

Köstritzer

Erfrischend dunkel.



Köstritzer - Germany's Leading Black Lager Beer

Köstritzer

The Köstritzer Schwarzbier Brewery



1991
The Köstritzer Schwarzbier brewery has been part of Bitburger Brauerei Th. Simon GmbH since 1991 and expanded into one of Thuringia's largest and most modern brewing facilities in just a few years.



2013
Köstritzer Kellerbier, an unfiltered, natural beer, is released onto the market.

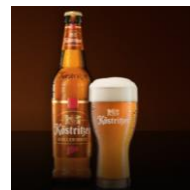


2022
Music has been in the Köstritzer brand DNA for more than 30 years.
New campaign focusing on music & specialty capabilities.

1543
The Köstritzer Schwarzbier brewery was officially documented for the first time as the "Köstritz Public House" in 1543, making it one of Germany's oldest breweries.



1995
Köstritzer Schwarzbier, a national market leader among bottom-fermented dark beers since 1995. It is now exported to over 57 countries.



2019
Germany's most well-known specialty brand, Köstritzer debuts two new specialty beers nationally for off-trade and on-trade, the Köstritzer Radler Limette and the Köstritzer Kirsche.



Delve deeper into the world of Köstritzer at www.koestritzer.de

The logo for Köstritzer, featuring the brand name in a stylized, gothic-style font with a red underline.

Germany's Most Well-Known Specialty Beer Brand.*

Germany's most well-known specialty beer brand.*

Thanks to Köstritzer Schwarzbier, the **most popular black lager beer** in Germany, and Köstritzer Kellerbier, the **third most popular Kellerbier.****

Köstritzer brewing tradition: with more than 475 years of brewing tradition, **one of the oldest breweries in Germany**

Köstritzer Kirsche & Radler Limette, refreshing **shandies**, bring new and younger users to the umbrella brand.

Enhancement of Köstritzer Schwarzbier and Kellerbier with **the finest roasted malt**, based on a unique barley roasting method.

Regional Köstritzer Edel Pils is one of the **top pilsner beers** in Thuringia.***



* Kantar brand tracking, 1st half of 2022

** Nielsen, 1st half of 2022, Germany, share of black lager/dark beer and share of Kellerbier in total sales

*** Nielsen, 1st half of 2022, Thuringia, share of pilsner in total sales



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Köstritzer Is Germany's Leading Black Lager Beer



Source: Nielsen; Food Retail + Liquor Stores Excl. Aldi/Lidl/Norma, share of black lager/dark beer in total sales, 1st half of 2020



Köstritzer

Our Internationally Popular Specialties Have Long Been Available in more than 45 Countries



Top 10



*Exports to Russia canceled in 2022, country removed from statistics, source: SAP-BW Bitburger Braugruppe, Actual Jan. 2021–Aug. 2022

Köstritzer

Köstritzer – Partner in Sports and Culture

Culture, cuisine, Köstritzer

Connoisseurs taste something truly extraordinary in Köstritzer beers – so it's natural that our commitment should be extraordinary too: The Köstritzer experience includes highlights such as Köstritzer Spiegelzelt, select culinary events, and support for regional events.



GERA
www.gera.de



Fan of regional sports

In its home region, Köstritzer is also a popular sponsor of sports clubs, associations, and events. In addition to the best establishments in Thuringia, Köstritzer can also be found wherever Thuringia's sports fans come together, whether it's for soccer, basketball, or running.





Köstritzer – Partner in Sports and Culture

