



Dolphins - Parma Meeting

WP 5

Case studies on OLP

Bavarian Beer



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Protected geographic indication for Bavarian beer specialities



Bayerisches Bier: PGI since 5.7.2001

 **Rieser Bier**

 **Kulmbacher Bier**

 **Reuther Bier**

 **Hofer Bier**

 **Münchner Bier**

 **Mainfranken Bier**

PGI since july 1998

Area of production

GERMANY



The production area is the German « Bundesland » Bayern (Bavaria)

Bavaria

Story of the product

- ✍ “Bayerisches Reinheitsgebot “: Bavarian law on beer purity, decreed in April 1536 by Duke Wilhelm IV.
- ✍ Only three ingredients are admitted: barley, hop and water (yeast was not considered as an “ingredient”)
- ✍ This “receipt” was already common in northern Germany’s breweries at that time
- ✍ In 1614, the duke called for the Hanover brewer Elias Pichler to improve brewing praxis in the Hofbräuhaus (built in 1591)
- ✍ English technical know-how (on new brewing methods and beer cooling in ice cellars), imported in 1842, made Bavarian beer production grow rapidly



Bavaria - synonym for „beer region“?

- ✍ Bavaria's "Beer gardens" and the "Oktoberfest" became world-famous
- ✍ There are more than 40 different types of Bavarian beer in Bavaria, many of them created in the region (e.g. white beer, top-fermented wheat-malt beer)
- ✍ There are more than 4000 brand names in Bavaria
- ✍ All over the world hundreds of beer brands and breweries use „Bavaria“ as communication cue:



Kentucky (USA)



Wisconsin (USA)



Costa Rica



Brazil

Legislative aspects of the new PGI

- ✍ On national / regional level: the “Bavarian purity law” is still in force (slightly altered on national level, the use of wheat malt is allowed in Bavaria)
- ✍ On European level:
 - ✍ “Bavarian Beer” is not a generic term (only in some regions)
 - ✍ “Bavaria Brands”, that were registered before 2001, can keep their names
- ✍ On international level: negotiations with the USA

Producers, market relevance, branch

- ✍ All the 667 breweries in Bavaria can use the PGI
 - ✍ there turnover on brewery level is 4.3 billion Euro
 - ✍ 19.000 jobs are directly in the brewing business
- ✍ Product differentiation:
 - ✍ no price difference
 - ✍ no product differentiation (until now not even from German beer)
 - ✍ no labelling / communication differentiation (except for exportation)
- ✍ Agriculture:
 - ✍ 35.500 farms involved into barley production
 - ✍ 1781 farms involved into hop production

Perspectives / Options

- ✍ Stronger linkage to the region of origin: “Bavarian beer only from Bavarian barley and wheat”
- ✍ Even reinforce the “purity”: agrochemical residues, tracability
- ✍ adopt a vertically integrated approach together with farmers
- ✍ the new PGI might reinforce export positions when Bavarian brewers succeed in
 - ✍ explaining the “Bavarian Purity law” to European consumers...
 - ✍ ...without creating a cost free image transfer to the existing “Pseudo” Bavarian brands