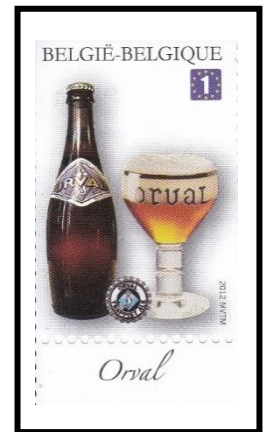


### 3.2.3 Trappist

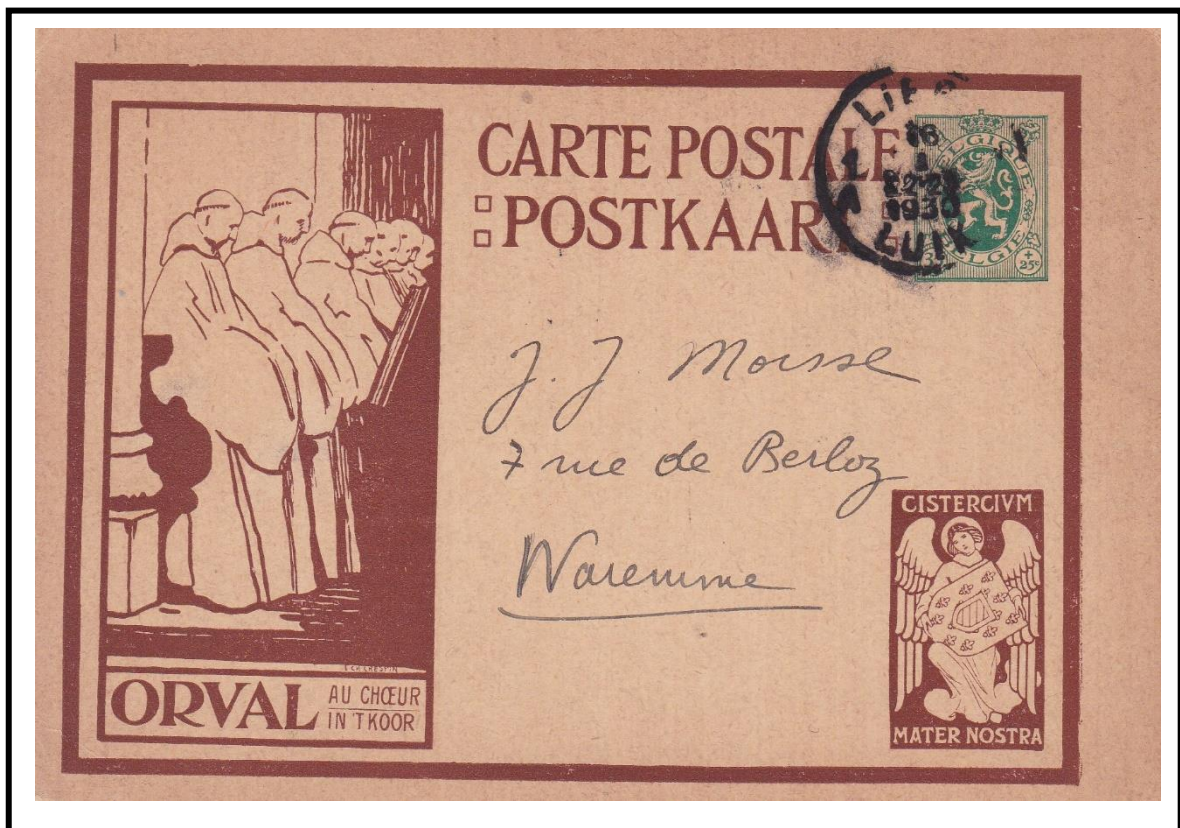
**Orval** The brewery is inside the walls of Notre-Dame d'Orval Abbey in the area of Gaume Belgium. In an abbot's document dated back to 1628, there is a full description of the production and consumption of beer by the monks.



The last until the fire, 1793 created of the brewers who later became a monk was father Pierre. In 1931, contemporary brewery was created which employed civilians and aimed to provide a source of income for the restoration of the abbey. The brewery was designed by Henry Vaes who also designed the distinct Orval glass. Orval was the first trappiest beer that sold nationwide in Belgium.



The monks (today about 32) are the ones who work in the fields of the area with the cultivation of the barley and the production of the malt as well as with the processing in the monastery laboratories for a better taste. Its color is amber which results from the mixing of different types of malt of which caramelized. Bitter taste due to admixture with hops.

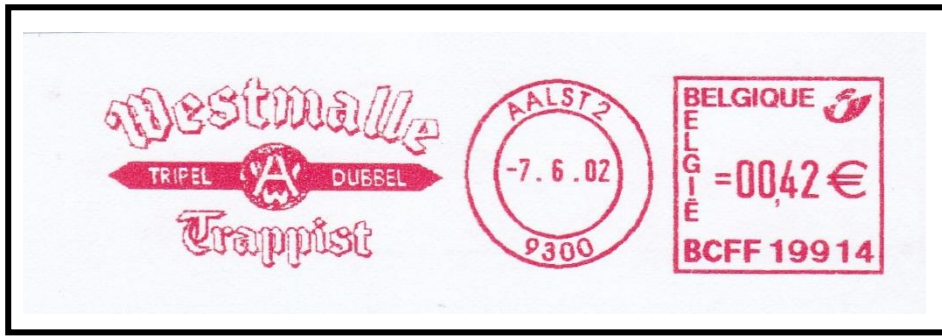


Postal stationery postal card with printed stamp of 35F+25c posted on 16.01.1930

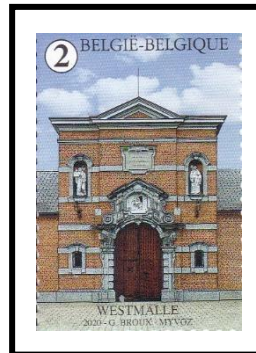
Orval.

### 3.2.3 Trappist

**Westmalle** in 1836 the abbot of the monastery Martinus Dom brewed a beer light colored with a bitter taste.



Westmalle Tripel Dubbel beer type ad.



Abbey Wesmalle



**Westvleteren** is the smallest trappiest brewery, located in Saint-Sixt Abbey in Westvleteren.

Beer is available only in the abbey and in the neighboring Café de Vrede. It produces three types of beer all dark colors.



Posted postal stationery card in 1982

Westvleteren

### 3.2.3 Trappist

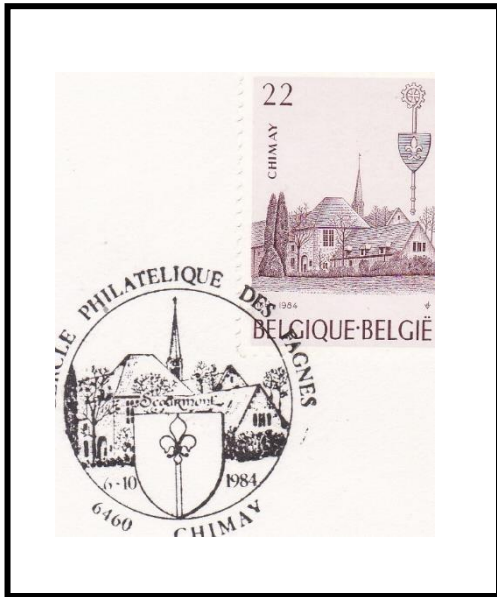
**Chimay** The brewery was founded in 1862 in Scourmont Abbey, located in the Belgian municipality of Chimay.

It produces three types of beer:

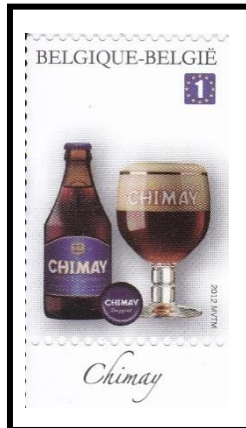
Chimay Rouge (red cap) copper color, with a noble aroma.

Chimay Bleue (blue cap) dark in color, with a fruity taste.

Chimay Blanche (white cap) light in color, with characteristic bitterness.



Abbey of Chimay.



Chimay Bleue



Imperforate stamp  
with number underprint 700



final stamp



Approved proof by the Belgian Post

### 3.2.4 Abbey beers

They are "monastic" without meeting the requirements of the Trappist. By the decision of the court of Ghent In 1962 the Trappist logo in these Monasteries was banned and they are simply called Abbey beers. It's about Private commercial companies that bought the name of old monastery beers and exploit it commercially, while their production takes place in breweries.

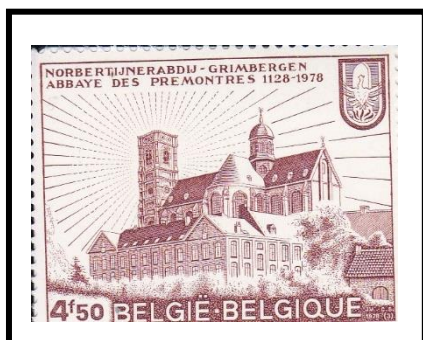


The monastery of **Leffe** was founded in 1152 in the province of Namur in southern Belgium. The monastery was destroyed in 1902 completely. In 1952 the Stella Artois brewery in Leuven took over the production of Leffe until today.

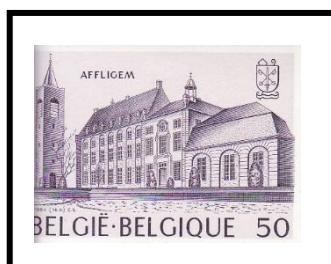
Also Abbeys like **Postel, Grimbergen, Affligem, Floreffe** produce beers but do not meet the terms to be called trappist.



Postel Abbey has been brewing beer since 1847.



Grimbergen Abbey since 1128

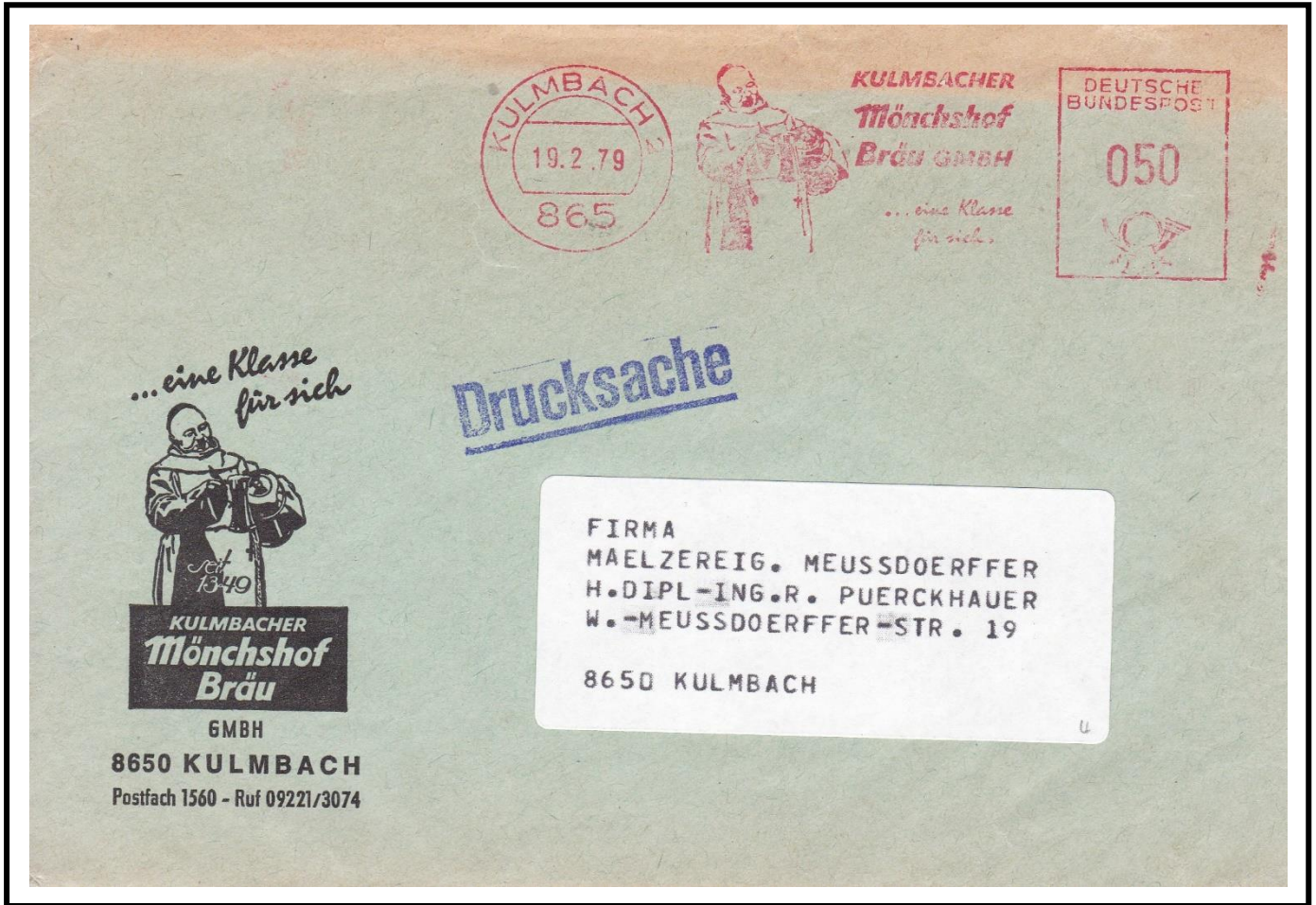


Affligem Abbey since 1074

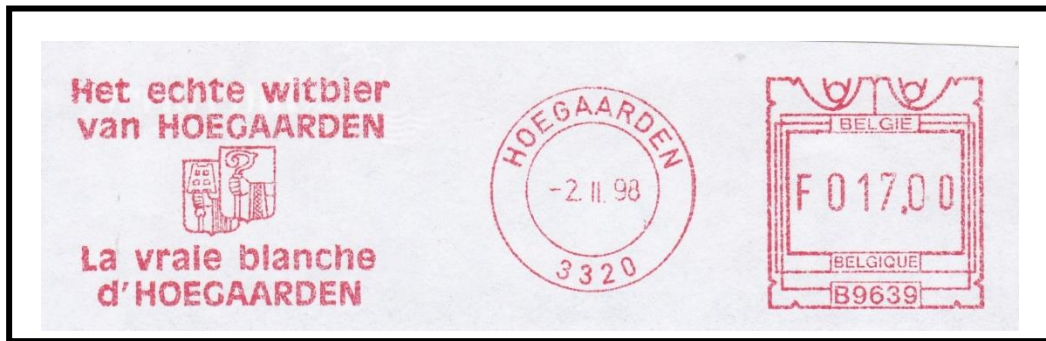


Floreffe Abbey since 1205

### 3.2.4 Abbey beers



Machine printed postal frank of the German city Kulmbach with the monastic beer advertisement which was brewed since 1349.



Belgian Machine printed postal frank of the brand Hoegaarden. The white beer was brewed in 1445 at the Hoegaarden brewery near Tienen, Flanders by local monks.



Dendermonde Brewery since 1837



Chevetogne Brewery since 1874



Maredsous Brewery since 1963 licenses its name to Brouwerij Duvel Moortgat,

Produced in the Pajottenland region of Belgium, the wheat is not ground and the fermentation is natural, ie fermented in open containers with the help of environmental yeasts without adding yeast with wild yeasts and bacteria found in the river Senne which crosses Brussels. Lambic items are:

- Faro** Low alcohol beer, to which brown sugar was added.
- Gueuze** Is a mixture of lambic (one year) and older (two - three years) with secondary fermentation to become carbon dioxide in the bottle. Seal the bottle with cork.
- Kriek** Prepared from sour cherries of morello variety. The secondary fermentation in the bottle gives a dry and sour taste.



Gueuze.



Charles Baudelaire



Belgian private postal stationery with printed stamp of 5c of De Menage Brewery, which brews **Faro** beer.

The 19th century French poet Charles Baudelaire commented on the unpleasant taste of Faro beer, saying that "It's the beer you drink twice," because it is made from the waters of the river Senne, where the waste ended up.



1938 posted Publibel

Morelle (**Kriek**).

Beer glasses come in a variety of shapes and sizes with different features, aiming to highlight the special characteristics of beer which are aroma, foam, color and taste.

**Stein** glasses with a handle on the side in various shapes, is the German version of the **mug**.

Traditionally They are made of special stone which keeps the temperature of the beer constant for a long time space.

The metal lid dates from the **Black Plague** era (Pandemic 1347-1351) where it served to ward off flies.

This type is suitable for Lager beers.



Gold and silver

15th century stein glasses are works of art used by members of high society.



Brewery Grodzisk Wlkp (Poland) glass Stein



Silver and ivory



Ceramic



Porcelain



1980 Booklet Denmark

Stein bronze glass of 1641.



Wooden Mug of Serbia



The foam on the surface of the glass, which is nothing other than trapped bubbles that are created from barley protein, plays a role in certain species in taste.



Wooden stein of Latvia

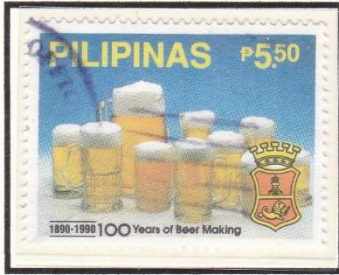


Air mail register cover 1913 to Portugal

Traditional Russian silver beer glass

### 3.4 Beer wants her glass

In each area Mug cups differ in shape and size



Mug



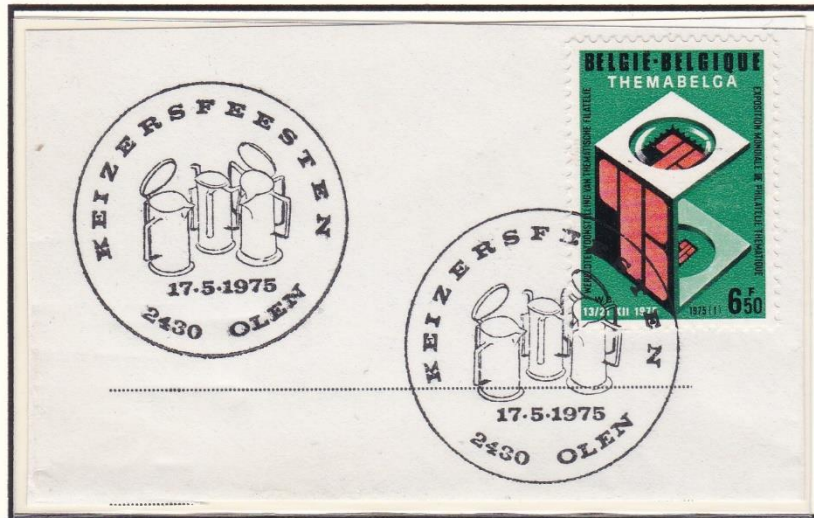
Self-adhesive stamp  
Dimpled - Mug for pilsner beer



Belgian - Mug



Oktoberfest - Mug  
capacity over 1 liter



At the entrance to the city of Olen in Belgium there is a work of art,  
with three copper stein glasses about 1m high



Self-adhesive stamp  
Krug – Mug

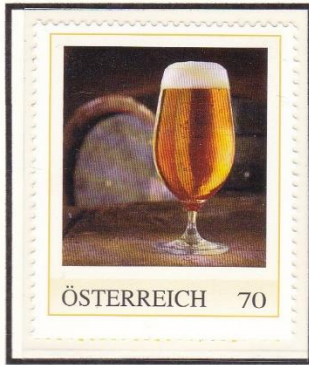


Three Stooges drinking beer in Mug - Tankard glasses used to drink it in America.

TM & © C3 Entertainment, Inc.

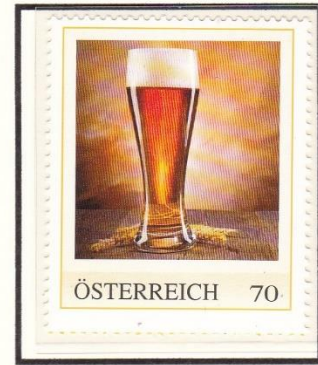
### 3.4 Beer wants her glass

#### Glasses for Pilsner beers



"Tulip"

Pilsner glasses are tall, with thin glass to highlight the color and conical so that the wide top to retain the foam and aroma.



"Pilsner"



Advertisement of the Feldschlösschen Brewery with a glass of the "Flute" type.

The  
Shangri-La Hotel  
Dalian

**Shangri-La hotel**  
DALIAN, CHINA  
2002(0600)-0050

大连市邮政局信息广告分局承制

中國郵政明信片  
60

Soccer fans drinking beer in Pilsner liter glass.

### 3.4 Beer wants her glass

There are many types of glasses for Ales and monastery beers. Each area has its own style of glass, the shape highlights the color and aroma of the beer.



For beers stouts "Nonic Pint".



For beers stouts and porter "Shaker Pint"



For beers weis "Weizen"



For beers ale and monastery "Stemmed"

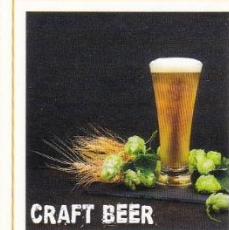


For beer monastery "Goblet"

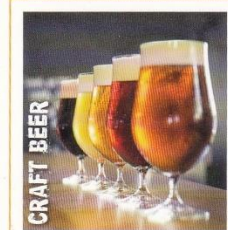


For beer ale and lambic "Willi Becher"

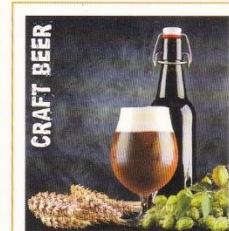
**Craft beer** is a beer that has been made by craft breweries. They produce smaller amounts of beer, typically less than large breweries, and are often independently owned. Such breweries are generally perceived and marketed as having an emphasis on enthusiasm, new flavors, and varied brewing techniques.



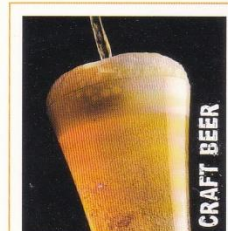
ÖSTERREICH 80



ÖSTERREICH 80



ÖSTERREICH 80



ÖSTERREICH 80

### 4. THE JOY OF CONSUMPTION

#### 4.1 Celebrations, anniversaries and festivals

Every year in Munich at Terezivnise Square you become the biggest folk festival in the world Oktoberfest.

It lasts two weeks and ends on the first weekend of October. It was established in 1810 for the wedding of Prince Louis I of Bavaria. All Munich breweries offer beer to guests in tents with a capacity of 2-3,000 people.

The waiters and several guests wear traditional bavarian costumes.



1905 posted private German postal stationery.



Oktoberfest.Berlin



200 years Oktoberfest



Oktoberfest 1953



Posted air cover

Munich Oktoberfest 1953

### 4.1 Celebrations, anniversaries and festivals

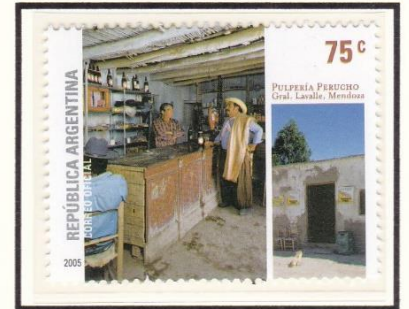
A beer festival was held in Argentina 2011 and the Philafest stamp exhibition the same year.  
Traditional pubs/ale stores in Argentina.



Argentina 2011

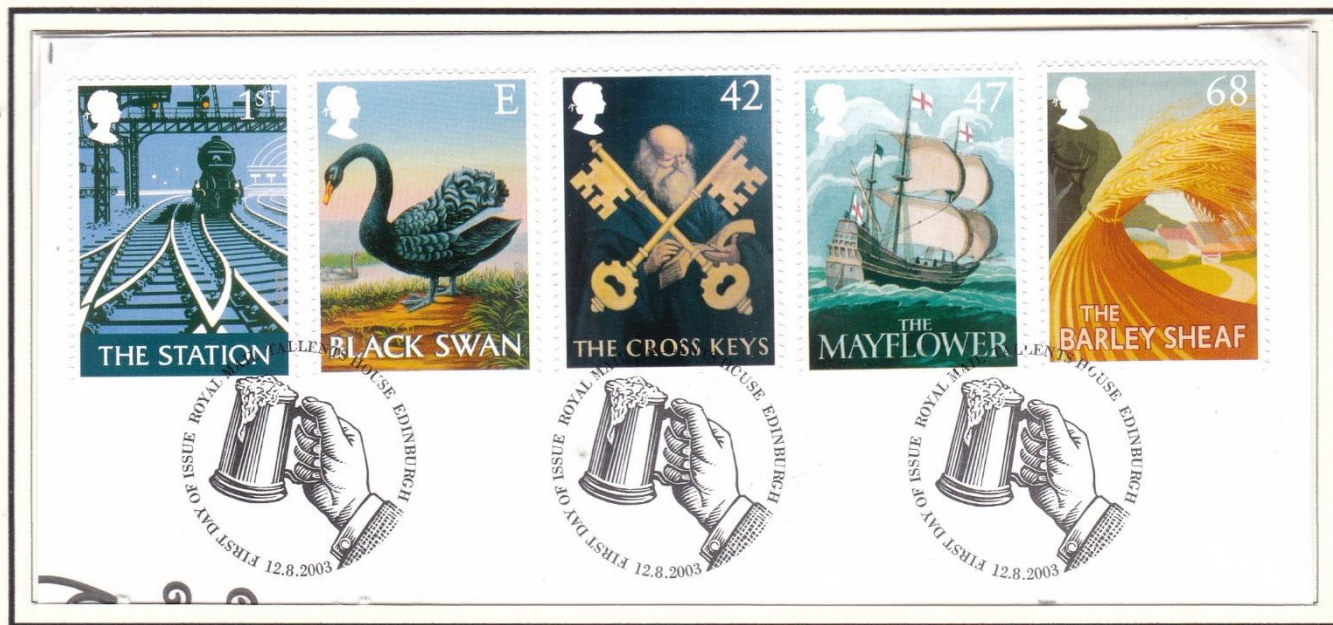


2000 beer festival in Krasnystaw Poland



1911 Postal stationery postal card with printed stamp of 2\$.

In England, the biggest consumption of food and beer takes place in pubs (alehouses).



2003 FDC

The most known pubs.



A beer festival was held in 1965 in the Frejus area of Cannes, France.



1997 Beer festival in Uruguay



2017 posted pre-paid postcard

October 20-29 2017

Traditional brewery in Heidelberg with stone floor where big celebrations take place.



1911 Posted military Postcard (feldpost)



Beer day 29.4.2001



Beer Week 1990 (twining of Munich and Kiev).



De Hr en Mw Jan VANGIJSEGHEM-WIJNANT  
Dwarsstraat 12

9480 DENDERHOUTEM

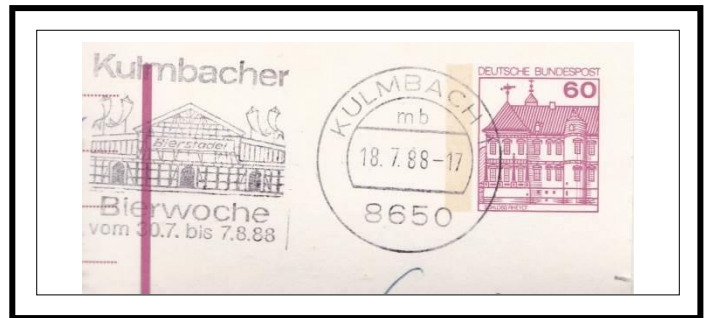
4.1 Celebrations, anniversaries and festivals



1905 Posted private German postal stationery. At the Master Festival in Rothenberg, beer plays a dominant role where you stand out with a competition the "Meistertrunk" (drinker, beer master).



"Munich is the city with the most famous beers in the world".



Kulmbach "Beer week 30.7.-7.8.88".



1907 posted postal stationery This city is the commercial center of quality evaluation of Hops.

Beer Festival in Nuremberg,

## 4.2 Music and Dance



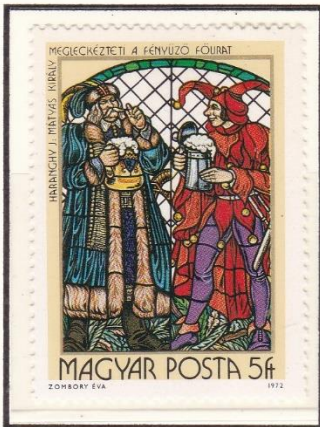
Bruegel painting  
"The dance of the peasants"



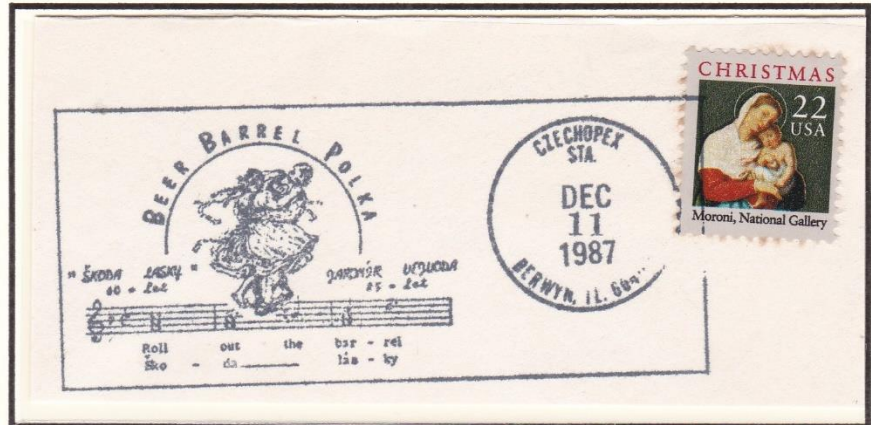
Morals and customs while drinking beer

From antiquity until today the consumption of beer in celebrations and festivals leads them people in joy which you manifest with music and dance.

Beer has been sung by many nations.



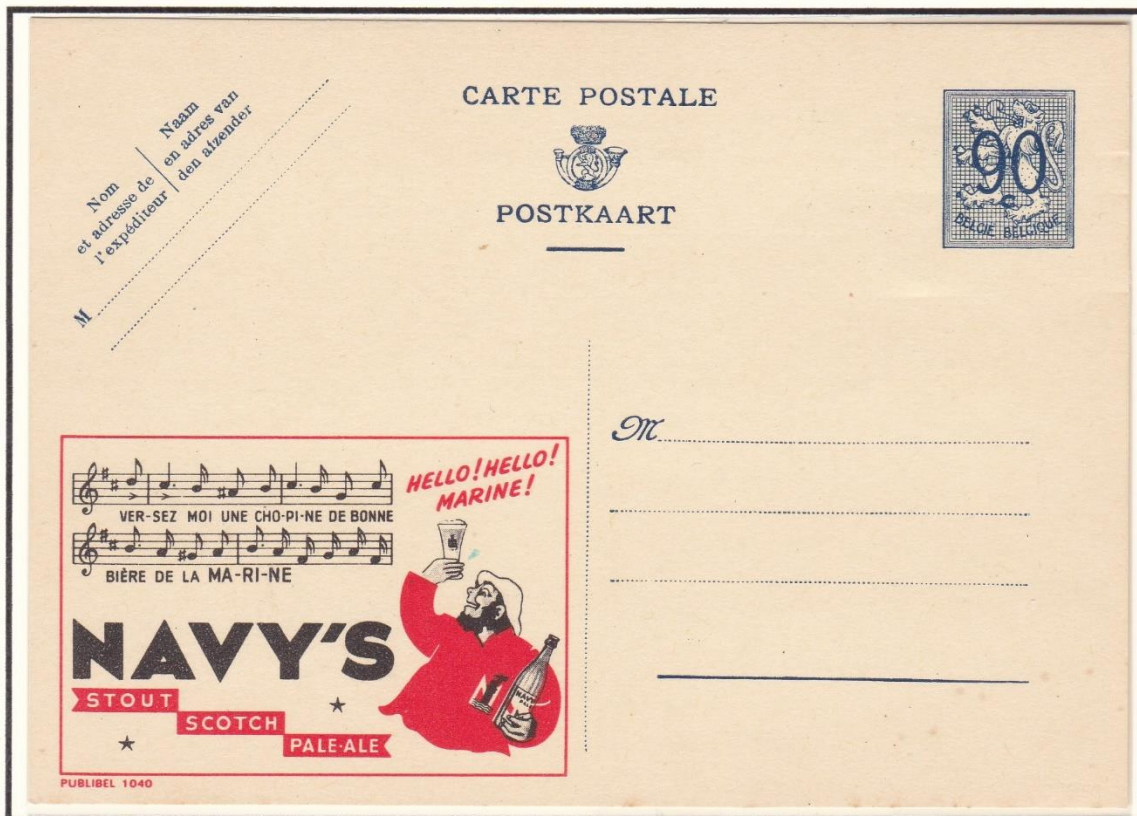
Jester drinking beer with a local lord



Composer is the Czech musician Jaromir Vejvoda in 1927.  
The song became famous during World War II



The song is produced by Walt Disney



Nautical song about beer

The right accompaniment for each type of beer depends above all on personal criteria but for sure there are foods that go well with certain types of beer either because they reduce acidity or bitterness or because they highlight their aroma and taste. Some suggested combinations by tasters are:



Monastic (Abbey beers) accompany an excellent variety of cheeses.



Fish with Pilsner



Pork and beef with Ale



Marston's Brewery produces Stout beers suitable for oyster consumption.

### Choucroute

(pour 6 personnes)

1,250 kg de choucroute, une palette de porc fumée, 500 g de lard fumé, 500 g de lard salé, 6 paires de saucisses de Strasbourg, 300 g de saucisses blanches, 6 cervelas fumés, 100 g de saindoux, 1/2 litre de vin d'Alsace, 1 litre de bière, sel, poivre, thym, laurier, clous de girofle, oignons, ail, baies de genièvre, grains de coriandre.

Laver la choucroute à grande eau et l'égoutter, garnir le fond d'une casserole de saindoux, couenne de lard et d'oignons.

Faire suer légèrement les oignons, mettre la choucroute et les ingrédients, ajouter le vin blanc, couvrir de bière à ras, mettre les garnitures et les saucisses blanches (sauf les saucisses de Strasbourg).

Faire cuire à feu doux. Sortir les garnitures au bout d'une heure environ.

Cinq minutes avant de dresser votre choucroute, faire pocher les saucisses de Strasbourg et les saucisses lanches dans une eau à environ 80°. Servir avec des pommes à l'anglaise.

409

Maximum card

**Choucroute garnie** (French for dressed sauerkraut) is an Alsatian recipe for preparing sauerkraut with sausages and other salted meats and charcuterie, and often potatoes. Usually accompanied by Lager beer.

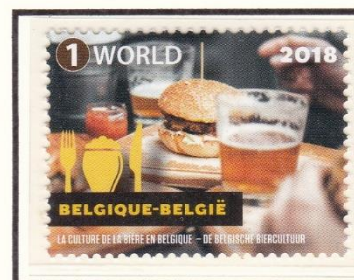
4.3 Beer and food



1905 posted private German postal stationery.



The chicken with Lager



Hamburger with stout or Lager



For desserts with lambic or coffee Stout.

In general, everything is a matter of taste. It is important to find the type of beer you like, to serve it so that help her highlight her character and enjoy it as he thinks be.



1915 posted military franchise postcard

Sausages with Dark lager or Weisse.

### 4.4 Healing properties of beer

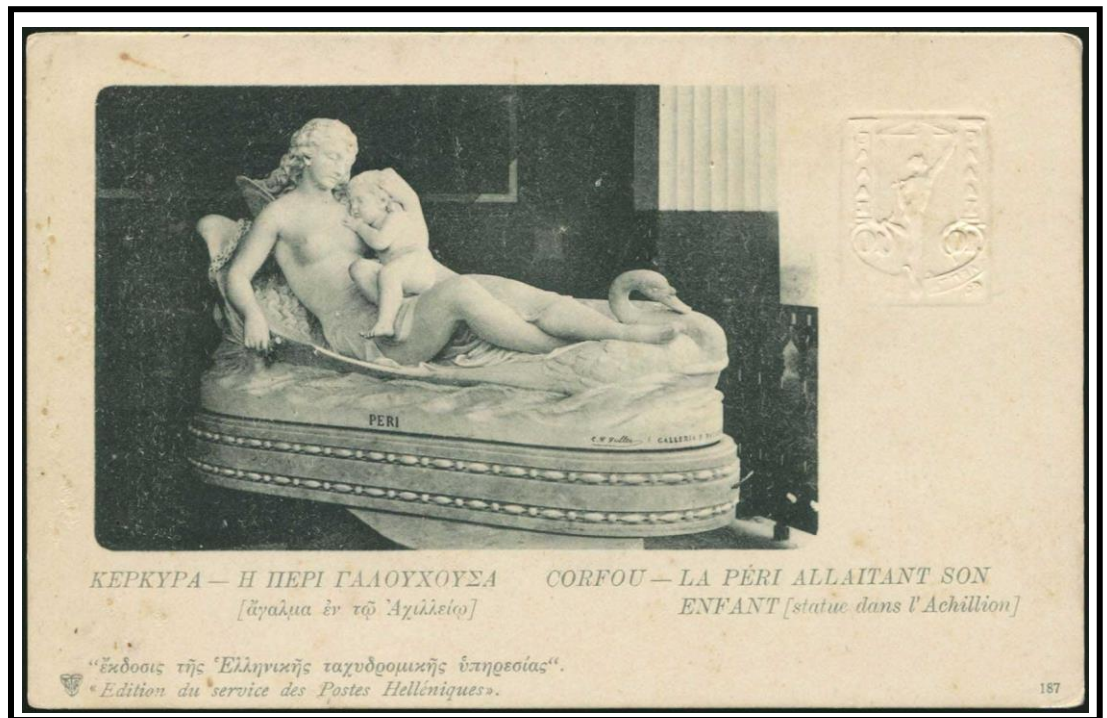
Countries like the Czech Republic and Finland offer a therapeutic spa with beer, which is good for hair and skin. In many nephrology conferences you mention beer in small quantities of course as a diuretic and helps the best kidney function.



Spa



8th World Congress of Nephrology



Breastfeeding from ancient times until today is recommended to mothers for the best quality of breast milk.

## NEKTÁR GYÓGYTÁPSÖR

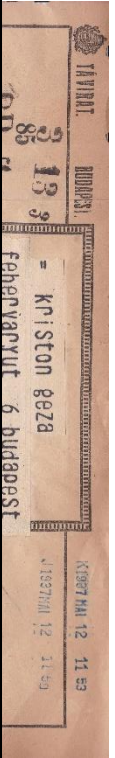
alkoholszegénység mellett  
MAGAS EXTRAKT TARTALOM

### EXTRAKT TARTALOM

NEKTÁR SÖR	NEHÉZ MALÁTÁSÖR	PORTÓI BOR	BARNA SÖR	VILÁGOS SÖR	VÖRÖS BOR	PEZSGŐ EXTRA DRY	PECSENYEBOR	KÖNNYŰ ASZTALI BOR	KONYAK	SZILVÓRIUM	RUM
9%	9%	8%	5.5%	4%	3%	2.5%	2.5%	2%	1%	0%	0%

### ALKOHOL TARTALOM.

RUM	KONYAK	SZILVÓRIUM	PECSENYEBOR	PEZSGŐ EXTRA DRY	VÖRÖS BOR	PECSENYEBOR	KÖNNYŰ ASZTALI BOR	NEHÉZ MALÁTÁSÖR	BARNA SÖR	VILÁGOS SÖR	NEKTÁR SÖR
60%	42%	40%	10%	12%	10%	10%	7%	5%	3%	3%	1.5%



Telegram of Hungary (Budapest) of 1953 with advertising message of Nektar beer.

It contains 1.5% alcohol and is recommended for women who are breastfeeding, for people after surgery and for people with stomach problems.

### 4.5 ... Enjoying beer requires attention!

Consumption of beer and generally alcoholic beverages sometimes while driving is unpleasant results for this reason **we do not drink when driving**. Adherence to the Traffic Code protects us and our fellow human beings from various dangers. A key factor is to learn not to be selfish.



Speeding



Imperforate

Casualty



Alcohol consumption

