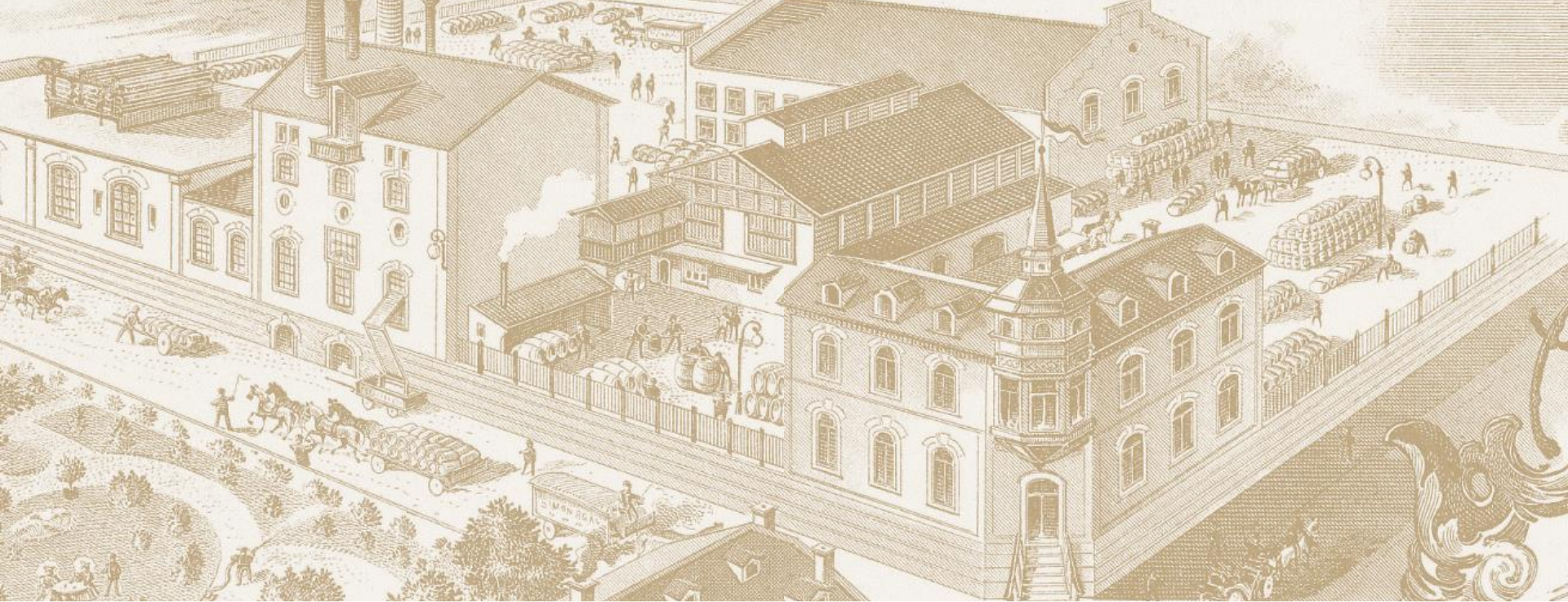





Bitte ein Bit
Bitburger

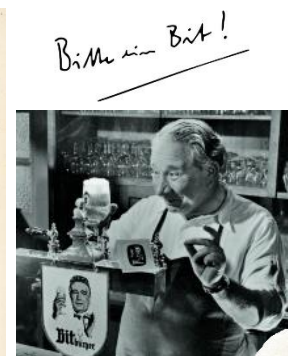

Bitte ein Bit
Bitburger

Bitte ein Bit



The Bitburger Brewery

In 1817, Johann Peter Wallenborn laid the foundation for one of Germany's largest private breweries with his home brewery in the city of Bitburg in the Eifel mountains.



1883

The Bitburger brewery brews its first pilsner-style beer.

1900

1913

The German supreme court in Leipzig rules that the Bitburger brewery may continue to call its beer “Simonbräu-Deutsch-Pilsener,” making the “Pils” designation a style-based one rather than an origin-based one.

1929

The Bitburger Connoisseur appears as an advertising mascot for the first time and still stands for the utmost brewing quality to this day.

1950

1951

Bitburger debuts its new slogan based on the handwriting of Dr. Theobald Simon: “Bitte ein Bit.”

1964

The brewing industry’s first special glass is created in the form of the Bitburger Goblet, reflecting the unique, slightly bitter flavor of Bitburger Pils.

2000

2013

Bitburger develops 0.0%, the first beer range in Germany that is isotonic, rich in vitamins, and fully alcohol-free.

2021/22

The Bitburger brewery launches a new subbrand called Eifelbräu Landbier.



More than 200 Years of Brewing Heritage

Today, the Bitburger brewery is in its seventh generation of family ownership and has grown into the most popular German draft-beer brand thanks to its pilsner beer.

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Family brewery



Leading quality

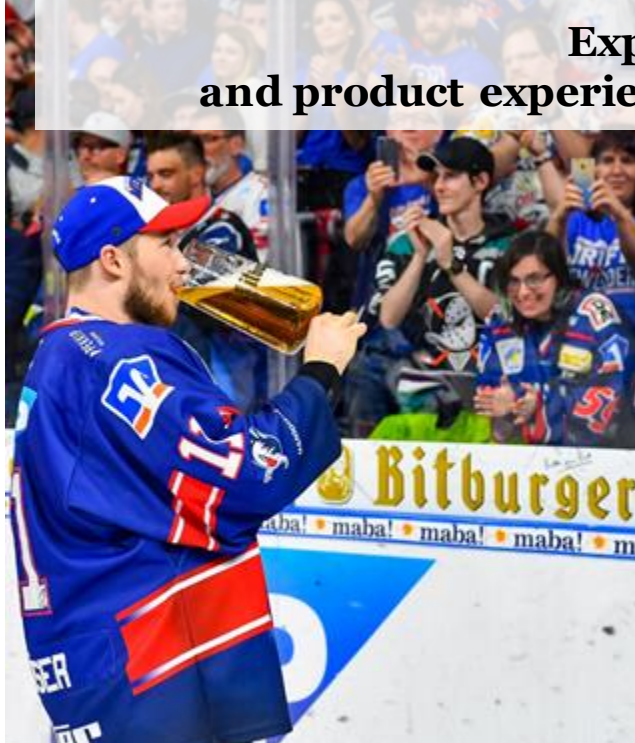


Forward-looking

Expansion of emotional brand and product experiences in southwest Germany



Soccer



Other sports



Motor racing tracks and all-purpose arenas



Expansion of emotional brand and product experiences in southwest Germany

International

More than **222 projects** for involvement in **sports and culture**

Proximity to consumers developed through high-reach sponsorships and engagement

Activation in emotional settings

Brand and products able to be experienced





Top 10*



Bitburger International:

Our beers have been marketed internationally for many decades and are now poured in more than 70 countries



Our Selection for the Best Bitburger Flavor

Pils

Helles

Bock (seasonal)

Shandy (classic and naturally cloudy)

0.0% alcohol-free

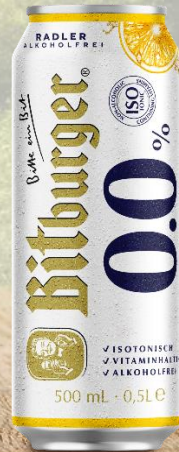


UNFILTERED

Only in the keg



Only in the keg






Bitte ein Bit
Bitburger

Unique Barrel-Fresh Taste in the Bitburger Goblet

**The exclusive Bitburger Goblet
guarantees:**

- ✓ Longer-lasting freshness
- ✓ Optimal foam formation and stability
- ✓ High recognition among your guests
- ✓ Poured slowly into the glass to optimize perception of the subtle hop aromas through the mouth and nose
- ✓ Optimal drinking temperature: 5.8°C

Perfect tapping results in just three
minutes:

www.bitburger-international.com/en/correct-pouring

Bitte ein Bit



Availability of Product Tasting Videos



Digital tasting videos

Our brewmaster, the Bitburger Siegelhopfen hops farmer, and one of our beer sommeliers present our core range.

Each video lasts 3–8 minutes, for use in e-commerce, at events, or in customer meetings.





Bitburger Campaign Images: Snapshots of On-Premises Enjoyment



Expansion of campaign images

Expansion of current campaign, adding scenes of drinking and enjoyment on-premises at a pub for appealing to **new users and competitors' users** specifically.

Development of new advertising materials for ATL and BTL initiatives (image posters, social media, etc.) with a focus on more **community** and **emotionality**.



Bitburger Siegelhopfen Informational Advertisement

Useful information about Bitburger Siegelhopfen

Informational campaign with a key
visual featuring all key facts about
Bitburger Siegelhopfen

Possible usage:

- Advertisements
- On-trade posters
- Emphasizing USP in sales pitches



Do you know the secret of Bitburger's signature hops?
Locally grown hops from Holsthum, near Bitburg!

At Bitburger, we have committed ourselves to the highest quality standards for over 200 years. In keeping this promise, we have made our beer unimitatable and unique to taste. This is why we buy our hops exclusively from Holsthum in Bavaria, which is one of the largest continuous hop-growing areas in the world, and from Steinhilber, which is near Bitburg in the Naheparkgebiet. We select these signature hops according to our own quality requirements and submit them to rigorous sensory quality inspection.



We use only what we would call the best and finest hops for our Bitburger key brand. We are especially proud of the Bitburger signature hops, which are diligently grown by the Hop-growing Family. Each year a few kilometers away from the harvest and each ready used for us for our beers. This special blend of signature hops from both Holsthum and Steinhilber, our natural taste and our spring water give Bitburger its refined taste and its unique key brand. For that reason we say, Bitte ein Bit.



Find out what makes Bitburger taste so unique: www.bitburger.com/naheparkgebiet



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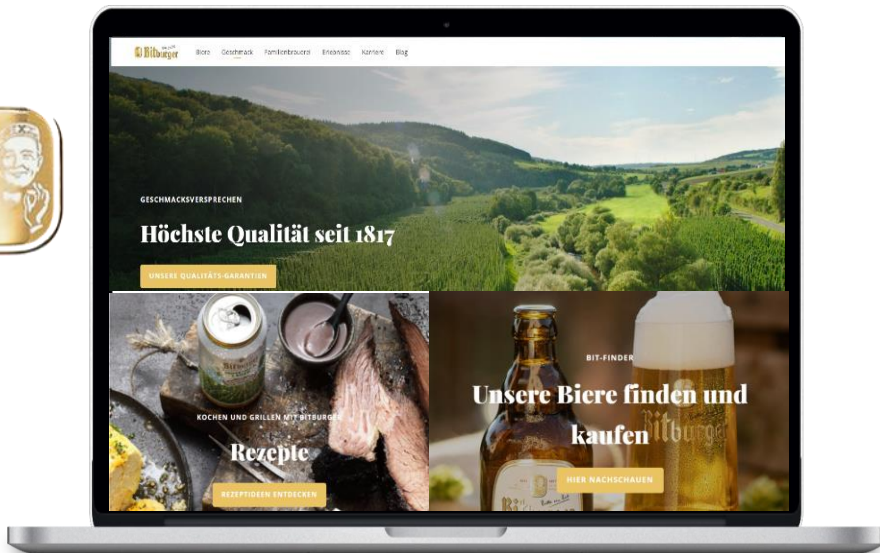
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Bitte ein Bit
Bitburger

Our website ...



demonstrates what sets us apart:

- The selection and exquisite beer quality, including Bit finder
- The connection to the region as a family brewery
- Tradition and brewing friendships
- The extraordinary flavor and perfect food pairing, including delicious recipes
- Infotainment
- www.bitburger.de now also in English
www.bitburger.com and Italian
www.bitburger-birra.it



Bitte ein Bit
Bitburger

We Support You!



Local Bitburger social media presence for our partners

Social media is a fantastic and important advertising instrument in today's times

- ✓ Reach online users to raise your brand's awareness
- ✓ Establish loyalty between Bitburger and its fans/followers
- ✓ Add value for the community
- ✓ Increase appeal and contemporary relevance for the product and brand
- ✓ Promote new products
- ✓ Gain new customers

Get our communication campaigns (US) ahead of time & post the content just in time on your Bitburger profiles