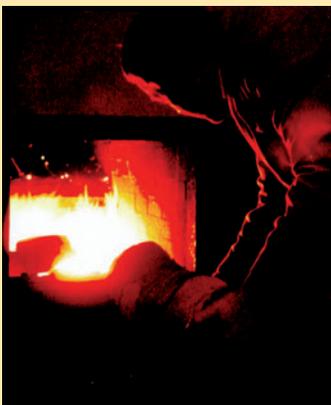


The origin of the word "Schlenkerla" lies in the Franconian vernacular. "Schlenkern" is an old German expression for someone who walks in a crooked, unbalanced manner. Tradition holds that one of the former brewers earned the nickname because of his curious gait, and so he was called the "Schlenkerla." (The 'la' suffix by the way is very typical of the Franconian dialect.) Over time, the residents of Bamberg came to call the tavern "Schlenkerla."

And though the sixth generation of brewers now taps the beer, the name has remained.

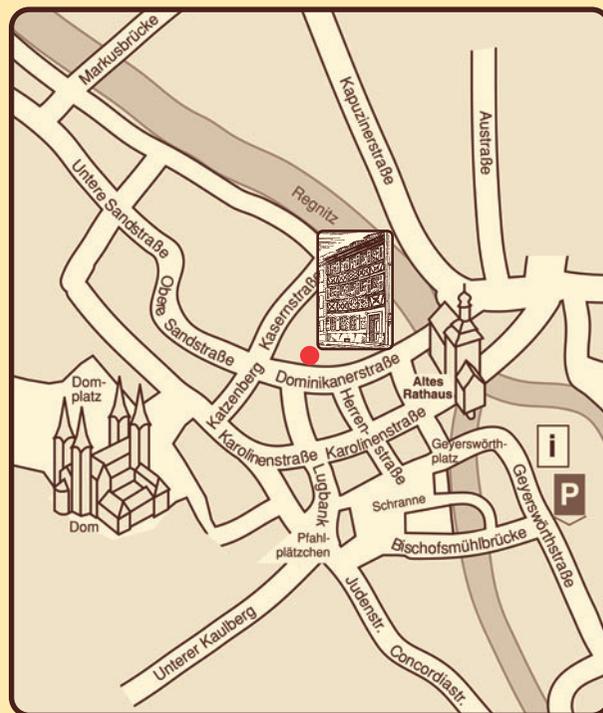
Original Schlenkerla Smokebeer - referred to as Aecht Schlenkerla Rauchbier by Germans - is brewed like any other Bavarian beer according to the Purity Law of 1516. The important difference is in the malting process. At the malt-house, the greenmalt (or germinated barley) is spread over a wire netting (the kiln), and is dried by the heat of a fire burning slowly underneath. The smoke from this fire penetrates the grain, giving the greenmalt its characteristic aroma, and thus turns it into smokemalt. In contrast, regular malt is killed by heat, but without smoke.



Historic malt kilning over open beech wood fire at the Schlenkerla

Special beechwood logs harvested in Franconia are used in the process of converting greenmalt into smokemalt, lending Schlenkerla its special flavor and unique dark color. Before being used in this process, the wood is dried for three years. With its fresh smoked taste, the bottom fermented Märzen-type beer with 13.5 percent original gravity has an alcohol content of 5.1 percent. Technical explanations aside, Schlenkerla Rauchbier owes its unique quality to the art of the brewmaster. For more than three centuries, brewmasters have passed on their sophisticated brewing experience from generation to generation. Today, this expertise is acknowledged by many national and international awards for Original Schlenkerla Smokebeer.

The historical brewery tavern "Schlenkerla" is situated beneath the mighty cathedral in the old town centre of Bamberg, the UNESCO World Heritage in northern Bavaria. First mentioned in 1405 and now run by the Trum family in the 6th generation, it is the fountain of "Aecht Schlenkerla Rauchbier". Schlenkerla Smokebeer is the classic beer specialty from Bamberg and today being exported to various countries world wide. For more detailed information and availability in your country please visit www.Smokebeer.com.



Schlenkerla

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Schlenkerla

HISTORISCHER BRAUEREIAUSSCHANK



Schlenkerla - in Bamberg an intriguing word, that conjures up many meanings. Visitors hear from the taxi driver or the hotel concierge, "After you visit the Cathedral, be sure to stop by Schlenkerla!" Schlenkerla is not only the heart of the old part of town, but also of Bamberg and the surrounding countryside. When they lead their distinguished guests to this locale, even the city fathers reflect pride in this old house that fits none of the usual definitions for hospitality.



Drinking and dining alone do not constitute Schlenkerla. The person who prefers to enjoy a pint alone, be forewarned! Cheerful banter is almost inevitable at the long wooden tables in this historic setting. While the typical Franconian may approach strangers a bit cautiously in everyday life,



The wooden beams of the low ceiling used to be painted with ox-blood for protection. Over the centuries they thereby obtained their dark color. At the walls there are numerous historic engravings of Bamberg, like the "World Chronicle of Schedel" from the year 1493 and in addition the line of ancestors of the Trum/Graser family.

he leaves this characteristic at the door after climbing the two stairs that separate the old town street from the "Rauchbierparadies."

There's tradition here. The delicious, deep dark brown brew has made guests happy - and loosened their tongues - for more than 300 years. In former times, the clergyman sat down with the carriage driver at the high table. Today the "Symphoniker" drinks his "Seidla" (half liter) with the "Gärtnerfrau," the city councillor cheers with the craftsman, and the American tourist is invited to join the "Stammtisch" (party of regulars). Schlenkerla levels differences of every kind. It connects visitors with townspeople.



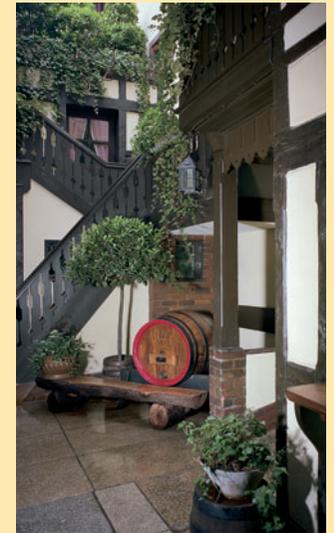
*"Dominikanerklausur"
with arched ceiling from 1310*

ple. Even the fabled Bavarian-Prussian tension usually dissolves here into camaraderie. Whether for "Frühschoppen" (an early pint), lunch, Brotzeit (afternoon snack), or dinner, the crowd of guests is bound to be a colourful mix.

In the cheerful exchange of laughter and conversation that runs from table to table, you might spot some serious faces. Since Bamberg has its own university and its own symphony, the discussion may take a turn to the meaning of life, or to the region's historically conservative views.

Freshmen in their early semesters are especially noted for this. However, after the third or fourth "Seidla," even these themes may lose their imperative. This too is Schlenkerla.

When the half-timbered house front dresses for summer - the lady of the house sets the boxes with geraniums outside as early as possible - the "Hausplatz" and the beautiful inner



court come to life again. In the warmer weather, the seats outside become as attractive as those in the Old Inn, Dominikanerklausur, or Bamberg Room, all year round. Then it is common to see the couple in festive clothes sitting down after the midday concert next to the family, who - obviously refreshed from their morning walk - have already claimed the largest part of the table with kith and kin. The thirst for an extraordinary brew in an incomparable locale unites them all.

Many have tried to describe Schlenkerla in word and picture, but no single description fully captures the experience. One must visit Schlenkerla to understand!

