



SLOW BREWING. THE QUALITY SEAL FOR BEER.

A NEW IMAGE EMERGES FOLLOWING
PERSISTENT INNOVATION

Since it was founded in 2011, Slow Brewing has undergone continuous development. The Slow Brewing Quality Seal has come to represent the most comprehensive and rigorous hallmark of excellence in the international beer market. Both the brewery and its beer are evaluated. Not only must the products exhibit a consistently superior flavor, but also the entire production process, the raw materials, the company management and culture are key criteria in the rigorous scientific assessment of the brewery. These assessments are carried out by the experts at the Slow Brewing Institute. The certification process for the Quality Seal is unprecedented in the industry, in part due to the high frequency with which inspections are performed. Today Slow Brewing proudly presents its new image, which can be found on the official website www.slow-brewing.com.

FOUNDED IN SCIENCE – THE SLOW BREWING INSTITUTE

The Quality Seal is awarded after a rigorous, extensive evaluation conducted by the Slow Brewing Institute, an independent, scientifically based organization for monitoring the brewing industry. Slow Brewing consists of ten brewing experts from education and research headed by Dr. August Gresser (honorary member of the Accademia della Birra and the Verband ehemaliger Weihenstephaner der Brauerabteilung e.V.). The institute itself is composed of 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). The institute is funded by its members and through reasonable contributions from certified Slow Brewers. This funding promotes communication and marketing with the common goal of guaranteeing a strict, objective and systematic set of guidelines for honoring excellent beers. Other organizations attempting to provide some type of labeling and certification in the brewing industry only cover a small portion of the broad range of quality characteristics for beer. They do not involve the stringent level of testing and quality monitoring, which is

generally performed much less frequently. Slow Brewing was established in 2011 as a “movement” with an organizational structure based on extremely strict admission standards. The founding of the Slow Brewing Institute represents the next step in the development of this vision.

SLOW BREWERS LIVE THEIR VALUES

Since the organization was founded, a total of 25 breweries from Germany, Italy, Austria and Switzerland have been awarded the Quality Seal. Though they may walk different paths, all of the breweries embrace the universal principle that beer lovers do not want uniformity in the beers they drink. They seek much more: outstanding beers produced by brewers, who approach brewing with passion and responsibility. They brew...

Taking Time.

Simply taking the time to brew beer well is fundamental to the philosophy of Slow Brewing. In contrast to accelerated industrial mass production, the Slow Brewers are committed to gradual fermentation and gentle maturation. And for good reason. In addition to using the purest natural raw materials, the factor of time is key in creating the outstanding flavor and enhanced positive attributes of Slow Beers.

Competent.

Certified Slow Brewers know exactly what they are doing. They combine traditional brewing practices with expertise in modern brewing science and cutting-edge production technology.

Aware & Fair.

Slow Brewers increase beer lovers' quality of life with their exceptional beers and mindful business practices rooted in integrity, while purposefully promoting sustainability and environmentally friendly practices in their respective regions. This worldview encompasses taking future generations into consideration and also treating their employees and all who are part of the production process in an honest and fair manner.

Genuine & Deeply Rooted.

Slow Brewers appreciate and protect authenticity, which begins with pure ingredients and ends with specialty beers of distinctive character. A close connection to the region also plays a major role. Slow Brewers are mature and live their passion for brewing remarkable beers entirely independent of corporations and their limitations. This fosters a rejection of the brewing practices designed to produce uniform tasting beers and serves to protect the diversity so cherished among connoisseurs of good beer. The Slow Brewing Quality Seal stands for these values and represents proven product excellence. Those who submit an application to the Slow Brewing Institute for consideration must meet strict requirements for flavor, quality, culture, sustainable business management, hygiene and brewing equipment, in order to be awarded the Quality Seal. In addition, successful applicants must pass a stringent audit and undergo regular quality control testing performed by the Slow Brewing Institute.

SLOW BREWERS

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 Freistadt

ITALY

32 Via dei Birrai
Birrificio Antoniano
Theresianer

SWITZERLAND

Brauerei Schützengarten

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