



DINKELACKER-SCHWABEN BRÄU

GMBH & CO. KG



Where beer is still something very special



www.privatbrauerei-stuttgart.de



Key Facts Dinkelacker-Schwaben Bräu

- **Turnover 2011** 67 mio Euro
- **Output 2011** 830.000 hl
- **Employees** 303

- **Owner** **Wolfgang Dinkelacker**, grandson of the Brewery founder, Carl Dinkelacker
- **Managing Directors** Ralph Barnstein, Bernhard Schwarz

- **Location** Stuttgart, Baden-Württemberg (Southwest Germany)



Dinkelacker-Schwaben Bräu is a family-run company and Baden-Württemberg's largest private Brewery



The History

We have a tradition of good beer.
And a history.

It is the history of the three major Breweries in Stuttgart.

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The History



1878

Robert Leicht sets up a brewery in a pub while Councillor of Commerce. Later, this Brewery is renamed **Schwaben Bräu**.



1888

Carl Dinkelacker establishes the **Dinkelacker** Brewery in the centre of Stuttgart where the company is still located today.



1903

David Sanwald establishes the **Sanwald** Brewery in Stuttgart, specialized from the beginning in wheatbeer production.





The History – cont'd

- 1977** Dinkelacker acquires the Brewery Sanwald.
- 1996** Dinkelacker and Schwaben Bräu merge: the new entity becomes Dinkelacker-Schwaben Bräu.
- Oct 2004 - Dec 2006** Dinkelacker-Schwaben Bräu becomes part of Interbrew/Inbev following the acquisition of the Brewery Spaten by Interbrew. Spaten held a majority stake in Dinkelacker-Schwaben Bräu.
- Jan 2007** Wolfgang Dinkelacker, the grandson of the company founder, buys the Brewery back from Inbev, re-establishing it as an **independent Brewery** and as **Baden-Württemberg's largest private brewery.**





The Brewery

The Brewery's Philosophy

We are proud to be again a private Brewery. And the diligence, the passion and goals which drove Robert Leicht and Carl Dinkelacker so many years ago are driving us today more than ever:

- The task of brewing excellent beers.
- Upholding our brewing tradition.
- Keeping the German beer culture alive.

Our **Quality Seal** reflects this state of mind – a quality pledge promising the very best regional ingredients and obliging us to uphold the values we so dearly hold:

The people, the sustainability and the quality.





The Brewery

The Brewery's Production Site

Built in the city center of Stuttgart, the Brewery site combines modernity with tradition: state-of-the-art production equipment amid historical buildings



The Dinkelacker family re-invests every year a large part of its profits to keep the production equipment state-of-the-art.





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The Brands

We have a wide range of beer specialities.
Each one a pleasure in its own right.

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Dinkelacker – Brand Positioning

**Dinkelacker – Traditional South German Beers -
brewed with a passion that can be tasted.**

- Brewed since 1888
- Produced with the best ingredients, sourced in the region only
- Brewed in accordance with a traditional recipe
- Dinkelacker is present wherever people gather and socialise while enjoying a freshly-tapped beer – e.g. at the **Cannstatter Volksfest, the world's second-largest beer festival!**



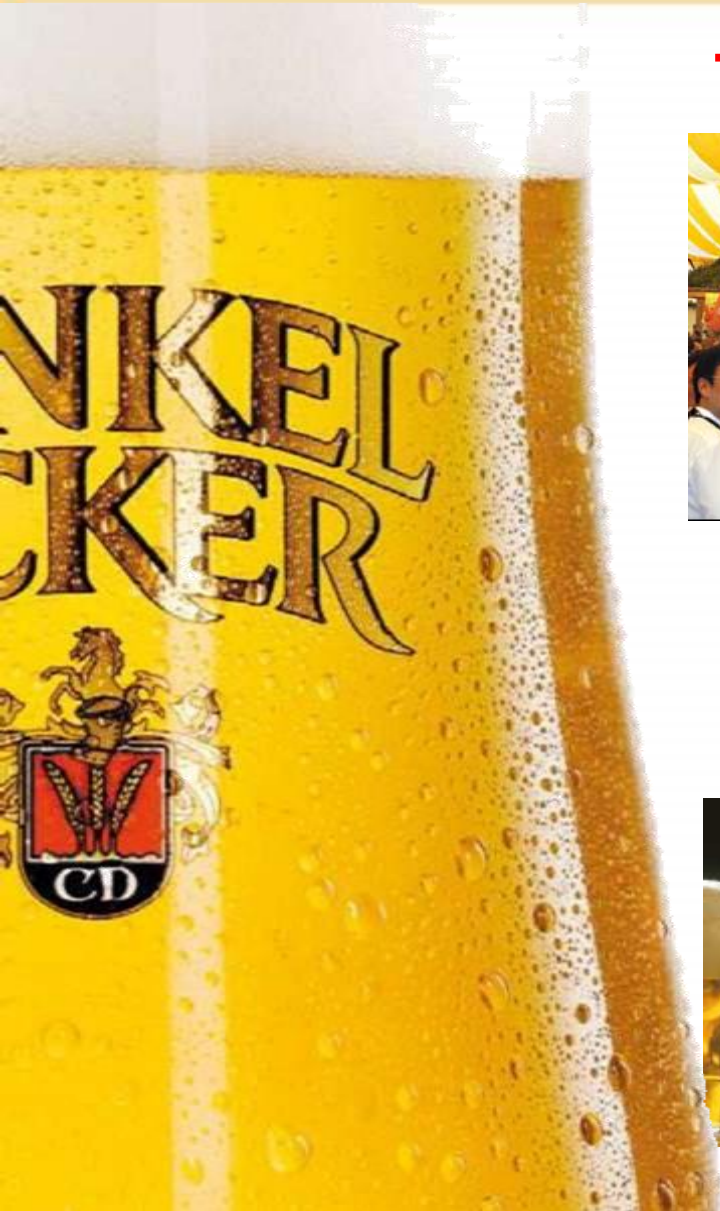


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The World of Dinkelacker





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Dinkelacker Draught Beer Range



Dinkelacker CD-Pils

Fine-aromatic Pilsner beer

4,9% alc.vol.

- 50 liter Keg -



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Schwaben Bräu – Brand Positioning

Schwaben Bräu – The Swingtop Bottle Specialist

- Brewed since 1878
- A wide variety of South German beer specialities -
- All in swingtop bottles
- Plop! - The sound for a good taste.





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The World of Schwaben Bräu





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Schwaben Bräu Draught Beer Range



„Das Naturtrübe“

Un-filtered Pilsner beer

5,0% alc.vol.

- 50 liter Keg -



„Das Schwarze“

Black Forest Dark Beer

4,9% alc.vol.

- 50 liter Keg -



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Schwaben Bräu Draught Beer Range



„Heller Bock“

Bock Beer
6,9% alc.vol.
- 50 liter Keg -



„Volksfestbier“

Festbier
5,5% alc.vol.
- 50 liter Keg -



DINKELACKER-SCHWABEN BRÄU

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Schwaben Bräu Packaged Beer Range



„Das Naturtrübe“

Un-filtered Pilsner beer

5,0% alc.vol.

- 20x0,5 l swing-top bottle -



„Das Schwarze“

Black Forest Dark Beer

4,9% alc.vol.

- 20x0,5 l swing-top bottle -



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Schwaben Bräu Packaged Beer Range



„Heller Bock“

Bock Beer

6,9% alc.vol.

- 20x0,5 l swing-top bottle -



„Volksfestbier“

Festbier

5,5% alc.vol.

- 20x0,5 l swing-top bottle -



Sanwald – Brand Positioning

**Sanwald – the Black Forest wheat beer
– refreshingly different!**

- Brewed since 1903
- Produced with the best regional ingredients
- Inimitably aromatic and fresh taste – refreshingly different from Bavarian wheat beers
- Sanwald wheat beers can be found wherever people feel at home, enjoying a fresh wheat beer in a relaxing atmosphere.



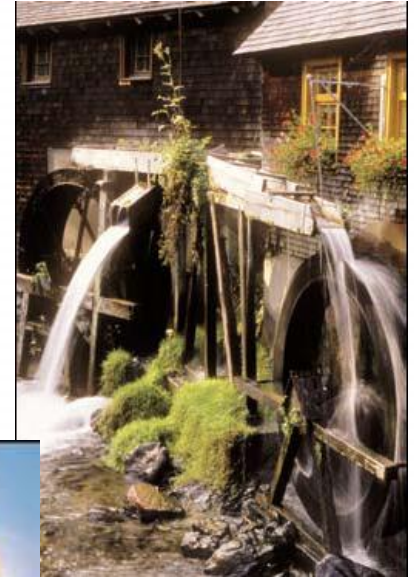


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The World of Sanwald





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Sanwald – Export Product range - Draught Beer -



Sanwald Hefeweizen

A yeast-clouded wheat beer with a particularly aromatic and fresh taste.

4,9% alc.vol.

- 50 liter Keg -



DINKELACKER-SCHWABEN BRÄU

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Sanwald – Export Product range - Packaged Beer -



Sanwald Hefeweizen

A yeast-clouded wheat beer with a particularly aromatic and fresh taste.

4,9% alc.vol.

- 20x0,5 l bottle -



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Thank you for your attention!



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