PRIVATE LABEL LIQUOR · TRADE PRODUCT SHEET



HERE'S TO LIFE, UNFILTERED

PAULANER PILSNER LAGER

Bavarian Style Pils · Brewed since 1634

Crisper and more hop-forward than the Helles, with a drier finish and a noticeable, clean bitterness, now imported for Australia.

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

STYLE
German-style Pilsner

ABV
4.8%

STANDARD DRINKS
1.9 per 500ml

COLOUR
Brilliant, bright yellow

TASTE
Hoppy, crisp, clean taste. This is a beer that expresses the master brewer's expertise.

INGREDIENTS
Pilsner malt, Hallertauer Tradition and Herkules hops, water

FOOD PAIRING
Suited to light, clean, or slightly spicy foods that won't overpower its delicate balance.

FULL GTIN & LOGISTICS SPECS **OVERLEAF** →

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WHY PAULANER PILSNER LAGER?

- **Bavarian-brewed Pils**, crisper and more hop-forward than the Münchner Lager, with a drier, cleaner finish.
- **Noticeable, clean bitterness**, a beer that showcases the master brewer's craft.

WHAT MAKES IT SPECIAL

- Brewed in the Paulaner tradition since 1634.
- Hop-forward German-style Pilsner with a crisp, clean finish.
- Available in 6 × 4 × 500ml cans.



FORMAT	GTIN	DIMENSIONS (CM)	WEIGHT	PER PALLET	PER 20FT CONTAINER	PER 40FT CONTAINER
Can 500ml, single	**4066600244059**	6.65 × 16.8	0.5kg	–	–	–
4-pack 4 × 500ml cans	**4066600344056**	13.3 × 13.3 × 16.81	2.1kg	–	–	–
Carton 6 × 4-packs, 24 cans	**4066600144052**	40 × 27 × 17	12.7kg	70 cartons*	792 cartons	1,728 cartons

*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. Not sold in kegs, cans only.

Ready to stock Paulaner?

Get in touch for pricing, samples and ordering, our team can have Pilsner Lager on your shelf.

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**