PRIVATE LABEL LIQUOR · TRADE PRODUCT SHEET



HERE'S TO LIFE, UNFILTERED

PAULANER OKTOBERFEST BIER

Festbier / Wiesn Lager · Brewed since 1634

Germany's favourite Oktoberfest beer, brewed only for the Munich Wiesn since 1818, a fuller-bodied festival lager with a strong, golden colour and a rounder, maltier finish, now imported for Australia.

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

STYLE
Festbier / Wiesn Lager, bottom-fermented

ABV
6.0%

STANDARD DRINKS
2.4 per 500ml

COLOUR
Strong and golden

TASTE
Celebratory and wonderfully smooth. Malty aroma with slight toffee and bready notes, balanced by a crisp, hoppy finish.

INGREDIENTS
Pilsner and Munich malt, Herkules and Hallertauer Tradition hops, water

FOOD PAIRING
The perfect accompaniment: roast chicken, sausages, bacon, grilled vegetables and cheese

FULL GTIN & LOGISTICS SPECS **OVERLEAF** →

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WHY PAULANER OKTOBERFEST BIER?

- **Germany's favourite Oktoberfest beer**, brewed only for the Munich Oktoberfest since 1818, poured every year on the Wiesn.
- **One of just six Munich breweries** permitted to brew an official Oktoberfest beer, under strict local and purity-law rules.

WHAT MAKES IT SPECIAL

- Bottom-fermented with Pilsner and Munich malt for a fuller body and a strong, golden colour.
- Herkules and Hallertauer Tradition hops balance the malt sweetness with a clean, hoppy finish.
- Available in 6 × 4 × 500ml cans, 20 × 500ml bottles or 24L kegs.



FORMAT	GTIN	DIMENSIONS (CM)	WEIGHT	PER PALLET	PER 20FT CONTAINER	PER 40FT CONTAINER
Can 500ml, single	**080157268225**	6.65 × 16.8	0.5kg	–	–	–
4-pack 4 × 500ml cans	**080157368222**	13.3 × 13.3 × 16.81	2.1kg	–	–	–
Can Carton 6 × 4-packs, 24 cans	**080157168228**	40 × 27 × 17	12.7kg	70 cartons*	792 cartons	1,728 cartons
Bottle 500ml, single	**4066600612049**	23.85 × 6.75	0.778kg	–	–	–
Bottle Carton 20 × 500ml bottles	**4066600112044**	35.2 × 28.2 × 25.1	15.964kg	60 cartons**	726 cartons	1,452 cartons
Keg 24L	*Not barcoded*	26 × 26 × 58	25kg	12 kegs***	468 kegs	972 kegs

*Can 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. **Bottle carton per-pallet figure is based on a standard AU Chep or Loscam pallet; container loads use EU pallet stacking (66 cartons per EU pallet, 11 pallets per 20ft container and 22 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 Oktoberfest Bier 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**