



ERDINGER

FANPOST

The magazine for our fans | No. 65

Cheers
to our fans

30 years of ERDINGER Fan Club –
we celebrate your loyalty and your passion!



Whatever you celebrate, celebrate it with ERDINGER.



Editorial

» 30 years of ERDINGER Fan Club and a love of life «

This year, we are celebrating 30 years of the ERDINGER Fan Club. That's three decades of passion for our brewery – from the people who support and represent the ERDINGER brand with conviction and sincerity. What connects you, dear fans, to ERDINGER is more than just the enjoyment of a good beer. It's the desire to enjoy life together, an appreciation of quality, and a passion for Bavarian brewing excellence. You are authentic ambassadors of our mission to spread the white-and-blue love of life. I'd like to thank you for your loyalty and commitment. We've planned some exciting activities for you in this anniversary year.

We also have plenty of plans for the year ahead with our new brand ambassador Thomas Müller. His personality embodies many of the values that ERDINGER stands for: down-to-earth, honest, a great sense of humour and a Bavarian love of life. He's a football star who hasn't let success go to his head. That

makes him a perfect fit for our brewery. I'm convinced that Thomas Müller and ERDINGER will inspire many new ideas together. With a light touch, a twinkle in the eye, and plenty of fun moments.

Another highlight to look forward to is our ERDINGER Alkoholfrei documentary "Driven by Passion". Through the eyes of numerous athletes and associates, we look at how ERDINGER Alkoholfrei first got involved in endurance sports and how it became the most popular non-alcoholic Weissbier. It's an emotional journey full of images that clearly illustrate what I've always believed: sport needs reliable partners to make dreams come true.

Let us raise a glass of delicious ERDINGER to celebrate 30 years of the ERDINGER Fan Club, the Bavarian love of life, and our shared successes. ♦

Best regards

Werner Brombach



PRIVATE BREWERY
SINCE 1886

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INTERVIEW

Export leadership baton exchanged

Marcus Korte & Dirk von Kries – These two executives share a wealth of experience, passion and a deep understanding of the international world of ERDINGER. As Marcus Korte hands over the reins after years of pioneering work at the helm of the Export department, Dirk von Kries now takes over responsibility for the future of our export business. Together, they stand for team spirit, trust and clarity: ERDINGER remains rooted in Bavaria and internationally successful. In a joint interview, they talk about the special moment of transition, leadership on equal terms, humanity in the team and how they want to develop the ERDINGER brand globally.

Mr. Korte, Mr. von Kries, how does it feel to hand over or take over responsibility at this particular moment?

Marcus Korte: It's the right time. Every phase has its challenges, and mine was marked by major upheavals. Now it's time for the next generation to take over. I'm very confident about the future because I know that Dirk will do a great job.

Dirk von Kries: It feels really good, and at the same time I feel quite humble. Marcus leaves behind big shoes to fill and a strong team. The market is challenging, but that's precisely where the opportunity lies. It's a task which I take on with respect and tremendous motivation.

What particularly impressed you both during the transition period?

Marcus Korte: The way the handover was managed – in a spirit of trust, openness and friendship. That's not something

you can take for granted, and it shows how well the team works together.

Dirk von Kries: It made me realise once again how much humanity there is in our Export department, thanks to Marcus. This sense of togetherness is something very special, and I'm determined to preserve it.

"For me, leadership means sharing responsibility and having the team's back – especially when things aren't going well."

Marcus Korte

Mr. von Kries, what do you think it takes to do this job well?

Dirk von Kries: Passion. Without that, it's impossible. And you need courage, clear opinions and the desire to take responsibility. At the same time, it's important to give the team space. We work on an equal footing, with flat

hierarchies. That's a major factor in our success.

Marcus Korte: I couldn't agree more. For me, leadership means sharing responsibility and having the team's back – especially when things aren't going well. That creates trust and togetherness.

How do you feel about this change of perspective?

Marcus Korte: I can see how Dirk has made fantastic progress in a short period of time. He shows confidence, offers his own opinions and stands up for the Export department within the brewery. That gives me tremendous reassurance.

Dirk von Kries: It's a very special moment for me. From working shoulder to shoulder with my colleagues just a moment ago to now having to make the final decisions. It's quite emotional. But I'll continue to build on what Marcus has established. Above all, we mustn't lose sight of the human aspect.

"We must continue to show courage, embrace new ideas and leverage our strengths."

Dirk von Kries

Where is the ERDINGER brand heading internationally?

Marcus Korte: ERDINGER is a "giant when seated" as we say in Germany – in other words, the brand sometimes appears larger than it actually is as a down-to-earth, family-owned business. And that is precisely the huge potential it holds. We remain clearly positioned as a privately owned Bavarian brewery known for its high quality and strong image.

Dirk von Kries: The brand is known throughout the world, and we can be proud of that. But we daren't rest on our laurels. We must continue to show courage, embrace new ideas and leverage our strengths. The brand will sustain us if we're brave enough to keep revitalising it.

What role does the team play in this?

Dirk von Kries: A really important one. For me, "Together Everyone Achieves More" isn't just "management speak". Every team member takes responsibility, is allowed to make decisions and also make mistakes. That's the only way a team can grow.

Marcus Korte: Exactly. Discussing things on equal terms, working together to find the best solution and, in the end, someone taking responsibility.

Mr. Korte, what are you personally looking forward to?

Marcus Korte: I am grateful for the time, for the trust and for this extraordinary team. I would be delighted if I could

continue to be part of the ERDINGER universe for a few more years. For example, I still offer advice on strategic projects.

Dirk von Kries: And I'm happy to grant him this wish. He was a mentor to me, and so I'm delighted to have the opportunity to draw on his expertise in certain situations over the next few years.

Finally, what message would you like to send to ERDINGER fans around the world?

Marcus Korte: Enjoy life, stay healthy and continue to support the company. Everyone can contribute to making the world a better place in their own small way.

Dirk von Kries: The loyalty of ERDINGER fans is unique. You are our ambassadors around the world. When I see pictures of our fans from the most remote corners of the globe, with an ERDINGER in their hands, it makes me so proud. Keep spreading this love of life. We in the Export department are doing everything we can to ensure you can enjoy ERDINGER wherever you are.

Quick questions

Favourite ERDINGER?

Marcus Korte: ERDINGER Pikantus and ERDINGER Weissbier with fine yeast

Dirk von Kries: ERDINGER Dunkel, fresh from the barrel

Who would you most like to drink it with?

Dirk von Kries: With Michael Schumacher – a sporting and personal idol of mine and someone I grew up with.

Marcus Korte: ERDINGER Weissbier with Greg Holtmann, our importer in South Africa – a great conversationalist and free spirit. And a 20-year-old Pikantus with the Hahn brothers from Switzerland. The two of them are big Pikantus lovers and even store it.

Your attitude to life in one sentence?

Marcus Korte: Stay curious, learn new things and have fun.

Dirk von Kries: Live in the moment and enjoy it. ♦

PROFILE

Dirk von Kries

Born in Aachen and raised in the Black Forest, Dirk von Kries has been part of the ERDINGER Export Team since 2016. Most recently, he was Regional Sales Director Export with responsibility for numerous international markets. The 52-year-old has been in charge of global business as Export Director since 1 January 2026. Dirk von Kries stands for passion, team spirit and a management style based on mutual respect. He likes to recharge his batteries in the mountains – with his family and dog – or by watching a good series while travelling by plane.



PROFILE

Marcus Korte

Born in Hamburg, Marcus Korte joined the ERDINGER Export Team in November 2018 and, as Export Director, has been responsible for the development of international business since 2019. During his time at ERDINGER, he has been instrumental in fostering a trusting, transparent team culture and has guided our export business through some challenging years. Even after handing over the reins, the passionate sailor and vintage car enthusiast will remain part of the ERDINGER universe as a consultant for strategic projects.

THOMAS MÜLLER

A partnership rooted in the Bavarian love of life

New brand ambassador – More than a footballer, more than a brewery: Thomas Müller and ERDINGER Weissbräu are two Bavarian originals who stand for authenticity, humour and a genuine love of life.

Our new brand ambassador, Thomas Müller, is simply a perfect fit for us! “Thomas Müller stands for authenticity, a down-to-earth attitude, team spirit and passion. These are all values that have always shaped ERDINGER,” says Werner Brombach. “It’s great when a partnership doesn’t need any explanation, but just feels right.” Thomas Müller sums it up in his own words: “For me, ERDINGER is more than just a brewery. It’s part of our Bavarian culture, our love of life and our local heritage. I’ve known the world-famous ERDINGER jingle since I was a little boy, so I’m really excited about this partnership.”

Let’s get started!

Thomas Müller has been the official brand ambassador for ERDINGER Weissbräu since 1 January 2026. As an internationally renowned world-class footballer, he has always maintained his honest, easy-going nature and strong connection to his native region. And it’s precisely this combination of Bavarian roots and global appeal that gives the partnership its extra dimension. Thomas’s unique personality is infectious. He’s some-



one who gives you the feeling that he means exactly what he says.

Legendary moments with Thomas Müller

Just as ERDINGER is known for its love of life, Thomas Müller is famous for his sense of humour. You can therefore look forward to our joint campaigns – with Thomas’s trademark charm and wit. For our “Legendary Moments” campaign, we’ve produced the exclusive “The Legend” trophy glass featuring Thomas Müller in his favourite pose: celebrating after scoring a goal. A collectible that captures truly memorable moments. The glasses are available internationally as a crate insert, with a particular focus on North America. After all, Thomas’s new sporting home is Vancouver, and the 2026 FIFA World Cup is set to take place in the USA, Canada and Mexico.

One thing is certain: you can look forward to many more fantastic promotions and special moments with us and Thomas Müller. ♦



NEW TO THE MENU

Sarti meets ERDINGER Weissbier

Tried it yet? – This Weissbier spritzer combines light fruity flavours with Bavarian beer enjoyment. Surprising, refreshing and different.

It all began with a birthday request at the Gasthaus zum ERDINGER Weissbräu in Erding: instead of a classic Pikantus, the guest of honour asked for a Sarti Spritz. During a spontaneous tasting session, the idea was born to combine the fruity sweetness of the Italian aperitif with ERDINGER Weissbier.

The decision was then soon made to serve “Weissbierspritz” as a special during the Herbstfest season – and it quickly established itself as a hit with the public. Visitors from all over Germany – and even the USA – asked for the recipe so they could make it at home. It has since become clear that this refreshing beverage is here to stay – and is now a permanent fixture on the menu. If you want to try Weissbierspritz for yourself, here’s the recipe.



Ingredients for one glass:

- 0,33 l ERDINGER Weißbier with fine yeast
- 4 cl Sarti
- 1 slice of orange
- A dash of carbonated water

Preparation:

1. Pour the ERDINGER Weissbier into a bulbous glass. For once, make sure that there’s not too much foam.
2. Then add 4 cl of Sarti and the orange slice to the Weissbier.
3. Finally, add a little water and stir slowly. Important: do not add ice, as this will disturb the fizziness of the beer! ♦

LIVERPOOL

Passionate fans and their stories

The Anfield Wrap – Bavarian love of life meets British fan culture. ERDINGER and The Anfield Wrap share a passion for authentic stories.

Liverpool’s football culture is legendary and deeply rooted in the city. And this is the home of The Anfield Wrap. What started out as a free podcast in 2011 is now one of Europe’s most exciting fan media outlets.

Our collaboration began with the five-part documentary series “JÜRGEN”: a cinematic milestone that tells the story of Jürgen Klopp from the perspective of the people who shaped him. And this collaboration has since developed into a genuine partnership. In the highly popular “The Friday Night” show, we get into the spirit of the football weekend together – in true style in the pubs of Liverpool, where football is a way of life. The Anfield Wrap team has made several trips to Erding over the years – and, of course, has experienced the local “Herbstfest”. One of their favourite anecdotes originates from their first visit: the team thought they were going to a classic business meeting, but instead found themselves in the festival tent shortly after arriving. It’s this mixture of fun and shared experiences that brings people together. Or as The Anfield Wrap once put it: you immediately notice how much the ERDINGER brand means to people, and eventually it means a lot to you too. ♦



“O’ZAPFT IS” IN EDENLANDIA

A taste of Bavaria under the Neapolitan sun

Oktoberland – At the first “Oktoberland Naples”, Italy’s historic amusement park was transformed into a Bavarian festival ground, and ERDINGER was right at the heart of it.



Perfect match: Bavarian love of life meets Italian charm.



Our delicious ERDINGER Brauhaus beer was well received by Oktoberland fans in Naples.

For the premiere of “Oktoberland Naples”, over 20,000 visitors flocked to Edenlandia, Europe’s oldest amusement park, to enjoy four days of festivities filled with music, hospitality and the Bavarian-Italian love of life. “Naples is a unique city and a place close to our hearts. We decided to bring a taste of Bavaria with our beers so that we could raise a glass together and unite two magnificent cultures in one unforgettable event. “Oktoberland Naples” was the first step on our journey to establish the ERDINGER brand even more strongly in Italy,” says Alessandro Zanghi, Managing Director Italy. There was also a culinary encounter between Bavaria and Bella Italia: from pizza porzio to pasta,

sandwiches and dolci to Bavarian sausages and, of course, our delicious beer specialities ERDINGER Weissbier with fine yeast, ERDINGER Alkoholfrei and ERDINGER Brauhaus Helles. A total of 12,000 litres of ERDINGER were served: proving just how well these worlds of enjoyment harmonise with each other. In addition to culinary delights and entertainment, visitors were also treated to a colourful traditional costume market, offering original “lederhosen” and “dirndls”. “Oktoberland Naples” clearly demonstrated that the Bavarian love of life and South Italian charm are a match made in heaven. An event that leaves you wanting more! ♦



Visitors were able to purchase or borrow traditional Bavarian costumes at the event.



A taste of Bavaria at the Italian amusement park Edenlandia.

ITALY

Bella Baviera meets Bella Italia – ERDINGER conquers the land of la dolce vita

Pleasure trip – Our ERDINGER beer specialities have been available in Italy for almost 50 years. Between the Alps and the Mediterranean, Italian fans enjoy our Weissbier with pizza, pasta and much more.

When you think of Italy, you picture sun, sea and la dolce vita. But for half a century, there’s been something else: a cool ERDINGER Weissbier. “As one of Germany’s most traditional breweries, we’re as well-known from South Tyrol to Sicily as the Leaning Tower of Pisa. And our growth continues, because at the end of 2025 we broke our hectolitre mark for the year,” says Alessandro Zanghi, Managing Director Italy. Mamma mia, what a milestone!

Weissbier is particularly popular with Italians as an appetiser, with fish dishes or classic starters. Italian specialities such as pizza margherita or spaghetti carbonara are also a great match. Perfect for a Bavarian-Italian evening.

Travel tips: Italy at its most beautiful

“Italy is a veritable treasure trove of history,” says Alessandro Zanghi. Any traveller should definitely visit Venice, Rome, Verona and Florence. But unforgettable holidays can also be enjoyed along the coast, in the Dolomites and on the islands. The Italian events scene, in which ERDINGER is firmly established, is just as colourful. Fans can find us at the Bike Festival Riva del Garda, the Stegener Market in Bruneck, the Old Town Festival in Bolzano or the “Oktoberland” beer festival in Naples (see page 10). A lively community has also formed on Instagram [erdinger.it](https://www.instagram.com/erdinger.it), where fans can share their ERDINGER moments under the Italian sun. ♦

Holiday spirit with ERDINGER

ERDINGER has long been a firm fixture in bars, restaurants and beach resorts throughout Italy. This is due in no small part to the many German tourists who want to enjoy their favourite beer on holiday. Whether in Alpine regions such as South Tyrol, on the shores of Lake Garda, along the Adriatic coast or in bustling cities such as Venice, Milan and Naples, ERDINGER is available throughout the country. Our



30 YEARS OF ERDINGER FAN CLUB

Together since 1995

Anniversary – From its foundation to the present day: for three decades, the ERDINGER Fan Club has stood for community, love of life and a passion for Bavarian brewing.



In the mid-1990s, a shared passion for ERDINGER Weissbier inspired the wish to give this enthusiasm a home. On 13 December 1995, the idea took shape and the ERDINGER Fan Club was born. The fact that Werner Brombach was the first official member of the Fan Club shows how important the club and its members are to our brewery. This anniversary is an opportunity for us to say thank you to our fans and look ahead to the future. The ERDINGER Fan Club will

continue to offer a space for involvement, identification and many moments of enjoyment. With fresh ideas, new formats and digital possibilities, the Fan Club continues to evolve – driven by what has defined it for 30 years: a love of life, close relationships and you, our fans, as loyal and authentic brand ambassadors. Three of you explain why ERDINGER is more than just a beer for you and why this special sense of community transcends national borders.

Jo
Member since 2010
"No matter where I am, I always have an ERDINGER."



In a country with over 2,000 different beers, ERDINGER is still the clear number one for Jo. Its unique taste, lack of additives and strict adherence to the German Purity Law make all the difference to him. He enjoys every new Fanpost, all the well-organised promotions and the high-quality articles of the Fan Shop. After sports, he likes nothing more than a refreshing ERDINGER Alkoholfrei – preferably together with friends.

Special moment: A skiing holiday where the hotel ordered ERDINGER specially for Jo and his friends because he simply can't do without it!

Frank
Member since 2017
"ERDINGER brings people together."



What Frank likes most about the Fan Club is that there's always something going on: promotions, competitions and our Fanpost, which he always looks forward to receiving. ERDINGER is simply the best Weissbier for him – the aroma, the taste and the mouthfeel all perfectly balanced. He particularly enjoys it on holiday, by the pool or in a beer garden – but best of all right in front of our brewery pub in Erding.

Typical Fan Club: a self-organised trip with friends to Erding, including brewery tour, Herbstfest and lots of new Fan Club members.

Julie & Bill
Members since 2014
"We find ERDINGER all over the world."



What Julie and Bill love most about the Fan Club is the sense of community. The Fanpost keeps them in close touch with the brewery and other fans. For them, ERDINGER is refreshing, honest and authentic – from our classic Weissbier to varieties such as ERDINGER Urweisse and ERDINGER Dunkel. They often enjoy an ERDINGER on their many travels: in Porto, in China or

even at the top of Machu Picchu.

A tongue-in-cheek experience: After a long, stressful train journey (in the wrong direction) in China, an ERDINGER in the hotel restaurant was the perfect way to unwind.



Our anniversary highlight: fan festival at the Herbstfest

A special year calls for special moments: exclusive promotions, shared experiences and once-in-a-lifetime surprises. And joining the Fan Club team for the first time is Michael Sobolewski – after more than six years at ERDINGER and as head of our Visitor Centre, he can't wait to connect with you during this anniversary year. We invite you all to join us for an exclusive Fan Festival in Erding as part of the Herbstfest celebrations. Let's sit together, sway together and have a great time together. The fun starts with a Weisswurst breakfast, a freshly poured ERDINGER and a relaxed atmosphere. After that, we'll enjoy Brass Sunday and party together in the ERDINGER Weissbräu festival tent.

Of course, our partners and friends are also an important part of the anniversary celebrations. We'll be sending you to Europa-Park in Rust and Therme Erding, among other places. And if you want to show your love for the ERDINGER Fan Club anniversary is not just a matter of the heart, you'll find a wide range of selected items in our Fan Shop to remind you of this special year.

All promotions and exciting brewery information will be announced monthly on the 3rd, 13th and 23rd via the ERDINGER Fan App and on our Instagram channel [erdinger.de](https://www.instagram.com/erdinger.de). Follow us and don't miss a thing! ♦

This anniversary is our way of thanking you.



No matter where you are in the world, you spread the Bavarian spirit: Don Krause in Wisconsin (USA) loves playing the horn and, of course, sipping a freshly poured ERDINGER.



Fans from all over the world gather at Herbstfest in Erding. Werner Brombach also takes the opportunity to greet you fans. Like here: the ERDINGER fan club OKEF from Hungary.



Karl Kastner brings our Bavarian love of life to Florida (USA) and holds an annual ERDINGER festival with bratwurst and sauerkraut.



You take your love for ERDINGER with you wherever you go. For Kees de Grot from the Netherlands, this even extends to the top of the Darvaza gas crater in Turkmenistan.

FANCLUB

Gallery of fan photos

Your ERDINGER moment – genuine, amusing, and worth celebrating!

Once again, we thoroughly enjoyed browsing through all your submissions – smiling at some and marvelling at others. From funny snapshots to creative ideas, the following

pages showcase your ERDINGER moments. We are looking forward to receiving your submissions for the next fanpost! Cheers to you all for these great photos! ♦



The Waregem Fan Club (Belgium) celebrated the 2025 Herbstfest together with our ERDINGER Fan Club Team Member Laura.



Snow-covered mountains and a fresh ERDINGER Urweisse – that's all Peter Segna needs in the Hochgurgl ski resort of the Ötztal valley.



Against a backdrop of palm trees and the Caribbean Sea, Stan Stret enjoys our ERDINGER Weissbier in Mexico.



It's a match: dumplings, mountains and ERDINGER. Stephan Gasser treats himself to a tasty break during a hike in the Dolomites.



Happy 60th birthday! Jo Dekeyster celebrated this milestone in style with traditional Bavarian costume and good cheer – and of course his favourite beer.



Paul Bawls and his wife from the USA cheering on their daughter at the BMW Berlin Marathon. Naturally, they couldn't pass up the opportunity to visit the ERDINGER Alkoholfrei stand.



Boris Klug sends his regards from Lake Bettmer in the Swiss canton of Valais.



Manfred Selzle sends lots of relaxed ERDINGER greetings from the 2025 E-Bike World Championships in Ischgl.



Markus Titze savours this magnificent Tyrolean panorama with a delicious ERDINGER Weissbier.



In April 2025, Friedrich-Wilhelm Schill took part in the London Marathon – his very own summer fairy tale. The ERDINGER Fanpost was his lucky charm.



Julie and Bill from Great Britain are on holiday in Lucerne. And as on all their travels, they found a pub serving ERDINGER here too.



"Ho ho ho" cries Frank Weidl Hansen, as he celebrates a Bavarian-Danish Christmas.

Image of the issue

Bianca Neumann takes us to Kuala Lumpur. We think the ERDINGER logo looks great in front of the Petronas Towers.





Marianne, Hartmut and Ulrich enjoying a friendly chat with the owner of the Alpen-gasthof Praxmar in Gries im Sellrain (Austria).



The best way to enjoy a hiking break is with an ERDINGER Brauhaus Helles. That's what Ingrid and Hartmut Witting from Erding thought on their tour around the Three Peaks in South Tyrol.



Jo Dekester enjoys the sunshine and the Matterhorn backdrop with a refreshing ERDINGER.



Jimmy McCarthy enjoys an ERDINGER Alkoholfrei after completing the Loch Ness stage of a cycle race in Scotland.



Albert savouring an ERDINGER Weissbier in a shady spot on Lake Garda.



Lothar Hauer hiked up the Stelvio Pass in South Tyrol and rewarded himself at the top with a thirst-quenching ERDINGER Alkoholfrei.



For Karin and Thomas, ERDINGER not only tastes delicious in Bavaria, but also on the beach in Mallorca. Salud!



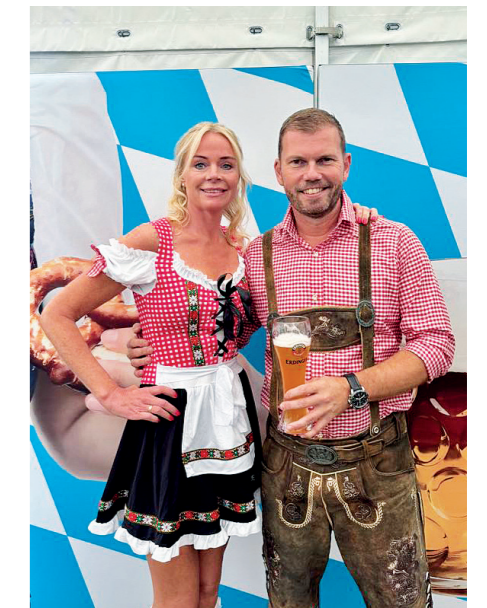
Nichol Jewett visited our brewery in Erding last year and thoroughly enjoyed her tour.



Michael Ambos enjoying his holiday at a campsite in Italy. The beach bar is the perfect place to enjoy our ERDINGER Weissbier.



Michael Sander from Denmark kicked off the Advent season with our Ugly Xmas Sweater and the ERDINGER Beer Advent Calendar.



Frank Weidl Hansen from Denmark celebrated his 50th birthday with an authentic ERDINGER-themed party.



Pit stop at Ballermann 11: Jürgen Seissing and Sven Dietrich from the ERDINGER Weissbier Club Stammheim in Lower Franconia send sunny greetings from the beach promenade.



Dee Steimle and Steve Turner clink glasses with an ERDINGER as the sun sets over Georgian Bay in Canada.



Christoph Schwarz of the Grebener ERDINGER Buben Fan Club enjoys an ERDINGER Urweisse surrounded by the stunning mountain panorama of the Paznaun Valley.

More is always possible!

Whether you're an amateur photographer or one of our pub club members, you're sure to experience countless FANTastic moments. We – and no doubt our many ERDINGER fans – would love to see them! Where, how and with whom do you most enjoy our ERDINGER beer specialities? If you too have some great photos of yourself and our beers that you want to share with the ERDINGER fan community, then send them to fanfotos@erding.de and you'll be in with a shout of being selected for the next Fanpost issue. ♦

SPORT & EMOTION

Driven by Passion

Sports history – From Werner Brombach’s vision to unforgettable moments: our documentary tells the story of true passion and a shared journey to the top.

How do you turn a vision into a deeply held conviction? What drives people to keep going when the going gets tough? What does discreet but reliable support look like? “Driven by Passion” takes you on a journey into the world of elite and popular sports, as well as into the history of our [brewery](#). The film explores the power of teamwork, the triumphs and the setbacks, and Werner Brombach’s unparalleled passion for sport. After all, biathlon’s ascent to Germany’s number one winter sport, the incredible evolution of triathlon in this country, and numerous sporting careers are all inextricably linked with the success story of ERDINGER Alkoholfrei.

With powerful images and personal stories, we document the pure emotions and reflect on the beginnings of ERDINGER Alkoholfrei and our commitment to endurance sports. Werner Brombach’s vision and firm belief is that sport needs reliable partners – not as short-term sponsors, but as an integral part of the journey. This creates genuine partnerships based on trust, respect and shared values. Whether you’re a world-class athlete or

an ambitious amateur, “Driven by Passion” shows that ERDINGER Alkoholfrei is there for anyone whose aim is to achieve and surpass their ambitions.

Be sure to watch it!

The documentary has been available since the beginning of March on YouTube. “Driven by Passion” shows what drives us: passion, courage and those special moments that get under your skin. Readers of our digital Fanpost can dive in straight away – into stories that inspire, move and stay with you. ♦



DARTS

Bullseye for ERDINGER Brauhaus

Partnership – We are the official beer partner of PDC Europe. From Munich to Maastricht, from Krakow to Leverkusen, our ERDINGER Brauhaus specialities can be found wherever darts fly.



Where to enjoy world-class darts and ERDINGER beer specialities in 2026!

13.-15. March	European Darts Trophy Göttingen
28. March	Darts am Ring Gala Nürburgring
04.-06. April	German Darts Grand Prix München
17.-19. April	European Darts Grand Prix Sindelfingen
24. April	Bamberg Darts Gala Bamberg
02. May	Magdeburg Darts Gala Magdeburg
08.-10. May	Austrian Darts Open Graz
15. May	Mannheim Darts Gala Mannheim
22.-24. May	International Darts Open Riesa
29.-31. May	Baltic Sea Darts Open Kiel
05.-06. June	Hildesheim Darts Gala Hildesheim
11.-14. June	World Cup of Darts Frankfurt
10.-12. July	European Darts Open Leverkusen
16.-18. Oct.	Dutch Darts Championship Maastricht
22.-25. Oct.	European Championship Dortmund
07. Nov.	Jena Darts Gala Jena
10.-13. Nov.	Europe Super League Hildesheim
04.-05. Dec.	Emsland Darts Gala Lingen

Darts has been attracting a steadily growing fan base for many years now. Loud, passionate and incredibly accessible, the sport is putting entire cities into the party spirit. PDC Europe, the most important event organiser on the European darts scene, brings hundreds of thousands of fans to arenas and millions to their screens every year – making it the perfect partner for ERDINGER Brauhaus. Because wherever people come together to celebrate and enjoy themselves, we feel right at home. At numerous events across Europe in 2026, we’ll be providing the perfect

beer, genuine moments of togetherness and that unmistakable Brauhaus feeling. We’re also planning competitions and special promotions in restaurants, shops and on social media. Whether you’re at the event itself or cheering on from home, we’ll be there with ERDINGER Brauhaus. So, get your costumes ready, crack open an ERDINGER and look forward to a season filled with unforgettable moments for us all. ♦

¹ Professional Darts Corporation



At the official announcement of the partnership, our Managing Directors Wolfgang Kuffner (first from left) and Dr Stefan Huckemann (second from left) were delighted to receive personalised darts shirts. In return, they presented Philip Brzezinski (third from left) and Werner von Moltke (fourth from left) from PDC Europe with an ERDINGER ‘StanDart’ welcome crate.



Dutch megastar Michael van Gerwen – pictured here making his typical walk-on – took plenty of time for his fans in Erding.

Tickets available here:
www.pdc-europe.tv/de/events

AUSTRIA

Relax, celebrate, enjoy

Places to be – Our partners in Austria offer the perfect mix of ERDINGER’s love of life and Alpine hospitality. From cosy mountain huts to lively parties, there’s something for everyone here.

Rettenbach Market Restaurant

Sölden – Tyrol
Taste sensation above the clouds

The Rettenbach Market Restaurant high above Sölden is your favourite self-service glacier restaurant that celebrates Tyrol’s genuine art of living in its cosy lounges. And all this right on the World Cup slope well above the tree line.

www.oetztalergletscher.com



MooserWirt

St. Anton am Arlberg – Tyrol
Legendary since 1989

“Probably the worst ski hut on the Arlberg.” At least that’s what they say about themselves. What the guests say: “Awesome”, “brutal party”, “hottest evening” and the like. Why not find out for yourself!

www.mooserwirt.at



Panorama Alm

Sölden – Tyrol
Best for skiers, bikers & hikers

The Panorama Alm in Sölden is your hotspot for après-ski action and party fun. With its unique location right next to the ski slope, it’s the perfect place to meet up and party after a day in the snow.

www.panoramaalm.tirol



Wirtshaus at Giggjoch

Sölden – Tyrol
Culinary treats in the mountain inn

Whether beef fillet on a salt stone, trout fillet from Längenfeld or homemade desserts from the bakery: in the Wirtshaus and the sunny Wirtshaus terrace, guests can look forward to gourmet highlights from Austria.

www.central-soelden.com



Sennhütte

St. Anton am Arlberg – Tyrol
SENNsational!

The Sennhütte is where hospitality and enjoyment take centre stage. The Tyrolean mountain hut invites its guests to enjoy cosy surroundings, good food and SENNsational après-ski parties with live music.

www.sennsationell.at



Ansitz / Ötzi Bar

Flachau – Snow Space Salzburg
Sustainable and quality-conscious, traditional and modern

The Ansitz & Ötzi Bar Flachau combine regional products, artisanal cuisine and an alpine atmosphere. A place for connoisseurs, with a strong focus on quality, provenance and genuine togetherness.

www.ansitz.at



Wengeralm

Dorfgastein – Salzburg
Everyone’s favourite year-round destination

The Wengeralm is the perfect place to enjoy authentic alpine cuisine with panoramic views right next to the ski slopes. Regional delicacies, fresh mountain air and warm hospitality make every visit special. Drop in and unwind.

www.wengeralm.at



panorama Alm Saalbach

Saalbach-Hinterglemm – Salzburg
Mountains, sun & more

Whether you’re enjoying a glorious winter’s day on the large sun terrace or taking a dip next to the lush alpine meadows, you can enjoy the beautiful mountain panorama of the entire Glemmtal valley, the valley head and the Hohe Tauern mountains from here!

www.panorama-alm.at



ANTHOLZ

A mountain retreat

Falkensteiner Hotel Antholz – Nestled in the tranquil mountains of South Tyrol, the Falkensteiner Hotel Antholz offers the ideal setting for a relaxing break in beautiful natural surroundings.

Perched at an altitude of around 1,500 metres, this adults-only hideaway is far removed from the hustle and bustle of everyday life – the perfect place to relax, enjoy yourself and spend quality time with your partner. With its mountain backdrop, clean air and complete tranquillity, the focus here is on unwinding. Its unique location makes the hotel a popular year-round retreat for guests searching for the ideal blend of nature and comfort.

The day begins with a hearty breakfast featuring regional specialities. Top-quality products and carefully selected ingredients ensure a delicious start to the day. In the evening, the kitchen team spoils guests with creative gourmet menus that offer a modern interpretation of Alpine cuisine with a focus on quality and flavour. After all, delicious food and drink are part of the overall experience here.

The Acquapura SPA is a central feature of the hotel. With around 1,000 square metres of space, the wellness and water world is the perfect place to relax. Heated indoor and outdoor pools, a wide range of saunas and soothing treatments with

natural cosmetics ensure peace and regeneration. And the sweeping views of the surrounding mountain landscape add to the feeling of space and serenity.

Prefer a more active connection with nature? No problem. The Antholz Valley offers a wide range of opportunities all year round. In winter, the nearby Kronplatz ski area and the South Tyrol Arena – famous as an international biathlon centre – are ideal for winter or snowshoe hikes, cross-country skiing or ski tours. And in the warmer months, you can perfectly combine nature and exercise with hiking, mountaineering, cycling or mountain biking.

The offer is rounded off by new suites with relaxation lounges and rooms in a modern Alpine style. They create private retreats to make staying at the Falkensteiner Hotel Antholz a truly relaxing break. ♦

www.falkensteiner.com/hotel-antholz
 Instagram: [falkensteiner.hotel.antholz](https://www.instagram.com/falkensteiner.hotel.antholz)



RUST

2026 season kicks off

Europa-Park – Mediterranean flair, sweet breaks and a genuine Wild West experience: these are the highlights for 2026.

The 2026 season at Europa-Park in Rust is set to kick off with some exciting new additions: the Principality of Monaco will open as the 18th themed area, where visitors can experience Mediterranean flair, magnificent architecture, marinas and culinary delights around the “Silver Star” roller coaster. An exclusive car exhibition from Prince Albert II’s collection promises to add extra Riviera glamour.

And there’s also a new culinary highlight: Sally’s Café in the Icelandic themed area of the blue fire Dome offers freshly baked cakes, coffee specialities and little surprises – perfect for a sweet break between roller coaster rides.

The Wild West town “Silver Lake City” continues to grow with the addition of overnight accommodation, mini golf, campfires and delicious meals in the “Silver Lake Saloon”. A special feature is the “Kleine Helden” (Little Heroes) children’s house for young people who have recovered from cancer – a project close to our hearts in collaboration with the RTL Foundation – We Help Children. ♦

www.europapark.de/en
 Instagram: [europapark](https://www.instagram.com/europapark)



ERDING

World-class wellness

Therme Erding – The world’s largest thermal spa offers guests unique holiday experiences – just outside Munich.



With a total area of 185,000 square metres, Therme Erding offers plenty of relaxation and action for the whole family. Following extensive modernisation in December 2025, this holiday paradise is now more modern and impressive than ever. At the heart of the complex is the thermal spa beneath its iconic glass dome – where design, nature and relaxation of the highest standard all come together. The plant-covered green walls create a soothing atmosphere, while the new 360° Re-Poolbar with its panoramic view connects the thermal spa with the VitalOase (with clothing, for ages 16 and over). Immersive art and cultural elements, including above the “Fountain of Youth” and in the entrance hall, round off the wellness concept. The VitalOase has also been expanded. The highlight is the new Re-reflexion sauna with panoramic views, changing colours, and aroma and steam ceremonies at 75 °C. In the VitalThermen & Saunas area (without clothing, for ages 16 and over), the Polaris pool is the world’s largest cold pool, with a temperature of 16 °C. The new Veneto sauna, the Sauna di Murano and the innovative Lightwater shower area round off the facilities on offer. ♦

www.therme-erding.de/en/
 Instagram: [thermeerding](https://www.instagram.com/thermeerding)

Relaunch of our ERDINGER website: fresh, bold and Bavarian!

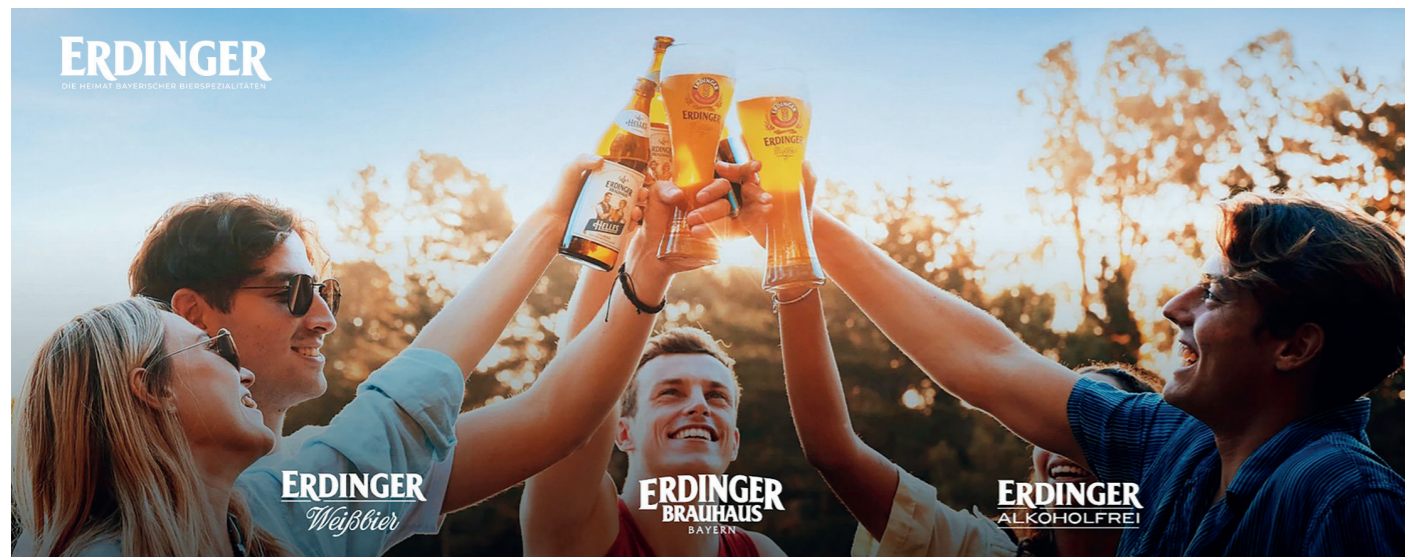
Our website has a brand new look! You can now find everything about our brand worlds ERDINGER Weissbier, ERDINGER Alkoholfrei and ERDINGER Brauhaus under one digital roof. Authentic, fresh and featuring many faces from our brewery – it shows what makes us special: genuine Bavarian love of life and beer enjoyment for every moment.

From fascinating behind-the-scenes insights and information about our beer specialities to convenient brewery tour booking, everything is just a click away on the new site. Sustainability is also given more prominence. You can now easily find out about our environmentally conscious approach to beer and brewing.

Take a look, click through and experience ERDINGER online. ♦

How do you like the new website?

If you have any constructive feedback, suggestions or requests, please send them to fanclub@erdinger.de.



Cancel Fanpost subscription

If you no longer wish to receive ERDINGER Fanpost, please send an email to fanpost@erdinger-fanclub.de. Once we have received your email, you will immediately be removed from the mailing list and your personal data will

be deleted – unless you have otherwise given consent to the processing of your data for example as a member of "ERDINGER Active TEAM" or an "ERDINGER Pub Club" or as a Fan Club member. ♦

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**ERDINGER
BRAUHAUS**
BAYERN



*in comparison to the previous mixture



 ERDINGER
FANPOST