PRIVATE LABEL LIQUOR · TRADE PRODUCT SHEET



HERE'S TO LIFE, UNFILTERED

PAULANER MÜNCHNER LAGER

Munich Helles Lager · Brewed since 1634

Munich's favourite everyday beer, pale gold, light-bodied and easy to love, with a clean malt sweetness and a soft, delicate finish, now imported for Australia.

#1	80+	Est. 1634
Munich beer brand worldwide	Countries pouring Paulaner	Brewed in Munich, unbroken tradition

STYLE
German-style Helles, bottom-fermented

ABV
4.9%

STANDARD DRINKS
1.9 per 500ml

COLOUR
Intense golden yellow

TASTE
Fresh and crisp with an elegant malty body; hints of sweetness and a slight hoppy finish

INGREDIENTS
Barley malt, Hallertauer Tradition hops, water, bottom-fermenting yeast

BEST SERVED WITH
Bread, rice and pasta

FULL GTIN & LOGISTICS SPECS **OVERLEAF** →

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WHY PAULANER MÜNCHNER LAGER?

- **The world's biggest name in Munich beer**, Paulaner is Munich's No.1 beer brand, poured in over 80 countries.
- **Genuinely easy-drinking**, low bitterness and a soft, rounded finish make it an easy recommendation for any drinker new to German beer.

WHAT MAKES IT SPECIAL

- Traditional single-mashing method, using Paulaner's own bottom-fermenting yeast breeding programme.
- Brewed from barley malt, Hallertauer Tradition hops and water, nothing else.
- Available in 6 × 4 × 500ml cans or 24L kegs.



FORMAT	GTIN	DIMENSIONS (CM)	WEIGHT	PER PALLET	PER 20FT CONTAINER	PER 40FT CONTAINER
Can 500ml, single	**4066600211815**	6.65 × 16.8	0.5kg	–	–	–
4-pack 4 × 500ml cans	**4066600311812**	13.3 × 13.3 × 16.81	2.1kg	–	–	–
Carton 6 × 4-packs, 24 cans	**4066600111818**	40 × 27 × 17	12.7kg	70 cartons*	792 cartons	1,728 cartons
Keg 24L	*Not barcoded*	26 × 26 × 58	25kg	12 kegs**	468 kegs	972 kegs

*Carton per-pallet figure is based on a standard AU Chep or Loscam pallet. Container loads are imported direct from Germany on EU pallets, which carry 72 cartons per EU pallet, 11 pallets per 20ft container and 24 pallets per 40ft container. **Keg per-pallet figure is based on a standard EU pallet. Kegs can be ordered by the pallet or by the container, price on application.

Ready to stock Paulaner?

Get in touch for pricing, samples and ordering, our team can have Münchner Lager on your shelf or your tap list.

1. **Get in touch**
   Email us for pricing, minimum order quantities and lead times.
2. **Taste & confirm**
   We can arrange samples so you know exactly what you're pouring.
3. **We deliver**
   Private Label Liquor handles importing, logistics and ongoing stock.

Why order through Private Label Liquor? We're the official importer and distributor of Paulaner in Australia, handling logistics, compliance and local support, so you deal with one local team instead of an overseas supplier.

Nationwide delivery
Shipped to retailers, bars and venues across Australia.

Dedicated support
One local contact for orders, pricing and stock queries.

Flexible order sizes
From single pallets through to full container loads.

GET IN TOUCH

Private Label Liquor

Imported & distributed in Australia · **info@paulaner.com.au** · **www.paulaner.com.au**