



# THE POWER OF THE SLOW BREWING QUALITY SEAL

SLOW BREWERS HAVE BEEN  
PRODUCING CRAFT BEER FOR  
A LONG TIME, SOME EVEN  
FOR CENTURIES

**T**he term “craft beer” may be relatively new, but the idea behind it isn’t! On the contrary: many breweries, which craft their beer with love and creativity, have existed for centuries. The brewers producing these beers actively live their principles and have never used the words „craft beer“. They view themselves as an alternative to large corporate breweries and uniform flavor by producing exceptional beers of lasting quality and by approaching their craft with passion and responsibility. The strict Slow Brewing Quality Seal honors these breweries and thereby, offers consumers a reliable guidepost for finding better beer.

Slow Brewers are not concerned with brewing the most exotic beers possible. Instead, their calling is to brew beers of exceptional quality at a consistently high level, while also allowing their creativity to run free. With their aptitude for creatively combining raw materials and given the numerous varieties of hops and malt and the countless available yeast strains, Slow Brewers are consistently able to produce unique and exceptional beers, even within the framework of the Reinheitsgebot. As true artisanal brewers, who in most cases have inherited centuries of tradition, they are in a position to take advantage of the myriad opportunities available to them. Thus, in the end, Slow Brewed beers are, in fact, craft beers. With their lived values, their know-how and their courage to break new ground, Slow Brewers produce traditional beers with an eye on innovation and the latest technology.

Slow Brewers are also characterized by something else: an enduring and uncompromising compliance with the strict guidelines of the Slow Brewing Quality Seal. It is certainly the most comprehensive and rigorous hallmark of excellence in the international beer market, because it encompasses an assessment of both a brewery and its beer. In order to receive a Slow Brewing Quality Seal, a brewery must meet rigorous standards for flavor, quality, sustainable business practices, corporate culture, hygiene and brewing technology, in addition to passing a strict audit and undergoing frequent tests.

## ABOUT SLOW BREWING

Slow Brewing was established in 2011 as a “movement” with an organizational structure based on stringent admission standards. The Slow Brewing Quality Seal represents the next step in the development of this vision and is awarded by the Slow Brewing Institute, an independent organization based on scientific principles. The Slow Brewing Institute consists of a panel of ten experts, who serve the brewing industry in education and research, and is headed by founder and managing director Dr. August Gresser. The institute works closely with a scientific advisory board and independent experts from the Technical University of Munich and the Italian Brewing Research Centre at the University of Perugia (CERB). Since its founding, a total of 26 breweries in Germany, Italy, Austria and Switzerland have been awarded the Quality Seal.

## AN OVERVIEW OF CERTIFIED BREWERIES

### GERMANY

Badische Staatsbrauerei Rothaus  
Brauerei Bosch  
Brauhaus Faust zu Miltenberg  
Cölner Hofbräu P. Josef Früh  
Distelhäuser  
Familienbrauerei M. Ketterer  
Gräfliche Brauerei Arco-Valley  
Gräfliches Hofbrauhaus Freising  
Hausbrauerei Feierling  
Hochdorfer Kronenbrauerei  
Löwenbrauerei Hall  
Meckatzer Löwenbräu  
Privatbrauerei Moritz Fiege  
Privatbrauerei Schweiger  
Privatbrauerei Weldebräu  
Privatbrauerei Zötler  
Stadtbrauerei Spalt  
Westerwald-Brauerei

### AUSTRIA

Trumer Privatbrauerei  
Privatbrauerei Hirt  
Stieglbrauerei zu Salzburg  
Braucommune in Freistadt

### ITALY

32 Via dei Birrai  
Birrificio Antoniano  
Theresianer

### SWITZERLAND

Brauerei Schützengarten

## MEDIA CONTACTS

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