

IN GERMANY, IF YOU'RE BREWING WITH MORE THAN FOUR INGREDIENTS,
YOU'RE NOT REALLY BREWING BEER.



According to German purity law, you only get four ingredients to brew beer- barley, hops, yeast and water. Sounds limiting, but the right ingredients in the right hands gets you something special like the robust flavor of Beck's. A local favorite since 1873 and now Germany's #1 export beer. Danke.

ALWAYS ENJOY RESPONSIBLY™

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