Beck’s

The world’s No. 1 German beer, Beck’s is renowned for uncompromising quality in over 85 countries. For more than 140 years, Beck’s has been brewed with only 4 ingredients, in accordance with the legendary German Purity Law. Founded by Heinrich Beck in 1873 on the banks of the river Weser in the free Hanseatic city of Bremen, Beck’s is a characterful Pilsner. A mindset of freedom and openness remain at the heart of Beck’s today, brought to life through its continued support of urban street art in Miami, off-location parties in Berlin, and independent artists in Milan.

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**Type of Beer**

**German Pilsner**

**Footprint**

In over 85 countries worldwide

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**Taste**

Golden colour, with a distinctive aroma. Rich in hop and malt. Full of character, intense bitterness, with a dry and clean finish. A pleasant hoppy after-taste.

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**Ingredient highlights**

Malt barley, selected hops from Hallertau (Bavaria), fresh brewing water and Beck’s yeast strain. No additives.

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**Food pairing**

Sushi  
Spicy foods  
Burger

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**Glassware**

Pilsner glass  
Tankard

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**Nutrition**

143  
Cal. per 12 fl. Oz

**ABV**

4.9%

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**History**

In 1873 Heinrich Beck founded Beck’s on the banks of the river Weser in Bremen, Germany, where the brewery still operates today. Heinrich Beck was a pioneer, shunning the domestic market and setting his sights on conquering the world instead. That dream has been fulfilled, as Beck’s is the world’s most consumed German beer.

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**Did you know?**

Due to a shortage of brown glass in the early years, founder Heinrich Beck decided to use green glass, making Beck’s one of the first beers in the world in a green bottle.

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